



Case Study : HorsesLandWater – Horse SA

About the project

Overgrazing, erosion, manure management, protecting water quality and conservation are issues faced by owners of small farms. Typically located around the fringes of our capital cities and regional towns, these “lifestyle farms” have a unique set of environmental issues.

Small farm owners are often well educated, but not in natural resources management. The amount of time available for on-ground improvements is quite limited, property turnover is high and little or no specialized management equipment is available. In addition, social and professional networks vary considerably from traditional farmers.

Horse SA is a not-for-profit community based organization, formed a number of strategic alliances to undertake a research project aimed at promoting horse keeping and environmental management, culminating in the development of HorsesLandWater, a universal program specifically aimed at supporting horse owners. (www.horseslandwater.com)

The challenge

Monica Redden Consultancy was engaged to work with a team of project partners to deliver a critical aspect of the HorsesLandWater project - an historically significant national horse keeping forum which was the first time all stakeholders met together in Australia. This forum engaged government agencies, horse owners, horse organisations and research bodies, and required considerable in-depth planning and a clearly identified pathway through the engagement process to achieve an agreed outcome. Monica worked with Liz Harfull and HorseSA to design the forum, and facilitated the forum.

Our approach

The project required considerable planning so such a diverse range of stakeholders could be quickly and confidently engaged in what was a brand new topic for their industry

Preparation work included telephone interviews with prospective attendees to gauge attitudes and expectations and creating a flexible planning model for the day so it could be quickly adapted if necessary, depending on the final participants and any challenges that could arise.

The results

According to HorseSA, the engagement of Monica Redden Consultancy proved to be one of the critical success factors for the meeting and engaging horse organization leaders. The meeting successfully raised their awareness and interest in the issue, and resulted in them taking key agreed messages back to their relative organisations and constituents.

The methodology for planning, delivery and evaluation provided a solid foundation to build capacity in Horse SA to then go on and deliver similar forums in nearly every State of Australia.

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