

Athletics Australia – Out of Stadium Objectives

AA intends to retain and build on its involvement in the out of stadium industry. Based on feedback from various owner/operators in the industry and AA's own observations, the following priorities have been identified.

- a) finalising the 'Running Australia Framework' as the formal quality assurance standard for the industry;
- b) registering the Framework with Federal and State authorities;
- c) promoting the Framework to the insurance industry and to local government so as to position registered events as the preferred events for insurance and LGA consideration and support (ie council, RTA and police approvals);
- d) implementing a national media and marketing plan for the preferred events. This will include national advertising (eg in 'The Australian' newspaper) promoting the preferred events and establishing consumer promotions to increase participation across the events (included as part of this approach will be cross-promotion with AA's Team Athletics schools program) and an industry Expo;
- e) securing further national umbrella sponsorships;
- f) establishing the national out of stadium database as a viable tool to drive industry growth;
- g) finalising, perhaps in line with a), a viable permit system for national events, including a co-ordinated event calendar;
- h) investigating opportunities to co-ordinate the participation of ranked Australian athletes in the registered events;
- i) establishing the participation levy as a meaningful contributor to the development of the industry (note: 25 cents per participant is an inadequate contribution to this end);
- j) aggressively seeking economies of scale for the registered events through a co-ordinated bulk purchase program (eg timing chips, medals and t-shirts);
- k) formalising a group of accredited advisers to assess the conduct of registered events and their compliance with the Framework;
- l) establishing an Out of Stadium Technical Unit within AA to monitor and train event organisers in course measurement, race timing, finish line systems, aid station delivery and technical officiating;
- m) producing an industry-wide training guide for participants at all levels; and
- n) progressing a National Road Series for commencement in 2003.