

PONY CLUB AUSTRALIA STRATEGIC PLAN 2022 - 2024



PONY CLUB
AUSTRALIA

A **life**
with **horses**
starts here

Pony Club Australia is recognised by Sport Australia as a National Sporting Organisation. It is the largest horse sports organisation in Australia by membership numbers and with **more than 750 active clubs**. It is also the oldest with the first activities commencing in Australia in 1939.

Pony Club® has always been the foundation of horse-riding in Australia and continues to play a pivotal role. **Pony Club® members go on to fill the Australian Olympic equestrian teams,**

compete in diverse sports including Mounted Games and Modern Pentathlon, play polo and polocrosse, and pursue careers in the racing and broader horse industry. The physical and mental health benefits of participation in horse sports are well documented. The **emphasis on education, safety, horsemanship, opportunity, friendship and fun** will endure.

The 2022 - 2024 Strategic Plan has been developed following a review of the last 3 years' operations and achievements, and in the context of a changing demographics, community expectations and technology. Urban

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encroachment, the increased costs of horse ownership and time pressures on families are barriers to participation in the traditional Pony Club® horse sport model. More Australians are casual consumers of sport as physical activity and have less interest in organised sport and competition.

Pony Club Australia Ltd is a company limited by guarantee, whose members are the state Pony Club associations and all members of Pony Clubs across Australia. The governance of Pony Club Australia is by a skilled board of independent directors. This Strategic Plan is designed to provide a strong and sustainable future for Pony Club® horse sport model in Australia. It is supported by an operational plan and resources to deliver key outcomes. While its perspective is necessarily national in scope, it was conceived with the aim of informing and supporting the planning processes of State Pony Club Associations and local Pony Clubs.



Vision

A life with horses starts here.

Purpose

To remain the leading organisation for horse sports in Australia through education, safety, horse welfare, enjoyment and community.

Values

Unity

We draw strength from our core purpose and support each other as a team.

Integrity

We are committed to trust, transparency, fairness and evidence-based decisions and initiatives.

Innovation

We have courage and insight to be innovative to improve our value to members.

Accessibility

We actively facilitate participation and create pathways in our sport, regardless of background, abilities, beliefs or situation.

Kindness

We are considerate and advocate for the health and wellbeing of our members and our community.

Horse welfare

We uphold and promote the highest standards of welfare for horses in our sport.





Strategic priorities

1. Secure the sport's position as the leading horse sport organisation in Australia

- a. Influence Government to fund PCA to deliver on its vision
- b. Increase international recognition of Pony Club® horse sports
- c. Develop Pony Club® leaders as credible voices in the horse industry
- d. Facilitate multipurpose events that include more than competition

2. Deliver a strongly aligned sport nationally

- a. Improve the governance and management model of the Pony Club® organisation
- b. Confirm the roles and responsibilities of all levels of the sport
- c. Keep the individual member central to our thinking and working with our member-centric culture
- d. Use technology to increase innovation and member connection
- e. Strengthen the capability of clubs

3. Enhance the image and perception of Pony Club® horse sports

- a. Further develop the strength of the PCA brand both within and outside our community
- b. Engage with stakeholders, members and the community from grass roots up
- c. Tell our story in a powerful way



4. Create opportunities for everyone to participate in horse sports

- a. Deliver diverse pathways for all members
- b. Provide enhanced support and development of coaches and officials
- c. Increase recruitment, participation and retention of riders and volunteers
- d. Encourage participation by CALD communities
- e. Develop a national facility plan to help preserve Pony Club® grounds

5. Develop an ethical framework for participants within the PCA environment

- a. Ensure our horse welfare policy is embedded across our organisation
- b. Implement current and best practice integrity policies and actions
- c. Promote responsible horse ownership and appropriate horse/ rider combinations for safety and enjoyment





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