

EVENTING IRELAND

CHARTING THE COURSE & SETTING THE PACE TOGETHER

A STRATEGIC PLAN FOR GROWTH,
INCLUSION AND COMMUNITY BUILDING
2023-2028



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VISION

To bring the passion and fun of Eventing to as many people as possible.



MISSION

To grow and develop
Eventing in Ireland in a
sustainable way.



VALUES



Welfare



Unity



**Growth
Mindset**



Ambition



Passion



Partnership



**Standards of
Excellence**

VALUES EXPLAINER

Welfare – Welfare is at heart of what we do.



Welfare of our animals is paramount. We love our horses and we will always ensure they enjoy the best conditions and standards of care. We will also look after the welfare of our people – riders, owners, event organisers, officials, volunteers, coaches, mentors, administrators – to create an environment that respects, values, and ensures they have a positive experience through Eventing.

Unity – We are stronger as one.



We will work together to ensure we achieve our ambitions for Eventing in Ireland. We will embrace our diversity and channel it to make the power of the collective stronger than that of the individual.

Growth Mindset – We will embrace new ideas.



We strive to grow our sport in every facet. We will be innovative and open-minded to explore new ideas to help us achieve our objectives. We will encourage people to think creatively, to experiment with alternative ways of doing things, and to continually question how we can collectively improve our sport.

Ambition – We are ambitious.



We want to increase the number of people involved in Eventing significantly. We will work to get more young people involved in Eventing, We will encourage more adults to stay involved. We will seek to recruit new partners to our sport. We will improve the standard of our events. We will increase the profile of Eventing. We will ensure Eventing succeeds on the National and International stage.

VALUES EXPLAINER

Passion – We care deeply about Eventing.

We love our sport and we will tap into our passion for Eventing to bring energy, enthusiasm, and commitment to everything we do. We will seek to draw on this as a strength and share our passion with others so that they too have the opportunity to fall in love with Eventing.

Partnership – We can't do it on our own.

We will work closely with key partners to help us achieve our ambitions and objectives. Our stakeholders will include funding partners, sponsors, local sports partnerships, local communities, international bodies, and sporting organisations. We will adopt a proactive approach to ensuring these relationships are strong, effective and value-adding.

Standards of Excellence – We hold ourselves to high standards.

Everything we do we will do to the best of our abilities. Our events will be top quality and provide great experiences for all that participate. Our programmes will be well organised, managed, and delivered. We will be efficient in how we run our affairs. We will be effective in how we communicate with our members.

THE EVENTING IRELAND STABLE

WE SERVE EVERYONE



- **Recreational** – the casual rider that is in it for fun, that thrives on the social side of the sport, that enjoys being involved
- **Competition** – the competitor seeking a challenge, enjoying the thrill of testing themselves, and thriving on taking on their peers locally and nationally
- **Performance** – the performance rider seeking to maximise their potential, striving to compete and win, dreaming of competing at International and Olympic level

STRATEGIC FOCUS AREAS

CORE PRIORITIES

- Participation and Grassroots
- High Performance
- Events
- Owners, Breeders & Event Organisers
- Eventing Industry

SUPPORTING PILLARS

- Structure
- Communications & Culture
- Resources
- Welfare

1. PARTICIPATION AND GRASSROOTS

Headline Initiatives

To support the growth of the sport in Ireland and double the number of people involved in Eventing.

- Introduction to Eventing/Training Series (1* Competition Series)
- Mentorship Programmes
- Learning and Development Resources
- Pathway from Novice – Competition – Performance
- Member Services
- Training Bursaries
- Accessible Training for All
- Coaching Pathways Programme
- Grassroots & Amateur Campaign
- Course Walk Initiative
- Sectioned Prize Structure (e.g. Ponies, Amateurs, Youths etc.)
- Flexi-Eventing Programme (All Regions)
- XC Schooling Days
- Riding Club Class at Events
- Partnership Programme AIRC & IPC

2. HIGH PERFORMANCE

CORE

Headline Initiatives

To ensure there is a successful high performance programme (delivered by HSI) capable of winning Olympic, World and European medals.

- Performance Pathway – Pony Club to Olympic Games
 - Individual Performance Plans
 - High Performance Culture
 - Data and Analytics
 - High Performance Advisory Group
 - Training Camps and Programmes
 - Junior Academy Programme
 - Paris 2024 Preparation Programme
 - LA 2028 Long-Term Plan
 - Elite Retention Scheme & Training Programme
 - Owner Engagement in HP Programme
- Set target to win an Olympic Medal within the next cycle



3. EVENTS

To run a series of compelling events throughout the year that encourage people to participate and enables them to maximize their potential.

Headline Initiatives

- Dates Calendar – Aligned & Balanced (Pony, Junior, Amateur, Performance)
- Quality Events (Course Design, Technical Challenge, Efficient Running Order etc.)
- Promotion and Raising Profile of Our Events
- Community Engagement
- Officials Training Programme
- Vibrant Local Competitions (Social Events)
- Event Planning Tools & Templates
- Course Designer Programme
- Course Design & Technical Standards
- Event Planning Group (By Region)
- Flexi-Eventing Programme (All Regions)
- Eventing Ireland Event Manager/Co-ordinator
- Digitisation of Events

4. OWNERS, BREEDERS & EVENT ORGANISERS

CORE

Headline Initiatives

- Owners and Breeders Hospitality Areas
- Recognition for Owners and Breeders (IEHOBA)
- Event Organisers Plan Templates & Tools
- Shared Resources
- Communication & Engagement
- Owners Committee
- Event Organiser Association (already in existence)

To ensure that our owners, breeders & event organisers are valued, recognised and respected within our sport.



5. EVENTING INDUSTRY

CORE

Headline Initiatives

To foster a sustainable Eventing industry in Ireland.

- Facilities Plan (including Audit and Grading)
- Funding Sources
- Benchmarking to International Standards
- Industry Oversight Group
- Event 'Vibrancy' Plan (Trade Stands, Dog Shows, Country Markets, SJ Mini Grand Prix, Evening Social Events etc.)
- Local Community Engagement
- Explore hosting a 5 Star Event
- Prize Money Review (to encourage owners & riders to retain horses)
- Skillnet Training Partnership

1. STRUCTURE

SUPPORTING

To be a well run and governed organization.

Headline Initiatives

- Governance Code Commitment
- Board Governance Review
- Committee Structure Review
 - Finance, Audit & Risk
 - Stewards
 - Rules
 - Dates
 - Governance
 - Strategy
 - Events
 - Training
 - Facilities
 - Fundraising
- Regional Boards Effectiveness
- International Strategy
- Horse Sport Ireland Relationship
- Transparency



2. COMMUNICATIONS AND CULTURE **SUPPORTING**

Headline Initiatives

To engage our community in an effective way.

- Multi-channel Integrated Strategy
- Member Communications
- Eventing Ireland News
- Inclusive Culture
- Media Plan
- Stakeholder Management
- Collaboration of Industry Bodies (Training HP, insurance, welfare, standards, transparency of governance)



3. RESOURCES

SUPPORTING

To ensure we have adequate financial and human resources to deliver on our objectives.

Headline Initiatives

- Commercial Strategy
- Funding Model
- Development Officer Role
- Volunteer Recruitment & Retention
- Volunteer Recognition Event
- Volunteer Training Video Series
- El Trailer Support Initiative
- Grant Assistance Initiative
- Equipment Sharing Programme
 - Aggravators
 - Show jumps
 - Flags, dressage arenas
 - SJ timing equipment (200 to hire)
 - Stop watches (usually supplied by regions)
 - PA, Radios - regionally focussed
 - XC portables

4. WELFARE

SUPPORTING

Headline Initiatives

- Education and awareness programs
- Enforcement Policies
- Welfare Guidelines
- Social License
- Health & Safety Plan
- Environmental policy

To ensure that the welfare of our horses and the people in our sport is paramount at all times.



SUMMARY

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CHARTING THE COURSE & SETTING THE PACE TOGETHER

Mission - To grow and develop Eventing in Ireland in a sustainable way.

Vision - To bring the passion and fun of Eventing to as many people as possible.

VALUES



STRATEGIC FOCUS AREAS

CORE PRIORITIES

Participation & Grassroots
High Performance Events
Owners, Event Organisers & Breeders
Eventing Industry

Structure
Communications & Culture
Resources
Welfare

SUPPORTING PILLARS