

Phillippa Christie

Equine Academy



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EQUINE ACADEMY

Phillippa Christie's new equestrian business was driven by a need to connect when physical, face-to-face connection was effectively prohibited due to Covid-19 restrictions.

Phillippa, an equine psychologist and evidence-based trainer from Yorkshire in England, had been offering coaching and equine products through her existing business, Equine Partnership, in Killorglin, Co Kerry, when the pandemic prompted a new collaborative business that would allow her and her peers to continue to provide their services.

Recognising that her colleagues in the industry were as restricted from doing normal business as she was, Phillippa created the Equine Academy, which offers a range of online courses for equestrians who want to develop equestrian partnership.

Phillippa had previously worked as a web developer and in education, so she knew some of her colleagues would not be able to create their own platform and would not necessarily be used to creating online courses.

Her goal was to create a community of equestrian coaches, who would be able to provide their services, without having to pay to do so. The Equine Academy helps with course creation, provides marketing services, and hosts the course on its platform in exchange for a revenue split on bookings.

Phillippa says she found the structure of the ACORNS programme and the journey it took participants on was very well thought out. It enabled the participants to set and achieve goals and to question all aspects of their business model.

She says a key moment for the business was getting CPD recognition for Equine Academy courses from the Continuous Professional Development Service in the UK. It means that all courses offered are independently assessed.

In terms of the future, the Equine Academy will trial its first professional qualification in September 2021, and is in the process of creating a membership plan.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine