

# Alberta Equestrian Federation Strategic Plan 2023-2028

## Our 5-Year Goal

We are Alberta's most respected and trusted equine community with 30,000 members.

## Our Vision

We are the premier source for education, information, and support for the entire equine community.

## Our Mission

To assist in creating a positive environment for the enjoyment of equines. Through our leadership and proactive approach, we promote, facilitate and co-ordinate equestrian related activities for Alberta.

## Our Values

### Passion

- We are passionate about our equines, our people, and our industry.

### Community Driven

- We exist to serve our community. We acknowledge our rich equine history and remain true to our grassroots origin.

### Adaptability and Leadership

- We are adaptable in our actions, and we are leaders in the equine community.

### Caring and Stewardship

- We prioritize the health, welfare and safety of our equines and our members. As honest stewards, we know that the environment, animals, and people are interconnected.

### Accountability

- We account for our actions and accept responsibility in an open and transparent manner. We invest our resources wisely. We build trusting relationships with our equines, our members and our community.

### Inclusive and Diverse

- Together, we create an inclusive culture to encourage, support and celebrate the diverse voices and experiences of our members. We are dedicated to experiencing authentic relationships with equines and each other.

## Our Strategic Priorities

### Increase awareness of the value of membership

- Adopt a service-driven approach that enhances the member experience.
- Implement a Stable/Facility Program.
- Create an Ambassador Program to empower existing members with information and tools to communicate the value of membership.

### Ensure robust learning opportunities for the equine community

- Use a variety of methods and tools to deliver accessible learning opportunities.
- Partner, network and participate in events to actively showcase the AEF.
- Pilot "Meet a Horse" Program.

### Expand leadership in environmental and social responsibility.

- Establish diversity, equity and inclusion policies and programs that enhance opportunities for groups.
- Promote Safe Sport, inclusion and diversity, and positive mental health.
- Establish proactive plan that builds trust regarding the social licence of horse use in sport and work.

### Ensure strong team performance

- Maintain a strong foundation for board and staff success through policy, onboarding and aligning best practices.
- Analyse and assess the organization through annual evaluations.
- Establish a web based communications tool for board and staff.

### Ensure organizational stability through sustainable revenue

- Clearly and consistently communicate ways to donate to the AEF.
- Continue to take advantage of relevant grant opportunities, including those specific to diverse groups.
- Understand how partners feel about their benefits and maximize their experiences.