

## IMAGINE 2030

A leading, trusted, collaborative and well-funded national sport organization that provides quality products and services to meet the needs of a strong, inclusive network of horse enthusiasts, recreational and competitive athletes, industry, partners, service providers, fans and donors.



### VISION:

Fostering a love of horses and sport, for life

### MISSION:

Uniting the Canadian equestrian community in the pursuit of excellence while inspiring and serving people and their horses.

### VALUES:

- Responsibility
- Community Quality
- Proud

## STRATEGY 2022-25: BUILDING FOR A BETTER FUTURE

### BUILDING a strong foundation

*Creating a more modern and responsive equestrian sport system that drives growth*



Modernize and redesign membership, competition, and licencing structures focused on increased value

Develop relevant and beneficial products and services for Canadian equestrians

Grow revenue by 30% (\$2M)

Simplify governance structure and implement risk management practices

### INVESTING in the future

*Streamlining programs and services that develop leaders, participants, athletes, active equines, and the teams that support them*



Automate operational processes and invest in industry and sport intelligence

Support learning and development of equestrian leaders across disciplines, activities, and experiences

Provide developmentally appropriate training and competition for participants through the sport pathway

Optimize supports to human and active equine high performance and NextGen athletes

### SERVING the community

*Enhancing service quality and inclusive participant experiences that increase customer satisfaction and the equestrian social licence to operate*



Improve standards, innovate, and deliver excellent customer service to equestrians, donors, organizers, and partners

Lead initiatives and implement processes that increase diversity, protect participants, and support inclusion

Safeguard, educate, and advocate for active equine health and welfare in sport and industry

Recognize, promote, and celebrate individuals and organizations throughout the Canadian equestrian community