

STRENGTHENING GOVERNANCE AND SUSTAINABILITY

Pony Club of Western Australia



BACKGROUND

APony Club Western Australia (PCWA) is a statewide, volunteer-driven sporting organisation with a membership base of over 3,000, spanning metropolitan, rural, and remote communities.

As part of a global Pony Club movement, PCWA plays a vital role in fostering grassroots equestrian sport, youth development, and community engagement, with members ranging from young riders and youth and young adult leaders to coaches, volunteers and officials.

With its deep community roots and a proud legacy of equine education, PCWA identified the need for a clear, future-focused strategy that would strengthen its responsibility as a community equine sporting platform while ensuring long-term sustainability, good governance, and a strong culture of inclusion.

Sun North Consulting was engaged to develop a 5-Year Strategic Plan and detailed Action Framework that would both honour PCWA's heritage and equip the organisation to thrive in a fast-changing sporting and community environment.

Sun North Consulting applied a diagnostic, inclusive, and governance-led approach to ensure the strategy was robust, member-informed, and actionable.



Sun North
Enterprises

OUR METHODOLOGY

Key elements of the methodology included:

Unpacking Current Practice

We analysed how PCWA's operations, events, governance, and membership support were being delivered, identifying areas of strength as well as gaps that could impact sustainability and growth.

Engaging the Membership Base

With over 3,000 members across diverse locations including metropolitan hubs, regional towns, and remote rural communities, it was essential to create authentic open dialogue. We utilised surveys, peer groups, and conversations with clubs, sponsors, volunteers, zones, coaches, officials, families, and partners, ensuring youth voices and grassroots perspectives were central to the strategy.

Sustainability and Resilience

We explored what makes PCWA sustainable as a sporting and community organisation: financial resilience, member retention and value, safe and inclusive participation, and volunteer support.

Embedding Best Practice Governance

Governance was positioned as the backbone of the strategy. We applied frameworks of transparency, accountability, and integrity, ensuring the Board and leadership teams had a clear foundation for decision-making and risk management.

Action-Oriented Design

The strategy was translated into a comprehensive action plan, with clear responsibilities, timelines, and success measures to support delivery across all levels of the organisation

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STRATEGIC PRIORITIES

Stakeholder Engagement and Legacy Leadership:

Foster authentic, two-way engagement with members, clubs, zones and stakeholders to ensure all voices are valued, while building leadership capability across youth, volunteers, and officials to secure PCWA's legacy.

Equine Welfare and Ethical Equine Skill:

Embed global best practices in equine care, welfare, and training across all levels of Pony Club WA, ensuring the organisation sets standards for ethical equestrian sport.

Inclusion, Diversity, Accessibility:

Ensure Pony Club WA is welcoming and inclusive for all communities — regardless of location, background, age, discipline, ability, or access to a horse — strengthening its role as a youth sporting pathway and inclusive grassroots movement.

Responsible Governance and Sustainable Operations:

Ensure PCWA's operations, events, and organisational delivery are environmentally responsible, financially resilient, and governed with transparency, accountability, and integrity.

THE OUTCOMES



A unified 5-Year Strategic Plan endorsed by the Board and guided by members, reflecting the voices of the grassroots community.



A detailed action plan that ensures accountability, sustainability, and measurable progress.



A strengthened governance framework, enabling the Board to make clear, future-focused decisions.



Greater confidence across the 3,000+ member base that their needs and aspirations are shaping the organisation's future.



Clear positioning of PCWA as a leader in youth equestrian sport, equine welfare, and community inclusion across Western Australia.



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