

# German Shepherd Dog Club of Victoria Inc

## Strategic Plan 2015 - 2018

### 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

