Strategic Plan 2018 - 2021

Vision: A vibrant equestrian community with increasing participation in a professionally run sport where members have the opportunity to fulfill their aspirations

Purpose: To advance the development of equestrian sports by growing participation and interest in the sport locally and fostering interstate success.

Goal: Grow participation and membership

Strategy:
• maintain cost effective membership
• demonstrate membership value
• promote member benefits

Actions:
• review membership costs and benefits each year
• investigate securing insurance discounts for ENT members with affiliated clubs
• explore holding an ENT annual awards night
• provide Organising Committees with sponsor kit containing ENT logo and key messages for event promotional material
• support affiliated clubs to host a grass roots/come and try days early in the dry season.

Goal: Raise the standard of excellence

Strategy:
• support coach and officials’ development
• support development squads
• build national pathways

Actions:
• maintain sponsorship funding to support officials re-accreditation for identified recipients
• co-fund judges and officials seminars
• investigate holding a master class in the off season
• co-fund NT Dressage Championships, NT Showjumping Championships and Horse of the Year Show
• continue to hold dressage and jumping development squad clinics.

Goal: Communicate strategically

Strategy:
• reach a broader audience
• communicate efficiently
• raise ENT profile

Actions:
• develop ENT profile kits to distribute through clubs to their membership and through EA coaches to their clients
• publish results for official classes on Facebook
• use email as primary contact channel but link to Facebook page for more information
• produce a member focused ‘annual report’ to publish on Facebook and website.

Goal: Be sustainable

Strategy:
• collaborate with clubs
• maintain integrity of the sport
• become a voting member of EA

Actions:
• work with affiliated clubs in Jan/Feb to plan events and discuss hosting grass roots activities
• share ENT strategic plan with clubs and encourage alignment
• discuss process of becoming a voting branch member with the EA national body
• publish ENT strategic plan on website and Facebook page.