

Tasmanian Equine Endurance Riders Association Inc

Strategic Plan 2020 – 2023

Preamble:

This plan should be viewed as a dynamic document, whose content is constantly reviewed and updated.

The Tasmanian Equine Endurance Riders Association Inc (TEERA) is the controlling and coordinating body for the sport of equine endurance riding in Tasmania. A full description of its aims, objectives, roles and responsibilities is detailed in its [Rules Of Association](#).

In short, TEERA's role is to manage endurance riding in Tasmania, in a financially sustainable way, by:

1. setting an annual ride calendar in consultation with Tasmanian clubs
2. encouraging people to commence and continue participating in endurance riding by:
 - a. funding a number of annual awards recognising significant achievements
 - b. running an annual awards function
 - c. conducting activities to encourage people to sample and remain in the sport
3. running the annual State Championships events
4. running a Tom Quilty ride once every six years
5. liaising with and contributing to the work of its national parent body AERA

TEERA's strengths include:

1. a committed group of members who have been involved in the sport for many years
2. a network of members spread across the state
3. a core of enthusiastic junior members
4. a healthy cash reserve

TEERA's weaknesses include:

1. declining members numbers
2. revenue that does not currently cover expenditure
3. an ageing membership
4. a shortage of skilled committee members
5. sport is top heavy with 'commercial' stables (??)
6. outdated rules hindering development and limiting resources

Opportunities for TEERA include:

1. (re?)establishing endurance as **the** sexy equine sport
2. establishing a new club in the Launceston area
3. growing the membership in the south of the state, where it is currently disproportionately low compared to the north / north-west of the state.
4. using the next Tom Quilty ride (2024) as a promotional tool to grow membership

Threats to TEERA include:

1. competition from other sports and equine disciplines
2. financial pressures – competing is costly, insurance costs are rising
3. an ever-growing compliance / regulatory burden

Specific objectives of this plan

1. Increase the number of TEERA members (sustainably) to 200 by November 2023 (150 by Nov 2020, 160 by Nov 2021, 175 by Nov 2022, 200 by Nov 2023)
2. Put in place a financial plan that ensures TEERA can sustain its activities indefinitely
3. Establish a ride calendar each year that supports a sustainable future for both individual clubs and for TEERA.
4. Run two major promotional campaigns annually

How these objectives will be achieved

1. Two committee members (non committee??) will assume responsibility for the two annual promotional campaigns. This will involve promoting the events across a range of equine clubs (eg Pony Clubs, Hunter Clubs, Adult Riding Clubs etc) and arranging for new people to attend and be supported at two dedicated rides each year (one north, one south)
2. The Treasurer / SMC will put in place budgets that ensure financial targets are met.
3. A media person will assume responsibility for ongoing and regular media coverage of the sport.

Finances

1. Appoint an SMC with the portfolio responsibility of fundraising.
2. 2020 budget under development

Measuring progress

Progress can be measured by:

1. Counting and recording member numbers at November 30 each year
2. Counting and recording the number of rides held each year
3. Generating a budgetary outcome of +/- 5% of budget annually
4. Counting and recording the number of media reports run each year

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