JUMPING AND SHOW HUNTER

GROWTH PLAN

VISION: To promote, enable and grow the sport of Jumping







GOVERNED BY THE **ESNZ JUMPING BOARD**

WHAT

HOW

INSPIRING PATHWAYS

Identify and remove barriers to participation

COMPETITION

Improve coordination and delivery of events for a better user experience

SUSTAINABILITY

Be an innovative and financially membership base

RAISING THE PROFILE

Engaging the community with relevant and timely communication across all channels

Regular training for officials

Encouraging new members by offering options for all levels

Fostering the participation of families and promoting friendly involvement

Training and development of talent via Performance

Sponsorship for squads and teams

Promoting and supporting young people into positions of influence

EVENTS

Improve grounds and facilities

Provide rules and technology

Collaborate with area groups, A&P Shows

Incentives to run shows: livestreaming, sponsorship, Best Show award, Series Points

Performance and High Performance

Produce world class horses

International exchanges and competitions

Attract and retain long term sponsors

Strategic plan for funding key projects

Support grassroots projects

Identify new income streams

Completed documentation of systems and procedures

Succession planning and fostering talent by sharing skills and information

Embrace new technology

Affiliation benefits for A&Ps etc.

Health and safety framework

Growing our social media presence

Behavioural expectations are clear and consistent

Regular e-news and PR plan delivery

User friendly website which is a 'hub' for all information

Accessible and up to date media collaboration

Key messages are clear and communications processes are consistent

Healthy communication with partner organisations: NZPCA, A&P Shows, and ESNZ disciplines, private shows

Supporters, officials, volunteers and members are valued for their work

More people engaged in the sport in different

Improved participation

Safe and prosperous events

Success on the international scene

Financially viable & growing membership

Clear and robust systems

Capable pool of staff & volunteers

Engaged sponsors

Increased visibility

Stronger engagement across all channels

Inclusive and resilient networks

SUCCESS -