



## Equestrian Australia Annual Awards (2017)

EA Event of the Year Award Presented by Alinta Energy

# Saddleworld Melbourne International 3 Day Event



GwEVBqOz

## Nomination details

Nominee's achievements during the year 2017

In 2017 a sub-committee was formed to organise the 60th Anniversary Celebrations. The Anniversary dinner sold out and the historical photographic exhibition attracted many visitors. This allowed the main committee to focus on providing the best structure to facilitate competitors, trade exhibitors and spectators. A new ticket sales platform and onsite ticketing facilities resulted in NO queues on cross-country day and many happy spectators. Ticket sales increased on previous years as a direct result of the successful promotion campaign. A good line up of international judges provided competitors valuable feedback on their progress in training.

Celebrating 60 Years of Melbourne 3 Day Event in 2017 the Organising Committee created a celebration of history and welcomed a full field of competitors. This event showcases EA's top eventing combinations and in 2017 hosted the Oceania Young Rider and Senior Rider Championships Teams Event.

Cross Country day attracted over 6,000 spectators from a broad demographic; pony clubbers, young riders, grandparents and also a large number of first-time visitors as a result of the super promotion in Melbourne broadsheets. Several overseas visitors flew in specifically to attend the event, purchasing VIP tickets and enjoying the wonderful facilities on offer. The stands were full on showjumping day as the final results were determined. Throughout the event, a camera crew recorded many outstanding performances and a full hour program will soon air on Channel 7.

The 2017 Melbourne International 3 Day Event included:

- CCI1 to CCI3\* & Young Event Horse classes.
- International Competition.
- 200 Competitors.
- Past winners invited to 60th Anniversary Celebrations.
- Officials from Ireland, New Zealand & Australia.
- Over 7,000 spectators throughout the event.

Log in to [equestrianaustralia.awardsplatform.com](http://equestrianaustralia.awardsplatform.com) to see complete nomination attachments.

