



# **How important is public trust for the future of the horse sport sector?**

**RSPCA Animal Welfare Seminar  
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# Acknowledgement

I acknowledge and pay respect to First Nations peoples of many countries and cultures, whose spiritual connection with animals and country are of more-than-human meaningfulness, which may hold different values to western cultures, and westernised knowledge of sentience, agency, anthropomorphism and the human and animal connection to each other and country.

This presentation is prepared on the traditional lands of the Bunurong and Boon Wurrung people, Werribee, Victoria. Australia.



# Introduction



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## Julie Fiedler

PhD candidate at the University of Melbourne

Research project titled 'Forecasting Horse Welfare Expectations: Insights from within.' (#futurehorse)

20 yrs. as Executive Officer for Horse SA (non-profit Horse Council).

Secretary, Animal Emergency Incident Management Network (Australia New Zealand).

# #Futurehorse project

Today's presentation incorporates ideas developed through the #futurehorse project.





# Contents

- Social licence to operate
- Changing attitudes to animal welfare
- The Five Freedoms and The Five Domains Model
- Introduction to organisational animal safeguarding
- Public trust and the future of the horse sports



Keep an eye out for the purple star. The scenarios on these slides could be helpful to chat about with friends over coffee or as a workshop exercise.



# Social licence to operate



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# Social licence to operate

- SLO is a non-legal, unwritten agreement where the public provides tacit consent to conduct operations.
- SLO is about **legitimacy and credibility**: In horse sports, this includes systematically delivering on horse welfare to an agreed standard.
- SLO is about **trust**: the organisation's **intent** to 'do' welfare and the public trust that this will occur – even when nobody is looking.



# Social licence to operate

## Examples of issues

HOME > SPORTS

### An animal charity is suing Olympic organizers over a number of horse-related incidents at Tokyo, including the now-infamous pentathlon punch

Sam Cooper Aug 20, 2021, 9:17 PM



Home / News

### Vets' health warning over 'designer' horses

Eleanor Jones  
17:55 - 24 October, 2018



News

### "Shanking" of arabian show horses in US Equestrian Federation spotlight

May 6, 2016 | Horsetalk.co.nz | 15 Comments

Spread the word



News

### Lab to investigate gene doping in racehorses

June 19, 2018 | Horsetalk.co.nz | 0 Comments | Doping

Spread the word



### The whip: racing must prepare for a day of reckoning

Daniel Ross | NOVEMBER 18, 2018 | 6




Home / News

### Outcry after horse breaks leg in ride caught on video

Pippa Cuckson  
11:04 - 19 December, 2018

22 shares





# Social licence to operate Initiatives

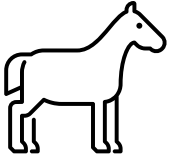


## British Equestrian puts welfare top of the agenda with new advisory body

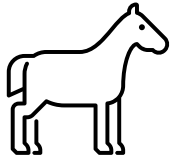
Friday, 23 December 2022



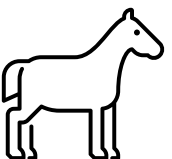
# Changing public attitudes towards animal welfare



Greater public **acceptance of sentience**- that animals can feel, engage with their surroundings and have good, bad or neutral experiences.



In addition to preventing cruelty, equivalent weighting is given to **providing minimum standards of care.**



Increased public interest in activities where the sentient horse is central to the business model:

**The public trust** that the organisation<sup>^</sup> has the **intent** to **safeguard horse welfare.**

<sup>^</sup> incl business,  
non-profits

# The Five Freedoms and the Five Domains Model



# The Five Freedoms

	<b>Freedom</b>	<b>Provisions</b>
1	Freedom from hunger, thirst, malnutrition	By providing ready access to fresh water and a diet to maintain health and vigor
2	Freedom from discomfort and exposure	By providing an appropriate environment including shelter and a comfortable resting area
3	Freedom from pain, injury, disease	By prevention or rapid diagnosis and treatment
4	Freedom from fear and distress	By ensuring conditions and treatment that avoid mental suffering
5	Freedom to express normal behaviour	By providing sufficient space, proper facilities and company of the animal's own kind.





# Perspective



**Five  
Freedom**



## Five Domains Model

From the **perspective of what matters for the horse**, the 5D makes us think about the **conditions** that may result in positive or negative experiences.

# Experiences



**Five  
Freedoms**



Recognises negative experiences and positive experiences and emotional state.

**Five  
Domains Model**



# Perspective and the experience of animals

Freedom	Provision
Freedom from hunger, thirst, malnutrition	By <b>providing</b> ready access to fresh water and a diet to maintain health and vigor



Print out a copy of the Five Freedoms and Five Domains. Lay them side by side. Talk about the differences with friends over a coffee.

Nutritional Conditions and their Associated Affects

Negative Conditions		Positive Conditions	
<i>Nutritional inadequacies:</i>	<i>Negative affects:</i>	<i>Nutritional opportunities:</i>	<i>Positive affects:</i>
Restricted water intake	→ Thirst	Drink correct quantities of water	→ Wetting/quenching pleasures of drinking
Excessive water intake	→ Water intoxication		
	→ Hunger (general)	Eat enough food	→ Postprandial satiety
Restricted food intake	→ Hunger (salt)		→ Pleasure of salt taste
	→ Weakness of starvation		
Poor food quality	→ Malaise of malnutrition	Eat a balanced diet	→ Pleasures of food tastes/smells/textures
Low food variety	→ Eating-related boredom	Eat a variety of foods	→ Masticatory pleasures
Voluntary overeating	→ Feeling bloated or overfull	Eat correct quantities of food	→ Comfort of satiety
Force-feeding, excessive energy intake	→ Gastrointestinal pain, nausea/malaise		→ Gastrointestinal comfort

Figure 2. Domain 1: Nutrition. Examples of nutritional imbalances and opportunities and their associated negative and positive affects assigned to Domain 5: Mental State.



# Interactions



**Five  
Freedoms**



**Five  
Domains  
Model**

Interactions with people, other horses and animals and the environment.

# Agency



**Five  
Freedoms**



**Five  
Domains Model**

Agency is about horses making conscious behavioural choices.



# What could these ideas mean for your organisation?



Perhaps many of the policies or procedures in your organisation were written to prevent suffering and cruelty.

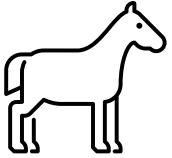
**Perspective, experiences  
interactions, agency**

**What could it look like to apply these concepts in your organisation?**

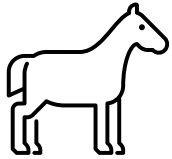
Who knows... perhaps your ideas might end up in a welfare plan or a policy one day!



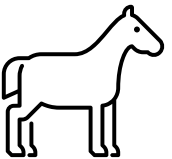
# Changing public attitudes towards animal welfare



Greater community-wide **acceptance of sentience**  
**Perspective. Experiences. Interactions. Agency. (5D Model).**



In addition to preventing cruelty, equivalent weighting is given to  
**providing more than minimum standards of care.**



**Prevent suffering and cruelty +  
actively promote more than minimum standards of care.**

**=**

**Horse welfare is everyone's responsibility (safeguarding).**



# Towards organisational animal safeguarding



# Organisational animal safeguarding

For this talk....

**Organisational:** not-for-profit or for-profit organisations that provide a horse-related activity (not government or an individual).

**Animal:** the use is in the context of horse activities.

**Safeguarding:** An active, collaborative model of care. All people who make decisions about welfare, and every person the horse interacts with, have a level of responsibility for each horse's welfare.



# About safeguarding

## People



## Horses?

Animals do not have the same legal position in society as people.

It is important for the horse sector to describe what safeguarding means in the context of their activity.

# Organisational animal safeguarding Goals

- 1. Promotes a 'welfare culture':** -an organisation-wide supportive approach to improving welfare continuously.
- 2. Horse-centred:** Identifying how people intersect with the written horse activity welfare plan & policies.
- 3. Collaborative models for horse care:** Working together inside and outside the organisation to build a safety net for horses within and beyond the organisation's core activity.





# Organisational animal safeguarding Goals

**4. Proportionate:** Decisions and tasks are contextualised to the setting, situation and people and proportionate to any identified risks.

**5. Solution-orientated:** Includes embedding administrative and physical enablers to facilitate equity. Incorporates ethical perspectives and resources to support decision-making. Promotes the co-design of solutions.

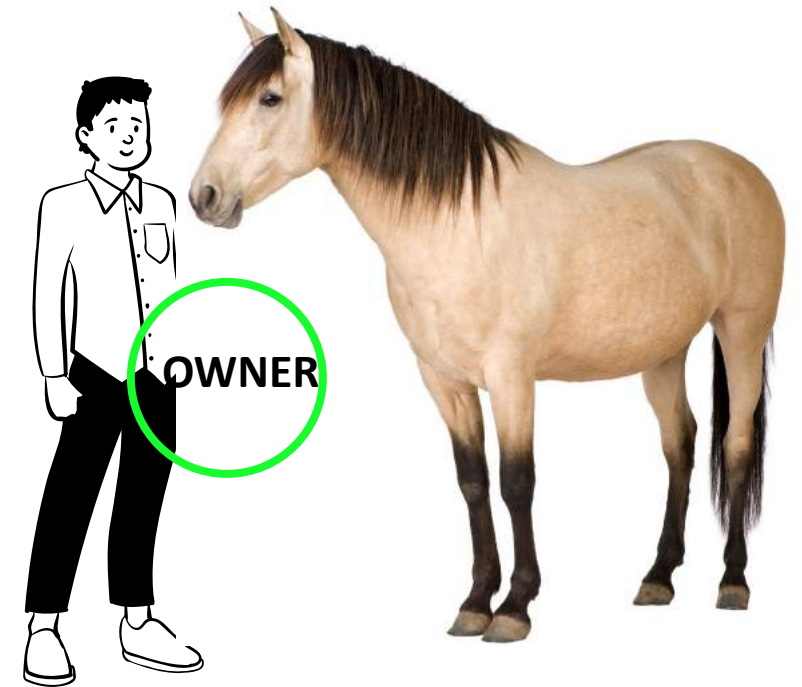
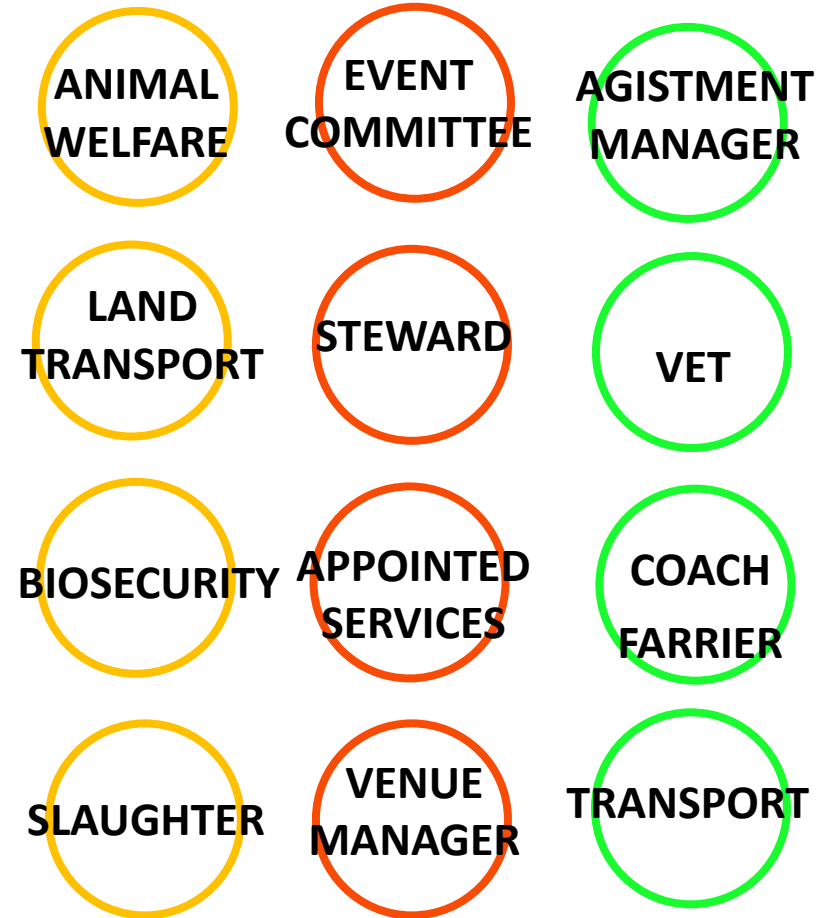
**6. Accountable:** Transparency for **public trust**. Empower advocacy. Participatory. Systems in place for decision-making, reporting and external audits.





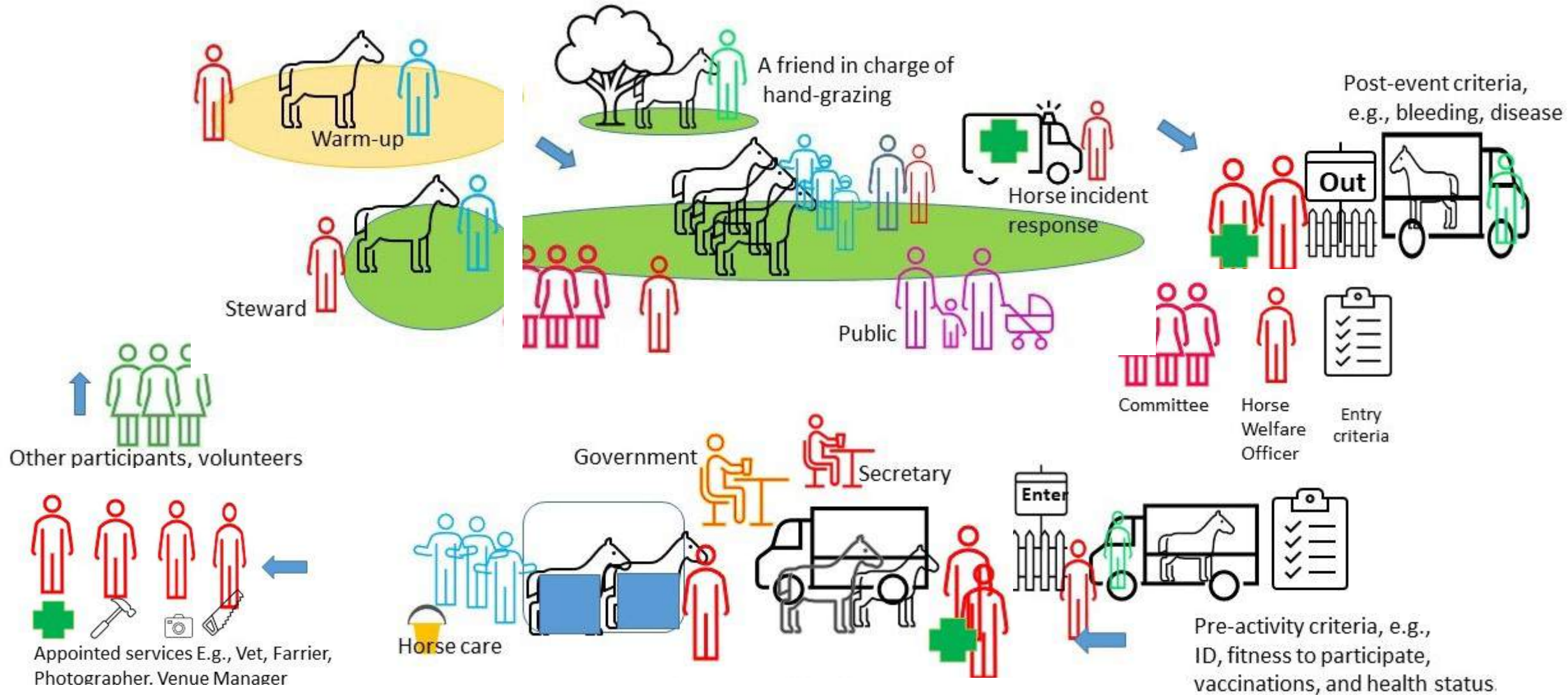
# Levels of responsibility

Government Organisations Individuals



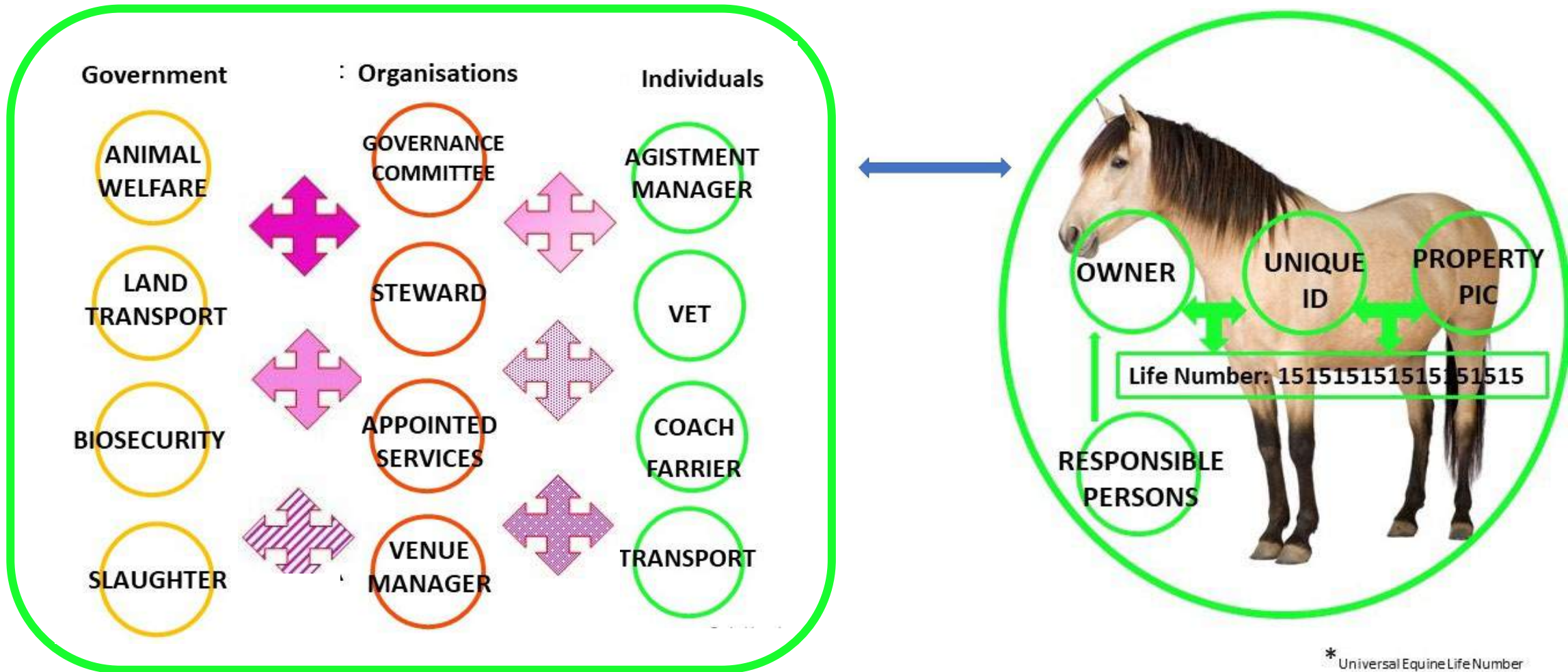


# Towards Organisational Animal Safeguarding



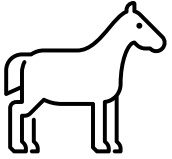


# The safeguarding safety net

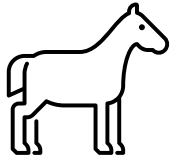




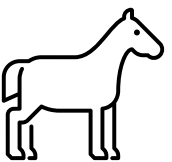
# Changing public attitudes towards animal welfare



Greater community-wide **acceptance of sentience**- that animals can feel and have positive and negative experiences.  
**Perspective. Experiences. Interactions. Agency. (5D Model)**



In addition to preventing cruelty, equivalent weighting is given to **providing minimum standards of care.**  
**Animal safeguarding**



Increased public interest in activities where the sentient horse is central to the business model: **The public trust** that the organisation<sup>^</sup> has the **intent to safeguard horse welfare**  
**Next... public trust/ the Social Licence to Operate**

# Public trust and the future of horse sports



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# #Futurehorse project: Social licence to operate

*‘...[the sport] it needs to not just operate within the law, but that it must meet community expectations in relation to animal welfare’*

(Case 840: Horse Racing, Amateur)

*‘Social licence relates to all horse-riding activities - if it was deemed unacceptable, the industry would not be viable’*

(Case 42: Equestrian Sports, Professional).



# Social licence to operate

SLO is about **legitimacy, credibility and trust**

**The Five Domains Model (perception.../agency)**

**+**

**Organisational Animal Safeguarding**

**=**

**In a better position to manage social licence**

**Together, these are important for public trust and the future of the  
horse sport sector**





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**The future?**

**Public trust**



**Social licence**



**Support for horse  
sports & activities.**

**Anthony Van Dyck (IRE)**  
Breeders' Cup Turf @ Santa Anita Park.  
Image: [Jeanine Williams](#)

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Julie Fiedler #futurehorse

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# Thank you



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