

Horse Riding Clubs Association of Victoria

Strategic Plan
2026–2028

A ROADMAP FOR THE NEXT CHAPTER OF THE HRC AV —
Where every member finds their stride.



HRC AV

Welcome

On behalf of the Strategic Plan Working Group, we are pleased to present the HRCAV Strategic Plan for 2026–2028. This plan is the result of wide consultation, careful reflection and a shared commitment to shaping the future of our Association. It builds on HRCAV's proud history as a grassroots equestrian association and responds to the needs, hopes and feedback of our members, clubs, officials and volunteers.

The Strategic Plan aims to provide us with a clear vision, mission and set of priorities to guide our work over the next three years. It reaffirms our commitment to ensuring safe, inclusive and affordable opportunities for riders, to horse welfare, and to supporting clubs and volunteers – the foundation of our Association.

This plan belongs to all members. It reflects your voices: the ideas shared through feedback surveys, forums and conversations, and it relies on your continued involvement to bring it to life. Together, we will strengthen our community, develop our disciplines and secure a sustainable future for the HRCAV.

We thank all members who contributed their time, feedback and insights during this process, and we acknowledge the dedication of our volunteers, clubs and committees. We look forward to working alongside you to bring this plan to life.

Strategic Plan Working Group
Horse Riding Clubs Association of Victoria | November 2025

Acknowledgment of Country

The HRCAV acknowledges the Traditional Custodians of the lands and waterways on which we ride, gather and enjoy our sport.

We pay our respects to Elders past and present and recognise First Nations peoples' enduring connection to Country.

As riders, we are privileged to experience the beauty of the open spaces, bush tracks, and landscapes that are central to our equestrian community and we commit to treating these places respectfully so they can continue to be enjoyed by future generations.

Our Vision

To be a welcoming and inclusive association that fosters community through clubs, values riders, celebrates volunteers, and champions horse welfare.



HRCav provides friendly, supportive and inclusive opportunities to ride, learn and compete with like minded people where all types of riders and horses are welcome, and costs are not prohibitive.



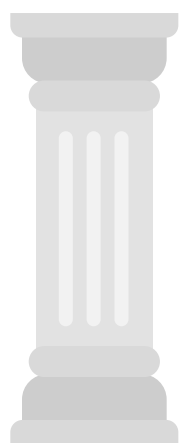


Our Mission

We support a strong network of clubs to promote participation, learning and enjoyment in equestrian sport, grounded in inclusivity and horse welfare.

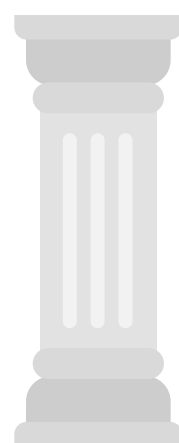
Our Pillars

Governance & Sustainability



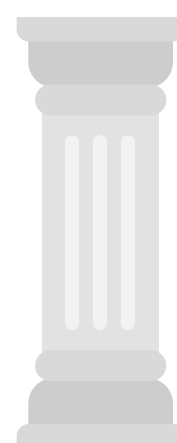
Ensures ethical and sustainable practices within our equestrian community.

Strong Clubs, Volunteers & Officials



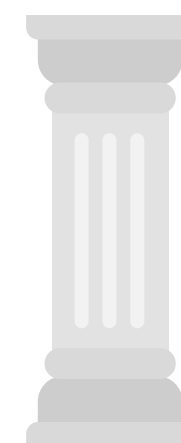
Fosters robust community engagement through dedicated volunteers and clubs.

Horse Welfare



Prioritises the health and well-being of horses in all equestrian activities.

Member Engagement



Enhances community participation and involvement.



Our Goals



Governance and Sustainability

Ensure ethical and sustainable practices within our equestrian community

- Maintain a balanced annual budget with a surplus target of \$50,000 annually
- By 2026 ensure all sub-committees have updated Terms of Reference
- By 2026 implement a formal induction process for all new Executive and sub-committee members
- By end of 2026 conduct a comprehensive audit of Chaff Chat — balancing cost, accessibility, and value to members.
- By end of 2026 develop role descriptions and communication clarity for Executive sub-committees and members.
- By the end of 2026 complete a comprehensive review and restructure of the current HRCav manual.

Strong Clubs, Volunteers & Officials

HRCav is built on its clubs and powered by volunteers and officials

- By 2028 increase the number of accredited officials by 20% through training and recognition programs.
- Design and deliver two workshops annually for club committees on governance, volunteer management, and risk management.
- By 2026 Introduce a volunteer and official recognition program that highlights contributions at club and association level.



“The club system is fantastic—everyone pitches in and it keeps costs down.”



Photo Credit: Caitlyn Beer Photography

Horse Welfare

Horse welfare is at the heart of everything we do

- By 2026 embed a welfare clause into all event rules and guidelines so “horses first” is non-negotiable.
- Design and deliver a minimum of three horse welfare education initiatives annually.
- By 2027 provide 100% of HRCAV accredited officials with welfare training.

Member Engagement

HRCav is more than competitions — it's community

- By 2027 increase member engagement in social media platforms by 50% through targeted and consistent, professional content design and delivery.
- By 2028 increase membership by 10% through targeted recruitment and retention strategies.
- By 2027 complete a full audit of the HRCav awards structure, with recommendations to ensure awards are fair, inclusive, and aligned with member values and horse welfare.
- By mid 2026 complete a redesign the HRCav website to improve accessibility, professionalism, and member engagement.
- By end 2026 develop a comprehensive Style Guide to apply to all HRCav documents and communications: member facing, internal, and public facing.
- By 2027 develop a sponsorship prospectus to attract corporate and community partners.

Photo Credit: Grain & Mane Photography



The Future Starts Now

For further inquiries and information

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www.hrcav.com.au



facebook.com/HRCavOfficial



instagram.com/hrcavofficial



The friendships and support network I've built through my club are invaluable - it feels like family.



Photo Credit: Equisoul Photography