MEMBERSHIP AND PARTICIPATION Improve Education in Horse Welfare Develop a Growth Strategy to ensure Equestrian becomes the sport of choice Promotion of membership Participation via a multi-discipline approach Providing opportunities for sponsors,

EVENTS / COMPETITION AND FACILITIES

Undertake a feasibility study
Creation of facilities registry

AND FINANCE Ensure all ESA Policies and guideline are current and available
Provide training to discipline committee members

Act on behalf of members in relation to concerns to EA policies and guidelines Facilitate Skype and other electronic

RELATIONSHIP DEVELOPMENT

Facilitate Multi-discipline meeting
Develop multi-faceted sponsorship plan
Effective communication with affiliated clubs CREATE

0

UR

S

ō

Z

0

EQUESTRIAN SOUTH AUSTRALIA

COMMUNICATION

•

山

SIB

S Ш 0

0

X

0

Z

V

Ш

USIVI

Promote existing communication policies

MARKETING
AND PROMOTION
Establish Partnerships with local and national media outlets
Develop media protocols
Improve promotion and media exposure of ESA events
Connect with each discipline and educate on marketing skills

Promote National and International courses
Negotiate/facilitate opportunities for officials interstate and overseas.

Negotiate/facilitate opportunities for officials interstate and overseas.