

## ESNZ Endurance and CTR Strategy 2023 – 2026

### Our vision

To enrich the lives of people and horses through endurance and competitive trail riding (CTR).

### Our purpose

To provide well-organised, safe and inspiring recreational and competitive experiences for the endurance and CTR community.



### Our values

Integrity	Excellence <i>"Be your best"</i>	Inclusive <i>"Stronger together"</i>	Wellbeing
We share and listen respectfully with open minds and honesty. We do what we say we'll do	We are focused on delivering all aspects of the sport to the highest possible standard.	We strive to bring the endurance community together and celebrate our diversity of opinion and thought.	We are focused on the wellbeing and safety of our horses and our people.

### Core streams

Recreational <i>Quality horse and rider recreational experiences</i>	Competitive <i>Quality horse, rider and officials' competitive experiences</i>	Internationally Competitive <i>Teams and individuals capable of winning performances at international competitions</i>
Fun and safe trail riding and endurance experiences, along with volunteering opportunities to build knowledge of, and connection to, the sport.	Providing quality development and competitive opportunities at a local and national level for horses, riders and officials. Supporting the achievement of full potential	To develop pathways for endurance horses, riders, and officials to represent NZ at key international events

### Key Focus Areas

Grassroots Club Development and Support Supporting clubs with membership retention and growth	Quality Competitions Supporting clubs, horses, riders and officials to be event-ready	International Opportunities Team and/or individual representation at international events and world championships
<ul style="list-style-type: none"> <li>Club membership retention and growth</li> <li>Attract and develop youth through targeted events (NZ Secondary Schools, Pony Clubs, etc). Provide promotional offerings.</li> <li>Quality, and new, tracks</li> <li>Develop and train existing, and new, volunteers</li> <li>Promote the sport at community/Club level through word-of-mouth, social media and other marketing initiatives</li> <li>Inclusive Club culture and positive energy. Live the values.</li> <li>Increase ride numbers</li> <li>ESNZ Endurance to improve systems and processes for communicating with and supporting clubs</li> <li>Focus on equine welfare</li> <li>Maintain and enhance financial stability of clubs</li> <li>Rider education and safety focus. Promote understanding of ESNZ Endurance/CTR rules.</li> </ul>	<ul style="list-style-type: none"> <li>Increase ESNZ membership of riders and horses</li> <li>Development of competitive youth and adult riders</li> <li>Develop performance pathway at Club level that connects through to the high performance program</li> <li>Deliver FEI events to support qualification of riders/horses</li> <li>Continuing education for riders on ESNZ ride rules</li> <li>Development of equine athletes (training horses to be event ready) and ongoing focus on equine welfare</li> <li>Increase numbers of quality, well-trained officials</li> <li>Volunteer succession planning and development</li> <li>Engage with wider distance riding equestrian community to seek out collaboration opportunities</li> <li>Financial sustainability of Club events and delivery of NI/SI Championships and Nationals as 1st class, financially viable events</li> <li>Sponsorship development and leverage funding opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Review delivery of High Performance for the sport in collaboration with ESNZ</li> <li>Recruit Endurance HP Manager</li> <li>Identification (and selection) of riders who aspire to compete internationally</li> <li>Qualify more horses and riders at FEI level</li> <li>Increase FEI qualified officials</li> <li>Identify and target international events where NZ will be ready to be represented</li> <li>Build international networks</li> <li>Develop relationships with FEI to represent NZ interests at the sport regulatory level</li> <li>Funding of NZ riders to compete internationally</li> </ul>