EQUESTRIAN AUSTRALIA STRATEGIC PLAN 2017 - 2020

OUR VISION: TO SEE EQUESTRIAN SPORT THRIVE IN AUSTRALIA FOR GENERATIONS TO COME

CONTINUOUSLY IMPROVE MEMBER SAFETY AND HORSE WELFARE

Promote safe, fair and drug-free competition

Develop sound policy and process to manage and monitor member safety

DELIVER VALUE TO OUR MEMBERS

Provide improved member services for inclusion through:

- Athlete Pathways
- Coach Pathways
- Official Pathways
- Communications
- Digital Resources

INCREASE THE VISIBILITY OF EQUESTRIAN ACROSS AUSTRALIA

Expand commercial and community partnerships

Grow our brand and promote our sport

Connect with all horse sports

FOR THE LOVE OF THE HORSE

LEAD HIGH PERFORMANCE

Focus on domestic and international high performance development across all disciplines

Achieve sustained podium success

BEHAVE AS ONE

Build trust and execute better communication to enable inclusive decision making across our community

STRENGTHEN OUR FOUNDATION

Substantially improve service delivery

Build competency, capability and culture

Increase sustainable revenue