



Dec 2025
SURVEY
RESULTS

CWDG

**CENTRAL WESTERN
DRESSAGE GROUP^{INC}**



Survey Feedback Report

OVERVIEW

The survey aimed to capture members' preferences, concerns, and suggestions to inform CWDG's future direction.

A total of **31 responses** were received, representing a valuable cross-section of the CWDG community.

SUMMARY OF KEY FINDINGS

While overall sentiment remains strongly positive, recurring improvement themes included arena surface quality, introduction and structuring of AOR classes, infrastructure enhancements such as covered stables and minor refinements to competition etiquette and communication. The volume of positive responses significantly outweighed areas for improvement.





Top 5 Insights

Competitions & On-Horse Training Remain the Core Priority

Across multiple questions:

- **55% ranked Competitions as #1 priority**
- **67% want more competitions**
- **61% want more on-horse training**
- Attendance shows a strong core group (48% attend 4+ events)





Top 5 Insights

AOR Classes Represent a Clear Participation Growth Opportunity

64% would compete more if AOR classes were offered

Multiple written comments reinforced desire for AOR separation from Open classes

This is one of the clearest expansion levers in the survey.

Introducing or restructuring AOR classes is highly likely to increase participation among amateur adult riders.





Top 5 Insights

The Club Culture Is a Major Strength

Experience metrics were exceptionally positive:

87% feel warmly welcomed

90% feel their choices were considered

72% said they wouldn't reduce anything currently offered

Strong volunteer willingness (77%)

Cultural health and member trust are significant strengths. There is no widespread dissatisfaction signal.





Top 5 Insights

Arena Surface Is the Most Consistent Improvement Theme

Recurring mentions included:

- Surface depth/unevenness
- Indoor surface when late in draw
- Impact on higher-level riding confidence
- Surface cited as a participation barrier (16%)

This is the most repeated operational concern. It particularly affects upper-level riders and future growth at higher grades.





Top 5 Insights

Strong Volunteer Capacity Exists Activation & Tech Confidence Are the Gaps

- 77% willing to volunteer
- 55% confident e-pencilling
- 48% willing to use volunteer app
- 26% indicated limited tech confidence

The issue is not willingness — it's confidence and coordination.

With training and structured systems, volunteer capacity could expand significantly.





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1
Looking
to Join

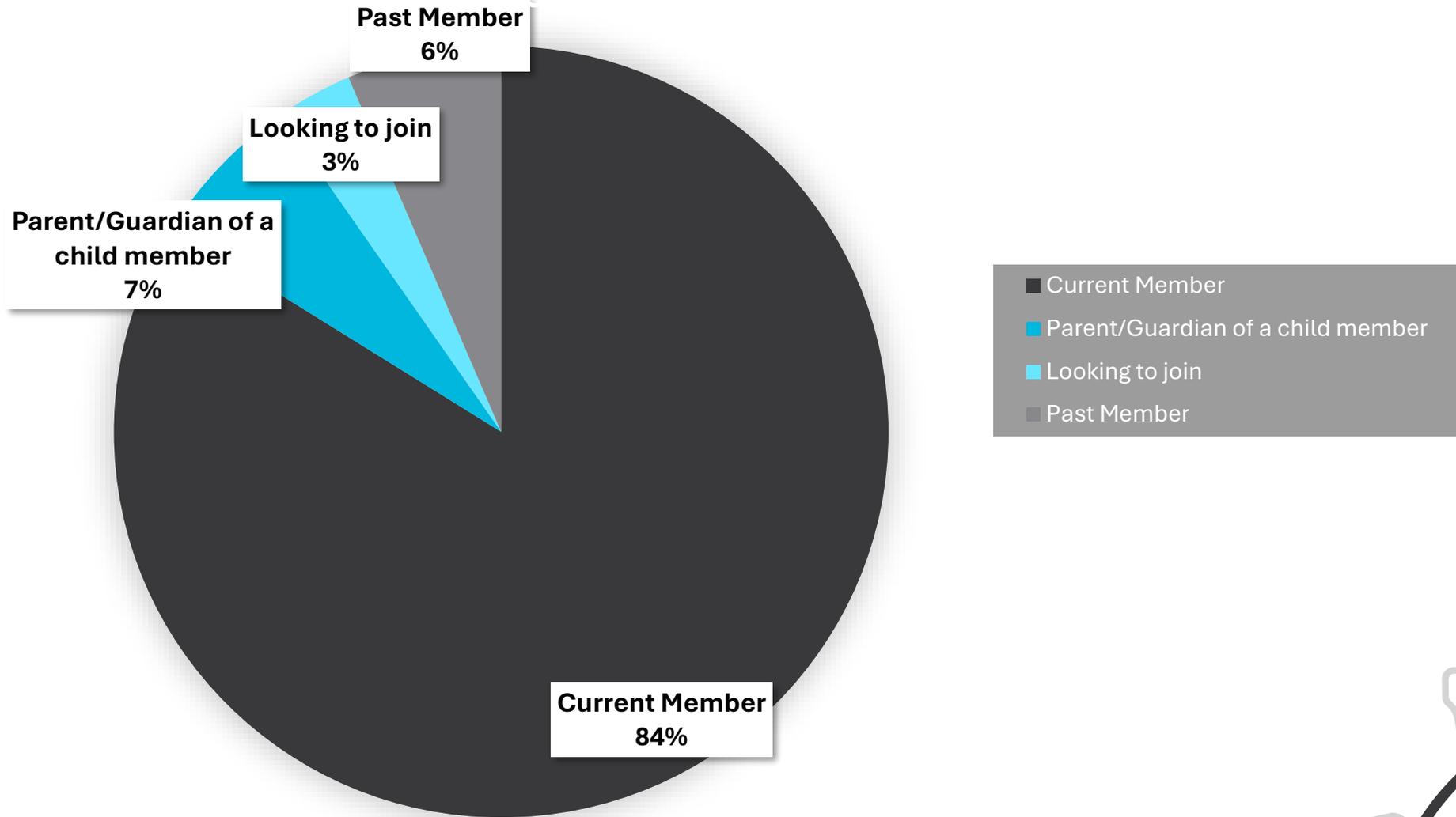
2
Past
members

Current Status Membership

26
Current
Members

2
Parent/Guardian
of a child member

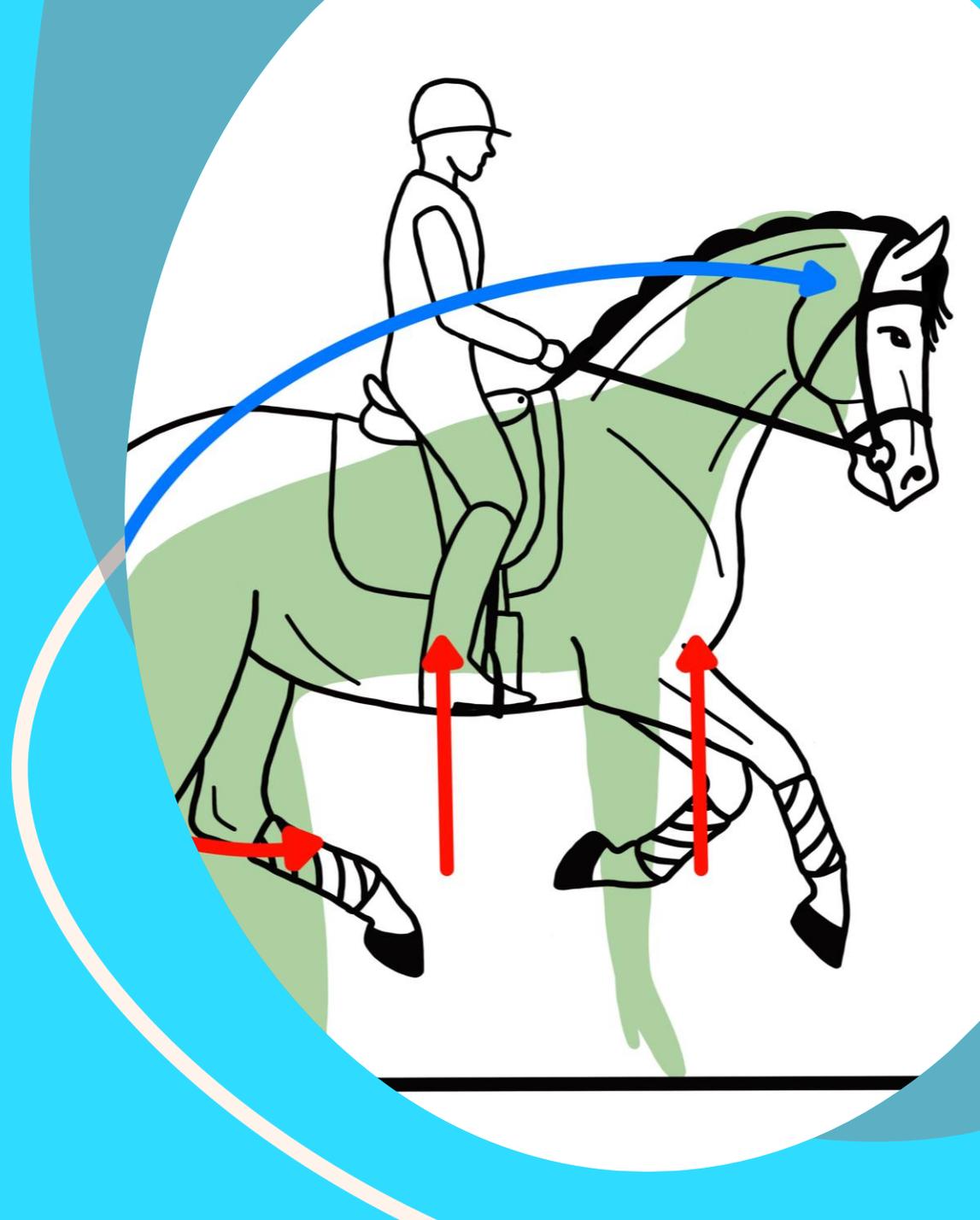






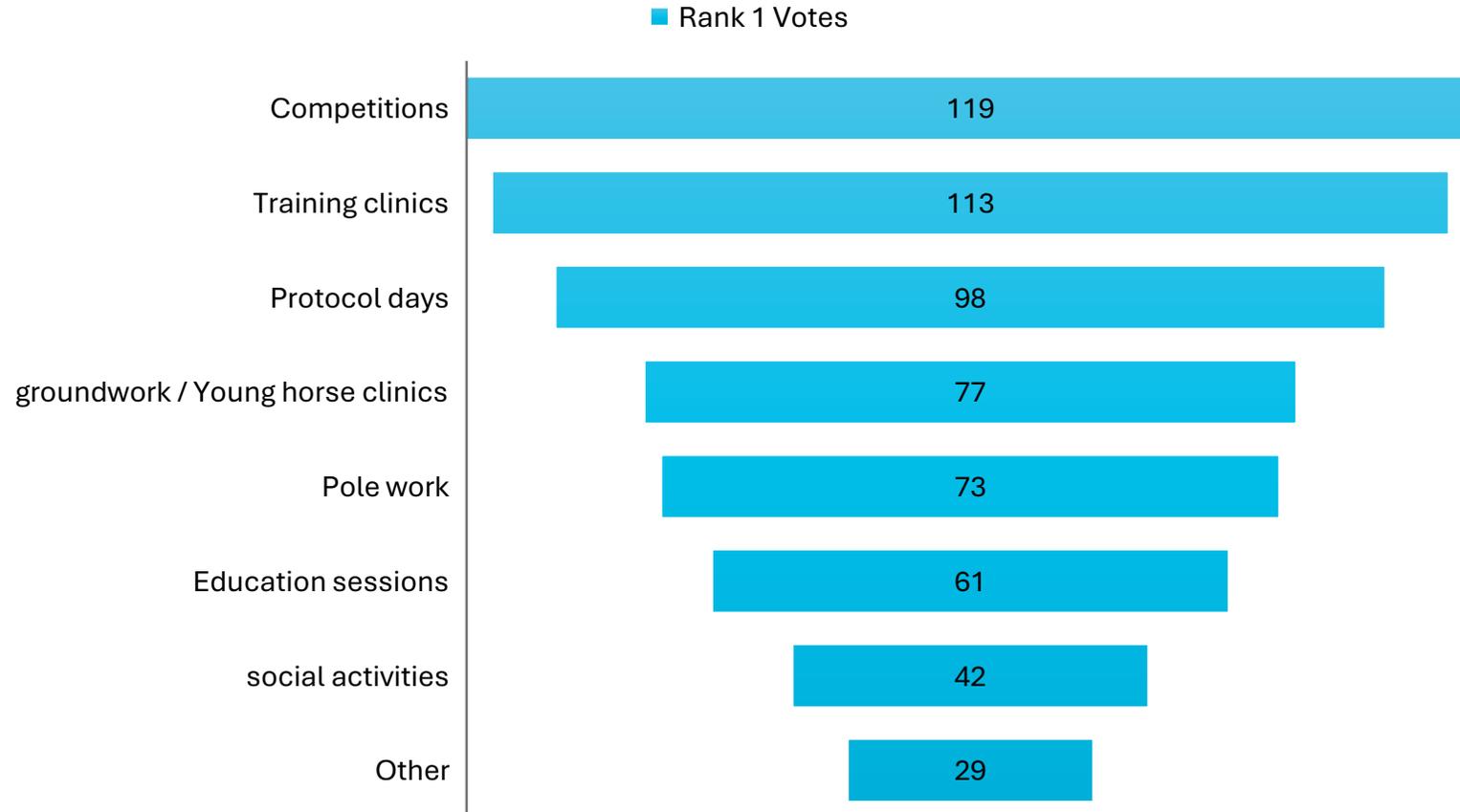
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CWDG Club Activities Preferences





CWDG Club Activities Preferences



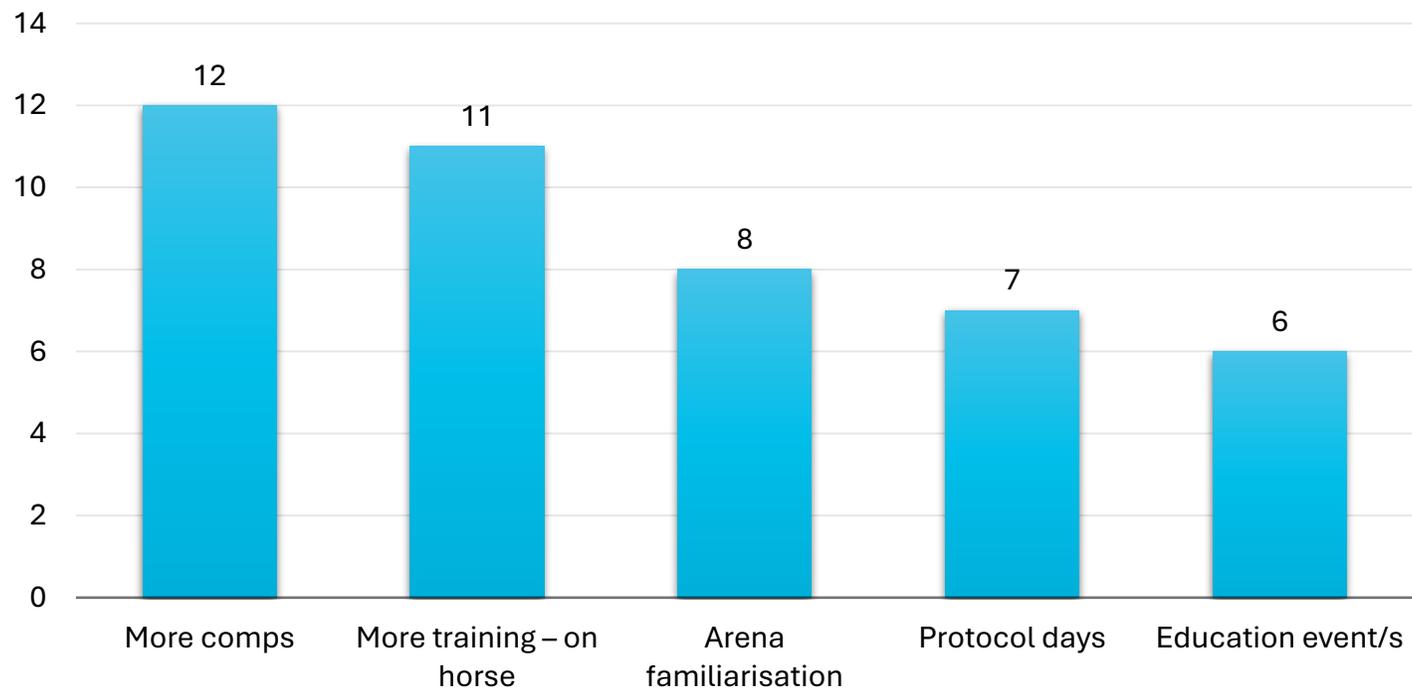


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**What would you
like more of?**



What would you like more of?





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What would you like to see less of?





Theme	Number of Responses	% (Approx.)	Interpretation
No Change / Happy With Current Balance	13	~72%	Very strong positive signal. Majority do not want reductions or change.
Competition Environment / Arena Management	2	~11%	Minor but clear concern around warm-up etiquette and arena interference.
Volunteer Support	1	~6%	Suggests desire for stronger shared responsibility culture.
Competition Scheduling	1	~6%	Regional travel impact noted.
Other (Environmental / Light-hearted)	1	~6%	Humorous not operational issue. ie Windy/Cold Days,





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Suggested Topics for Education Events





1. Biomechanics & Horse Welfare

Most dominant theme

Includes:

- Biomechanics (multiple mentions)
- Training in relation to dressage biomechanics
- Recognising signs of pain/unhappy horse
- Horse care and welfare
- Dynamic saddle fit
- Pole work / lunging for alignment
- Ulcer and wellbeing management
- Welfare-focused sessions from vets/farriers/dentists

✦ Clear strongest theme

Members want deeper understanding of how the horse moves, feels and functions.

2. Judges, Test Riding & Competition Knowledge

Strong recurring theme

Includes:

- What judges are looking for
- Judge seminars/workshops
- Competition prep
- Riding tests for better scores
- Breaking down EA rules
- Education on scoring
- Test riding knowledge

✦ Members want insight into improving competition outcomes.

3. Freestyle to Music

Repeated theme

- Includes:
- How to put together a freestyle
 - Freestyle music/floor plan
 - Adding music
 - Encouraging championship entries

✦ Freestyle interest is building.

Nutrition & Feeding

Includes:

- Nutrition
- Feeding
- Ulcers
- Horse wellbeing management

Saddle, Bridle & Bit Fitting

Includes:

- Saddle fitting
- Dynamic saddle fitting
- Bridle fitting
- Bit fitting

Horse First Aid (3 mentions)

Includes:

- Horse first aid

Training Methods & Specific Exercises

Includes:

- Learning theory
- Training methods
- Exercises for suppleness
- Building topline
- Specific dressage movements
- Pole work
- Lunging

Rider Education & Fitness

Includes:

- Rider physical and mental fitness
- Masterclasses

Practical Horsemanship

Smaller mentions:

- Plaiting
- Shoeing
- Feeding
- Demonstrations of other disciplines

Overall What This Shows

Education responses skew heavily toward:

- ✓ Horse biomechanics
- ✓ Welfare awareness
- ✓ Judge insight / scoring improvement
- ✓ Freestyle development

Education demand clusters around three pillars:

Performance Improvement

(Judges, test riding, freestyle construction)

Horse Welfare & Biomechanics

(Signs of discomfort, alignment, saddle fit)

Applied Training

(Suppleness exercises, learning theory, pole work)

This aligns very well with current industry focus on welfare and social licence.



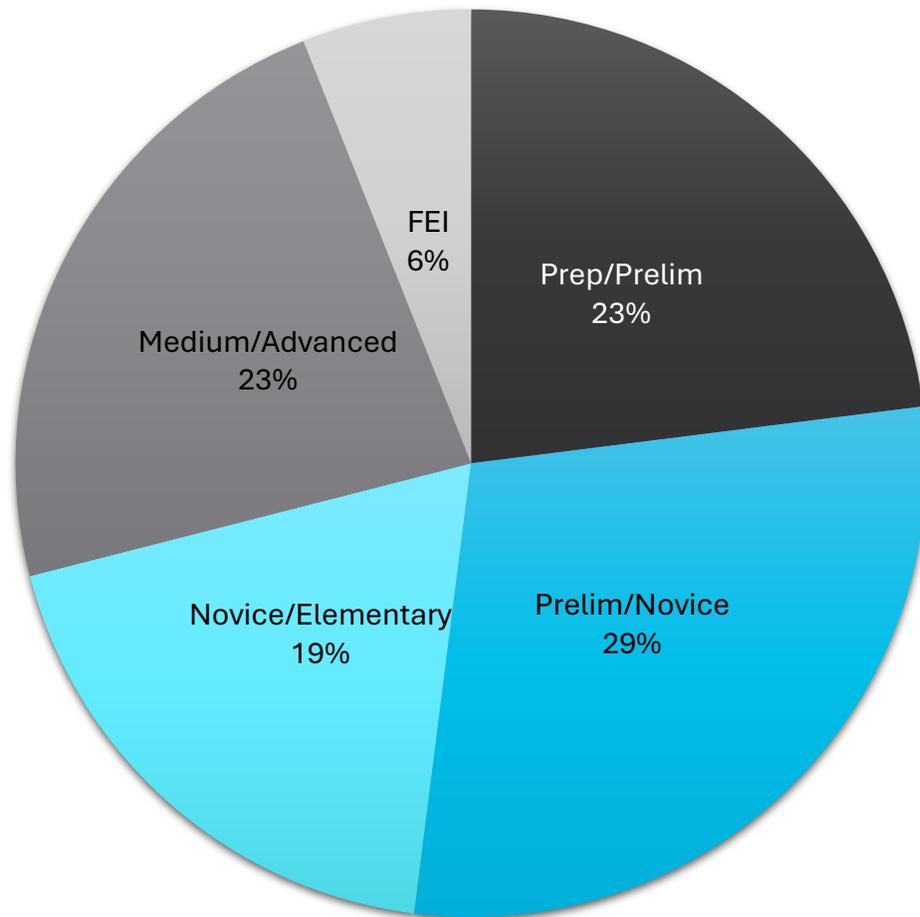
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Rider Dressage Level Breakdown





Rider Dressage Level



■ Prep/Prelim ■ Prelim/Novice ■ Novice/Elementary ■ Medium/Advanced ■ FEI





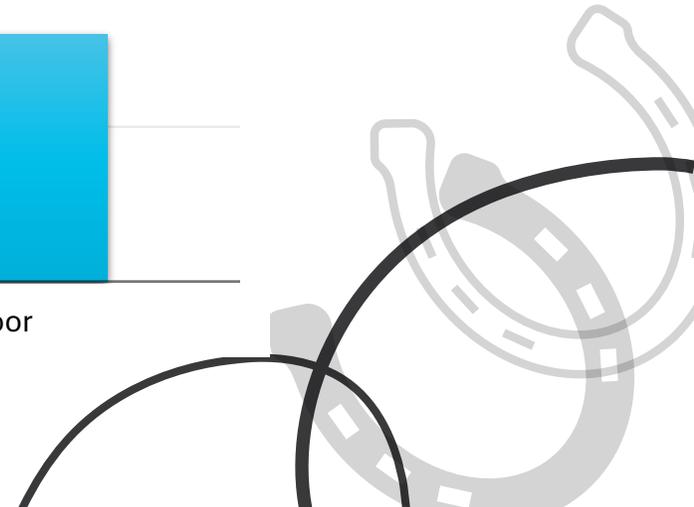
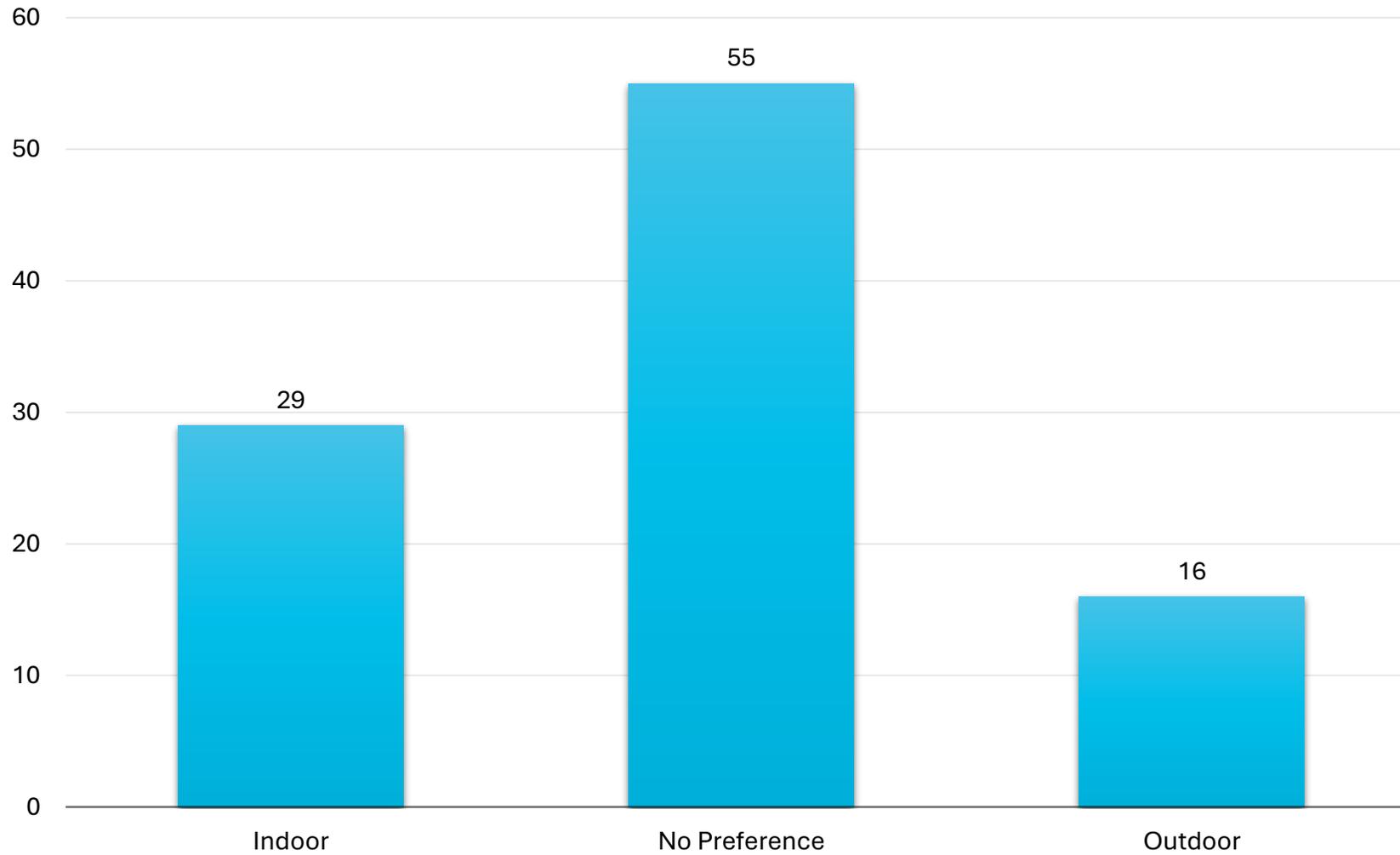
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Competition day arena preference





Competition day arena choice





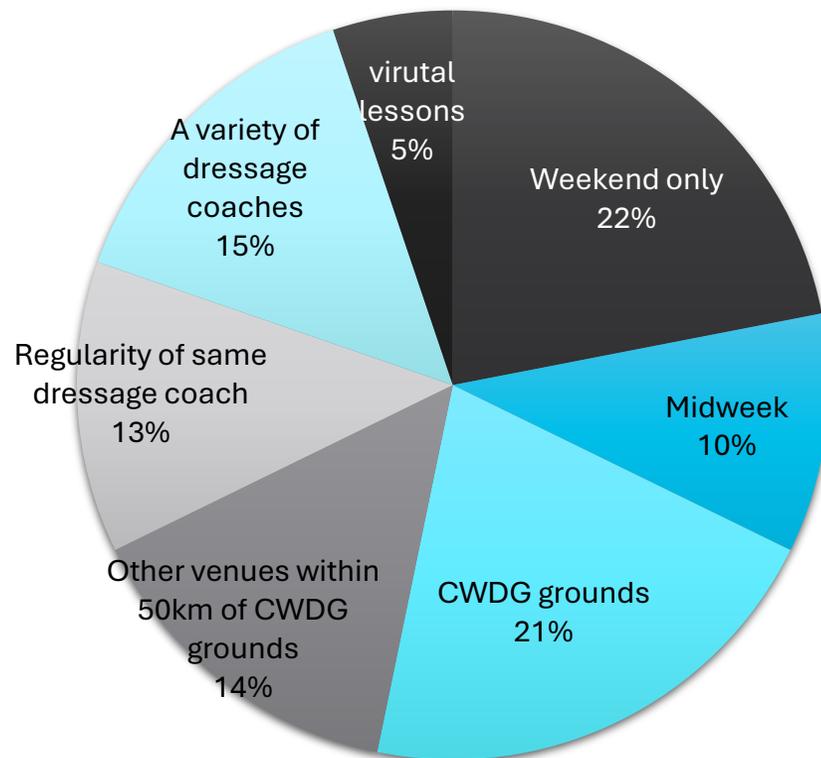
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Training Clinics- Coaching Options





Training Clinics- Coaching Options



- Weekend only
- CWDG grounds
- Regularity of same dressage coach
- virtual lessons
- Midweek
- Other venues within 50km of CWDG grounds
- A variety of dressage coaches





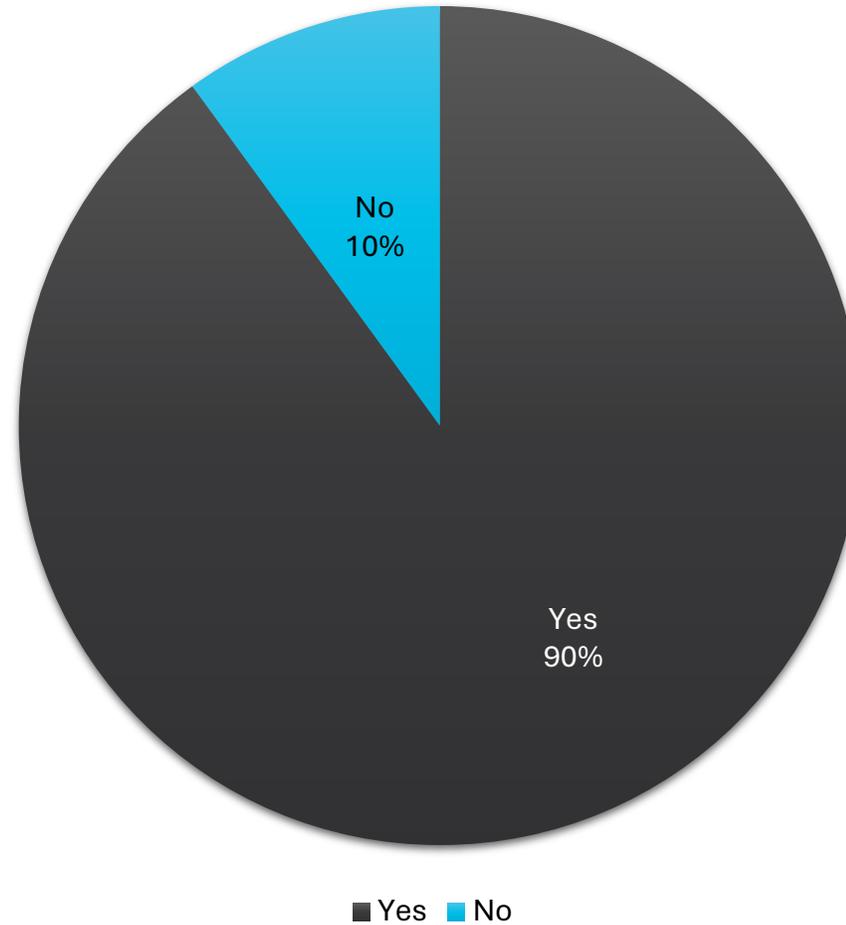
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**Do you feel your
choices were
considered in
2025?**





Do you feel your choices were considered in 2025?





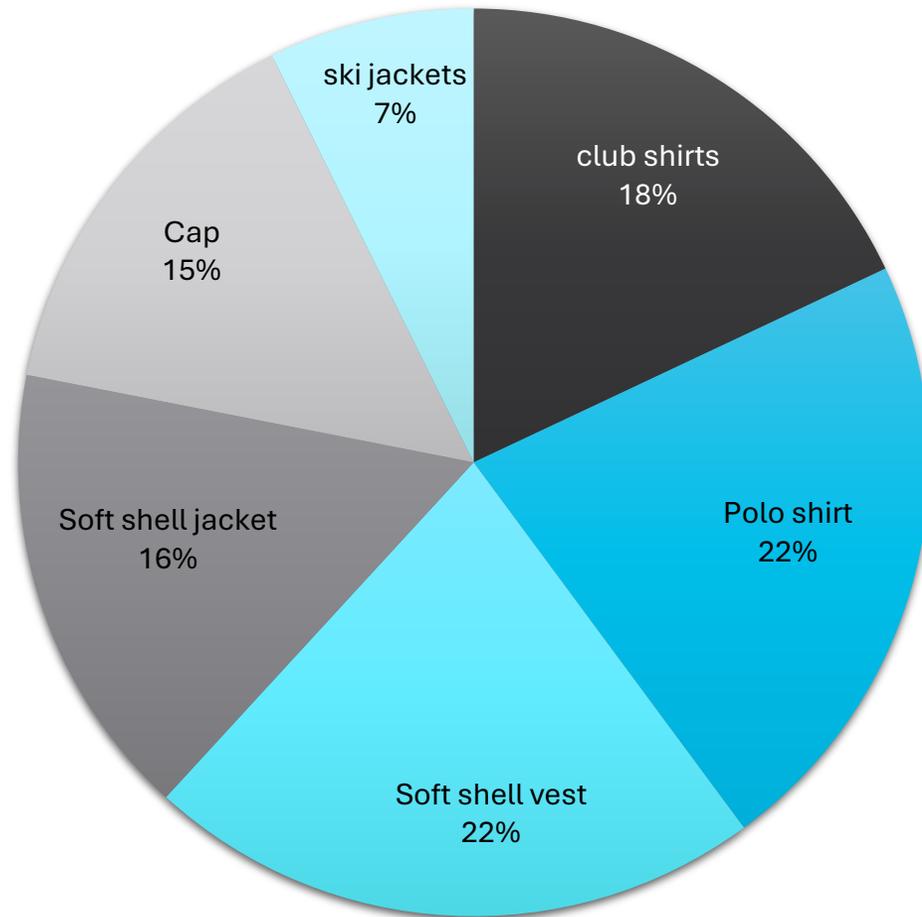
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CWDG Merchandise options





CWDG Merchandise Preferences



■ club shirts ■ Polo shirt ■ Soft shell vest ■ Soft shell jacket ■ Cap ■ ski jackets





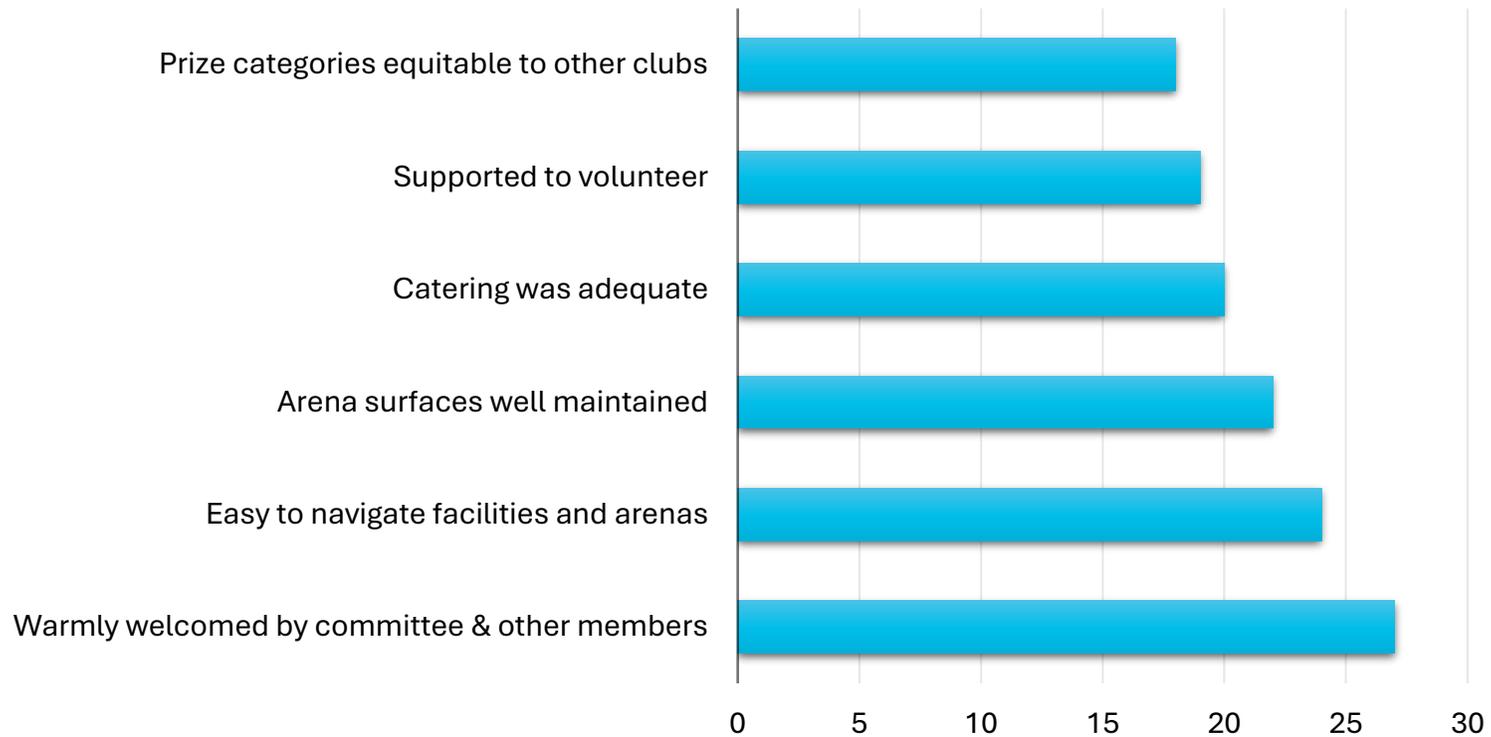
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Your current experience with attending club activities





Your current experience with attending club activities





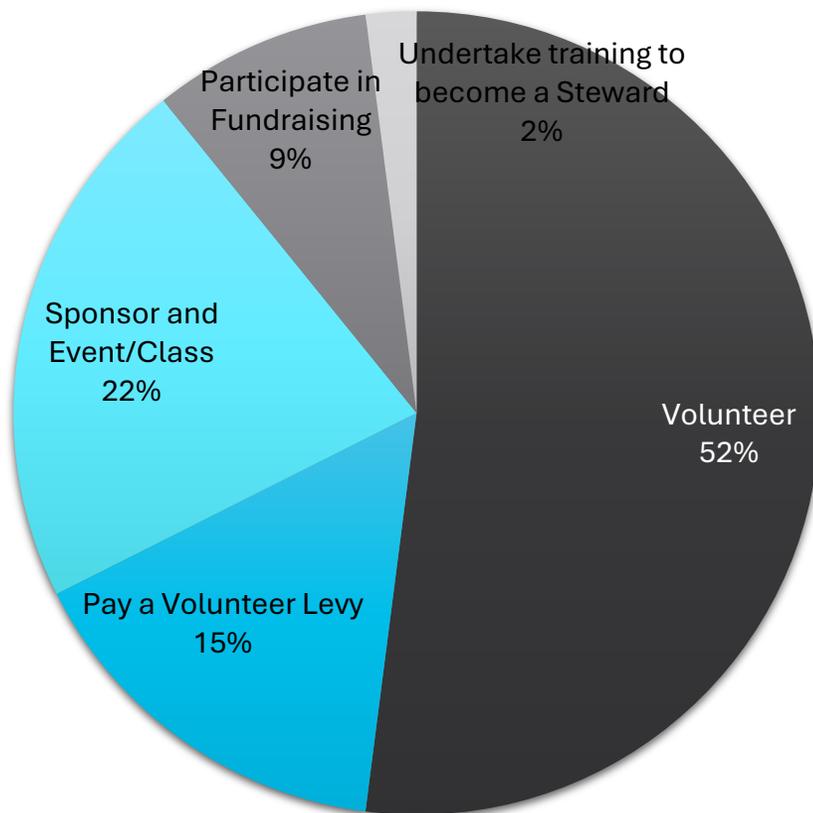
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Ways you could support the CWDG





Ways you could support the CWDG



- Volunteer
- Pay a Volunteer Levy
- Sponsor and Event/Class
- Participate in Fundraising
- Undertake training to become a Steward





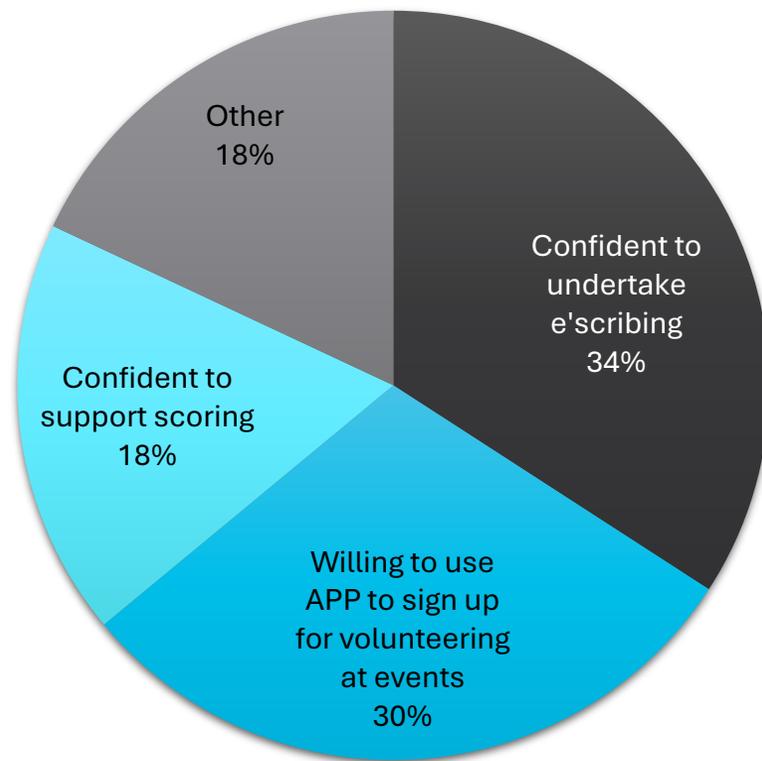
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Confidence to use technology





Confidence to use technology



- Confident to undertake e'scribing
- Willing to use APP to sign up for volunteering at events
- Confident to support scoring
- Other

OTHER:
responses indicated:
unsure, limited tech
confidence, prefer
paper, willing if
shown

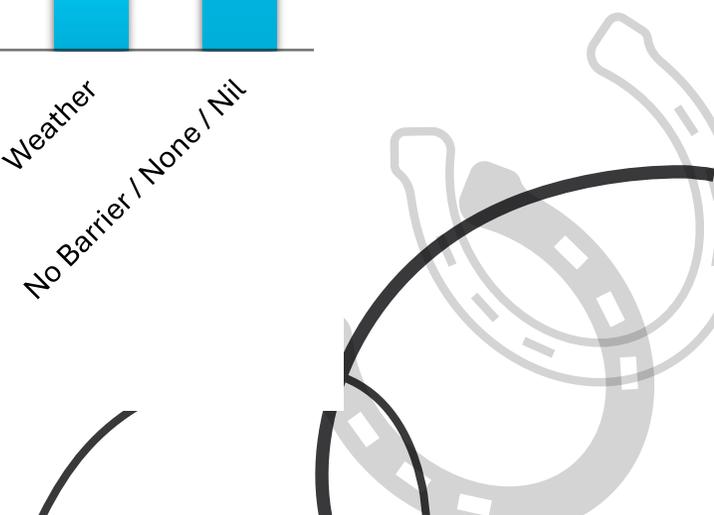
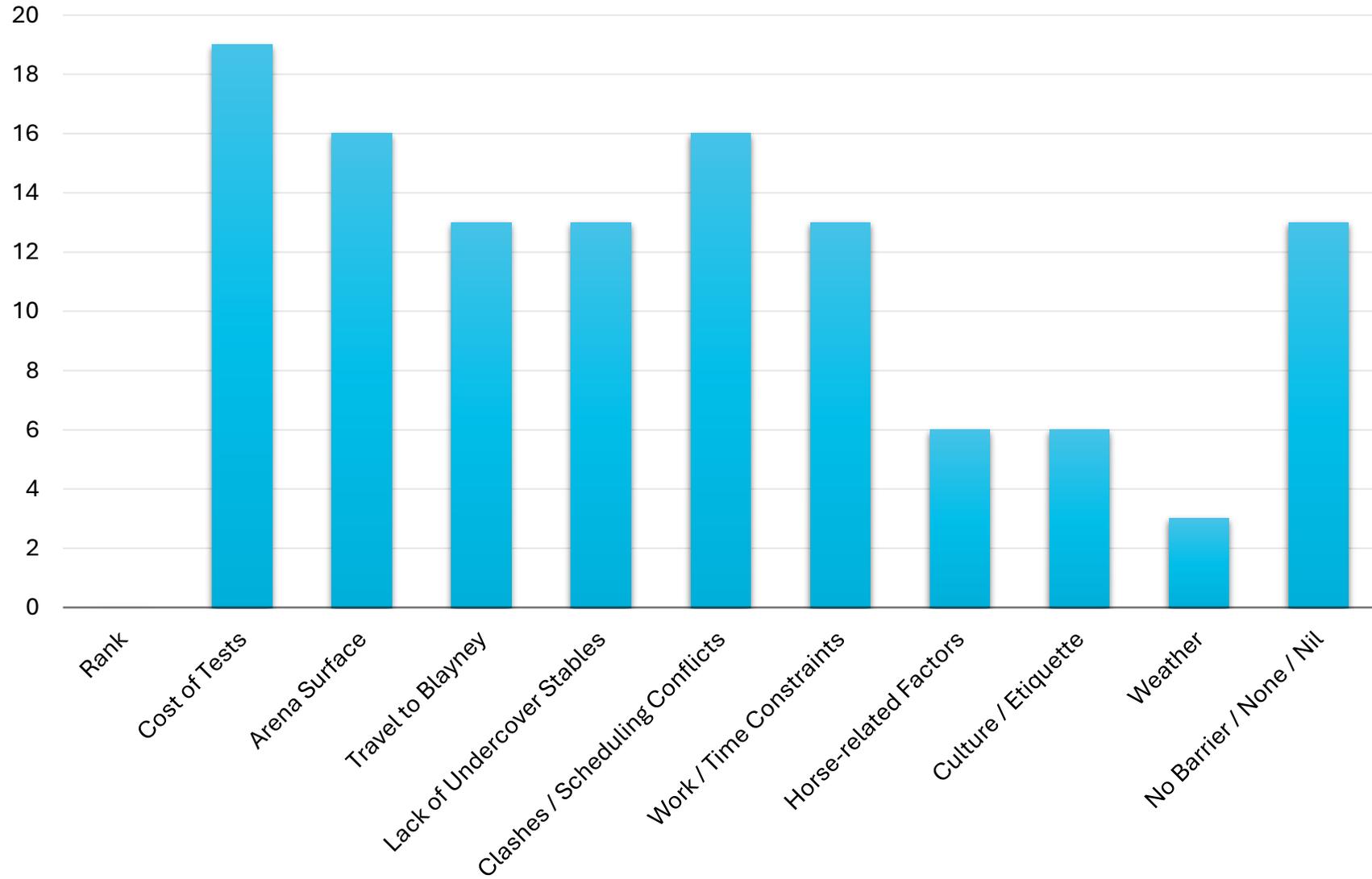




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Barriers to Participation







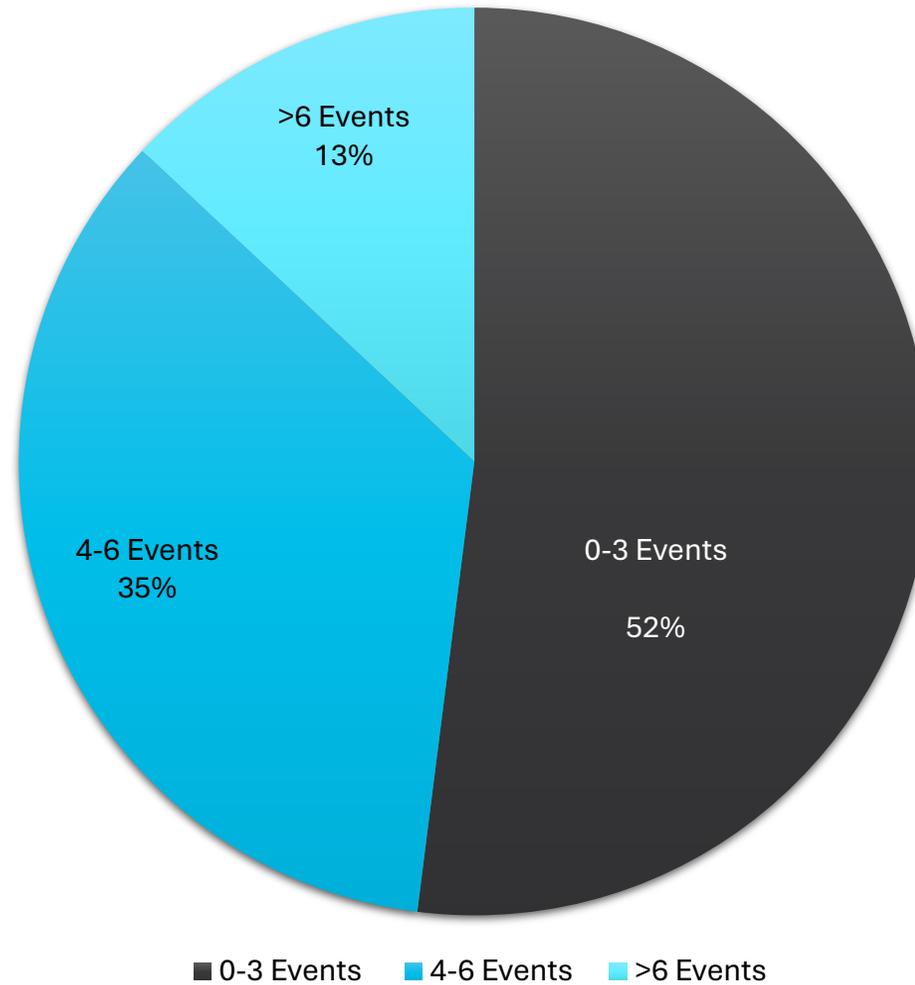
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Events Attended in the Last Year





Events Attended in the Last Year





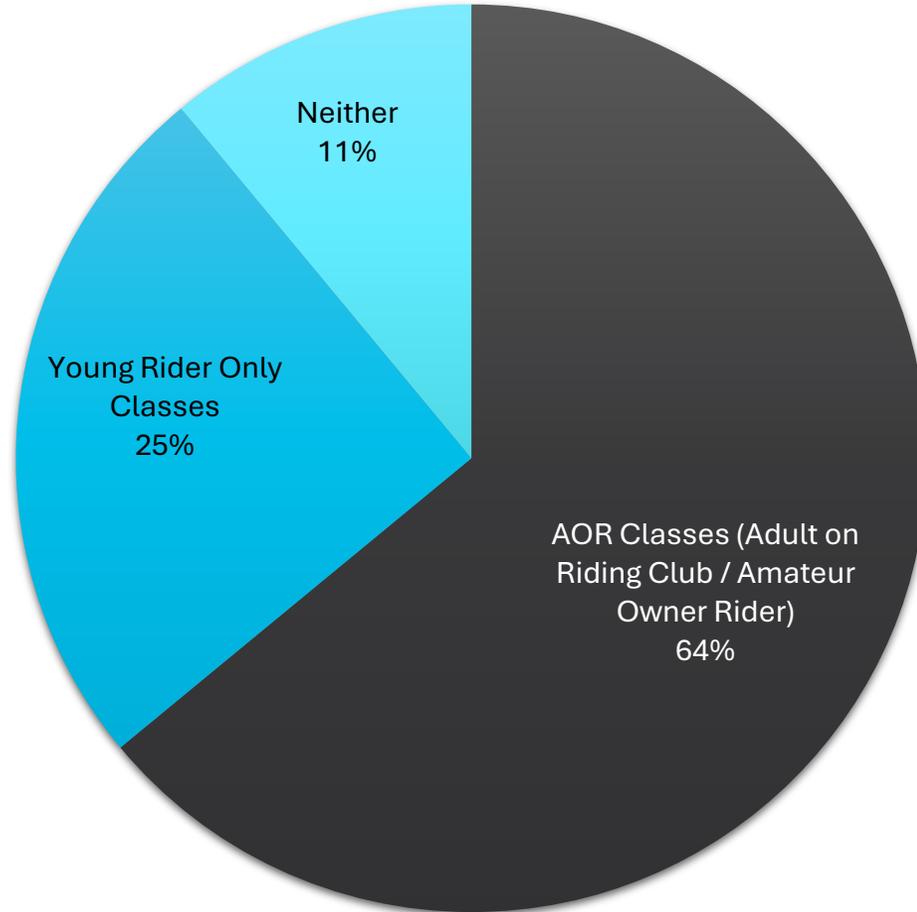
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Would You Compete More Often If We Offered...





Suggestions and ideas to improve the CWDG



■ AOR Classes (Adult on Riding Club / Amateur Owner Rider) ■ Young Rider Only Classes ■ Neither





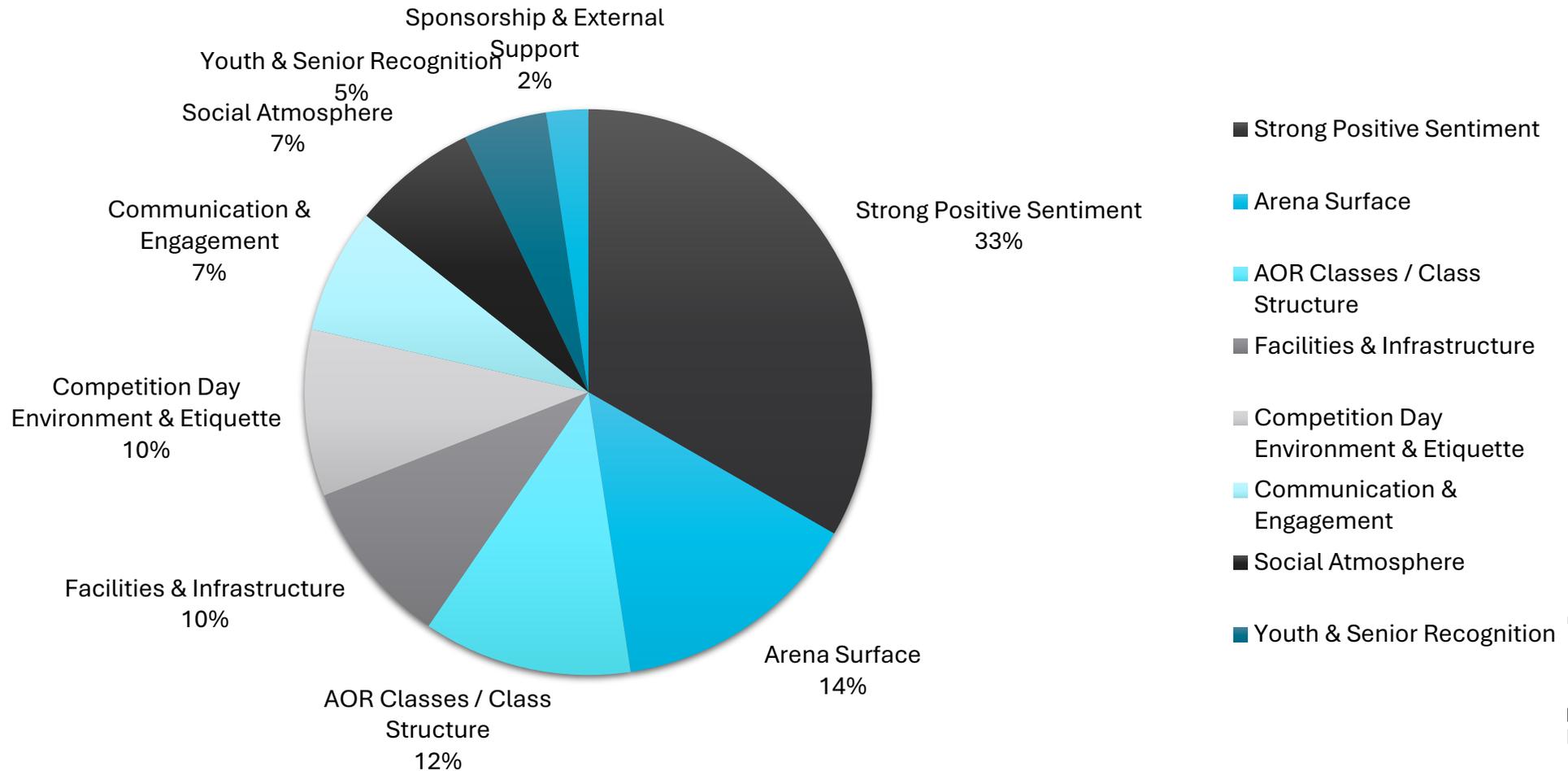
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Suggestions and ideas to improve the CWDG





Suggestions and ideas to improve the CWDG





Suggestions / Ideas to Improve CWDG – Thematic Summary

Strong Positive Sentiment (Very Dominant Theme)

Approximately **12–14 responses** were explicitly positive or neutral, including:

- “Club is great”
- “Committee doing a fabulous job”
- “Very well run”
- “Lovely club”
- “Everything seems organised”
- “Happy with CWDG”
- “Nothing right now”
- “Nil”
- “No suggestions”

✦ This reinforces earlier satisfaction metrics (87% felt welcomed, 90% felt heard).

Arena Surface (Most Repeated Constructive Theme)

Mentioned **5–6 times**, particularly by higher-level riders:

- Deep / uneven / hard surfaces
- Indoor surface when late in draw
- Surface affecting advanced movements
- Surface influencing willingness to compete at higher levels

✦ This is your most consistent operational improvement theme.

AOR Classes / Class Structure

Mentioned **4–5 times**

Themes:

- Add AOR classes
- Don’t combine AOR with Open professionals
- Support amateur riders
- Avoid over-splitting classes
- Fair prize distribution

✦ This aligns strongly with your earlier 64% AOR demand result.

Facilities & Infrastructure

Mentioned **3–4 times**

- Covered stables
- More yards
- Better yard allocation for members
- Winter cold conditions

✦ Practical comfort improvements.

Competition Day Environment & Etiquette

Mentioned **3–4 times**

- No competitors warming up inside indoor arena during tests
- No clapping during tests
- Warm-up bullying concerns
- Draw structure improvements
- Judges friendliness / sign-off timing

✦ These are not dominant themes but recurring enough to acknowledge.

Communication & Engagement

Mentioned **3 times**

- Newsletter
- General meetings open to members
- Leaderboard accuracy
- Video guides (arena setup, Nominate use)
- Better promotion of prizes

✦ These are operational communication improvements.

Social Atmosphere

Mentioned **3 times**

- Background music
- Social nights
- Encourage “stay for the day”
- Wine / mingling
- Watch events together

✦ Social activities were ranked low earlier, but a few members want more atmosphere.

Youth & Senior Recognition

- More Young Rider comps
- Senior leaderboard award

✦ Minor but specific ideas.

Sponsorship & External Support

- Sponsoring riders for broader competitive pursuits
- Single suggestion.



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Recommendations

Implement AOR Classes Properly

Why

- 64% would compete more if AOR offered
- Repeated written feedback about separation from Open professionals
- Clear participation growth lever

Recommendation

- ✓ Introduce structured AOR classes at selected competitions
- ✓ Separate AOR results from Open (not combined in same test)
- ✓ Promote clearly in schedule and marketing
- ✓ Review uptake after 12 months

Impact

High participation growth potential with minimal infrastructure cost.

1



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Recommendations

Develop a Surface Improvement Plan

Why

- **Most repeated constructive theme**
- Direct participation barrier (especially higher-level riders)
- Impacts competition safety and progression

Recommendation

- ✓ Explore grant funding options
- ✓ Adjust maintenance timing for draw order fairness
- ✓ Develop staged long-term surface improvement plan (grants/sponsorship)

Impact

Improves rider confidence, retention and higher-level attraction.

A large, bold, blue number '2' is centered within a circular graphic. The circle is light blue and has a white border. A vertical and a horizontal white line intersect at the center of the circle, creating a crosshair effect. The background of the slide is dark grey with a large, light blue circular graphic on the right side.



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Recommendations

Protect & Formalise Competition Etiquette

Why

Recurring comments:

- No warming up inside during tests
- No clapping during tests
- Warm-up behaviour concerns
- Draw spacing issues

Recommendation

- ✓ Publish a clear “Competition Day Etiquette Guidelines”
- ✓ Assign warm-up area steward
- ✓ Clarify indoor access rules
- ✓ Review draw spacing between tests
- ✓ Remind judges on sign-off timeliness

Impact

Low cost, high perception improvement.

3



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Recommendations

Volunteer Activation Strategy (Not Recruitment)

Why

- 77% willing to volunteer
- 26% unsure about tech
- Some difficulty knowing how to help

Recommendation

- ✓ Implement structured volunteer sign-up tool
- ✓ Offer 1 short annual tech training (e-pencilling/scoring)
- ✓ Create 1-page “Ways to Help” guide
- ✓ Encourage “Stay for the Day” culture

Impact

Unlocks existing willingness without increasing pressure.

4



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Recommendations

Infrastructure – Covered Stables & Yards (Medium Term)

Why

- Comfort and retention factor
- Linked to “stay for the day” culture

Recommendation

- ✓ Explore grant funding options
- ✓ Gain DA Approval
- ✓ Develop cost estimate for staged undercover stables
- ✓ Prioritise shade/wind protection as interim solution

Impact

Improves member comfort and long-term venue appeal.

5



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Recommendations

Improve Communication & Transparency

Why

- Leaderboard accuracy mentioned
- Newsletter requested
- Members want visibility of goals

Recommendation

- ✓ Quarterly short email update
- ✓ Publish leaderboard clearly and regularly
- ✓ Create short “How to” videos (Nominate, arena setup)
- ✓ Share progress updates on surface/infrastructure

Impact

Low cost, builds trust further (already high at 90%).





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Recommendations

Atmosphere Enhancements

Why

- Small but recurring suggestions:
- Background music
- Social evenings
- Encourage mingling

Recommendation

- ✓ Trial low-level background music near catering area/office area
- ✓ Introduce 1 social evening per year
- ✓ Promote “Stay for the Day” concept

Impact

Cultural enhancement, not structural necessity.

7



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Recommendations

Recognition Adjustments

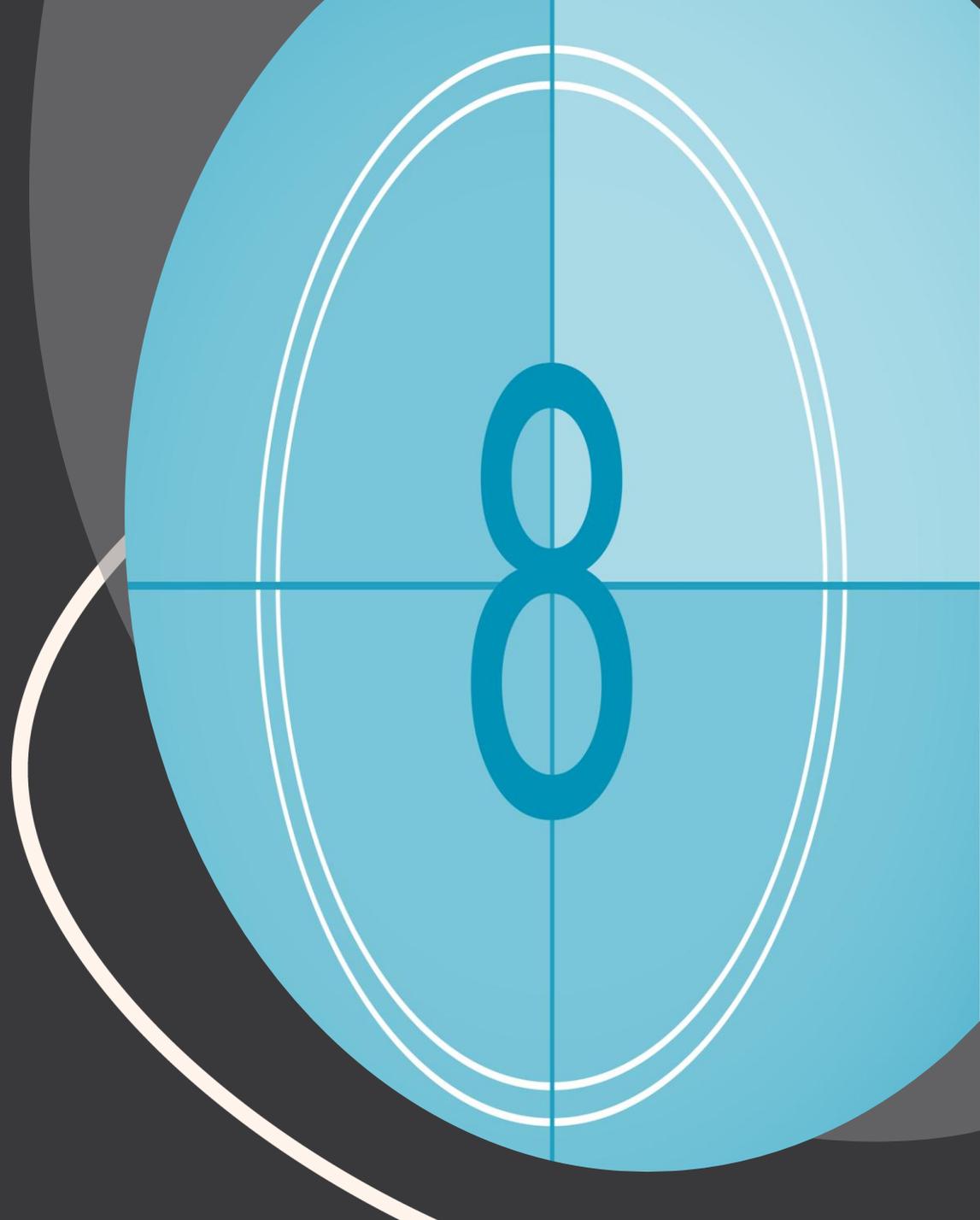
Why

Minor suggestions:

- Senior leaderboard award
- Young Rider comps
- Prize equity

Recommendation

- ✓ Review leaderboard categories
- ✓ Ensure prize consistency
- ✓ Consider 1 Young Rider focused event annually





Conclusion

The 2025 CWDG Member Survey reflects a club that is strong, valued and well supported by its community.

The results show high levels of satisfaction with both the culture and delivery of club activities. An overwhelming 90% of respondents feel their choices were considered in 2025, and 87% report feeling warmly welcomed at club events. This confirms that CWDG continues to foster a positive, inclusive and well-run environment.

Competitions and practical on-horse training remain the clear priority for members. Demand for additional competition opportunities, alongside structured training, reinforces that CWDG's core purpose as a competition-led club remains aligned with member expectations.

At the same time, the survey identified clear opportunities for thoughtful refinement. The introduction of AOR classes presents a strong participation growth opportunity, with 64% indicating they would compete more frequently if offered. Arena surface quality emerged as the most consistent operational concern, particularly among

higher-level riders. Infrastructure considerations such as covered stables and yard improvements were also noted as areas for longer-term enhancement.

Importantly, volunteer willingness is exceptionally strong, with 77% indicating they would volunteer to support club activities. The opportunity now lies in activation, coordination and confidence-building rather than recruitment.



Next Steps

AOR Class Implementation

Review and introduce structured AOR classes at selected competitions, ensuring clear separation from Open classes and transparent promotion in schedules.

Arena Surface Review

Explore grant funding and cost options for arena surface and options including maintenance.

Volunteer Activation

Implement a clear volunteer sign-up system and offer targeted training (e-pencilling and scoring support) to increase confidence and engagement.

Infrastructure Planning

Explore grant funding and cost options for covered stables and yard improvements to enhance comfort and encourage members to remain on site throughout events.

Communication & Transparency

Introduce short, regular member updates outlining club priorities, leaderboard progress and infrastructure planning to maintain the strong sense of alignment reflected in this survey.

The committee will review these findings in detail and develop an action plan with priorities, timeframes and responsible leads. Progress updates will be communicated to members throughout 2026.

CWDG remains committed to building on its strong foundation — continuing to deliver quality competitions, supportive training opportunities and a welcoming community for riders at all levels.