



**PH**  
Peter Horobin Saddlery®  
Est. 1985

**STRIDE  
FREE®  
RACING**

# THOROUGHBRED BACK HEALTH

Bridging the gap from on to off the track



## OUR VISION

To be recognised as a leader in setting the standards of equine back health through saddles.

- Communicating the importance of equine back health at every stage of the thoroughbreds life.
- Work globally with re-trainers and organisations in providing education and practical knowledge to help care for the thoroughbreds back health throughout.
- Work with equine professionals in developing knowledge and new science surrounding equine back health.
- Education about the continual changing shape of the thoroughbreds back.









# PRE-TRAINING



## PRE-TRAINING

Educating horse breakers that this is the most important stage of growth. Ensuring that the saddle they use; whether it is a stock saddle, half breed, equestrian or track saddle, is to be fitting correctly to suit a young horse.

A criteria list of what is required in a saddle that can apply to all brands of saddles, that allows freedom in shoulder movement, clearance of spinal processes and no pressure on the wither area. All areas which can cause pain and discomfort for horses if not assessed correctly.

**WHAT WE WILL BE OFFERING:** PHS will be creating a collection of education material for pre-trainers, which allow them to understand the fundamentals of what it means to have a correctly fitting saddle. This education material will be free and easily accessible to all pre-trainers. Incentives for our services and products will be provided to participating pre-trainers.

# WHEN IN TRAINING



## TRACKWORK

The evolution of the StrideFree® exercise saddle has been a credit to Peter Horobin and the many professionals who have been willing to share their information with us about their results in treatment to improve equine welfare over the last 10 years. With these results, we have been able to design a cutting edge saddle which allows complete freedom of the horse's movement, reduce wither soreness, prevents speedy cutting, secondary pain, girthing, changed attitude in the unwillingness to be saddled, improved smoother transitions out of the gates and overall improved performance and stride length.

**WHAT WE WILL BE OFFERING:** The continual education of back health under saddle with trainers. Creating partnerships with training stables working with their horses which have back issues to help them understand that the incorrect saddle can be a contributing factor to back soreness. 'One on one' demonstrations at the track, and on site chats with stables and track work riders to discuss the importance of back health and how everyone can take accountability to recognise and promote equine welfare through saddle fit from the beginning.



## RACING

# LIFE AFTER RACING



## RETIREMENT

The expectations and accountability the racing industry has been working on within their equine welfare programs, has been an excellent step to promoting equine welfare in racing. The responsibility of trainers providing homes for their horses leaving their care can be a difficult task.

Our connection with the equestrian industry and being able to cover all disciplines is a point of difference for StrideFree®. Having that pre-existing relationship with the trainer and their understanding about equine back health can then be transferred to the new owner of the horse.

**WHAT WE WILL BE OFFERING:** Providing trainers with a monetary incentive as a referral fee to act as a credit in our system when they purchase more StrideFree® saddles from us. Providing them with the education needed to pass onto the client who receives an Off The Track horse, with the opportunity to have ANY brand of saddle assessed by our team at Peter Horobin Saddlery (complimentary online assessment) .



## RETRAINERS

Work with re-trainers in various locations across Victoria and provide an incentive program to them with referrals. Assisting them by running Saddle Fit Days. Eg. Pilot day at Bellbird Park after the Pakenham OTT Horse's birthday was a successful endeavor in 2018., by providing a day of complimentary on site consultations to all re-trainers who attended RV OTT birthday.



## OTT OWNER

Giving OTT owners the personal touch of owning a Peter Horobin Saddle by providing them with a stamp of recognition on their saddle for owning an OTT horse.

Providing incentives for the customer who shop with us and use our services.

Investing back into the industry by giving a donation from each saddle where is needed, at the time complimenting goals of Racing Victoria, Harness Racing, or equine therapy projects.