

SUMMERLAND DRESSAGE CLUB'S STRATEGIC PLAN 2023-2025





COLLABORATIVE



INCLUSIVE



WELCOMING

CORE VALUES



POSITIVE



EXCELLENCE



TEAMWORK

WHY?

“SUMMERLAND DRESSAGE CLUB PROVIDES A SUPPORTIVE AND INCLUSIVE COMMUNITY THAT DEVELOPS DRESSAGE IN THE NORTHERN RIVERS OF NSW FOR ALL LEVELS FROM GRASS ROOTS TO PROFESSIONAL RIDERS.”

**PARTNERING WITH OTHER CLUBS
SUCH AS TVEG,
BANGALOW PARKS TRUST,
NORTHERN RIVERS EASY RIDERS AND
BANGALOW PONY CLUB**

**PROVIDING A CALENDAR OF
RELAXED AND FRIENDLY EVENTS
AND ACTIVITIES CATERING TO THE
MAJORITY OF MEMBERS SUCH AS
TRAINING DAYS, POLE & COACH
LESSONS, JUDGES CLINICS,
EDUCATIONAL, WORKSHOPS &
SOCIAL EVENTS**

HOW?

**PROVIDING AT LEAST ONE HIGH LEVEL
BOUTIQUE OFFICIAL EVENT EACH YEAR
TO INSPIRE MEMBERS AND CATER FOR
COMPETITIVE RIDERS**

**FOSTER, ENCOURAGE AND SUPPORT
MORE MEMBERS TO VOLUNTEER TO
ASSIST WITH ORGANISING AND
RUNNING THESE EVENTS AND
ACTIVITIES**

KEY ACTIONS:

- **PROVIDE A WELCOME PACK FOR NEW MEMBERS INCLUDING STRATEGIC PLAN**
- **PROACTIVELY FOSTER PARTNERSHIPS WITH PONY CLUB, TVEG, NORTHERN RIVERS EASY RIDERS, BANGALOW PARKS TRUST**
- **ESTABLISH OFFICIAL EVENT SUBCOMMITTEE**
- **PROVIDE SAND ARENAS FOR OFFICIAL EVENTS**
- **INVESTIGATE INCLUSION OF EQUIABILITY CLASSES**
- **INTRODUCE WIDER RANGE OF ENCOURAGEMENT AWARDS AND PRIZES**

MEASUREMENT

**ATTENDANCE AT
EVENTS**

**ALL COMMITTEE
POSITIONS FILLED**

**FINANCIAL
SUSTAINABILITY**

**ENGAGEMENT
AND ASSISTANCE OF
MEMBERS AND
VOLUNTEERS**

**MEMBERS
SATISFACTION
SURVEY AT
LEAST EVERY
THREE YEARS**

STRENGTHS

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- Hard working small committee
- Encouraging and inclusive members
- Strong history and experienced members
- Friendly atmosphere

WEAKNESS

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- People time poor to help/participate
- Adverse weather
- Small grounds – small warm up area
- Lack of quality surfaces

OPPORTUNITIES

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- Add variety of events
- Attract young riders
- Social events
- New facility in Casino

THREATS

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- Lack of volunteers to help
- Tick rules for crossings to/ from QLD
- Weather unpredictability
- If we lose the focus on dressage
- If members do not feel welcomed