

ESNZ Eventing GROWTH PLAN

ESNZ Strategic Focus	To make ESNZ more accessible by reducing barriers to participation					
ESNZ Eventing Purpose	Promoting participation by providing an enjoyable experience of Eventing and the pathway to elite competition.					
Focus Areas	Competition	Accessible Sport	Promotion	Reward	Resources	Sport Communication
Focus Area Purpose	To have more Events in all regions, across all levels of competition Providing event formats that meet today's and tomorrow's market needs	More members at all levels and types of participation	A bigger audience watching and talking about the Sport of Eventing	Retention of members participating in the Sport of Eventing	Our sport continually grows and develops.	Our sport is well informed, engaged and connected.
KPIs	<p>10 FEI Events</p> <p>40 Events CNC105 and above</p> <p>Encourage Xpress Eventing Events</p> <p>5000 Starts per annum CNC105 – CNC3*</p> <p>10000 Starts levied per annum</p> <p>Bi-annual Oceania competition at Snr & Yr Level.</p>	<p>1500 Horses with an Eventing Annual Start.</p> <p>10% Increase of registered Technical Officials.</p> <p>Increase of Volunteers registered as an Eventing Supporter</p>	<p>2000 Ten Minute Box subscribers</p> <p>15000 followers on Facebook</p> <p>Create an Eventing Supporters Club.</p> <p>Live Streaming of all national championship events.</p>	<p><i>Enough technical seminars delivered per annum to maintain</i></p> <p>Create a volunteer development programme.</p> <p><i>A clear pathway for rider development that is understood and consistent (complete)</i></p> <p>3* Athlete Support Programme</p>	<p>\$\$ Invested in infrastructure projects per annum.</p> <p>\$\$ Generated through Sponsorships, Grants and Funding initiatives.</p> <p>Some specific initiatives:</p> <ul style="list-style-type: none"> • OC Event Management support. • Performance programme • 3* Athlete support programme 	<ul style="list-style-type: none"> • <i>OC and Riders Rep have one vote at Board and AGM by 1st August 2014. (Complete)</i> • <i>Development of Interest policy adopted by end of 2014 and reviewed annually (complete)</i> • Every year there is an OC and Riders meeting that provides valued 2 way feedback between Board and Participants. • A current and relevant communications plan is always in place
Primary Actions	<p><i>Formalise Xpress Eventing format and rules for adoption 1st August 2014. (complete)</i></p> <p>Annually review Cross Country Standards.</p> <p>Annually review Showjumping Standards.</p> <p>Develop a feedback process from TD, Performance Committee to Event OC on Standards.</p> <p><i>Develop guidelines and rules for training days and Xpress Eventing. (complete)</i></p> <p>Annual plan for a competition calendar that provides for participation and performance needs.</p> <p>Develop MoU with NECs</p>	<p>Review representation model of Eventing – establish baseline #s of horses, technical officials & volunteers.</p> <p>Create training pathway and plan for wider sport – beyond the Performance Plan.</p> <p>Establish project team to connect with NZPCA.</p> <p>Establish project team to connect with NECs.</p> <p>Establish a plan to connect with Adult Riding Clubs and Hunt Clubs.</p> <p>Create a Checklist for Organisers of technical seminars.</p> <p>Develop an Officials Mentoring Programme.</p> <p>Create a “Welcome to Eventing” pack.</p>	<p>Review and identify goals and focus activities of communications plan.</p> <p>Create and identify priorities of a “marketing plan”.</p> <p>Create a monitoring report to measure number of “followers”.</p> <p>Create an Eventing Supporters Club.</p>	<p><i>Implement annual calendar of Technical Seminars. (complete)</i></p> <p>Review volunteer numbers, needs and future requirements.</p> <p>Project team to create volunteer programme:</p> <ul style="list-style-type: none"> • Participation initiatives. • Training and development. • Reward and recognition. <p>Establish goals for Talent Identification programme.</p> <p>Establish goals for “Youth and Young Rider” programme.</p> <p>Submit grants for officials education.</p>	<p>Establish OC needs and priorities for support.</p> <p>Develop annual plan for Oceania event funding.</p> <p>Create a “Venue Plan” to establish immediate and future priorities for venues that meet our sport needs.</p> <p>Create a “facilities plan” to provide direction and priorities for creating “Great, safe courses” and “Great Venues”</p> <p>Create a Venue and Facility Audit template.</p> <p>Establish a Health and Safety template for Events.</p> <p>Create an annual Sponsor Servicing and Management calendar of activities.</p> <p>Create an annual Grants and Funding calendar of activities.</p>	<p><i>Present remit to 2014 AGM providing for Riders Rep and OC Rep to vote at Board meeting. (complete)</i></p> <p>Develop a process for Rider Rep appointment that is similar to OC Rep process.</p> <p>Create activity and work plan to connect participants with decision makers:</p> <ul style="list-style-type: none"> • Increased transparency • Increased engagement <p>Develop conflicts of interest management protocols</p> <p>Organise and lead annual OC meeting.</p> <p>Organise and lead annual Riders meeting.</p> <p>Review and identify goals and focus activities of communication plan</p>
Ideas	<p>Provision of Event Formats that capture our market:</p> <ul style="list-style-type: none"> • Fit with lifestyle – time and money • Enjoyable • Challenging <p>Provision of Great, Safe Courses</p> <p>More events on our calendar</p> <p>Events provide quality of all 3 tests</p> <p>Event Officials</p> <p>Rules and regulations</p> <p>FEI Events</p>	<p>Eventing is connected to interested parties.</p> <p>People are invited to join events, seminars and functions.</p> <p>More people try Eventing and more people ‘join’ the community.</p> <p>Friendly, helpful, welcoming</p> <p>Strong relationships with other Equestrian Groups.</p> <p>Welcome Packs</p> <p>Internet advice forums</p> <p>Mentoring</p>	<p>Communication plan that works.</p> <ul style="list-style-type: none"> • We talk to members. • We talk to non-members • We are connected with New Zealand media. 	<p>There is payback for involvement with Eventing.</p> <p>Volunteer Experiences</p> <p>Training for riders, officials, volunteers</p> <p>Professional Development for officials and volunteers</p> <p>Pathways to bigger things</p> <p>Mentoring</p> <p>Connecting people Programs:</p> <ul style="list-style-type: none"> • Developing talent. • Developing performance <p>Riders, Volunteers, Officials.</p>	<p>Sponsorships</p> <p>Grants and Funding</p> <p>We have \$\$\$ to invest back into our sport.</p> <p>Capital infrastructures.</p> <p>Volunteer support</p> <p>Officials Support</p> <p>Organising Committee’s support.</p> <p>Portable OC/OC leadership team</p> <p>Online entry system and agreements with providers</p> <p>Need to capture a review of applicable technology.</p>	<p>Support communication plan initiatives focused on:</p> <ul style="list-style-type: none"> • Riders • OCs • Areas • FEI • Pony Club • ESNZ