



**PONY CLUB**  
QUEENSLAND

# **PONY CLUB QUEENSLAND STRATEGIC PLAN**

January 2020 to December 2022



# *A life with horses begins here.*

## **OUR MISSION**

To provide a safe and inclusive environment for the personal and sporting development of our riders, coaches, volunteers and all other members throughout Queensland.

## **OUR - OBJECTIVES**

1. To encourage young people to ride and learn to enjoy all kinds of sport connected with horses and riding.
2. To provide instruction in riding, and horsemastership and to instil in members the proper love and care of their animals.
3. To promote the highest ideals of horsemanship, citizenship, sportsmanship and loyalty thereby cultivating strength of character and self-discipline.

## **OUR STRATEGIC PRIORITIES**

<b>Organisational Governance</b>	<ul style="list-style-type: none"><li>• Provide leadership for Pony Club in Queensland</li></ul>
<b>Participation</b>	<ul style="list-style-type: none"><li>• Retain and increase membership including riders, coaches, officials and administrators within Queensland</li></ul>
<b>Awareness &amp; Connection</b>	<ul style="list-style-type: none"><li>• Effectively market Pony Club and engage with members of all demographics in Queensland</li></ul>
<b>Welfare &amp; Care</b>	<ul style="list-style-type: none"><li>• Ensure all members and their horses are subject to the highest standards of welfare and care</li></ul>
<b>Education &amp; Development</b>	<ul style="list-style-type: none"><li>• Ensure ongoing quality, consistency and currency of administrators, coaches and officiators in Queensland</li></ul>

## **OUR ORGANISATION**

Pony Club Queensland is a Youth Development and Sporting Organisation, which follows the basic principles of the British Horse Society and International Pony Club movement. Pony Club is a grass roots organisation with an emphasis on inclusiveness, education, safety, self-discipline, respect and family values. It is the ideal training ground for high performance equestrians from all disciplines and it should be noted that almost without exception, our recent Olympic riders have all commenced their equine career in a Pony Club.

**Pony Club Queensland Strategic Plan 2020 - 2022**

**PROUDLY SUPPORTED BY DEPARTMENT OF HOUSING AND PUBLIC WORKS QLD**

## OUR MEMBERSHIP

With approximately 7,500 members, and 208 clubs, located from Mossman in the far North, to Boulia and Barcoo in the West and down to the NSW border, Pony Club is the largest equestrian organisation in Queensland.

The Association has remained fairly constant for over 50 years, despite the adverse effects of such factors as Equine Influenza, Alysavirus and more recently Hendra Virus, as well as the changing attitudes to organised sports and the recreation industry in general.

## OUR STAKEHOLDERS



## OUR STRENGTHS

- A long-established, financially stable, volunteer based organisation
- The skills and knowledge of our State Chief Instructor's Panel, State-wide Coaches and Officials and Instructional Network.
- Our ongoing commitment to providing accessible education, training and development for all members.
- The inclusive and affordable environment of our organisation and affiliated zones and clubs.
- Our commitment to providing accessibility to all members especially through our Sport Connect System.

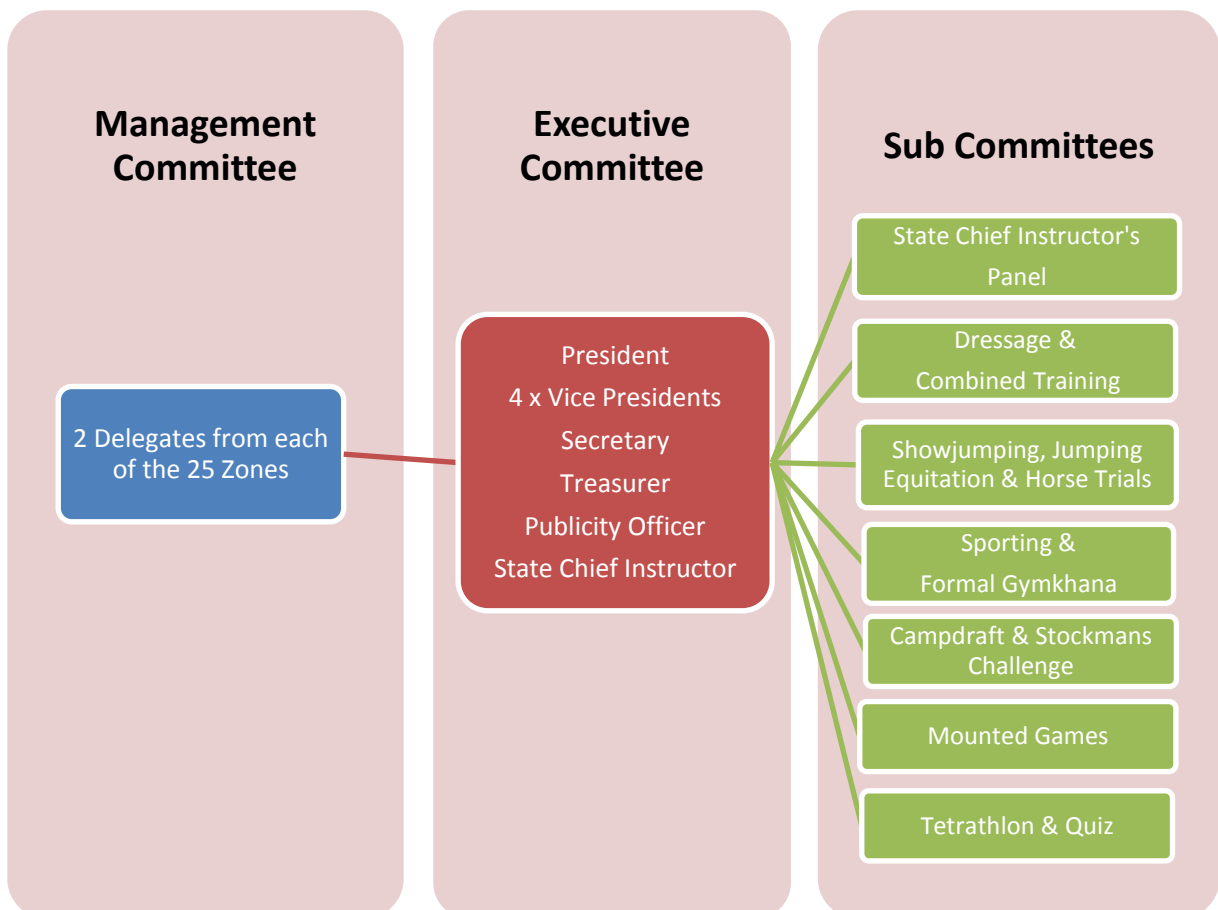
**Pony Club Queensland Strategic Plan 2020 - 2022**

PROUDLY SUPPORTED BY DEPARTMENT OF HOUSING AND PUBLIC WORKS QLD

## PERCEIVED THREATS

- Onerous, workload and fear of litigation on often time-poor volunteer.
- The rising concerns and costs with regards biosecurity, extreme weather, fuel, feed, insurance and other issues.
- The decline of funding and sponsorship opportunities coupled with increased demands from other organisations.
- A cultural change to a more casual opportunistic attitude to sport and a loss of leisure time and availability to volunteer or participate.
- Increased demands and ongoing decline of suitable venues for horse based activities.
- The unavailability of functional data that identifies the benefits of equine based activities.

## PONY CLUB QUEENSLAND STRUCTURE



# 1.0 ORGANISATIONAL GOVERNANCE

**Core Objective:** Provide leadership for Pony Club in Queensland

Key Strategies	Critical Actions	KPI's
1. Review Constitution	1.1.1 Develop board based structure suited to organisation needs	Structure identified
	1.1.2 Form sub-committee to identify appropriate structure and future development	Areas for review identified and sub-committee formed
	1.1.3 Conduct review of constitution to identify appropriate structure and future development	Draft published & circulated
	1.1.4 Final proposed document tabled at AGM for adoption by members	Constitution tabled at AGM for voting
2. Execution	1.2.1 Monitor progression of strategic plan and Identify Quarterly Action Items/KPI's	Annual Review completed and documented Permanent agenda item
	1.2.2 Collaborate with PCA	Discussions initiated with PCA
	1.2.3 Engage with zones & clubs	Strategies developed and documented

**Pony Club Queensland Strategic Plan 2020 - 2022**

PROUDLY SUPPORTED BY DEPARTMENT OF HOUSING AND PUBLIC WORKS QLD

## 2.0 PARTICIPATION

**Core Objective:** Retain and increase membership within Queensland

Key Strategies	Critical Actions	KPI's
1. Support and encourage zones and clubs to deliver regular instruction through camps, rallies and other activities.	2.1.1 Provide support through grass roots funding	A number of grass root activities conducted
	2.1.2 Reciprocal recognition with other equine organisations to enable exposure to a multitude of equestrian disciplines	A number of specialist activities conducted Specialist coaches approved Documented recognition of other NCAS credentials
2. Maintain number of riding members and volunteers	2.2.1 Assist clubs and zones to actively promote memberships in their area	Stable membership numbers Promotional material developed
	2.2.2 Conduct member satisfaction surveys	A minimum of 2 surveys per annum
3. Increase accessibility to information and resources for all members	2.3.1 Ongoing development of PCQ Website.	Pages and resources developed and produced
	2.3.2 Conduct administration, risk management and other workshops throughout Queensland	Presenters trained and workshops conducted

**Pony Club Queensland Strategic Plan 2020 - 2022**

PROUDLY SUPPORTED BY DEPARTMENT OF HOUSING AND PUBLIC WORKS QLD

## 3.0 AWARENESS & CONNECTION

**Core Objective:** Effectively market Pony Club Queensland and engage with members of all demographics.

Key Strategies	Critical Actions	KPI's
1. Improve awareness and connection with members, zones and clubs	3.1.1 Investigate possibility of a paid Marketing position or service	Provider appointed
2. State Marketing Plan	3.2.1 Develop State Marketing Plan	Plan developed, documented and implemented
3. Better use of existing platforms.	3.3.1 Ensure plan includes current platforms and maximise use	Strategies developed and implemented
4. Improve communication and interaction with National body	3.4.1 Develop protocols that are relevant and achievable	Protocols in place
5 Ensure regular and effective communication to members through clubs and zones.	3.5.1 Ongoing provision and circulation of state newsletter to clubs and zones	Newsletters published and distributed

## 4.0 WELFARE & CARE

**Core Objective:** Ensure all members and their horses are provided the highest standard of welfare and care

Key Strategies	Critical Actions	KPI's
1. Improving Horse Welfare and Management.	4.1.1 Introduction of the new National Syllabus that has an increased focus on horse welfare	CIP/RDCs trained in new syllabus Presenters & assessors appointed Annual State Seminar conducted
	4.1.2 Ensure Horse Welfare & Care is serviced at pony clubs via consistent standards within the state Coaching Network	CIP/RDC Workshops Conducted Regional Seminars conducted Preschools and refreshers conducted
2. Position Pony Club Queensland as a leader in Horse Welfare and Management	4.2.1 Engage with members to continue to educate about Horse Welfare & Care.	Coach attendance at rallies and musters
	4.2.2 State strategy that addresses Horse Welfare & Care.	Strategy developed and documented
	4.2.3 Work in collaborative manner with organisations and groups who seek to improve horse welfare in Queensland.	Attendance to Industry groups
3. Risk Management & Member Protection Policies	4.3.1 Ensure policies are current	Policies reviewed and updated



## 5.0 EDUCATION & DEVELOPMENT

**Core Objective:** Ongoing development of Coaches and Officiators while retaining existing knowledge and skills of key personnel

Key Strategies	Critical Actions		KPI's
1. Consistency in quality of training & education of coaches, officials & riders	5.1.1	Coach educator & presenter courses	State CIP/RDC workshops Regionals Seminars conducted Zone Clinics and Workshops conducted
	5.1.2	Continue participation in National Coaching development	Representation on National Advisory Committee Attendance at National Coaching Conference
	5.1.3	Development of Officiating pathways	Pathways reviewed & developed
	5.1.4	Roll out of new Coaching Syllabus	CIP/RDC proficient with syllabus Introductory workshops for regions and zones
2. Increase of numbers of coaches & officials	5.2.1	Continue ongoing coach development	Coach development workshops - preschools & refreshers conducted
	5.2.2	Development of Junior coaches and officials	Workshops conducted for junior coaches/officials
3. Review PCQ Coaching Structure	5.3.1	Working group to review existing coaching structure	Review complete

**Pony Club Queensland Strategic Plan 2020 - 2022**

PROUDLY SUPPORTED BY DEPARTMENT OF HOUSING AND PUBLIC WORKS QLD