BUILDING THE FUTURE

THURSDAY 21TH NOVEMBER 2019 • DALHAM HALL STUD, NEWMARKET

THE CHELSEA STORY

COMMUNITY THEMES:

- DEVELOPING SPORT
- PROMOTING EQUALITY
- ENGAGING COMMUNITIES
- INSPIRE THROUGH CHELSEA
- PROVIDING OPPORTUNITIES

THE "KICK" PROGRAMME:

HARD-TO-REACH YOUNGSTERS · SOCIAL RELATIONSHIPS · MUTUAL RESPECT · FUN · OPEN ACCESS SPORT · LOCAL PARTNERS · DEVELOP FRIENDSHIPS + LIFE SKILLS · AWAY-TRIPS · EDUCATION + WORKSHOPS · MANY TRAINERS ARE FORMER PARTICIPANTS

DETERMINANTS OF HEALTH:

GENERAL: SOCIO-ECONOMIC, CULTURAL + ENVIRONMENTAL CONDITIONS
LIVING + WORKING CONDITIONS
SOCIAL + COMMUNITY NETWORKS
INDIVIDUAL LIFESTYLE

WE TRY TO INCLUDE ALL ASPECTS WHEN CREATING PROGRAMMES

LONG-TERM CHANGE!

CONSISTENCY OF DELIVERY IS KEY!

WE CO-CREATE EVERYTHING WE DO!

CALLUM · ANDREW · DAMIAN

GLOBAL VISION

EDUCATION & COMMUNITY DEVELOPMENT

WE WILL COLLABORATE & LEVERAGE OUR GLOBAL RESOURCES & IDEAS TO ENRICH OUR COMMUNITIES BY CREATING A SUSTAINABLE FUTURE FOR OUR SPORT.

HORSEMEN

WE WANT
→ FRAMEWORK FOR EFFECTIVE TRAINING
→ EFFECTIVE RECRUITM.
→ EFFECTIVE COMMUNIC.
→ LEADERSHIP
→ INCLUSION + PRIDE

HANDS-ON PEOPLE

WE WANT
→ SAFETY + SECURITY
→ TRANSPARENCY
→ CAREER PATHS
→ RESPECT

RACE GOERS

WE WANT ANYONE FROM ADULTS TO CHILDREN TO ENJOY THE SPORT!

WE WANT
→ TRANSPARENCY + INSIGHTS
→ INCLUSION + ACCESSABILITY
→ OPEN-MINDED TO LISTEN & TO CHANGE

HORSE LOVERS

WE WANT:
→ A REASON TO TAKE PART
→ COMMUNITY ENGAGEMENT
→ TO FEEL WELCOMED
→ SAFE ENJOYABLE DAYS OUT!

LOCAL GOVERNMENT

WE WANT YOU TO BE LIKE OTHER LARGE PROFESSIONAL INDUSTRIES
EDUCATION → UPSKILLING → TRAINING OF OUR COMMUNITY

GENERAL PUBLIC

WE WANT:
→ VOLUNTEER & WORK OPPORTUNITIES
→ YOU TO BE COOL + ENTERTAINING
→ YOU TO BRING US CLOSE TO HORSES
→ ASK US WHAT WE WANT!

TEENAGERS

PRIMARY SCHOOL CHILDREN

WE WANT:
→ INTERACTIVE EXPOSURE
→ FUN ACTIVITIES FOR ALL
→ ENSURE ANIMALS ARE LOOKED AFTER

STAKEHOLDERS

	AUSTRALIA	FRANCE	IRELAND	GLOBAL	JAPAN	UK	USA
YEAR 3		MEASURE PROGRESS	PROFESSIONAL DEVELOPMT. FOR EMPLOYERS · - EXPAND PILOT SCHEMES NATIONALLY - MEASURE MEDIA IMPACT	TO HAVE A PLAN IN PLACE TO MEASURE OUTPUT AND IMPACT	ACTIVITY: COLLABORATE	MEASURE AND REPORT ON YEAR 2 KPIs	ACCESS & MEASURE AWARENESS OF THE EDUCATIONAL VISION
YEAR 2		IDENTIFY THE COMPELLING PROPOSITION TO CONSOLIDATE STAKEHOLDERS BEHIND THE ENTITY	- STRONG, CENTRALISED, POSITIVE COMMUNICATION - GRASSROOTS PROMOTIONAL CAMPAIGN AIMED AT HORSE LOVERS + MARGINALISED COMMUNITIES.	MEDIA AND DIGITAL CAMPAIGN TO INCREASE AWARENESS: - EDUCATION - CAREER OPP. - BUSINESS OPP. - PILOT SCHEMES	TO DEVELOP A COMMUNITY OUTREACH STRATEGY FOCUSED ON PROMOTION, EDUCATION AND INCLUSION	RELATIONSHIPS: - FIND OUT WHERE WE SHOULD GO... - OUT REACH	NATIONAL UNIFYING BODY TO DELIVER COMMUNITY & EDUCATION STRATEGY & PROGRAMME	DEVELOP NATIONAL WEBSITE FOR WORK-FORCE CAREERS & OPPORTUNITIES
YEAR 1		TRANSFORM TIC INTO THE NATIONALLY RECOGNISED AND FUNDED EDUCATION BODY FOR THE AUSTRALIAN INDUSTRY	- MEET WITH NATIONAL STAKEHOLDERS - PUT TOGETHER STEERING GROUP - SURVEY OF INDUSTRY EMPLOYEES	- BUILD RELATIONSHIPS WITH COMMUNITY GROUPS AT VARIOUS LEVELS - INFORM INDUSTRY STAKEHOLDERS OF OUR VISION & OUR GOALS	TO ENGAGE STAKEHOLDERS AND RAISE AWARENESS ABOUT OUR COMMON GOALS	NETWORK: - LOOK AT WHERE WE ARE NOW - EXCHANGE OPINIONS WITHIN THE INDUSTRY	- UNDERSTAND THE NEED - UNDERSTAND WHAT'S ALREADY HAPPENING - CREATE PLAN & KPIs - FIND COMMUNITY PARTNERS	IDENTIFY RESOURCES: PEOPLE & FUNDING

THE NEWMARKET ACADEMY STORY

THE TRANSFORMATION OF A SCHOOL, FROM ISOLATIONALISM TO COLLABORATION!

THE BEACON PROJECT

5 YEAR PLAN · LOCAL + NATIONAL · INDIVIDUAL + GROUPS · RAISING CULTURAL AWARENESS · LOADS OF STAKE-HOLDERS · RAISING ECONOMIC AWARENESS · WORKING WITH OUR KIDS → LEARN SKILLS → LOCAL MUSEUMS → VISIT COMPANIES → SEE RACING FACILITIES · RAISING RESILIENCE + SELF ESTEEM · CASE: TEA WITH MICHAEL STOUTE

NICK FROY

...TO THE HORSEMEN:
WE WILL LISTEN AND DEVELOP A COHERENT, SUSTAINABLE PLAN FOR THE FUTURE OF OUR INDUSTRY

...TO THE HANDS-ON PEOPLE:
WE WILL CREATE A SAFE, RESPECTFUL AND MODERN WORKING ENVIRONMENT

...TO THE HORSE LOVERS:
→ WE WILL OPEN THE DOOR TO YOU TO SEE OUR SPORT + HORSES.
→ WE WILL BE TRANSPARENT & ANSWER YOUR QUESTIONS

...TO THE RACEGOERS:
WE WILL OPEN THE DOOR TO EVERYONE AND ANYONE!

...TO THE LOCAL GOVERNMENT:
WE WILL PROACTIVELY ENGAGE WITH THE GOVERNMENT TO HARNISS AND DETERMINE A STRATEGIC APPROACH

...TO THE GENERAL PUBLIC:
→ WE PROMISE TO LISTEN, NOT ASSUME, NOT DICTATE.
→ LONG-TERM COMMITMENT + CONSISTENCY OF DELIVERY
→ TO ACT ON YOUR TERMS, NOT OURS...

...TO THE TEENAGERS:
WE WILL LISTEN, VALUE AND WELCOME YOU. WE WILL PROVIDE CLEAR INFORMATION, AND PLAN AND ADAPT FOR YOU. WE WILL LOOK AFTER YOU

...TO THE PRIMARY SCHOOL CHILDREN:
WE WIL CREATE A FUN, INTERACTIVE LEARNING EXPERIENCE & CREATE OPPORTUNITIES TO HEAR FROM PEOPLE WORKING IN THE INDUSTRY

OUR PROMISE..

3 YEAR PLAN!

MAKING IT HAPPEN 3 MONTH PLAN!

WHAT	WHO	WHEN	RESOURCES

3 MONTH PLAN · LEADERSHIP GROUP · IMPLEMENT ACTIONS · ONE FROM EACH COUNTRY

RULES OF ENGAGEMENT

1 COLLABORATION & CO-OPERATION
2 SUPPORT FROM EACH COUNTRY REGULATOR
3 NO POLITICS / BE OPEN
4 FRAMEWORK: SCOPE FOR EACH COUNTRY WITHOUT FORGETTING THE MAIN AIM
5 OPEN SHARING → WHAT HAS WORKED → WHAT HAS NOT