



NOVA SCOTIA EQUESTRIAN FEDERATION

Strategic Vision – 2022 Targets Presentation

November 20, 2022

Introduction

This past Spring, the NSEF Board and staff, with guidance from Mr. Blaise Landry, Sport NS OE Lead, determine our 2022/23 targets based from our overall 4-year strategic vision.

This engagement provided an opportunity to:

- reflect on past successes and challenges;
- brainstorm and prioritize goals;
- set forth an action plan for the upcoming fiscal year



2020/2024

Strategic Priorities

Organizational
Excellence and
Sustainability

Technical
Leadership

Programs,
Opportunities
and Partnerships

Enhanced
Communications

Member
Services





This past year

Organizational Excellence



Strong Board Structure



Fiscal Stability/Security



Fund Development
Strategy



Robust Risk
Management

How are we doing?

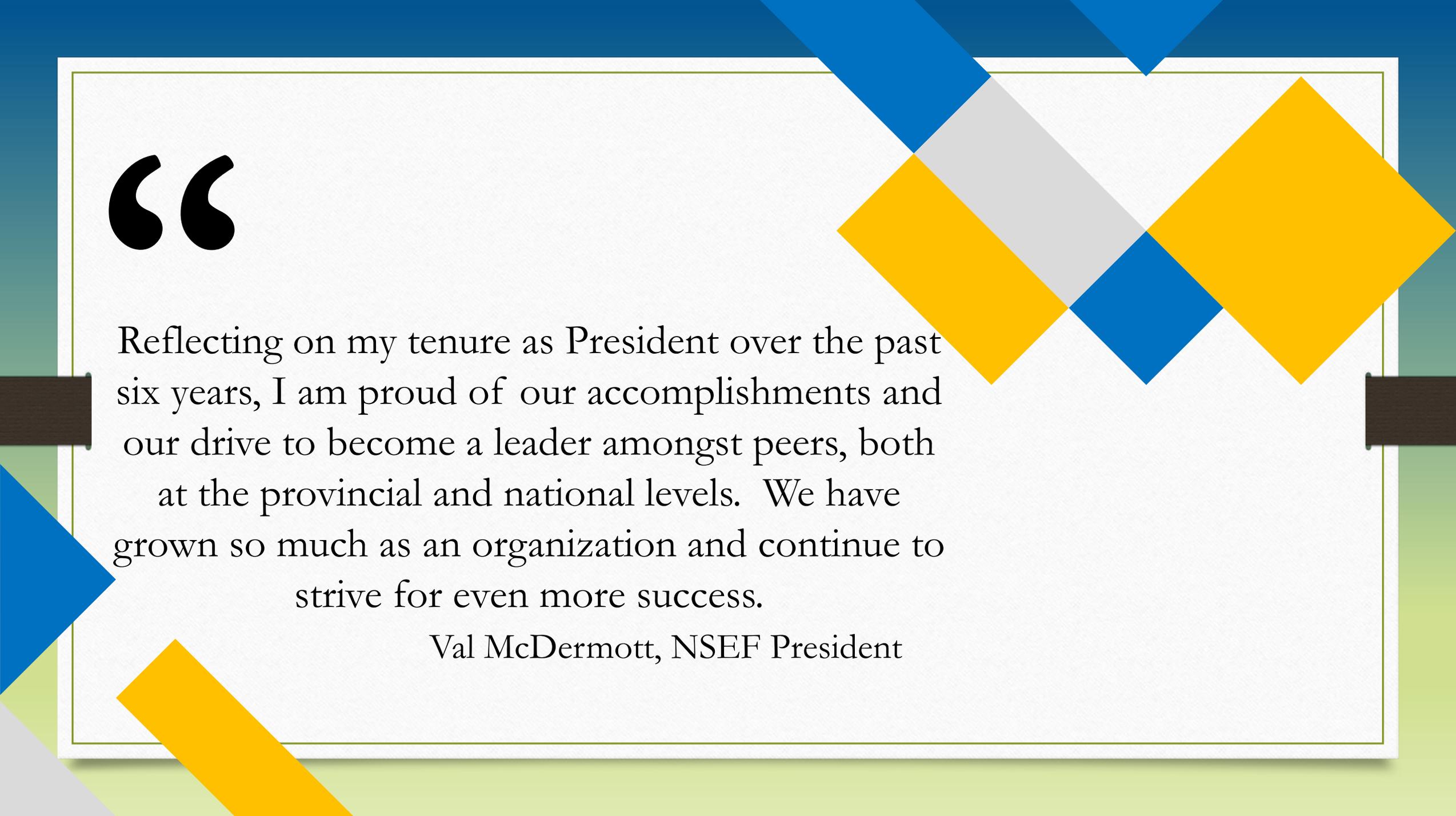
- Organizational Effectiveness

Achievements

- Board Engagement – orientation/planning/meetings/updates/committees
- Investment Stability – “stay the course”
- Annual Financial Review – Responsible Management
- Funding Increase – reflection of quadrennial growth
- Risk Management – Board/Staff, policy and governance, insurance

Opportunities

- Fund Development Program
- Annual Plan to Members – today!
- New Partnerships
- Member Funding Support



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Reflecting on my tenure as President over the past six years, I am proud of our accomplishments and our drive to become a leader amongst peers, both at the provincial and national levels. We have grown so much as an organization and continue to strive for even more success.

Val McDermott, NSEF President

Technical Leadership

Officials
Development



Safety in our Sport



Coach
Development



Stakeholder
Partnerships



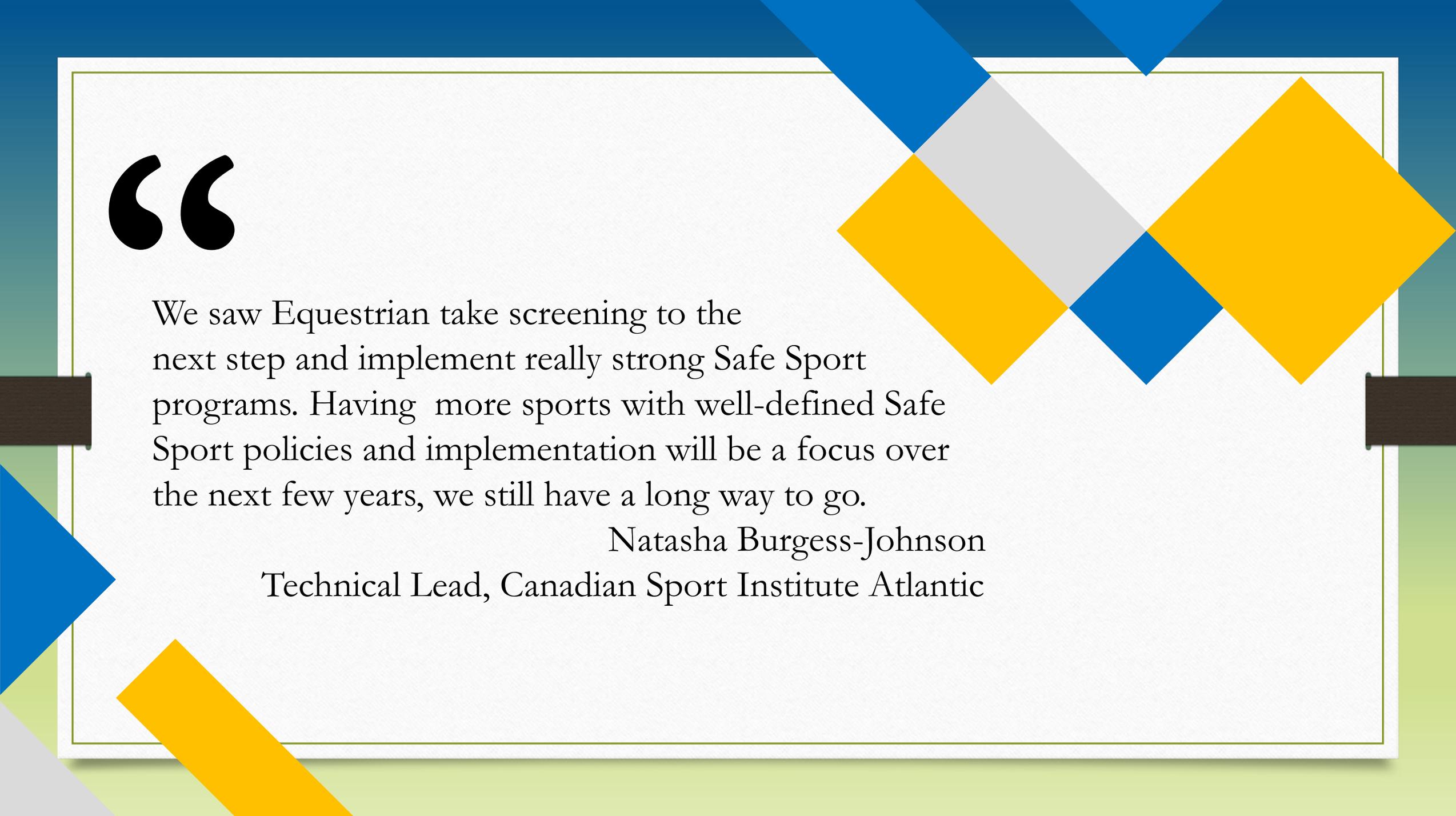
How are we doing? – Technical leadership

Achievements

- Pilot with EC – direct database linkages – efficient safe sport tracking/processing
- Accountability Report – Success in all areas
- Provincial Officials Foundations course national expansion
- 8 new Certified Coaches/Instructors – interest on the rise
- New NS Master Coach Developer

Opportunities

- Athlete Performance Growth
- Coach Mentorship
- Learn to Ride Program Input
- Coach Developer PD
- Coach Handbook and Resource Tool (C.H.A.R.)



“

We saw Equestrian take screening to the next step and implement really strong Safe Sport programs. Having more sports with well-defined Safe Sport policies and implementation will be a focus over the next few years, we still have a long way to go.

Natasha Burgess-Johnson
Technical Lead, Canadian Sport Institute Atlantic

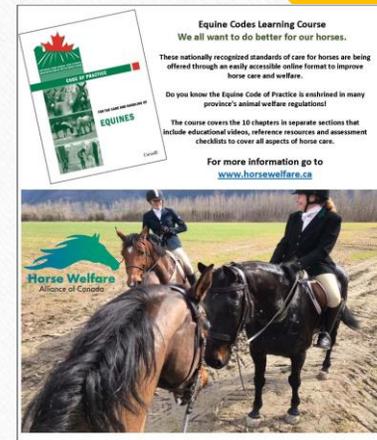
Programs, Opportunities and Partnerships



Inclusion



Athlete Support



Equine Safety



Partnership
Development

How are we doing? Programs, Opportunities and Partnerships

Achievements

- Gender Equity Playbook Pilot
- Scotia Series Provincial Championships!
- Kidsport Equestrian
- LTED Bursaries
- Horse Portal – online Educational Courses
- Trails NS – Equestrian Representation
- Wisebox Solutions Partnership

Opportunities

- Provincial Discipline Groups Engagement
- Para-Reining
- Emergency Equine Support
- Rookie Riders Regional Training
- EDI Programs

A few examples...



GENDER EQUITY LENS

Creating a Welcoming and Inclusive Environment

Nick Lenahan, Participation Lead - EDI (Equity, Diversity, and Inclusion) with Sport Nova Scotia, will lead you through this informative and interactive session, focusing on creating and fostering a welcoming environment for the 2SLGBTQ+ community. He hopes that this session will help broaden your understanding of the impact you have as a coach.

Andrew Paris, Coach Lead - Equity, Diversity, Inclusion & Mentorship with Canadian Sport Centre Atlantic (CSCA), will provide you with knowledge on how to better create and foster welcoming environments and interactions with the black, indigenous, and people of color communities. Andrew is excited to join us for this important conversation.

AVAILABLE SHORT COURSES



Equine First Aid - Fall '22
Nov 7 - Dec 5

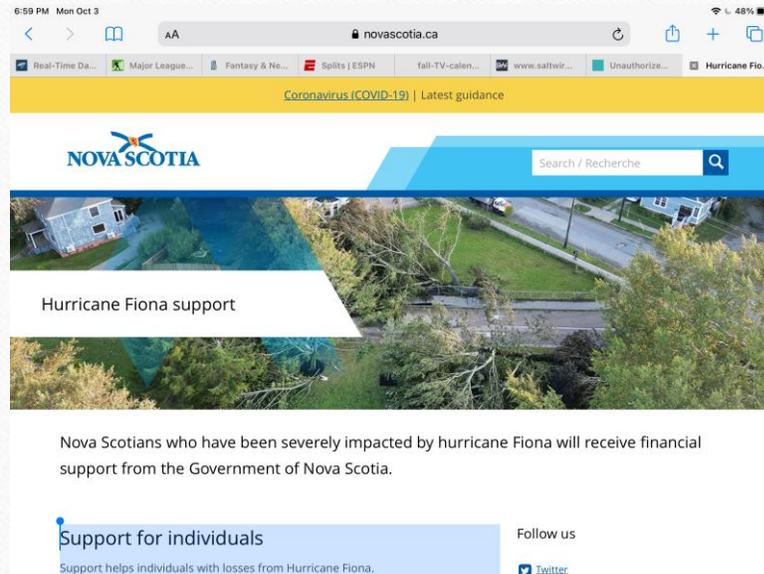


Fire & Emergency Preparedness - Fall '22
Nov 21 - Nov 28



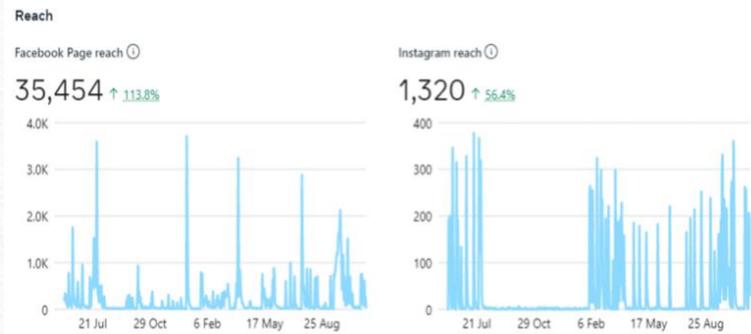
Horse Behaviour & Safety - Fall '22
Dec 5 - Dec 16

Choose a Course



Enhanced Communications

Our Profile



Member Recognition

Congratulations to NSEF members who were recognized for their contribution to our sport at the 2022 Sport Nova Scotia



Kaidyn Goodwin - Junior Athlete
Jill Swain - Senior Athlete
Travis Smith - Coach
Kim Beaton - Official
Carrie MacDonald - Volunteer
Holna Farm Services Antigonish and Area- Sponsor

Pony Kids 
Brought to you by your friends at the NOVA SCOTIA EQUESTRIAN FEDERATION

Club Communication and Engagement



Club Newsletter

Dear Member Club Director,

Please see below for some timely updates.

Renewals - The Club renewal package was mailed out last week. The 2018 Club Application is available on our website and [can be found by clicking here](#).

Club Director - Valerie McDermott is the new Director of Clubs on the NSEF Board of Directors. She is the representative for all member clubs on the NSEF Board. We want to thank Jane Abbott for her time on the board and welcome Valerie back to the position.

Save the Date - During the conference call this fall, there was a discussion on a day event for Club Directors. The registration form is available in the renewal package but you can mark your calendars - the Club Symposium is scheduled for Sunday, January 28th, 2018 in Truro. The notes about the discussion can be found in the conference call notes below.

October Club Conference Call Notes - [Click here to access the notes from the call](#).

Insurance - [Insurance requirements and recommendations can be found in the description on the Club and by clicking here](#). Information on the discounted rates for NSEF Member Clubs with our insurance partner, Intercity Insurance Services, can be found in your renewal package.

Communication Strategy



How are we doing?

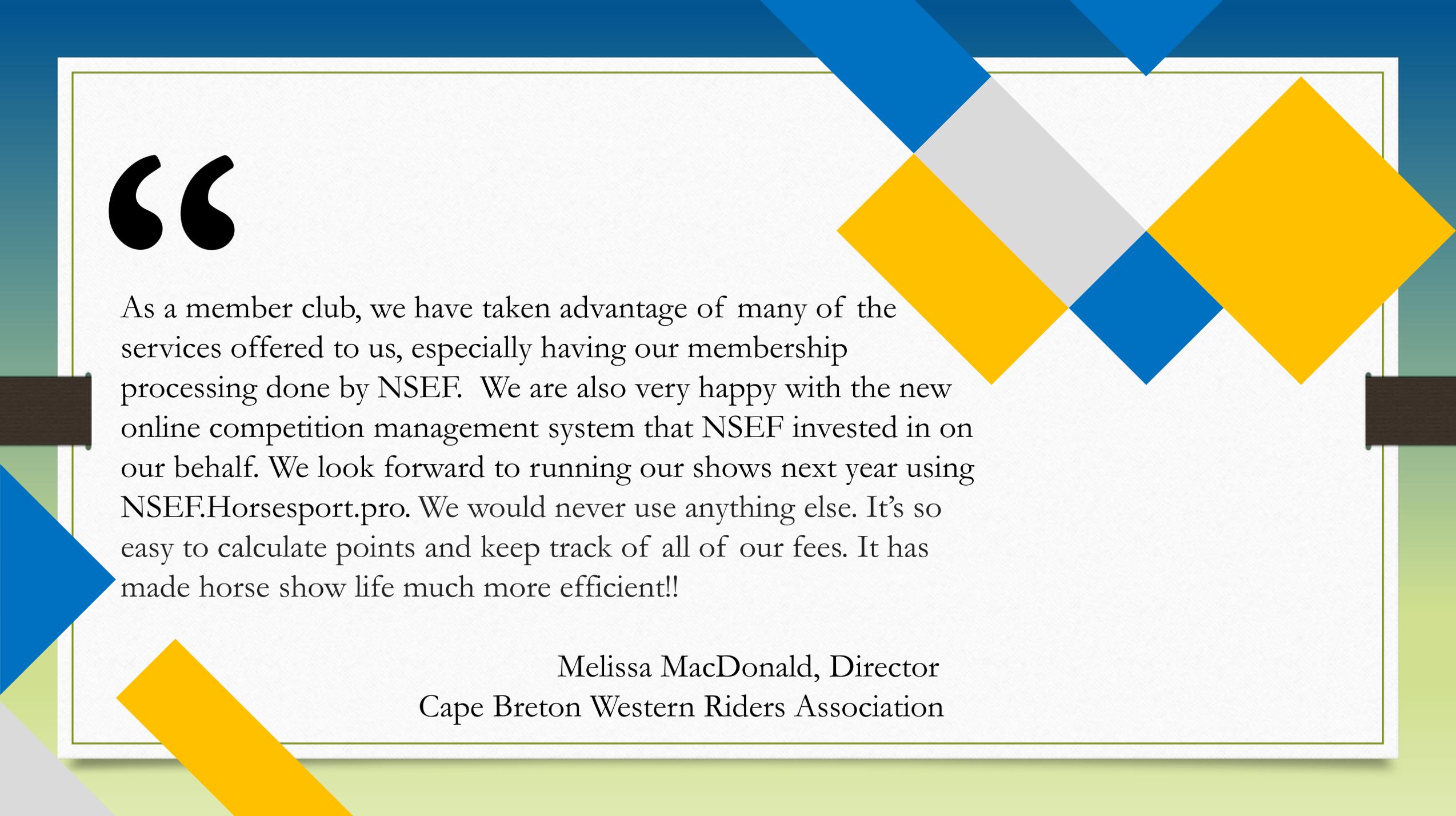
Enhanced Communications

Achievements

- Profiled in Horse Sport – online National Magazine
- Horse and Pony Magazine Insert – Pony Kids
- Social Media Engagement Increase
- Member Milestone Challenge
- Member Awards – Sport NS and NSEF
- Sport Fair
- Trails NS – Equestrian Representation
- Club Membership Processing Service

Opportunities

- Club Symposium – Winter 2023
- Social Media Contests
- Website Updates
- New email communication platform
- NS Trails to promote NSEF membership benefits



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As a member club, we have taken advantage of many of the services offered to us, especially having our membership processing done by NSEF. We are also very happy with the new online competition management system that NSEF invested in on our behalf. We look forward to running our shows next year using NSEF.Horsesport.pro. We would never use anything else. It's so easy to calculate points and keep track of all of our fees. It has made horse show life much more efficient!!

Melissa MacDonald, Director
Cape Breton Western Riders Association

Member Services



**Membership
Milestone Challenge**
Increase Membership



Enhancing
Membership Value



Brand Recognition



Membership
Engagement

How are we doing?

Member Services

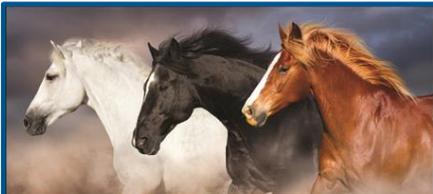
Achievements

- Excellent Insurance Benefits
- Funding Programs
- Member Milestone Challenge
- Scholastic Bursary
- Quarterly Ads in Horse and Pony Magazine
- Member Referral Program

Opportunities

- Ride Drive Rewards Program Review
- Member Savings Programs
- Online Retail Store
- Member Survey

A few examples...



The Nova Scotia Equestrian Federation embraces the diverse interests of the equine industry in Nova Scotia. As we continue to support our vibrant horse community, our core areas of focus are participation, breeds & industry, education and sport.

EVERY member of the NSEF has the protection of personal liability & accident insurance, as well as liability coverage for the non-commercial trailering of other people's horses. This provides peace of mind for parents, riders, handlers, horse owners, and competitors.

EVERY member of the NSEF has access to funding opportunities, recognition and awards programs, educational clinics and seminars, preferred rates on optional insurance coverage, recreational riding rewards program, coaching, rider and officials development, competitions and much more.

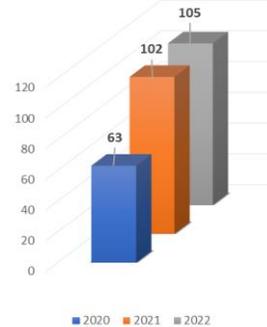
Contact the NSEF at nsefservices@sportnovascotia.ca or 902-425-5450 ext. 342

Become a NSEF member today! Online Membership Renewal is now available at



horsenovascotia.ca

2020-2022 Membership Referral Stats



**2022 SCOTIA SERIES
PROVINCIAL CHAMPIONSHIPS**
OCTOBER 8TH - 9TH, 2022
HANTS COUNTY EXHIBITION GROUNDS
WINDSOR, NOVA SCOTIA

In Partnership with
CapriCMW
CUSTOM INSURANCE SOLUTIONS

NSEFSERVICES@SPORTNOVASCOTIA.CA
1-800-263-2410

AVAILABLE SHORT COURSES



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Nov 7 – Dec 5



**Fire & Emergency
Preparedness – Fall '22**
Nov 21 – Nov 28



**Horse Behaviour & Safety –
Fall '22**
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Choose a Course

2022 Education Bursary Recipients

We are proud to support the post-secondary education endeavours of our young members with our Education Bursary Program, providing up to six \$500 bursaries. Every year it gets harder and harder to award only six as the accomplishments of our young members are impressive! With a deadline of May 1st each year, we encourage all members attending post-secondary education to apply, including those of you who were not selected previously.

Windsor's Brianna Partridge will follow her love for science by commencing her Bachelor of Science with a Major in Biochemistry at Mount Allison University in the fall.



Sabrina Smith, from Cole Harbour, is off to Western University in September where she will explore her passion for human health in the Bachelor of Medical Sciences Program.



Erin Newell, from Dartmouth, is heading into her second year of her commerce degree at Saint Mary's University with plans to Major in Entrepreneurship.



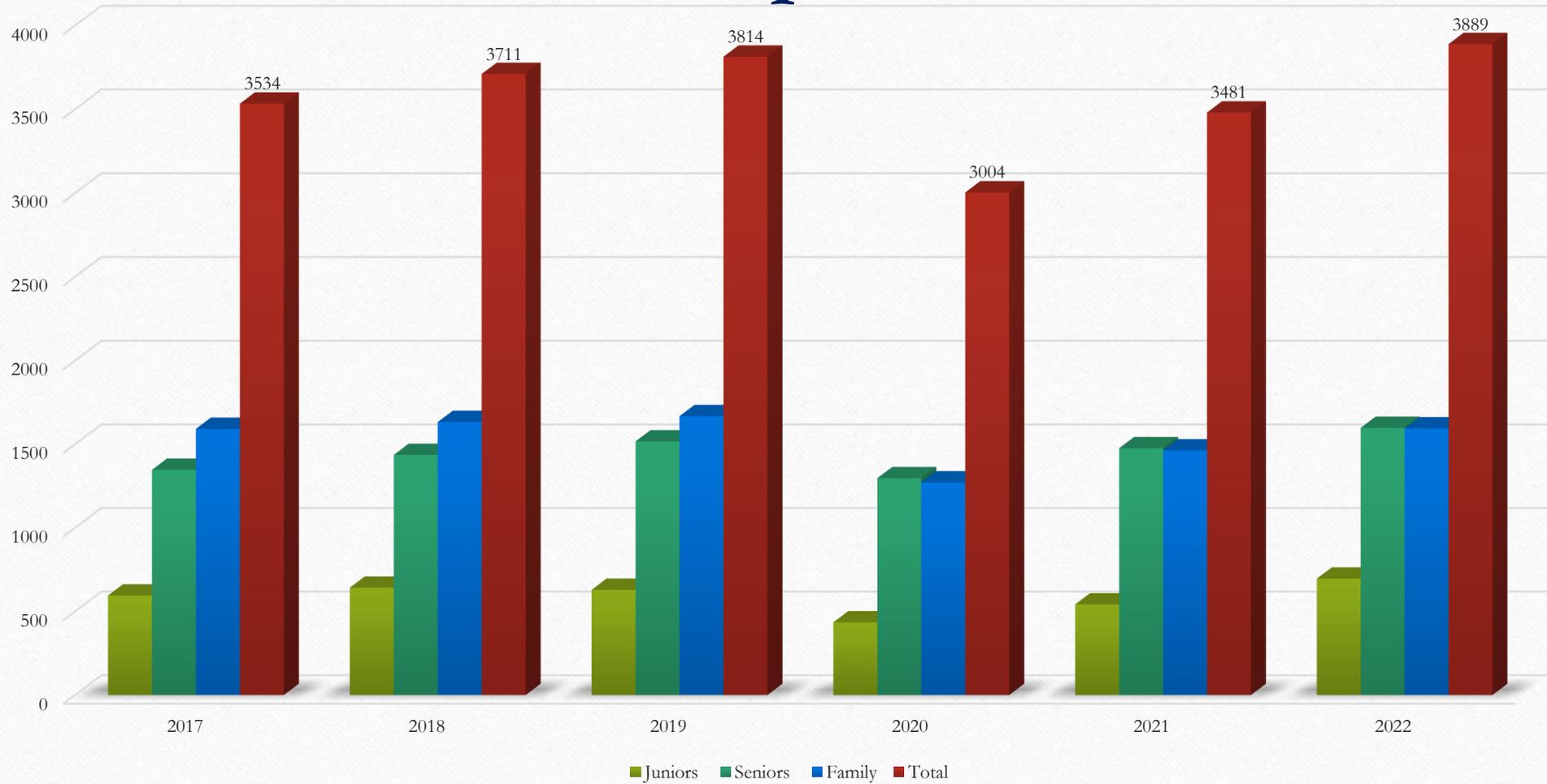
Allie Donovan, from Glace Bay, will be attending Cape Breton University, where she is enrolled in the Bachelor of Science in Nursing program with plans to become a veterinarian.

Antigonish's Madison Delorey will be attending the University of Prince Edward Island in the fall. Madison will be pursuing her Bachelor of Science Degree.



Sydney Mines' Sara Ivey is also attending Cape Breton University. Sara will be studying in the Bachelor of Arts program with plans to pursue a Bachelor of Education.

Membership 2017-2022





Thank you
