



Dressage Queensland Strategic Plan 2020-2025



Vision: For Dressage Queensland to be recognised as a leader in the sport in Australia

Mission: To promote, develop and grow the sport of dressage in Queensland by providing leadership, services and programs from grassroots to elite levels

Values: Welfare of the horse, fairness, accountability, integrity, respect

Participation

Excellence

Financial Performance Membership Services

To increase participation across all levels

To raise the standard of excellence in the sport

To maintain financial sustainability

To deliver and improve values to all members

Attract and retain membership

Delivery of State, National and International championship events

Deliver financially sustainable events and education programs

Provide a range of Dressage Queensland initiatives to members

Provide event opportunities for all levels of riders and horses

Assist clubs to obtain financial support to improve facilities

Access grants to facilitate cost-effective delivery of programs and events

Celebrate success across all levels and contributors to the sport

Provide education and training opportunities for riders and officials

Recognise elite performing combinations through squads based on high performance criteria

Develop a partnership model to facilitate business relationships with sponsors and ensure deliverables are met

Continue to improve member morale and motivation, and prioritise horse welfare

Effective communication with members/clubs to identify events of interest

Delivery on and off horse athlete development programs

Foster a community based on respect and encouragement

Success indicators

- Increase levels of pony, AAOR, professional and participant classes at local and regional clubs/events
- Increase certified officials and completion of educational programs
- Receive feedback from range of stakeholders

Success indicators

- Increased attendance at elite events from interstate competitors
- Increased Queensland representation at International events and National squads
- Improved results by Queensland combinations at International events

Success indicators

- Maintain financial ratios
- Ability to continue to sustainably fund events and educational opportunities
- Attract and retain sponsors across events and squads

Success indicators

- Improved awareness across the sport of Dressage Queensland initiatives
- Identification of areas Dressage Queensland can provide to members
- Improved morale across the sport
- Introduction of technology for efficient delivery of resources

Pillars & Objectives

Strategies & Initiatives

Success Indicators

