



SCHUTZHUND
AUSTRALIA

OUR VALUES

Our Values

- Acting with honesty and integrity and treating everyone with respect.
- Enhancing and protecting the value and benefits of Schutzhund Australia Inc. membership.
- Building trusted relationships with our members and delivering excellent service to all.
- Empowering, including, supporting and developing our constituents and members.
- Encouraging continuous improvement and innovation in our organisations operations and development of our members and sport.

Key Focus

- Establish National operations with Constituents;
- Further increase our efforts for members and the support and services we deliver;
- Continue to improve processes and prudently manage our operations and costs;
- Forge stronger relationships with government, authorities, breed clubs, and associated organizations;
- Build stronger awareness and operational efficiencies with clubs;

Strategic Issues

- Financial viability and sustainability.
- Training and support services.
- Organisational credibility and capability.
- Relationship management.
- Effectively manage financial position and cashflows.
- Partner or gain sponsorship with financially viable business organisations.
- Products and services to clubs and members and community
- Continuously review opportunities.
- Develop and implement an awareness strategy.
- Monitor key external influences and assess their impact on Schutzhund Australia Inc. and the sport.
- Identify and nurture new opportunities.
- Efficiently provide management and support service standards that meet club and member needs and expectations.

Organizational Capability

- Provide clear strategies and leadership.
- Provide a safe environment, rewarding work and opportunities for learning and growth.

- Pro-active development, management and capture of clubs and members' knowledge and skills and of Schutzhund Australia Inc.'s collective intellectual capital.

Relationship Management

- Identify and categorise groups relevant to Schutzhund Australia Inc.'s advocacy and interests.
- Develop and maintain communication channels appropriate to each contributing group.
- Recognise that effective partnerships with other groups is beneficial.
- Direct appropriate management attention to relationship management.

International Associates

SV / Verein fuer Deutsche Schaeferhunde

WUSV / Welt Union Schaeferhund Vereine

Japan Schutzhund Club

German Shepherd Schutzhund Club Canada

GSDCA-WDA / German Shepherd Dog Club of America – Working Dog Association

United Schutzhund Clubs of America

American Working Dog Federation

National German Shepherd Working Dog Association GSD Ireland

British Schutzhund Association

Deutsche Verein fuer Gebrauchhunde

DVG America

Next Steps

- Board of Management and Judges' Conference
- Cross-functional representation

Objectives

- Ensure that clubs and members understand Schutzhund Australia Inc.'s constitutional, objective and future direction and engage them in its implementation.
 - Provide members and key contributing groups with a broad understanding of the plan and future direction of Schutzhund Australia Inc.
- To continue the process of involving our clubs and members in developing the future of Schutzhund Australia Inc.
 - Gather ideas for growth, credibility, new products and service for Schutzhund Australia Inc.
 - Improve our understanding of trends, competition, leverage, members and public perception and value.
 - Understand our capabilities and competitive advantages

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