

German Shepherd Dog Club of Victoria Inc

Strategic Plan 2022 - 2025

Our Mission

The German Shepherd Dog Club of Victoria Inc. (GSDCV) is a non-profit organisation and the official custodian of the breed in Victoria and is dedicated to the improvement, promotion and protection of the German Shepherd Dog

Our Vision

The GSDCV encourages fellowship and strives to assist in the education of its members and the public, to a better understanding of the breed, responsible breeding practices, and responsible dog ownership

Our Strategic Priorities

Management

Custodian of the GSD in Victoria

Consistent & aligned Management of the GSDCV
Achieve Key Metrics
Effectively manage GSDCV funds

Improvement of the GSD

Promote National Breed Schemes
Increase conformance and participation to the National Breed Schemes

Promotion of the GSD

Increased public awareness and education of the virtues of the GSD
Progressive Marketing Plan

Value to GSD Owners

Create an environment that encourages members and GSD owners to become involved

Image & Reputation

Establish & develop positive relationships with State govt & other bodies

Continue our leadership and vision with our world standard Breed programs

Increase public awareness & improve public perception of the Breed & GSDCV

A professional and vibrant organisation that benefits all GSD owners

Breed Affairs & Obedience Training

Increase the quality, consistency & effectiveness of the committees, instructors and Breed Liaison Officers

Increased education of members and breeders regarding the reason for the breed schemes
Increase communication & education avenues

Increase political and public awareness of our breed achievements.
Promote our GSD training and its benefits

Effective lifestyle suited obedience training and breed education promoting responsible dog ownership

Building on our History

Leading authority on GSD in Victoria

Exceed our high breed standards

Further develop the GSD as a respected community and companion dog

Loyalty, Integrity, Companionship, Respect

My Shepherd, My Friend, My Responsibility

