

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: 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: 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: 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.