

# Future of Eventing – Social Licence

- Geoff Sinclair (AUS), RMSG Chair, Member Eventing Committee, Technical Delegate.
- Jenny Hall (GBR), Veterinary Committee Chair.

# Eventing changes in the last 20 years

- 1999 Over 10 fatalities forcing review.
- 2000 Sydney last Olympics with roads & tracks & steeplechase plus two complete competitions for Individual and Team.
- 2010 Short format allowing jumping before XC. Now 60% of completions are short format.
- 2018 1\* Unified introduced now 12% of competition.
- 2010 to now number of starters increased 30% and number of FEI competitions 50%+.
- 2022 Social media and live broadcast has exploded.

# Proof of media explosion & instant replays globally



RSPCA South Australia  
29 AUGUST 2018  
CROSS COUNTRY JUMPS RACING



REUTERS  
PETA calls on IOC president to remove equestrian events from Games



People Want Equestrian Events Banned From Olympics After Coach Disqualified For Hitting Horse

Alexander Carnegie Law  
11 Aug 2018  
Why steeplechase racing should be banned. Times of London



A talented young French event rider has been killed in a fall at a national event.



Yet another tragedy has befallen the beleaguered athlete, this time the death of his 4\* horse at the final fence of a qualifier in Australia.

## The social licence concept

- Unwritten, non-legally binding contract
- Society 'gives' right to operate
- Concept originated in resource-based industries
- Recently applied to animal-based industries



*During the 2021 FEI General Assembly, Roly Owers of World Horse Welfare gave a presentation on Ethics and Horse Sport, from where the following slide is taken.*

## Threats to social licence?

- Not prioritising our horses' mental and physical welfare
- Not listening and engaging with all stakeholders, including the public
- Not basing practice and rules on evidence
- Not being accountable, transparent, and ethical
- Not recognising that our responsibility applies anytime, anywhere – and lasts a lifetime
- Not proactively communicating about welfare and the importance of the horse-human partnership.



*During the 2021 FEI General Assembly, Roly Owers of World Horse Welfare gave a presentation on Ethics and Horse Sport, from where the following slide is taken.*

## How can we protect our social licence?

- Accept the world is changing
- Be transparent, ethical and accountable
- Ask not only 'Can I?' but also 'Should I?'
- Consider the ethical basis and use of an ethical framework for decision making
- Combine experience with ethics and science to challenge the status quo
- Be ahead of public expectations on horse welfare



*During the 2021 FEI General Assembly, Roly Owers of World Horse Welfare gave a presentation on Ethics and Horse Sport, from where the following slide is taken.*

**Change or be forced to change?**

**Thank you for your attention.**

**Questions?**