

SEI AM2

ACTIVITY MODULE 2 – TRAINING AND COACHING ACTIVITIES

Module Introduction

1. Purpose and Application

AM2 – Training and Coaching Activities establishes the requirements for organisations providing instruction, coaching, training, or supervised equestrian activities involving horses and participants within the certification scope. AM2 is discipline-neutral and may apply to individual or group lessons, recreational instruction, professional coaching, horse training, rider development, groundwork, ridden activities and other structured learning or performance-development activities involving horses. The Module applies whether the horse is owned by the organisation, provided to the participant, privately owned, leased or brought temporarily to the facility.

2. Scope of Responsibility

Training and coaching create responsibilities towards both the horse and the participant. The organisation shall ensure that trainers and coaches are appropriately competent, that participants are matched to activities and horses according to relevant ability and risk, and that horses are physically and behaviourally suitable for the work required. Where horses, trainers or facilities are provided by third parties, responsibilities shall be sufficiently defined to prevent gaps in horse wellbeing, participant safety, supervision or emergency response.

3. Horse Wellbeing and Training Ethics

Horse wellbeing shall take precedence over lesson completion, training objectives, commercial pressure, competition preparation or participant expectations. Training methods shall be proportionate to the horse's physical and behavioural capabilities and shall not rely upon fear, avoidable pain, exhaustion or punitive treatment. A participant or other person raising a reasonable horse-wellbeing concern shall be permitted to stop or decline an activity while that concern is appropriately evaluated.

4. Participant Safety and Responsible Learning

Training and coaching activities shall be organised according to the foreseeable risks of the activity, the competence and characteristics of the participant, the horse used, the environment and the potential consequences of an incident. Protective equipment, supervision and activity controls shall therefore be proportionate to risk rather than limited solely to minimum customary practice.

5. Relationship with AM1 and Other Activity Modules

Where training or coaching is undertaken at a stable or equestrian centre assessed under AM1, equivalent evidence relating to horse accommodation, water, biosecurity, infrastructure, environmental management or other common controls may be recognised without unnecessary duplication. AM2 focuses on the additional impacts and responsibilities created by the training and coaching activity itself. Where horse transport is incidental to training or coaching, relevant horse-wellbeing and safety responsibilities shall remain controlled within the activity. Where the organisation itself undertakes horse transport as a material, routine or separately certified activity, AM7 – Transport & Logistics shall additionally apply according to the defined certification scope.

6. Assessment Hierarchy

The AM2 criteria follow the sequence of a responsible Training and Coaching Activities

AUTHORITY & COMPETENCE → DEFINE THE ACTIVITY → ASSESS THE PARTICIPANT → MATCH HORSE & PARTICIPANT → CONFIRM HORSE FITNESS → TRAIN RESPONSIBLY → PROTECT HORSE & PARTICIPANT → CONTROL THE TRAINING ENVIRONMENT → PREPARE FOR INCIDENTS → MANAGE RESOURCES & IMPACTS → MEASURE → CORRECT → IMPROVE → COMMUNICATE

The hierarchy is intentional. Training should begin only when the organisation has established that the coach, participant, horse and environment are suitable for the intended activity.

Criterion AM2-1 – Legal Authority and Professional Competence for Training and Coaching

The organisation shall demonstrate that training and coaching activities are lawfully provided and undertaken by persons whose competence is appropriate to the activities, participants and horses involved.

Compliance Requirements

AM2-1.1 Legal registrations, licences, approvals or professional requirements applicable to the provision of training or coaching activities shall be identified and maintained.

AM2-1.2 Trainers and coaches shall possess competence appropriate to the discipline, activity level, participants and horses they supervise.

AM2-1.3 Qualifications, licences, registrations or continuing professional requirements required by applicable authorities or governing organisations shall be current.

AM2-1.4 The organisation shall define the activities and participant levels that each trainer or coach is authorised and competent to provide.

AM2-1.5 Changes affecting legal, professional or governing requirements shall be identified and incorporated into training and coaching activities where necessary.

Indicators

- Applicable operating and professional requirements are identifiable.
- Trainers and coaches demonstrate appropriate competence.
- Required qualifications and registrations are current.
- Coaching responsibilities correspond with demonstrated competence.
- Relevant changes result in updated controls.

Verification and Non-Conformity Conditions

Verification includes licences, qualifications, registrations, professional records, activity schedules, interviews and observation of training or coaching activities.

Minor non-conformity: Arises where legal and competence requirements are substantially satisfied but isolated records, renewals or competence documentation are incomplete.

Major non-conformity: Arises where training is provided without mandatory legal authority, required professional competence is materially absent, or persons knowingly provide activities beyond their competence in a manner creating significant risk to horses or participants.

Criterion AM2-2 – Training and Coaching Activity Scope and Risk Profile

The organisation shall define the training and coaching activities provided and evaluate the material horse-wellbeing, participant-safety and operational risks associated with those activities.

Compliance Requirements

AM2-2.1 The nature, level, duration and principal characteristics of training and coaching activities shall be identified.

AM2-2.2 Material risks shall be evaluated according to the discipline, activity, horse, participant, environment and foreseeable consequences.

AM2-2.3 Higher-risk activities shall have proportionately stronger supervision, competence and safety controls.

AM2-2.4 Changes in training methods, facilities, horses, participant profiles or activity intensity shall be evaluated before or during implementation where they may materially affect risk.

AM2-2.5 Incidents, near misses, welfare concerns and operational experience shall be used to review the activity risk profile.

Indicators

- Training and coaching activities are clearly defined.
- Material risks reflect actual activity conditions.
- Higher-risk activities receive proportionate controls.
- Significant changes are evaluated.
- Operational evidence informs risk review.

Verification and Non-Conformity Conditions

Verification includes activity descriptions, risk assessments, lesson or training structures, incident information and observation of actual activities.

Minor non-conformity: Arises where risks are substantially understood but individual activity evaluations, controls or review evidence are incomplete.

Major non-conformity: Arises where material foreseeable risks associated with training or coaching are knowingly uncontrolled or activities continue despite significant unmanaged risk.

Criterion AM2-3 – Participant Assessment, Suitability and Informed Participation

Participants shall be appropriately assessed before undertaking training or coaching so that the activity, supervision and horse provided are suitable to their competence and relevant individual circumstances.

Compliance Requirements

AM2-3.1 Relevant participant information shall be obtained before undertaking activities where competence, age, physical capability, experience or other characteristics materially affect safety.

AM2-3.2 Riding or equestrian competence shall be evaluated sufficiently to determine an appropriate starting activity and level of supervision.

AM2-3.3 Relevant health, accessibility or other information voluntarily or lawfully obtained shall be considered where it materially affects safe participation.

AM2-3.4 Participants shall receive appropriate information concerning the nature of the activity, material risks, expected conduct and applicable safety requirements.

AM2-3.5 Participant suitability shall be reassessed where performance, behaviour, incidents or progression indicate that the original assessment may no longer be appropriate.

Indicators

- Relevant participant information is obtained before activity.
- Participant competence is appropriately evaluated.
- Relevant individual circumstances influence activity planning where necessary.
- Participants receive suitable information before participation.
- Suitability is reassessed when evidence warrants it.

Verification and Non-Conformity Conditions

Verification includes participant assessments, booking or registration information, interviews, activity allocation, incident information and observation.

Minor non-conformity: Arises where participant suitability is generally well controlled but individual assessment, documentation or reassessment evidence is incomplete.

Major non-conformity: Arises where participants are knowingly placed into materially unsuitable activities without reasonable assessment or where mismatch creates significant foreseeable risk.

Criterion AM2-4 – Horse and Participant Matching

Horses used for training and coaching shall be appropriately matched to the competence, characteristics and objectives of the participant and to the nature of the activity.

Compliance Requirements

AM2-4.1 The organisation shall maintain sufficient knowledge of relevant horses' temperament, experience, physical capability and training suitability.

AM2-4.2 Horse selection shall consider participant competence, confidence, relevant physical characteristics and the intended activity.

AM2-4.3 Horses presenting behaviours or characteristics requiring advanced competence shall not be allocated to participants lacking appropriate ability and supervision.

AM2-4.4 Horse-participant combinations shall be observed during activity and changed where evidence indicates a material mismatch.

AM2-4.5 Incidents, refusals, repeated difficulty, participant concerns or horse-behaviour changes shall inform future matching decisions.

Indicators

- Relevant horse characteristics are known.
- Horse allocation reflects participant competence and activity.
- Higher-risk horses are appropriately controlled.
- Matching is reviewed during activity.
- Experience and incidents inform subsequent allocation.

Verification and Non-Conformity Conditions

Verification includes horse profiles or equivalent knowledge, participant records, lesson allocation, interviews, incident information and observation.

Minor non-conformity: Arises where matching is substantially appropriate but individual documentation or review evidence is incomplete.

Major non-conformity: Arises where a horse-participant mismatch is knowingly maintained despite significant foreseeable welfare or safety risk.

Criterion AM2-5 – Horse Fitness, Workload and Recovery

Horses used for training and coaching shall be physically and behaviourally fit for the activity and shall receive workloads, recovery periods and rest appropriate to their condition and capabilities.

Compliance Requirements

AM2-5.1 Horses shall be considered suitable and fit before undertaking the intended activity.

AM2-5.2 Workload shall take into account fitness, age, health, training level, environmental conditions and other material factors.

AM2-5.3 Horses shall receive appropriate recovery and rest between activities and following materially demanding work or travel.

AM2-5.4 Signs of fatigue, pain, lameness, injury, distress or abnormal behaviour shall result in reassessment and, where appropriate, cessation of activity.

AM2-5.5 Workload, health concerns and recurring performance changes shall be reviewed to identify whether training intensity or management requires adjustment.

Indicators

- Horses used are suitable for the intended work.
- Workloads reflect individual capability.
- Appropriate recovery and rest are provided.
- Abnormal welfare indicators result in action.
- Workload trends influence training decisions.

Verification and Non-Conformity Conditions

Verification includes horse observations, lesson and training schedules, workload information, veterinary concerns, incidents and trainer interviews.

Minor non-conformity: Arises where workload management is generally appropriate but individual monitoring or recovery evidence is incomplete.

Major non-conformity: Arises where an unfit, injured, significantly exhausted or distressed horse is knowingly required to continue training or coaching activity.

Criterion AM2-6 – Horse Wellbeing Concerns and Authority to Stop Activity

Any legitimate concern that continuation of an activity may compromise horse wellbeing shall be capable of triggering an immediate reassessment without unreasonable pressure on the person raising the concern.

Compliance Requirements

AM2-6.1 Trainers and coaches shall monitor horses before and during activity for relevant signs of pain, fatigue, injury, illness, distress or abnormal behaviour.

AM2-6.2 Participants, employees, volunteers and other relevant people shall be permitted to raise horse-wellbeing concerns irrespective of their experience or status.

AM2-6.3 Where a reasonable material welfare concern is raised, the activity shall be paused where necessary and the horse appropriately assessed.

AM2-6.4 Veterinary advice shall be sought where the condition is serious, uncertain, deteriorating or cannot reasonably be resolved through competent non-veterinary assessment.

AM2-6.5 No person shall be penalised, intimidated or unreasonably pressured to continue an activity with a horse while a significant welfare concern remains unresolved.

Indicators

- Trainers actively monitor horse condition.
- Welfare concerns can be raised freely.
- Material concerns trigger reassessment.
- Veterinary escalation occurs where appropriate.
- Participants can decline continuation without inappropriate pressure.

Verification and Non-Conformity Conditions

Verification includes interviews, complaints, incident records, veterinary information and observation of training culture.

Minor non-conformity: Arises where the welfare escalation process is effective but isolated documentation or communication deficiencies exist.

Major non-conformity: Arises when significant welfare concerns are knowingly dismissed, a participant is pressured to continue with a materially unfit horse, or a serious, unresolved welfare risk is subordinated to commercial or training objectives.

Criterion AM2-7 – Humane Training Methods and Learning Principles

Training and coaching methods shall support effective learning without exposing horses to avoidable fear, pain, distress, confusion or excessive physical or psychological pressure.

Compliance Requirements

AM2-7.1 Training methods shall be appropriate to the horse's physical capability, maturity, level of education and behavioural response.

AM2-7.2 Training shall progress according to the horse's ability to understand and physically perform the requested activity. Positive reinforcement and other low-aversive approaches shall be considered where appropriate to achieve the intended objective effectively and safely.

AM2-7.3 Repeated resistance, abnormal behaviour or deterioration in performance shall be evaluated as a potential indicator of pain, fear, confusion, fatigue or unsuitable training before stronger corrective methods are applied.

AM2-7.4 Training methods intended to deliberately frighten, injure, exhaust or cause avoidable pain or distress to achieve compliance shall not be permitted. Traditional or competitive practice shall not by itself justify such methods.

AM2-7.5 Trainers shall evaluate horse responses and adapt training where evidence indicates that the method is ineffective or adversely affecting wellbeing.

Indicators

- Training reflects horse capability and development.
- Progression is proportionate and controlled.
- Behavioural resistance is appropriately interpreted.
- Abusive or fear-based training is prohibited.
- Horse response informs changes to training.

Verification and Non-Conformity Conditions

Verification includes direct observation, trainer interviews, training plans (where relevant), horse behaviour, and complaints or incident records.

Minor non-conformity: Arises where training is substantially humane and appropriate, but isolated planning, monitoring, or adaptation evidence is incomplete.

Major non-conformity: Arises where abusive, deliberately painful, fear-inducing or materially excessive training practices are used or knowingly tolerated.

Criterion AM2-8 – Whips, Spurs and Training Aids

Whips, spurs and other training aids shall be used only as proportionate aids to communication or reinforcement and shall never be used as instruments of punishment, anger or abusive coercion.

Compliance Requirements

AM2-8.1 The organisation shall define whether whips, spurs and other relevant training aids are prohibited, restricted or permitted according to the activity and applicable requirements. Where permitted, less aversive alternatives shall be considered, and unnecessary reliance upon such aids avoided.

AM2-8.2 Participants shall receive appropriate instruction before using aids capable of causing pain, fear, injury or significant distress if misused. For novice riders and children, training shall not routinely depend upon such aids where the activity can reasonably be undertaken without them.

AM2-8.3 Aids shall not be used to punish a horse, express anger or frustration, or force an exhausted, injured or significantly distressed horse to continue.

AM2-8.4 Excessive, repeated or inappropriate use, including use capable of causing injury, broken skin or significant fear, shall result in immediate intervention.

AM2-8.5 Significant or repeated misuse shall be recorded and shall result in proportionate corrective, educational or disciplinary action.

Indicators

- Permitted use of relevant aids is clearly understood.
- Participants receive suitable instruction.
- Observed use is proportionate and controlled.
- Inappropriate use results in intervention.
- Repeated misuse has demonstrable consequences.

Verification and Non-Conformity Conditions

Verification includes observation, facility or training rules, participant instruction, incidents, complaints and corrective actions.

Minor non-conformity: Arises where use is generally appropriate but individual instruction, communication or recording deficiencies exist.

Major non-conformity: Arises where deliberately abusive or excessive use of aids occurs, is instructed by a trainer or is knowingly tolerated by management.

Criterion AM2-9 – Tack, Training Equipment and Horse Fit

Tack and training equipment shall be appropriate to the horse, participant and activity and shall not create avoidable pain, injury or restriction.

Compliance Requirements

AM2-9.1 Relevant tack and training equipment shall be suitable for its intended purpose and maintained in serviceable condition.

AM2-9.2 Fit shall be appropriate to the individual horse and shall be reviewed where horse condition, equipment or activity materially changes.

AM2-9.3 Equipment shall not be altered or used in a manner intended to cause unnecessary pain or coercion.

AM2-9.4 Participants shall receive appropriate instruction in the correct use of relevant tack and equipment.

AM2-9.5 Recurring signs of discomfort, injury, behaviour change or equipment failure shall result in evaluation and corrective action.

Indicators

- Tack and equipment are appropriate and maintained.
- Fit corresponds with the horse.
- Equipment is used responsibly.
- Participants understand correct use.
- Problems result in evaluation and correction.

Verification and Non-Conformity Conditions

Verification includes physical inspection, observation during activities, maintenance information, horse condition and participant/trainer interviews.

Minor non-conformity: Arises where equipment is substantially appropriate but isolated maintenance, fit or monitoring deficiencies exist.

Major non-conformity: Arises where known unsuitable or deliberately harmful equipment is used and creates significant avoidable pain or injury.

Criterion AM2-10 – Participant Safety and Personal Protective Equipment

The organisation shall establish protective-equipment requirements proportionate to the foreseeable risks of each training and coaching activity.

Compliance Requirements

AM2-10.1 Appropriate riding head protection shall be required for mounted activities where applicable according to legal, governing and activity-specific requirements.

AM2-10.2 Protective equipment shall be suitable for its intended purpose, condition and user and shall meet applicable recognised standards where required.

AM2-10.3 The need for body protection and additional PPE shall be determined according to activity risk, including relevant consideration of jumping, higher-risk terrain, participant experience, horse characteristics and potential impact consequences.

AM2-10.4 Where risk assessment establishes that additional protective equipment is necessary, its use shall be mandatory for the relevant activity.

AM2-10.5 PPE requirements shall be reviewed following accidents, near misses, equipment developments or changes in activity risk.

Indicators

- Mounted activities have defined head-protection requirements.
- PPE is appropriate and serviceable.
- Body-protection decisions are based on activity risk.
- Required equipment is actually used.
- Incidents and changes result in review.

Verification and Non-Conformity Conditions

Verification includes activity risk assessments, PPE rules, equipment inspection, participant information, observation and incident records.

Minor non-conformity: Arises when PPE controls are substantially effective, but isolated deficiencies in inspection, communication, or documentation exist.

Major non-conformity: Arises where mandatory protective equipment is knowingly not required or used, or where a significant foreseeable risk identified by the organisation remains without reasonable protective control.

Criterion AM2-11 – Training Environment, Surfaces and Activity Conditions

Training areas and environmental conditions shall be suitable for the intended activity and managed to minimise material risks to horses and participants.

Compliance Requirements

AM2-11.1 Arenas, exercise areas, routes and training surfaces shall be suitable for the activities undertaken.

AM2-11.2 Surface condition, obstacles, boundaries and relevant infrastructure shall be inspected at intervals proportionate to use and risk.

AM2-11.3 Training activities shall consider weather, temperature, lighting, visibility and other environmental conditions capable of materially affecting safety or horse wellbeing.

AM2-11.4 Activities shall be modified, relocated, postponed or stopped where conditions create unacceptable risk.

AM2-11.5 Surface-related incidents, recurring defects and relevant complaints shall be evaluated and used to improve management.

Indicators

- Training areas are suitable for their intended activity.
- Surface and infrastructure inspections are demonstrated.
- Environmental conditions influence activity decisions.
- Unsafe conditions result in modification or cessation.
- Recurring issues result in improvement.

Verification and Non-Conformity Conditions

Verification includes physical inspection, maintenance records, activity observation, weather-related controls and incidents.

Minor non-conformity: Arises where training environments are substantially suitable but isolated inspection or maintenance deficiencies exist.

Major non-conformity: Arises where training knowingly continues in conditions presenting significant foreseeable risk to horses or participants.

Criterion AM2-12 – Supervision, Group Management and Instructor Control

Training and coaching activities shall be supervised at a level appropriate to participant competence, horse characteristics, activity complexity and foreseeable risk.

Compliance Requirements

AM2-12.1 Instructor-to-participant arrangements shall allow effective supervision of the activity.

AM2-12.2 Group composition shall consider participant competence, horse compatibility and activity objectives.

AM2-12.3 Trainers shall maintain sufficient control of the activity to intervene where unsafe or inappropriate conduct occurs.

AM2-12.4 Participants requiring additional assistance or supervision shall receive proportionate support.

AM2-12.5 Supervision arrangements shall be reviewed following incidents, near misses or evidence that effective control cannot be maintained.

Indicators

- Supervision corresponds with activity risk.
- Group composition is appropriate.
- Trainers can intervene effectively.
- Additional support is provided where necessary.
- Incidents influence future supervision.

Verification and Non-Conformity Conditions

Verification includes lesson observation, participant numbers, instructor allocation, incident records and interviews.

Minor non-conformity: Arises where supervision is substantially effective but isolated group-management or documentation weaknesses exist.

Major non-conformity: Arises where materially inadequate supervision creates significant foreseeable risk or trainers cannot effectively control the activity.

Criterion AM2-13 – Safeguarding, Respectful Conduct and Participant Welfare

Training and coaching shall take place within a safe and respectful learning environment that protects participants from abuse, harassment, intimidation, discrimination and inappropriate exercise of authority.

Compliance Requirements

AM2-13.1 Appropriate safeguarding and conduct requirements shall apply to trainers, participants and other relevant persons.

AM2-13.2 Additional protections required for minors or vulnerable participants shall be identified and implemented.

AM2-13.3 Coaching methods shall avoid humiliation, intimidation, coercion or inappropriate physical or psychological pressure.

AM2-13.4 Participants shall have access to an appropriate mechanism for raising concerns independently of the trainer involved where necessary.

AM2-13.5 Safeguarding concerns shall be evaluated, escalated and reported according to their seriousness and applicable requirements.

Indicators

- Safeguarding requirements are established.
- Minors and vulnerable persons receive appropriate protection.
- Coaching conduct is respectful.
- An alternative concern pathway is accessible.
- Significant concerns are appropriately escalated.

Verification and Non-Conformity Conditions

Verification includes safeguarding arrangements, participant information, complaints, interviews, training observations and escalation records.

Minor non-conformity: Arises where safeguarding controls are generally effective but isolated communication or documentation deficiencies exist.

Major non-conformity: Arises where serious abuse, harassment, intimidation or safeguarding failure is knowingly tolerated or concealed.

Criterion AM2-14 – Visiting and Privately Owned Horses in Training

Where participants bring horses not owned or routinely managed by the organisation, responsibilities for the horse during training shall be sufficiently defined to protect horse wellbeing and safe activity delivery.

Compliance Requirements

AM2-14.1 Responsibility for the horse before, during and immediately after the training activity shall be understood.

AM2-14.2 Visiting horses shall satisfy relevant facility, health, identification, biosecurity or activity requirements where applicable.

AM2-14.3 The trainer shall retain authority to refuse or stop training where the horse appears materially unfit, unsuitable or unsafe for the intended activity.

AM2-14.4 The horse owner or responsible person shall be informed of relevant welfare or safety concerns identified during training.

AM2-14.5 Significant recurring concerns associated with a visiting horse shall be considered before accepting the horse for subsequent activities.

Indicators

- Responsibility for visiting horses is clear.
- Applicable entry and biosecurity controls are demonstrated.
- Trainers can refuse unsuitable horses.
- Welfare concerns are communicated.
- Recurring concerns influence future acceptance.

Verification and Non-Conformity Conditions

Verification includes participant agreements, horse information, biosecurity records where relevant, observations and concern records.

Minor non-conformity: Arises where visiting-horse controls are substantially effective but individual information or communication deficiencies exist.

Major non-conformity: Arises where a materially unfit or unsafe visiting horse is knowingly allowed to participate despite significant welfare or safety risk.

Criterion AM2-15 – Emergency Response, First Aid and Incident Management

Training and coaching activities shall have emergency arrangements proportionate to the nature, location and foreseeable risks of the activity. Immediate response shall prioritise horse wellbeing and human safety, and significant incidents shall be appropriately recorded, investigated and communicated where required.

Compliance Requirements

AM2-15.1 Foreseeable horse and participant emergencies associated with training shall be identified.

AM2-15.2 Suitable human first-aid arrangements and access to emergency medical assistance shall be available.

AM2-15.3 Appropriate veterinary escalation and horse-emergency arrangements shall be available.

AM2-15.4 Trainers shall understand their immediate response, escalation and communication responsibilities following falls, injuries, horse escape, serious welfare events or other significant incidents.

AM2-15.5 Significant incidents and relevant near misses shall be recorded, investigated and used to improve activity controls. Where an incident is publicly witnessed, becomes publicly known or is reasonably likely to generate material concern regarding horse or human wellbeing, the need for external communication shall be assessed and managed in accordance with CML-18.

Indicators

- Relevant emergency scenarios are identified.
- Human first-aid arrangements are available.
- Veterinary escalation is established.
- Trainers understand response, escalation and communication responsibilities.
- Significant incidents result in review and appropriate communication assessment

Verification and Non-Conformity Conditions

Verification includes emergency arrangements, first-aid provisions, veterinary contacts, trainer responsibilities, incident and near-miss records, investigations and resulting corrective actions. Where significant publicly relevant incidents have occurred, verification shall also confirm that the need for external communication was assessed and appropriately referred to the controls established under CML-18.

Minor non-conformity: Arises where emergency arrangements are substantially effective but isolated equipment, information or documentation deficiencies exist.

Major non-conformity: Arises where foreseeable serious emergencies lack adequate response arrangements or where failure to respond creates significant avoidable harm, and/or where a significant incident is knowingly concealed from the organisation's established escalation process in a manner that prevents appropriate welfare, safety or communication response.

Criterion AM2-16 – Resource Efficiency in Training and Coaching Activities

Training and coaching activities shall be planned and delivered with reasonable consideration of energy, water, materials and other resources while maintaining horse wellbeing and participant safety.

Compliance Requirements

AM2-16.1 Material resource uses directly associated with training and coaching activities shall be identified.

AM2-16.2 Opportunities to reduce avoidable energy, water and material consumption shall be evaluated.

AM2-16.3 Arena lighting, irrigation, heating, cooling or other activity-related systems shall be operated according to actual operational need where under the organisation's control.

AM2-16.4 Resource-efficiency measures shall not compromise horse wellbeing, participant safety or activity quality.

AM2-16.5 Material resource-performance information shall be reviewed and linked to applicable AM1 or Benchmarking data where appropriate.

Indicators

- Material activity-related resource uses are understood.
- Avoidable consumption is evaluated.
- Systems are operated according to need.
- Efficiency does not compromise safety or welfare.
- Relevant performance data support review.

Verification and Non-Conformity Conditions

Verification includes activity schedules, energy/water information where available, operational controls and relevant AM1/Benchmarking evidence.

Minor non-conformity: Arises where resource management is generally effective but individual measurement or improvement evidence is incomplete.

Major non-conformity: Arises where significant avoidable resource impacts are systematically unmanaged or efficiency measures create significant welfare or safety risk.

Criterion AM2-17 – Greenhouse Gas Emissions, Travel and Activity Mobility

The organisation shall identify and manage material greenhouse gas impacts associated with training and coaching activities, including relevant participant, staff and horse mobility where these form a significant part of activity delivery.

Compliance Requirements

AM2-17.1 Material emission sources directly associated with training and coaching activities shall be identified.

AM2-17.2 Relevant energy and transport information shall be quantified or reliably estimated where materially significant and reasonably practicable.

AM2-17.3 Opportunities to reduce unnecessary travel, vehicle movements or inefficient scheduling shall be evaluated where operationally appropriate.

AM2-17.4 Emission-reduction measures shall not compromise horse welfare, safe horse transport or participant accessibility.

AM2-17.5 Relevant activity-emission information shall contribute to applicable benchmarking greenhouse gas performance reporting.

Indicators

- Material activity-emission sources are identified.
- Relevant quantitative information is available.
- Travel and scheduling efficiencies are considered.
- Horse welfare and safety remain protected.
- Data link to benchmarking where applicable.

Verification and Non-Conformity Conditions

Verification includes schedules, transport information, energy data, calculations and benchmarking evidence.

Minor non-conformity: Arises where material emissions are substantially understood but individual data or evaluation elements are incomplete.

Major non-conformity: Arises where material emission information is deliberately misrepresented or significant environmental impacts are systematically excluded without justification.

Criterion AM2-18 – Waste, Equipment and Environmentally Harmful Substances

Materials, equipment and substances used specifically in training and coaching shall be managed to minimise avoidable waste and environmental or welfare risk.

Compliance Requirements

AM2-18.1 Material waste streams, consumables and potentially harmful substances associated with training activities shall be identified.

AM2-18.2 Training equipment shall be maintained, reused or repaired where appropriate before replacement.

AM2-18.3 Waste generated through training activities shall be appropriately segregated and managed according to applicable facility controls.

AM2-18.4 Harmful substances used in arena, equipment or training-related activities shall be controlled according to applicable environmental and safety requirements.

AM2-18.5 Procurement and disposal practices shall periodically consider lower-impact alternatives where technically and economically appropriate.

Indicators

- Activity-related waste and materials are understood.
- Equipment life is appropriately managed.
- Waste is correctly segregated.
- Harmful substances are controlled.
- Lower-impact options are considered.

Verification and Non-Conformity Conditions

Verification includes equipment condition, purchasing, waste controls, relevant substances and AM1 evidence where applicable.

Minor non-conformity: Arises where controls are substantially effective but individual waste, procurement or documentation elements are incomplete.

Major non-conformity: Arises where harmful substances or waste are seriously mismanaged in a manner creating significant environmental, human or horse-welfare risk.

Criterion AM2-19 – Land, Biodiversity and Outdoor Training Impact

Outdoor training and coaching activities shall be planned to minimise avoidable damage to land, soils, habitats, watercourses and biodiversity.

Compliance Requirements

AM2-19.1 Material environmental sensitivities associated with outdoor training areas or routes shall be identified where applicable.

AM2-19.2 Training intensity and access shall be managed to minimise material erosion, soil damage, habitat disturbance and watercourse impacts.

AM2-19.3 Applicable access restrictions, seasonal controls and protected-area requirements shall be respected.

AM2-19.4 Route or area selection shall consider opportunities to reduce environmental disturbance where practicable.

AM2-19.5 Evidence of recurring environmental damage shall result in review and corrective action.

Indicators

- Relevant environmental sensitivities are known.
- Activity intensity is appropriately controlled.
- Access restrictions are respected.
- Lower-impact options are considered.
- Damage triggers corrective action.

Verification and Non-Conformity Conditions

Verification includes site or route information, observations, environmental controls, complaints and corrective actions.

Minor non-conformity: Arises where outdoor impacts are substantially controlled but individual monitoring or planning deficiencies exist.

Major non-conformity: Arises where training knowingly causes significant unlawful or avoidable environmental damage.

Criterion AM2-20 – Education, Professional Development and Responsible Equestrian Culture

Training and coaching shall contribute to a culture in which horse wellbeing, participant safety, environmental responsibility and responsible equestrian practice are understood and reinforced.

Compliance Requirements

AM2-20.1 Trainers and coaches shall maintain appropriate professional development relevant to their activities and responsibilities.

AM2-20.2 Participants shall receive education appropriate to their level concerning horse wellbeing and responsible interaction with horses.

AM2-20.3 Training shall reinforce safe, respectful and environmentally responsible equestrian behaviour.

AM2-20.4 Coaches shall demonstrate awareness of developments in horse-welfare knowledge, safety and relevant governing practices.

AM2-20.5 Education and awareness effectiveness shall be periodically evaluated through observation, participant feedback, incidents or performance results.

Indicators

- Professional development is demonstrable.
- Participants receive relevant welfare education.
- Responsible behaviour is reinforced.
- Coaches remain aware of relevant developments.
- Education effectiveness is evaluated.

Verification and Non-Conformity Conditions

Verification includes professional-development evidence, lesson content, participant information, interviews, observation and feedback.

Minor non-conformity: Arises where education and development are substantially effective but individual evidence or evaluation is incomplete.

Major non-conformity: Arises where systemic competence or awareness failure results in significant recurring horse-welfare or participant-safety risk.

Criterion AM2-21 – Social Responsibility, Accessibility and Equestrian Culture

Training and coaching activities shall be delivered fairly, respectfully and with appropriate consideration of accessibility, inclusion, local equestrian culture and participant needs.

Compliance Requirements

AM2-21.1 Participants shall be treated fairly and without unlawful discrimination.

AM2-21.2 Reasonable accessibility considerations shall be evaluated where compatible with participant safety, horse wellbeing and activity requirements.

AM2-21.3 The organisation shall encourage respectful treatment of horses, people and the equestrian traditions relevant to the activity.

AM2-21.4 Client and community feedback relevant to training activities shall be appropriately considered.

AM2-21.5 Social concerns, recurring barriers or inappropriate conduct shall result in review and improvement where necessary.

Indicators

- Participants are treated fairly.
- Accessibility is considered proportionately.
- Responsible equestrian culture is promoted.
- Feedback mechanisms are available.
- Social concerns result in action.

Verification and Non-Conformity Conditions

Verification includes participant information, accessibility arrangements, complaints, feedback and observation.

Minor non-conformity: Arises where social controls are generally effective but isolated accessibility, communication or review deficiencies exist.

Major non-conformity: Arises where systemic unlawful discrimination, abuse or serious exclusionary practice is demonstrated.

Criterion AM2-22 – Economic Responsibility and Sustainable Training Delivery

Training and coaching activities shall be managed so that commercial and operational decisions support long-term horse wellbeing, participant safety, competent coaching and responsible resource use.

Compliance Requirements

AM2-22.1 Material costs and operational dependencies associated with training and coaching delivery shall be understood.

AM2-22.2 Pricing, scheduling and utilisation decisions shall not knowingly incentivise excessive horse workload or materially inadequate recovery.

AM2-22.3 Appropriate resources shall be maintained for competent coaches, suitable horses, safety controls, equipment and emergency arrangements.

AM2-22.4 Resource-productivity opportunities shall be evaluated without transferring unacceptable impacts to horse wellbeing or participant safety.

AM2-22.5 Material economic risks and performance trends shall inform planning and improvement.

Indicators

- Material activity costs and dependencies are understood.
- Commercial scheduling does not drive excessive horse workload.
- Essential coaching and safety resources are maintained.
- Efficiency decisions consider welfare impacts.
- Economic information informs planning.

Verification and Non-Conformity Conditions

Verification includes schedules, horse utilisation information, staffing, resource allocation and management interviews.

Minor non-conformity: Arises where economic controls are substantially effective but individual planning or evaluation evidence is incomplete.

Major non-conformity: Arises where commercial pressure knowingly results in excessive horse workload, inadequate safety control or significant welfare compromise.

Criterion AM2-23 – Performance Measurement and Benchmarking

The organisation shall measure material training and coaching performance using reliable quantitative and qualitative information capable of supporting benchmarking and improvement.

Compliance Requirements

AM2-23.1 Material training and coaching indicators shall be identified.

AM2-23.2 Relevant data shall include meaningful activity measures such as lessons, participants, horse-use hours, incidents or other suitable denominators where applicable.

AM2-23.3 Horse-welfare and participant-safety performance shall be included where material and measurable.

AM2-23.4 Data shall be traceable to reliable source information and compatible with applicable benchmarking reporting requirements. Material estimates, conversions, normalisation methods and assumptions shall be identifiable and reproducible where applicable.

AM2-23.5 Trends, abnormal results and material deviations shall be evaluated and used to establish improvement priorities.

Indicators

- Material activity indicators are defined.
- Meaningful quantitative denominators are used.
- Welfare and safety performance are represented.
- Data are traceable to benchmarking reports where applicable.
- Trends influence improvement decisions.

Verification and Non-Conformity Conditions

Verification includes source data, lesson records, horse-use information, incidents, calculations and benchmarking evidence.

Minor non-conformity: Arises where performance is substantially measured but individual indicators, denominators or analysis are incomplete.

Major non-conformity: Arises where material performance information is systematically absent, knowingly unreliable or deliberately misrepresented.

Criterion AM2-24 – Corrective Action and Continual Improvement

The organisation shall use training, welfare, safety, environmental and participant-performance evidence to correct deficiencies and improve training and coaching activities.

Compliance Requirements

AM2-24.1 Deficiencies, incidents, complaints, welfare concerns and adverse performance trends shall be recorded and prioritised according to significance.

AM2-24.2 Immediate correction shall be undertaken where necessary to control existing risk.

AM2-24.3 Significant or recurring deficiencies shall be investigated to determine underlying causes.

AM2-24.4 Corrective and improvement actions shall have appropriate responsibilities and target dates.

AM2-24.5 Effectiveness shall be evaluated, and unsuccessful or recurring actions shall result in further review.

Indicators

- Deficiencies are identified and prioritised.
- Immediate risks are controlled.
- Recurring problems receive cause analysis.
- Actions are assigned and monitored.
- Effectiveness is evaluated.

Verification and Non-Conformity Conditions

Verification includes incidents, complaints, welfare concerns, performance results, corrective actions and effectiveness reviews.

Minor non-conformity: Arises where corrective action is substantially effective but individual analysis or monitoring evidence is incomplete.

Major non-conformity: Arises where significant or recurring failures remain knowingly unresolved or ineffective corrective action exposes horses or participants to significant continuing risk.

Criterion AM2-25 – Communication, Transparency and Responsible Claims

Information communicated about training and coaching services, trainer competence, horse suitability, safety, horse wellbeing and sustainability performance shall accurately reflect demonstrated practice. Where significant incidents become publicly relevant, communication shall be factual, appropriately verified and consistent with CML-18.

Compliance Requirements

AM2-25.1 Training and coaching services shall be described accurately, including material participant requirements or limitations where relevant.

AM2-25.2 Claims concerning trainer qualifications, horse suitability, training methods or safety shall be current and supportable.

AM2-25.3 Horse-wellbeing, environmental or sustainability claims associated with training and coaching shall be supported by objective evidence.

AM2-25.4 Quantitative performance claims shall correspond with verified data and applicable benchmarking information. Where significant horse or human incidents are communicated publicly, factual information concerning the incident, horse condition or outcome shall be appropriately verified before release, while information concerning people shall respect privacy, consent and confidentiality.

AM2-25.5 Inaccurate, outdated, unsupported or materially misleading information shall be corrected without undue delay when identified. Where material misinformation concerning a significant incident is publicly circulating, and the organisation possesses verified information capable of correcting it, an appropriate factual correction or update shall be considered in accordance with CML-18.

Indicators

- Services are accurately described.
- Professional and horse-related claims are verifiable.
- Sustainability and welfare claims are evidence-based.
- Significant incident information is appropriately verified and confidential information is protected.
- Inaccurate or materially misleading information is appropriately corrected.

Verification and Non-Conformity Conditions

Verification includes websites, social media, training information, qualification claims, horse-wellbeing and sustainability communications, applicable benchmarking evidence and supporting objective evidence. Where significant publicly relevant incidents have occurred, verification shall additionally include authorised statements, veterinary or other competent verification where relevant, subsequent factual updates and evidence that privacy, consent and confidentiality were appropriately maintained.

Minor non-conformity: Arises where communication is substantially accurate and responsible but isolated information is outdated, insufficiently supported or an appropriate incident update is incomplete without creating a materially misleading impression.

Major non-conformity: Arises where material training, competence, safety, horse-wellbeing, sustainability or incident information is deliberately false, materially misleading or knowingly unsupported, or where verified information concerning a significant incident is deliberately misrepresented.