



The Irish Draught and Sport Horse Society of Australia Inc.

2023 - 2025 Strategic Plan

For the ride of your life, ride irish!

Vision

To increase the awareness and promote the Irish Draught and Irish Sport Horse breeds in Australia, recognising their participation and success in various equestrian disciplines, while building a community of passionate Irish horse enthusiasts.

Mission

To preserve, promote, and improve the Irish Draught and Irish Sport Horse breeds through breed pedigree identification, studbook inspections, education, competitions, and member engagement, thereby contributing to the thriving equine industry in Australia.

Core Values

- Preserve the heritage, bloodlines, and genetic diversity of the Irish Draught and Irish Sport Horse in Australia
- Strive for excellence in all aspects of the organisation's operations, including breeding standards, operating regulations and administration, education, and events
- Uphold the highest ethical standards and transparency in all activities
- Collaborate with members, breeders, riders, sister societies and other equestrian organisations
- Provide educational resources and opportunities to increase knowledge and skills related to Irish Draught and Irish Sport Horses



2024 Committee and Roles

- Ali Geeves - President / Performance Award System and Media Coordinator
- Shae Meusburger - Vice President
- Jennifer Bain - Secretary / Membership Officer / Sponsorship Officer
- Marilyn Anderson - Treasurer / Competition and Agricultural Show Liaison
- Monika Rodger - Registrar / Merchandise
- Charlotte Vagg
- Julie Monroe
- Jill O'Neill
- Stacey Tucker



Transforming the Next 2 Years - Charting our Desired Changes and Direction

Year 1 (July 2023 - June 2024) - 12 months

Goal 1: Membership Engagement and Support

Goal 2: Breed Promotion and Awareness

Goal 3: Education and Development

Year 2 (January 2024 - June 2025) - 18 months

Goal 4: Breed Improvement and Registration

Goal 5: Competitions and Events

Goal 6: Advancement and Growth

Goal 7: Enhancing Breed Recognition and Visibility



Year 1 (July 2023 - June 2024)



Goal 1: Membership Engagement and Support

Improve and Expand Member Services:

- Develop and launch a Performance Award System to recognise member achievements and horse accomplishments
- Promote the breeding season by showcasing our Stallion owners, their stallions, and the progeny of these stallions
- Create welcome packs to be sent to new members upon receiving their horse's new pedigree registration certificate or newly transferred certificate
- Launch the IDSHS new website featuring a society-owned pedigree register with robust technology support



Improving Pedigree Identification:

- Update pedigree identification certificates to meet current industry standards
- Introduce an official Passport for studbook horses registered horses - available to already registered studbook horses
- Implement a purebred breeding program reward system to encourage and reward responsible breeding practices



Goal 2: Breed Promotion and Awareness

Joining the Australasian Horse Breeders Federation:

- Establish IDSHS's membership in the Australasian Horse Breeders Federation to allow for collaboration and access to a broader equestrian community



Marketing and Promotion:

- Develop and implement a comprehensive marketing and promotional strategy to raise awareness of the Irish Draught and Irish Sport Horse breeds across Australia
- Seek partnerships and knowledge-sharing opportunities with sister Irish Draught and Irish Sport Horse Societies to exchange successful strategies for breed awareness and promotion



Goal 3: Education and Development

AGM Realignment:

- Move the Annual General Meeting (AGM) to a month forward each year, aligning it with the financial year to ensure an updated committee is in place closer to the beginning of the membership year. This change is expected to be in effect by July 2026



Rules and Regulations Alignment:

- Revise and update the Society Rules to align with IDSHS’s vision, mission, and core values
- Share the highlighted rule changes with the committee and circulate them to the membership 21 days prior to the AGM for agreement



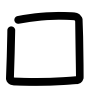
Operating Regulations Revision:

- Re-write the Society Operating Regulations and highlight changes for review by the committee during an ordinary meeting



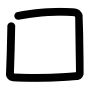
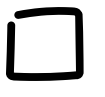
Pedigree Identification and Registration Enhancement:

- Re-evaluate the eligibility requirements and processes for pedigree identification registration to ensure alignment with the most up-to-date industry standards and best practices
- Introduce the linear scoring system and revise horse inspection procedures to improve the quality of assessments
- Separate purebred and eligible part-bred Irish horses into distinct studbooks to streamline categorisation
- Introduce an official passport for studbook-inspected horses, ensuring documentation is globally recognised and accepted
- Provide electronic and hardcopy certificates for all pedigree-identified and registered horses



Genetic Anomaly Testing:

- Update DNA requirements, mandating genetic anomaly testing for stallions and breeding mares
- Ensure that genetic anomalies like Warmblood Fragile Foal Syndrome (WFFS), Hereditary Equine Regional Dermal Asthenia (HERDA), Glycogen Branching Enzyme Deficiency (GBED), and Polysaccharide Storage Myopathy (PSSM Type 1 and 2) are assessed. This will safeguard the well-being and future success of the Irish Draught and Irish Sport Horse breeds



Testing both mares and stallions offers numerous advantages:

- helps identify carriers, significantly reducing the chances of producing offspring with genetic disorders
- allows breeders to make informed decisions that prevent the transmission of such disorders
- promotes genetic diversity within the breed, contributing to its overall health and vitality
- by knowing the genetic status of both parents, breeders can make optimal pairings based on considerations of both health and performance traits



Year 2 (January 2024 - June 2025)

Goal 4: Breed Improvement and Registration

Responsible Breeding Practices:

- Promote responsible breeding practices and maintain high breed standards to uphold the integrity of the Irish Draught and Irish Sport Horse breeds
- Provide resources, educational materials, and support for breeders to enhance breeding programs and increase genetic diversity

Breeding Season Insights:

- Publish comprehensive statistical insights from the breeding season, including details on which stallions were chosen for breeding and the resulting foals during the 2022 / 2023 and 2023/2024 seasons, and beyond

Member-Inclusive Inspections:

- Create a proposal for members, seeking their suggestions and recommendations for potential inspectors of Irish horses in Australia. Given financial constraints, international inspectors may not be feasible; however, we are able to utilise breed and conformation judges across the country. These judges will offer a non-biased and impartial view on horses during inspections, focusing on conformation, temperament, movement, and performance. This approach ensures members actively participate in the advancement of studbook inspections in Australia.

Annual National Tour:

- Establish and promote the Annual National Tour of Horse Inspections, and consistently update the public studbook
- Schedule the tour for the second half of 2024 (September/October), with locations determined based on member representation and interest. Ideally, a committee representative from each state will assist in arranging locations and tour dates, with additional committee members available to travel as needed.

Elective Performance Testing:

- Introduce elective performance testing during the inspection tour, providing owners the opportunity to showcase their horses' movement and free jumping capabilities. Recognising that these horses are bred for performance, this component will ensure a comprehensive evaluation during inspections.

Results Transparency:

- Publish full results and scores of horses from the tour on the society website upon the tour's completion. This transparency allows breeders to make informed decisions regarding breeding choices and supports the exchange of insights within the breeding community.



Goal 5: Competitions and Events

Performance Awards Recognition:

- Recognise and reward the participants of the Performance Awards system at the conclusion of the 2023/2024 season with exciting prizes and merchandise

Performance Report:

- Generate a comprehensive report summarising the achievements and activities of participants in the Performance Awards system over the past 12 months.
This report will provide valuable insights and marketing opportunities for Irish horse enthusiasts and breeders

Breed-Specific Shows and Championships:

- Investigate the feasibility of organising breed-specific shows and championships for Irish Draught and Irish Sport Horses. Additionally, explore opportunities for collaboration with the Connemara Society to build stronger relationships between the two organisations

Goal 6: Advancement and Growth

Educational Clinics and Seminars:

- Host educational clinics and seminars aimed at improving the knowledge and skills of members and enthusiasts. Collaborate with third-party educators, including research and development companies, product and service providers, and industry influencers, to provide valuable insights and expertise to members

Rules and Regulations Review:

- Review the current rules and operating regulations of the society and update them as needed to align with the society's vision, mission, and core values.
Ensure that these regulations continue to promote responsible breeding and maintain high breed standards

Goal 7: Enhancing Breed Recognition and Visibility

Relationship Building:

- Establish and nurture relationships with relevant equestrian bodies with the goal of achieving recognition as a daughter society by Horse Sport Ireland (HSI).
This recognition will enhance the standing of the society globally

Pathway to WBFSH:

- Work in collaboration with the Australasian Horse Breeders Federation to create a pathway for the inclusion of Irish horses in Australia in the World Breeding for Sport Horses (WBFSH) rankings





Value Proposition for IDSHS Members

- IDSHS will provide professional services to identify and classify your Irish Draught and Irish Sport Horses, increasing their pedigree value and breed recognition
- We will proactively generate and share compelling content across diverse channels, such as email, social media, and our website, amplifying the recognition of your horses and accomplishments. Our dedicated Facebook and Instagram pages spotlight the achievements and activities of members, stallion owners, and all contributors, increasing the visibility of your horses.
- IDSHS will be present at various equestrian events, including competitions, inspections, and national shows. We will create digital flyers to inform attendees about the Irish Draught and Irish Sport Horse breeds and how they can become part of this passionate community.
- IDSHS will compile, publish, and share in-depth results and performance statistics, providing valuable insights into your horses and breeding programs. Our studbook scorings will reflect the quality and potential of your horses, aiding in marketing and breeding decisions.
- As an IDSHS member, you will have access to exclusive merchandise that showcases your affiliation with the society. These items help you proudly represent the Irish Draught and Irish Sport Horse breeds.
- We will review, promote, administer, and allocate IDSHS Performance Award points to recognise and reward the achievements of you and your horses. These awards acknowledge excellence in various equestrian disciplines.

**The Irish Draught and Sport Horse Society
Australia Inc.**

4.4K likes • 4.6K followers

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Building a Profile and Promoting Irish Draughts and Irish Sport Horses in Australia

We need members to continue to help:

- Showcase the breed's great qualities through different media platforms and events
- Develop persuasive content that articulates why choosing an Irish horse is advantageous
- Share detailed information about the breed standard across different platforms
- Contribute to build a dedicated section on the website that explains the inspection process comprehensively
 - **we will need access to demonstration horses!**
- actively participate in and support the Annual National Tour of inspections
- Encourage breeders and owners to participate in agricultural shows, featuring Irish Draught and Irish Sport Horse classes, but also other classes (jumping, hacking)
- support marketing for buying and selling Irish Draughts and Irish Sport Horses
- promote the breed's unique qualities, such as low maintenance, adaptability, and all-round suitability.





Funding and Sponsorship

We need committee members to:

Research available funding sources, including the Horse Industry Council, AHBF, and government grant opportunities

Create a sponsorship proposal that outlines the benefits of sponsoring our society, including the value of cash or product contributions and how the sponsor's brand will be promoted

Manage relationship with larger sponsors

communicate what sponsors receive in return for their support, such as advertising and promotion through the society's channels. This can include:

- Website banners and links
- Email promotions
- Social media mentions
- Show schedule advertisements
- Inclusion in statistics reports
- Show class or full show sponsorship

Look for additional revenue-generating opportunities. This could include:

- Exploring philanthropic investment from industry stakeholders or individuals passionate about the breed.
- Increasing the number of memberships and registered horses. Develop marketing strategies to attract more members and registrations

Develop a compelling marketing strategy to attract sponsors. This should include a clear message about the society's mission, the breed's uniqueness, and how sponsors can be part of its growth and success.



Key Performance Indicators (KPIs) at a Glance

Membership Growth:

Measure: Count of new memberships over a specific period

Effectiveness: A positive trend indicates the success of marketing efforts and member engagement programs

Pedigree Registrations:

Measure: Number of foals and horses registered

Effectiveness: Increasing registrations demonstrate the society's relevance and attractiveness to breeders and owners

Website Traffic:

Measure: Unique visitors, page views, bounce rate

Effectiveness: Higher traffic indicates effective online presence and interest in society activities

Social Media Engagement:

Measure: Likes, comments, shares, engagement

Effectiveness: Increased engagement signifies an active and interested community

Performance Awards Submissions:

Measure: Number of submissions

Effectiveness: Higher submissions show member participation and interest in recognising achievements

Committee Response Time:

Measure: Average time to respond to member enquiries

Effectiveness: Faster response times indicate efficient and member-focused service



Key Performance Indicators (KPIs) at a Glance Continued

Stallion and Mare Inspections:

Measure: Number of inspections conducted

Effectiveness: More inspections suggest a thriving interest in breed standards and improvement

Financial Health:

Measure: Regular financial audits, comparing income vs. expenses

Effectiveness: Healthy financials indicate sustainability and prudent management

Event Participation:

Measure: Attendance numbers

Effectiveness: High participation indicates the relevance and appeal of events to members

Education Program Attendance:

Measure: Number of participants in educational programs

Effectiveness: Increased attendance suggests the success of educational initiatives

Member Satisfaction Surveys:

Measure: Scores or feedback from satisfaction surveys

Effectiveness: Positive feedback indicates a satisfied membership base

Media Mentions:

Measure: Frequency of mentions in media

Effectiveness: Increased visibility in media reflects the society's influence and recognition



Putting Plans into Action

Resource Allocation:

- Identify the resources (financial, human, and technological) required for each objective's successful implementation
- Determine how these resources will be allocated and managed

Risk Management:

- Develop a risk assessment for each objective. Identify potential obstacles or challenges that could slow progress and create strategies to mitigate these risks

Regular Updates and Stakeholder Engagement:

- Report at each bi-monthly committee meeting, with a full report to be presented at the 2024 and 2025 AGM's
- Ensure that key stakeholders, including members and sponsors, are informed about the progress and results of the plan

Sustainability:

- Consider the long-term sustainability of our strategic objectives. What will it take to maintain and build upon the progress we make during this two-year plan?

Performance Metrics:

- Develop and define key performance indicators (KPIs) for each goal's objective. KPIs will help measure success and should be **specific, measurable, achievable, relevant, and time-bound (SMART)**

Continuous Improvement:

- Regularly review your progress and be open to making adjustments as needed. The strategic plan should be a living document that adapts to changing circumstances.

External Environmental Scanning:

- Keep an eye on external factors that could impact the successful execution of your strategic plan, such as changes in government regulations, industry trends, or economic shifts

Celebrate Achievements:

- Recognise and celebrate milestones and achievements along the way.

