

**EQUESTRIAN FEDERATION OF AUSTRALIA  
(NORTHERN TERRITORY BRANCH) INC.**

**(Equestrian NT)**

**STRATEGIC PLAN**

**2009 - 2011**

## INTRODUCTION

Equestrian sport in the Northern Territory is no different to most other states in Australia, whereby it goes through the ups and downs of membership and participation levels.

It is encouraging to see that interest and participation in some equestrian sports in the NT is on the rise and Equestrian NT is very keen to assist all equestrian sports to develop and grow locally with a view to becoming more visible at National competition levels.

Increased assistance in the accreditation of sport officials from Equestrian NT in the next few years will go along way to developing the infrastructure of the sport locally, which in turn will promote the NT's representation at national competitions.

## OUR VISION

To have a vibrant equestrian community with increasing participation in a professionally run sport where all members have the opportunity to fulfill their aspirations.

## OUR MISSION

To advance the conduct and development of equestrian sports by:

- Fostering interstate success; and
- Growing participation and interest in the sport locally.

## VALUE STATEMENT

To add value to Constituents and Members by:

- A professional approach to all equestrian sports;
- Developing a sense of commitment by our members to the sport, to each other and to the community;
- Communicating and consulting over structures and procedures; and
- Proactively dealing with all issues within the sport.

## OUR STAKEHOLDERS

We consider a stakeholder to be any person, group or organisation, that share with us and our members, a mutual interest in the future of equestrian sports.

This definition would include all riders at all levels, event spectators, staff, officials, coaches, volunteers, sponsors, potential sponsors, local, state and national Government and their agencies, the equine and sporting industries, schools, clubs and groups, facility landlords, the media and other sporting organisations.

## EQUESTRIAN NT IN 2008

The NT Equestrian community occurs in three distinct, remote regional centres (Alice Springs, Katherine and Darwin). Every effort is made to ensure that opportunities, support and assistance are delivered across *all* centres. Furthermore, all centres actively participate in the management of Equestrian sport in the NT .

## KEY ISSUES FOR EQUESTRIAN NT

*Coach Education* – strengthen the focus on the role of the coach as an integral part of the sports ongoing growth and development by building stronger links between the rider and the coach.

*Governance* – continually review the organisations' management structure and associated constitution to ensure the organisation remains abreast of changes in sports management.

*Information Technology* - maintenance of an effective and efficient system to maximise communication and information dissemination, both internally and externally to the sport.

*Volunteers* - ongoing recognition, education and support of officials and those that are fundamental to the sports ongoing conduct.

*Membership Services* - ongoing review of benefits and needs to continually provide a value added service to our members, both individual and affiliates.

*Participation* - continued focus on creating participation initiatives for riders as well as creation of development pathways to attract new participants to equestrian sports, across all centres in the Northern Territory.

*Financial* - ongoing development of a strong financial base across all levels of the sport by continual review of income generating opportunities available and sound management of associated expenses.

## FUTURE FOCUS – 2009 TO 2011

- Provide coach, official and volunteer education in the form of newsletter articles, training courses, mentoring, financial assistance where possible for affiliate clubs to provide adequate training opportunities;
- Provide opportunities for members to enhance their riding by facilitating events such as Interschool competitions;
- Provide one clinic per year per discipline (if possible in all major centres);
- Organise, and where possible financially assist, local judges to attend events interstate to co-judge;
- Improved, regular communication with members, closer affiliation with clubs so that the EFA becomes more than just a regulatory body. Assistance such as – annual reminders of club responsibilities (rather than a rap over the knuckles for doing the wrong thing);
- Promote interstate competition opportunities to members eg: State/national championships as well as what is required in order to be eligible to compete at those events; and
- Promote all levels membership with the sport through affiliated clubs eg: promotion of recreational membership level, highlighting benefits of Personal Accident insurance component.

## STRATEGIC PRIORITIES

In developing a direction for the future of equestrian sports in Northern Territory, Equestrian NT has identified five strategic areas upon which the sport will be developed and promoted over the period 2009 – 2011.

1. Membership
2. Management
3. Sport Development
4. Participation
5. Marketing & Promotion

## **1. Strategic Priority – Membership**

Ensure the sport has a viable and sustainable future by continuing to grow the membership base of the sport and its member clubs.

Goals:

- Increase the overall level of membership in the sport
- Maintain cost effective participation
- Increase the level of member satisfaction within the sport
- Continue to value add in terms of membership
- Work to increase member access to well run competition

Strategic Initiative 1.1 – Maintain the current level of membership and work toward increasing the same in the years ahead

Strategic Initiative 1.2 – Focus on Junior membership and development as a priority for the sports overall growth

Strategic Initiative 1.3 – Continue to review membership categories and associated benefits

Strategic Initiative 1.4 – Continue to ensure those participating in equestrian sports have access to competition and training facilities

Strategic Initiative 1.5 – Provide best practice events that deliver excellent competition for NT riders

Key Performance Indicators:

- Overall increase in the sports membership base
- An increase in the number and standard of events conducted
- The implementation of interschool and other junior development initiatives

## **2. Strategic Priority – Management**

Ensuring the club and the sport has a sustainable financial future is reliant upon good governance, optimising revenue opportunities and building membership. By providing benefits to all members alike, Equestrian NT seeks to ensure the sports ongoing growth and sustainability.

Goals:

- Provide strong and equitable leadership
- Enhance the management of equestrian sports in the NT
- Enhance financial and operational sustainability
- Use sound risk management practices in all aspects of the sport
- Maintain a drug free environment for all involved in the sport in the NT and associated development activities

Strategic Initiative 2.1 – Continue to maintain an effective organisational structure, good governance and a sound financial base

Strategic Initiative 2.2 – Develop effective relationships at all levels of government and with key partners in NT sport

Strategic Initiative 2.3 – Review and maintain sound risk management practices across the organisation

Strategic Initiative 2.4 – Maintain effective management and development links for NT Equestrian Sport with Equestrian Queensland

Key Performance Indicators:

- Maintenance of best practice constitution and governance systems
- Sustained financial viability within the sport
- Increased awareness and adoption by the sport of sound risk management practices, policies and procedures
- Meeting both sport and government reporting requirements

### **3. Strategic Priority – Sport Development**

The local equestrian clubs in conjunction with the various NT Equestrian Sports has recently taken a more focused role in the sports overall development. Equestrian NT will continue to provide a solid supportive environment allowing members and participants to access the services of the Club as a means of keeping them involved in the sport.

Goals:

- Educate and support all equestrian clubs and their volunteers
- Broaden the appeal and strength of the sport
- Build stronger links between equestrian clubs and other aspects of the equestrian and general communities
- Further develop elite rider pathways to ensure access to national and international competition
- Strengthen coach education and the role of the equestrian coach in the NT
- Allow riders to develop their skills in a safe and enjoyable competitive environment

Strategic Initiative 3.1 – Increase the level of participation and interest in equestrian sports

Strategic Initiative 3.2 – In co-operation with affiliates and NT Equestrian Sport, facilitate a collaborative, open and consistent approach to the development of equestrian sports at the club level

Strategic Initiative 3.3 – Strengthen the sports resources at the club level

Strategic Initiative 3.4 – Effective management of Member Protection in equestrian sports

Strategic Initiative 3.5 – Continue to promote, train and develop coaches and officials education for the effective growth and conduct of the sport

Strategic Initiative 3.6 – Ensure required services are available to regional and remote areas of the Northern Territory

Strategic Initiative 3.7 – Provide information and opportunities for any individual to access the sport

Strategic Initiative 3.8 – Establish and maintain Talent Identification and High Performance programs in all equestrian sports competed in throughout the NT

Key Performance Indicators:

- Increased number of accredited officials and coaches in the sport
- Increased number of NT riders competing at National events
- Annual calendar of coach and office educational opportunities developed and delivered

#### **4. Strategic Priority – Participation**

Equestrian NT is committed to growing the level of participation in equestrian sports across the Territory. Although participation is difficult to measure we would expect to see growth in membership, competitions and entries, as well as a small increase in affiliates.

Goals:

- Maintain or increase the number of individuals who are actively involved in competition
- Maintain or increase the overall membership of the sport
- Improve access for participants to development programs and organised competitions
- Develop an equestrian sports schools program

Strategic Initiative 4.1 – Conduct participation based development activities with a particular focus on regional NT

Strategic Initiative 4.2 – Continue to grow junior development and membership based programs

Strategic Initiative 4.3 – Promote equestrian sports as drug free sport

Strategic Initiative 4.4 – Continue to ensure those participating in equestrian sports have access to competition and training facilities

Strategic Initiative 4.5 – Continue to develop effective relationships with relevant stakeholders (broaden the sports base in the NT)

Key Performance Indicators:

- Overall increase in the number of competitors involved in competitions throughout the NT
- Overall increase in membership across the sport
- Increase in the number of number of competitions conducted throughout the NT
- Reduction in positive drug test results in both animals and riders

## **5. Strategic Priority – Marketing & Promotion**

Equestrian sports face the same challenges confronting all sports, that being, the ever increasing range of entertainment choices available to all individuals. However, equestrian sports has the capacity to allow both sexes to be involved at all age levels, with the ability to compete on an equal footing across the sport.

Equestrian NT will proactively market equestrian sports to increase participation at all levels and ages by promoting a positive, equitable and fun image for the sport.

Goals:

- Maintenance and enhancement of the NT website
- Increase the profile of equestrian sports in the NT
- Enhance relationships with key stakeholders
- Develop a culture of open and dynamic communications

Strategic Initiative 5.1 – To improve across sport communications with key stakeholders

Strategic Initiative 5.2 – Maintain an effective communication process with Equestrian Qld for the purposes of NT members

Strategic Initiative 5.3 – Improve communication at all levels of the sport to ensure optimum outcomes for all members

Strategic Initiative 5.4 – Investigate joint venture activities aimed at profiling and increasing unity across the sport

Strategic Initiative 5.5 – Develop promotional tools to enhance the sports profile and image

Key Performance Indicators:

- Overall increase in media awareness of equestrian sports
- Overall increase in pages viewed on the NT website
- Increase in technological applications on the NT website
- Increased level of communication with NT members