



“ A life with horses  
starts here.



## STRATEGIC PLAN

2025 - 2027



Pony Club Australia is recognised by the Australian Sports Commission 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 2025 - 2027 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.



“**The physical and mental health benefits of participation in horse sports are well documented.**”

Urban 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.



### PCA Values

#### Community

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

#### Innovation

We have courage to innovate ideas to support our diverse membership.

#### Integrity

We are committed to sincerity, trust, transparency and fairness.

#### Accessibility

We actively support participation and engagement in our sport, regardless of background, abilities, beliefs or situation.

#### Kindness

We are compassionate, and advocate for the health and wellbeing of our members and horses.

#### Horse Welfare

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







## Strategic Priorities

### Leadership in equestrian sports

1

- **Influence and funding:** Advocate for government and philanthropic funding to enhance Pony Club Australia's capacity and reach, demonstrating the return on investment for community engagement and individual member experiences.
- **Transformative experiences:** Develop and deliver multipurpose events that engage both riders and non-riders, showcasing pony club's impact on education, integrity, inclusion and well-being.
- **Leverage expertise:** Utilise qualified coaches and officials as leaders to foster innovation and best practices within and outside of the organisation.



### Empowerment & Development

2

- **Member-centric approach:** Keep individual members at the core of organisational strategies, fostering a culture that values feedback and input from all stakeholders.
- **Role clarity and development:** Clearly define roles and responsibilities for state bodies, volunteers, coaches and members, while enhancing capability through training and education programs.
- **Technology integration:** Update service delivery models by incorporating technology to increase reach, streamline communication and enhance educational opportunities.







### Enhancing Perception & Capacity 3

- **Brand awareness:** Strengthen the pony club brand to improve understanding and recognition within and outside the equestrian community, sharing success stories and best practices.
- **Stakeholder pathways:** Articulate clear pathways for members, volunteers, and stakeholders, ensuring transparency and engagement in club activities.
- **Encourage innovation in volunteering:** Promote innovative approaches to volunteering that allow for flexible contributions and role clarity, making it easier and more enjoyable for members to get involved.
- **Club development:** Enhance the governance, operational capacity and sustainability of clubs to foster stronger community engagement and support grassroots growth.
- **Facility development:** Develop a national facility plan to understand the network of pony club facilities and enhance access to quality, sustainable sports and recreation infrastructure to support participation and long-term growth.



### Engagement & Inclusive Opportunities 4

- **Diverse participation options:** Increase opportunities for all individuals, including non-riders and those over 24 years of age, to engage in pony club activities.
- **Activation of spaces:** Create safe and fun environments for all members, promoting events and activities that encourage lifelong involvement.
- **Support for coaches and officials:** Provide enhanced development opportunities for coaches and officials, fostering a collaborative atmosphere across all levels of pony club.



## Ethical Standards & Safety

# 5

- **Commitment to welfare and safety:** Maintain a leading position on horse welfare, ensuring all programs embrace best practices for the care and treatment of horses.
- **Child safety and integrity:** Stay current with child safety measures and implement integrity policies to foster a safe and supportive environment for the well-being of all participants.
- **Recognition and respect:** Promote respect for one another and celebrate achievements at all levels, reinforcing a culture of acknowledgment and support.







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