

EQUESTRIAN QUEENSLAND STRATEGIC PLAN 2026–2030

DRIVING THE SPORT FORWARD TOGETHER — TOWARDS BRISBANE 2032 AND BEYOND

Our five-year roadmap to grow equestrian sport from grassroots to Brisbane 2032 and beyond — in step with Equestrian Australia.



VISION

Queensland is recognised as a leading equestrian community, where horses and people thrive together, from grassroots participation to world-class success.



MISSION

To lead, support and grow equestrian sport in Queensland through collaboration, innovation, education, advocacy, strong governance and an unwavering commitment to horse welfare.



PURPOSE

To create opportunities for every Queenslander to participate in, enjoy and excel in equestrian sport.



VALUES

Teamwork, integrity, inclusion and excellence, shared with Equestrian Australia. Horse welfare, participant wellbeing and social licence underpin every decision.

OUR STRATEGIC PILLARS

Aligned to the three pillars of Equestrian Australia's Nationally Aligned Strategy, so state and national plans reinforce each other.

 PILLAR 01 STRONG FOUNDATIONS	 PILLAR 02 SUSTAINABLE GROWTH	 PILLAR 03 EXCELLENCE IN PERFORMANCE
Build relationships and champion safety, integrity, efficiency and governance. The welfare and wellbeing of our horses, people and clubs comes first. ✓ Governance & leadership — strengthen governance effectiveness across the sport. ✓ Integrity & safe sport — implement national integrity and safeguarding frameworks across clubs and events. ✓ Horse welfare & biosecurity — champion welfare standards and emergency preparedness. ✓ Financial sustainability — maintain a diversified, sustainable operating model. ✓ Member experience — improve satisfaction, retention and value for members.	Secure our future by growing participation, reach and revenue, and planning the facilities and Brisbane 2032 legacy to carry that growth for a generation. ✓ Participation & clubs — support participation growth across regional and metropolitan Queensland, convert participants into members, and strengthen club and volunteer capability. ✓ Digital transformation — modernise systems, data and member services with Equestrian Australia. ✓ Commercial growth — expand partnerships, sponsorship and revenue streams. ✓ Facilities & Brisbane 2032 legacy — develop a Brisbane 2032 Legacy Plan, aligned with our State Facilities Plan and EA's national legacy plan, to maximise the legacy use of the Toowoomba National Equestrian Centre; deliver EQ-led facility projects. ✓ Advocacy & industry leadership — be the trusted voice on government relations, land use and insurance sustainability.	Provide clear pathway opportunities and prepare Queensland's athletes, coaches, officials and horses to world's-best practices, processes and performance. ✓ Athlete pathways — strengthen development pathways from grassroots to elite. ✓ Coaching & officiating — grow the accredited coach and official workforce, including a technical official pathway for Brisbane 2032. ✓ Workforce development — develop future leaders, staff and volunteers. ✓ Innovation & learning — deliver contemporary education and learning programs. ✓ Major events — attract and deliver national and international competition. ✓ Brisbane 2032 partnership — work with EA, the FEI and Games partners to prepare Queensland athletes, officials and events for Toowoomba and beyond.

OUR TARGETS FOR 2030

 Membership growth of 10% (2027–2030) and 90% club affiliation retention.	 20% increase in trained volunteers and accredited coaches/officials.	 20% increase in non-membership revenue.	 Member satisfaction above 80%.	 Brisbane 2032 Legacy Plan in place and EQ-led facility projects delivered.	 Fully integrated digital member experience.
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OUR IMPLEMENTATION APPROACH

 Annual operational plans and KPI scorecards.	 Bi-annual Board reporting; public reporting to members.	 Formal mid-term review in 2028.	 Progress tracked against national measures of success.
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