



GAUTENG EQUESTRIAN FEDERATION

www.gautengequestrianfederation.co.za

Proposed SAEF 2019 Budget

We have been presented with a proposed SAEF National budget and associated subscription fee for 2019.

SAEF Gauteng Exco are of a view this is both un-defendable to our individual memberships and sets a dangerous precedent to subsequent SAEF committee members. As such we request your endorsement of the following proposal to be proposed and discussed at the forthcoming SAEF National council meeting 13th October 2018.

We feel this must be a provincial proposal across our constituent equestrian community to carry any weight.

Please let us have your endorsement on or before close of business Tuesday 9th Oct 2018.

Gauteng Equestrian Federations proposal is as follows;

The 2019 budget has highlighted the urgent need for Equestrian as a whole to review its current business model. Having now had two years to operate under the prevailing constitution and structures, it is obvious as equestrians, we are failing in our primary objective of growing our sport. This begs the question why?

SAEF has disclosed that their membership base is smaller than first thought and thus they need to try levy a bigger budget across a smaller membership base.

That situation provides the following insights and subsequent actions to rectify.

- 1.1. The membership base is too small and needs to be much larger.
- 1.2. The costs of running SAEF are very high and one is unclear on what deliverables are expected from the SAEF, its constituents and how Equestrian sport is likely to benefit
 - 1.2.1.1.1. The systems and administration processes that exist currently within Equestrian sport are fragmented and inefficient where clubs, DAs and SAEF all run on different systems that require many people to manage these systems. There is no strategy we are aware of that seeks to re-engineer the equestrian systems that will create efficiencies in the sport. This situation is driving

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up the costs and again without a good reason for the average rider to join SAEF and the DA's, the membership numbers are likely to fall further as fees go up every year.

- 1.3. The fact that SAEF is the authorized body that legitimizes Equestrian sport is a good starting point, but it has to provide some tangible benefits that are felt far and wide within the Equestrian Community. Thus SAEF, now that their structures are all established, need to deliver real value to members.

We need to explain the benefits of membership and incentivize this by demonstrating clearly what Membership brings; for example: the ability to participate in equestrian sport at a standard equivalent to anywhere else in the world, to get regional, provincial or national Colours, have access to FEI benefits such as coaching clinics and whatever else FEI membership brings to SA, and lastly access to Government funds which are effectively utilized to grow Equestrian sport. We do not see any of these issues or items being clearly articulated as real or perceived benefits of membership.

- 1.4. There is no method or process to attract every level of rider to the sport. How do we widen the net and get every level of rider to be part of the system? Having a tiered fee structure where people pay for what they want could be a good starting point. This means clubs and DAs need to be guided and incentivized to set up a tiered fee structure where club members pay a smaller amount to compete at a local (club) level and provincial & upward level riders pay something more to get graded points up to a certain level. Top riders would then pay a bit more again to compete nationally and get recognition and grading at the higher levels. So the more you want out, the more you pay. As an entry point SAEF membership, while compulsory to join a club of your choice, must we believe, be offered free of charge for individuals wishing to participate initially only at club level.

This tier of fees needs to be uniform and consistent across the structures so that each DA is aligned to SAEF to widen the membership net. Clubs should thus have entry level membership that restricts them to shows at a club level and should go up as riders want more from their clubs. This fee tier system needs to be reconciled with DAs and SAEF. Overseas this methodology has been very successful in driving equestrian growth.

- 1.5. We do not see any cohesion between SAEF, DAs or clubs. For example, the chair of arguably the biggest and most influential club in SA (KPC) which hosts the most prestigious events in the country have never been invited to any form of strategic debate or discussion on how to grow our sport and improve the systems and processes. Clubs are left alone to survive on their own and are asked to comply with numerous rules and regulations which end up driving up costs to each club member. If clubs are the lifeline to growth, then there is very little that SAEF and the DAs are doing to help clubs grow membership. We must commit to addressing this during 2019.

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- 1.6. SAEF have spent a few years now setting themselves and the structures up and all the bodies and constitutions are now settled. It is now the time to chart the way forward that is not administrative but strategic in nature.
- 1.7. SAEF need to set the tone for the sport as they are answerable to Government and should provide the corporate governance, with overall guidance and support on how best we create a constantly improving Equestrian sport environment to all constituents.

Proposal

SAEF budget must reflect the cost of fulfilling a credible and workable strategy that follows the Mission of SAEF and that filters down and across the structures to club level.

The budget must produce key deliverables and outcomes as articulated herein that will help grow and benefit Equestrian sport. These deliverables must be measurable with targets and objectives clearly laid out.

These deliverables should be aligned with DAs and clubs so there is harmony in the outcomes and we all work in sync to achieve the same things.

Therefore we suggest a small workshop of a representative group of DAs, provinces and clubs get together to craft a combined National SAEF strategy that is clearly and regularly articulated to our membership. For 2019 we must commit to and focus on consolidating and reducing our combined administrative cost and subsequent cost burden to our members, attracting new and previous members into the SAEF structures, thus spreading the cost burden. This will go a long way to restoring the credibility of all SAEF structures in the minds of our members.

Given the aforementioned is articulated and executed during 2019; we propose 2019 fees are 2018 + CPI, in conjunction with a once off special levy to plug the resultant gap in the 2019 budget. This must go hand in hand with a clear and well-articulated message to our members that for **2020 fees across Equestrian will at worst be 2019 + CPI or less.**

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