

KPIs

STRATEGIC GOALS

Culture and Behaviour

Education
Research
Leadership
Code of conduct
Culture

Structure & Governance

Independent Governance Advisors
Trainer Registration and Ranking List
Disciplinary procedures for athletes, trainers and officials

Field of play access severely limited
More technical course design
Regular Review of the Governance structure for Officials

- Proper Induction Programmes
- Regular Review/Annual Appraisals
- Examination before Promotion
- Rotation
- Remuneration levels

FEI Executives may not officiate
Rules properly enforced
Develop a Risk Register
Review every rule
Increase rider qualification standards
Only experienced riders may compete
Extend recovery periods for horses

Foundation & Growth

Plan for a decade
Annual operational plan
Defining growth
Infrastructure

Communication and Marketing

Develop & implement a plan:

- Internal awareness campaign
- External 'hearts and minds' campaign
- Trainers' ranking lists
- Ranking list/award mechanism for "completions"
- Awards programme for officials

CRITICAL SUCCESS FACTORS

Culture & Behaviour
Regulate, educate & provide support to ensure the highest standards of sporting integrity and horse welfare are developed and maintained

Structure & Governance
Ensure the appropriate structures and governance are in place to support long term, sustained development for the sport

Foundation for Growth - Ensure agreed plan is in place setting out the strategic intent for the sport over the period 2014-2024 supporting growth in all regions in appropriate and effective ways, ensuring the needs of equine and human athletes are met

Communications & Marketing Promote clean sport and horse welfare at every opportunity, to ensure confidence is restored and maintained in our sport globally

VALUES

Clean sport
I will work with NF's, athletes, trainers, officials and organisers to ensure we adhere to and promote the highest clean sport standards and meet the FEI's Code of Conduct for the Welfare of Horses

Welfare
I will adhere to and promote the highest standards of equine welfare to ensure we meet the FEI's Code of Conduct for Welfare of Horses

Integrity
I will work to the highest levels of sporting integrity in a professional manner, encouraging others to do the same

Partnership
I will work in collaboration with the FEI, NFs, athletes, trainers, officials and organisers to achieve the best outcomes for endurance globally

Collective Endurance Compass

VISION

To ensure Endurance athletes *compete, complete and win fairly* while sustaining and developing the sport globally in a professionally administered way and operating within the FEI code of conduct for the Welfare of Horses.

VISION