



## A Galloping Year of High Energy and Continuous Improvement

马到成功(mǎdào chénggōng)  
achieve immediate victory;  
win instant success

Prepare for a thrilling ride starting on 31 January 2014. The Year of the Horse is viewed as a year of action and good fortune. Be prepared to grab hold and hang on – horses need freedom and room to run – dream big and you can cross the winning post. Here it is straight from the Horse's Mouth:

### Don't Spare the Horses

Unexpected adventure and romance could be on the agenda - the more off the beaten path the better. Energy is high and productivity rewarded. But decisive action, **not holding your horses**, brings victory: you have to act fast in a Horse Year. If you are not 100% sure about something, don't do it. Events move so quickly in a Horse Year and you don't want to **close the stable door after the horse has bolted** (马后炮 mǎhòupào).

According to the Chinese, a magical horse has supernatural powers, is heroic, strong and can even fly! A White Celestial Cloud Horse is sacred to the Chinese Goddess of Mercy Guanyin. Her white horse flies through the heavens, bringing peace and good tidings. The horse is a hero in China because important battles were won due to the power and strength

of the horse. Genghis Khan (also a horse) conquered Eastern Europe on horseback (马上治天下 mǎshàng zhì tiānxià), consequently Chinese have high expectations of the horse – leaving the heavy lifting to the ox and **getting on their high horse** – sitting on horseback implies that a person is from a high ranking family – so people born in a Horse Year care about their dress and speech.

The spirit of the horse represents the Chinese people's ethos – making unremitting efforts to improve themselves. Horses are energetic, bright, warm-hearted, intelligent and able. Through history the Chinese looked for sturdy and beautiful stallions – able to outrun other horses, and the one-thousand-mile horse (千里马 qiānlǐmǎ) – equivalent to around 300 miles a day – meant it was a winged steed which helped emperors conquer the nation. Today, to be called a qiānlǐmǎ means the person is very capable and knows how to run a business with Horse Sense. *For China's business forecast in the Year of the Horse:* [www.chincommunications.com.au/blog/](http://www.chincommunications.com.au/blog/)

### Don't Back the Wrong Horse

Those of you who worked very hard last year just to see a project stall or client procrastinate will feel like the stable door has finally opened and things will start to turn around. However beware, the horse can also see fools rushing in – yes, luck is with you, but you still need to apply due diligence – use a little common sense and pick your timing. With keen judgement a horse's natural intuition often leads them down the right path to the right decision. Horses generally don't need to struggle much for success and do enjoy the finer things in life. Horses rebel when constrained by rules though – let a horse have his head.

Known as a year for leaders (*see our list of horse leaders*), 2014 is set up for those who want to make a difference and know how to make it happen. Horses are

fierce competitors. For entrepreneurs who are planning to start a business, 2014 is a lucky year in particular for restaurants and the telecommunications industry – maybe not the NBN though!

### Wild Horses Can't Keep Them Away!

Horses tend to be very popular, fun loving and entertaining. They love to party and find people and crowds exciting. Elegant and charming, they like being the centre of attention. Eloquent speakers, they are persuasive, able to assimilate information quickly, but with a bit of a temper they often speak without thinking and regret later.

Horses get involved in many activities but sometimes lose interest and fail to finish tasks. Prone to getting sucked in to the latest 'craze', they don't take failure well and will need time to recover. Failure is humiliation. Horses like to try different things and are always on the hunt for a better opportunity.

The arts can be prominent in Horse Years – horses having inspired artists in China for thousands of years from ancient frescoes to terracotta statues.

### Don't Flog a Dead Horse

Horses cannot bear to be held back. They are independent and rarely listen to advice. They tend to interfere in many things and frequently fail to finish projects of their own. So try not to get off the track. The Horse Year ends on 18 February 2015 giving way to the Goat (or Sheep if you prefer).

### Are you a Horse?

[www.chincommunications.com.au/chinesenewyear/chinese-astrology.php](http://www.chincommunications.com.au/chinesenewyear/chinese-astrology.php)

### Famous Horses

Cricketers James Faulkner, James Pattinson, Mitchell Starc, Richie Benaud; Tennis greats: Margaret Court, Chris Evert, Caroline Wozniacki and on a horse theme: Jockey Shane Dye, Trainer Gai Waterhouse; Harry Kewell, Muhammad Ali.

Leaders: Hu Jintao, Nelson Mandela, Sir Robert Menzies, Boris Yeltsin, Joe Biden, David Cameron, Lenin, Jacob Zuma, Governor-General Quentin Bryce, Shinzo Abe, Angela Merkel, Hugo Chavez, former NZ Prime Minister David Lange, Wen Jiabao, Genghis Khan, Emperors Kangxi and Yongzheng of China's Qing Dynasty

Pollies: Bronwyn Bishop, Wayne Swan, Catherine King, Clive Palmer, Wyatt Roy, Malcolm Turnbull, Pauline Hanson

Neil Armstrong, Rowan Atkinson, Helena Bonham Carter, Warren Buffett, Jackie Chan, Billy Connolly, Kevin Costner, Cindy Crawford, Robert Duvall, Clint Eastwood, Harrison Ford, Aretha Franklin, Bob Geldof, Gene Hackman, Rolf Harris, Jimi Hendrix, Calvin Klein, Jennifer Lawrence, Ang Lee, Annie Lennox, Paul McCartney, Princess Margaret, Spike Milligan, Mick Molloy, Sir Isaac Newton, Louis Pasteur, Gina Reinhardt, Rembrandt, Martin Scorsese, Aleksandr Solzhenitsyn, Barbra Streisand, Patrick Swayze, John Travolta, Vivaldi, Denzel Washington, Emma Watson, Vanessa Wu, Oprah Winfrey.

# Giddy Up for a Great Horse Year!

## From the Horse's Mouth:

龙马精神 lóngmǎ jīngshén – a horse and dragon spirit – must be a good thing, whereas 马马虎虎 mǎmǎ hūhū is pretty average!

白驹过隙 bái jū guò xì – time passes quickly like a white pony's shadow across a crevice; time flies.

For more horse idioms see:

[www.chincommunications.com.au/chinesenewyear.php](http://www.chincommunications.com.au/chinesenewyear.php)

## Horses for Courses – Good for Translators!

Horses like to interact with people; not fond of taking orders they also run from jobs they contemplate as routine. They're able to grasp new subjects with ease and are good communicators – and they appreciate power. Good professions could be: publicist, sales representative, journalist, language instructor, translator, bartender, performer, tour operator, librarian or pilot; creativity is rewarded in both the arts and sciences.

People born under the Year of the Horse will enjoy success in their careers in 2014. Horse people do not like to stick around a single company for a long time yet they put their best efforts to enhance the growth of the firm where they are employed.

Horse bosses want you to work like they do. Their impatience can hamper their working relationships. They need to be more tolerant.

## Horse play

Get on well with Tigers, Goats, Roosters, Dogs and other Horses, not too good for Monkeys and especially not Rats.

## 伯乐相马 Bólè xiāng mǎ - praise those who are good at recognising talent

In the ancient Zhou Dynasty (c. 1046–256BC) lived an exceptional man, Bo Le. He was good at picking winners and was a horse whisperer. One day he travelled to a far kingdom and spied a horse pulling a heavy cart. The horse started to neigh when he saw Bo Le, pleading for help. Bo Le went over and immediately realised that this was no ordinary cart horse, but an exceptional qiānlímǎ (千里马 one-thousand-mile-horse) – a Melbourne Cup Winner (we'd say today) and capable leader – he broke down at the misuse of this heroic creature.

*People born under the Year of the Horse will enjoy success in their careers in the year 2014.*

Bo Le said to the cart driver – this is a War Horse – none can compare with him – why don't you sell him. The driver, thinking the horse was losing strength, sold him to Bo Le and together, horse and horse whisperer returned to the Kingdom of Chu. Patting the horse, Bo Le told him that a good master had been found. The King, when he saw the horse, was shocked that Bo Le would describe it as a qiānlímǎ. He told Bo Le: "I thought you were a bloodstock expert – this horse can hardly walk!" Bo Le insisted that the horse just needed care and indeed, in

no time the horse recovered and carried the King into many successful battles.

An enduring saying arose: "there may be many famous horses but not many who can pick a winner!"

In contrast, there was another king who was happy to spend 1000 taels of gold to secure a qiānlímǎ. He spread the word of his quest, but after three years no such horse materialised. An official came to the king and volunteered, for 300 taels, to fulfil his wish. The official travelled far and wide for three months and finally was flogged a dead horse for 500 taels! He brought a skeleton back to the palace!

The king was furious, as you would imagine. The official placated: "Calm down and watch." Once people heard that the king was prepared to spend so much money on a dead horse, no less than three qiānlímǎ were purchased and the king was delighted.

The saying is still used: If you want to attract good talent you need good policy.

## Horse Happenings

This Horse Year sees a Winter Olympics in Russia (while back in 1990, Mikhail Gorbachev was elected as the first-ever 'President' of the Soviet Union); the Soccer World Cup will take place in Brazil and the Commonwealth Games in Glasgow.

Australia will host the G-20 Summit in November in Brisbane.

Mister Ed, the talking horse, screened its final episode in a Horse Year.

Technology and productivity are key themes in Horse Years. The World Wide Web started, as did the human genome project, the first test tube baby and insulin.

Elections are a strong theme in 2014 with 42% of the world's population voting, including India, Indonesia, Egypt, New Zealand, Afghanistan and Thailand; three Australian states will also take to the polls. In the last Horse Year all state/territory governments in Australia were ALP.

Wars have raged in Horse Years: two Gulf Wars, Vietnam War, World War 1 ended and Darwin was bombed in World War 2. This Horse Year, the 100th anniversary of the start of WW1 will be commemorated at Gallipoli.

China had some strong moments too – Jiang Zemin admitted capitalists into the Communist Party in 2002, Deng Xiaoping announced economic reforms in 1978 and the Cultural Revolution started.

Eventing (Horses) – for a complete list of historic events, see:

[www.chincommunications.com.au/chinesenewyear.php](http://www.chincommunications.com.au/chinesenewyear.php)

Horsing Around – there are strict rules for the naming of racehorses – no more than 18 characters, no obscene or insulting words (or pronunciations) or spoonerisms, no rude foreign words. However a lot of goodies manage to get through - you have to listen to see why: [[www.youtube.com/watch?v=dWgeG1Mjb7c](http://www.youtube.com/watch?v=dWgeG1Mjb7c)]

Be sure your zodiac sign is actually the Horse, as Chinese New Year starts on a different day each year (and never on January 1). Refer to:

[www.chincommunications.com.au/chinesenewyear/chinese-astrology.php](http://www.chincommunications.com.au/chinesenewyear/chinese-astrology.php)

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*If you talk to  
a man in a  
language he  
understands, that  
goes to his head. If  
you talk to him in  
his language, that  
goes to his heart."  
Nelson Mandela  
(a horse)*