

EXCELLENCE INCLUSION INTEGRITY  
TEAMWORK FUN & ENJOYMENT



EQUESTRIAN  
WESTERN AUSTRALIA

# Equestrian Western Australia

## Strategic Overview

2025 - 2028

# About us...

Equestrian Western Australia (EWA) is the home of equestrian sport in WA.

EWA provides a growing and supportive environment for both the athlete and their four legged companion with the focus on...

★ **Leading our sport in Western Australia**

★ **Connecting a passion**

★ **Being inspired by the horse**

Over our 40 year history we have achieved amazing successes and have navigated through significant challenges.

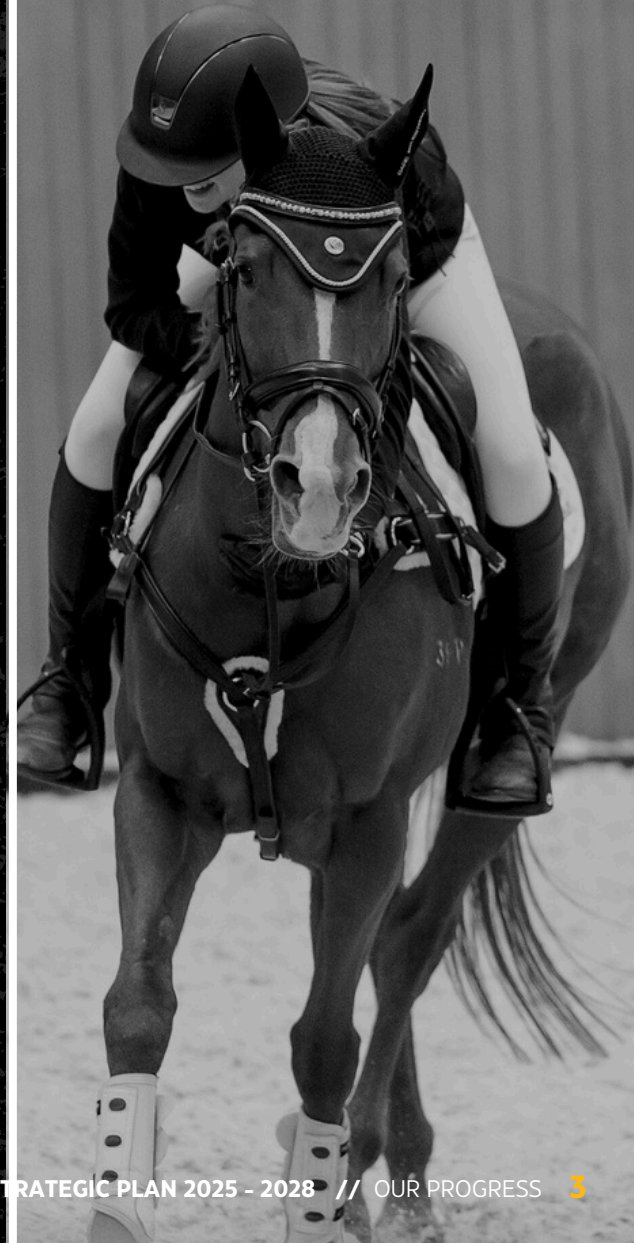
In recent years we have drawn a focus on people, our culture, the welfare and safety in our sport, the administrative excellence provided to members as well as the growth and development of participation in the organisation. This has lent a hand to increased pathways for our athletes in addition to showcasing our one-of-a-kind facility, the State Equestrian Centre (SEC).

EWA is excited to share our rolling two year Strategic Overview with members and our extended community.



# What we have achieved so far...

- A loyal membership base which has sustained its highest uptake in over ten years
- Built and maintained strong partnerships with new and returning stakeholders
- Developed High Performance pathways linked to all disciplines including the new 'Competitive Edge' Program
- Developed and continued to deliver the Junior Equestrian Development Squad (JEDS)
- Created key avenues for Official's Training including access for regional members (Stewards, Judges, Scorers etc.)
- A skilled Board and a dedicated staff structure to drive our organisation forward
- Hosted high class State Championships, Masterclasses with international presenters as well as many other Equestrian and community events throughout the season providing increased tourism and attraction to the SEC.
- The SEC saw a return to full activity in 2022 and therefore the implementation of facility upgrades were essential. These included some of the following:
  - Re-surfacing the Indoor Arena and Indoor Warm Up Arena
  - Improvement to arena and facility lighting
  - Installation of Solar panels on the roof of the SEC (to be completed in June 2023)
  - Improvements to the GP Field
  - Equipment & Vehicle upgrades



# Our Purpose

*A thriving and safe sport, uniting the Equestrian community in Western Australia*

# Our Values

*Equestrian WA will embody and promote the principles of...*



## TEAMWORK

Collaboration  
Accountability  
Respect



## INTEGRITY

Fair  
Ethical  
Transparent



## INCLUSION

Welcoming  
Equality  
Belonging



## EXCELLENCE

Performance-driven  
Courageous  
Innovative

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## FUN & ENJOYMENT

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# Strategic Pillars

STRONG FOUNDATIONS			SUSTAINABLE GROWTH	EXCELLENCE	FACILITIES
<b>PEOPLE &amp; CULTURE</b> Unify	<b>WELFARE &amp; SAFETY</b> Educate <i>"We are all responsible"</i>	<b>ADMINISTRATIVE EXCELLENCE</b> Achieve and Sustain	<b>PARTICIPATION</b> Grow and Develop	<b>PATHWAYS</b> Document and Promote	<b>FACILITIES &amp; EQUIPMENT</b> Audit and Source
An equestrian community in WA that is unified, engaged and enjoys participating and contributing	All involved in the sport are educated in the welfare and safety of the horses and athletes	Well governed and sustainable with efficient and cost effective management structure	Increased number of all personnel involved in the sport, clubs and horse licenses	Well defined, documented and promoted pathways for all Disciplines	Suitable and sufficient number of fit for purpose facilities across the State
<ul style="list-style-type: none"> <li><b>Educational Framework</b> Implement a Culture and Behaviour Education and Promotion Strategy including, agreed values, Code of Conduct and Internal/External promotional/advocacy collateral</li> <li><b>Strong Sustainable Clubs</b> Develop and implement a Club Capacity Building and Engagement Strategy inclusive of resource allocation</li> <li><b>Volunteers</b> Implement of the Volunteer Retention, Recruitment and Recognition Strategy</li> </ul>	<ul style="list-style-type: none"> <li><b>Equine Welfare</b> Ensure input into Equestrian Australia (EA) horse welfare protocols  Educate members on best Equine Welfare practices via EWA Equine Welfare Working Group</li> <li><b>Safety Culture</b> Develop and implement appropriate participant safety policies and procedures</li> <li><b>Risk Management</b> Review and implement appropriate risk management framework and other relevant risk policies and procedures</li> </ul>	<ul style="list-style-type: none"> <li><b>Governance Education</b> Provide opportunities for board, discipline committee, and staff to "up-skill" in governance  In collaboration with the disciplines, develop and publish clearly defined roles and responsibilities, processes and procedures</li> <li><b>Equestrian Australia Restructure</b> Ensure EWA members views are considered in the EA restructure, including an engagement and collaboration strategy with other stakeholders and the development of any proposed 'alternative model'</li> <li><b>Finances</b> Identify and realise alternative and additional revenue streams from existing and new products and services</li> </ul>	<ul style="list-style-type: none"> <li><b>Inclusion and Equity</b> Develop and implement a Diversity and Inclusion Strategy</li> <li><b>Participation</b> Develop and implement a Membership Growth and Retention Plan inclusive of consistent member experience, value propositions for each membership type, target markets/organisations, schedule of grass roots information days, and necessary collateral</li> <li><b>Membership</b> Review of existing Membership offerings and implement changes for 'best of sport'</li> <li><b>Regional Servicing</b> Implement the Regional Servicing Plan to develop sport in the regions.</li> </ul>	<ul style="list-style-type: none"> <li><b>Rider Pathways</b> Develop, publish and promote a Performance Pathways Strategy for each Discipline and its riders including recruitment, retention and succession planning, education, development and support programs, and resourcing required to support the strategy</li> <li><b>Coach and Official Pathways</b> Develop, publish and promote a Performance Pathways Strategy for each Discipline and its coaches and officials, including recruitment, retention and succession planning, education, development and support programs, and resourcing required to support the strategy</li> </ul>	<ul style="list-style-type: none"> <li><b>SEC Future Facilities Plan</b> Establish a working group of appropriately experienced and qualified people to develop a Future Facilities Plan for SEC, including business case and new Asset Management Plan. Ensure SEC is fit for purpose.</li> <li><b>Accessibility and Infrastructure</b> Conduct assessment to identify and address infrastructure gaps within WA Equestrian community and ensure that equestrians have access to fit-for-purpose spaces that cater to a range of equestrian activities, prioritising facility access across the state.</li> </ul>

## COMMUNICATION & ADVOCACY STRATEGY



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