



# Polocrosse Australia

## Play Well Plan

### 2025–2026

Everyone has a place in polocrosse

**PLAYWELL**



## POLOCROSSE AUSTRALIA MEMBERS ACKNOWLEDGEMENT OF COUNTRY

Polocrosse Australia acknowledges the Traditional Owners of the lands on which we work, play and live.

We pay our respects to Elders past, present and emerging, and celebrate the valuable contribution Aboriginal and Torres Strait Islander people make to Australian society and sport.

# POLOCROSSE AUSTRALIA'S STRATEGIC ALIGNMENT WITH AUSTRALIA'S SPORT PARTICIPATION STRATEGY — PLAY WELL

Polocrosse Australia recognises the importance of aligning its initiatives with the [Australian Sports Commission's \(ASC\) Play Well Strategy](#).

Polocrosse Australia's Play Well plan aims to create a more active and engaged nation through quality polocrosse experiences, promoting lifelong participation, and enhancing the overall health and wellbeing of Australians. By integrating the principles of the [Play Well Strategy](#) into its programs and operations, Polocrosse Australia seeks to foster a vibrant polocrosse community that emphasises its core values of integrity and respect, wellbeing and care, collaboration and inclusion, and transparency and excellence.

Aligning our efforts with the [ASC's Play Well Strategy](#) is a strategic decision that will enhance the sport's growth and sustainability. By focusing on lifelong participation, quality experiences, inclusion, and community engagement, we can support a thriving polocrosse environment that contributes positively to the health and wellbeing of our community.



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*The alignment of Polocrosse Australia's Play Well plan with the Australian Sports Commission's Play Well Strategy not only benefits the sport of polocrosse but also supports the broader objectives of promoting active lifestyles and fostering a sense of community through sport.*

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# ALIGNMENT OF THE PLAY WELL STRATEGY WITH THE POLOCROSSE AUSTRALIA 2023–2026 STRATEGIC PLAN

The Polocrosse Australia Play Well plan 2025–2026 fulfils the Participation and growth pillar of the [Polocrosse Australia 2023–2026 Strategic Plan](#).

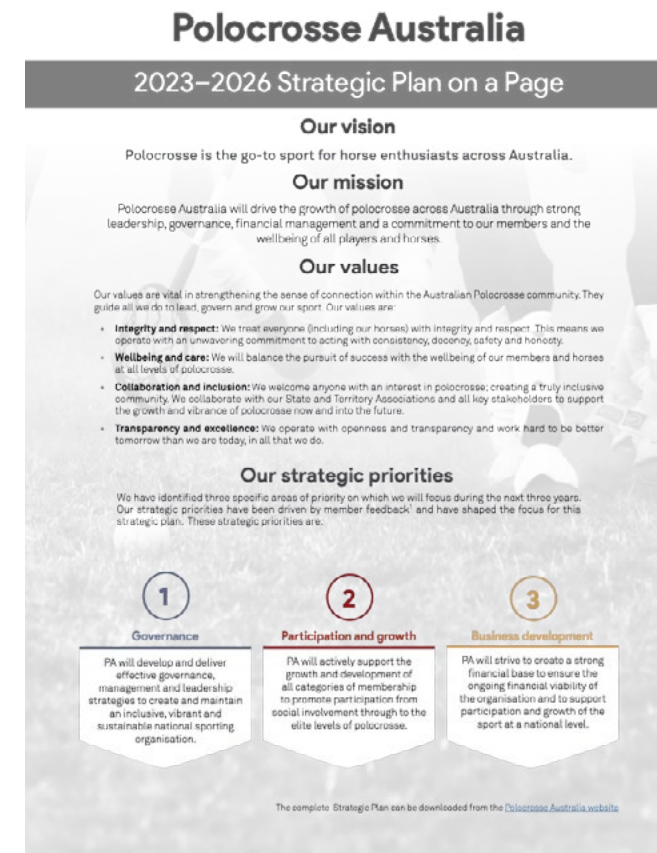
The Polocrosse Australia 2023–2026 Strategic Plan focuses on empowering people and organisations, building connections and transforming culture through programs, partnerships, stories and technology to connect with our core participants and new participants to grow the polocrosse community across Australia.

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*Through a collaborative process of co-design, each member state and territory has provided input to our Strategic and Play Well plans. This whole-of-sport buy-in will ensure the implementation of the participation initiatives at a grassroots level, where the impact will be most profound.*

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Success for this Play Well plan will see an expansion of the polocrosse community to include participation in polocrosse activities from other horse communities, including pony clubs, adult riding clubs and schools. It will also empower and grow participation across our playing, umpiring, coaching, volunteering and governance communities.



# POLOCROSSE PARTICIPATION RATES

## Polocrosse Australia Membership (2024)

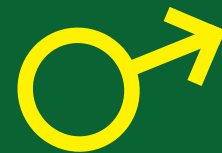
Registered players, coaches and umpires\*

\*A registered player also may play a role as a coach and/or umpire.

Rolling three-year average (2022-2024) = 4494



## Sport gender balance (2024)



**1383**

Male players



**1407**

Female players



**1014**

Male coaches  
and umpires



**550**

Female coaches  
and umpires

POLOCROSSE CLUBS  
ACROSS AUSTRALIA

**122**

AVERAGE CARNIVALS ATTENDED PER PLAYER (2024)

**5**

Everyone has a place in polocrosse

**PLAYWELL**

## WHAT IS THE VISION OF POLOCROSSE AUSTRALIA?

Polocrosse Australia's vision is to *“ensure polocrosse is the go-to sport for all horse enthusiasts across Australia”*.

Polocrosse Australia's mission is to *“drive the growth of polocrosse across Australia through strong leadership, governance, financial management and a commitment to our members and the wellbeing of all players and horses”*.

The initiatives outlined in the Polocrosse Australia Play Well plan 2025–2026 actively support the growth and development of all categories of membership across four pillars of activity (create, connect, unite and grow). These initiatives engage with and embrace all members of our community — from social members and volunteer involvement, through to athletes, coaches, umpires and administrators.

## OUR PARTICIPATION PILLARS



**Create** — We'll **create** new and exciting opportunities to engage with polocrosse.



**Connect** — We'll **connect** with other equestrian disciplines to offer pathways into polocrosse.



**Unite** — We'll **unite** our community and transform our culture.



**Grow** — We'll **grow** the capacity and capability of our people and organisations.



## CREATE

Our **CREATE** pillar aligns with the following **PLAY WELL** priorities:

- empowering people and organisations
- transforming culture
- building connections
- equitable access.

These priority areas will be pursued across, people, partners and programs and enabled by diversity and inclusion, technology and digital, yarning, data and measurement.

## OUR OBJECTIVE

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*We'll **create** new and exciting opportunities to engage with polocrosse.*

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## PLAY WELL IN ACTION

The **CREATE** pillar of the Polocrosse Play Well plan **EMPOWERS PEOPLE AND ORGANISATIONS** by supporting individuals and clubs to develop, test and refine locally relevant initiatives that will **BUILD CONNECTIONS** with potential participants at a local community level. It **TRANSFORMS CULTURE** by encouraging grassroots responsibility for creating tailored solutions of local initiatives that meet the needs of the regional communities in which polocrosse is played. The development of innovative opportunities for potential participants to try their hand at polocrosse in a safe and non-competitive environment offers **EQUITABLE ACCESS** to all equestrians.

**Enablers:** Diversity and inclusion: embracing diversity including age, gender, ability, cultural or religious background, sexual orientation or where people live to ensure a wide range of perspectives and ideas are considered.

- inclusivity – creating an environment where all voices are heard and valued and people feel safe, respected and included
- equity – ensuring equitable opportunities for participation.

## CREATE — ACTIONS AND PERFORMANCE MEASURES

ACTIONS	PERFORMANCE MEASURES
<b>Chukka one action:</b> Review the existing Blue Bandage program for its ongoing relevance and success and adjust the program accordingly.	<b>Chukka one performance measures:</b> A revised Blue Bandage program will be released to the polocrosse community by June 2026.
<b>Chukka two action:</b> Create a low-goal competition category for inclusion in standard polocrosse carnivals.	<b>Chukka two performance measures:</b> At least three Polocrosse Clubs will have trialled the low-goal format and provided data and feedback to Polocrosse Australia by December 2025.
<b>Chukka three action:</b> Create a non-competitive family fun day carnival option for clubs to deliver, with an amended membership category to support this type of activity.	<b>Chukka three performance measures:</b> At least two Polocrosse Clubs in each state and territory will have trialled the non-competitive family fun day carnival and provided feedback to Polocrosse Australia by June 2026.
<b>Chukka four action:</b> Create a series of off-season activities for polocrosse clubs to host outside the competition season to attract new participants to polocrosse.	<b>Chukka four performance measures:</b> At least two Polocrosse Clubs in each state and territory have trialled off-season activities and provided feedback to Polocrosse Australia by June 2026.



## CONNECT

Our **CONNECT** pillar aligns with the following **PLAY WELL** priorities:

- empowering people and organisations
- building connections
- transforming culture
- equitable access.

These priority areas will be pursued across partners and programs with Pony Club Australia, schools with equestrian programs and other equestrian organisations and individual riders. These initiatives will be inclusive across age, gender and culture and supported by technology and digital resources, stories and case studies. The initiatives will be monitored and evaluated by the collection of data and qualitative feedback.

## OUR OBJECTIVE

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*We'll **connect** with other equestrian disciplines to offer pathways into polocrosse.*

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## PLAY WELL IN ACTION

The **CONNECT** pillar of the Polocrosse Play Well plan **EMPOWERS PEOPLE AND ORGANISATIONS** by supporting individuals and organisations to incorporate polocrosse into their existing activities. It will **BUILD CONNECTIONS** with potential partners across the equestrian landscape. It **TRANSFORMS CULTURE** by opening the doors to alternative activities in existing equestrian organisations and has the potential to positively impact participation in these organisations by expanding their offering to existing and potential members. By creating partnerships with likeminded equestrian organisations, this pillar offers **EQUITABLE ACCESS** to all equestrians.

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Image courtesy of Robyn Wishaw

## CONNECT — ACTIONS AND PERFORMANCE MEASURES

### ACTIONS

#### Chukka one action:

Create a Polocrosse in Pony Club program of digital resources (e.g. activities, factsheets, booklets and videos) for Pony Club Australia clubs to utilise at rallies, camps and other events to support fun experiences and build foundational polocrosse skills and knowledge.

- Create a database of potential pony club stakeholders who may be interested in utilising the Polocrosse in Pony Club program.
- Collaborate with Pony Club Australia to develop a member survey to assess appetite for a Polocrosse in Pony Club program and determine user needs.
- Collaborate with Pony Club Australia to create a user-friendly resource package of resources.
- Collaborate with Pony Club Australia to promote the Polocrosse in Pony Club program through a marketing and communications campaign.
- Collaborate with the Polocrosse Australia membership base to provide on-ground support to deliver the Polocrosse in Pony Club program at a local pony club level.
- Collaborate with Pony Club Australia to share stories of successful collaborations through a range of media channels (e.g. traditional media, organisational newsletters and social media).
- Collaborate with Pony Club Australia and participating clubs to develop a survey to gather feedback on the Polocrosse in Pony Club program for future refinement.

### PERFORMANCE MEASURES

#### Chukka one performance measures:

A minimum of 20 Pony Clubs across Australia have trialled the Polocrosse in Pony Club program and provided feedback to Polocrosse Australia by June 2026.

## CONNECT — ACTIONS AND PERFORMANCE MEASURES (continued)

ACTIONS	PERFORMANCE MEASURES
<p><b>Chukka two action:</b></p> <p>Create a national Polocrosse in schools package of digital resources (e.g. activities, factsheets, booklets and videos), which aligns with the Australian Curriculum to support fun experiences and build foundational polocrosse skills and knowledge.</p> <ul style="list-style-type: none"> <li>• Create database of potential stakeholders who may be interested in utilising a Polocrosse in schools package (e.g. schools with equestrian programs).</li> <li>• Collaborate with interested stakeholders to develop a survey to assess appetite for a Polocrosse in schools package and determine user needs.</li> <li>• Collaborate with interested stakeholders to create a user-friendly resource package.</li> <li>• Collaborate with interested stakeholders and the Australian Sports Commission (ASC) Sporting Schools initiative to promote the Polocrosse in schools package through a marketing and communications campaign.</li> <li>• Collaborate with the Polocrosse Australia membership base to provide on-ground support to deliver the Polocrosse in schools package at a local school level.</li> <li>• Collaborate with participating schools to share stories of successful collaborations through a range of media channels (e.g. traditional media, organisational newsletters and social media).</li> <li>• Collaborate with participating schools to develop a survey to gather feedback on the Polocrosse in schools program for future refinement.</li> </ul>	<p><b>Chukka two performance measures:</b></p> <p>A minimum of five schools across Australia have trialled the Polocrosse in schools package and provided feedback to Polocrosse Australia by June 2026.</p>

## CONNECT — ACTIONS AND PERFORMANCE MEASURES (continued)

### ACTIONS

#### Chukka three action:

Create a package of digital resources (e.g. activities, factsheets, booklets and videos) for use by individuals or equestrian groups interested in building foundational polocrosse skills and knowledge.

- Create database of potential stakeholders who may be interested in utilising a resource package (e.g. adult riding groups, campdrafting or team penning organisations).
- Collaborate with interested stakeholders to develop a survey to assess their appetite for a resource package and determine user needs.
- Collaborate with interested stakeholders to create a user-friendly resource package.
- Collaborate with interested stakeholders to promote the package through a marketing and communications campaign.
- Collaborate with the Polocrosse Australia membership base to provide on-ground support to deliver the package at a local level.
- Collaborate with stakeholders to share stories of successful collaborations through a range of media channels (e.g. traditional media, organisational newsletters and social media).
- Gather feedback from user of the resources for future refinement.

### PERFORMANCE MEASURES

#### Chukka three performance measures:

The resources have been downloaded by a minimum of 100 users by December 2026 and more than 60 feedback surveys have been completed.





## UNITE

Our **UNITE** pillar aligns with the following **PLAY WELL** priorities:

- empowering people and organisations
- building connections.
- transforming culture

These priority areas will be pursued across, people, partners and programs and enabled by diversity and inclusion, technology and digital, yarning, data and measurement.

## OUR OBJECTIVE

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*We'll **unite** our community and transform our culture.*

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## PLAY WELL IN ACTION

The **UNITE** pillar of the Polocrosse Play Well plan **EMPOWERS PEOPLE AND ORGANISATIONS** by bringing together passionate members of the polocrosse community to drive and support participation and growth initiatives for the sport and create a national platform on which to gather data, share resources and communicate. This platform will create, foster and **BUILD CONNECTIONS** between stakeholders across the polocrosse community. It **TRANSFORMS CULTURE** by utilising technology to improve governance, administration and whole-of-sport communication.

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## UNITE — ACTIONS AND PERFORMANCE MEASURES

### ACTIONS

#### Chukka one action:

Create a marketing and communication campaign to boost engagement at all levels of polocrosse — membership, commercial partnerships, governance.

- Establish a Participation committee by February 2025.
- Develop a scope of works to be presented to a range of marketing specialists.
- Engage a marketing specialist to create a fit-for-purpose marketing and communications strategy.
- Implement the marketing strategy.
- Monitor and measure the impact of the strategy across all engagement parameters (e.g. membership, commercial partnerships, governance).

#### Chukka two action:

Investigate a national online platform for polocrosse database management, carnival administration, club, SSO and NSO governance and whole-of-sport communication.

- Establish a Technology and digital development committee by January 2026.
- Undertake a review of existing 'off-the-shelf' products by June 2026.
- Compile a comprehensive report for assessment by the Polocrosse Australia Board by December 2026.

### PERFORMANCE MEASURES

#### Chukka one performance measures:

- Polocrosse Australia will have a renewed Participation Committee in place by January 2025 in readiness for the next planning cycle.
- Polocrosse Australian will have a marketing strategy in place by December 2025.
- Polocrosse Australian will have increased membership by 5% by December 2026, have a minimum of one major commercial partner on board by June 2026 and have a full complement of elected and appointed Directors by Match 2026.

#### Chukka two performance measures:

The Technology and digital development committee has delivered a comprehensive report for assessment by the Polocrosse Australia Board by December 2026.

## GROW

Our **GROW** pillar aligns with the following **PLAY WELL** priorities:

- empowering people and organisations
- driving lifelong involvement
- transforming culture

## OUR OBJECTIVE

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*We'll **grow** the capacity and capability and transform the culture of our people and organisations.*

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## PLAY WELL IN ACTION

The **GROW** pillar of the Polocrosse Play Well plan **EMPOWERS PEOPLE AND ORGANISATIONS** by providing a range of opportunities for stakeholders across the playing, coaching, umpiring and governance areas of the sport to increase their skills and knowledge. These initiatives will **BUILD CONNECTIONS** by bringing together the sport's champions across coaching and umpiring to create resources and opportunities for grassroots members. It **TRANSFORMS CULTURE** by lifting the knowledge, skills and confidence of those creating the resources and those participating in the initiatives.

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## GROW — ACTIONS AND PERFORMANCE MEASURES

### ACTIONS

#### Chukka one action:

Create an online learning platform for our coaching participants by December 2026.

- Establish a Coaching committee by March 2026
- Survey the Polocrosse Australia membership to determine the community appetite for coaching support and identify the gaps in current resources and support.
- Create a database of interested stakeholders.
- Promote the existing Australian Sports Commission coaching resources to the stakeholder database.
- Work with industry stakeholders to review the existing Coaching syllabus in line with the Australian Sports Commission's Modern Approach to Coaching and approaches being utilised by other equestrian stakeholders (e.g. pony Club Australia, Equestrian Australia and Riding for the Disabled Association of Australia).
- Develop a new syllabus in in line with the Australian Sports Commission's Modern Approach to Coaching.
- Review existing online learning platforms for suitability for the coaching program
- Upload the syllabus to an online learning platform (e.g. ASC LMS).
- Promote the new syllabus and online learning resources to the Polocrosse Australia community through the variety of channels outlined in the marketing and communications strategy (see Unite pillar, Chukka one).

### PERFORMANCE MEASURES

#### Chukka one performance measures:

- A revised and renewed coaching syllabus, in line with the ASC's Modern Approach to Coaching, is finalised and uploading into a Learning Management System by December 2026.



## GROW — ACTIONS AND PERFORMANCE MEASURES (continued)

ACTIONS	PERFORMANCE MEASURES
<ul style="list-style-type: none"> <li>Gather feedback on the new resources via the database of stakeholders.</li> </ul>	
<p><b>Chukka two action:</b></p> <p>Develop and establish an umpire exchange program to develop the skills and strengthen the network of umpires across each state and territory.</p> <ul style="list-style-type: none"> <li>Establish a National Umpiring committee to oversee the development and delivery of the program. (Established November 2024)</li> <li>Design an umpire exchange program.</li> <li>Communicate the details of the program to key stakeholders (e.g. state chief umpires)</li> <li>Gather feedback from program participants and refine as necessary.</li> </ul>	<p><b>Chukka two performance measures:</b></p> <p>Five umpires have participated in the umpire exchange program by December 2026.</p>
<p><b>Chukka three action:</b></p> <ul style="list-style-type: none"> <li>Develop a Women in umpiring program, which encompass the new Modern Approach to Officiating Framework being developed by the Australian Sports Commission (ASC).</li> <li>Deliver a series of ‘tips and tools for confident umpiring workshops to grow participation in umpiring, with a focus on increasing female participation in umpiring.</li> <li>Trial a ‘tips and tools for confident umpiring workshop in Tasmanian (Achieved November 2024).</li> <li>Gather feedback from the workshop and assess whether program requires refinement or further development.</li> <li>Refine program and roll out in each state and territory.</li> </ul>	<p><b>Chukka three performance measures:</b></p> <p>A minimum of 50 participants will have attended a ‘tips and tools for confident umpiring across Australia by December 2026.</p>

## GROW — ACTIONS AND PERFORMANCE MEASURES (continued)

ACTIONS	PERFORMANCE MEASURES
<p><b>Chukka four action:</b></p> <p>Create a 'scholarship' program to encourage younger stakeholders to become actively engaged in club, SSO or National governance roles by building skills and knowledge.</p> <ul style="list-style-type: none"> <li>• Liaise with other equestrian stakeholders (e.g. pony club Australia) to explore a model for a scholarship program.</li> <li>• Create pilot program for delivery during 2026.</li> </ul>	<p><b>Chukka four performance measures:</b></p> <p>A minimum of one scholarship recipient will have been through the program and be actively engaged in a governance role at state or national level by December 2026.</p>
<p><b>Chukka five action:</b></p> <p>Promote and encourage Polocrosse Australia staff members, SSO and club executives to participate in a range of education and awareness programs delivered by the Australian Sports Commission and Sports Integrity Australia.</p>	<p><b>Chukka five performance measures:</b></p> <p>Polocrosse Australia is represented at more than 60 per cent of relevant ASC conferences throughout 2026.</p> <p>Polocrosse Australia is represented at more than 60 per cent of ASC relevant webinars throughout 2026.</p> <p>At least 25 per cent of polocrosse clubs across Australia have engaged with GamePlan and the Clearing House for Sport website.</p> <p>By December 2026 100 per cent of SSO executives have completed the required SIA courses.</p>



Polocrosse Australia

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**PLAYWELL**