



Canter For Climate

STRATEGIC PLAN

CANTERFORCLIMATE.COM.AU

CONTENTS

03

OUR MISSION

04

OUR APPROACH

05

OUR VALUES

06

OUR STRUCTURE

06

OUR THEORY OF CHANGE

07 - 13

OUR PLAN

08 - 09

GOAL 1 - INSPIRE DISCUSSION AND APPROPRIATE LAND MANAGEMENT

10 - 11

GOAL 2 - INCREASE ENVIRONMENTAL RESPONSIBILITY IN THE EQUINE INDUSTRY

12

GOAL 3 - OFFER THE EQUINE COMMUNITY OPPORTUNITIES TO ADVOCATE FOR ACTION ON CLIMATE

13

GOAL 4 - OUR ORGANISATION HAS THE RESOURCES WE NEED TO REALISE OUR MISSION

14

CONTACT



OUR MISSION

To support the equine community in understanding and acting on climate.



OUR APPROACH

- We provide knowledge on climate change and its impact on horses.
- We provide knowledge on improving the physical environment of our horses through pasture and land management.
- We encourage members and the equine business community to make informed choices to reduce their climate impact and to promote climate friendly practices.
- We provide connections to the climate action community - people advocating for Australia to increase its climate response.
- Canter for Climate is a movement of horse owners seeking an active response from the equine industry to reduce our impact on the environment and improve our contribution to ecologically positive land management.



OUR VALUES

- Community driven: we know we are happier and live better as a community. We offer a community of support and encouragement.
- Understanding: that our land, our people and our animals are interlinked, and all require healthy ecosystems to thrive.
- Evidence based: we base this support on evidence drawn from the extensive experience of our members as land managers and horse owners, as well as research and evidence from the academic community, farmers, vets and others seeking positive life outcomes for our livestock.
- Non-partisan: We support and advocate for climate-positive policies from wherever they emerge.



OUR STRUCTURE

We are a not-for-profit entity supported by volunteers and a small staff.



OUR THEORY OF CHANGE

We believe that horse owners can make a positive climate contribution for our horses, and in doing so, encourage better climate action from the industry that we support.

OUR PLAN

GOAL 1

Inspire discussion and appropriate land management for the changing climate, and its impact on our equine partners.

GOAL 2

Increase environmental responsibility in the equine industry.

GOAL 3

Offer the equine community opportunities to advocate for action on climate.

GOAL 4

Our organisation has the resources we need to realise our mission.



GOAL 1 - INSPIRE DISCUSSION AND APPROPRIATE LAND MANAGEMENT FOR THE CHANGING CLIMATE, AND ITS IMPACT ON OUR EQUINE PARTNERS

How we'll do it

Awareness raising

- Facebook group providing information and promoting discussion.
- Paddock and/or tea table climate/horse/land management “chats” held by members for horse owning neighbours and friends.
- Provide guest speakers on climate change impacts on horses, at others' club meetings.

Improve knowledge and skills

- Build a website with a library of land and horse management resources.
- Run webinars on horse and land management.
- Organise peer groups.
- Run and/or sponsor field days.



GOAL 1 - CONT...

Measures of achievement

- Numbers of members in our Facebook group, number of comments and posts by members, reach of posts.
- Frequency of “key climate” words occurring in discussion on Facebook.
- Numbers of “chats” hosted and numbers of attendees
- Quiz/questionnaire in game format to identify/benchmark current knowledge and attitudes so change can be tracked.
- Numbers of requests for guest speakers, numbers of attendees.
- Members' knowledge on Climate change has improved as shown by repeat engagement with annual surveys.
- Numbers of members undertaking regenerative/rotational grazing on their properties on how many ha.

Picture of success

- Active discussions are occurring in equine related media about the impact of Climate Change on horses.
- Horse owners are active at climate rallies and wearing the Canter for Climate logo at equine events.
- The equine industry takes up the discussion and begins taking responsibility for better pasture management and whole of life responsibility for equine retail and wholesale products.
- Horse paddocks well grassed with healthy pastures.
- Horses are happy and healthy in their environment.



GOAL 2 - INCREASE ENVIRONMENTAL RESPONSIBILITY IN THE EQUINE INDUSTRY

How we'll do it

- Provide lists of questions and/or proforma letters to assist horse owners to investigate retailers for their level of carbon action/friendliness.
Are they offering;
 - Sustainably sourced products.
 - Carbon neutral postage and packaging.
 - Sourcing products locally.
 - Offsetting transport emissions by utilising carbon credits.
- Offer methodology for businesses to reach carbon neutral by 2030 (as per Carbon care plans by Vet for Climate Action).
- Encourage manufacturers to develop sustainably sourced products.
- Write letters to encourage feed producers to offer a low carbon feed sourced from farms utilising regenerative agricultural practice, providing information on contacts with the regenerative agriculture movement.



GOAL 2 - CONT...

Measures of achievement

- Numbers of letters sent by members to retail organisations.
- Numbers of retail stores undertaking carbon friendly actions and their level of action.
- Number of businesses enacting plans for climate neutrality by 2035.
- Number of carbon friendly horse related products available.

Picture of success

- There is a range of carbon friendly (neutral) products available for purchase and equine businesses are advertising themselves as Carbon friendly and they really are!



GOAL 3 - OFFER THE EQUINE COMMUNITY OPPORTUNITIES TO ADVOCATE FOR ACTION ON CLIMATE

How we'll do it

- Develop formatted letters that can be auto emailed to MP's requesting action.
- Provide effective information (or links to information) that members can share outside our Facebook page.
- Organise our own Canter for Climate rallies, calling for climate action.

Measures of achievement

- Number of members who become involved in advocating for climate action; numbers of emails sent.
- Numbers of MP's involved in the campaign.
- Numbers that attend Canter for Climate rally.

Picture of success

- Horse owners prominent at climate rallies.



GOAL 4 - OUR ORGANISATION HAS THE RESOURCES WE NEED TO REALISE OUR MISSION

How we'll do it

- Apply for grants.
- Chase sponsorships.
- Seek volunteers.

Measures of achievement

- Successful in receiving grants and gaining sponsorship.
- In the black bank balance at the end of each year.

Picture of success

- Canter for Climate operates with adequate staff to be active in each state supporting and or running events.



Thank you

FOR TAKING THE TIME TO READ
OUR STRATEGIC PLAN



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