

Important Update: EA's New IT Platform

We acknowledge the feedback and questions we have received from our members and would like to provide a clear explanation regarding our upcoming IT platform, the investment, and the \$33 IT levy.

Why We Need to Change

Following a comprehensive assessment in early 2024, we determined that our current MyEA platform requires significant upgrades to meet modern industry compliance standards and the expectations of our members. Here's what our assessment found:

Security and Compliance Requirements

- The platform needs updates to meet current industry security standards
- Enhanced data protection and management measures are required to ensure full compliance
- Security testing and server software updates are needed to maintain best practices

Technology Evolution

- The current non-cloud-based architecture limits scalability and flexibility
- Mobile functionality needs enhancement to meet member expectations
- Manual processes need to be streamlined through automations to enhance member experience and operational efficiency
- We need improved access to our member data for better service delivery

Future-Proofing Considerations

- The cost of maintaining and upgrading the current system to modern standards would be substantial
- Ongoing costs were projected to increase significantly
- The current platform's architecture makes it challenging to implement new features and improvements that members expect
- Failure to address the identified security control gaps may expose EA to significant data privacy risks

How We Selected Our New Provider

We conducted a thorough 12-month procurement process that included:

- Extensive market research and stakeholder consultation
- Input from State Branch CEOs and/or their representatives and operational staff
- A 7-month competitive tender process with multiple providers

- Evaluation by a panel which not only included technical expertise, but represented the diverse user roles the system will need to support, such as members, high performance riders, coaches, officials, EA/State back-office administration, results, health & safety, State Discipline Committees and breeders.
- Excluding the Evaluation Committee Chair, all other committee members comprising of internal and external stakeholders (x6) volunteered their time to participate in the procurement evaluation process.

JustGo was selected based on their product's functionality and usability, strong cybersecurity credentials, technical expertise, and competitive pricing. Furthermore, they are a global software supplier; providing solutions to 110 National Sports Organisations; operating across 70 sports; supporting 52,000 clubs serving over 3 million members.

Procurement

There are several different procurement processes that an organisation can follow depending on the value and complexity of the project. The table below provides some guidance as to the types of procurement used by industry and how they relate to costs and complexity:

Process type	When this procurement type is used	Indicative Market Contract Values	Complexity
Direct engagement	<ul style="list-style-type: none"> - Non-competitive procurement method - Typically used in circumstances such as: low-value transactions, emergency or urgent requirements, or when only one supplier is reasonably available (e.g. specialist skills or products) - Usually requires justification to demonstrate value for money and often governed by thresholds/conditions 	Low (< \$10,000 - \$50,000, threshold is variable by organisation)	Low
Request for Quotations	<ul style="list-style-type: none"> - Used when clear specifications are available and multiple suppliers can provide comparable offers - Enables quick comparison of price and value 	Low - Medium (\$10,000 - \$250,000)	Low
Selection from a Shortlist	<ul style="list-style-type: none"> - Applied when a pre-qualified or known pool of suppliers exists - Helps ensure quality and capability while streamlining evaluation efforts 	Medium – High (\$100,000 - \$1M)	Medium
Competitive Tender (open or closed)	<ul style="list-style-type: none"> - Standard process for high value and/or high complexity procurement - Open tenders are publicly advertised, allowing any qualified supplier to bid - Closed tenders are limited to selected invitees, typically used when market knowledge or control is required 	High (>\$250,000)	Medium/High
Competitive Tender with	<ul style="list-style-type: none"> - Used for very high value, high risk, or complex procurements where 	High	Medium/High

Dialogue (open or closed)	requirements may not be fully defined at the outset - Allows for interactive engagement with shortlisted suppliers to refine the solution before final offers - Often applied in infrastructure, ICT, or service transformation projects	(>\$500,000 - \$1M)	
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The process elected to be followed by EA for this procurement was the Open Competitive Tender with Dialogue. This was to ensure the most fair and transparent procurement process was adopted. The high-level steps and responses were as follows:

Process step	Responses
Expressions of Interest (EOI) - Notice published	03/09/2024
Expressions of Interest (EOI) received - EOI Questionnaire including Case Studies issued to Tenderers	26
EOI Response Deadline	17
EOI Evaluation & Clarifications complete (2-step): - Supplier Questionnaire - Case Studies (<i>min. threshold score required to pass</i>)	1 eliminated 4 eliminated
Invitation to Tender (ITT) documentation issued to Tenderers that Passed EOI Evaluation	13
ITT Response Deadline	10
ITT Evaluation complete (2-step): - Product Demonstration - Written proposal (<i>min. threshold score required to pass both steps</i>)	3 eliminated 3 eliminated
Dialogue stage complete (shortlisted tenderers only)	4
Best and Final Offer stage	3 (1 withdrawal)

What This Means for You

Immediate Benefits:

- Lower transaction fees - providing direct and significant ongoing savings which will be of immediate benefit to you as a member

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- Enhanced data and cyber security - industry-standard cybersecurity and best practices (ISO27001) and GDPR compliance
- Better user experience - mobile-responsive design, streamlined registrations, self-service portals (e.g. family member profiles can be linked), automated processes, enhanced qualification and credentials management, enhanced club, coach and official Finder functionality, improved access to course and clinic information.
- Improved accessibility - JustGo has been developed to allow solutions such as Userway (<https://userway.org/>) to be utilised to deliver Web Content Accessibility Guidelines (WCAG) capabilities.

The new platform allows EA to build out the functionality and member benefits further without significant investments to the infrastructure.

The Financial Picture

Aspect	Change from Current System	Reason
Year 1 Cost	Increase of \$260,000	Procurement process and project implementation costs, which is a one-off implementation cost
Ongoing Annual Cost	Decrease of at least \$50,000	Even with the decrease, this will allow for the addition of new features such as Rewards/Loyalty Program, roll-out of platform to affiliated Clubs, additional integrations and website/platform enhancements
Transaction Fees	Decrease of up to 3.5%	Direct member savings
Security Level	ISO 27001 compliant - Industry Standard	This demonstrates the product adheres to industry standards and best practices, which is regularly assessed and audited.
Data Ownership & Management	EA Controlled – Australian Privacy and Protection (APP) and GDPR compliant	Under current conditions the vendor has restricted EA's access to data making the solution non-compliant with Data Privacy and Protection requirements.

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About the \$33 IT Levy

- This is a one-time charge for the 2025-26 financial year only
- It helps cover the upfront implementation cost
- Ongoing costs will be significantly ****lower than our current system**** and will be covered within our regular budget
- After implementation, you'll immediately benefit from reduced transaction fees that will save money long-term

Timeline

The new Sports Management System is planned to be delivered in phases; this is largely due to the timing of when the services provided by Nominate cease.

Phase 1 implementation is scheduled for Go Live on September 1, 2025. This phase will be focused on the delivery of essential, core functionality required to support members, the State Branches and EA during the initial transition stage. This means that not all features and functionality planned to be delivered as part of the scope will be available when the system initially goes live.

Phase 2 implementation will consist of smaller iterative deliveries over a period of up to six months of additional features, functionality and integrations.

Further details on the Phase 1 delivery and functionalities will be provided in communications to follow shortly.

Addressing Your Concerns

We understand you want transparency about this significant investment. The security risks with our current system and the vendor's unwillingness to allow these to be fully verified and address them has made this change essential, not optional. Continuing with the current system would have meant:

- Ongoing security vulnerabilities are putting your personal data at risk
- Higher long-term costs without improvements
- Inability to meet legal data protection obligations
- Deteriorating service quality
- Potential Data Privacy Act breaches

What's Next

- We are organising briefing sessions with JustGo for State representatives
- Detailed cost savings will be shared with all State branches
- A comprehensive communication plan will keep you informed throughout implementation

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Questions?

We're committed to keeping you informed throughout this transition. Your feedback has been valuable in ensuring we make the right decisions for EA's future.

The new platform will provide you with better data security, cybersecurity control, lower costs, and improved functionality - positioning EA for continued growth and success.

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