



Collation of results from Survey Monkey – ESA Merchandise

Q1

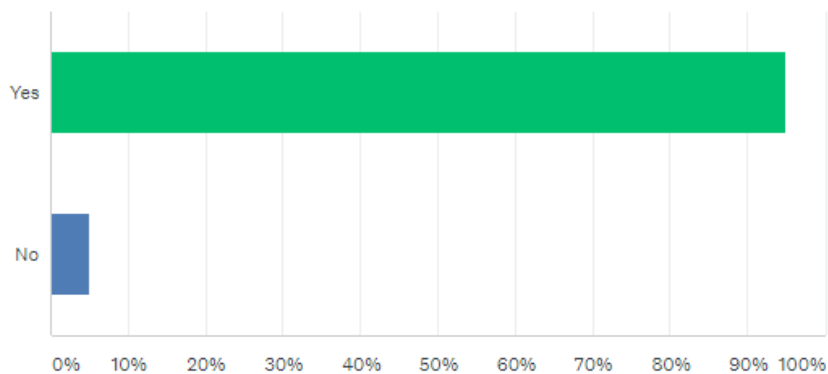


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Would you be interested in purchasing our newly designed Equestrian SA merchandise?

Answered: 239 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	94.98%	227
No	5.02%	12
TOTAL		239



Q2

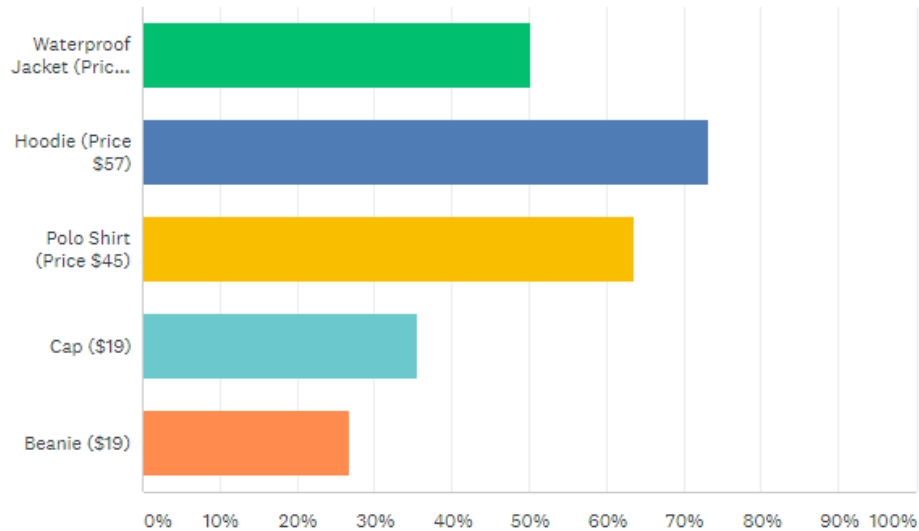


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Click on the items you would be interested in purchasing?

Answered: 239 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Waterproof Jacket (Price \$85)	50.21%	120
▼ Hoodie (Price \$57)	73.22%	175
▼ Polo Shirt (Price \$45)	63.60%	152
▼ Cap (\$19)	35.56%	85
▼ Beanie (\$19)	26.78%	64
Total Respondents: 239		

Question 3 - Thank you for your response to our ESA Merchandise survey. Please enter any feedback or questions below.

Questions & Answers

- Will they be generic to all discipline?
They will stay exactly the same with the ESA logo on them all, there will be an option for disciplines to add their logo embroidery to the front of the Jacket and Hoodie or add specific wording like 'Coaching' or 'Official' etc... printed on the rear bottom section of the Jacket or Hoodie. The polo's are set in stone as a template and cannot be changed.
- Is the material of the beanie and hoodie acrylic or natural fibre?
Beanie is acrylic, due to the woven wording, can't use wool & cost is too high. Hoodie is cotton 35% & 65% polyester.
- Would like the water proof jacket to be longer as in going half way down the leg covering the bottom of the model?
No its not long, it does look longer in the image. All items available to view at the ESA OFFICE.
- Would it be possible to have them available with 'coach' embroidered on for registered coaches? Or perhaps pay extra for a name printed on?
Yes definitely you can add text to the back of the Jacket and Hoodie or add embroidery to the front of the Jacket and Hoodie, as long as the base template as listed stays the same.
The additional cost would be \$9 for right hand side embroidery logo/wording or \$9 for text printed on lower back (in White only)
The polo's are set in stone as a template and cannot be changed.
- Would you be looking at making riding tops (long sleeve sports tops) as well? I would be very interested if there was one.
Yes we have added long sleeve riding tops to the range, they look great. Can be viewed at the ESA OFFICE. Image available to view on the website – Merchandise Tab or on the Merchandise Order Form.
- I only didn't pick the jacket because it looks black and navy looks much nicer and is our colours
The Jacket is Navy NOT black, in line with all other items. All item are matching in Navy/Red/White.

Suggestions/Feedback

- Great products, would also like cap and shirts with EA accredited coach (and the level of qualification) on them.
- I don't like hoodie tops that are pull on only zip front
- A long sleeve UV riding top would be a great option too. Love the colours and particularly the short sleeve polos
- The pictures look fantastic
- I think a warm, shower proof vest would be attractive to members to wear, in cooler weather, as well.
- Great initiative to organise some new uniforms, love the beanie and hoodie. A more modern/new design for the polo top and jacket would be fantastic
- Great clothing, great pricing. Well done.
- Would like to see a sun smart long sleeve shirt option
- I would suggest jumpers or jackets without hoods and long socks as another option :) Will they be generic to all discipline
- The merchandise looks great!
- Less red is better. Have never bought previous merchandise as it was too red and looked tacky. The navy makes this much classier.

- they look great
- Polo shirt I would be but depends on the type of material it is
- This would be good to have designed in conjunction with each of the discipline committees as a possible Team Uniform for National Championships
- I like the designs
- A suggestion would be to get some with the logos for the different disciplines. It might encourage more people to purchase and wear
- They look great and good price
- Would love to see saddle cloths or rugs!
- I would love a more tailored jacket
- Just letting you know for the purposes of assessing your results. I would be more inclined to buy merch if it was something useful that would ordinarily buy during the year - eg over-reach boots, fly mask, hay net, hay bag, pooper scooper - eg small necessities etc. The branding is a bit overwhelming and may not be to everyone's taste.
- Very smart looking merchandise. Hope it goes ahead 😊
- Looks good!
- As a member we all should be paying the same SS irrespective of whether you are on a squad or not - do not then offer discounted prices to a selective few - this is about all members
- I do hope that if you are going to have merchandise they are Australian made and owned.....
- Well priced
- Joddie tights with a phone pocket and socks would be great!
- Good idea! :) Looks like a reasonable price too!
- Nice design Try light colour alternative as well
- It would be a good promotion if the ESA Squad riders were able to promote them. To be provided for Free or at a very reduced price
- I think the waterproof jacket and beanie could be a lot better looking.
- Time to rebuild and unite ☺
- I'd prefer a different shirt pattern
- Love the new design. Will definitely be purchasing
- It would be nice if the clothing matched the ESA Show Horse Jackets we already have purchased and are worn readily by members. Why don't you make the waterproof jacket match to the one we already have so all members match. Not everyone can afford to keep buying different versions of the same clothing. Was this thought of during the design process? It would also nice to know what the tshirt is made from. Not everyone wants the sport sweat type material and prefer more of a polo type tshirt material or cotton etc. looks like a sweat material one.
- Look super
- Well done and great prices will purchase for my son also
- Please include women's plus sizes
- Very professional
- Make sure you go the large sizes eg 5 and 6 xl
- A scarf would be nice
- looks great and well priced
- Whether I buy would depend upon fit and quality. There's a huge variation between manufacturers. Some Larger women's sizes would be good - often only up to Size 16 is available and large men's sizes just look baggy, boxie and shapeless. Women's versions look much better with a bit of tailoring regardless of size.

