

WBFSH Department Re-Structure:

While an overall structure of the departments is laid out, it is important to note that many projects and activities are not within the framework of one department alone, but overlap with other departments. As such, collaboration between the departments must also exist. Furthermore, joint committee members should be enabled to participate and work on projects that are of interest to them, even if they do not fall into the specific scope of their department.

DEPARTMENT OF THE 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

SECRETARIAT: DWB

Administrative tasks, member correspondence, General Assembly

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

GENERAL MANAGER

Supportive function for various WBFSH initiatives and projects (Marketing, Traceability, State of the Industry Report, FEI-WBFSH Data Exchange, etc)

Tasks:

- Collaboration with all departments, overseeing WBFSH projects in general, as well as additional dedicated tasks, & contact to member studbooks
- 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
- Member Reports (provide to Dept DEVELOPMENT to oversee State of the Industry Report)
- WBCYH - Lanaken Qutoas, 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

Dept FINANCE: BWP

Financial Affairs

- Budget
- Member Invoices
- Collaboration with other departments for initiatives for additional sources of income: revenue through projects, crowdfunding, sponsorships

Dept DEVELOPMENT: CWHBA

Targets the studbooks & breeders, carries out initiatives to aid industry development & provide member services

- Strategy for Member Collaboration & Governance
- 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

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