



Operational Plan March 2011

1) A VOICE FOR AND LOBBY ON BEHALF OF THE EQUINE INTERESTS OF OUR MEMBERS

Industry	Maintaining working relationship with: BC Veterinary Association, Canadian Boarder Services, BC SPCA, BC Standardbred, BC Thoroughbred, BC Farm Animal Care, HWAC, Emergency Responders of BC and Ministry of Agriculture	Continue
Industry	Industry Study - Produced comprehensive study of BC Horse Industry	Completed
Recreation	Road Safety Education updated 2nd edition - Distribution of booklet well underway to improve the safety on the roads for BC equestrians	Ongoing
Recreation	Road Safety Education rack card printed - Distribution underway	Ongoing
Industry	Work to improve the Welfare of the Horse in BC - reproduction of publication of Humane Handling Guide for Horses with BC stakeholder endorsement	In progress
Recreation	BC Trail involvement work with stakeholder to support trail maintenance and development through sharing of best practices, communications.	Ongoing
Coaching Competition Recreation	Continue to strengthen relationship with Sport BC, 2010 Legacies Now, Ministry of Sport, Coaching Association of BC	Ongoing
Industry	BC SPCA program initiated - build a network of resources to support the BC SPCA in mandate including training, horse people, resource and facility lists	Ongoing

2) A RESOURCE FOR PRESERVING, EXTENDING AND DEVELOPING ACCESS TO TRAIL AND PUBLIC

Recreation	Supporting Local Groups with letter of support on Trails Issues	Ongoing
Recreation	Recreation Roundtable host by HCBC at the Equine Education Conference	Completed
Recreation	Implement Recreation Strategies as output from Recreation Roundtable host by HCBC at the Equine Education Conference	2011
Recreation	Mapping Database	Ongoing
Recreation	New recreation section on the forums a building community	Ongoing
Recreation	Develop trail development fund for member clubs	Ongoing
Recreation	Providing information to stakeholder on funding opportunities	Ongoing
Recreation	Developing relationships with other stakeholder groups	Ongoing
Recreation	Trail building - Toolkit resources to assist groups in their trail development within their community	Ongoing
Recreation	Trail Information monitoring - JTAC monitors and informs membership on upcoming changes to classifications	Ongoing

3) EDUCATION / INFORMATION RESOURCE FOR EQUINE RELATED ACTIVITIES

Industry	Emergency Response System - support the existing emergency response system with resources to address the needs of BC's Horse	Ongoing
Industry Marketing	Equine Education Conference - hosted in Kelowna 2011	Completed
Industry	BC SPCA program initiated - build a network of resources to support the BC SPCA in mandate of improving the welfare of the horse in BC including facilitating training, indentifying expert horse people and resource lists for seizures	Ongoing
Industry	Develop Stable Registry	Pending

Recreation	Road Safety Education - Work to have educational material broadly endorsed and circulated to improve the safety on the roads for BC equestrians	Ongoing
Recreation	Recreation quarterly e-news to begin	Ongoing
Recreation	Increase awareness of HCBC and public education through publication of educational articles	Ongoing
Recreation	Trailer and hauling safety material development	2011
Recreation	Horse/Rider ID's to enhance safety and generate program funding	Ongoing
Coaching	Create new opportunities for coaching development /education including non-equine specific education	Completed
Coaching	Create new opportunities for coaching development /education including non-equine specific education NCCP 2	2011
Coaching	Planning to new development strategies using LTAD principles	Completed
Coaching	Continue building relationship with certified coaches	Ongoing
Coaching	Continue building website as a larger resource for coaches, parents and athletes	Ongoing
Marketing	Provide recourses for directors to represent HCBC and area meetings and events	Completed
Marketing	Increase awareness of HCBC through presentations at club and affiliate meetings, staff and volunteers	Ongoing
Marketing	Secure corporate sponsorship to provide funds for program expansion	Ongoing
Marketing	Develop the Affinity program to provide value for members	2011
Marketing	Increase awareness of HCBC through advertising, promotion, and participation in equine related events	ongoing
Marketing	Use the marketing plan to grow HCBC membership	Ongoing
Marketing	Implement HCBC communications plan to improve service for members	Ongoing
Marketing	Develop new online courses and in person curriculum for members education	Ongoing

4) PROVIDE ACCESS TO HCBC GROUP INSURANCE PRODUCTS FOR EQUINE RELATED ACTIVITY AND

Membership	Launch new membership system allowing member an easier way to renew, while creating many savings for the organization.	Completed
Industry	Emergency responder liability coverage - if needed as emergency response plan develops	Completed
Industry	Premise ID system development	2011
Marketing	Grow sponsorship and affinity programs to enhance value of programs and membership	Ongoing
Coaching	Support certified Equine Canada coaches in developing their business education and resource centre	Ongoing
Marketing	New forum system with enhanced function for member's only	Completed
Membership	Access to group insurance program for business members	Ongoing

5) DEVELOPMENT AND ADMINISTRATION OF COMPETITIONS (LOCAL & PROVINCIAL)

Competition	Continue BC Heritage Finals	Ongoing
Competition	Summer Games hosted in Surrey in 2012	Ongoing
Competition	Senior Games in Castlegar August 2011	Ongoing
Competition	Offer Travel Assistance to encourage ability for athletes to travel to targeted competitions	Ongoing
Competition	BC rulebook, encourage grassroots competition opportunities in BC	Ongoing
Competition	BC Provincial Officials programs to encourage safe sport opportunities in BC	Ongoing
Competition	Encourage BC competition into the sport system through BC Heritage Permits	Ongoing
Competition	Administer EC silver and bronze competitions	Ongoing
Competition	Stimulate grassroots sport participation in a Fun Format through General Performance development	Ongoing
Competition	Support BC competitor and competition organizers with improved communication information on sport requirements	Ongoing
Marketing	Annual awards program -- celebrating excellence	Ongoing
Competition	Increase opportunities for officials educational closer to home	Ongoing