

EQUESTRIAN QUEENSLAND OVERVIEW:

EST. 1951



EQUESTRIAN
QUEENSLAND

@EquestrianQLD
#equestrianqld



15,000

TOTAL
PARTICIPANTS



1,500

CLUB
VOLUNTEERS



130

ACCREDITED
COACHES



250

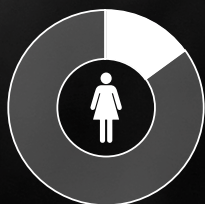
ACCREDITED
OFFICIALS

DISCIPLINES:

DRESSAGE
DRIVING
EVENTING
INTERSCHOOL
JUMPING
SHOW HORSE
VAULTING

300+
AFFILIATES

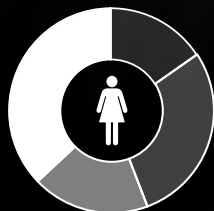
GENDER SPLIT



85%

FEMALE PARTICIPANTS

PARTICIPANTS BY AGE



● **37%** 21&U
● **19%** 22-34
● **29%** 35-54
● **15%** 55+



\$10,000

IS THE MINIMUM ANNUAL
SPEND FOR 54% OF
PARTICIPANTS ON
EQUESTRIAN SPORTS.

DIGITAL FOOTPRINT



17,000+
TOTAL EQ FAMILY FANS



6,500
SOCIAL FANS



4,500
NEWSLETTER
SUBSCRIBERS



5,700
UNIQUE VISITORS
PER MONTH



\$100,000+

TOTAL
PRIZE
MONEY

MAJOR EVENTS

EQUESTRIAN QLD ANNUAL AWARDS
BRISBANE CDI • QLD INTERNATIONAL 3 DAY EVENT
GATTON WORLD CUP • FESTIVAL OF DRESSAGE
BRISBANE CVI & AUSTRALIAN VAULTING CHAMPIONSHIPS
INTERSCHOOL QUEENSLAND STATE CHAMPIONSHIPS
HORSE OF THE YEAR & NEWCOMER CHAMPIONSHIP

MEDIA PARTNERS

EQUESTRIAN LIFE • OZ SHOTZ
LOCAL HORSE MAGAZINE

OLYMPIC SPORTS

DRESSAGE • EVENTING
JUMPING • PARA EQUESTRIAN