

## Equestrian Queensland Strategic Plan 2022-2025

Our vision:

To see equestrian sport thrive in Queensland for all generations.

Our mission:

To promote, grow and develop equestrian sports in Queensland.

Our values:

Safety, welfare of the horse, fairness, accountability, integrity, respect.

Excellence in equestrian sport

Pathways for all participants

Sustainability of the sport

Governance and culture

Goals

To raise the standard of excellence in the sport.

To increase participation across all levels of the sport.

To maintain financial sustainability across all levels of the sport.

To deliver and improve value to all members.

Establish an inter-discipline State level horse of the year event.

Create a development strategy that articulates pathways for all disciplines, levels and roles.

Identify and apply consistent standards of safety, risk and compliance across horse sports.

Align member protection and complaints management with national standard

Advocate for an international standard facility as an Olympic legacy.

Expand virtual competitions including regional and international options.

Conduct regional riding, coaching and officials activities.

Work in partnership to achieve efficiency across horse sports.

Produce a professional conduct awareness campaign to support officials, clubs and event organisers.

Build strong partnerships to support our emerging high performance athletes.

Expand the scope of come and try events across disciplines.

Minimise increases to membership fees through diversified revenue sources.

Create a framework for greater consistency in event organisation across disciplines.

Produce a program to attract, train, develop and recognise the roles and contributions of officials and volunteers.

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Strategies and initiatives

## Communication and information

Prepare a comprehensive communication plan that includes: updated website, you tube or short videos, member spotlights, competition information. Continue to develop and improve the efficiency and effectiveness of IT systems.















