The background is a light blue gradient with several decorative elements. On the left and right sides, there are circular silhouettes of a rider on a horse. In the center, there are several overlapping horseshoes of varying shades of blue. The text is centered in the middle of the page.

**Central Western Dressage
Group Inc**
Sept/Oct 2024 Survey
Results

CWDG Survey Feedback Report

OVERVIEW

The survey aimed to capture members' preferences, concerns, and suggestions to inform CWDG's future direction. With 48 responses, it reflects a range of views on club activities, areas for improvement, and overall satisfaction.

SUMMARY OF KEY FINDINGS

Feedback was categorised into four areas:

- **Membership Status**
- **Activity Preferences**
- **Technology Confidence**
- **Suggestions for Improvement**

The survey showed strong support for the club, alongside specific requests for improvements in accessibility, community engagement, and club offerings.



Findings

A. Membership and Activity Preferences

CURRENT STATUS

The majority are active or recent members, showing a committed base. There's also **interest from new and past members**, indicating opportunities for engagement and retention.

ACTIVITY PREFERENCES

Members indicated a strong preference for **training days, open arena days, and clinics**. Additionally, many expressed interest in **social activities, camps, and combined training** days. This feedback underscores the desire for a **diverse program** that includes both **formal and informal opportunities**.



Findings

B. Technology Confidence and Support Needs

TECHNOLOGY USE

Some respondents are confident in using club technology for scoring and volunteering, but others expressed uncertainty or preference for traditional methods.



Findings

C. Suggestions for Club Development

FACILITY ACCESSIBILITY

Members expressed a desire for more **frequent facility access**, including **casual open days** and **young horse days**. Suggestions for facility improvements included **closer parking**, **power-enabled stabling**, and **seasonal event adjustments**.

JUDGING VARIETY

Some members mentioned a need for **diversity in judging** to avoid repetitive feedback, particularly **for lower levels**. Expanding judge rotation could enhance rider experience and fairness.

EDUCATIONAL PROGRAMS

There is a call for workshops focused on **biomechanics, health, and welfare**, aligning with current trends in equestrian care.

COMMUNITY ENGAGEMENT

Respondents suggested **social events** for new members and incentives, like **reduced entry fees**, to reward volunteers.

VISUAL BRANDING

Suggestions for a **new logo** and visual identity reflect a desire for the club to adopt a more **modern image**.



Findings

D. Inclusivity and Safety

POSITIVE, INCLUSIVE ENVIRONMENT

The “**Harmony Award**” received positive mentions, signaling the importance of **recognising sportsmanship**. Ensuring a safe environment, particularly during **mixed-skill clinics**, was also a priority for members.



3

Looking
to Join

9

Past
members

Current Status Membership

30

Current
Members

5

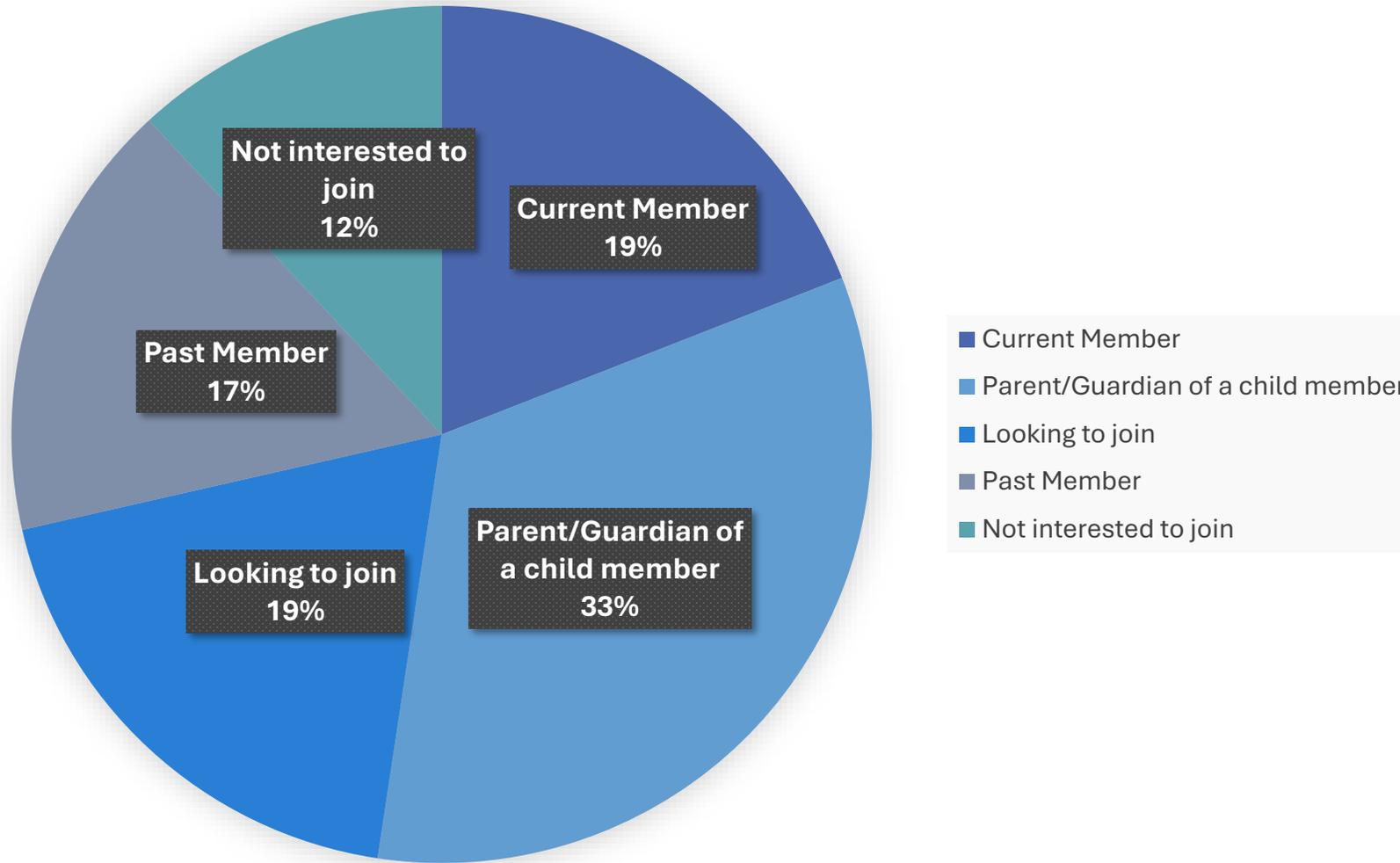
Parent/Guardian
of a child member

1

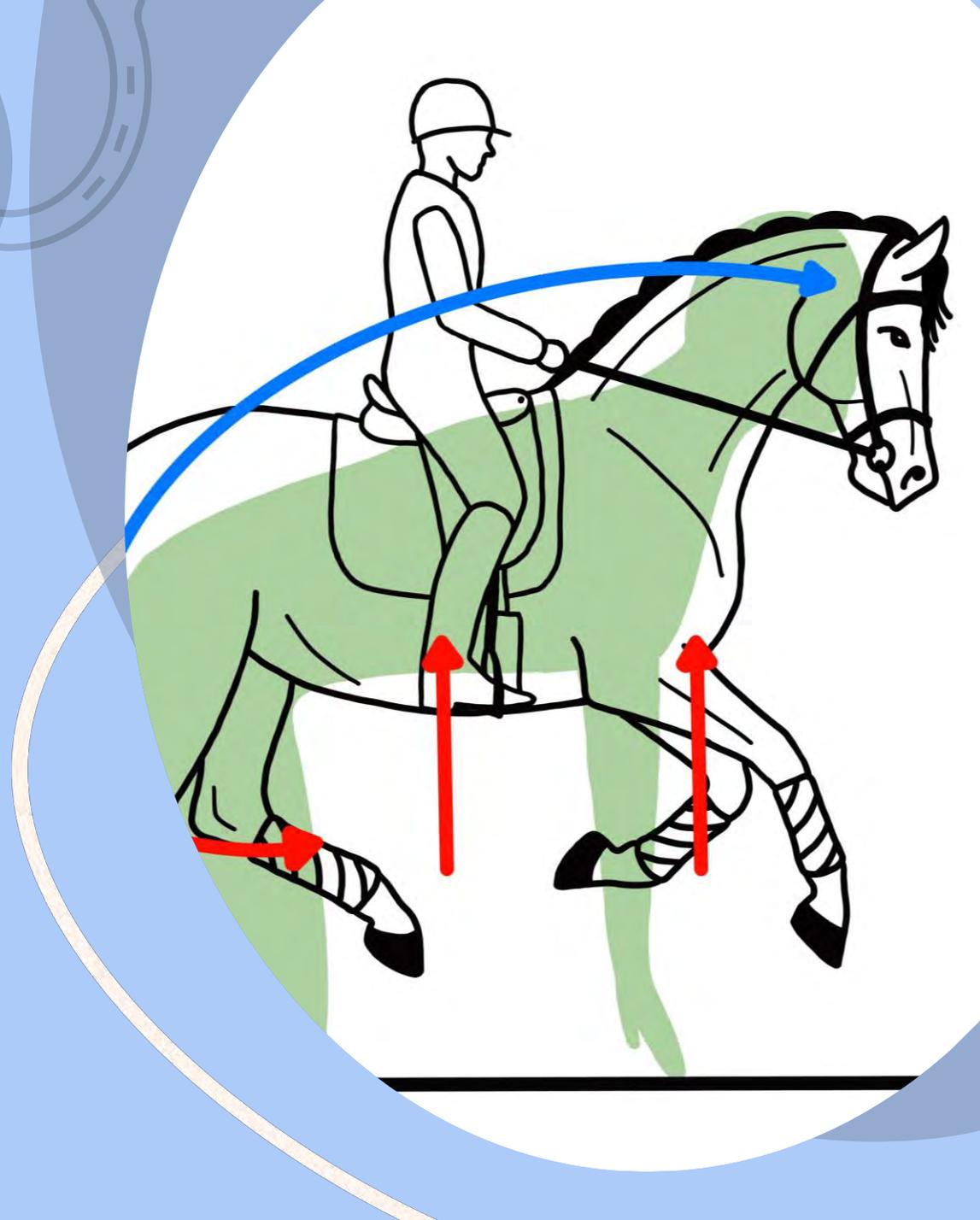
Not
interested
to Join



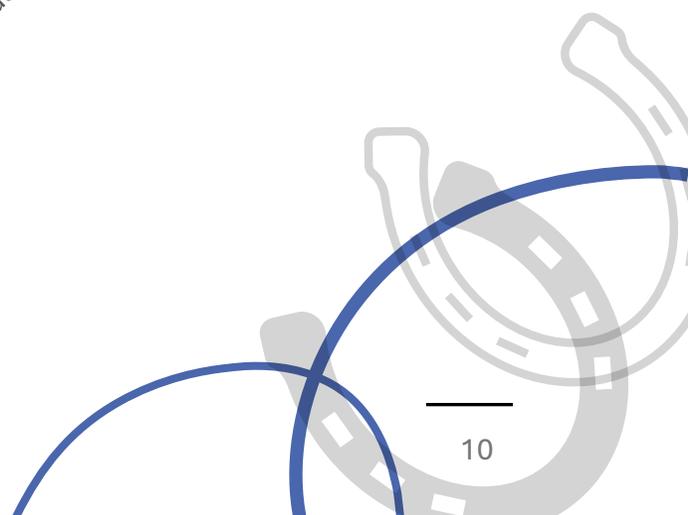
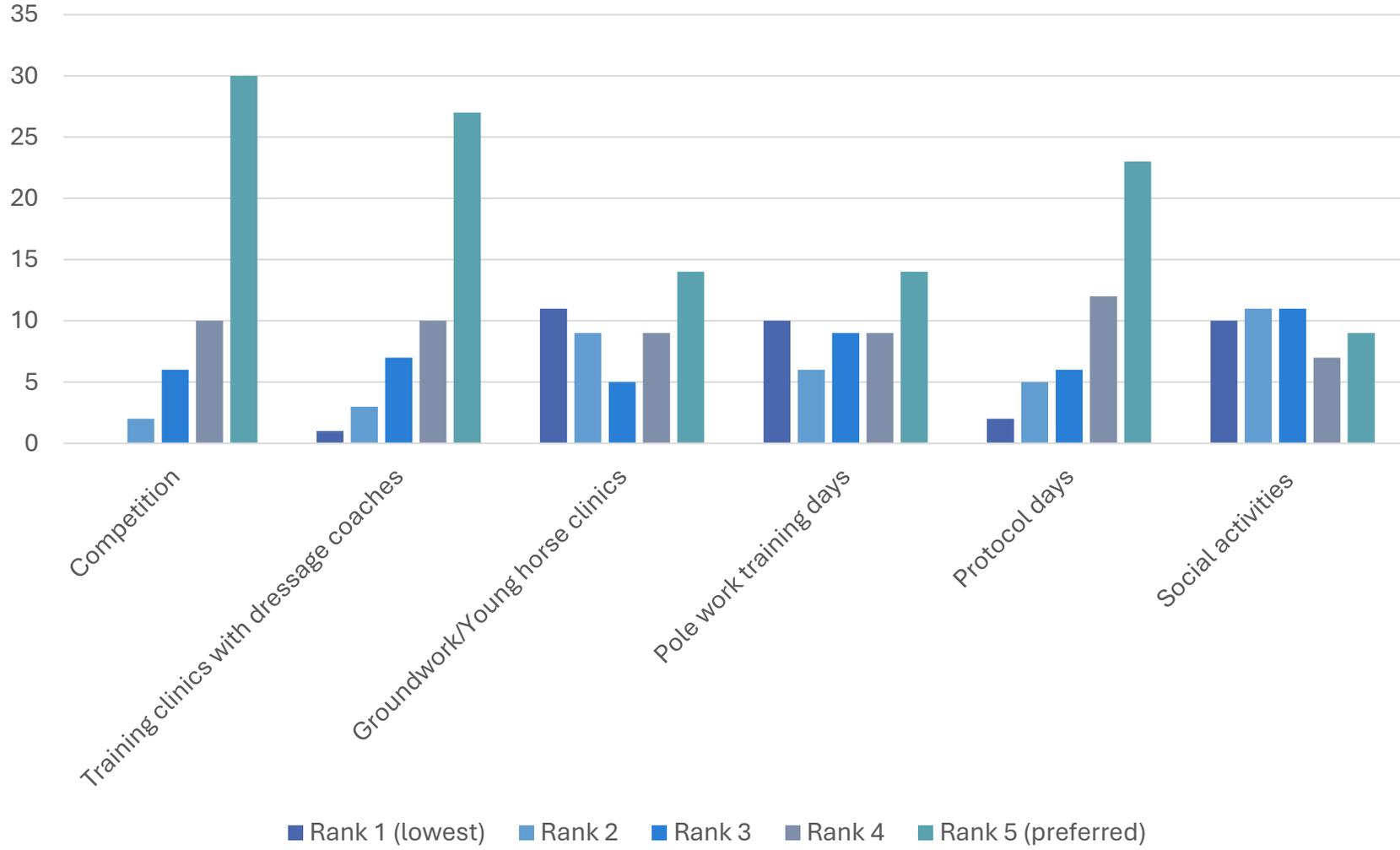
Current Membership Status



CWDG Club Activities Preferences



CWDG Club Activities Preferences



OTHER CWDG Club Activities Preferences

MISCELLANEOUS/GENERAL:

- Education off horses
- Central west is a fantastic club, all activities are wonderful
- Happy with opportunities
- Can't think of anything/Nil/Not sure

TRAINING DAYS & PROTOCOL DAYS:

- More protocol/training days
- Young or green horse days
- Medium lvl + unofficial
- More protocol days
- Arena familiarisation days

CAMPS & CLINICS:

- Camp
- Young rider clinics
- A camp like Young Dressage?
- Training weekends with a variety of coaches and training opportunities
- Clinics with extended ride time for young horses
- Horse and rider prep for a competition
- Judge clinics
- Grow the younger generation with young rider clinics
- Clinic to demystify roles like pencilling, scoring, and gear check

COMBINED TRAINING:

- Combined training

SOCIAL ACTIVITIES:

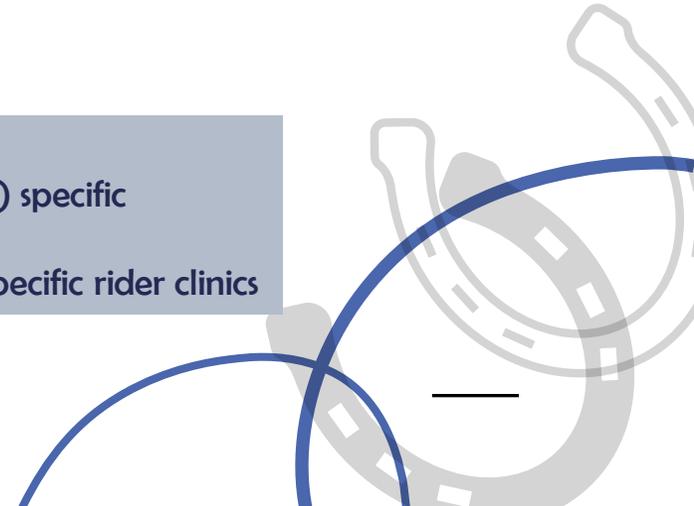
- Another mid-winter event for fun and socializing
- Always drinking wine
- Nightly dinner and camping during training weekends

OPEN ARENA DAYS & FAMILIARISATION:

- Open days to use indoor and outdoor arenas
- More days if possible to be held
- Members days to bring horses and ride scheduled in arenas
- Having the indoor available for riding young horses
- Ride the Arena days on weekdays with coffee and member support
- Arena familiarisation days

SPECIFIC RIDER/GROUP FOCUS:

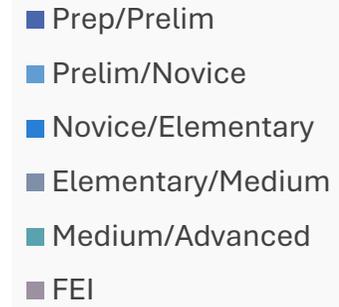
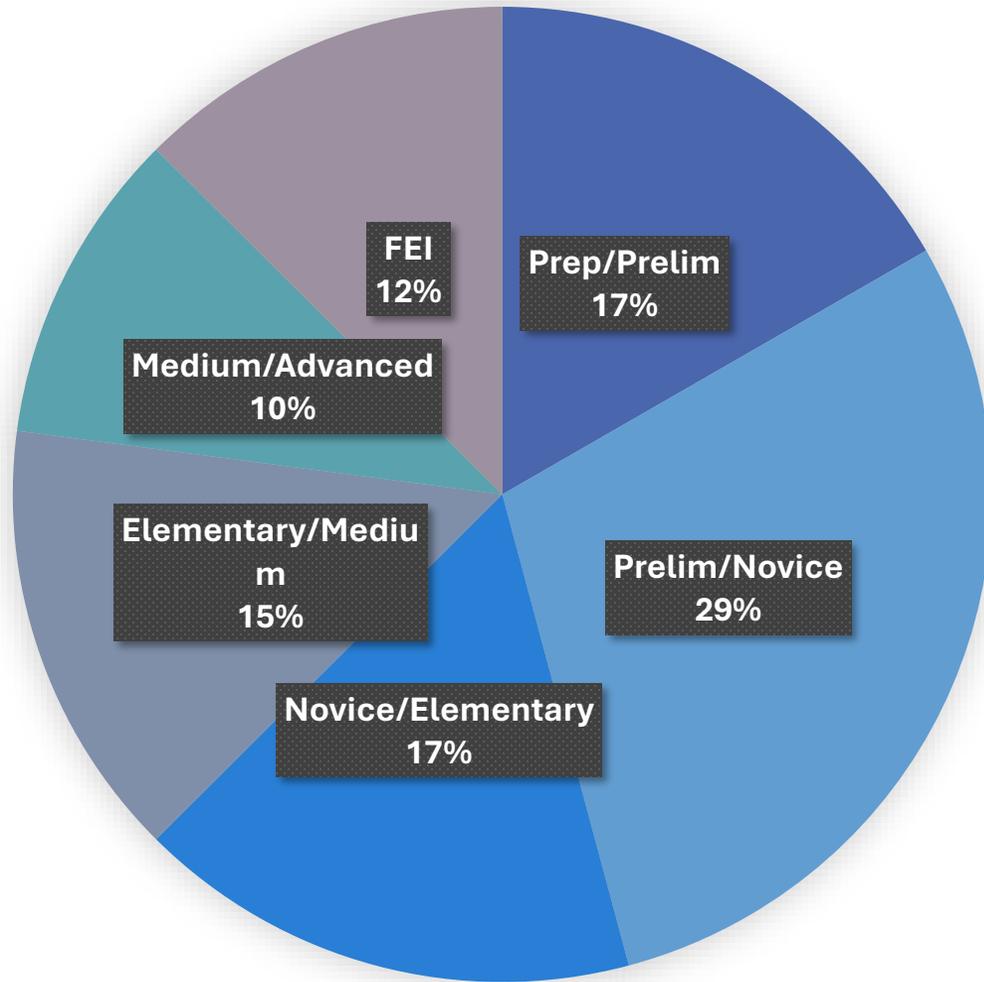
- OTTB (Off The Track Thoroughbred) specific dressage classes or leaderboard
- Growing younger generation with specific rider clinics



Rider Dressage Level



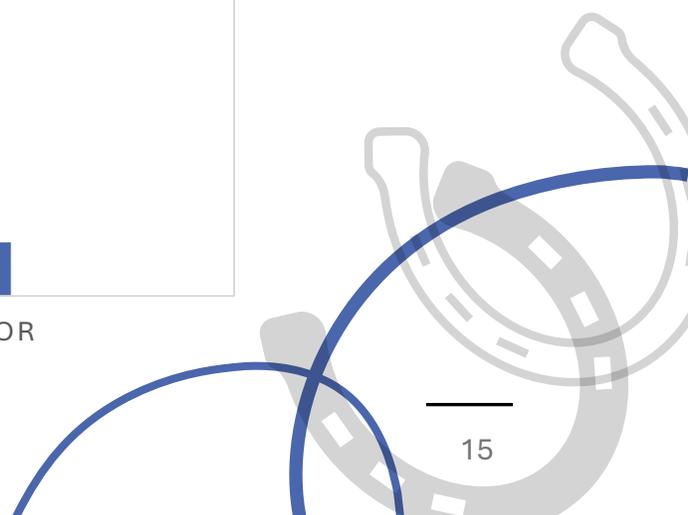
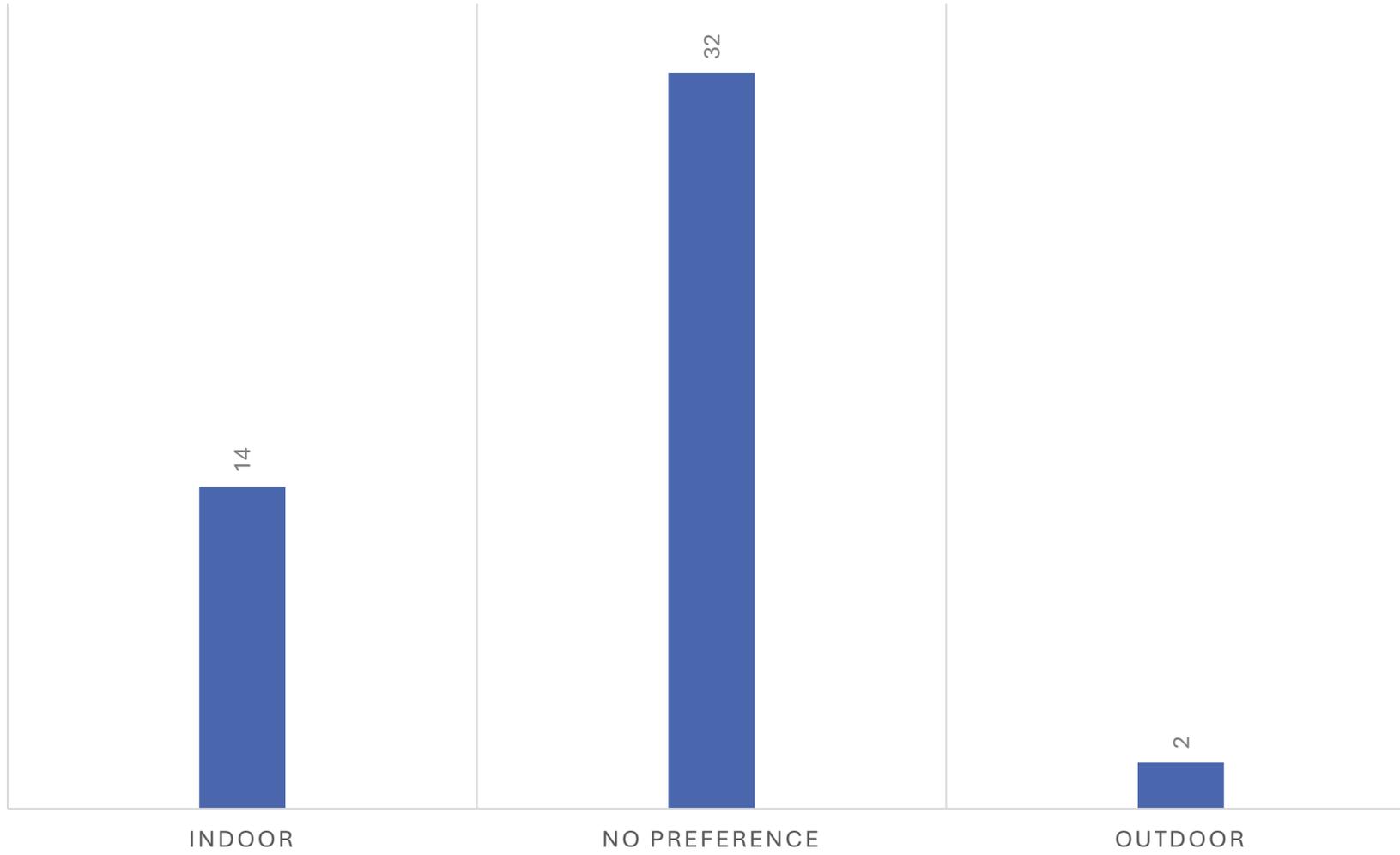
Rider Dressage Level



Competition day arena choice



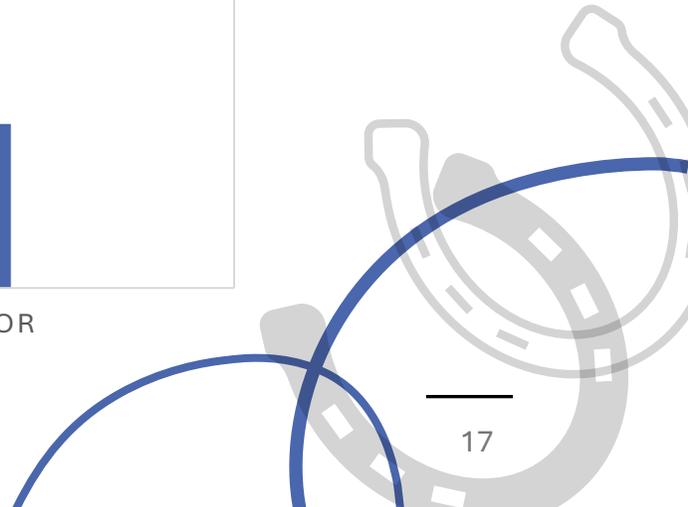
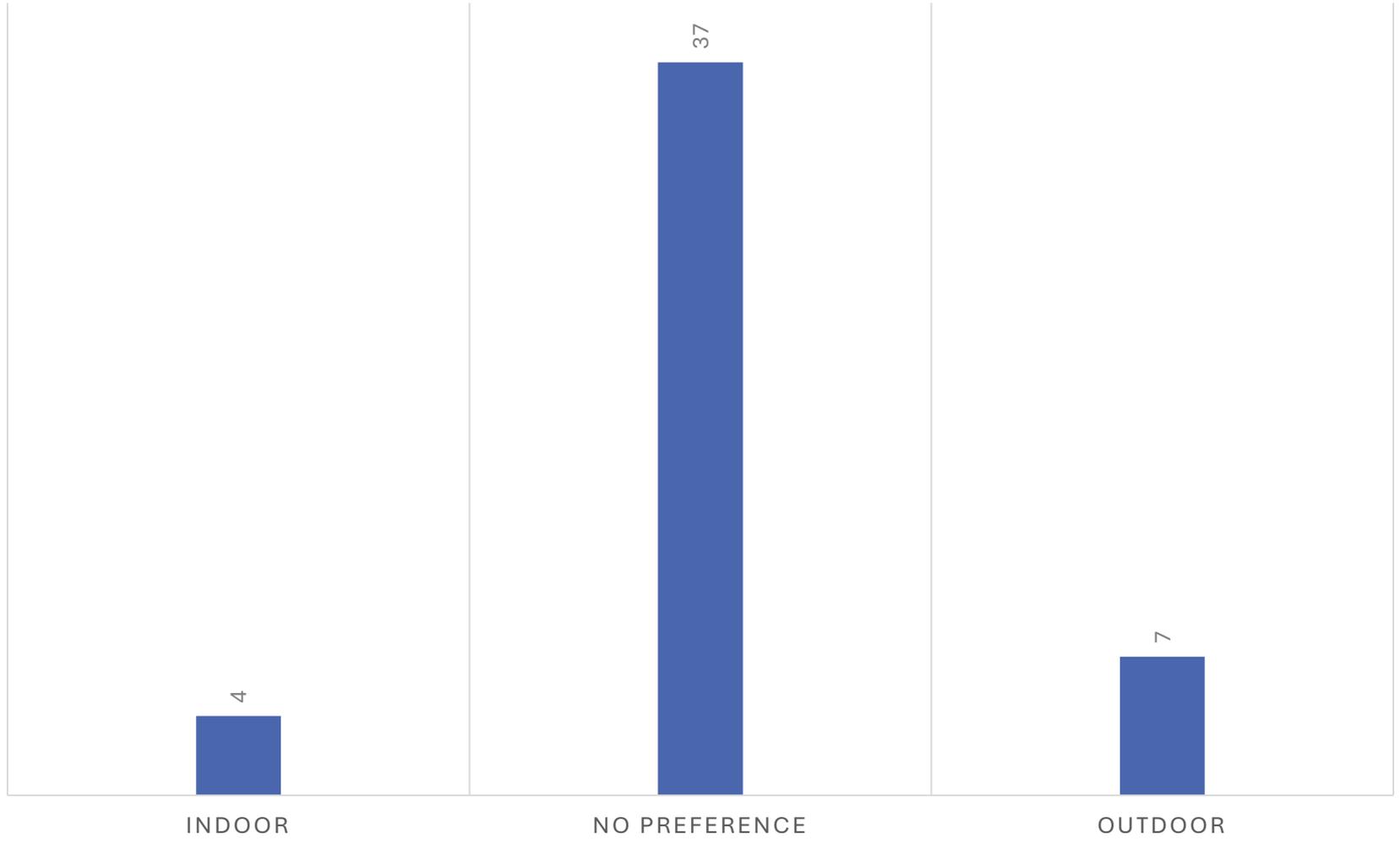
COMPETITION DAY ARENA CHOICE



Warm up arena
choice



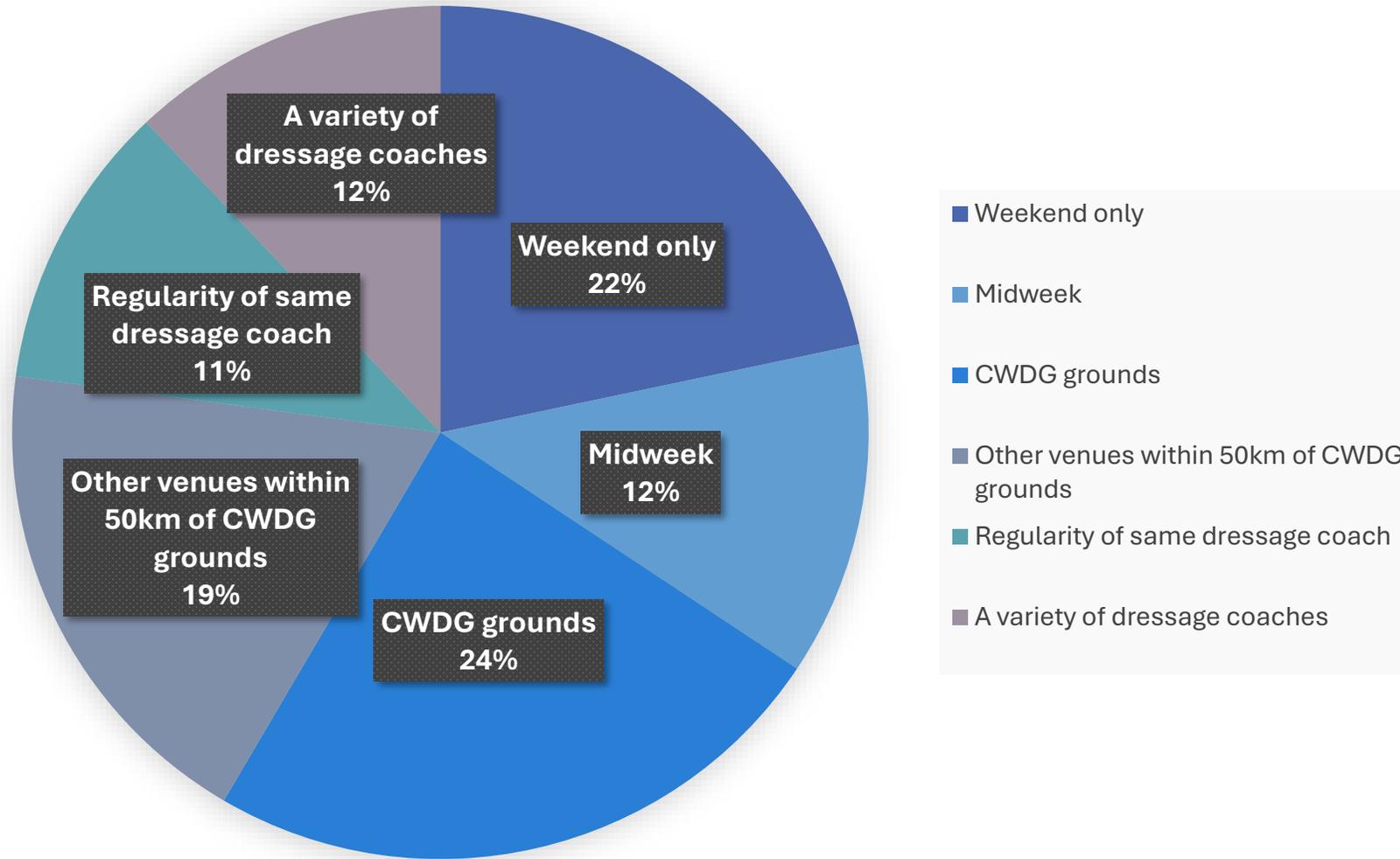
WARM UP ARENA CHOICE



Training Clinics- Coaching Options



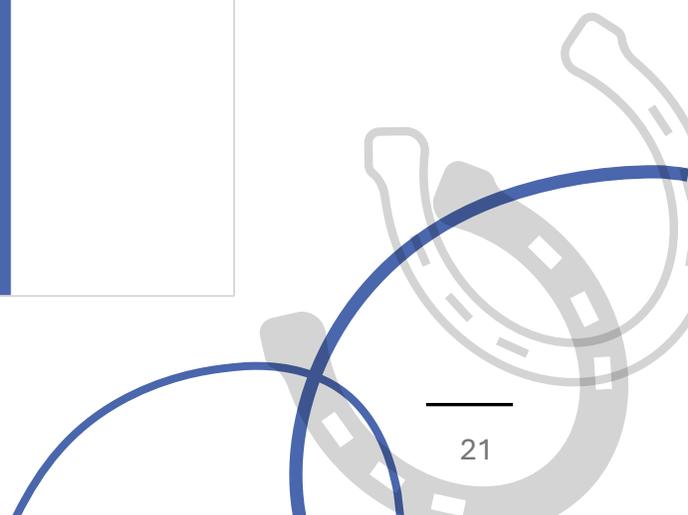
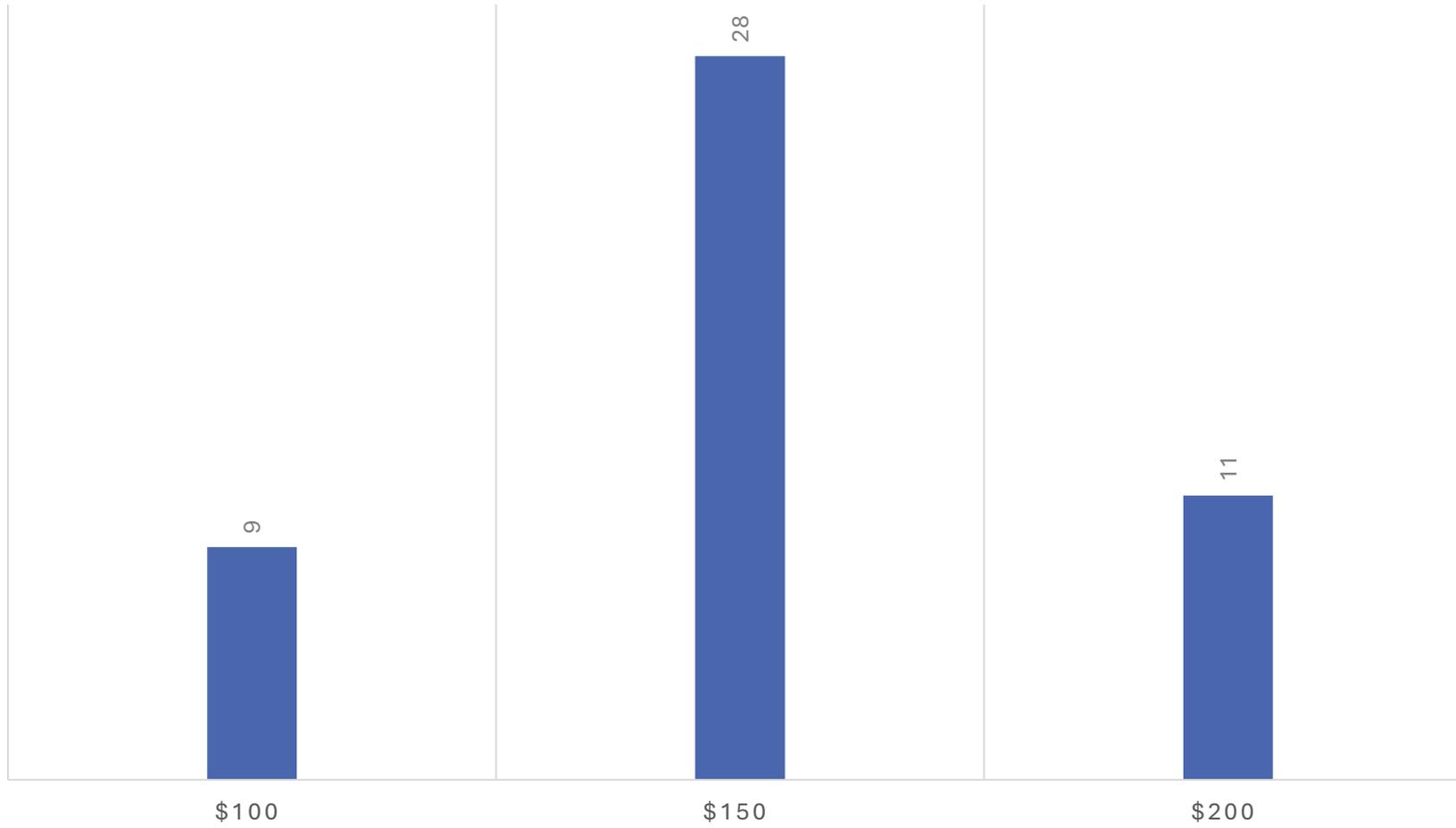
Training Clinics- Coaching Options



Lesson cost - what
are you prepared to
pay?



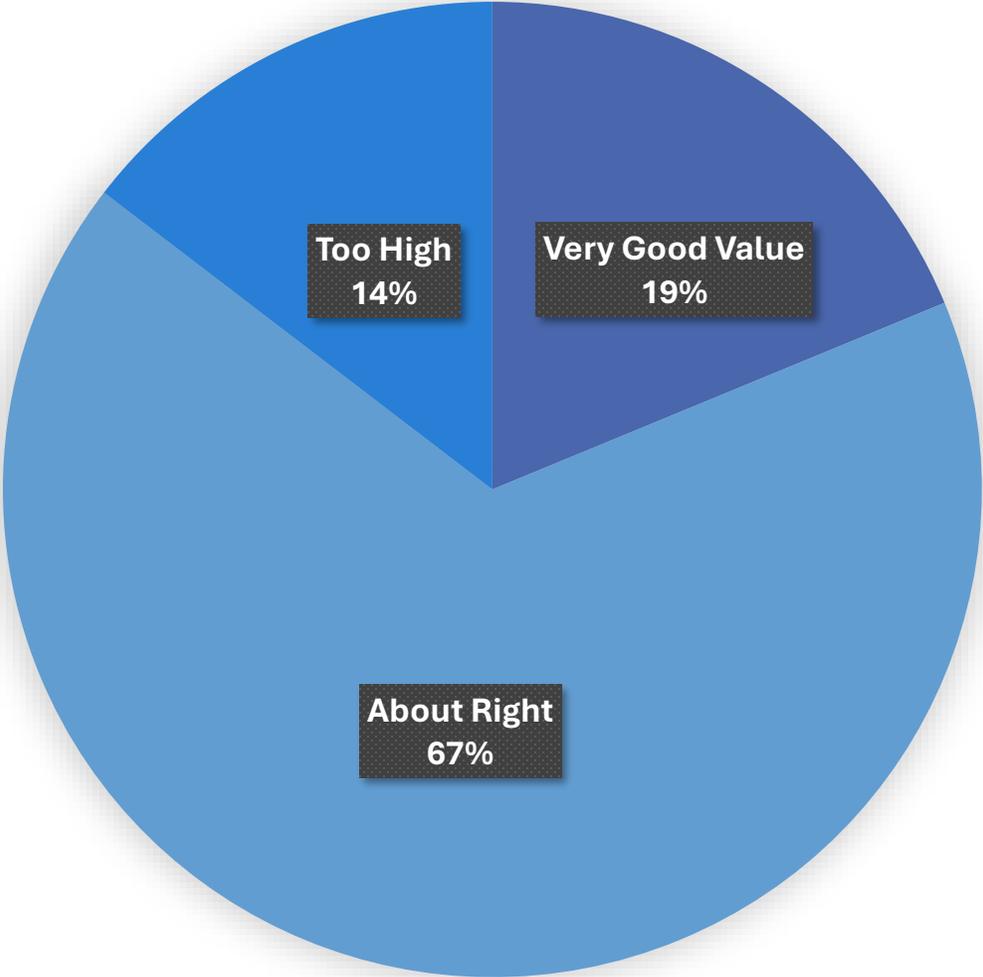
LESSON COST - WHAT ARE YOU PREPARED TO PAY?



The cost to enter CWDG events



The cost to enter CWDG events is:

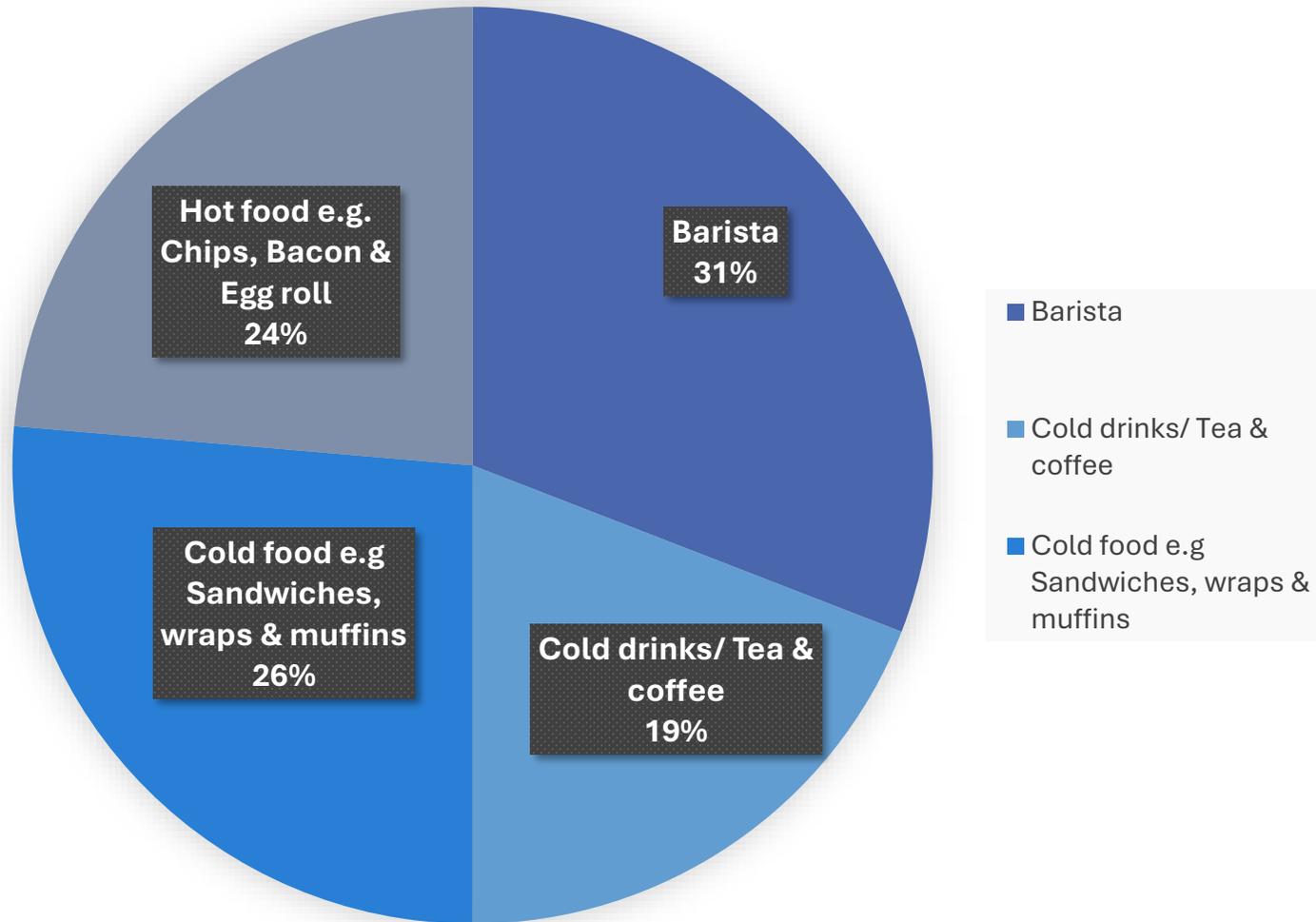


- Very Good Value
- About Right
- Too High

Catering choices



Catering Options



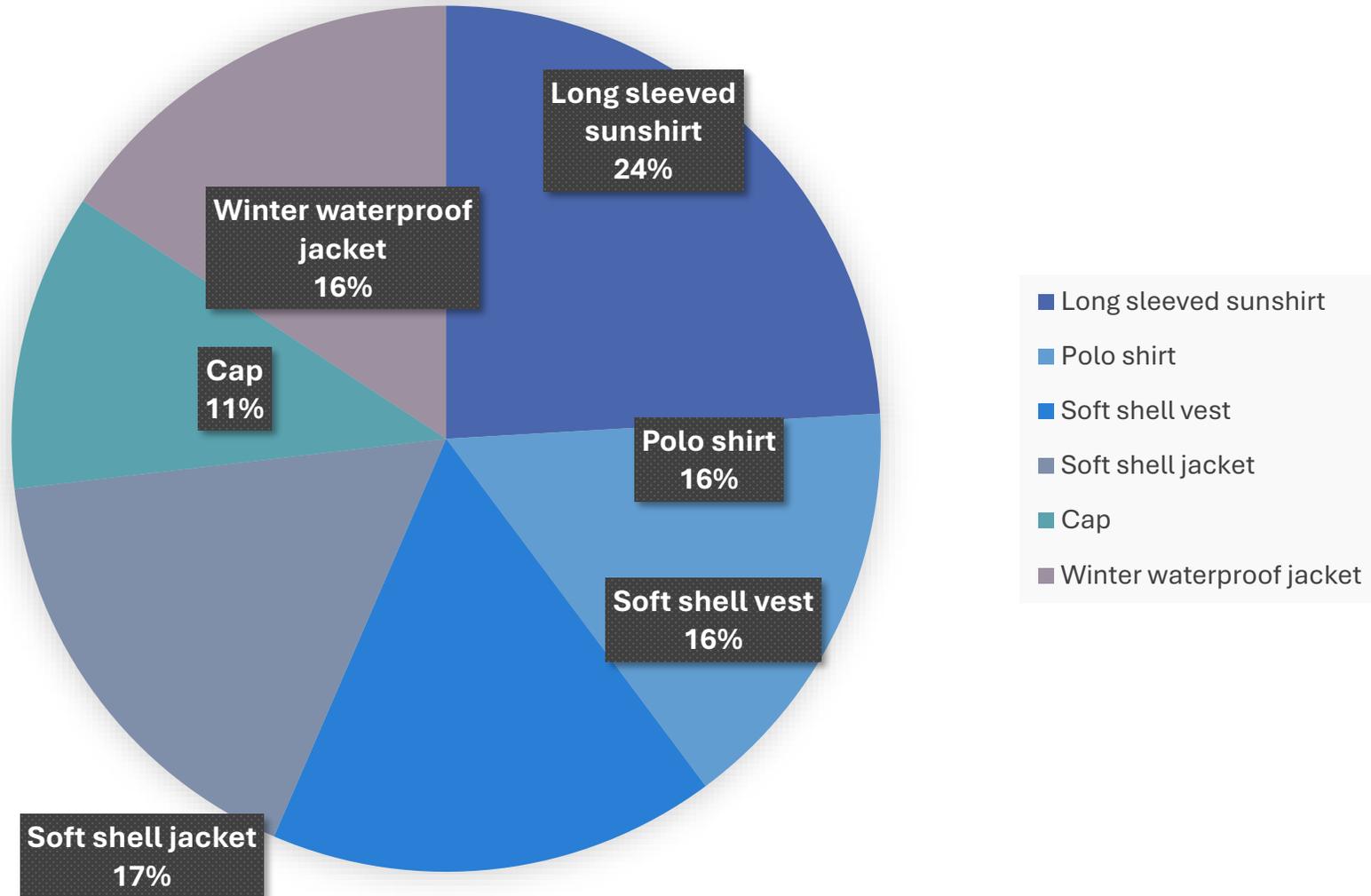
Option Suggestions:

- Something I can get that doesn't include carbs
- Perhaps pony club catering sometimes
- environmentally friendly eg. minimal packaging, discount for keep cups
- Not so much Asian or Greek food;
- Cold in summer/ hot in winter to mix it up
- Options need be suited to the season ie hot food options during winter

CWDG Merchandise options



CWDG Merchandise options

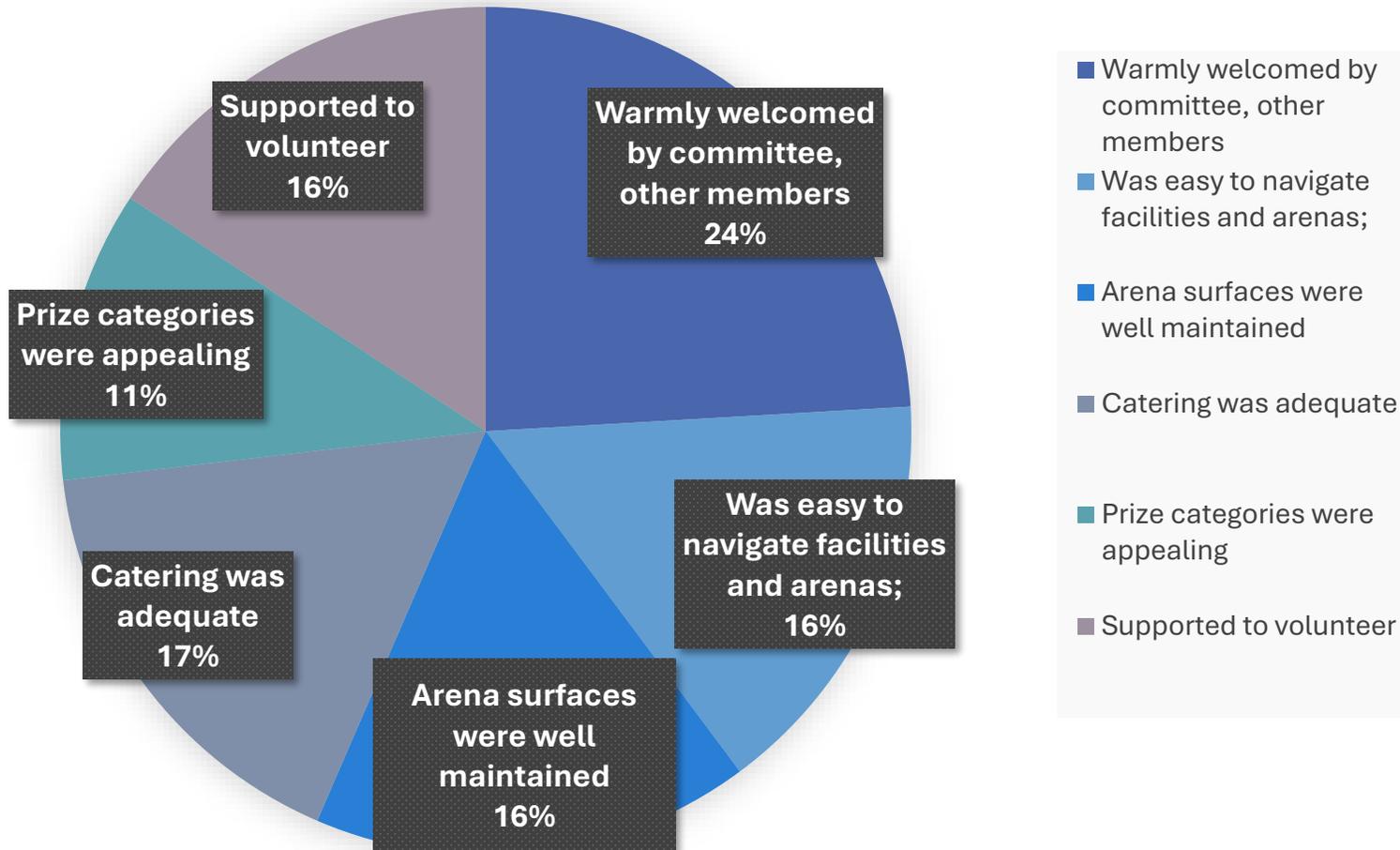


Your current
experience with
attending club
activities

the
saddle club



Your current experience with attending club activities



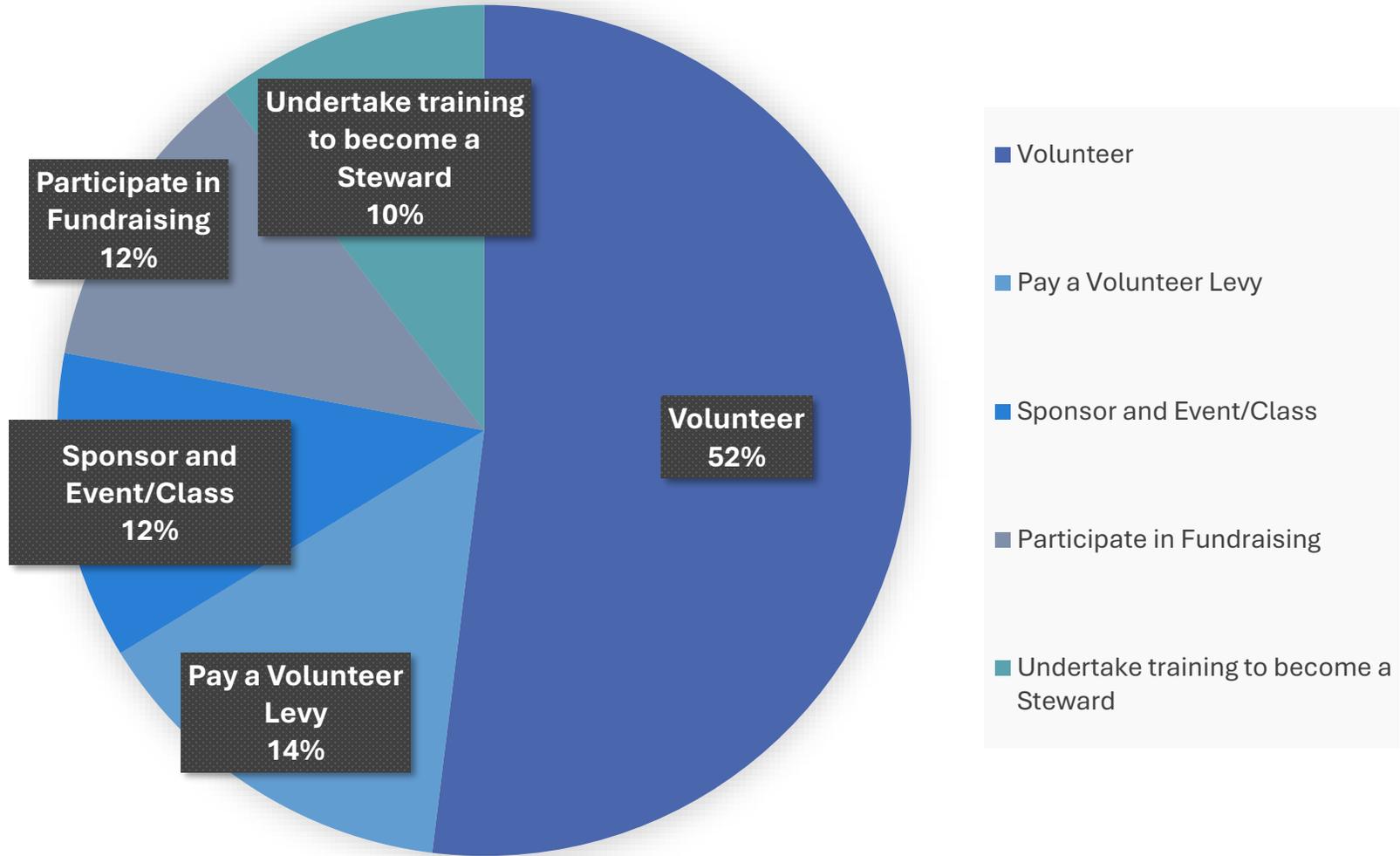
OTHER FEEDBACK:

- Really Well Organised
- Sponsor
- Not club's problem re arena surface recognise issue with multi sport surface
- People were not very welcoming
- Trotters are an issue for me wherever I go. If the are there when I arrive, I may as well not unload and go home
- Havent been for ages
- Not a pleasant experience

Ways you could support the CWDG



Ways you could support the CWDG



Please indicate any skills or expertise you would like to offer in support of the club.



EVENT SUPPORT & VOLUNTEERING:

- **General volunteering:** Many respondents are happy to help out as needed, volunteer at events, set up/pack up, or help with organizing.
- **Pencilling:** Multiple respondents have experience with pencilling, ranging from competent high-level pencilling to regular support at club and state levels.
- **Committee work:** Some are willing to help with organizing events and sponsorships or work with the committee.

OTHER CONTRIBUTIONS:

- **Para-equestrian liaison:** One respondent is willing to assist as a para-equestrian liaison with EA.
- **Gear check:** Several respondents are open to helping with gear checks.
- **Pilates instructor:** One respondent offers Pilates instruction as a possible contribution.
- **Veterinary and natural horsemanship expertise:** One retired vet nurse and horse trainer offers to help with seminars on training or natural horsemanship.

JUDGING & STEWARDING:

- **Judging:** Several respondents can assist with judging, including retired FEI B level judges and F level judges.
- **Stewarding:** A few are willing to act as stewards or undergo necessary training to become EA Stewards.

COACHING & TRAINING:

- **Coaching:** Some respondents offer coaching, including a focus on groundwork, basics for young/green horses, and general dressage coaching.
- **Eventing expertise:** Individuals with eventing and OTTB experience are willing to contribute their knowledge to young horse or green horse events.

DECLINED OR UNSURE:

- Some respondents expressed that they are either unsure of their contributions or do not have specific skills to offer.

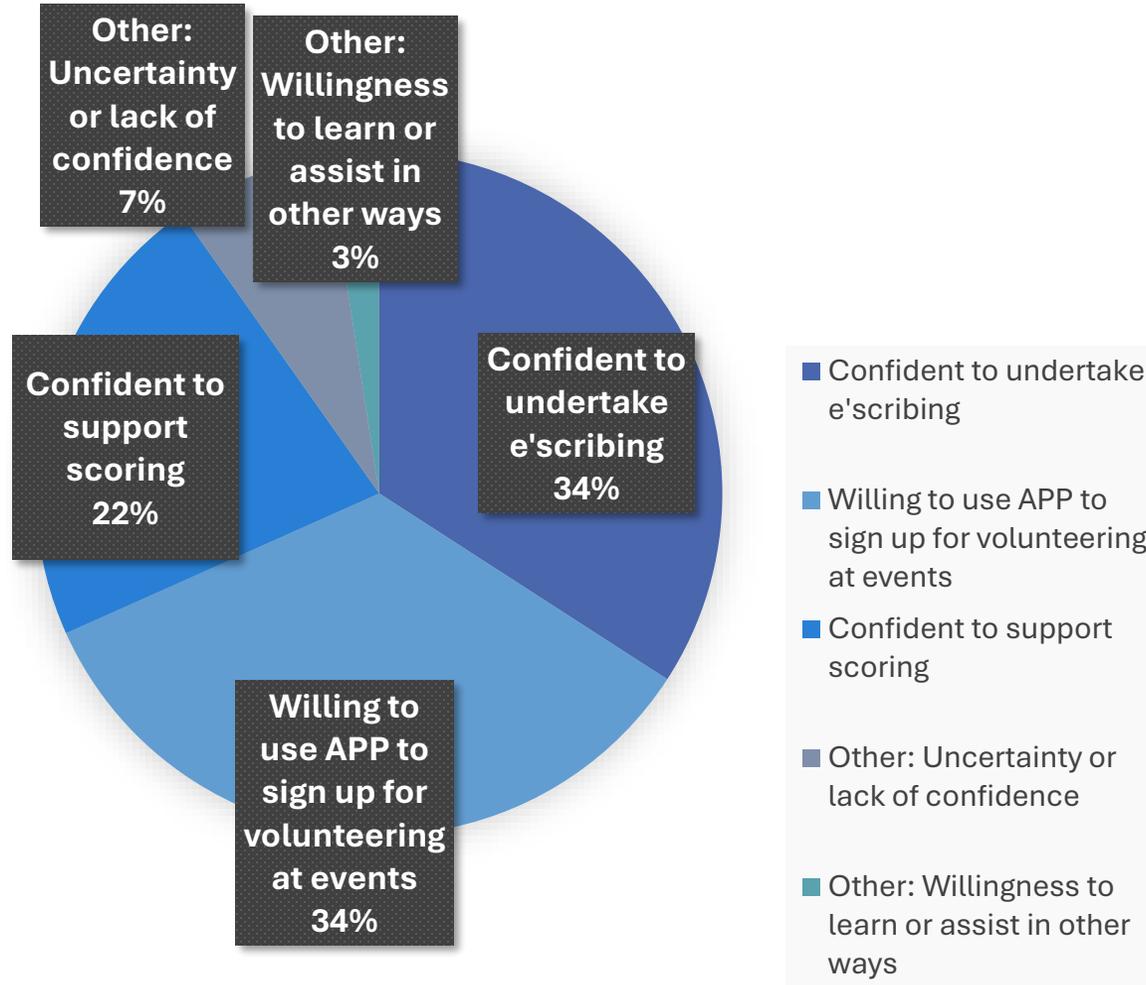
ADMINISTRATIVE SUPPORT:

- **Legal and communications:** One respondent is a legal professional, offering help with legal matters, email communications, and pencilling.
- **Social media & marketing:** Some are willing to assist with social media, marketing, and sponsorship efforts, with expertise in Canva.
- **Financial analysis:** One respondent, a CPA-qualified financial analyst, is willing to help with the club's financials if needed.

Confidence to use technology



Confidence to use technology



OTHER:

Responses indicating uncertainty or lack of confidence:

- **Not sure:** Some respondents were unsure about their technology skills or ability to use the systems.
- **Not confident:** A few respondents expressed a lack of confidence in using technology for volunteering or scoring.
- **Nil/NA:** Several respondents indicated they had no skills or experience in the listed technologies.
- **Not a lot of technology skills:** One respondent mentioned having limited technological abilities.
- **None at all, still old school paper and pen:** One respondent prefers traditional methods over technology.

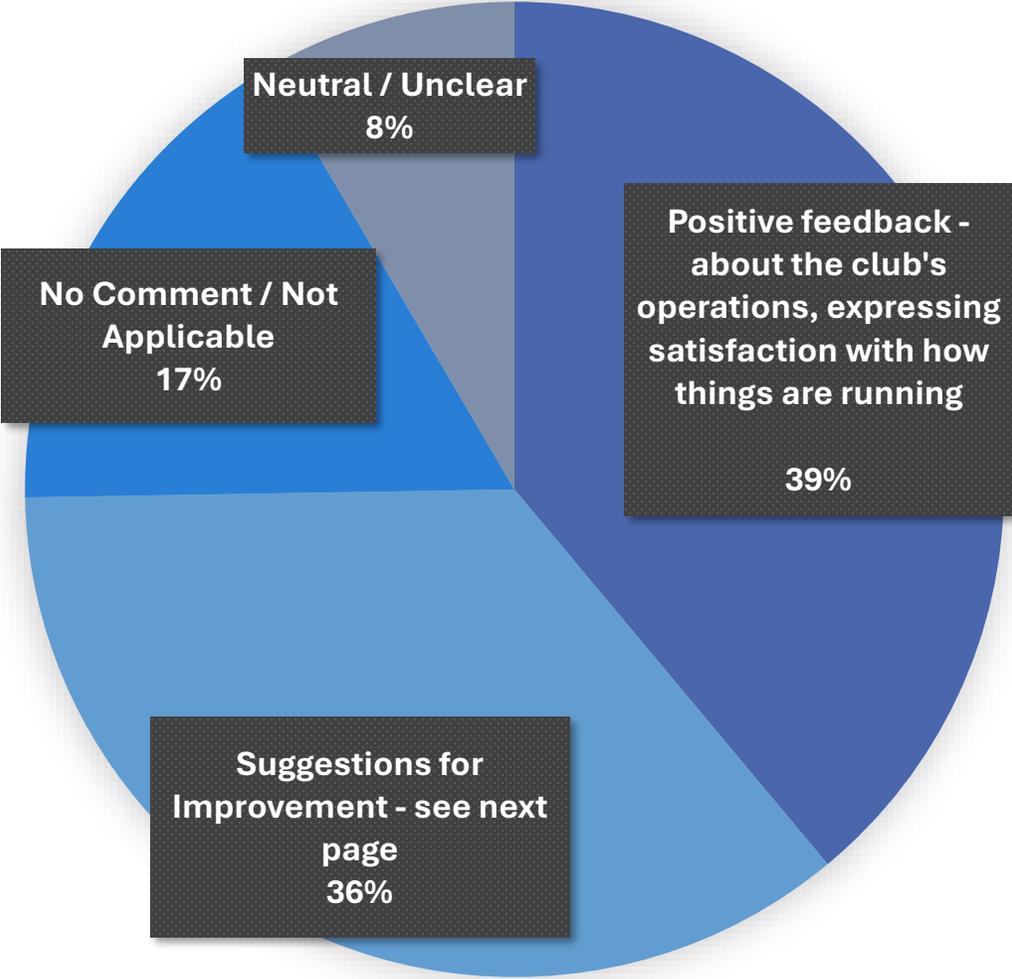
Willingness to learn or assist in other ways:

- **I don't know how to do any of those but if shown would be fine:** Indicating a willingness to learn
- **Assist if available in other ways:** Some respondents offered to help in other ways that do not involve technology.

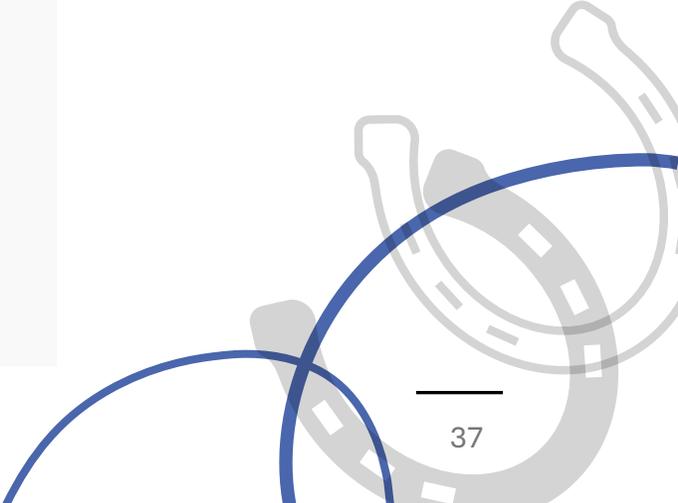
Suggestions and ideas to improve the CWDG



Suggestions and ideas to improve the CWDG



- Positive feedback - about the club's operations, expressing satisfaction with how things are running
- Suggestions for Improvement - see next page
- No Comment / Not Applicable
- Neutral / Unclear



Given the current issues of "social license" to ride horses, it would be beneficial to include training in Biomechanics, Functional Posture, and behaviors that may indicate pain and welfare issues, and learning about how horses learn. The club needs to evolve to ensure that it is keeping up with the times. CWDG could be a leader in this area. While competition is the basis of the club, we need to ensure that we are not encouraging an environment where winning takes precedence over the horse's comfort and wellbeing.

More social events so new members can meet the committee and other members outside of busy competition days.

Camping and stabling with power would be a great addition for participants.

Option to ride unofficially at Medium/Advanced levels.

Volunteers should be rewarded with cheaper entry fees. Committee members should be more welcoming, as they are the face of the club. Event entries are too expensive, and being a member should provide better value.

Education about horse biomechanics, health, and first aid for horses.

Have young horse days where people can bring their young horses to use the facilities and gain exposure without competing.

Plant conifers on the perimeter as a windbreak, especially near the outside arena.

I love the club, but I wish we could use the facilities more.

Not sure we have the balance right with bringing everyone together on competition days. Riders are often spread out, and it can be hard to socialize. We need to encourage more geographic togetherness.

Provide water stations for competitors.

I know it's hard to get judges, but I let my membership lapse as I found the same judges consistently gave low scores to ponies. I hope the judges at lower levels could be changed to provide more variety.

New club logo – the top hat is outdated.

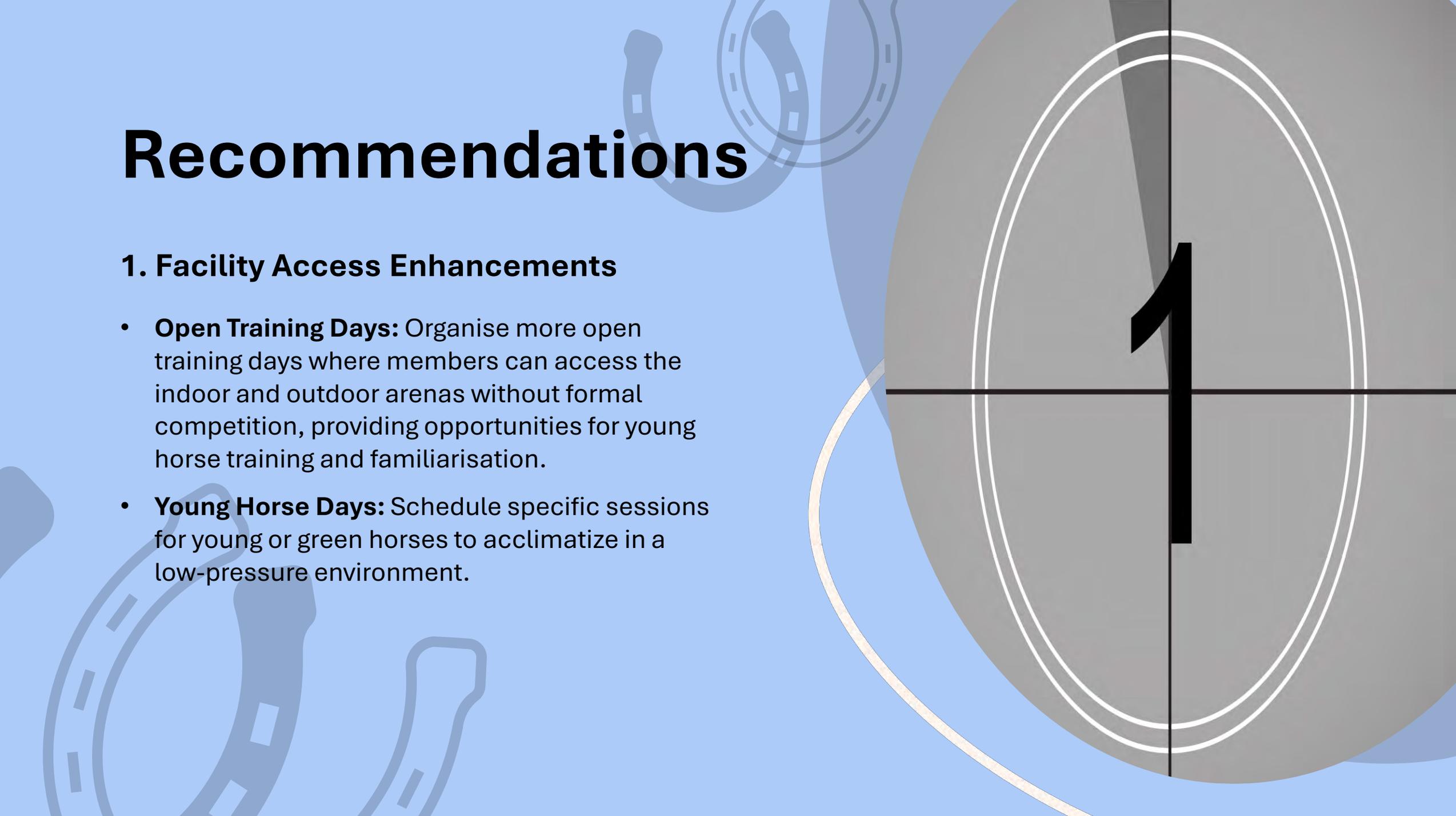
Give non-dressage riders an opportunity to try in a non-judgmental environment.

Keep new members coming in and the committee continuously improving. Consider a combined training day with the Orange Equestrian Club.

Ensuring a positive and safe environment for horses. Consider using a sign-up program for volunteering, allowing riders to choose times that suit their schedules.

I feel parking could be made closer to the arenas, and we should have more events in the summer rather than the winter.

Recommendations

The background features a light blue gradient with several faint, stylized horseshoes scattered across it. On the right side, there is a large, dark grey circle containing a white outline of the number '1'. A vertical black line bisects the circle and the number '1', and a horizontal black line also bisects the circle and the number '1'.

1. Facility Access Enhancements

- **Open Training Days:** Organise more open training days where members can access the indoor and outdoor arenas without formal competition, providing opportunities for young horse training and familiarisation.
- **Young Horse Days:** Schedule specific sessions for young or green horses to acclimatize in a low-pressure environment.

Recommendations

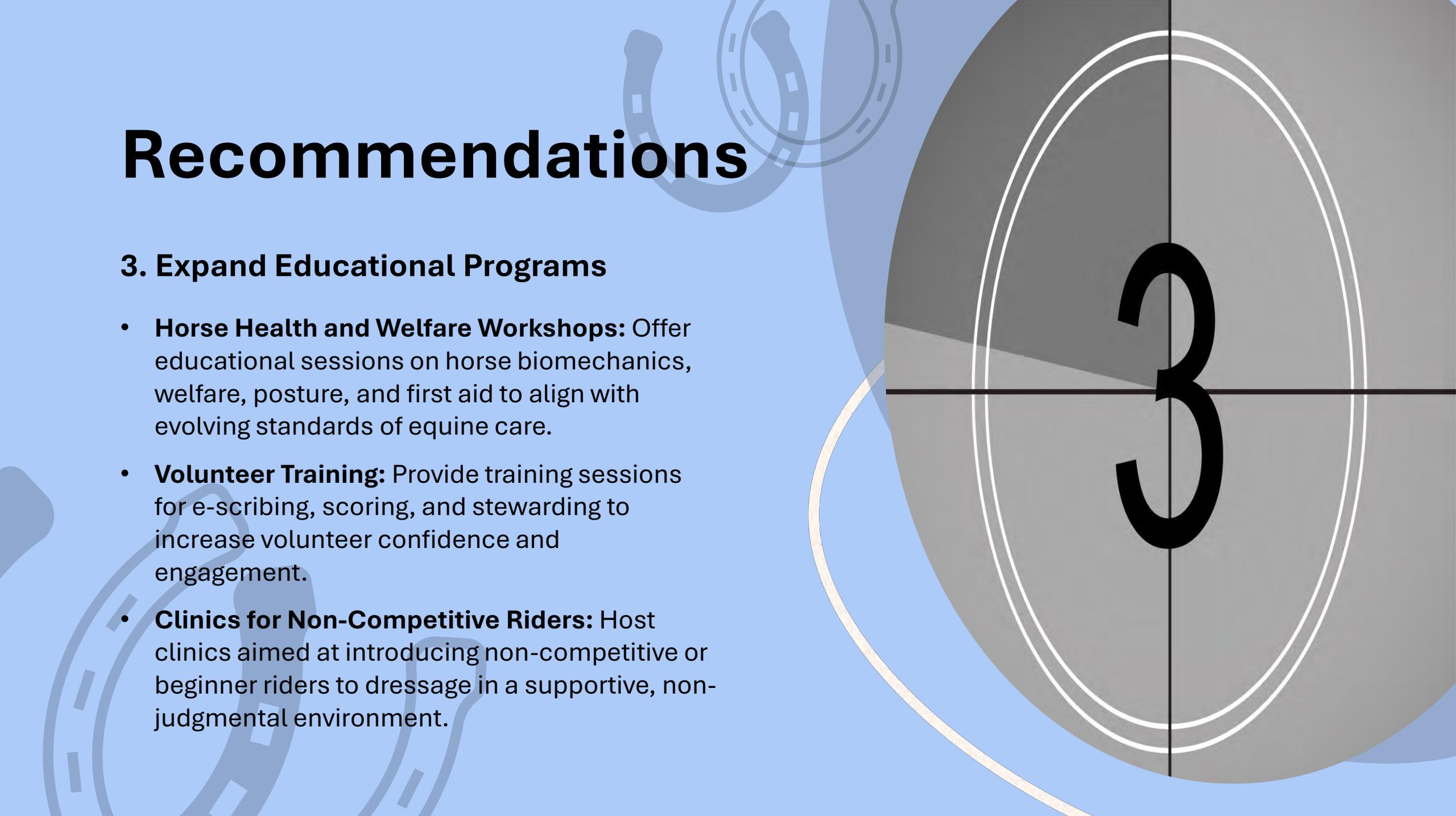
2. Improve Judging Variety

- **Rotational Judges:** Introduce a rotational system for judges at lower levels to ensure diverse feedback and minimise repetitive judging styles, particularly for riders frequently attending.
- **Constructive Feedback:** Ensure judges provide balanced, constructive feedback to support rider development across all levels.



2

Recommendations

The background features a light blue gradient with faint, stylized silhouettes of horse heads and necks. On the right side, there is a large, dark grey circle containing a white outline of the number '3'. A vertical line and a horizontal line intersect at the center of the circle, creating a crosshair effect.

3. Expand Educational Programs

- **Horse Health and Welfare Workshops:** Offer educational sessions on horse biomechanics, welfare, posture, and first aid to align with evolving standards of equine care.
- **Volunteer Training:** Provide training sessions for e-scribing, scoring, and stewarding to increase volunteer confidence and engagement.
- **Clinics for Non-Competitive Riders:** Host clinics aimed at introducing non-competitive or beginner riders to dressage in a supportive, non-judgmental environment.

Recommendations

4. Foster Community Engagement through Social Events

- **New Member Socials:** Host regular social events where new members can meet the committee and existing members outside of competition days.
- **Volunteer Recognition Program:** Introduce incentives, such as discounted entry fees, to reward and encourage volunteer participation.

4

Recommendations

5. Facility Upgrades for Comfort and Convenience

- **Parking Enhancements:** Consider closer parking options to make access to arenas more convenient for members and participants.
- **Summer-Focused Event Schedule:** Shift more events to summer and minimise winter events to take advantage of better weather.
- **Shade and Windbreaks:** Plantation of conifers or other windbreaks around the arena perimeter and provide shaded areas for spectators and participants during summer events.
- **Power-Enabled Camping and Stabling:** Invest in power-enabled camping and stabling facilities to cater to multi-day events and attract more participants from outside the area.

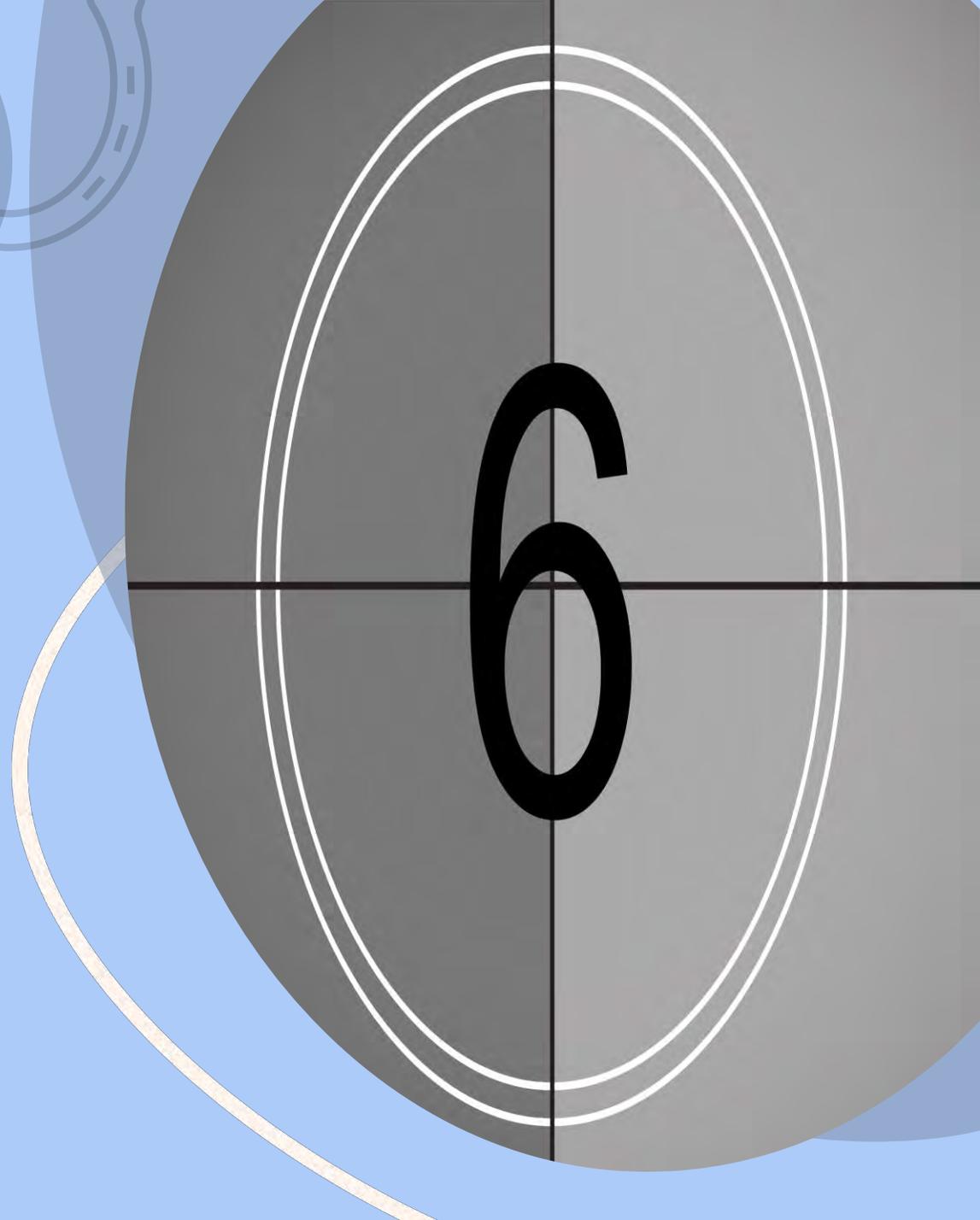


5

Recommendations

6. Modernise Club Branding

- **Logo Redesign:** Update the club's logo and branding to reflect a modern, progressive image that aligns with the club's evolving identity.



Recommendations

7. Increase Membership Value and Expand Partnerships

- **Member-Exclusive Events:** Provide exclusive training events and special discounts for members to enhance the value of membership.
- **Collaborate with Local Clubs:** Explore partnerships with other local equestrian clubs, such as Orange Equestrian Club, to co-host combined training days and broaden event offerings.

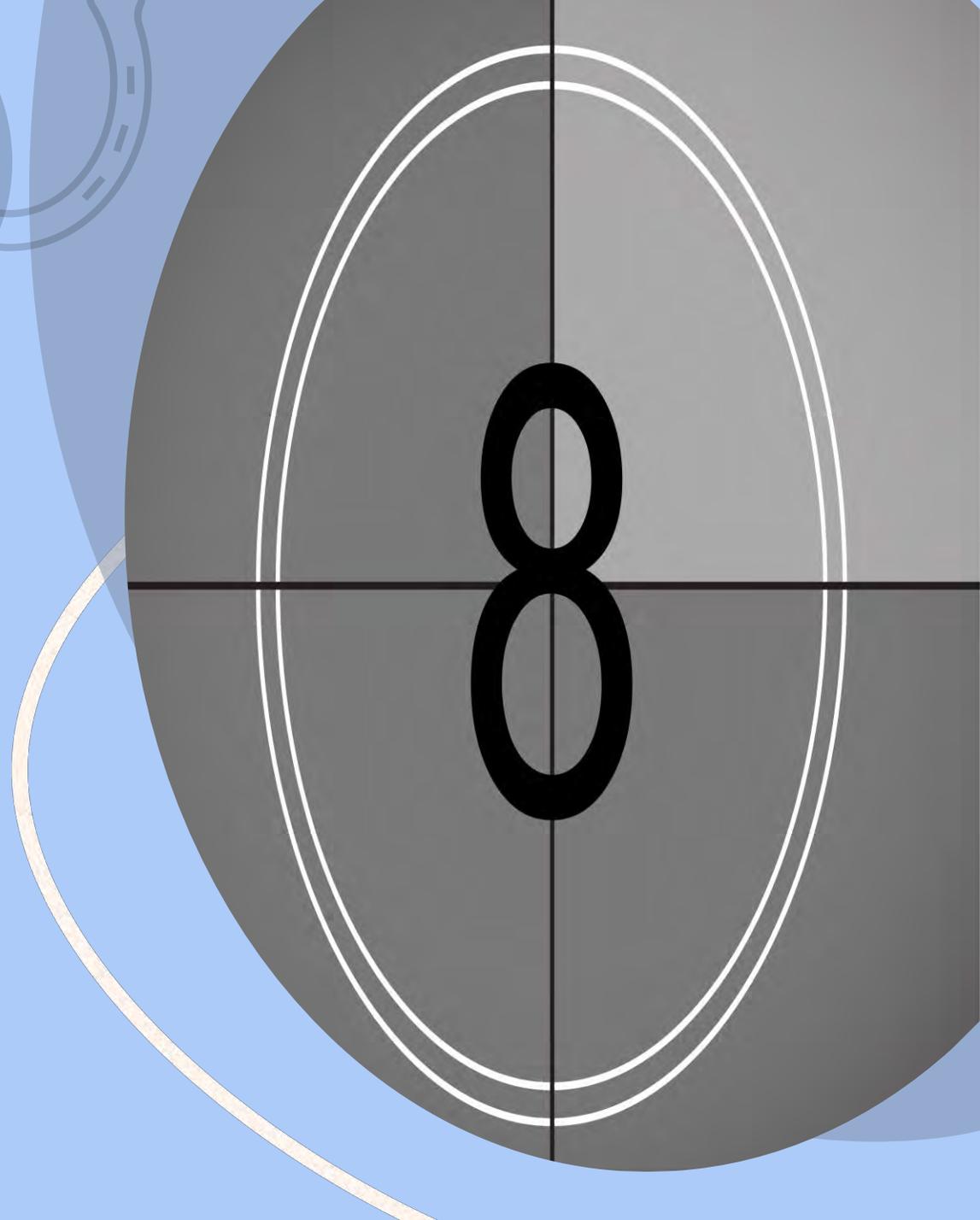


7

Recommendations

8. Inclusivity and Positive Environment

- **Harmony Award Continuation:** Continue recognising inclusivity and sportsmanship through initiatives like the “Harmony Award,” promoting a supportive and inclusive culture.
- **Safe Volunteer Sign-Up:** Implement a volunteer sign-up tool (like Stack Team App) that allows members to choose convenient time slots for volunteering, ensuring smooth event operations and flexibility for participants.



Recommendations

9. Implement Regular Member Feedback Mechanisms

- **Frequent Member Surveys:** Continue seeking member feedback through regular surveys to ensure the club stays responsive to member needs and preferences.
- **Transparent Communication:** Share the results of surveys and inform members about the actions taken based on their feedback, fostering trust and engagement.

9

Conclusion and Next Steps

The survey results show a strong appreciation for CWDG and indicate that the club has fostered a positive, supportive community. To continue growing and meeting the evolving needs of its members, the club might consider implementing the following:

- **Enhance Facility Accessibility:** Organise more open days or familiarization sessions, especially for young horses.
- **Expand Educational Offerings:** Introduce workshops on horse health, biomechanics, and volunteer training.
- **Foster Community Connections:** Plan social events outside of competition to integrate new members.
- **Refresh Club Branding:** Consider updating the club logo and visual identity to modernise the club's image.
- **Implement Volunteer Recognition Programs:** Offer entry fee reductions or other incentives for volunteers.

Recommendations to be discussed in Novembers CWDG Meeting

Date: Wednesday 20 November 6:30pm – Via TeamsLink