

## 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.



### OUR VISION:

Fostering a love of horses and sport, for life.

### OUR MISSION:

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

### OUR VALUES:

Responsibility • Community  
Quality • Proud

## STRATEGY 2028

**Outcome:** Drive growth and retention within the organization and in the Canadian equestrian sport system.

### INCREASE value for participants

**Objective:** Implement standards to ensure a consistent service experience across departments and a participant engagement strategy focused on value and connection.

**Objective:** Improve value for industry and breed member organizations and drive nationwide participation in the Canadian Horse Identification Program.



### STRENGTHEN the sport pathway

**Objective:** Develop and execute a competition restructuring to support participant retention and growth across all levels.

**Objective:** Increase high-performance results at Los Angeles Olympics & Paralympics 2028.



### IMPROVE operational performance

**Objective:** Secure long-term donations and partnerships to enhance financial stability for high-performance programs.

**Objective:** Automate key operational workflows, improving processing time and staff productivity.

