



Horse Council of British Columbia
Strategic Plan
2019 - 2023

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Our Vision

“A British Columbia where quality opportunities to participate in equestrian sport and recreation are available to ALL”

Our Mission

Horse Council BC is a member service organization that collaborates with business, industry and government on behalf of the equine and equestrian community to enhance the equine lifestyle in this Province.

Our Values

Fairness: We are committed to the value of fairness in all our undertakings.

We promote “playing by the rules”, open-mindedness, listening to others and treating people with respect. We believe fun and enjoyment in a safe environment should be at the heart of recreation and sport.

Science-based Education: We believe in science-based education as the means to improve practices related to safety, equine welfare and performance.

Respect: We expect from ourselves and others that all members, staff and volunteers will be treated with respect.

Responsibility and Accountability: We value the rights of equines and equestrians and the responsibilities that come with those rights. We provide responsible, accountable service and are committed to being a knowledgeable voice for our community.

Inclusivity and Diversity: We welcome everybody and value a participant base that is reflective of our diverse community in BC. We recognize the need to be proactive in achieving this.

Our Strategic Priorities

1 Engage and Strengthen HCBC Membership

Through communication and engagement with our members and the larger community demonstrate the value of Horse Council BC and retain and attract members.

We will accomplish this through the following strategic activities:

- Expand our community outreach (i.e. community talks and regional directors at events in their area) to engage members and non-members, particularly in outlying regions of the province.
- Continue to implement “Rookie Rider”, “Ticket to Ride”, “Learn to Ride” and “Pony Tails” programs and monitor the growth of youth and new rider programs.
- Develop a strategy to support and improve the capacity of clubs and facilities to deliver quality programs.

We will measure our success by:

- Increased # of regional events and increased participation in regional events
- Increased # of coaches implementing new rider programs
- Increased # of participants in new equestrian programs
- Complete a strategy to improve the capacity of clubs and facilities to deliver quality programs

2 Represent Equestrian Interests

Educate and advocate on behalf of all equestrians to promote equine health and welfare and ensure their continued right to engage in a wide range of equine activities.

We will accomplish this through the following strategic activities:

- Complete and publish an Economic Impact Study as a critical tool for advocacy and sector development.
- Continue to advocate for horses to be classified as livestock in all BC ministries, taxation fairness to improve industry competitiveness, continued access to public lands and other important issues on behalf of the equine lifestyle.
- Promote adherence to the Equine Code of Practice. (National Farm Animal Care Council (NFACC))
- Continue to enhance, populate and attract users to the BC Equestrian Trails Database.

We will measure our success by:

- Completion of the Economic Impact Study
- Horses are retained as livestock and there is continued recognition for equestrian use of public lands
- Increased communication/education on Equine Code of Practice
- Increased # of Users / # of times the BC Equestrian Trails Database is accessed

3 Education and Sport Development

Through a variety of educational platforms and pathways, enhance both science-based education and sport development.

We will accomplish this through the following strategic activities:

- Continue developing and supporting LTED (Long Term Equestrian Development) and the Canadian Equestrian Development Plan (CED).
- Review and expand webinars, seminars, learning tools and educational programs to increase HCBC's value as an equine information hub and expand its reach into all areas of the province.
- Maintain a strong provincial competition system and align with the national athlete development pathway (Sport for Life) and Respect in Sport.
- Increase the number of NCCP certified instructors/coaches and certified officials throughout the province. Promote the value of using certified instructors/coaches and prepare to leverage the CED work when it is complete.

We will measure our success by:

- Tracking the number of completed Rider/Driver/Vaulter levels
- Increased participation and # of athletes to provincial championship level
- Increased attendance and use of HCBC educational programs
- Increased # of provincial competition opportunities and # of participants in provincial competitions
- Regional availability of competition opportunities
- Regional availability and increased # of NCCP certified Instructors/Coaches and # of certified officials

4 Operational Excellence

Promote operational efficiency through innovation and technology; ensuring quality service to members, effective communication, maintaining financial stability and increasing environmental sustainability.

We will accomplish this through the following strategic activities:

- Inventory and then review 25% of all programs and determine relevance or need to discontinue programs
- Develop a brand refresh and marketing plan for approval by the board.
- Update HCBC Policies to conform to new bylaws and through the Nomination Committee proactively address Executive recruitment.
- Develop and implement a plan to improve board succession planning.
- Recognize the importance of staff development by annually identifying professional development needs and opportunities, and committing resources to ensure at least one Pro D opportunity is available per staff each year.

We will measure our success by:

- Annual review of programs completed
- Brand refresh and marketing plan complete and approved
- HCBC policies are current and Nominations Committee has implemented an executive recruitment process
- Board succession planning done annually by the board
- Annual report to the Board on completed professional development for each staff member