

Board Update

August 2021



EQUESTRIAN
AUSTRALIA

Strategy Update

Presentation By CEO, Darren Gocher



Process

HOW WE WILL DEVELOP THE STRATEGY

Strategy development will involve a whole-of-sport consultative process with key stakeholders to review and reform the sport involving:

1. **Communication** (process & timeline);
2. **Feedback** (survey & insights);
3. **Collaboration** (strategy forum);
4. **Evaluation** (impact, alignment, budgets & success metrics); and
5. **Implementation** (planning, resources, structure & change management).



The consultation group will involve all stakeholders including members, states, boards, committees, coaches, athletes and government bodies, to take them both on the journey and capture their invaluable knowledge, insights and ideas.

We will also form a small working committee with representatives from each of the groups mentioned above.

The strategy will build on the previous strategy set, while having clear purpose and success metrics. The objective is to review and reform the structure of the sport.

Timeline

TIMELINE TO CLEARLY ARTICULATE WHAT WE WANT THE SPORT TO BE

1

Communicate to all stakeholders to launch the strategy process



SEPTEMBER

3

Collaboration via strategy forums to develop initiatives



NOVEMBER

5

Communicate plan to members and stakeholders & manage change



MARCH

SEPTEMBER

2

Feedback via stakeholder survey & industry insights



DECEMBER

4

Evaluate initiatives on impact, alignment & connect to budget



MARCH- ONGOING

6

Implementation, resources, capabilities & sport structure



Strategy Development



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Strategy

Structure

People

Resources & capability to deliver

Measures of Success

DEFINING SUCCESS AND WHAT THE SPORT LOOKS LIKE IS CRITICAL
KEY KPI'S MAY INCLUDE:



Funding, Commercial and Financial Sustainability



Good Governance & Structure



Risk Frameworks



Safety Initiatives Implemented



Integrity Framework (Member Protection, Child Safeguarding & Complaint Resolution)



Participation & Membership Growth



Logical Pathways



High Performance Success



Efficiencies and shared services model



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Thank you



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