

Member Survey

RESULTS & COLLECTIVE VOICE



EQUESTRIAN
AUSTRALIA



Member Survey

Document Outline

Thank you to those who took part in the Equestrian Australia online member survey.

We received **2,734** responses providing a robust data sample size.

We have broken the survey down into these 5 categories for the various topics probed.

This document reflects the collective voice of the members and key takeaways from the survey.

01 Demographics

01

02 Membership

02

03 Participation

03

04 Opportunities

04

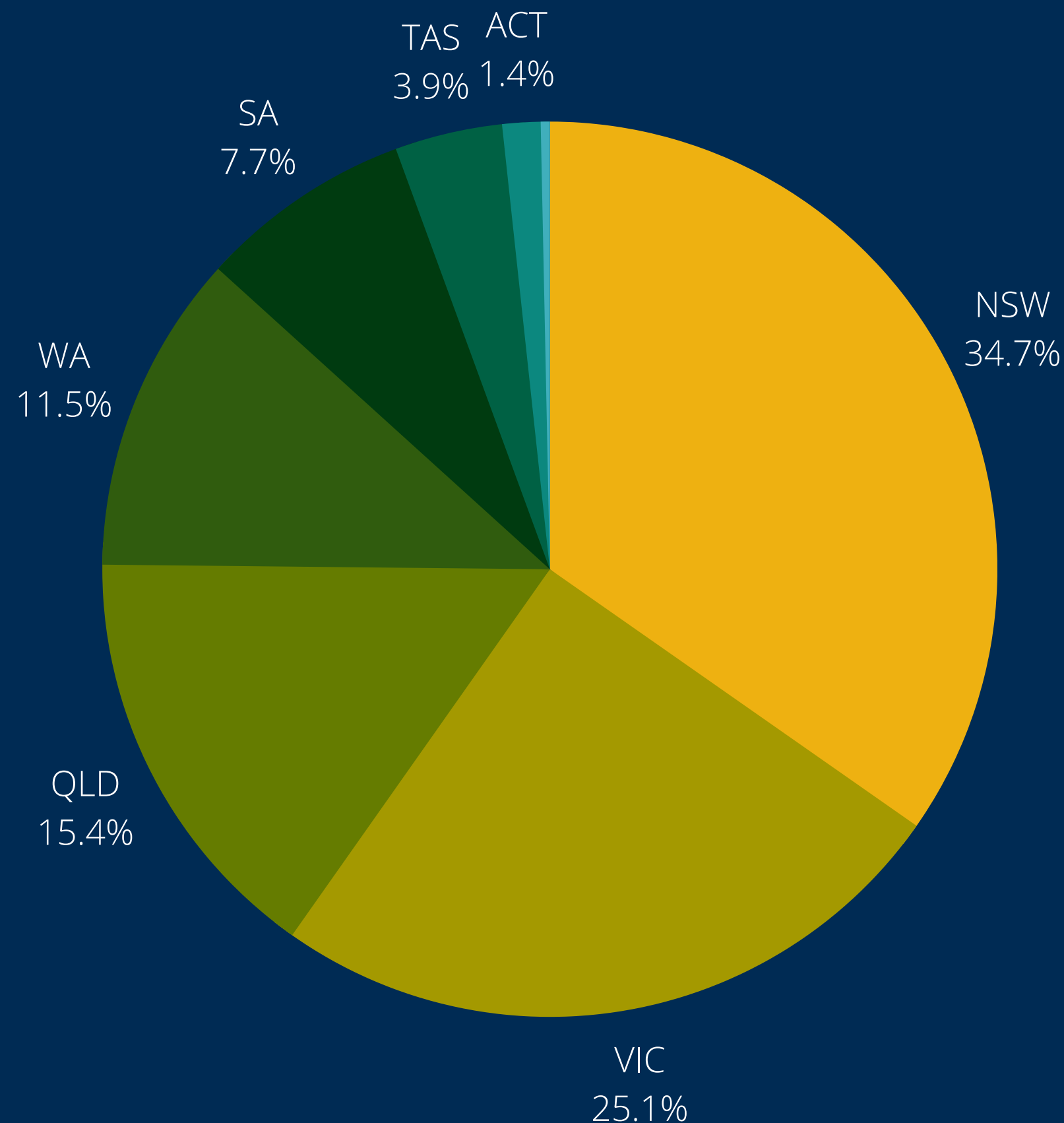
05 Priorities

05

Demographics

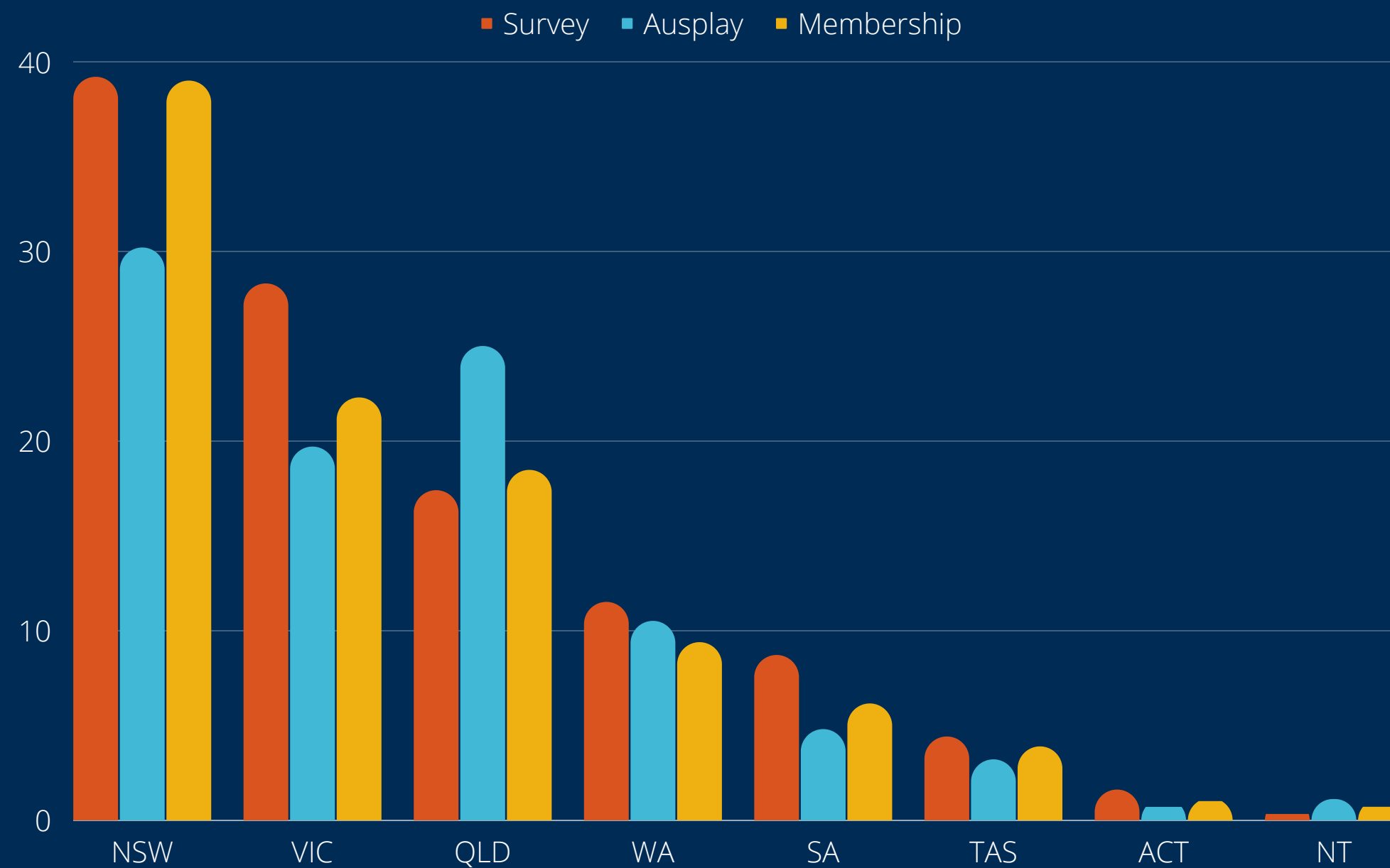
Q1. States & Territories (survey respondents)

Biggest responses from NSW and VIC, reflective of the member population and Ausplay participation data



Demographics

Q1. States & Territories (survey respondents vs AusPlay participants vs member numbers)

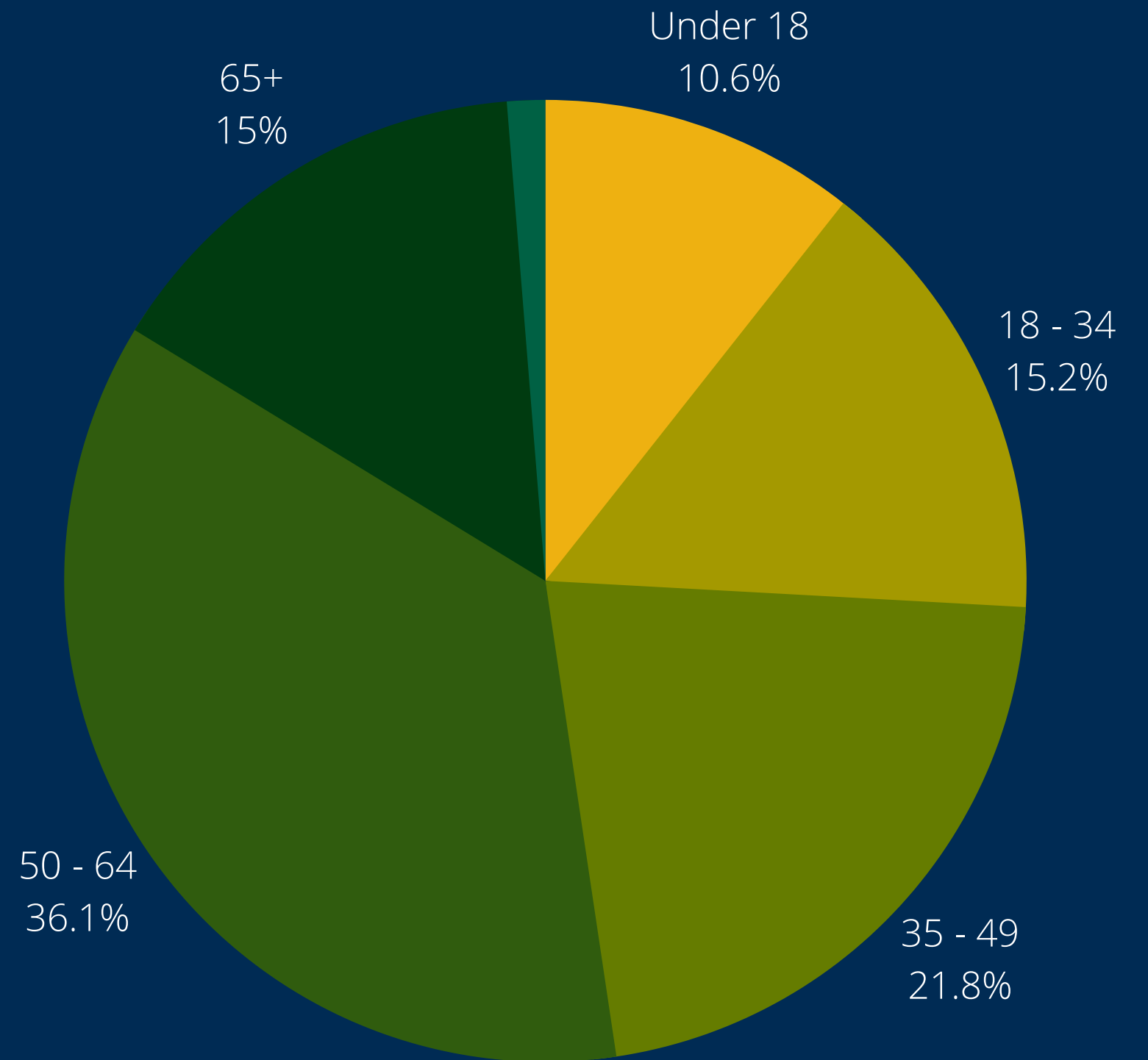


The responses and member numbers are reasonably consistent. The AusPlay participant data varies as expected since the survey was distributed through member channels.

Demographics

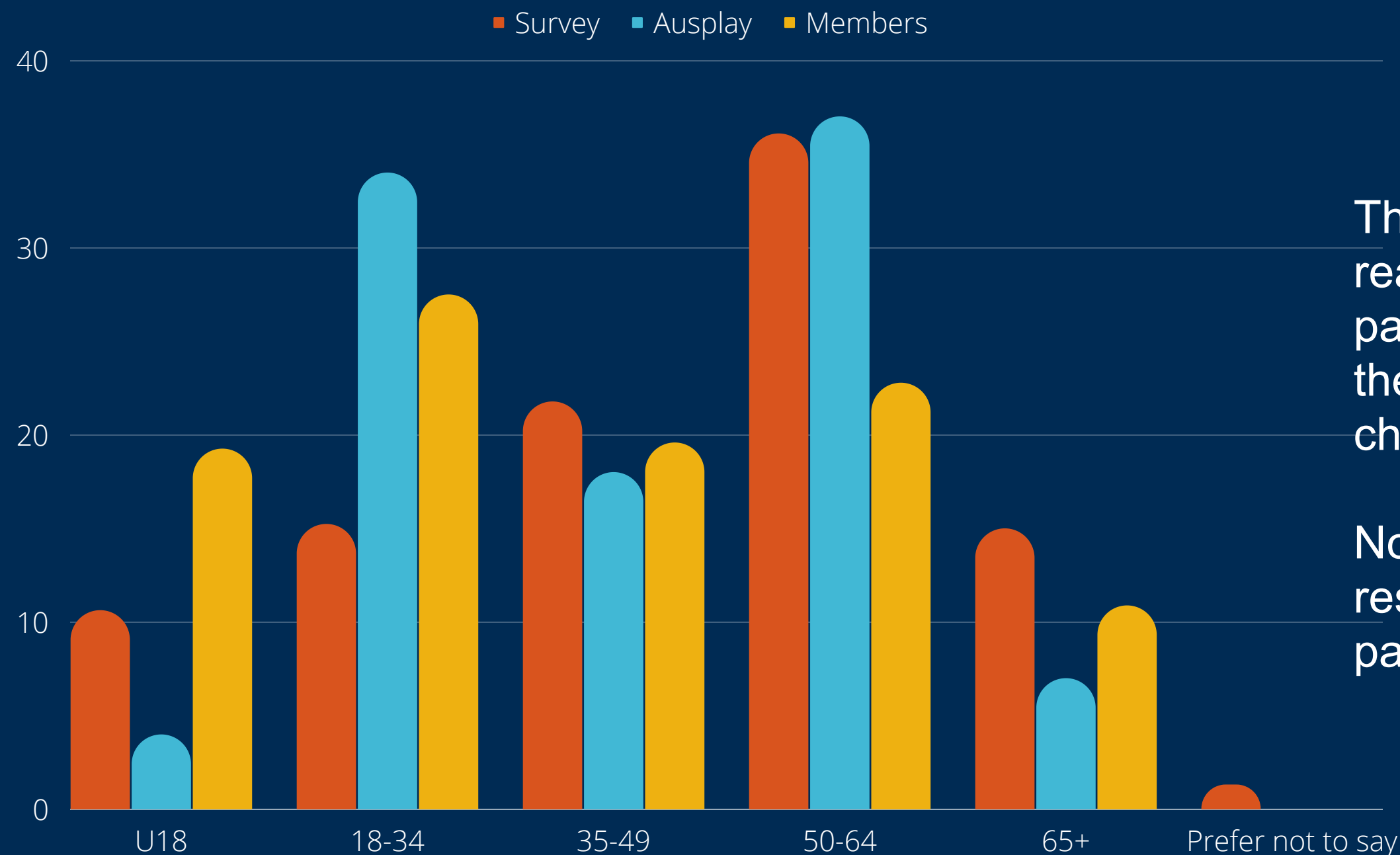
Q8. What is your age

Largest segment of responses came from those aged 50-64



Demographics

Q8. What is your age (survey respondents vs AusPlay participants vs member numbers)



The responses and member numbers are reasonably consistent. The AusPlay participant data varies as expected since the survey was distributed through member channels.

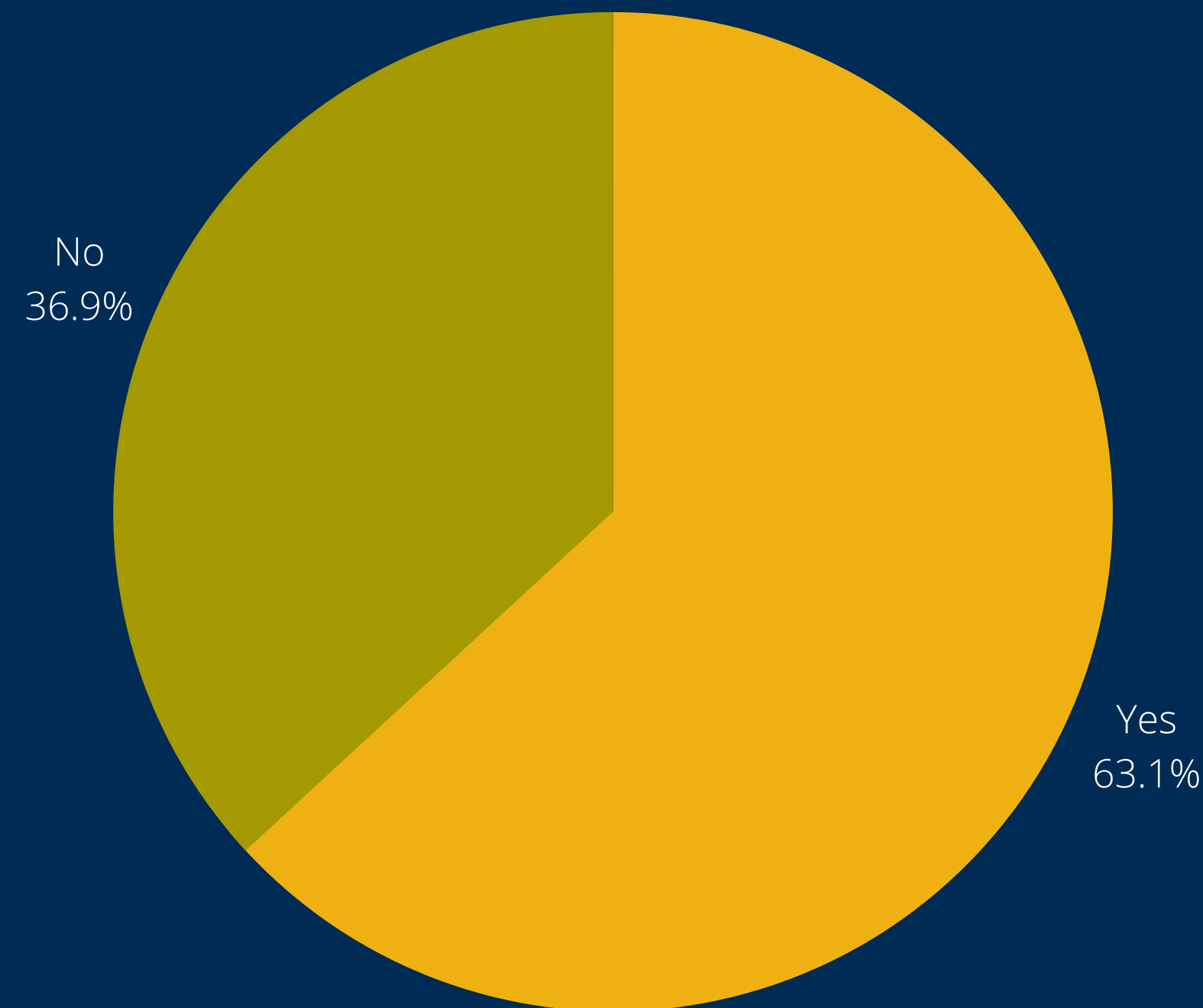
Not as many of our young members responded, but that is likely to be a result of parents responding on their behalf.

Membership

Q7. Current Membership of an EA affiliated club

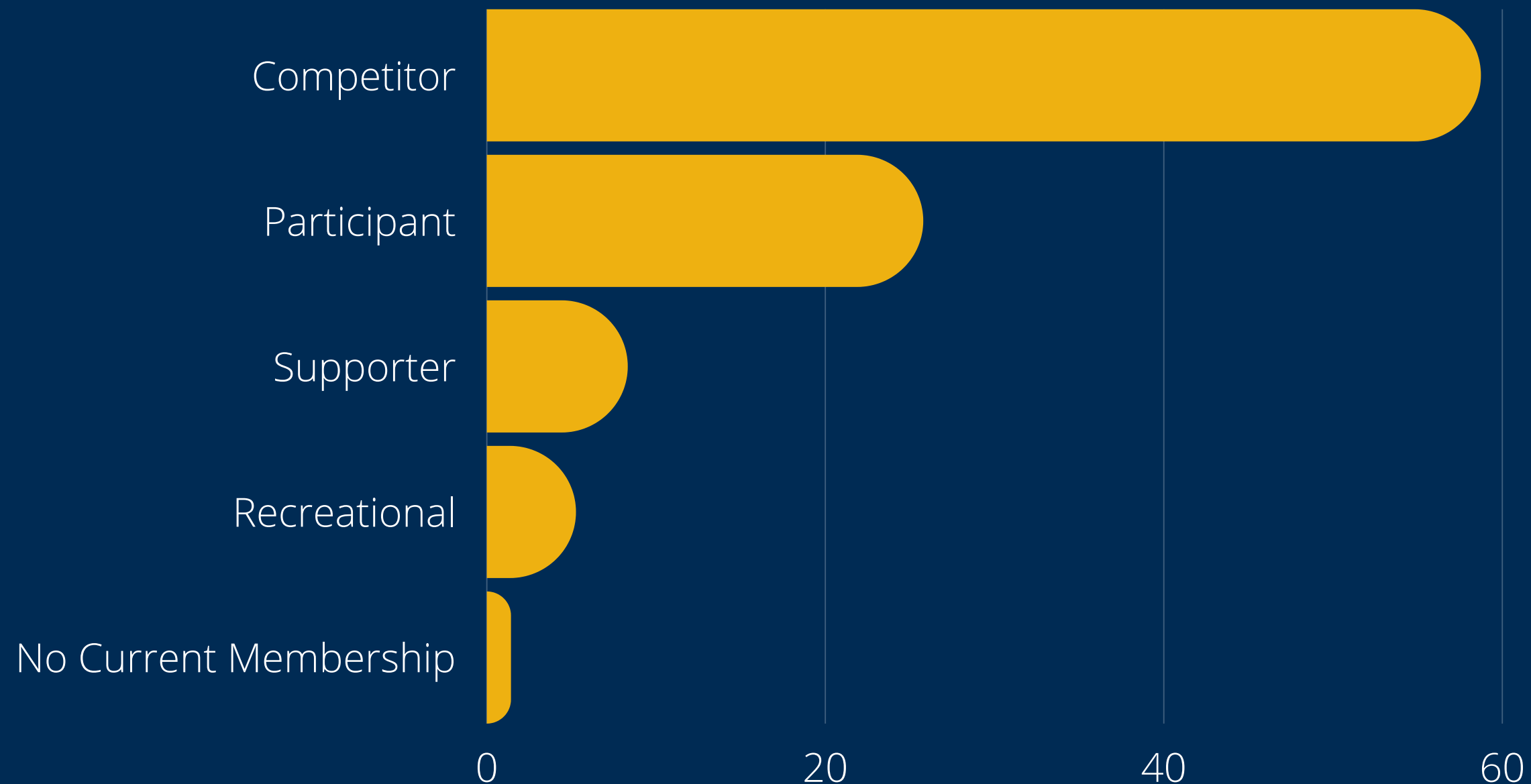
Non-members likely to be a combination of parents, volunteers, officials and industry participants

This is likely to be the case given that the survey invitation was sent via direct channels (rather than broadly distributed) and therefore respondents are likely to be within the Equestrian community.



Membership

Q2. Type of Membership held (survey respondents)



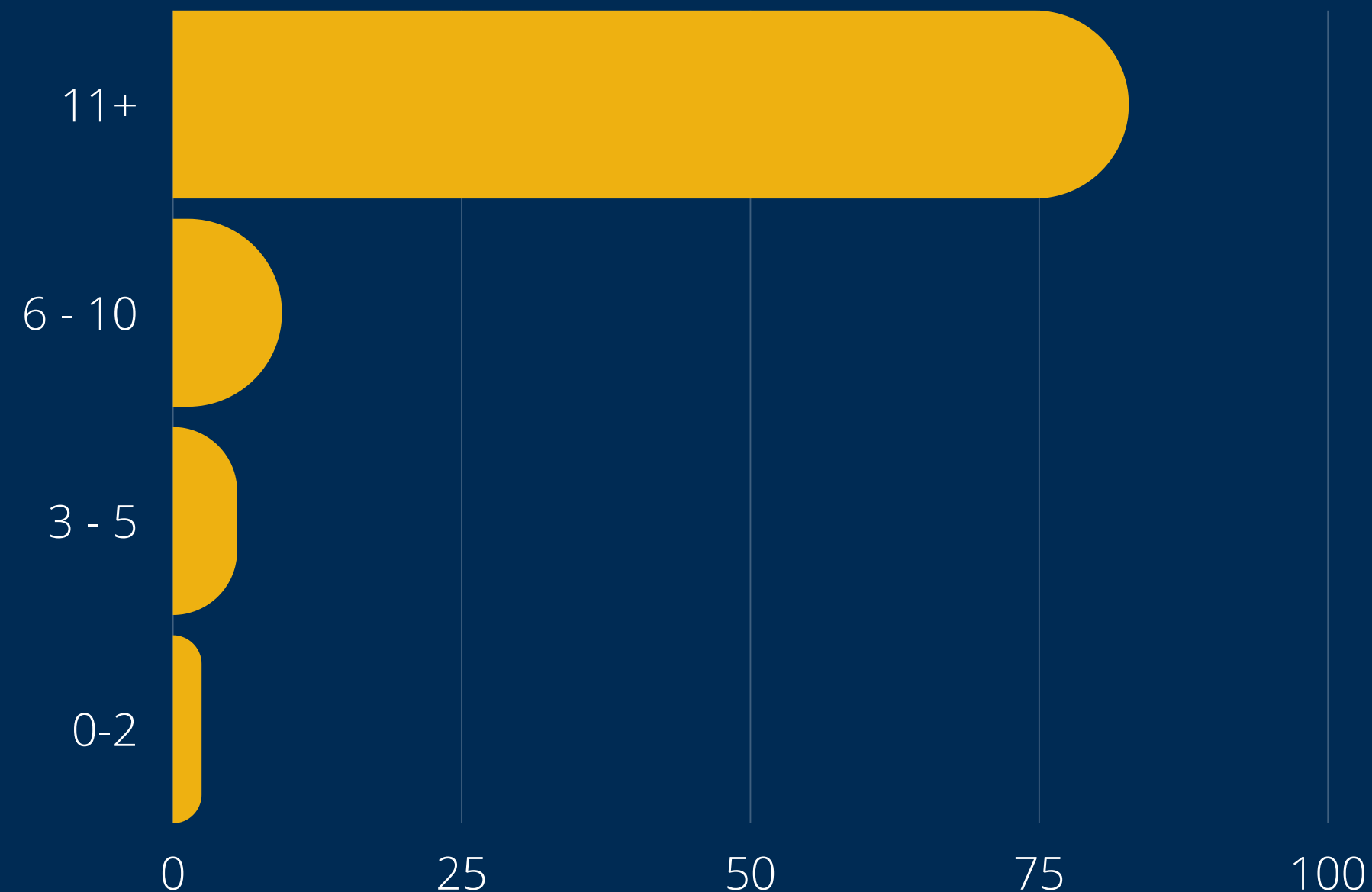
Membership

Q9. Number of years involved in the sport

Respondents have been involved in the sport for a long time, showing they are loyal enthusiasts.

This could also be skewed by the older demographic of responses.

It indicates participants are likely to stay within the sport once engaged, but the strategic challenge/opportunity for the sport is the attraction of new participants.

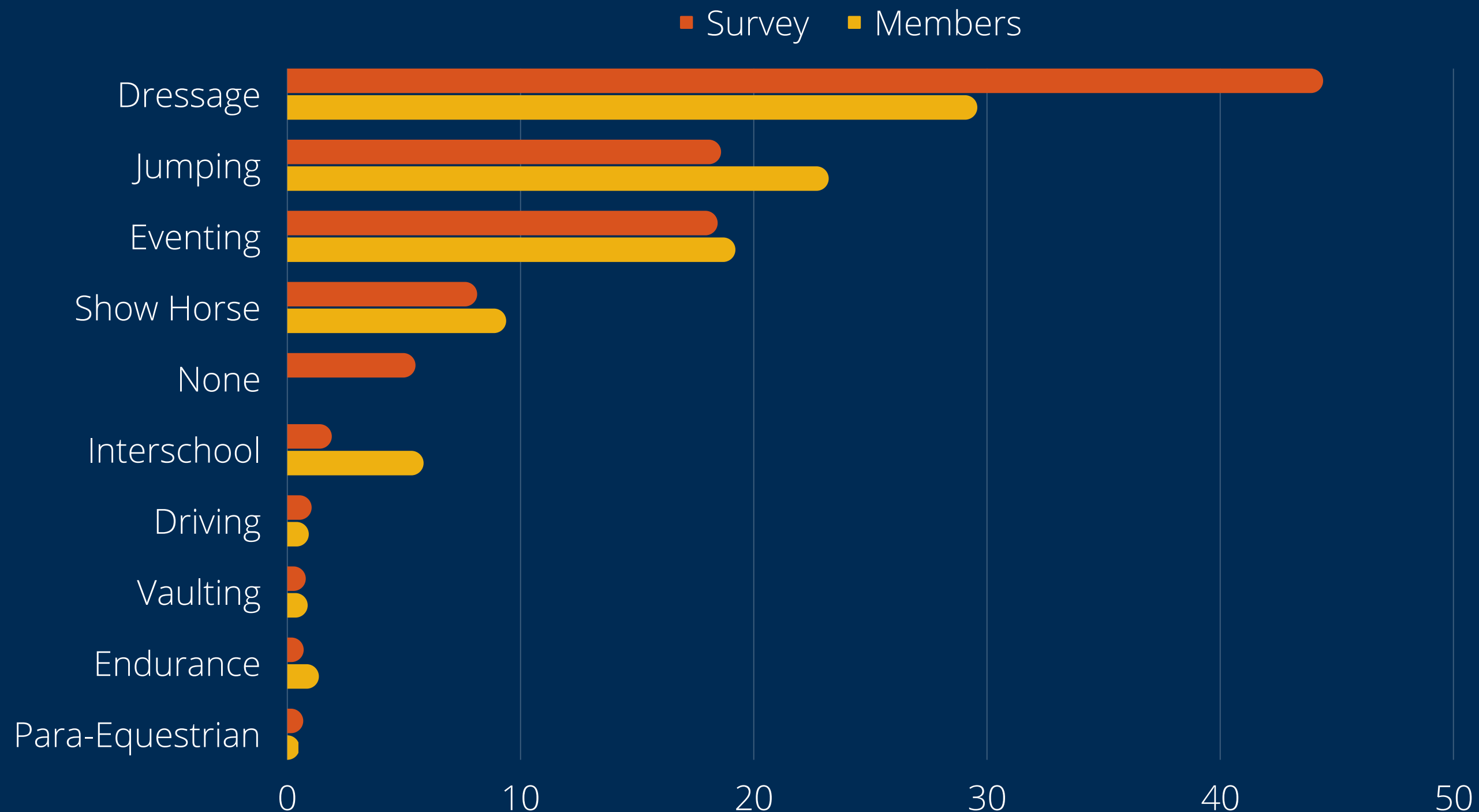


Participation

Q3. Primary discipline in which you participate in

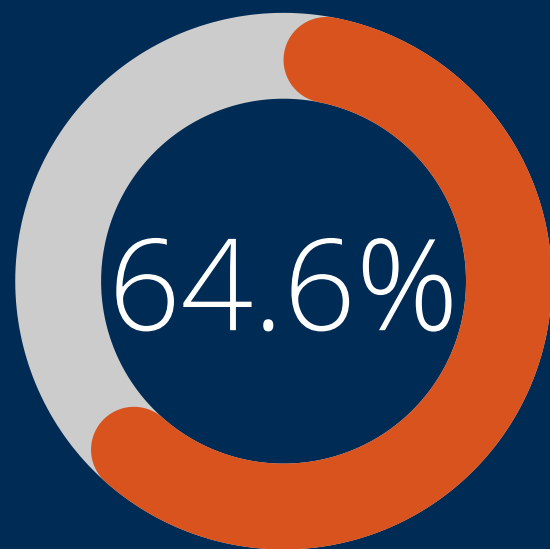
Showing the primary discipline of survey responses against membership.

Those competing in dressage were particularly responsive to the survey.

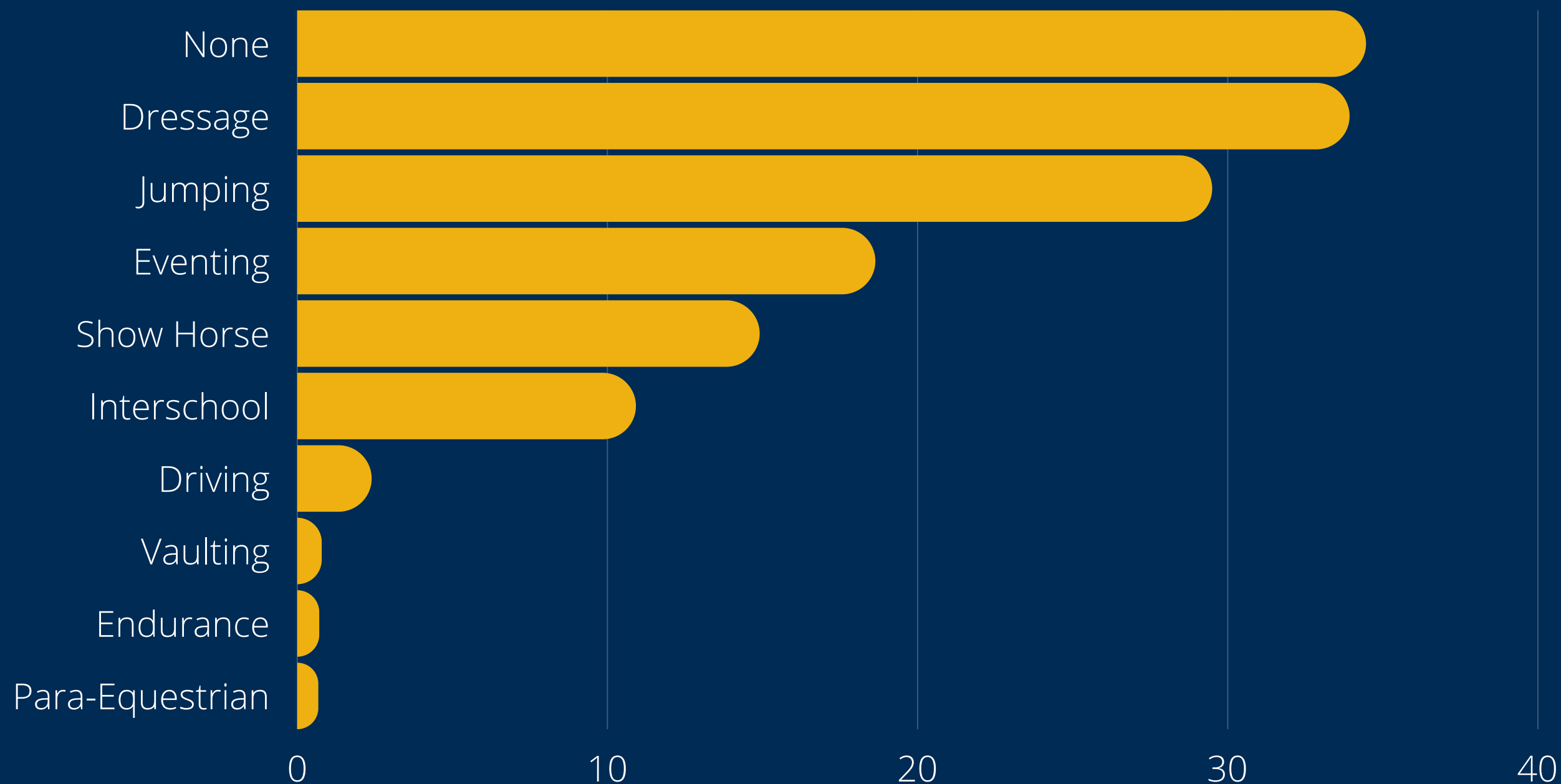


Participation

Q4. Secondary discipline in which you participate in

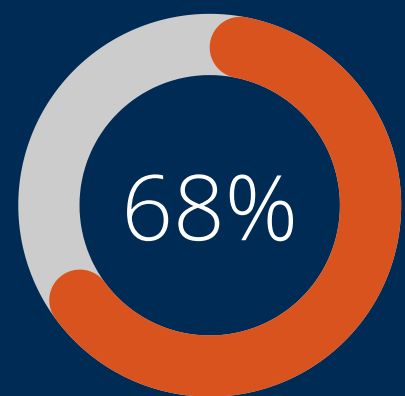


64.6% of respondent compete in more than one discipline.



Participation

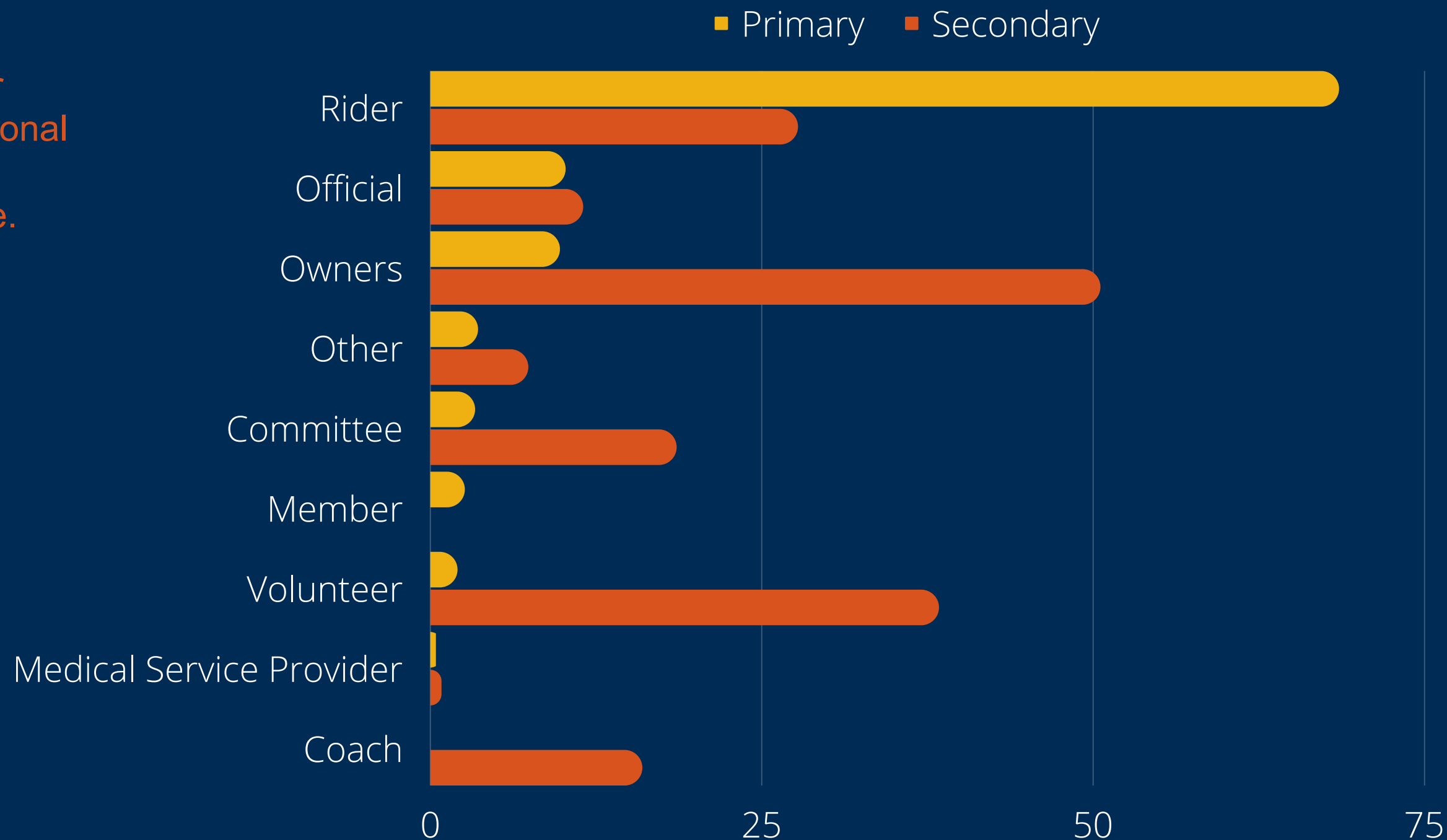
Q5. Primary & secondary role you fulfill within equestrian



68% of respondents identified their primary role as rider, with an additional 27% - indicating that rider was an additional (secondary or other) role.

Most respondents also identified a secondary participation in the sport, indicating multiple roles for most participants.

Of these roles, coaches, volunteers and committee members were highly represented as secondary roles, but were not considered to be the primary role of respondents. This indicates that the increase in these roles within the strategic plan window will most likely come from existing community members with other primary roles (eg riders, etc).



Opportunities

Q10. The biggest opportunities identified for the sport of equestrian in Australia for the next 5 years - top 5.

1



Education

Supporting younger riders, squads, officials, instructors and coaches

2



Youth & Grassroots

Training, development, events & education

3



International Events

Olympic preparation and leveraging 2032 Brisbane Olympics to grow participation

4



Horse Welfare

Horse welfare and health

5



Communication

Transparency and listening to members

Opportunities - Strength

Q11. Biggest strengths for Equestrian in Australia

1



Members

the passion and dedication of members involved

2



Community

Extensive and large community of people involved in the sport, riders, competitors, volunteers, officials, owners and breeders

3



Horses

People's love and devotion to working with horses

Opportunities - Risk

Q12. Biggest risks for Equestrian in Australia - top 5

1



Costs

insurance, competition expenses, upkeep of a horse

2



Declines

membership, volunteers, participation at grass roots and younger members

3



Elitist

Becoming a sport for the elite

4



Culture

improving the culture throughout the sport

5



Governance

Continual improvement on sports governance

Priorities



Q13. The top 3 ranked outcomes in order of importance

TOP 3

- 1 Sustainably increase participation at all levels
- 2 Improve horse wellbeing
- 3 Sustainably increase membership



Priorities



Q13. The bottom ranked outcomes in order of importance

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- 1 Achieving commercial success
- 2 Growth in revenues for fundraising and philanthropy
- 3 Improving governance, compliance and risk management



Priorities



Q14. Rated as extremely important to be collectively working on as an industry

TOP

3

3



Priorities



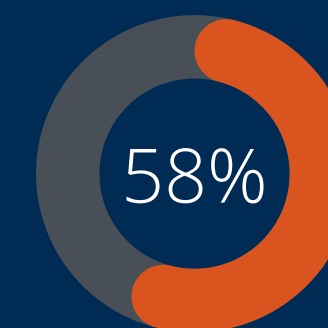
Q15. Do you believe it is more important to focus on increasing the number of participants OR improve the service offered to current participants?

T H I S O R T H A T

Increase participants



Improve services for current participants



said equally important



Priorities

Q16. Do you believe it is more important to focus on engaging more volunteers or improve coach & official development

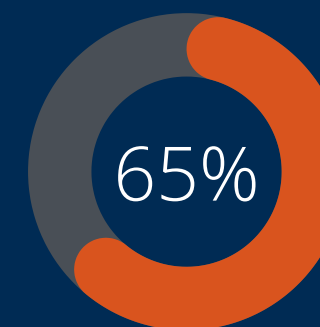


T H I S O R T H A T

more volunteers



develop coaches and officials



said equally important



Priorities



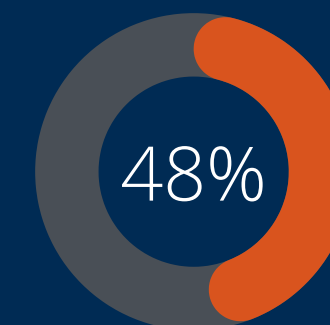
T H I S O R T H A T

Q17. Do you believe it is more important to focus on a clear and simple national pathway or supporting identified national level riders, coaches and officials?

clear national pathway



identify national level riders, coaches, officials








said equally important



Priorities



Q18. Top 10 strategic priorities not currently identified in the survey

- 
1 "Build trust, culture and transparency with stable reliable governance."
- 
2 "Better communication to all members and social media standards and engagement."
- 
3 "Better data management and improved member user experience."
- 
4 "Access for regional and remote areas to resources for education, training, running competitions, coaches and coaching clinics."
- 
5 "Reduction of costs for participants and greater value for membership fees."

Priorities



Q18. Top 10 strategic priorities not currently identified in the survey



6 "Great alliances within the horse sports industry."



7 "Education for judges, coaches and officials."



8 "Development of policies and guidelines for equestrian sport."



9 "Development of national database and horse register for the sport."



10 "Reduce duplication and develop shared services."



Next Steps

For the Nationally Aligned Strategic Development and Structure Reform

- 1** EA to conduct industry interviews to qualify survey findings and develop greater insight from key stakeholders.
- 2** Collaborative workshops to develop strategic plan starting with purpose, vision, mission and values for our industry.
- 3** Working Group to research top international equestrian country operating structures, strategy and revenue streams.





Thank you

