



HCBC Strategic Plan 2015-2017

Our Vision

Horse Council BC strives to represent ALL horse people in BC regardless of discipline, breed orientation, or sport. We endeavor to be an association that anyone active in the horse sector is proud to be a part of. We are accessible to all our members and communicate with them on both a professional and personal level. We ensure that we set an example for all other associations to follow.

Our Mission

Horse Council British Columbia is a member service organization that collaborates with business, industry and government on behalf of equine welfare, sports, recreation and the individual rider/driver.

Our Strategies

- **Increase engagement with board, staff and partners**
- **Create more effective ways to increase member and non-member communications and engagement**
- **Renew education programs to increase our value as an equine information hub**
- **Ensure a strong provincial grass roots competition system**
- **Advocate for equine lifestyle and right to ride**
- **Take inventory of all programs and review 25% each year**

2015-2017 Priorities

- **Phasing out programming that doesn't align with our current strategic plan, priorities or sustainability needs**
- **Inspire and facilitate collective action to address common equine interests**
- **Develop intentional succession planning**
- **Develop a process to organize committees to maximize engagement and impact**
- **Review resources to support zone directors**

We will continue to...

- Continue to promote and support high performance sport within BC
- Focus on promoting equine welfare through human partners
- Connect and strengthen equine community
- Continue to improve sound management for financial sustainability and organizational health

Our Goals and Objectives 2015-2017

Goal: Engaged and educated members and stakeholders

Objectives:

2015	2016	2017
<p>Develop an action plan to more effectively engage directors in their roles and responsibilities</p> <p>Develop an action plan to engage equine clubs to better understand their support needs</p>	<p>Develop and implement educational opportunities to members through on-line courses and clinics strengthening our value as an equine information hub</p>	<p>Continue to work on educational opportunities</p>

Goal: Right to Equine Experience, Lifestyle and Livelihood

Objectives:

2015	2016	2017
<p>Identify opportunities to work with stakeholders to support livelihood initiatives</p>	<p>Host community education events valued by members using local experts</p> <p>Support members in their advocacy roles with local governments</p>	<p>Create a trail development guideline manual that would explain procedures to register trails and how to work with all levels of government</p> <p>Support the creation of BC trail network and mapping system</p>

Goal: Strong Partnership

Objectives

2015	2016	2017
<p>Understand how to be more effective with our partnership with government regarding trail retention and expansion, animal welfare, disaster preparedness (local) and right to farm</p> <p>Understand how to be more effective with our current partners (affiliates) to maximize our impact on influencing government</p>	<p>Improve ongoing strong partnership with government regarding trail retention and expansion, animal welfare, disaster preparedness (local) and right to farm</p> <p>Improve collaboration with current partners (affiliates) to maximize our impact on government</p>	<p>Continue ongoing strong partnership with government regarding trail retention and expansion, animal welfare, disaster preparedness (local) and right to farm</p> <p>Identify new and existing stakeholders and develop action plans to increase ability to work together</p>

2015	2016	2017
Improve lines of communication with NSO and other PSOs to develop a mutual, respectful relationships	Continue to improve lines of communication with NSO and other PSOs to develop a mutual, respectful relationships	Maintain lines of communication with NSO and other PSOs to develop a mutual, respectful relationships

Goal: Value Member Services

2015	2016	2017
Develop member's value proposition Ensure and maintain a strong provincial grassroots competition system	Develop action plans to increase member engagement throughout the province Communicate members value proposition with members Implement programs and a communication plan to increase "baby boomer" membership	Expand current youth programs to connect and attract "tweens" Check back with members on perceived value of membership