

Biography

John McEwen MBE



A qualified veterinary surgeon with broad international experience, John McEwen served as veterinary surgeon to the British Show Jumping and Dressage Teams including at the London 2012 Olympic and Paralympic Games. He was Vice-Chairman of the FEI Veterinary Committee from 1999 to 2003 and has been the Committee's Chair since 2006. He currently Chairs the FEI Prohibited Substances List and Laboratory Groups. McEwen has served on an advisory panel for World Horse Welfare for more than 15 years. He represents the FEI at the OIE (World Organisation for Animal Health) specialising in horse transport issues and the International Horse Sports Confederation (IHSC). McEwen was appointed FEI 1st Vice-President in 2010.



FEI Presidential Campaign Manifesto

John McEwen MBE



Vision

To develop Equestrian sport with National Federations and athletes respecting good governance, high ethical and welfare standards while celebrating the horse and horsemanship.

Mission Statement

To further develop the Fédération Equestre Internationale in an evolutionary manner and in partnership with the current administration:

To ensure a system of good governance with transparency to the National Federations and the broader world

To promote the expansion of Equestrian sport at all levels

To facilitate a process that leads to a more representative continental structure

To respect the diverse cultures of our global community

To drive fairness in all decision-making

To ensure horses compete where the standard of their welfare is a prime consideration

To unify our Federation and build ever stronger alliances with our stakeholders

To ensure the free movement of horses globally



Plan of Action

I will promote the global growth and expansion of Equestrian sport

Greater support for National Federations:

- Consult with all National Federations to further enhance the promotion of Equestrian sport around the world
- Increase our practical support to help National Federations grow by linking it to the FEI's Solidarity Programme
- Launch and promote an FEI 'Buddy System' to help smaller National Federations work with those that are more established
- Review competition formats to ensure that the best are strengthened and new ideas incorporated

Working more effectively with our Olympic, Paralympic and other sporting stakeholders:

- Grow Equestrian sport's profile at the Olympic and Paralympic Games and work closely with the IOC and IPC to increase global awareness of Equestrian sport
- Make a positive and valuable contribution to the IOC's Agenda 2020 to preserve FEI's status as an Olympic Federation
- Spread the passion for Equestrian sport to new territories and reach new communities
- Unify our Federation and develop FEI's alliances with nations and regions to facilitate global growth – especially in developing countries
- Continue to strengthen FEI's relationships with other horse sports

Guaranteeing the free movement of horses:

- Work to allow the free movement of horses globally
- Great progress has been made during HRH Princess Haya's Presidency to remove the impediment preventing the free movement of horses and I am committed to continuing her efforts through our public partnership with the OIE (World Organisation for Animal Health)
- This has been a particularly important project for me and I am proud that we now have support from Racing's International Federation of Horseracing Authorities (IFHA) to continue this objective

Making improvements to the sport to broaden public appeal:

- Increase accessibility of the sport and engage young people to create more Equestrian participants, fans and television/online viewers
- Review all our sports disciplines:
 - Offer support to fast growing disciplines so that their development can be sustainable and have greater impact
 - Encourage successful cross discipline formulae so they all have an opportunity to grow and succeed
 - Set measurable and realistic growth and expansion targets for all disciplines
 - Ensure that our entry-level sports are available and attractive to a wider pool of athletes



Guaranteeing good governance and ethical behaviour throughout the organisation:

Make the FEI more transparent and open in the way it conducts business; my personal promise is to lead by example

Adopt a more collegiate and open approach to governance and decision-making

Share FEI's organisational best practice with National Federations to help develop our sport globally and promote the best systems of working

Respect the diverse cultures of the our global FEI community and work harmoniously

Ensuring the President's remit and governance is clearly separated from the work of the FEI's executive management:

Maintain definitive roles within the FEI leadership so the President and the Secretary General are distinct positions held by different individuals (combining the office of the FEI President and Secretary General would represent a negative constitutional shift and be an erosion of the leadership's accountability and transparency)

Plan of Action

I will ensure FEI operates with the highest standards of governance, transparency and organisational best practice

Further improvements to FEI's governance and regulation procedures:

Strengthen the Board structure and its relationship with the Secretary General and HQ with greater professionalization

Allow greater strategic input from and communication with the FEI Bureau

Support the development of staff and officials associated with all forms of equine sport around the world

Continue fortnightly conference calls with the Executive Board and monthly FEI Bureau calls with consultative briefing papers issued in advance

Further rationalisation and harmonisation of regulations and protocols in a computer searchable format

Improved and more proactive communications to internal and external audiences

Plan of Action

I will continue and evolve the excellent work of the current President:



Maintaining the momentum of HRH Princess Haya:

I am very proud to have been part of the development and evolution of the FEI under the Presidency of HRH Princess Haya – I believe it is important not to lose this momentum and evolve the excellent work already undertaken by the current President to make FEI a modern and dynamic organisation

My mission is to maintain the momentum the President has created and continue the progress made under her leadership

Offer continuity with the outgoing President alongside the commitment to establish new initiatives that addresses FEI's current issues e.g. doping and horse welfare

I will continue the excellent work of HRH Princess Haya to increase and strengthen our commercial portfolio base and our relationship with our sponsorship partners



Developing a new strategic plan:

Commit to developing a new strategic plan for the FEI in full consultation with all National Federations and Continental bodies – building on the excellent work of the current President

Showcase new plans to all Continental and Regional groups to receive their feedback and support

Following extensive consultation, our plans will be presented to the FEI Sports Forum for rigorous debate before being submitted to the FEI General Assembly for approval

A more representative Continental structure:

Offer greater autonomy to the Continental regions within the FEI framework so the proposed new strategic plan can be tailored and implemented in the most effective way

Formalise a standard of governance in partnership with all Continental bodies and agree what decision-making responsibilities can be delegated to each Continental body

Build this partnership to strengthen the FEI worldwide and harness the experience in our sport across the globe

Plan of Action

I will improve the image of Equestrian sport further and promote our events more effectively

Enhancing the integrity of our sports competitions:

Further development of a clean sport policy which will be rigorously enforced – enhancing the overall integrity of the sport – no one will be too important to be sanctioned

Understand the ever changing threat of doping and ensure robust and independent anti-doping measures

Drive a more cohesive approach with National Federations to apply proper anti-doping procedures

Be swift in our disciplinary procedures and clear in the way we communicate about sporting violations

Take action wherever there is a confirmed breach of the rules and support our officials during the disciplinary process

Review the FEI's legal and tribunal system and our yellow card system to protect our sport and its reputation

Ensure our sport is seen as efficient, decisive, firm and fair – and is thus respected

Ensuring the highest standards of horse welfare:

Guarantee horses compete under the highest standards of respect for their welfare

Ensure the code of conduct for horse welfare is upheld; our measures to protect horses will be reviewed continuously – where change is necessary it will be made promptly

Actively target potential welfare issues before they become serious problems

Reviewing how the FEI stages World and Continental Championships:

Examine how we stage Championships at a World and Continental level – making events more affordable for host nations, more accessible for athletes, more understandable for fans and more attractive for television and online viewers

Assess the way Championships are broadcast and how sponsors can activate around events to increase revenue for organisers whilst reducing costs

Ensure digital and social media is applied to communicate effectively with audiences of all ages

Conclusion

If elected, my Presidency will be characterised as evolutionary, drawing on the expertise of our existing executive and volunteer teams. We will reach outside our community where necessary.

My approach will be based on my strong values: integrity, firm but fair judgment, partnership, professionalism and transparency. I will be consultative and I will build on the successes and excellence of HRH Princess Haya's period of office.