

EA Reform Process Update

ENSW 2025 Strategic Plan

ENSW Club Affiliation
Requirements



Dressage NSW Clubs Forum

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EQUESTRIAN
NEW SOUTH WALES



EQUESTRIAN
AUSTRALIA



EQUESTRIAN
NEW SOUTH WALES



EQUESTRIAN
VICTORIA



EQUESTRIAN
SOUTH AUSTRALIA



EQUESTRIAN
QUEENSLAND



EQUESTRIAN
WESTERN AUSTRALIA



EQUESTRIAN
NORTHERN TERRITORY



EQUESTRIAN
TASMANIA

A Structure to Deliver the Nationally Aligned Strategy

NEXT STEPS, PROCESS & TIMELINE

12 May 2023



Next Consultation Phases

Topline consultation phases following working group recommendations

NOW MAY

PHASE 1

Finalise the WG paper and delivery to the Board for review.

State consultation meetings, feedback on working group recommendations.

Draft financial modelling (FM)

MAY/JUNE

PHASE 2

Board review of provided material.

Scoping additional professional help.

Strategy meeting to consolidate, review and consult with other stakeholders.

JUNE

PHASE 3

Finalising the FM and final restructure paper for distribution.

This paper including the FM will be provided the states and DCs and sent for feedback.

Includes AIS consultation.

JULY-OCT

PHASE 4

Member survey x 2.

Further consultation with the states and DC's, noting the comments.

Distribute to the membership with a survey.

SEPT - DEC

PHASE 5

Board communicate preferred direction to stakeholders and implementation phases determined.

Model to be presented at the AGM or SGM.

Constitution amendment.



Equestrian Structure Timeline



EQUESTRIAN AUSTRALIA

Transition Timeline



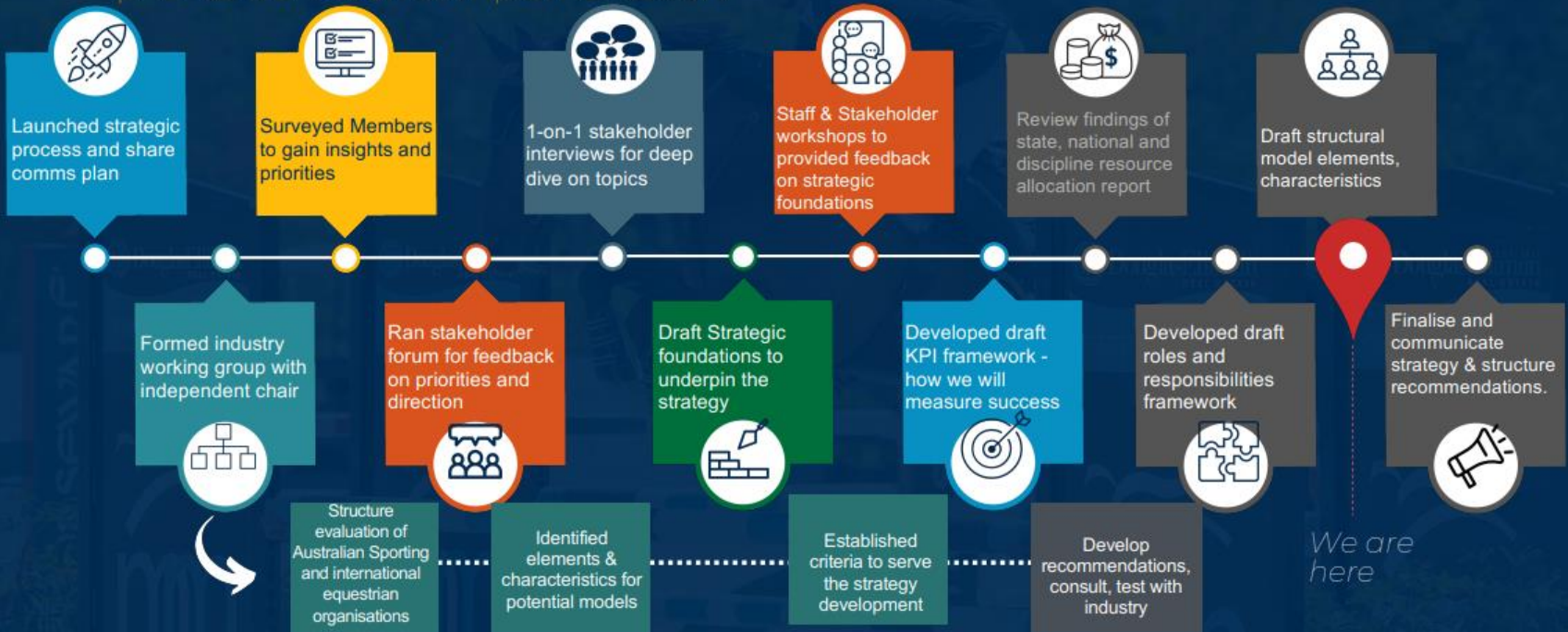
Equestrian Structure Timeline



EQUESTRIAN AUSTRALIA

Major Milestones

Strategic process and recommendations delivered to commence next phase of consultation prior to transition & Implementation.



Equestrian Structure Timeline



EQUESTRIAN AUSTRALIA

2023-25 strategic plan



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“To give every horse lover in our community a *leg-up* to safely take the reins”



The Board and I are delighted to share with our members, the Equestrian NSW strategic plan for the period 2023- 2025.

Continuing with our *Leg-Up* strategy, we are focused on delivering programs that provide all our members with the right opportunity at the right time and right place to achieve the outcomes they desire. It doesn't matter whether you are a competitor or supporter, an official or a coach, young or old, amateur or professional, we want to provide you with a *leg-up* to participate in equestrian sports on your terms.

While we acknowledge the ongoing Equestrian Australia reform process, our organisation needs to have a strong and innovative plan to deliver effective and valued services to NSW members. The 2023-25 Equestrian NSW Strategic Plan is based on generosity and inclusiveness across our people and disciplines, and places safety and horse welfare at the centre of everything we do.

Chair

Brad Frankum

ENSW snapshot May 2023



8,225 members



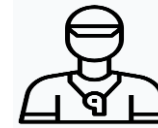
18337 registered horses



214 officials



Over 600 affiliated events

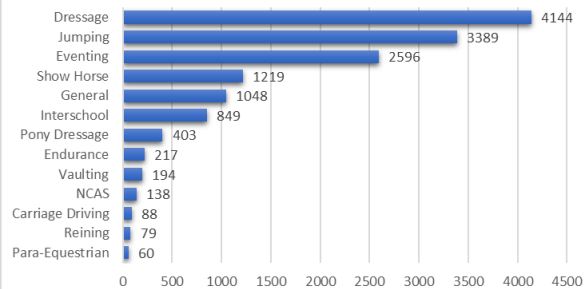


290 coaches

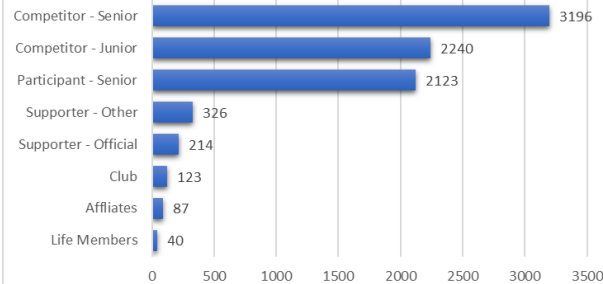


210 clubs

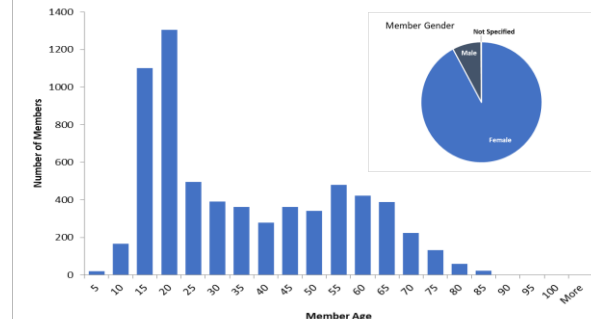
Member Interests



Membership Categories



Member Demographics



Our Values



“Values are the heart of the ENSW culture. Values provide a sense of common direction for all our people and guidance in their day-to-day behaviours”

Act as **one**
equestrian sport

We work together across all our disciplines to share ideas and help each other
There are no silos in our sport
Together we can achieve great things



Ensuring the **welfare**
of our athletes and
horses

We will treat people with respect and confidentiality
We will act with professionalism and consistency to ensure fairness and transparency
We raise the standards, being guided by morals and ethics



Building a culture
based on **generosity**
and **inclusiveness**

We will act and communicate with integrity and a generosity of spirit
We help others succeed without expecting anything in return
We foster selflessness, build trust and increase unity in all our relationships



Striving for
excellence

We want to exceed our member's expectations
We will think ahead and offer new ideas
We want feedback so we can continuously improve our services





2023-25 Strategic Plan Overview

Our Values

Acting as one equestrian sport

Ensuring the welfare of our members and their horses

Building a culture based on generosity and inclusiveness

Striving for excellence

The Pillars

Our Members

Provide an excellent experience for all members through safe, structured programs and exceptional customer service

Develop commercial partnerships that provide value to our members

Education

Facilitate education pathways and opportunities for athletes, officials and volunteers to ensure awareness, compliance and sustainability

Coordinate forums to share experience within the equestrian community

Governance, Integrity and Ethics

Maintain a dynamic risk management plan to ensure safety, financial, strategic and operational risks are monitored and managed

Assist disciplines to develop business plans and budgets under the broader NSW Strategic Plan

Excellence

Promote excellence in equestrian sport allowing athletes and horses to achieve their potential

Enable excellence in safety, communication, behaviour and event management

The Measures

Member retention 80%
New member growth of 3%

2 combined discipline sports forums per annum
5% annual growth in Officials numbers

>90% score in Office of Sport Governance Assessment
SAFE 365 Assessment @ 60%
Financial Break-even

HP Squad member numbers
Annual member survey net Promoter Score >30

2023- 2025

Draft 1



ENSW Business Plan



EQUESTRIAN
NEW SOUTH WALES



Our Members

Objective

Provide an excellent experience for all members through safe, structured programs and exceptional customer service

Develop commercial partnerships that provide value to our members

What does success look like?

Clearly articulated member value proposition

Growth in membership numbers (target new member growth 3% p.a.)

Retention of existing members (increase retention from 74% to 80%)

Commercial partnerships that provide member value

Implementation Activities

MVP development & communication: insurance | safe/ well run events| inclusive & welcoming

Targeted strategies: adult riders | pony club transition | Working Equitation | Jumping Equitation

Retain members: recognise tenure | volunteers | micro-accreditation

Partnerships: Racing NSW – funding, comps, horse welfare | Horseland as a recruiting partner

Member Initiative

MEMBERS
OPEN DAY

Save the date
SAT JULY 29

Your Day. Your Choice!

ACTIVITIES

- Trail Rides
- Indoor Arena Use
- Dressage Protocols
- Working Equitation
- Measuring

ENTRIES OPEN 1 JULY VIA NOMINATE

SYDNEY
INTERNATIONAL
EQUESTRIAN
CENTRE (SIEC)
Horsely Park

EQUESTRIAN
NEW SOUTH WALES



Objective

Facilitate education pathways and opportunities for athletes, officials and volunteers to ensure awareness, compliance and sustainability

Coordinate forums to share experience within the equestrian community

What does success look like?

Pathways clearly communicated and supported through the NSW office

Financial support of educational opportunities leads to 5% growth in Officials p.a.

Behaviours and rule compliance of all members in line with expectation

2 multi-discipline sports forums conducted each year

Clear complaint process with rapid resolution

Implementation Activities

Cross-Discipline Forums to share resources and identify gaps

NSW club forums to educate, communicate with and support affiliated clubs

Digital learning: Continue development of NSW LMS | DNSW LMS and EA LMS . Promote use of Sports Australia LMS

Future Leaders Program



Proud to support

THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD
AUSTRALIA



FUTURE LEADERS

TRANSFORMING ASPIRATIONS INTO ACTUALITY.

Education initiative:

ENSW Future
Leaders Program

Engaging Equestrian youth in our future:

- ✓ Volunteer
- ✓ Learn a skill
- ✓ Participate in a sport
- Adventurous Journey



FUTURE LEADERS

TRANSFORMING ASPIRATIONS INTO ACTUALITY.



Objective

Maintain a dynamic risk management plan to ensure safety, financial, strategic and operational risks are monitored and managed

Assist disciplines to develop business plans and budgets under the broader NSW Strategic Plan

What does success look like?

Annual re-assessment of Office of Sport Governance Survey – score >90%

Robust risk management processes | Clubs | Events | Horses

Budgets to support objectives with robust allocation and acquittal processes | Financial Breakeven

Increased compliance to safety and incident management processes – SAFE365 assessment > 60%

Support of existing committees and introduction of new committees to administer disciplines & events

Participation in development of EA shared services model. Pilot state for selected activities

Implementation Activities

Appointment and training of CEO

Review and update NSW risk management plan

F24 & F25 Budget development

Sport Integrity and Member Protection Processes Implementation and Education

New committees Show Horse | Interschools | Adult Riders

Implementation of SAFE365 platform

Governance,
Integrity & Ethics
Initiative

App based, easy to use safety management system



Sport NSW

The Voice of Sport





Objective

Promote excellence in equestrian sport allowing athletes and horses to achieve their potential

Enable excellence in safety, communication, behaviour and event management

What does success look like?

Our events are safe & drug free

Our disciplines have exciting marquee events

Our members are net promoters of ENSW scoring >30 in an annual member survey

We have a unified, accessible calendar of events

We communicate clearly and consistently

Implementation Activities

Communicated and executed safety and swabbing plans


Calendar app to communicate marquee events across all disciplines with Office of Sport engagement

Communication and marketing plan and resources

Member feedback surveys & resultant action plans
Net promotor scoring

High performance plan and recognition

Excellence



Excellence
initiative – a
unified
equestrian
Calendar





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NEW SOUTH WALES

ENSW Affiliated Clubs

Requirements & Resources

Maintaining Affiliation with ENSW

1. A Current Club Constitution
The NSW Office of Fair Trading has an updated model constitution.
2. Maintain Incorporation with the Department of Fair Trading
3. A current and implemented Risk Management Plan
 - Assessed risks
 - EA risk management requirements
4. Current Insurance
EA insurance* or Other



Insurance Types



Club Insurance

- Public liability
- For volunteers, committees, admin and officials:
 - Management liability
 - Professional indemnity
 - Personal injury
- EA affiliated club members are not covered for personal injury

Member Insurance

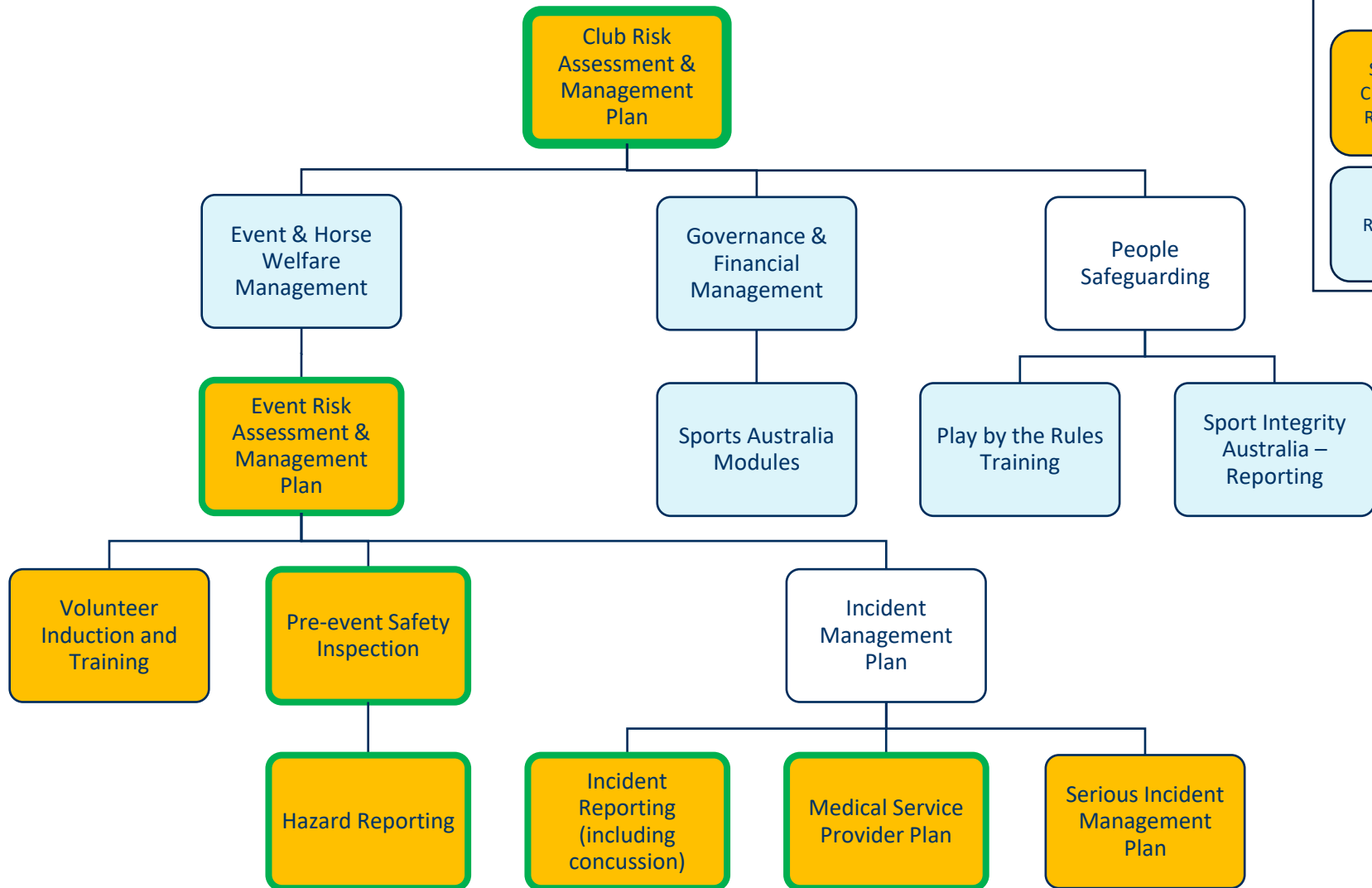
- All individual member categories
- Public liability (\$20,000)
- Personal Injury
 - Non-medicare medical benefits
 - Loss of income
 - Death benefits
 - OOP Expenses
 - Emergency Transport

Tools to Assist Clubs Comply

- NSW Website – Clubs
 - [Clubs | Equestrian New South Wales](#)
- NSW Department of Fair Trading
 - [Running an association | NSW Fair Trading](#)
- NSW LMS – Club Operations e-Manual
 - [ENSW & EVIC Education Portal \(moodlecloud.com\)](#)
- Safe 365 or EA Risk Management



Equestrian NSW Safety & Risk Management Framework



Safe 365 Checklists – Ready for use

Equestrian Club Governance and Risk Management Pla



Equestrian Event Risk Assessment & Management Plan



Event Medical Response Plan

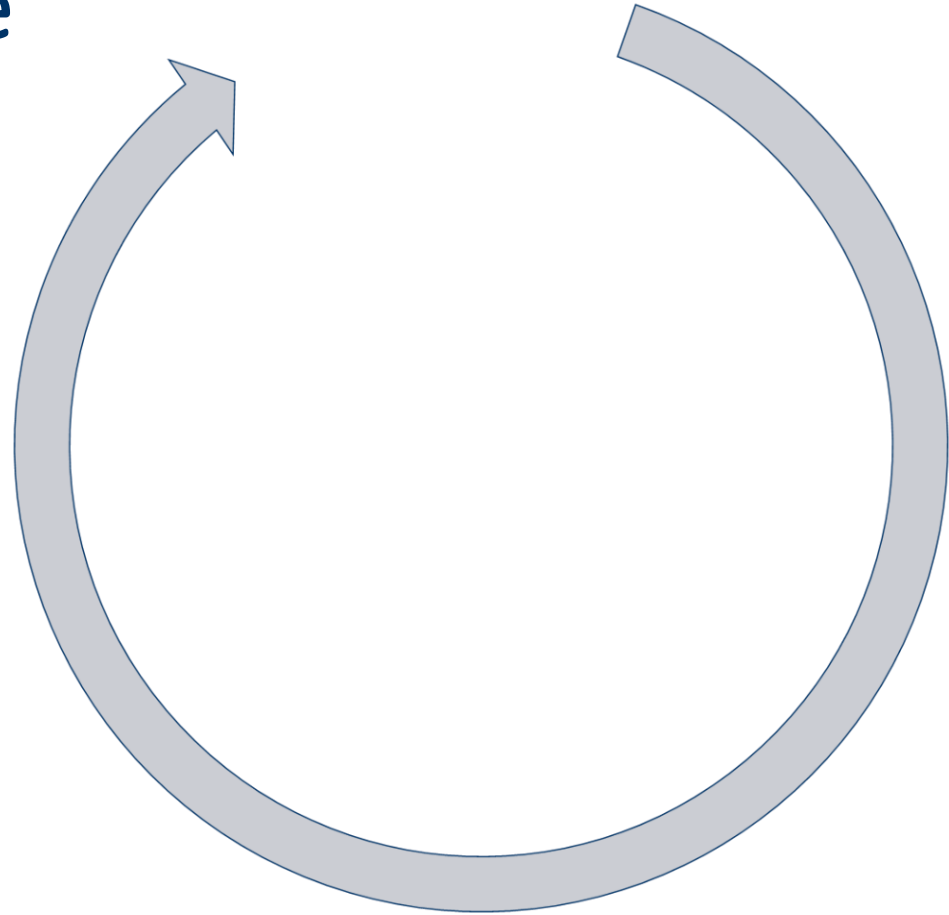


Equestrian Pre-Event - Safety Check



Download the Safe365 app and use the QR Code Scanner on the app to complete

Event Risk Management Cycle



Every event
is an
opportunity
to improve

Former campdrafter wins \$6.75m payout

- Experienced rider
- Horse slipped on competition surface
- 4 other experienced riders had fallen in the previous 45 minutes
- Concerns raised about rider safety
- Falls generally uncommon in campdrafting



Next Steps

1. Check your club's compliance to the NSW Department of Fair Trading Requirements
2. Email vireena@ensw.org.au if you would like access to:
 - Safe365
 - ENSW LMS
3. Contact Amba if you would like more information on Future Leaders



“To give every horse lover in our community a *leg-up* to safely take the reins”

We are here to support you – the people
who make our sport happen!



Thank you