

STRATEGIC PLAN 2022-24

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

“Vision” defined = Plan for the future with wisdom and imagination.

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

Our Mission

“Mission” defined = Assignment or task to be carried out

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

Our Mandate

“Mandate” defined = Official order or commission to do something

We commission ourselves...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)

- **Coaches**
- **Officials**
- **Athletes**
- **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**

To increase **Competency** in:

- **Coaches**
- **Officials**
- **Athletes**
- **Competitions**
- **Horses**

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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.

"The essence of STRATEGY is choosing what not to do." Prof. Michael Porter

SHF Development Cycle



SHF Strategic Priorities...

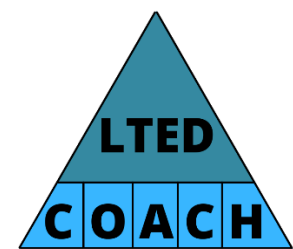


Focusing our **Attention & Resources**

Strategic Initiatives by Area of Strategic Priority

LTED – C.O.A.C.H.

- Review and update our LTED Plan.
- Improve coordination of LTED pillars - **Coaches, Officials, Athletes, Competitions & Horses.**
- 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.
- Reduce barriers for diverse participants – Para, First Nations, Under-represented groups.
- Increase the number and development of high-performance athletes within the SHF.
- Maintain the interest/support for grassroots level competition.
- Continue awards of recognition, recognizing our cultural heritage, such as the Hall of Fame.
- Support communities in their efforts to maintain and further develop suitable facilities for equine events.
- Continue to develop and improve Prairie Cup and higher level Athletes.
- Provide benefits and incentives to host competitions.
- Ensure sustainability as an industry in SK.
- Ensure the SHF stays informed on Health & Welfare issues.
- Develop education and responses to CFIA, LSS and Ministry of Agriculture initiatives.
- Develop and promote improved methods for Equine Traceability.
- Build and foster stakeholder relationships (such as WCVM, LSS, Equine Expo, facilities, equine services and others).



Equine Diversity

- Support and foster Equine Diversity.
- Support members and non-members in the equine diversity category
- Reach out to groups on the benefits of the SHF.
- Introduce coaching, officials and respect in sport initiatives.
- Build relationships with clubs and communities.

Member & Community Engagement

- Enhance member and stakeholder engagement.
- Further develop the SHF website and online presence (Facebook...).
- Increase public awareness of equine sport and of the SHF.
- Communicate benefits of the SHF and of SHF membership.
- Complete and distribute Guide Books – New Riders, Parents, Show Organizers, Clubs.
- Reintroduce the quarterly e-newsletter.
- Provide recognition of members in social media platforms.
- Increase promotion of grant programs.
- Develop Business Memberships.
- Promotion of the SHF by Board members, while attending equine events and facilities
- Continue educational initiatives: Equine Expo, WCVM, etc.

Sustainability – Human & Financial Resources

- Continue focus on member and stakeholder relations.
- Increase focus on human resources – Staff & Volunteers.
- Build relationships, and provide training/orientation for Board Members, Staff, Volunteers, Committee Chairs, Executive.
- Ensure functioning of SHF's Working Board – Committees develop programs and provide direction to the staff and others who run these programs. Fulfillment of responsibilities of committees, chairs and VPs.
- Continue to 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 an organization that attracts and retains Board members, other volunteers and staff who are a "good fit".
- Cultivate volunteerism.
- Involve youth in SHF advisory capacities.
- Ensure ongoing protection of member and Federation data.
- Partner with other agencies to enhance services and influence.
- Continue alignment with Sask. Sport Strategic Plan.
- Improve relationship and business arrangements with Equestrian Canada.
- Ensure the SHF Operational Plan is tied to the budget and Strategic Plan, as well as the Constitution & Bylaws.

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 7). The *SHF Strategic Plan* will continue to inform and direct all aspects of what we do and how we do it. Our Board, and Staff will revisit the Plan and its essential elements regularly. The VPs and Committee Chairs will ensure these are incorporated into the work we do. A number of instruments and methods will be used to track and ensure priority goals are met and progress is reported on.

“The secret to success is doing common things uncommonly well.”

John D. Rockefeller

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

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

Membership has grown because people want to belong to the SHF. Members understand they matter to the Federation. They appreciate the value they receive, and the opportunity to contribute through an organization that is making a difference.

Strategic Plan Working Group

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

Board

Lisa Graham	President	Cindy Klassen	VP Sport
Lorraine Gilchrist	President-Elect	Terry Klassen	VP Industry
Shirley Brodsky	Past President	Pat Michael	Director
Norm Kohle	VP Equine Diversity	DJ Cairns	Director
Shirley Mawson	VP Finance		

Staff

Pam Duckworth	Office Manager
Laurel Golemba	Technical Director
Karina Mokrousova	Competitions & Communications Coordinator

Membership & Stakeholders

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