

# STRATEGIC PLAN 2019-21

THINKING AHEAD



**Saskatchewan**  
Horse Federation

# SHF

## Who are we?

The SHF is a provincial sport governing body, responsible for the oversight of equestrian sport and industry in Saskatchewan.

## Our Vision

To see the lives of people in Saskatchewan enhanced through lifelong involvement and fun in equestrian sports and related industry

## Our Mission

To deliver value to SHF members through initiatives in sport, industry and other equine activities, while upholding high standards of equine welfare

## Our Mandate

To represent, promote and advance equine sport interests in Saskatchewan

## SHF - Our Values

### **Respect**

Genuine regard for our conduct, our horses and others

### **Diversity**

Recognizing and embracing our diverse membership

### **Excellence**

Upholding high standards in all of our initiatives

### **Health & Welfare**

Upholding health, welfare and safety standards for horses and equestrians

### **Service**

To members and to others invested in and affected by what we do

### **Accountability**

Of programs and funds for the Saskatchewan horse community

### **Leadership**

For equestrian programs, services and opportunities

## SHF

### What do we do?

Key Aspirations:

Increase Awareness of the **Benefits of Equine Sport**

Long Term **Equestrian Development** (LTED)

- Athletes
- Coaches
- Officials
- Competitions
- Horses

Protect **Equine Health & Welfare**

Maintain **Financial and Operational Accountability & Sustainability**

Support **Communities and the Development of Equine Facilities**

### Why do we do it?

To foster **Fun & Enjoyment**

To help develop **Solid Citizens**

To develop **Healthy Bodies & Minds**

To support the **Equine Industry**

To promote and regulate **Fair Play**

Increase **Competency** in:

- Athletes
- Coaches
- Officials

**SHF**

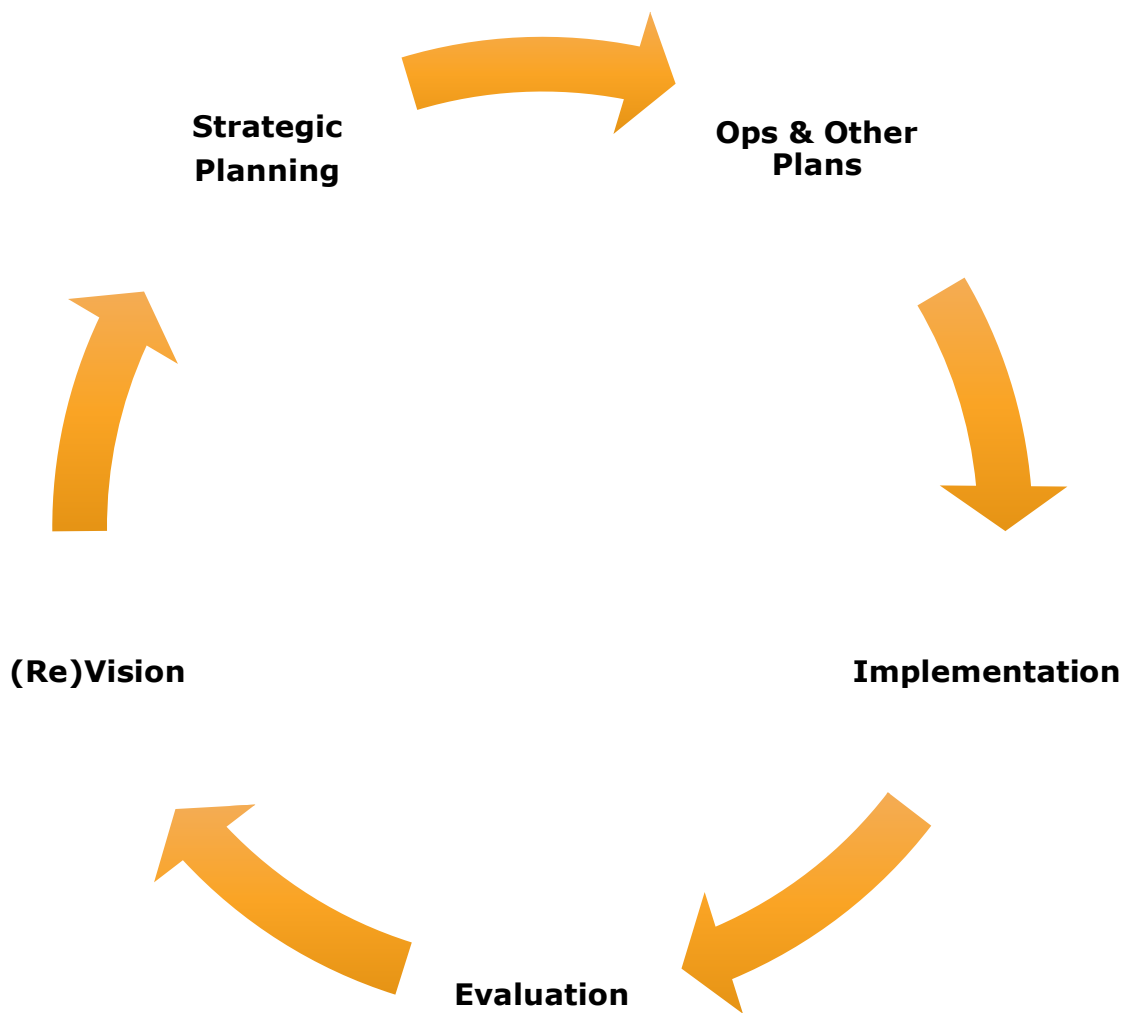
## **Why a Strategic Plan?**

In order to focus our energy, finances and other resources on those priorities most important to our members, sponsors and other stakeholders.

*"I have always found that plans are useless, but planning is indispensable"*

*Dwight D Eisenhower*

# SHF Development Cycle



# SHF Strategic Priorities



## Strategic Initiatives by Area of Strategic Priority

### LTED

- Review and update our LTED Plan.
- Align SHF Programs with LTED Plan.
- Increase the number of coaches and officials.
- Encourage and increase participation in introductory and developmental levels of horse sport.
- Increase the number of high performance athletes.
- Maintain the interest/support for grassroots level competition.
- Support communities in their efforts to maintain and further develop suitable facilities for equine events.

### Industry, Equine Diversity and Health & Welfare

- Support and foster Equine Diversity.
- Ensure sustainability as an industry in SK.
- Ensure the SHF stays informed on H & W issues.
- Develop education and responses to (CFIA w/EIA, Piroplasmosis).
- Develop and promote improved methods for Equine Traceability.
- Build and foster stakeholder relationships (such as WCVM, CWA, LSS, Expo, and others).

### Communication

- Continue enhancement of internal and external communication.
- Increase public awareness of equine sports and of the SHF.

### Sustainability

- Continue focus on members and on stakeholder relations.
- Ensure sound financial management.
- Develop and implement appropriate policies to guide decisions.
- Develop new revenue streams.
- Grow SHF membership.
- Explore ideas for affordable entry into the sport.
- Develop a Board & Administration Succession Plan.
- Cultivate volunteerism.
- Involve youth in SHF advisory and governance capacities.
- Ensure ongoing protection of member and Federation data.
- Partner with other agencies to enhance services and influence.



## Next Steps

Planning, achieving and evaluating success for the SHF will include the incorporation of the Strategic Priorities and Initiatives contained in this Plan, with all stages of our Development Cycle (See Page 6). The *SHF Strategic Plan* will continue to inform and direct all aspects of what we do and how we do it. It will be revisited regularly. Staff review this document monthly, and the Board intends to revisit the Plan frequently, to ensure we are on track with our intended focus. A number of tracking instruments and methods will be used to follow and ensure progress.

The *SHF Strategic Plan* is a “living document”, and we welcome input in identifying changing priorities, and in developing future responses.

**“Solutions to adaptive challenges reside not in the executive suite, but in the collective intelligence...at all levels”**

**Heifetz & Laurie**

Our goal during this period is to become an organization where:

***Membership has grown because people want to belong to the SHF. Members will understand that they matter to the Federation, and appreciate the value they receive.***

## Strategic Plan Working Group

Thank you to the following people, who contributed time, energy and inspiration to the new SHF Strategic Plan:

### Board

Shirley Brodsky	President	Carol Masecar	President Elect
Doug Howe	Past President	Shirley Mawson	VP Sport
Pat Michael	Director	Jim Sawatsky	Director
Ray Whitney	Director	Bobbi Jo Reeves	Director at Large
Ron Farrow	Director	Jill McDonald	Honorary Director

### Staff

Audrey Price	Executive Director
Pam Duckworth	Office Manager
Laurel Golemba	Technical Director
Averil Parson	Competitions and Administration
Leanne Wesdyk	Communication Director

## Membership & Stakeholders

Thank you to all of our members, sponsors and other supporters of the SHF!