

DEPARTMENT OF THE PRESIDENT

PRESIDENT: OVERSEE THE GENERAL MANAGEMENT OF THE WBFSh & THE COORDINATION OF THE ACTIVITIES OF THE DEPARTMENTS, PUBLIC REPRESENTATION OF THE WBFSh, CONTACT TO MANAGER AND THE BOARD

GENERAL MANAGER TASKS

- Public Representation of the WBFSh, together with the President
- Daily correspondence with studbook members
- Representation of WBFSh in EHN
- Meetings (JM, EC, BM, etc) - Logistics, agenda, minutes
- WBFSh Rankings - Breeder, Studbook, Sire
- Annual Member Reports (provide to Dept DEVELOPMENT to oversee State of the Industry Report)
- WBCYH - Lanaken Outoas, Cooperation with OCs for WBFSh representation
- Breeder Awards - Logistics (flights, hotels, transfers, breeder invitations and hosting of breeders) & Promotion
- Social Media & Promotional videos
- General Assembly (in collaboration with secretariat & host) agenda, participants, minutes
- Oversee membership applications processed by the secretariat

GENERAL MANAGER

SUPPORTIVE FUNCTION FOR VARIOUS WBFSh INITIATIVES AND PROJECTS (MARKETING, TRACEABILITY, STATE OF THE INDUSTRY REPORT, FEI-WBFSh DATA EXCHANGE, ETC)

COLLABORATION WITH ALL DEPARTMENTS, OVERSEEING WBFSh PROJECTS IN GENERAL, AS WELL AS ADDITIONAL DEDICATED TASKS, & CONTACT TO MEMBER STUDBOOKS

SECRETARIAT: DWB

ADMINISTRATIVE TASKS, MEMBER CORRESPONDENCE, GENERAL ASSEMBLY

- GA Program & workshops (organise in collaboration with host & manager)
- Membership Applications - overseen by Manager
- Newsletter
- Website updates with relevant Social Media posts (may change after new website)

Dept FINANCE: BWP

FINANCIAL AFFAIRS

Collaboration with other departments for initiatives for additional sources of income: revenue through projects, crowd-funding, sponsorships

Budget

Member Invoices

Dept DEVELOPMENT: NZHS & BHHS

TARGETS THE STUDBOOKS & BREEDERS, CARRIES OUT INITIATIVES TO AID INDUSTRY DEVELOPMENT & PROVIDE MEMBER SERVICES

Strategy for Member Collaboration & Governance

Facilitate Member Fora

Member Services (Breeding News, Equis, Legacy Award)

State of the Industry - Annual Report

Collaboration with Dept of MARKETING, as well as SPONSOR AGENT for harmonised execution of projects

Committee of Communication & Internal Cooperation (CCIC)

Dept MARKETING, PROMOTION, COMMUNICATIONS: AES & KWPN

MARKETING STRATEGY, DEVELOPMENT OF MARKETING TOOLS & EXECUTION OF STRATEGY

Marketing Plan and Strategy

Website & Social Media

Webinars (consider monthly)

Video Interviews: Meet the Breeders / Meet the WBFSh / Meet the studbooks etc (consider bi-monthly)

Promotion: Videos - website, rankings, GA, etc

Promotion: Branded items

Collaboration with Dept of DEVELOPMENT & SPONSOR AGENT for strategy alignment

Dept BREEDING: SBSF

INITIATIVES FOR BREEDING DEVELOPMENT & SAFEGUARDING THE INDUSTRY THROUGH USE OF GBP (GOOD BREEDING PRACTICE)

Development of Good Breeding Practice Protocol (GBP) - Quality Label (QL) (Refer to strategic plan 2021-2025)

Implementation Tool for Traceability of Genetic Material (with working group of studbook representatives and stallion owners)

WHIRDEC (in collaboration with the IFCE)

Dept of SCIENTIFIC COLLABORATION: DWB

COORDINATION OF PROJECTS OF SCIENTIFIC RESEARCH

Coordination of relevant scientific projects (CIGA, IBVs)

Contact to EAAP

Dept EXTERNAL COOPERATION: NF-GER

CONTACT TO RELEVANT STAKEHOLDERS IN THE INDUSTRY, IN COLLABORATION WITH THE MANAGER

Contact to FEI in collaboration to the manager (WBCYH Dressage, FEI-WBFSh Data Exchange, FEI-WBFSh Council)

Contact to EHN in collaboration with the manager

Contact to EU



WBFSh

WORLD BREEDING FEDERATION FOR SPORT HORSES