



STRATEGIC/OPERATIONAL PLAN (2021-2025)

The Ontario Eventing Association (OEA) is a not-for-profit corporation that provides services to its membership directed towards ensuring a safe and inclusive environment for the continued development of Equine Canada (EC)-sanctioned Eventing (hereinafter “Eventing”) in Ontario at all levels. It seeks, specifically, to expand participation in the sport, develop high-performance riders, support organizers, and reinforce and coordinate with, ongoing priorities of relevant governing bodies. The OEA’s volunteer Board of Directors (BOD) oversees its operations in conjunction with its membership.

OBJECTIVES

- 1. Sport Development:** *Encourage the development of Eventing in Ontario at all levels.*
This involves developing and delivering programming that focuses on expanding the grass roots of the sport, promoting education and skill development for horses and riders, rewarding excellence, and nurturing existing and prospective high-performance competitive talent.
- 2. Safety:** *Ensure a safe environment for Eventing in Ontario.*
This involves the pursuit of initiatives related to education and providing ongoing support for the maintenance and improvement of training and competition facilities, the widespread adoption of state-of-the-art safety measures, and promoting best practices associated with safe sport.
- 3. Competition Support & Communications:** *Oversee sanctioned Eventing competitions in Ontario and distribute information.*
This involves communicating and liaising with membership and other stakeholders including organizers and relevant sport governing bodies on issues related to sanctioned events and effectively communicating information to members and to the public.

GOALS

The OEA has defined priority areas and identified key goals to help develop programs and initiatives to promote its core objectives.

- 1. Encouraging the development of the sport of Eventing in Ontario at all levels.**
The OEA is committed to supporting athletes at all levels, assisting organizers to improve and expand competition facilities and to ensuring a sustainable supply of trained officials to support the future of Eventing in Ontario.
 - (a) Athletes.** This includes fostering rider development at all levels by supporting high-performance riders, building on the strength and success of the YRU25 Program and

encouraging riders across Ontario to enter (or return to) the sport. Specific initiatives to support this goal could include, for example:

- Providing accessible opportunities to try out the sport to increase the number of riders at the grass roots level learning to compete and starting to specialize in the sport of Eventing, by hosting subsidized Schooling Days that include non-OEA members with the goal of organizing a minimum of 4 schooling days each year, with the result that 20% of non-OEA participants become OEA members.
- Supporting a strong and successful YRU25 program including enhancing riders' experience to stay competitive for life by offering subsidized YRU25 clinics with certified coaches with the goal of organizing a minimum of 5 clinics each year including at least one in Eastern Ontario.
- Pursuing a goal of increasing the YRU25 membership by 5% annually with members from across Ontario.
- Producing more high-performance athletes with a goal of adding 5 new horse/rider combinations to the EC National Team High Performance Squad between 2021 and 2025.
- Supporting existing high-performance athletes through EC's High-Performance Program.

(b) Organizers. This includes assisting organizers to improve and expand competition facilities in Ontario. Specific initiatives to support this goal could include, for example:

- Supporting the OEA's Competition Improvement Fund to provide financial assistance to sanctioned competition sites across Ontario to support site improvements, assist with course design and other issues related to upgrading facilities for competition.

(c) Officials. This includes helping to ensure a sustainable supply of trained officials (including course designers and builders) to support the future of Eventing in Ontario. Specific initiatives to support this goal could include, for example:

- Putting in place a mentoring initiative to help individuals seeking to become officials.
- Offering travel and other grants to assist individuals to become officials or to expand and/or update their training.

2. Ensuring a safe environment for Eventing. *The OEA is committed to enhancing safety in all areas of the sport of Eventing in Ontario, including through ongoing safety initiatives and promoting the adoption of state-of-the-art devices and equipment that help make the sport safer for both horses and riders.* Specific initiatives to support this goal could include, for example:

- Providing continued support for the OEA's ongoing initiative to increase the use of frangible devices across Ontario.
- Ensuring that every competition site offering levels at EV-105 and above use frangible devices by 2025.
- Increasing the number of certified coaches at competitions including through facilitating the certification of coaches through informal mentorship programs to produce a safer training and competition environment for horses and riders.
- Supporting EC's efforts to ensure that all coaches are licensed in accordance with EC standards by 2022.

3. **Oversee and support sanctioned Eventing competitions in Ontario and communicate relevant information to members and the public.** Specific initiatives to support this goal could include, for example:
- Maintaining a strong presence on the Internet, including on social media, to distribute information and to communicate with members and the public in a timely manner on OEA activities, events, and other issues of interest, such as rule changes and others.
 - Organizing on-line rider, parent, and coach education nights during the off-season to keep in touch with a broad base of members and to share information.
 - Establishing, in dialogue with organizers, the annual Eventing schedule in Ontario, preparing and submitting a completed competition schedule to the Omnibus and providing oversight of Eventing competitions throughout the season.
 - Encouraging volunteerism, facilitating the flow of qualified volunteers, and providing resource materials to volunteers.

CORE VALUES/GUIDING PRINCIPLES

The OEA approaches its operations and programming decisions using the following guiding principles:

Collaborating with Stakeholders: The OEA regularly solicits input from riders, organizers, and coaches informally and through advisory committees (such as the *ad hoc* Committee on Safety comprised of experts on course design and safety). It operates in close proximity to its members as well as with other governing institutions, to ensure that its programs, communications, and other efforts reinforce priorities at the provincial and national levels.

Promoting Inclusivity and Access: The OEA seeks to ensure a solid foundation for the future sustainability and health of the sport of Eventing and to expand its membership at the grass roots level throughout Ontario by promoting access and assisting riders to enter the sport, to return to the sport, and to excel in competition in a safe and inclusive environment.

Maintaining Flexibility and Responsiveness: The OEA is committed to responding in a timely manner to challenges and opportunities to further its overall mission, and, in times of crisis, to maintain services to its members and collaborate with other governing institutions.

Inspiring and Rewarding Excellence: The OEA is dedicated to education and rider development. Riders are supported through a program for young riders, schooling days and adult clinics, annual training and travel grants, bursaries, and year-end prizes.

Delivering Value: The OEA is committed to delivering the most useful information, resources, and services to its members in the most cost-effective manner providing members across Ontario with value for their membership fees and levies, which includes maintaining and enhancing financial assistance to riders and organizers as well as disseminating information through its website, newsletter, and social media.

Operating with accountability and transparency: The OEA strives to be accountable and transparent in all its operations. It maintains, and is committed to continually upgrading and enhancing, a user-friendly website that details all that it offers for its membership (riders, organizers, and others) along with a robust and effective communications strategy. It also publishes minutes of all BOD meetings.