



The Beagle Club of Queensland  
Strategic Plan  
2016 – 2020

## Introduction

The following document outlines the Strategic Plan for the Beagle Club of Queensland. It identifies the vision, mission, core values, areas of focus and action plan for the club from 2016 to 2020.

All activities undertaken or products developed by the Club should align with one or more of the areas of focus and strategies in the action plan and support the club towards its mission.

## Vision

***Our vision is that all Beagles in Queensland are pedigreed, sound, healthy and well cared for.***

## Mission Statement

***The Beagle Club of Queensland will support the development and welfare, and undertake the promotion of the purebred Beagle within Queensland.***

## Core Values

**Development** – The Club is committed to the development and exhibition of the purebred Beagle in Queensland.

**Support** – The Club will support members of the Beagle Club of Queensland in their endeavours to care for and provide an appropriate home for their Beagles. The Club will endeavour to encourage those who are exploring options for a Beagle to use a registered breeder or consider the rescue of a purebred Beagle.

**Fun** – The Beagle is a fun dog and the Club values our members enjoying time with their Beagles. We are committed to providing activities for members and Beagle owners in Queensland to enjoy with their Beagles.

**Welfare** – The Club will ensure it undertakes activities to support the welfare and care of Beagles across Queensland.

**Passion** – The Club is passionate about promoting and supporting the purebred Beagle in Queensland.

## Strategic Areas of Focus

**Welfare:** The welfare of purebred Beagles within Queensland is a primary focus.

**Development:** The development and improvement of the breed is a major focus of the Club.

**Promotion:** Promoting the breed will enhance the development and welfare of the Beagle within Queensland.

**Education:** Members and public interested in the breed need to be educated in all aspects of the Beagle as a dog and as part of the family, including responsible dog ownership, health, and breeding.

**Sustainability:** The Club needs to be able to sustain its activities well into the future.

**Satisfaction:** Our members need to be satisfied that the Club is heading in the right direction and is supporting its members.

## Strategic Goals

The strategic goals of the Beagle Club of Queensland are the key aims for delivering our mission in the areas of focus.

**Welfare:** To support and enhance the welfare of Beagles across Queensland.

**Development:** To support the development of the purebred registered Beagle within Queensland.

**Promotion:** To promote the purebred Beagle within Queensland.

**Education:** To educate members and the public of the benefits of owning a purebred registered Beagle, how to care for and support their Beagle, within the rules and regulations of Dogs Queensland.

**Sustainability:** To sustain the Club and its activities well into the future.

**Satisfaction:** To ensure members are satisfied with their membership to the Beagle Club of Queensland.

## Core Business

The core business of the Beagle Club of Queensland is any activity that will enable the Club to achieve its mission and to progress towards its vision.

The Beagle Club of Queensland Action Plan 2016 – 2020 provides outcomes, activities, products and performance measures that identify how the Club will deliver its mission. The content of the Action Plan are to provide a broad overview of the strategies and products for the Club from 2016 to 2020. Specifics of products, activities and strategies will vary from year to year and will be developed by the identified groups or club positions.

## THE BEAGLE CLUB OF QUEENSLAND ACTION PLAN 2016 – 2020

Strategic Area of Focus	Outcomes	Club Activities, Strategies, Products and Performance Measures	Responsibilities
<p><b>Welfare</b></p>	<p>Beagles within Queensland that need rehoming are relocated to a suitable new home in a fit and healthy state.</p>	<ul style="list-style-type: none"> <li>• Beagle Foster <i>Beagles are placed into foster care where necessary no more than 1 week after confirming a foster home is required.</i></li> <li>• Request for Rehoming online form <i>Requests for Beagles to be rehomed are responded to no later than one week after being posted.</i></li> <li>• Offer to Rehome a Beagle online form <i>Offer to rehome online requests are responded to no later than one week after being posted.</i></li> <li>• Register of suitable foster carers <i>A register of suitable foster carers is maintained and updated after each general meeting.</i></li> <li>• Foster carer suitability <i>Foster carer suitability is determined within one month of application and whenever carer circumstances change.</i></li> <li>• Dog assessment <i>Every dog that is considered for rescue is assessed for suitability to be rehomed.</i></li> <li>• Rehoming of Beagles procedure <i>All Beagles rehomed are done so using the approved Beagle Club of Queensland rehoming procedure.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Rescue Coordinator</li> <li>• Foster carers</li> <li>• Web Developer</li> <li>• Welfare subcommittee</li> </ul>
	<p>Interested members of the public are educated in all aspects of Beagle welfare.</p>	<ul style="list-style-type: none"> <li>• Beagle welfare web presence <i>A web presence within the Beagle Club of Queensland web site is maintained and updated with welfare information no more than one week after approval to publish and in accordance with the Club's publishing procedures.</i></li> <li>• Beagle welfare collateral <i>Collateral relating to Beagle welfare is presented at all displays and expos attended by the Club.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Rescue Coordinator</li> <li>• Web Developer</li> <li>• Publicity Officer</li> <li>• Welfare sub committee</li> </ul>

	Prevention/limitation of the use of Beagles in product testing in Queensland is actively supported.	<ul style="list-style-type: none"> <li>• Cruelty free awareness <i>At least one piece of information relating to cruelty free awareness is published each week.</i></li> <li>• Organisation liaising <i>Contact with organisations relating to Beagle welfare within Australia will be undertaken at least once every two months.</i></li> <li>• Organisation support <i>At least one organisation relating to Beagle welfare within Australia is supported every two months.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Welfare sub committee</li> </ul>
	The prevention of puppy farms and backyard breeders of unregistered, un-pedigreed Beagles in Queensland is actively supported.	<ul style="list-style-type: none"> <li>• Responsible breeder collateral <i>Collateral relating to responsible breeding is presented at all displays and expos attended by the Club.</i></li> <li>• Registry of registered breeders <i>A registry of club registered Beagle breeders is maintained and updated within one week of change of details being provided.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Welfare sub committee</li> <li>• Web developer</li> <li>• Club breeders</li> </ul>
<b>Development</b>	Beagle breeders identify outstanding examples of Beagles bred within Australia.	<ul style="list-style-type: none"> <li>• Beagle Championship Shows <i>At least one Beagle Club of Queensland Championship show is held each year.</i> <i>An international judge is contracted to officiate at a Club Championship show at least once every two years.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Show subcommittee</li> </ul>
	Group 4 training judges obtain valuable experience in identifying good characteristics of the Beagle breed in relation to the breed standard.	<ul style="list-style-type: none"> <li>• Open Shows <i>At least one Open Show is conducted by the Club each year.</i></li> <li>• Breed lectures <i>At least the minimum numbers of Beagles requested are provided for breed lectures, in a range of sex and colours.</i></li> <li>• Judge hands-on activities <i>At least the minimum number of Beagles requested are provided for hands-on activities, in a range of sex and colours.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Show subcommittee</li> </ul>
<b>Promotion</b>	Members of the public are able to access information about the Beagle breed and the Club.	<ul style="list-style-type: none"> <li>• The Beagle Club of Queensland web site <i>Maintain and update a web site for providing information about the Beagle.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Web Developer</li> <li>• Management Committee</li> </ul>
		<ul style="list-style-type: none"> <li>• Displays and Expos <i>Conduct a display for at least two Expos each year, including the Brisbane RNA Exhibition.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Publicity and Events Coordinator</li> <li>• Club members</li> </ul>

		<ul style="list-style-type: none"> <li>• Social Events <i>Conduct at least four social activities each year that provide information about the Beagle breed and the club as part of the activity.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Publicity and Events Coordinator</li> </ul>
		<ul style="list-style-type: none"> <li>• Beagle breed information collateral <i>Collateral relating to the Beagle breed and the club is presented at all displays and expos attended by the Club.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Publicity and Events Coordinator</li> </ul>
		<ul style="list-style-type: none"> <li>• Social media <i>The Club establishes and maintains a social media presence to promote the Beagle breed and the club.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Social media Administrators</li> </ul>
	Members and the public are able to obtain items relating to the Beagle breed and the Club.	<ul style="list-style-type: none"> <li>• Merchandise <i>A stock of Beagle and club merchandise is maintained.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Merchandise Officer</li> </ul>
<b>Education</b>	The public gain knowledge of the characteristics, requirements, health and welfare of the Beagle breed, and considerations for having a Beagle.	<ul style="list-style-type: none"> <li>• Displays and Expos <i>Conduct a display for at least two Expos each year, including the Brisbane RNA Exhibition.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Publicity and Events Coordinator</li> <li>• Club members</li> </ul>
		<ul style="list-style-type: none"> <li>• Publications <i>At least five publications are developed and maintained on the breed and made available to the public.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Management Committee</li> <li>• Club members</li> </ul>
		<ul style="list-style-type: none"> <li>• The Beagle Club of Queensland web site <i>Maintain and update a web site for providing information about the Beagle.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Web Developer</li> <li>• Management Committee</li> </ul>
		<ul style="list-style-type: none"> <li>• Social media <i>The Club provides educational information relating to the breed through the Club's social media presence.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Welfare subcommittee</li> <li>• Management Committee</li> <li>• Social Media Administration</li> </ul>
<b>Sustainability</b>	Members are able to provide input and discuss business relating to the Club.	<ul style="list-style-type: none"> <li>• Regular meetings of members and executive <i>The Club conducts a general meeting at least once every 2 months.</i></li> </ul>	<ul style="list-style-type: none"> <li>• President</li> <li>• Secretary</li> <li>• Members</li> </ul>
		<ul style="list-style-type: none"> <li>• Sub committees <i>Sub committees are organised and conducted within the Club to encourage members to actively participate in the running of major aspects of the Club. Permanent sub committees for the Club are Show, Special Events, and Welfare, with other sub committees established as required.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Subcommittee Chairs</li> <li>• Management Committee</li> </ul>

	The Club remains a financially viable entity, able to undertake enterprises that require financial commitment.	<ul style="list-style-type: none"> <li>Financial maintenance and production <i>Finances are maintained that are sufficient for the conducting of business by the Club.</i></li> <li><i>At least two specific fundraising events are conducted each year.</i></li> </ul>	<ul style="list-style-type: none"> <li>Treasurer</li> <li>Fundraising personnel</li> </ul>
<b>Satisfaction</b>	Club members share experiences and enjoyment of Beagles with other members.	<ul style="list-style-type: none"> <li>Social Events <i>At least 10 social activities are conducted for club members each year.</i></li> </ul>	<ul style="list-style-type: none"> <li>Publicity and Events Officer</li> </ul>
	Club members are provided with unique opportunities on activities and business conducted by the Club.	<ul style="list-style-type: none"> <li>Club Newsletter <i>Six newsletters are produced for members only each year.</i></li> </ul>	<ul style="list-style-type: none"> <li>Newsletter Editor</li> </ul>
		<ul style="list-style-type: none"> <li>Members only offers <i>Members obtain a 10% discount on all merchandise and other items sold by the Club.</i></li> <li><i>Members are provided at least two activities or products each year that are open to club members only and their family.</i></li> <li><i>Members receive an annual gift as part of their membership.</i></li> </ul>	<ul style="list-style-type: none"> <li>Merchandise Officer</li> <li>Special Events sub committee</li> </ul>