



# PCANT



PONY CLUB  
NORTHERN TERRITORY

## STRATEGIC PLAN

2017 - 2020



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# GOVERNANCE



## KEY OBJECTIVE

To develop and maintain contemporary governance principles and educated administrators.

## STRATEGIES

Develop club volunteer induction packs to provide clarity on roles and responsibilities.

Work with clubs to conduct a 'Health Check' to identify areas where governance improvement is required.

Engage an Administration Officer to support PCANT in the delivery of the sport.

## OUTCOMES

All club volunteers are provided a consistent induction across the NT.

Clubs are provided support to improve their governance in targeted areas.

A reduction in administration burden on volunteers and an increase in grant funding is realised.



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# MARKETING



## KEY OBJECTIVE

To develop a strong brand and value proposition in the NT that connects with sponsors, fosters commercial partnerships, improves community and government recognition and assists with member engagement and retention.

## STRATEGIES

Develop a website that reflects the brand of PCANT and provides to opportunity to 'tell our story'.

Put into practise our marketing strategy in order to build our brand through telling our story.

Continue to attract collaborative partners with similar visions to strengthen our programs.

## OUTCOMES

The Pony Club brand is well recognised and respected in our community.



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# EDUCATION



## KEY OBJECTIVE

To increase learning opportunities around the use of technology for the administration and delivery of the sport.

## STRATEGIES

Work with PCA to provide education to clubs on the use of 'My Pony' to create efficiencies.

## OUTCOMES

All club administrators know how to use 'My Pony' to administer their clubs.



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# PARTICIPATION



## KEY OBJECTIVE

To increase, upskill and recognise volunteers, riders, coaches and officials and to offer participation opportunities for members.

## STRATEGIES

Work with clubs to develop event calendars, including interclub events.

Work with PCA and clubs to develop volunteer strategies to recruit and retain volunteers.

Develop opportunities for social events to foster friendships alongside the sport pathways.

Provide opportunities for adult riders to stay engaged in the sport.

Provide coaches across the NT with opportunities to progress through the coaching pathway and be recognised to assist in retention.

## OUTCOMES

Membership numbers are increasing and volunteers are actively engaged across the sport in the NT.



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# COMMUNICATION



## KEY OBJECTIVE

Develop closer connections with our members and stakeholders to enable PCANT to work efficiently towards its goals.

## STRATEGIES

Continue to develop and support the Junior Riders Advisory Committee to provide input to the development of the sport.

Develop a list of equipment from all clubs that they are willing to loan and hire to other clubs and organisations to support the development of the sport.

## OUTCOMES

Junior riders have more ownership of the sport and are retained for longer.

We know what assets and resources are available across the sport.



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