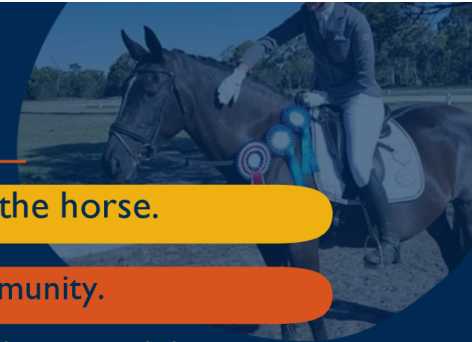


APPENDICES

Appendix 2 – Nationally Aligned Strategy (Strategy on a Page)

Strategic Plan on a Page



Purpose

Why we exist

Leading our sport. Connecting a passion. Inspired by the horse.

Vision

Where we are going

A thriving and safe sport, uniting the Equestrian community.

Mission

How we will get there

Sustainably grow our sport and service our community through engagement, collaboration and alignment, while championing good governance and horse welfare.

Strategic Pillars

What is our focus



Strong Foundations

Work harmoniously to build relationships, champion safety, integrity, efficiency and governance. Welfare and experiences of our horses, people and Clubs is our priority.

1. Horse welfare
2. Health & safety program & delivery
3. Sport governance – risk, finance & integrity
4. Creating role clarity and shared services model
5. Cultural change



Sustainable Growth

Secure our future by increasing reach, awareness and revenues with innovation. Sustain, grow and service our community through increased participation, robust education and quality events.

1. Member communication and Clubs engagement
2. Digital innovation - database, website, IT platform
3. Deliver education via LMS
4. Recruit, reward, retain officials, volunteers and coaches
5. Diversify revenue through commercial opportunities, events and innovation



Excellence in Performance

Provide pathway opportunities and prepare Australian athletes, coaches, officials and horses to be world's best - practices, processes and performances.

1. Performance pathway strategy
2. Athlete, coach & officials development
3. Olympic, Paralympic & World Championship programs

Strategic Objectives

What we want to achieve

Strategic Priority

What we will focus on (2022- 2024)

Financials | Safety | Culture | Efficiency

Participation | Member Retention | Revenue

Medals | Rankings | Pathways

KPIs

How we measure success

Values

that T&E it all together



TEAMWORK

Collaboration | Accountability | Respect



INTEGRITY

Fair | Ethical | Transparent



INCLUSION

Welcoming | Equality | Belonging



EXCELLENCE

Performance-driven | Courageous | Innovative



Strategic Plan



EQUESTRIAN AUSTRALIA