



Photo Credits: thanks to Karl Heinz Frieler,  
Instant Photos, Derek O'Leary, Peter Jones,  
Rachel Smith, Franz Venhaus



EQUESTRIAN  
AUSTRALIA



Australian Government  
Australian Sports Commission



Equestrian Australia Limited  
ABN 19 077 455 755  
National Office

Postal: PO Box 673, SYDNEY MARKETS, NSW, 2129  
Unit 7, 11-21 Underwood Road, Homebush, NSW, 2140

Telephone: +61 2 8762 7777  
Fax: +61 2 9763 2466

[www.equestrian.org.au](http://www.equestrian.org.au)



EQUESTRIAN  
AUSTRALIA

*Creating the Future  
of Equestrian Sport*

STRATEGIC PRIORITIES 2011-2016



# Equestrian Australia

Equestrian Australia (EA) is the peak body for the administration of Equestrian Sport in Australia. The commitment to success is encouraged at every level of the sport and is reflected in world-class results at Olympic level. To date, Australian Equestrian's have won 6 Gold, 3 Silver and 2 Bronze medals at the Olympic Games. Our athletes have achieved great victories at peak international Equestrian events and as a result Australia has earned the reputation as an elite Equestrian nation.

A big part of this success is the tireless commitment and excellence shown by our sport's administrators, coaches, officials, volunteers, owners and our athletes of all ages performing at all levels as well as the importance placed on sportsmanship and the welfare of horses.

'Creating our Future' provides a clearly articulated direction for Equestrian Sport within Australia for 2010 and beyond. It aims to create a unity of purpose for all those involved and helps to position the sport within an increasingly competitive sport and entertainment market. 'Creating our Future' builds on the successes of the past and outlines where energy and resources will be targeted into the future.

While focused on implementing the Strategy, Equestrian Sport will continue to:

- Enhance the level of education provided to riders, officials and administrators
- Improve the level of resources available to support all members including strengthening the financial foundation of the sport
- Develop an integrated National Policy and Procedures Framework
- Focus on a national systems and policy teaming with a state coordinated approach to the delivery of Equestrian Sport within Australia
- Communicate with member organisations and stakeholders and represent their best interests within Equestrian Sport
- Create ongoing and increasing international success at Olympics, WEG and international competition.

## Strategic Priorities 2011–2016

*The following seven strategic priorities are the goals for EA for the next five years.*

*"Creating our Future" was developed from the concepts and ideals from the 2010 National Forum.*

*These priorities set clear objectives and direction for EA.*

1. Create a national, contemporary approach to membership which is attractive to clubs, spectators, supporters, fans and other Equestrian groups
2. Develop a fully integrated National High Performance Pathway from talent identification through to elite competitor
3. Introduce Equestrian as a curriculum option to all Australian schools
4. Package and promote Equestrian Australia's offering to raise awareness of the sport amongst corporate businesses, primary industry and the general public
5. Stream live feeds of Equestrian Sporting events and results
6. Propose hybrid versions of the sport to grow the spectator and participant base
7. Develop a nationally synchronised multi-sport annual calendar of events which features an iconic event

