

STRATEGIC PLAN 2025 - 2027



PONY CLUB
SOUTH AUSTRALIA

STRATEGIC PLAN of: PONY CLUB ASSOCIATION OF SOUTH AUSTRALIA INC, PERIOD: 2025 -2027

*This plan has been developed with the input of OUR key stakeholders, plus that of our executive and also incorporates relevant information from Stakeholders 'long term future' plans including our parent body.

- **Organization Name:** PONY CLUB ASSOCIATION OF SOUTH AUSTRALIA INC **Incorporation number:** 5275
- **Short history summary of 'who we are', background, and 'about us':**

The South Australian Association of Pony Clubs was formed in June 1960. The first President was Mr John Riddoch Rymill and the first Secretary was Margaret Clark. The first meeting was held at RM Williams, Percy Street, Prospect.

It was the combination and foresight of Tom Roberts, R.M. Williams and Margaret Clark who established **The Pegasus Club** in 1953.

Victoria had developed a number of Pony Clubs and had affiliated with the British Horse Society Pony Club. Margaret's first attempt to form a South Australia Association of pony clubs failed. In June 1960, an inaugural meeting held at R.M. Williams was attended by people representing 5 different groups. They decided to add the words Pony Club to their names. This included The Pegasus Club formed in 1953, which became the Pegasus Pony Club.

Westwind Woodville Pony Club (along with Pegasus) all members of the Metropolitan Zone PCASA were formed at that time.

OUR OBJECTIVES ARE:

To encourage people to ride and learn to enjoy all kinds of sport connected with horses & riding

To provide instruction and horsemanship and to instil in members the proper care of their animals

To promote the highest ideals of sportsmanship, citizenship and loyalty, thereby cultivating strength of character and self discipline in the members.

- **Vision** To be known as the leading youth Equestrian Association in South Australia

National intent: 'A life with horses starts here'

State supporting Vision: Making Pony Club SA a valuable and integrated experience for everyone

- **Our Mission:** Our agreed purpose, reason for our existence and broad aims:

TO:

1. Provide a safe, friendly and structured environment for riders of all ages
2. Encourage and keep people in the sport.
3. Provide safe facilities and environment that enables a range of community links and diverse community members to be involved in various ways
4. Educate members and community to respect and proper care of members' animals
5. Promote and encourage sportsmanship and horse mastership
6. Ensure good governance, leadership and effective volunteering within the sport in South Australia

- Stakeholders (all parties that have an interest/stake in our development)

Our members (under 17, 17-25, 26 & over) – Juniors, Seniors & Adults Officials Other volunteers Judges Parents Sponsors The National Organization	Coaches Local Government (Councils) State Government – including ORS, PIRSA, RDA, EA & Landowners Suppliers and related businesses and organizations Our horses Brokers (Insurance)
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- Core Values:** (reflects evidence of what is meaningful and important to our organization o the way we like to operate)
Fun: Learning about their animals and environment by having fun
Safety: Ensure all members are in a safe place at all times.
Horse Welfare: PCA and PCASA policy and guidelines.
Club Loyalty & Pride: Promote Club when out in open competitions or clinics.
Camaraderie and Mateship: Promote individual and group enjoyment, camaraderie, sportsmanship, cohesiveness and sharing.
Sportsmanship: As above.
Inclusion: To provide an inclusive environment for all members of the community, encourage positive self-worth and free from bias, education & learning

'Pillars' Areas of focus upon which our objectives and strategies are based: 'COMMUNICATION, EDUCATION, MARKETING, GOVERNANCE, SUSTAINABILITY.'

PILLAR 1: COMMUNICATION

KEY STRATEGIC OBJECTIVE:

Objective	Strategies	Key Performance Indicators	Responsibility – Who will lead?	Timeframe & Priority Level (1, 2, 3, 4 or 5)	Resources needed
1.Establish a range of communication portals for all members to receive and providing information and opinion. Increase awareness of the PCASA as a leading youth equestrian association	1.1 Maintain clear lines of communication – as a graphic – so members understand where to go to get information. 1.2 Implement informal communication channels with Pony Clubs in other States to share information. 1.3 Make 2-way avenues for communication using online survey tools, group conversation programs, feedback forms.	1.1.1 Positive stories are widely promoted using available communication channels. 1.1.2 Club Champions and role models identified, celebrated and promoted. 1.1.3 Staff and members are nominated for awards. 1.1.4 Members receive bulletins on rule changes and other important information.	PCASA State/Zones/Clubs and members	Time Frame: Ongoing.	

PILLAR 2: EDUCATION

KEY STRATEGIC OBJECTIVE:

Objective	Strategies	Key Performance Indicators	Responsibility – Who will lead?	Timeframe & Priority Level (1, 2, 3, 4 or 5)	Resources needed
1. Maintain a better coach training process. Increase the number of lower level coaches.	1.1 Maintain recognition of Current Competencies in process. 1.2 PCASA to accept other sources and qualification and provide accreditation to instruct at PC rallies. 1.3 Introduce or accept an outside course that will provide training in basic supervision/instruction. 1.4 Increase number of examiners in South Australia.	1.1.1 The number of coaches will increase when measured against 2019 figures. 1.1.2 The number of clinics and courses for coaches in Metro Adelaide and regional areas will increase when measured against 2019 figures. Continued training of Volunteers.	Chief Instructors Panel. With assistance from newly formed State Committee Retain volunteers Ref: Work Health & Safety Laws and Volunteers	Time Frame: Ongoing.	
2. Investigate support/assistance required by clubs in rural or remote areas to remain active and involved	2.1 Investigate what help these clubs require 2.2 Use Pony Club Australia database	2.1.1 Create online surveys.	Executive Council & CIP.		
3. Investigate and promote a Youth Development Program	3.1 Implement programs for specific age groups 3.2 Implement programs for specific skill levels 3.3 Determine strategies being used in other states in relation to Youth Development.	3.1.1 State camps 3.1.2 Zone camps	State & Zones.	2026.	

PILLAR 3: MARKETING

KEY STRATEGIC OBJECTIVE:

Objective	Strategies	Key Performance Indicators	Responsibility – Who will lead?	Timeframe & Priority Level (1, 2, 3, 4 or 5)	Resources needed
1. Implement a marketing campaign to promote Pony Club Association in SA.	<p>1.1 Create promotional material.</p> <p>1.2 Create promotional social media content e.g. Youtube, Facebook & Instagram.</p> <p>1.3 Encourage Clubs to run open days for communities to visit clubs and plan for same.</p> <p>1.4 Encourage clubs to be involved in community activities – eg parades</p>			<p>Time Frame:</p> <p>Priority Level: 2</p>	
2. Promote opportunities for members to participate in National and International activities.	<p>2.1 Create infographic showing progression through ranks/levels.</p> <p>2.2 Promote achievements and experiences of previous and current members who have participated at National and International activities.</p> <p>2.3 Continue Quiz program to educate and motivate involvement.</p>				

PILLAR 4: GOVERNANCE

KEY STRATEGIC OBJECTIVE:

Objective	Strategies	Key Performance Indicators	Responsibility – Who will lead?	Timeframe & Priority Level (1, 2, 3, 4 or 5)	Resources needed
1.Establish a succession process/ plan at each of the levels of club/zone/ state. Strengthen our Governance system and process.	1.1 Review role and responsibility statements that include specific role/job descriptions and accountability. 1.2 Initiate support and mentoring both personal and strategies. 1.3 Implement specific terms of engagement.	1.1.1 Maintain and implement a Strategic Plan. 1.1.2 Conduct a review of Council process and procedures. 1.1.3 Establish a Council Development Plan 1.1.4 Sub Committees established as required. 1.1.5 Training needs identified.	Strategic plan endorsed. PCASA Executive and members.	Time Frame:	
2. Develop on destiny - autonomy	2.1 Ensure national policies/links are published on State Website. 2.2 Maintain transparency of approach to fees and funds. 2.3 Review the Constitution to ensure best practice for sporting cooperation.	2.1.1 Sports Integrity Australia training modules		Priority: 1	Sports Integrity Australia.All members are required to participate and upon achieving certificate put on their profile in JustGo.

PILLAR 5: SUSTAINABILITY

KEY STRATEGIC OBJECTIVE:

Objective	Strategies	Key Performance Indicators	Responsibility – Who will lead?	Timeframe & Priority Level (1, 2, 3, 4 or 5)	Resources needed
1. Recognition of volunteers	1.1 Gala Dinner every second year to present service pins and other volunteer awards. 1.2 Service pins presented to volunteers for years of service.	1.1.1 List service pin recipients on the Webpage.		Time Frame: Ongoing.	
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