



**HORSE COUNCIL**  
BRITISH COLUMBIA



# HORSE COUNCIL BC

STRATEGIC PLAN 2024-2027

## Our Vision

A British Columbia where opportunities to participate in equestrian sport and recreation are available to ALL.

## Our Mission

Horse Council BC is a member service organization that seeks to enhance and protect the equestrian lifestyle in British Columbia. We collaborate provincially and nationally with business, industry, and government on behalf of the equine and equestrian community.

## Our Values

### **FAIRNESS**

We are committed to fairness in all our undertakings. We promote "playing by the rules," open-mindedness, listening to others, and treating people and animals with respect. We believe fun and enjoyment in a safe environment should be at the heart of recreation and sport.

### **RESPONSIBILITY AND ACCOUNTABILITY**

We value the rights of equines and equestrians, as well as the responsibilities that come with those rights. We provide accountable service to our membership and the broader equine community. We are committed to being a knowledgeable voice for our community and to helping ensure a Safe Sport environment.

### **INCLUSIVITY AND DIVERSITY**

We welcome and value participants from all skill levels and ability, and from many different backgrounds that are reflective of our diverse community within British Columbia.

### **SCIENCE-BASED EDUCATION**

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

### **RESPECT**

We expect that all members, participants, staff, and volunteers will treat each other with respect.



# Our Strategic Priorities

## 1. ENGAGE AND STRENGTHEN HCBC MEMBERSHIP

Demonstrate the value of Horse Council BC through engagement with our members and the wider community.

### **We will accomplish this through the following strategic activities:**

- 1.1. Expand our community outreach to engage members and non-members.
- 1.2. Continue to implement youth and new rider programs.
- 1.3. Continue to support and improve the capacity of clubs and facilities to deliver quality programs.
- 1.4. Ensure a comprehensive business plan is reviewed annually.
- 1.5. Explore alternate sources of funding and revenue opportunities.

### **We will measure our success by:**

- Increased # of members and retention of members
- Increased # of coaches implementing new rider programs
- Increased # of participants in equestrian programs
- Report annually to the Board on actions taken 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:**

- 2.1. Continue to advocate for:
  - 2.1.1. Horses to be classified as livestock in all BC ministries.
  - 2.1.2. Taxation fairness to improve industry competitiveness.
  - 2.1.3. Continued access to public lands.
  - 2.1.4. Other important issues on behalf of the equine lifestyle.
- 2.2. Promote adherence to the Equine Code of Practice (National Farm Animal Care Council, NFACC) to ensure animal welfare is prioritized.
- 2.3. Continue to enhance, populate, and attract users to the BC Equestrian Trails Database and other digital tools.

### **We will measure our success by:**

- Horses are retained as livestock, and continued recognition for equestrian use of public lands
- Increased communication/education of Equine Code of Practice
- Increased # of users
- Annual report on use of digital tools to the Board
- Monitor growth of diversity in youth and new rider programs



### 3. EDUCATION AND SPORT DEVELOPMENT

Enhance both science-based education and sport development through a variety of educational platforms and pathways.

**We will accomplish this through the following strategic activities:**

- 3.1. Continue developing and supporting EC LTED (Long Term Equestrian Development) and the EC CED (Canadian Equestrian Development Plan).
- 3.2. Review and expand webinars, seminars, learning tools, and educational programs to increase HCBC's value as an equine information hub. Expand HCBC's reach into all areas of the province.
- 3.3. Continue to support a strong provincial competition system and align with the national athlete development pathway (Sport for Life and Respect in Sport).
- 3.4. Increase the number of NCCP certified instructors/coaches and certified officials throughout the province. Promote the value of using certified instructors/coaches.
- 3.5. Support and implement evolving Safe Sport best practices throughout British Columbia.

**We will measure our success by:**

- Tracking the number of completed Rider/Driver/Vaulter levels annually
- Revitalization of regional and provincial championships to levels post COVID
- Increased attendance and use of HCBC educational programs; including disaster planning and equine business supports
- Develop a regional support plan to ensure sustainability of regional competitions
- 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:**

- 4.1. Identify key relationships and develop strategies for collaboration as needed.
- 4.2. Review programs and services annually to determine their relevance and utilization, and evaluate their effectiveness.
- 4.3. Develop and implement a plan to broaden board and committee expertise.
- 4.4. Ensure digital tools are improved to ensure member engagement and access.
- 4.5. Develop an operations scorecard.

**We will measure our success by:**

- Review programs and services annually to determine their relevance and utilization
- Assess board expertise on an annual basis
- Board succession planning, done annually, by the board
- Report operations scorecard at all meetings
- Review our key relationships annually and update as required
- Develop a plan and baseline metric for engagement



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