



# INTERNATIONAL GROOMS ASSOCIATION (IGA)

**STRATEGY**  
2023 – 2027



# Our Values

**Our Values are at the heart of our professional membership association and are core to all of our activities.**

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## **EXCELLENCE**

- We strive to succeed in all our activities and deliver a high level of service to our members.

## **PROFESSIONALISM**

- We promote best practice in everything we do.
- We remain objective and aspire to maintain high standards at all times.

## **INTEGRITY**

- Our members are at the heart of everything we do.
- We conduct ourselves in a manner that demonstrates the highest moral and ethical principles.
- We are proud of our independence, social enterprise status and aims.

## **COMMUNICATION**

- As the only professional membership association for international groomers, we communicate with our members, the shows and the FEI to represent our members best interests.



# Executive Director Introduction

**The International Grooms Association is an independent professional membership organisation for the grooms that work at the highest levels of our sports.**

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It is thanks to start up funding from the FEI, and a commitment to our vision from its President, that the International Grooms Association (IGA) launched in April 2022.

At the inauguration a Memorandum of Understanding was signed with the FEI, and so grooms at last have a formal voice. Now we have to ensure that it is used constructively, progressively and collaboratively.

Our founding Partners, Boehringer-Ingelheim, Cavalor, Haygain have been instrumental in allowing the IGA to develop and we are grateful for their support of our important organisation.

With a Board of Directors who have a combined fifteen Olympic Games and nineteen World Championships plus countless Europeans and Pan Ams between us, the IGA really does understand the international groom.

The launch year has seen the bricks put in place and now the IGA must set out its aims and objectives - this is done in our first Strategic Plan.

We have considered our Strategic Imperatives keeping our focus on our members, and have set deliverables that will make a difference to their working environments and to the recognition for their important role within our equestrian sports.

Change can not be achieved without working in partnership with the FEI and the National Federations, and the launch of our NF Friends scheme is the starting blocks for modernisation and initiatives for grooms worldwide.

It is no secret that knowledgeable, experienced, and happy grooms are an asset to any rider and team. With a decline in those wishing to pursue this career path, it is all of our responsibility to retain our current workforce and attract the youth to discover this exciting job.

Our Show Supporters programme has enabled the IGA to work with many leading shows; both on developing their on site provision for grooms, plus increasing the recognition via collaborative social media posts. This initiative has only just begun and we endeavour to welcome more FEI accredited shows and events to work with us in the future.

Finally, a thank you to the international grooms of the world. You are the heart and soul of our sports. Now is the time for your voice to be heard, please join us so we can represent you all.

Lucy Katan  
**IGA Executive Director**



# Vision & Mission

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## **VISION**

Striving to achieve representation with a collaborative voice, a greater career recognition, status and working environment for all competition grooms working internationally in FEI Disciplines.

## **MISSION**

To represent, support, educate and promote the career and professionalism of competition grooms working internationally in FEI Disciplines.



# Our Strategic Imperatives

**Our six strategic imperatives define what we will focus on and work towards.**

## **1 REPRESENTATION**

To be the leading, respected voice and representative of all international competition grooms worldwide.

## **2 IMPROVEMENT**

To enable our member's voices to be listened to regarding their working environment at FEI level shows and events. To work with the FEI and organisers to achieve improvements at all levels of FEI sport.

## **3 GOOD EMPLOYMENT**

To raise the awareness and lobby strategic partners and the media about the importance of Good Employment and workforce welfare in our equestrian sports. To work with our National Federation Friends to support their own education provision regarding compliant employment, employee and employer rights and responsibilities.



#### **4 WELL-BEING**

To support and to raise the awareness of the importance of mental health and to guide IGA members to enhance their own wellbeing and develop their life skills.

#### **5 INSPIRATION**

To inspire future generations by continuing to raise the profile of the role of the international groom and by promoting working with horses as a rewarding and creditable career choice.

#### **6 STANDARDS AND GOOD GOVERNANCE**

To advocate that we, and our members, are accountable for our actions and adhere to a high standard of professionalism and conduct at all times.

Ensuring that our organisation adheres to Good Governance, is diverse and inclusive, and follows its ethos as a social enterprise.



## HOW WE WILL DELIVER Our Strategic Imperatives

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### **1** Representation

- Be vocal, innovative, creative, inclusive and bold in representing international grooms in both the media, and at FEI meetings or conferences.
- Create the IGA Ambassadors scheme to ensure IGA members across all FEI Disciplines, and from all continents have their voice represented.
- Develop a dynamic marketing strategy to embed the status of the IGA as the recognised and professional membership organisation of choice for any groom who works in FEI Disciplines.
- Enable members by using the latest technology so they can access the website and all its benefits.



## 2 Improvement

- Provide the opportunity for our members to comprehensively feedback their experience at FEI accredited shows.
- Collate membership voice surveys on topics that are of significance to the working environment of the international groom. Feedback the results to the FEI and seek development on the issues that are resolvable.
- Create a reporting process for members to feedback their 'on showground' issues at all levels of shows across all FEI Disciplines and provide these reports to the FEI for resolution where possible.
- Work directly with shows and events to make improvements to their provision for grooms.
- Provide education for members to understand their own responsibilities as an FEI groom via the website section 'FEI Knowledge'.
- Educate members about the wider international landscape and the requirements of operating a FEI level show/event.
- Encourage the global community of grooms through our IGA Ambassadors, and provide mentoring opportunities to younger grooms.
- Work with our NF Friends to provide dedicated support, guidance and vision on how they can develop their own strategic planning for their grooms.



### 3 Good Employment

- Develop awareness and educate grooms on what Good Employment involves across the globe.
- Support and encourage members to consider the benefits of Good Employment when accepting a new position; and help them have the confidence to only work for employers who embrace it.
- Champion Good Employment practices and their benefits globally.
- Work with our NF Friends to deliver bespoke guidance within their Nation regarding best employment practices and advocacy.

### 4 Well-being

- Continue to develop the mental health and well-being support for members on the IGA website.
- Bring greater awareness in the media of the impact of substandard employment practices on employees mental health and well-being.
- To educate members in all continents to recognise when a situation is not ok, and to take appropriate action that protects their own well-being or that of their friends/colleagues.



## 5 Inspiration

- Improve the perception of being an international groom as an attractive professional career option.
- Work with our NF Friends and the international media to ensure that grooms are represented and their role is acknowledged in print, online and through social reporting.
- Develop initial information, advice and guidance to inspire entrants to take up a career with horses, with the aim to becoming an international groom.
- Inspiring and guiding the freelancer to set up a profitable and professional freelance business.

## 6 Standards and Good Governance

- To raise the awareness and importance of the professional work ethic, attitude and practices required of an IGA member.
- Work towards a position where the status of a IGA groom is recognised and valued by employers.
- Develop further support for the freelancer to run their business effectively, legally and professionally.
- To continuously adhere to the high standards of governance required as a stakeholder of the FEI.
- Ensure the organisation has an appropriate staffing structure and resources in place to deliver the strategic plan.
- Be diverse and inclusive in all that we do.



[internationalgrooms.org](http://internationalgrooms.org)

**PROUD SUPPORTER**



**OUR PARTNERS**



Boehringer  
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