



## **STRATEGIC PLAN 2018/2021**

### **VISION STATEMENT**

To develop and govern a national equestrian discipline that supports and encourages the pursuit of classical dressage for any breed of horse and their rider. We value the harmonious partnership between horse and rider, building the relationship through ethical training, lightness of rein, suppleness, accuracy and with the wellbeing of the horse paramount.

### **OUR GOALS**

Provide value for money & easily accessible membership services, that acknowledge and recognise member achievements, ensure they feel valued as a member and that are responsive to member needs and concerns.

WDA-AUS will ensure its ongoing financial viability through good financial governance and clear targets for growth and development.

Our organisation will be well governed and with strong leadership. We will work with integrity and to the highest standards, including promoting the highest ideals of the sport, safeguarding our members and the welfare of the horse.

Clear, concise marketing information is easily accessible, timely, relevant and helps to promote the sport in a positive light. We want our information to be educational, that encourages people to participate and that clearly demonstrates the benefits of western dressage and the differences between related disciplines.