

EMINENT EQUINE

AUSTRALIA

A Vision Reshaping Australia's Performance Horse Industry

In Australia's Performance Horse Industry, the spotlight has traditionally shone brightest on Stallions, their names driving bloodline and breeding decisions. But behind every great stallion is an equally important mare, and her influence on the next generation is undeniable. Seeing this imbalance, two women set out to create a platform that showcases both Mares and Stallions equally, giving each the recognition, transparency and professionalism they deserve within the Industry.

That's where Eminent Equine Australia began, not in an office, but in the loping pen, and the dust of the campdraft arenas, the quiet hours of late-night foal checks, and the everyday juggle of work, family, and a shared love for the Industry.

The founders and sister-in-laws, Simone Laidely and Rachel Laidely, come from different corners of the Performance Horse World. Simone, having bred her own, to working with trainers in cutting and competing in campdrafting, and Rachel, from a digital marketing and natural health background, both agreed there was a gap. Australia was producing elite Mares and Stallions, yet there was no central, modern, and well-presented platform to showcase them both. No space where pedigrees, performance history and progeny, could live together. No way for owners to tell the full story behind the horses shaping our future Industry. So, they built one.

Eminent Equine was created with a purpose: To give Australia's most influential Mares and Stallions the stage they deserve and to connect the entire Industry like never before.



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ENSURING QUALITY PERFORMANCE HORSE GENETICS



What Eminent Equine Brings To The Industry

Supporting Owners, Breeders
and Competitors through

- **Mare** Profiles
- **Stallion** Profiles
- National all-included
Events Calendar
- Stallion online **breeding
season administration**
- Member dashboards
- Elevating the visibility of
Elite Performance Horses

A Shared Mission for the Future

Simone and Rachel's mission remains grounded: to honour the horses, support the owners and competitors and continue to grow the platform that the Australian Performance Horse world deserves.

What began as a passion-fuelled idea quickly grew into two years of spreadsheets, late-night calls, and countless conversations with breeders, trainers, and industry professionals about what they truly needed. The result is an exciting Industry innovation. Eminent Equine stands as a testament to what can happen when two driven women see a need and decide to fill it, not just for themselves, but for everyone who loves these horses, because the stories of our Performance Horses deserve a home. And now, they have one.

