



Marion Riding Club Strategic Plan 2022 - 2027

Mission

To maintain the cultural tradition of connection with horses in the Adelaide urban area.

Vision

To be a friendly, inclusive and supportive club that provides a wide range of training and competitive opportunities in Working Equitation.

To grow and promote the sport of Working Equitation in South Australia and educate horses and people of all ages and abilities.

Mission and Vision Statements (basic notes to keep in mind):

Why does our club exist?

To maintain a horse riding presence and the lease of the grounds in Shepherds Hill Recreation Park

To provide opportunities to educate horses & riders in ways more interesting & horse friendly

To have fun riding and competing horses and improve the confidence and education of horses and riders.

What do we set out to achieve?

The opportunity for riders of all levels to train and compete in Working Equitation

To provide friendly, value for money instruction and competition experiences

Safe, friendly, supportive environment

To help people become confident riding and improve their horsemanship skills.

To promote the sport of working equitation and to support quality horsemanship.

What is our point of difference from other horse-riding clubs?

Unique, central location

Working Equitation focus

The welcoming atmosphere of the club

We are successful if we are....

Continually improving our grounds/facilities

Able to maintain our membership numbers

Attracting new members/volunteers

Providing quality instruction and competition opportunities

Harmoniously co-existing with other park users

A financially strong club with committed membership, offering working equitation

competitions as well as quality instruction and clinics to improve the connection between horse and rider

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MRC Grounds:

What is good about our grounds?

- Historical significance / history of connection with horses & horse-riding
- Unique
- Centrally located
- Easy to get to
- Access to the recreation park & its trails
- Safe location – esp due to yards
- Physical assets (clubroom, toilets etc)
- Canteen
- Great exposure to the wider community
- Opportunity to model successful shared use of community facilities
- Has water available for horses
- Good shade available

<i>What needs improving with our grounds?</i>	Notes/achieved/in progress
<ul style="list-style-type: none"> • Perimeter fencing • Yards • Improved oval surface • An all weather arena • Determine how more cars/floats can be accommodated • Modernising facilities (clubrooms, canteen, toilets/septic, spectator area, locking system, doors, drains) • Remove rubbish, old equipment, posts • Rails near entrance to canteen • Recognition of sponsors • Improve processes for carrying equipment in and out • Maintenance of grass (restoration, watering, mowing) • Signage • Work out how we would layout competition arenas/warm up areas etc to ensure good placement of any new infrastructure (fencing, yards etc) 	<p>Achieved</p> <p>Achieved</p> <p>Ongoing, necessary</p> <p>Major goal – fundraising</p> <p>Change of fenceline has helped</p> <p>Badly needed</p> <p>80% achieved</p> <p>To do</p> <p>More attraction of sponsors req</p> <p>To do</p> <p>To do</p> <p>In progress</p> <p>In progress</p>

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<i>What changes to the grounds will we work on over the next 5 years?</i>	Notes/achieved/in progress
<ul style="list-style-type: none"> • Improvements to all of the above • New perimeter fencing +/- yards (or provision to add on yards in the future if/when funds allow) • Restoration of grass surface and implementation of maintenance schedule • Complete refurbishment of arena area • Improved signage • Improved locking system • Continue upgrade of buildings interior • Painting of buildings to modernise look 	<p>In progress</p> <p>Achieved</p> <p>Wishlist</p> <p>Major Goal</p> <p>In progress</p> <p>Badly required</p> <p>Ongoing</p> <p>Ongoing</p>

MRC People (Committee and Members):

What are our strengths?

- Enthusiastic/passionate
- Committee prepared to work
- Friendly, supportive
- Free trainers
- Willing to try new things
- Good age range (family friendly)
- Open minded approach to horsemanship
- Large pool of old members (resource, connections, sponsors?)

<i>What do we need to do better?</i>	Notes/achieved/in progress
<ul style="list-style-type: none"> • Promote our points of difference & actively seek out new participants • Delegate tasks to suitably qualified/able individuals and trust them to undertake tasks autonomously • Encourage more members to take on committee roles – smaller, well-defined roles to spread the load better • Acknowledge when we need to enlist outside assistance 	<p>In progress</p> <p>Achieving</p> <p>Achieving</p> <p>Achieving</p>

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<ul style="list-style-type: none"> • Recruit new qualified/skilled volunteers 	In progress
<ul style="list-style-type: none"> • Make the leap to running full 3 phase WE comps 	Achieving
<ul style="list-style-type: none"> • Ensure committee members have the opportunity to fully participate in club activities 	In progress
<ul style="list-style-type: none"> • Acknowledge the history of the club whilst moving forward in a new direction to suit the current and future horse community 	Successful
<ul style="list-style-type: none"> • List and prioritise our jobs & spending 	In progress
<ul style="list-style-type: none"> • More clarity of roles 	In progress
<ul style="list-style-type: none"> • Effectiveness of email address? 	Improving
<ul style="list-style-type: none"> • Clearer decision making 	Improving
<ul style="list-style-type: none"> • Improve our marketing => regular posts, Instagram, monthly brief email newsletter (eg did you know/educate members), proactive sharing, short promotional video 	In progress
<ul style="list-style-type: none"> • Raising money 	In progress
<ul style="list-style-type: none"> • Educating members 	In progress
<ul style="list-style-type: none"> • Increase our membership 	In progress
<ul style="list-style-type: none"> • Target junior members => brings helpers, more use of canteen, grants 	Not yet
<ul style="list-style-type: none"> • Develop closer/improved relationships with local councillors, local members. Ongoing contact with council, govt, DEW to keep in their radar 	In progress
<ul style="list-style-type: none"> • Apply for grants – requires ongoing checking & applications - need to be clear about our priorities 	In progress
<ul style="list-style-type: none"> • Implement Starclub (requires review of policies at AGM) => grants 	Starclub shut down
<ul style="list-style-type: none"> • Constant follow up of Good Sports opportunities (dedicated person) 	In progress
<ul style="list-style-type: none"> • Sort affiliation & rules 	Done
<ul style="list-style-type: none"> • Access more trainers 	In progress
<ul style="list-style-type: none"> • Seek sponsorships 	Not yet addressed, building our base first
<ul style="list-style-type: none"> • Reach out to like minded organisations (Pony Club, Western, Stock Horse, etc.) 	Not yet addressed, building our base first

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<p>liaise with other groups => may find other trainers, will increase our exposure on social media</p> <ul style="list-style-type: none"> • Draw more on our old members, keep them involved • Need to be braver to charge rather than offering free come and play days in terms of helping the club financially. 	<p>Needs more work – targeting OTT</p> <p>Regular newsletter out</p> <p>?</p>
<p><i>What changes to the membership will be worked on over the next 5 years?</i></p>	<p>Notes/achieved/in progress</p>
<ul style="list-style-type: none"> • Increased numbers • More juniors • Include extra category of supporter (ie non participating) 	<p>In progress</p> <p>Not targeted yet</p> <p>Achieved</p>
<p><i>Proposed changes to committee over the next 5 years?</i></p>	<p>Notes/achieved/in progress</p>
<ul style="list-style-type: none"> • Increase in numbers • Clearer leadership & decision making • More educated/accredited officials • Improved committee member participation in club events • Smaller/more defined and autonomous roles to encourage increased involvement at a committee level 	<p>Achieved</p> <p>In progress</p> <p>To do</p> <p>To do</p> <p>In progress</p>

MRC Club Days and Events:

What do we do well?

- Friendly
- Supportive of different levels & abilities
- Provide equipment & training
- Low cost
- Family friendly
- Accept all disciplines
- Great atmosphere with excellent canteen offerings
- Structured times for working on the obstacles. (Provides a known number of horses you're riding with – calmer, safer, more inductive to learning)
- Good variety of activities

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What do we need to do better/differently?

- **Improve income**
- Be more structured
- Have more qualified people
- Value our services more highly
- Educate our members
- Bring in outside, specialised instructors
- Demonstration at the start of a session of how the obstacles are best tackled, brief theory explanation of what this is meant to develop, then a support person at obstacle(s)
- Less come and try days and more instruction or competition

<i>What changes to club days and/or events to be worked on over the next 5 years?</i>	Notes/achieved/in progress
<ul style="list-style-type: none"> ● Move away from ‘riding club’ ● Become more structured, more serious about competition ● More fully encompass WEq to enhance our uniqueness ● Consider a name change to reflect what we do and our future direction ● MRC seen as the gold standard provider of WEq competition +/- education opportunities in SA ● WEq Competitions – 3 phases – at least 4 per year ● One WEq day per month – either training or competition ● More guest instructors ● More education (may be off horse eg seminar) 	<p>In progress</p> <p>In progress</p> <p>In progress</p> <p>To be discussed</p> <p>First step was demo at AEF</p> <p>Achieved 2 x /year</p> <p>Part achieved</p> <p>Expense?</p> <p>Is there a demand? Could it be a fundraiser?</p>

This plan to be reviewed every 12 months by Committee
Version 1 accepted February 2022
Version 2 May 2023