

The
Equestrian Federation
of Australia



The Equestrian Federation of Australia – Victorian Branch

STRATEGIC PLAN

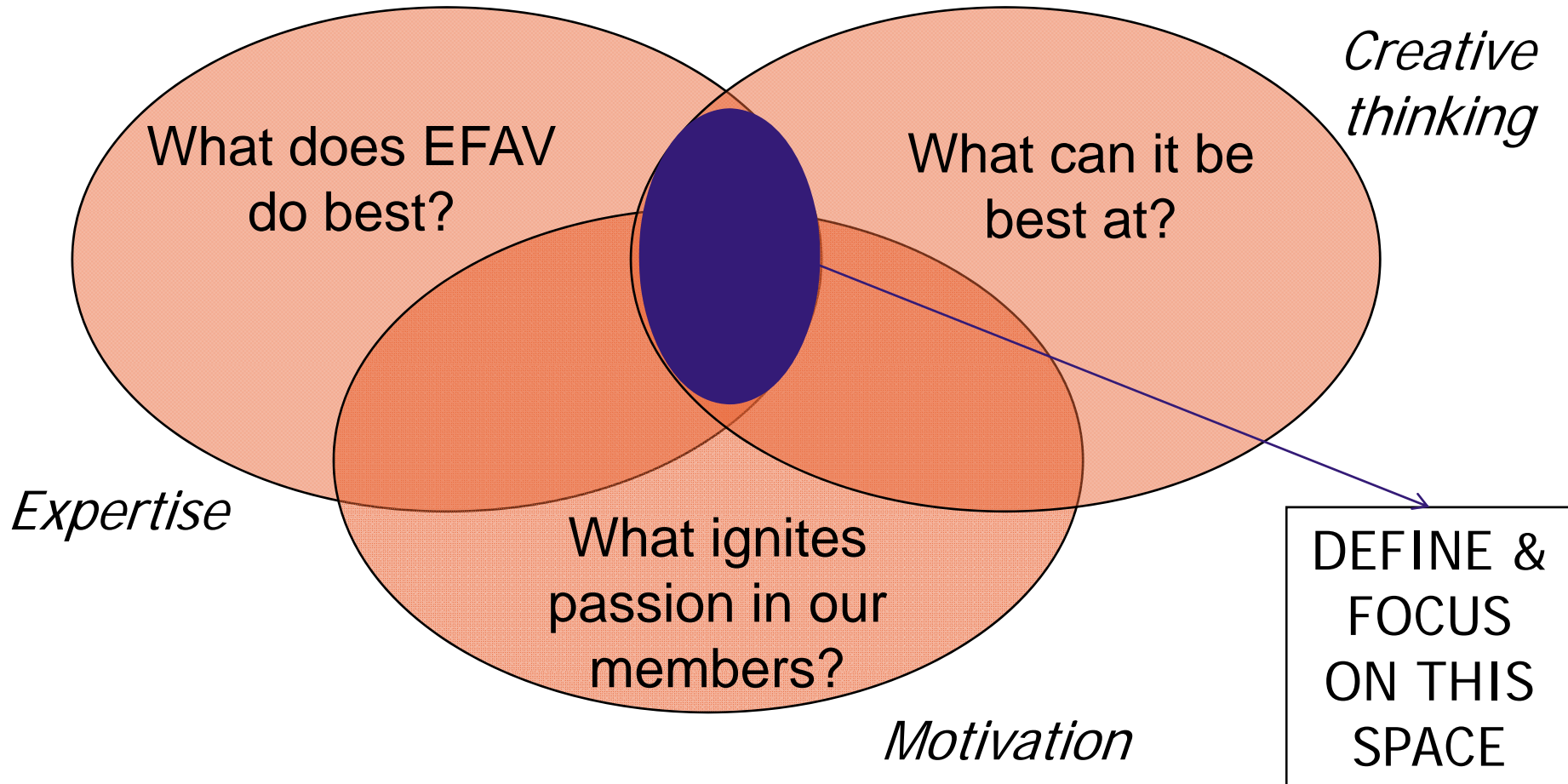
2008 – 2010

Planning Process and Why?

- What is strategic planning?
- **Reviewing** where we have been
- **Analysing** our environment
- **Identify key objectives**
- **Develop our direction**
- **Evaluate future performance**



Understanding your organisation



Vision

*“A **professional** and **effective** peak Victorian Equestrian Federation, that is **relevant** to all its members and **communicates** its direction and objectives effectively.*

*Attain **increased membership and participation** in all equestrian disciplines managed by the Victorian Branch.”*

- Provides strong support for members and volunteers
- Welcomes and services increased broad membership
- Strengthened industry position as a peak body
- Is stronger financially
- Preferred partner for Key sponsors and governments
- Communicates effectively
- Effectively supports continuous improvement in sports and event management



Mission

- To provide **quality, challenging events** and programs
- To work in **partnership with the Equestrian Federation of Australia** and to successfully encourage participation in the FEI horse disciplines
- The **needs of our members and affiliates** is paramount to our delivery
- To encourage **employees' involvement** in planning and professional development
- To encourage **volunteers' involvement** in planning, training and professional development
- To be **financially responsible**
- To provide professional **governance and direction**
- To **challenge and educate** our members
- To foster the practice of **inclusive participation** in local, regional, state, national and international events



Questions to reflect on

- **Financial** “To succeed financially – how should we appear to our stakeholders?”
- **Customer** “To achieve our vision – how should we appear to our members & customers?”
- **Operations** “To satisfy our stakeholders – what businesses must we excel at?”
- **Growth & learning** “To succeed long term – how will we sustain our ability to change and improve?”

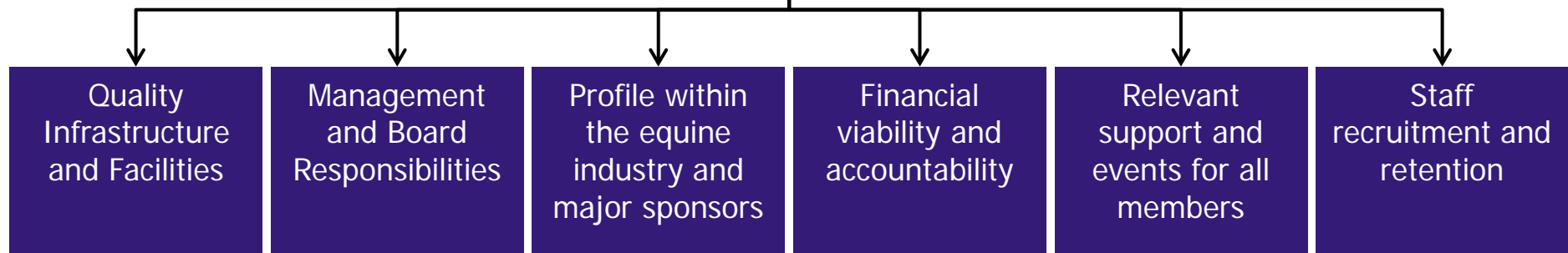


Our Plan

Our Vision

*"A **professional** and **effective** peak Victorian Equestrian Federation, that is **relevant** to all its members and **communicates** its direction and objectives effectively.*

Our Strategies



1. Quality Infrastructure and Facilities

- Identify common needs for equipment and facilities at clubs and key event locations
- Leaders in equipment innovation
- Ensure existing facilities/infrastructure around Werribee Park are maintained to high standard

2. Management and Board Responsibilities

- Develop defined policies and procedures for operation and roles for committees and reporting procedures
- Develop board and management skills
- Succession Planning for Board and Management



3. Profile within the industry and sponsors

- Increase awareness of EFA across Victoria
- Increase sponsors participation
- Proactive support for volunteers
- Attract increased membership

4. Relevant Support and Events

- Make our events and support accessible and equitable for all
- Ensure all members understand and comply with grading systems and are excited about the opportunities of competition



5. Staff Recruitment and Retention

- Motivated, capable, professional staff

6. Financial Viability and Accountability

- Quality Budgets and Forecasts in place, including marketing
- Programs self supported and funded where possible
- Improved accountability and awareness of finance reports



Marketing Strategies

1. Improving offering to current members

- Increase member communication and engagement
- Respond to club and industry trends
- Promote the benefits of memberships
- Promote a strong Federation
- Proactively support volunteers

2. Improve sponsors' return and increase sponsorship

(numbers and value)

- Increase sponsor participation
- Attract new sponsors



3. Attract new members

- Increase the Federation's profile across Victoria (rural and regional areas)
- Attract new members
- Increase participation from non-EFA groups

