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Saddleworld presents
AN EVENING WITH
CARL HESTER

■ ■ ■ ■ ■ ■ ■ ■ ■ ■
SAT 5 NOV 16 | 3PM-10.45PM
WERRIBEE PARK, VICTORIA

DRESSAGE TRADE VILLAGE • RESTAURANT
2 BARS • GOURMET BBQ • FOOD TRUCKS



DRESSAGEMASTERCLASS.COM.AU



WELCOME

To a new moment in equestrian sport.

We have the talent, the audience and the imagination to create events of the calibre only seen in Europe. We're fascinated by our equine partners; by their grace, by their skill and by their incredible athleticism.

We deserve a presentation model that combines entertainment and education into the kind of package that can market our sport to the masses. All the ingredients are already there - we just need to try a different recipe!

Mission Statement

Dressage Masterclass is dedicated to improving the promotion of equestrian sport in Australia by presenting innovative events that increase training knowledge and showcase the sport to a wider audience.

We want to be part of a new movement of equestrian fans willing to contribute our skills back into the sport, willing to try new ideas and take new risks, all in the name of trying to maximise the potential our sport has to find new audiences.

We hope Dressage Masterclass can play a small part in this evolution, and by teaming up with **Saddleworld** and **Carl Hester MBE** we've given ourselves the chance to showcase our sport in the best possible light.

Enjoy the show!

Adam Fawcett & Melissa Cannon
Dressage Masterclass





LISTEN UP!




The three key things you need to know...

- 1 The Box Office location **has moved** to the trade village within Indoor 2.
- 2 You need to exchange your Restaurant or BBQ tickets for **meal passes** at the Box Office upon arrival. No meal pass = no meal!
- 3 **There is NO BYO available** – under Werribee Park's liquor licence there is no BYO available, however we will have two public bars open in Indoor 2 selling a variety of champagne, wines, beers, ciders and soft drinks with both cash and EFTPOS facilities.

GET SOCIAL

Hashtag it!

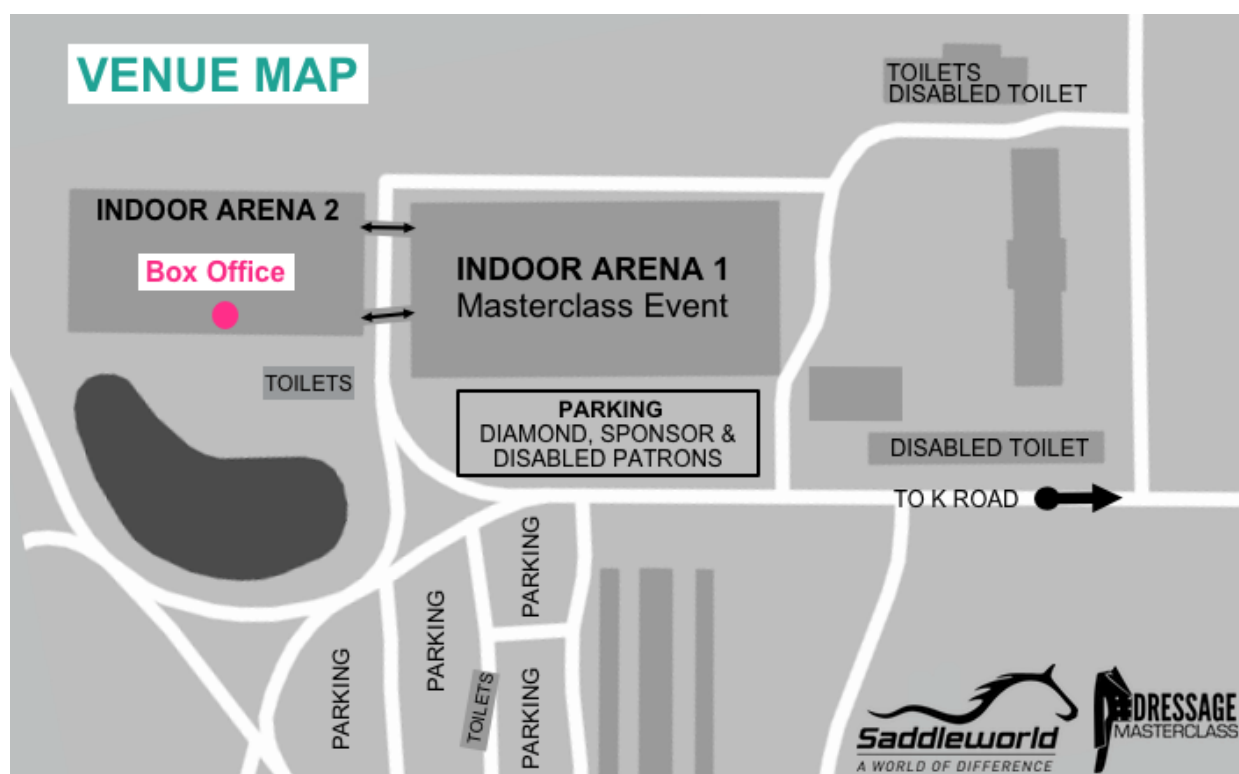
We'd love to follow your posts and hear your thoughts! As well as using **#dressagemasterclass** in your posts about the event, be sure to follow and tag us with the following handles:

	Facebook.com/dressagemasterclass
	Twitter.com/DsgMasterclass / @DsgMasterclass
	Instagram.com/DressageMasterclass / @DressageMasterclass



VENUE MAP

Please note the Dressage Masterclass Box Office **has been relocated**.
You can now find us at the Trade Village within Indoor Arena 2. (see map below)



Please refer to the above map to familiarise yourself with the various parking and toilet locations on the night.

Disabled Patrons:

For patrons who have booked wheelchair access tickets, please proceed to the disabled parking area upon arrival and familiarise yourself with the location of disabled toilets.

Should you have any queries during the event please do not hesitate to contact a volunteer who will be stationed close to your seating bank for assistance.



EVENT SCHEDULE

Who, what, when and where!

Following is a breakdown of the event schedule.

Top Tip

Allow enough time to arrive, park and collect your meal passes (if applicable) so you aren't rushing around at the last minute and can enjoy the event to the max!

You can also access the schedule anytime here: <http://bit.ly/DMCSchedule>

Time	Session	Who	Indoor
3.00pm	Indoor 2 opens	All	2
4.40pm	Doors to Indoor 1 open	All	1
5.00pm	Session 1	Carl & Rider 1	1
5.30pm	Session 2	Carl & Rider 2	1
6.10pm	Session 3	Carl & Rider 3	1
6.50pm	Presentation with Saddleworld	Saddleworld	1
7.00pm	Interval – 90 minutes	All	2
8.15pm	15 minute call to re-take seats	All	1
8.30pm	Session 4	Carl & Rider 4	1
9.15pm	Session 5	Carl & Brett Parbery	1
10.00pm	Q&A with Carl Hester	Carl & Brett Parbery	1
10.45pm	Event concludes	All	



ASK CARL A QUESTION!

Submit online or by text during the event...

As part of the evening's entertainment we're offering audiences a chance to have a question answered by Carl during the post-show Q&A!

Questions will be chosen from those submitted prior to the event (Visit <http://bit.ly/AskCarl> to submit yours!) and those sent by text message to Dressage Masterclass during the event (look out for the mobile number that will appear on the video screens during the performance).

SHOW SOME LOVE

Let's respect our sponsors!

Saddleworld are our major sponsor for this masterclass and have been long-term supporters of Australian dressage – let's show them the respect they deserve!

Please use the official event name when posting about the event:

Saddleworld presents An Evening With Carl Hester

Top Tip

Why not tag Saddleworld in your posts celebrating the event to show them how grateful you are for supporting our sport? Use @Saddleworld to tag them on Facebook and the hashtag #Saddleworld

The same rules apply for our other sponsors, traders and exhibitors of the event – if you see them around, thank them for supporting the event!



FAQs

You asked, we answered...

When should we arrive?

To get the maximum experience out of the event, plan to arrive by 3pm when Indoor 2 opens.

Here you can enjoy exclusive sales offers from our Traders, pick up your restaurant or BBQ passes, grab a drink and kick back with friends ahead of the show!

What should we first do when we arrive?

Head to the Box Office to pick up your Restaurant or BBQ passes. To do this you need to provide either your tickets (printed or on your mobile) or personal ID for the person who booked the tickets so we can exchange them for your meal passes.

Please note: you cannot use your current tickets to access the Restaurant or BBQ – you need to exchange these for meal passes at the box office, so get this done upon arrival so you can head straight to the Restaurant or BBQ at interval!

Can I take video and photos at the event?

As set out in the ticketing terms and conditions you are not permitted to take video footage of the masterclass event or use flash photography during the performance. Any person found in breach of these terms during the event will be asked to leave the performance immediately.

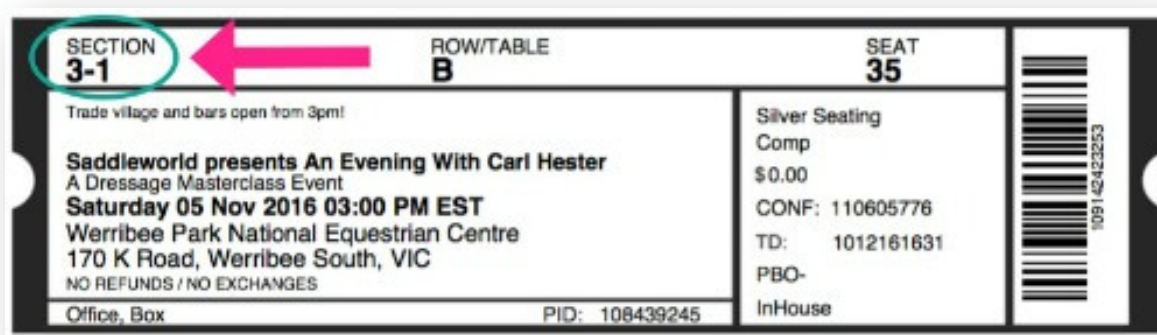
You are however welcome to take images on your phone (remember to remove the flash setting!) and share them on social media – use the hashtag **#dressagemasterclass** so we can follow along!



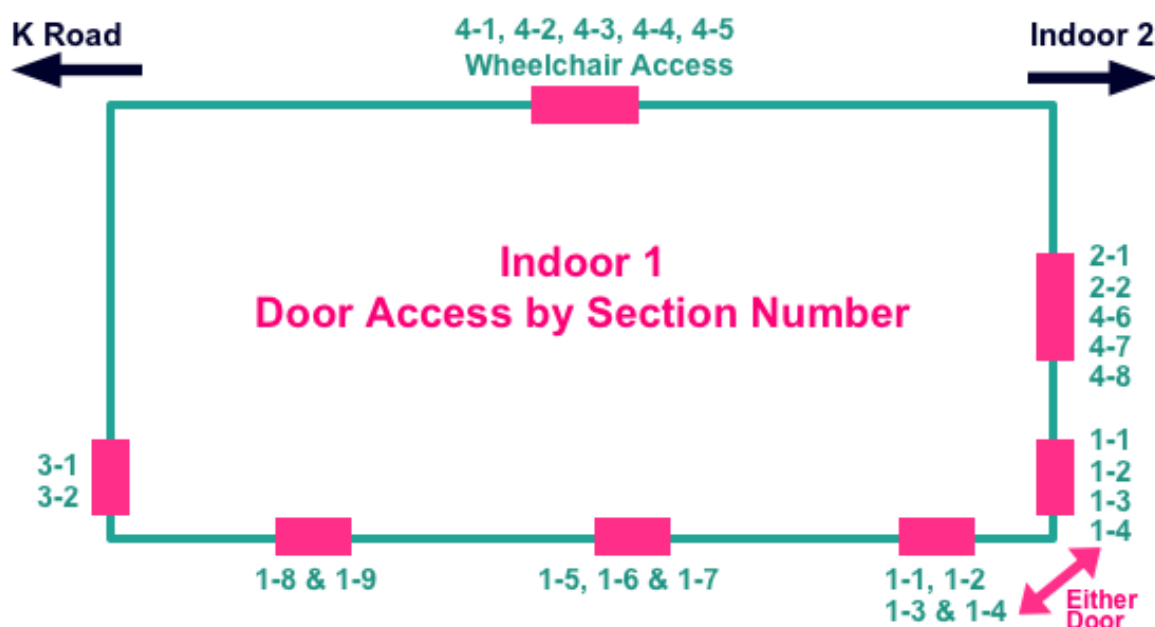
Which door do I enter to access my seat?

For the safety of all patrons and to help you take your seats quickly, please ensure you **enter and exit through the correct door** for the entire evening.

To do this, check your ticket to locate your Section Number (see below):



Find your section number on the map below and enter through this door only.





What meals options are available at the event?

We have 3 types of meal options available for the event, the 300-seat *PDS Carl Hester Collection Restaurant*, the *Gourmet BBQ* and limited food trucks positioned at the back of Indoor 2 which you can purchase from on the night.

The Gourmet BBQ is already sold out, however there are seats available for the *PDS Carl Hester Collection Restaurant* here: <http://bit.ly/DMCTickets>

How do I access the Gourmet BBQ?

The Gourmet BBQ will be stationed within Indoor 2 and commence serving during the interval. During interval simply line up in one of the BBQ queues, hand over your BBQ Meal Pass to the attendant and receive your meal!

Please note: you cannot use your current BBQ ticket to access the Gourmet BBQ – you need to exchange these for **meal passes** at the box office.

Simply provide either your tickets (printed or on your mobile) or personal ID for the person who booked the tickets so we can provide you with your meal passes.

Top Tip

If there's a queue at the BBQ during interval, please note that the first patron will receive the same offering as the last patron, so feel free to shop first and eat later!

How do I access the PDS Carl Hester Collection Restaurant?

The 300-seat restaurant is located on the long side within Indoor 2 and opens for service during the interval. Simply present your restaurant passes to the host at the entrance to the restaurant to gain access at any time during interval.

Please note: you cannot use your current tickets to access the Restaurant – you will need to pick up your **restaurant pass** at the box office upon arrival.



What if I have a dietary requirement for the BBQ or Restaurant?

If you didn't indicate your dietary preferences for gluten free or vegetarian options when you purchased your meal tickets but would now like to do so, please email boxoffice@dressagemasterclass.com.au with your full name, email address used when making your booking and your dietary preference by **5pm Friday 28 October**.

Please note: we cannot cater for any dietary requests received after this date.

What drink options are available at the event?

We will be installing two public bars inside Indoor 2 for patrons to enjoy – the *Saddleworld Bar* located at the end of the long side and the *BJS Insurance Brokers Bar* located on the short side.

We've teamed up with the lovely people at **Mitchelton Wines** who will be supplying champagne and a variety of red and white wines for you to enjoy!

Both bars will also serve a range of beers, ciders and soft drinks, with both cash and EFTPOS facilities available.

No BYO allowed!

Under Werribee Park's liquor licence there is no BYO available. Please assist us in adhering to the terms and conditions of this licence.

Will Carl be available for book signings?

Due to the time constraints of running a half-day event unfortunately we can not offer any book signing opportunities, except for the 26 Diamond Ticket holders which have this included as part of their ticket package.



Can I camp overnight at Werribee?

Yes! You must however contact Werribee Park National Equestrian Centre to reserve your place. The cost is \$15 for a powered site or \$10 for an unpowered site. Please book online (<http://wpnec.com.au/bookings/>) or contact WPNEC on 03 9741 7672 or email admin@wpnec.com.au for support.

Do you have any information on transport options?

If travelling from the CBD or outside of Werribee by public transport, we recommend catching a train to *Werribee Train Station* and pre-booking your taxi to and from Werribee Park.

You can view train timetables, departure and arrival times and costs at the *Public Transport Victoria* website here: <http://bit.ly/DMCTrains>

Taxi Services

West Suburban Taxis

Ph: 03 9689 1144 or book online here: <http://203.52.217.16/WST/>

Silver Service Cab

Ph: 0467 065 237 or email bookings@silverservicecab.com.au to book.

Note: the address for the venue is **170 K Road, Werribee** – make it clear to your driver that you need to travel to Werribee Park Equestrian Centre and not Werribee Park Mansion which is next door but a different venue altogether.

Top Tip

The event will conclude at approximately 10.45pm so arrange for any pre-booked taxi to arrive after this time!

Patrons staying at the Mansion will also need to make their own arrangements to travel to and from the venue.



CARL HESTER MBE

A legend of Equestrian Sport!



For **Carl Hester**, the opportunity to return to Australia was one he couldn't pass up, and comes after what is his fifth Olympic Games appearance in Rio.

"I've always found Australian riders hungry for knowledge and eager to learn, which is why I'm looking forward to returning this year to help share what I've learnt along the way. Despite Australia's distance from Europe, dressage really is a global sport and I'm looking forward to joining the Dressage Masterclass team in November to help promote it."

More: carlhester.co.uk

The numbers don't lie...

- 5 time Olympian
- Holder of over 68 National Titles
- 8-time British Grand Prix Champion
- 2016 Global Dressage Visionary Award
- 2015 British Horse Society Queen's Award for Equestrianism
- Named 2014 Best Rider of the Year by French Yearbook *L'Annee Hippique*
- Member of the Most Excellent Order of the British Empire (MBE) in 2013
- 2011 British Olympic Association's Equestrian Athlete of the Year



MEET YOUR RIDERS

9 short-listed riders vying for 4 coveted spots!



Brett Parbery

Image: Adam Fawcett

As well as the confirmed Grand Prix combination of **Brett Parbery** and **PPH Zeppelin** who will ride in the final session of the event, the following riders have been short-listed for selection by Carl into the remaining four spots:



David Shoobridge

Image: Adam Fawcett



Alicia Ryan

Image: Gone Riding Media



Georgina Foot

Image: Derek O'Leary



Julia Battams

Image: Supplied



Rebecca Williams O'Brien

Image: Lisa Sultana



Michael Baker

Image: Julie Wilson



Tori Stuckey

Image: Derek O'Leary



Riley Alexander

Image: Supplied



Stephanie McDonald

Image: Jessica Atkins Photographics



"for me, to find a brand whose saddle technology is coming to the fore, that I can move forward with and help train my horses to win more medals is really fantastic".

Carl Hester MBE





MEET LYALL

Your compère for the evening



Your compère for the evening, performer **Lyall Brooks** most recently appeared in the one-man show *A Prudent Man*, which won the 2016 Melbourne Fringe Festival People's Choice Award from over 420 productions. Major stage appearances include *North by Northwest* (Arts Centre Melbourne), *The Heretic* (MTC) and *Sunday in the Park with George* (Victorian Opera). The recipient of three Green Room Award nominations, Lyall's recent TV appearances include *Neighbours*, *Miss Fisher's Murder Mysteries* and HBO's *The Leftovers*.

More: lyallbrooks.com

OFFICIAL PARTNER & MAJOR SPONSOR



MEDIA PARTNER



SUPPORTING PARTNERS





TRADE VILLAGE

Shop till you drop!

Commencing at 3pm, our **Dressage Trade Village** is located inside Indoor 2.

To find out more about the products and services on offer from our fabulous traders and access a larger map, click here: <http://bit.ly/DMCTradeVillage>



PDS
Carl Hester Collection

"for me, to find a brand whose saddle technology is coming to the fore, that I can move forward with and help train my horses to win more medals is really fantastic".

Carl Hester MBE



IT'S SALES TIME!

Get in from 3-5pm and grab some bargains...

Love a bargain? We know you do! Arrive by 3pm and enjoy some great sales offers from our traders like these ones below...



25% off beautiful clinic shirts

Shop early, limited stock

Mrs Tutton







Dressage Selections

Herm Sprenger Bits and Spurs

10% OFF SPECIAL from 3 - 5pm



THE DANCING HORSE

Dressage, Showjumping & Eventing Speciality Store

www.dancinghorse.com.au

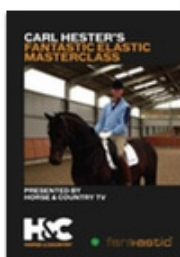
Last chance to buy the only training DVD by Carl Hester!

Fantastic Elastic Masterclass DVD

SPECIAL DEAL 3-5pm period:

\$55 / was \$64.95

This DVD has sold out - only 10 copies are left!



HORSE-IN-THE-BOX SPECIAL OFFERS:

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Stand 13 - Indoor 2

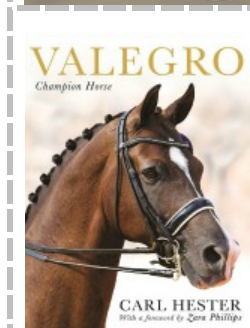
**TRADE
VILLAGE
OPENS
AT
3PM!**

NEW BOOKS BY CARL!



Valegro: the Little Horse with the Big Dream

What do triple Olympic gold medallists do when they retire? Write their life story, of course! Valegro tells his own story in this, the first in the series of books for children (and older readers!). The perfect Christmas present for young riders and Olympic wannabes, they'll share tears and laughter with Valegro through his early, rollercoaster years. Beautifully illustrated throughout, and includes insights from Carl about horse care and training. Buy direct from Carl: <http://www.carlhester.co.uk/shop/>



Valegro: Champion Horse (exclusive signed copies!)

This modern-day Black Beauty story is told by his owner and trainer, Carl Hester, who had the vision to bring together the potential of a young rider - Charlotte Dujardin - with a horse whose outstanding ability has proved that dreams can still come true. Buy exclusive signed copies direct from Carl: <http://www.carlhester.co.uk/shop/>



U-GENIUS & UTHOPIA

Stallions now available to Australian breeders!



Uthopia – A Gold Medal Winning Powerhouse

Available for the first time to international breeders, this 2001 KWPN stallion is outstanding in his type and demonstrates three magnificent paces combined with a fantastic temperament.

Please email Claudine claudine@bichard.net directly for all **Uthopia** frozen semen enquiries.



Introducing U-Genius: Carl Hester's latest star!

17hh, Black Stallion, 2011, AES licensed

Sire: Uthopia (Metall x Inspekteur) / Dam: Weidyfleur II (Negro x Gershwin)

U-Genius' breeding credentials are glittering with gold, being by Uthopia and out of the only breeding full sister to Valegro!

U-Genius has very much been kept 'under wraps' until now. He was quietly made available to British and European breeders for the 2016 season and quickly sold out for his first full season.

U-Genius is a big and powerful horse with outstanding balance and paces. His aptitude, ability and willingness to listen and learn are extraordinary.

U-Genius has just concluded a stay at West Kington Stud and fulfilled worldwide export criteria, with shipments of frozen doses arriving in Australia at the beginning of November, giving Southern Hemisphere breeders a rare opportunity to introduce medal winning lines to breeding programmes.

Please contact Claire Hester +44(0)7803 303548; Email haylandsend@btinternet.com or message U-Genius' Facebook page: <https://www.facebook.com/UGenius2011/?fref=ts>



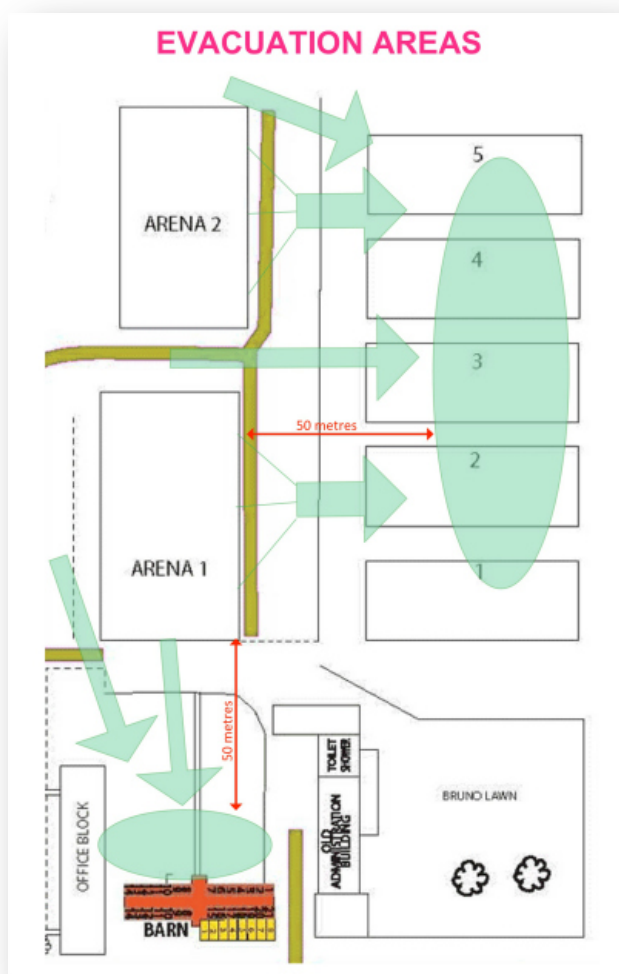


EMERGENCY!

Now that we have your attention...

In the event of an emergency please familiarise yourself with the evacuation locations on the map below.

In the interest of traffic flow and safety of all patrons we also ask that you **always enter and exit Indoor 1 from the same door.**





STILL HAVE QUERIES?

Get in touch

Can't find an answer to your query in this guide? Feel free to get in touch with us below (email preferred) and we will endeavour to get back to you as soon as possible.



boxoffice@dressagemasterclass.com.au



Submit a question online here:

<http://dressagemasterclass.com.au/contact-us/>



Box Office: 0476 385 122 (10am to 4pm)



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