



Belgian Shepherd Dog Club
of QLD

BSDCQ STRATEGIC PLAN 2018-2020

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OUR VISION IN DEVELOPMENT

OUR PRINCIPAL FOCUS

ADVISE...

ENGAGE...

INFORM...

OUR MISSION

To operate with integrity and efficiency, whilst promoting ethical and knowledgeable guardianship of the Belgian Shepherd Dog, to ensure the optimum health, well-being and type of the breed; and, to encourage participation in the diverse range of dog activities available, in a fair and sporting manner.

OUR ETHICS Owners and admirers of Belgian Shepherd Dogs are the beneficiaries of a legacy, created and handed down through the concern and care of past owners and breeders.

To preserve this legacy, there are certain principles that members of the Belgian Shepherd Dog Club of Queensland (BSDCQ) agree to adhere to, and that we encourage others to also consider and respect.

When breeding the Belgian Shepherd Dog, emphasis should be placed upon working ability and the other outstanding qualities and characteristics of the breed, as well as upon appearance.

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Objectives

To explore new ways to engage with the community, using a range of technologies

To develop, promote and facilitate a variety of dog sporting events suitable for the BSD

To develop and review the position and operations of the BSDCQ

To develop and implement BSD related educational activities and events

Strategies

- Develop a communication plan for the BSDCQ
-Utilise technology to increase participation by, and information exchange with, BSDCQ members

- Develop an annual sporting/activity events calendar
- Promote all dog sporting/activity events to the BSDCQ membership
- Hold annual dog sporting/activity events

- Develop and review the BSDCQ vision and mission
- Develop and review BSDCQ policy and position in relation to * health; * judges training; * inter-variety breeding; * the BSDCQ rescue service

- Develop a BSDCQ educational framework
- Increase educational activities on FaceBook
- Incorporate educational events into Fun Days
- Develop educational workshops
- Create a breed promotions calendar

Outcomes

The BSDCQ membership is increased by 50% by 2020

The following dog sporting activities are promoted annually:

- Agility
- Conformation
- Herding
- Lure coursing
- Obedience
- Rally O
- Tracking

The following dog sporting events are held annually:

- Conformation shows
- Herding clinics and trials
- Others

The BSDCQ Operational Manual, including all policy, procedure and position statements is completed by 2019

Twelve educational activities about the BSD, and related issues, are provided annually using digital and face to face mediums