

THE RUNNING AUSTRALIA FRAMEWORK

A National Umbrella framework developed by ATHLETICS AUSTRALIA and modeled on the Australian Sports Commission's Active Australia framework.

1. INTRODUCTION - ATHLETICS AUSTRALIA

As the National Governing Body of Athletics, Athletics Australia (AA) has historically concentrated on traditional track and field. Following a major organisational re-structure in 2000, AA has expanded its focus to include the 'out of stadium' road running and community fun run industry.

Athletics Australia has the following vision for the sport:

- To bring walking, running, jumping and throwing to all Australians for their enjoyment and personal development to a level that matches their desires and talents.
- To restore Australia to its historic status as a champion track & field nation.
- To build mutually beneficial relationships with government, business, sporting organisations and the community.
- To support, foster and embrace all affiliated bodies and stakeholders in athletics.
- To build a world class organisation that will inspire and develop personal and national pride through achieving international success.

Within this context and particularly relevant to points 1, 3 & 4 of the Vision, Athletics Australia has developed the **Running Australia** Framework in close collaboration with major running event organisers.

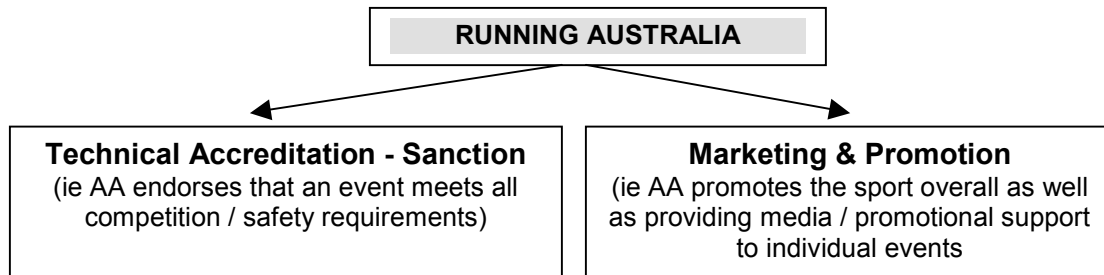
1.1 *What is Running Australia?*

Running Australia is a national network developed to bring events within the running industry under a collaborative structure. The simple nature of the sport has resulted in a complex industry made up of a vast number of running events of various sizes and intentions.

Running Australia aims to bring a level of professionalism across the sport by encouraging organisers to focus on quality management. The ultimate aim of Running Australia is to develop a structure for the industry that supports, and more effectively services, the millions of Australians participating in healthy, fun and organized physical activity via fun runs.

2. RUNNING AUSTRALIA AND THE AA SANCTION

Running Australia builds on important elements of AA's previous 'Permit System'. RA also provides significant benefits to event organisers while ensuring that events in turn contribute to the growth of road and distance running throughout the country.



As a member association of the IAAF, Athletics Australia must ensure that all athletic events or meetings are conducted in accordance with IAAF rules. The RA sanctioning system is designed to ensure events comply with the IAAF obligations.

The basic aims of the **Athletics Australia Sanction** are:

- To protect the interests of athletes, particularly with regard to availability of advertised prizes, upholding appropriate medical support standards and course certification;
- To enable compliance with IAAF Rules regarding athlete participation and event sanctioning;
- To rationalise the calendar of athletic events;
- To ensure the maintenance of appropriate standards of organisation and services for all events; and
- To protect established events from one off commercial exploitation

2.1 WHO REQUIRES A 'SANCTION'

All Australian athletics events, including all Road, Cross Country, Mountain and Ultra Running races that award participation money require an AA Sanction under the Rules of the IAAF.

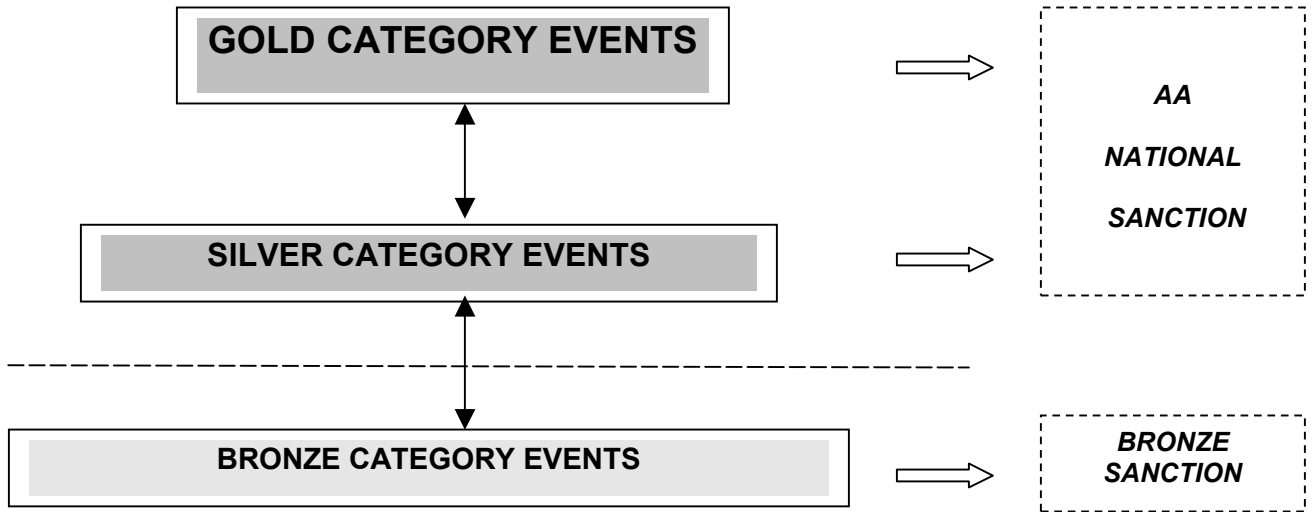
Participation money includes cash, goods, travel, accommodation, vouchers etc, assessed at retail value. It includes all payments whether paid on the Start or Finish Line. 'On the Start Line' means an incentive or inducement to compete including appearance money and payment of travel expenses. 'On the Finish Line' means any rewards in cash and/or goods for performance.

Under the current Public Liability Insurance environment, an 'AA Sanction' also signifies to authorities that an event meets important safety requirements. Therefore, all running events should obtain a sanction.

2.2 HOW TO OBTAIN A 'SANCTION'

Join Running Australia. Running Australia events will be eligible for either a 'Bronze Sanction' or an 'AA National Sanction'.

3. RUNNING AUSTRALIA STRUCTURE : A SUMMARY



3.1 *Why a tiered structure?*

Given the size & scope of the industry, the Running Australia tiered structure ensures that AA and the industry allocate resources more appropriately.

3.2 AA NATIONAL SANCTION¹: Events that meet the highest technical requirements (as outlined by the IAAF)

3.2.1 Sanction Requirements: All events seeking an AA Sanction must provide the following proof. *Gold & Silver events must meet additional standards (based around the Rating Framework - tbc).*

- Measurement Approval (in accordance with AA Course Measurement Scheme)
- Police and Local Authority Approval (if using public roads or facilities)
- Course Safety Plan
- Medical Plan
- Drink Station Plan
- Letter confirming Guarantee of Participation Money

3.2.2 AA National Sanction Cost

<p>An AA National Sanction = 25 cents x total number of participants (based on previous year's numbers)</p>

Note: Events that fall within the following categories must obtain an AA National Sanction:

- Events that invite x number of non resident foreign athletes
- Events with Participation Money over x amount

3.3 BRONZE SANCTION¹: Events that meet basic safety & competition requirements

3.3.1 Sanction Requirements: All events seeking an AA Sanction must provide the following proof:

- Measurement Approval (in accordance with AA Course Measurement Scheme)
- Police and Local Authority Approval (if using public roads or facilities)
- Course Safety Plan
- Medical Plan
- Drink Station Plan
- Letter confirming Guarantee of Participation Money
- Proof of Public Liability Insurance (bronze events)

3.3.2 Bronze Sanction Categories & Pricing Structure:

(Based on No of Participants or Participation \$, whichever is the greatest)

Category	No of Participants	Participation \$	Sanction Fee
A	1000 or less	\$1000 or less	\$50
B	1001 to 5000	\$1001 to \$5000	\$200
C	5001 to 10000	\$50001 to \$20000	\$500
D	10001 to 30000	\$20001 to \$50000	\$2000
E	30001 or more	\$50001 or more	\$4000

Note: Events that fall within the following categories must obtain an AA National Sanction:

- Events that invite x number of non resident foreign athletes
- Events with Participation Money over x amount

4. ***RUNNING AUSTRALIA BENEFITS IN DETAIL***

BENEFITS	GOLD CATEGORY	SILVER CATEGORY	BRONZE CATEGORY
Public & Products Liability Insurance	X	X	
AA National Sanction	X	X	
Bronze Sanction			X
Media			
Event listed on AA's event calendar	X	X	X
Event Information on AA website (including link to event website)	X	X	X
Event previews on AA website (Your Fitness)	X	X	
Event fact sheet to relevant State / Territory media	X		
Event alert to AAP	X		
Media releases to national media list	X		
Review & results on AA homepage	X		
Results & report to AAP for national media circulation	X		
Marketing			
Inclusion in AA's annual advertising program - national promotions to help develop the sport & the industry (eg national newspaper advertising)	X		
Endorsement for any available sponsorships	X	X	
National Database			
Access to National Market Analysis of running industry	X	X	X
Access to e-commerce & on-line registration technologies (once this is implemented)	X	X	
Opportunity to promote event to national database (undertaken by DCA on behalf of AA and the Participation Committee)	X		
Operational			
Opportunity to access AA's schools networks	X	X	X
Opportunity to access government networks (& promote RA association with other relevant authorities)	X	X	X
Opportunity to access bulk buying deals (equipment, services, supplies etc)	X	X	X

4.1 RUNNING AUSTRALIA OBLIGATIONS IN DETAIL

OBLIGATIONS	GOLD CATEGORY	SILVER CATEGORY	BRONZE CATEGORY
\$20 registration fee	X	X	X
Payment of 'Sanction' Levy (25cents per participant)	X	X	
Payment of Bronze Sanction fee (as per table on page 4)			X
Inclusion of event database into AA's National Database	X	X	
Completion of Rating framework self assessment immediately following event	X	X	X
Possibility of event evaluation by independent AA assessor	X	X	X
Participation in an annual conference designed to plan forward strategies & cross-promotion opportunities	X	X	X
Inclusion of AA Sanction logo onto event entry form	X	X	X
Submission of following approvals: <ul style="list-style-type: none"> • Course certification and map • Police & Council approval • Medical Plan • Drink Station Plan • Guarantee of participation money 	X	X	X
Compliance with Calendar Coordination Guidelines	X	X	X

4.1.1 National Database

- A. the Event Organiser will forward a copy of the event database to DCA [Attention: AA Admin] (by post at 133 Abbotsford Street North Melbourne VIC 3051 or by email at aa_admin@data.com.au); and
- B. the Event Organiser will ensure that there are no restraints, whether of a legal nature or otherwise, preventing AA from accessing and making copies of its database under this agreement, including but without limitation, restraints under all privacy and related legislation. *The recommended entry form wording is available from AA.*

4.1.2 Participation 'Sanction' Levy

The Event Organiser will pay to AA, prior to being issued a Sanction, the total amount of the participation 'sanction' levy calculated based on the total number of participants in the event from the previous year;

Members of the 'Participation Committee' agreed that a 25c per participant levy would be appropriate and supportable to establish an "industry development fund." The fund will allow Athletics Australia to:

- Cover administrative & insurance costs of Running Australia
- Undertake promotional activities that increase the profile of the sport

4.2 **How to become a BRONZE CATEGORY event**

- Register with Running Australia
- Submit minimum approvals & receive Bronze Sanction

All events that register with Running Australia enter via the Bronze category. Events are classified in this category until they satisfactorily undertake the Event Rating Framework.

Note: Due to the risk associated, Athletics Australia will only offer Public & Products Liability Insurance once an event reaches the Silver Category.

4.3 **How to become a SILVER CATEGORY event**

- Become a registered Bronze category event
- Meet all stated requirements of the 'RA Rating process' & be elevated from the introductory Bronze category
- Submit approvals & receive 'AA National Sanction'

This rating will exist until the event is again staged the following year.

4.4 **How an event becomes a GOLD CATEGORY event**

- Gold events are the recognised top tier of road & distance running events in Australia.
- A limited number of Silver events (approximately 20) will be promoted to the Gold category
- An event can only be upgraded from Silver to Gold once the Athletics Participation Committee has unanimously endorsed it (AA has final approval)
- Calendar coordination strategies will be centred on these major events, with Silver & Bronze category events being scheduled around the Gold events within an effective structure.

The GOLD & SILVER categories are characterised by:

- A direct relationship between the events & AA
- Events with proven Quality Assurance which AA can endorse
- Fully insured
- Promotion & Media support provided by Athletics Australia
- Growth events, in terms of:
 - ↳ Financial position
 - ↳ Database
 - ↳ Participation numbers

5. *The Running Australia Rating System (RARS)*

- RARS comprises of a list of Quality Assurance Criteria developed by AA's Participation Committee
- The criteria within RARS are divided into 'Event-Specific' (technical) and 'Organisation-Specific' (organisational & marketing)
- The criteria are a set of 'Industry Best Practice' standards that event operators can follow to elevate and maintain the overall quality of their event.
- RARS allows AA and the industry to learn how events perform across the various areas; AA can offer resources for events to improve identified weaknesses
- Each Running Australia operator annually conducts a post-event 'self-evaluation' using RARS.
- Events may be independently assessed by an AA assessor
- The outcomes of this process provides a guide to appropriately classify events
- RARS will be constantly updated to ensure that the criteria remain relevant and capture the most pertinent information.

As a means of maintaining the standard of every event within Running Australia, the evaluation will be undertaken immediately following the staging of the event each year. The event will then carry the approved rating for the next 12 months until the event is again staged the following year.

6. CALENDAR COORDINATION GUIDELINES

All events **that provide participation money** are subject to the following calendar protection guidelines in order to be granted a Sanction.

Marathon

- No marathon may be held six weeks before or four weeks after the Australian Marathon.
- No marathon may be held within six weeks of another marathon in the same geographic area.
- A maximum of two marathons, where those marathons provide participation money of \$10000 or more, may be held in any geographic area in any one calendar year.

Events 20km to marathon

- No events in this classification may be held two weeks before or two weeks after the Australian Marathon.
- No event may be held two weeks before or two weeks after another event in this classification in the same geographic area.
- A maximum of two events in this classification, where those events provide participation money of \$10000 or more, may be held anywhere in Australia in any 30 day period.

Events less than 20km & Ekiden Relays

- Any event in this classification must be held at least six days either side of any event in any classification in the same geographic area.

Australian Athletics Championships

- No event may be held from three days before to three days after the completion of the Australian Athletics Championships anywhere in Australia.

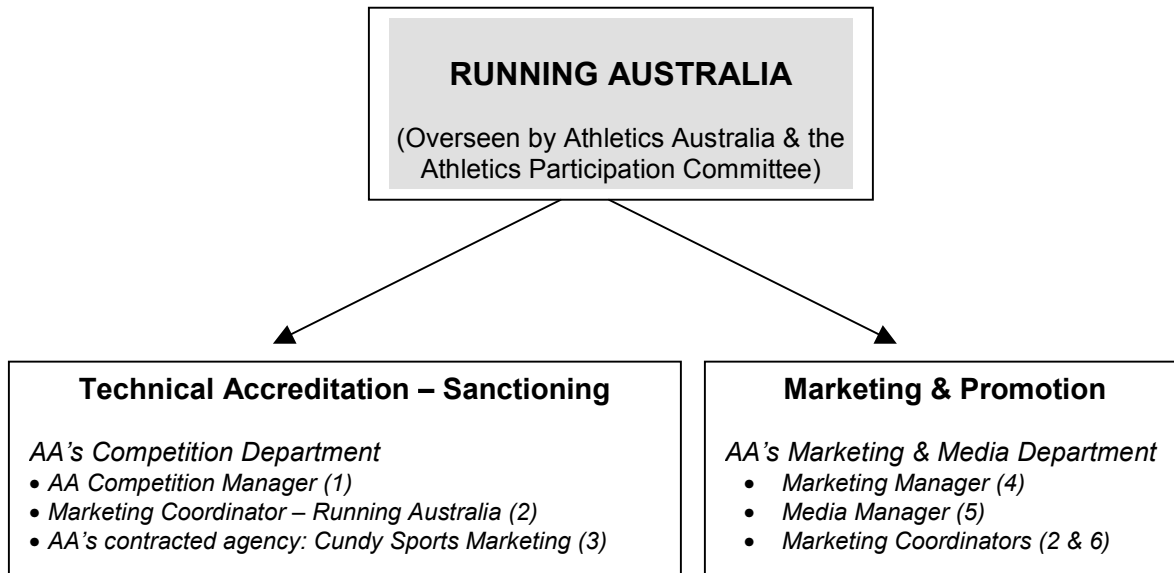
Australian Cross Country & Australian Half Marathon Championships

- No event may be held on the same weekends as the Australian Cross Country or Half Marathon Championships.

Notes

- The only exclusions to the above calendar protection guidelines are where the events form part of a series or the express consent of all event organisers concerned is given.
- 'Same geographic area' means within a 350km radius.
 - Athletics Australia reserves the right to refuse a Sanction to any event.

7. ADMINISTRATION OF RUNNING AUSTRALIA



Action	Responsibility
Event Registration	
Registration (and approvals) received by AA	2
Event info entered onto AA database	2
Event date & web link entered onto AA web site	2
Event details onto rolling calendar	2
Event registration details to Cundy Sports Marketing	2
Event category determined	2 & 3
Welcome email to event organiser	2
Sanction issued (on advice from CSM)	2 & 3
Confirmation of registration letter sent to event organiser (Gold & Silver only)	2
AA send invoice for participation 'sanction' levy (previous year's numbers)	2
Pre event	
Promotional / Media activities during event lead-up (as determined between AA & individual event organiser) - Gold events priority	2 & 5
Event Period	
Race day evaluation by independent assessor – (process tbc)	3
Post Event	
Media activities (as determined between AA & individual event organiser) - Gold events priority	2 & 5
Event organiser sends to AA: copy of database & RARS evaluation sheet (self assessment)	
Event retained, elevated or demoted (based on assessment)	2 & 3

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2003 REGISTRATION FORM

Office use: _____ date ____ / ____ / ____

EVENT NAME: _____

Event details

EVENT WEBSITE: _____

EVENT DATE: _____ START TIME: _____

VENUE: _____

DISTANCES: (please circle): 5km 10km Half Marathon Marathon Other: _____

PARTICIPATION NUMBERS [last three (3) years]:

Year: _____ Year: _____ Year: _____
Number of participants: _____

TOTAL PARTICIPATION MONEY (prizemoney, appearance money, awards, goods, cash and travel/accommodation vouchers: at retail value):\$ _____

MALE / FEMALE RATIO: _____ RUNNER / WALKER RATIO: _____

Organiser Details

EVENT OWNER: _____

EVENT ORGANISER: _____

CONTACT PERSON: _____ TITLE: _____

ADDRESS: _____

_____ STATE: _____ Postcode: _____

PHONE NUMBERS: (Business) _____ (Home) _____ (Mobile) _____

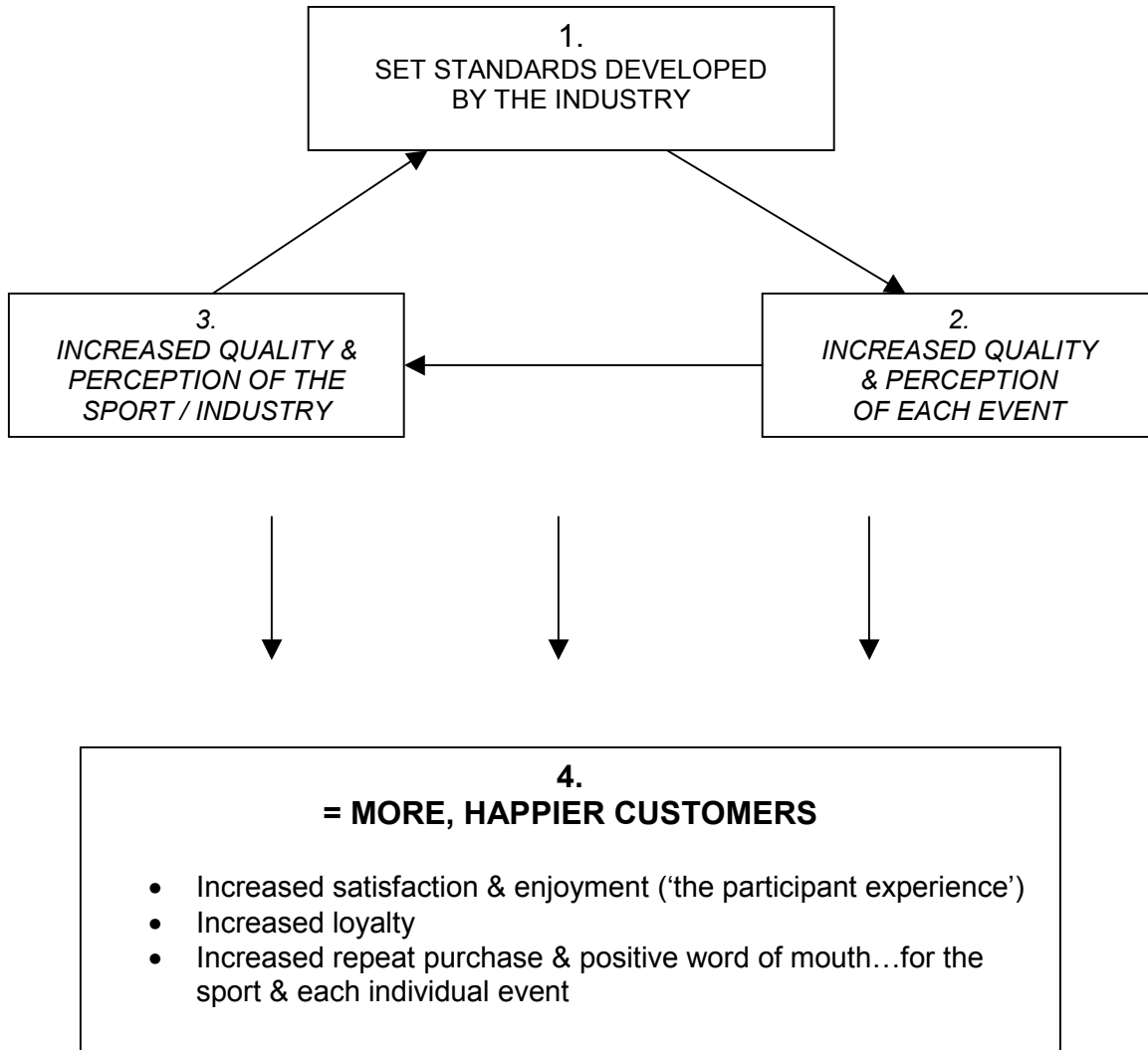
FAX NUMBER: _____ EMAIL: _____

Please mail back to Athletics Australia: 22/431 St.Kilda Rd, Melbourne VIC 3004
each registration must include a \$20 registration fee, payable to Athletics Australia and each registration must be submitted with copies of the following documents

- Police Approval
- Council Approval
- Details of Medical Support
- Guarantee of Participation Money
- Course Certification & Map

APPENDIX

RUNNING AUSTRALIA – BENEFITS TO EVENTS & THE INDUSTRY



5.1 Explanation:

1. RA is based on set quality standards that have been developed by the industry
2. By being part of RA, events can improve their Quality & public perception
3. When events improve their quality, the overall quality and perception of the industry improves (this leads to a constant updating of the standards)
4. This whole process leads to an increase in customers, who have greater satisfaction & enjoyment, greater loyalty & therefore greater repeat purchase

Running Australia allows Athletics Australia to:

- Register and collect information on events
- Establish a relationship with the event organisers and participants
- Communicate with participants and provide more substantial benefits for their involvement

In turn, this approach creates:

- A recognised grouping of road running and community running events conducted to a quality standard
- Sustained growth in the number of road & distance running participants
- Sustained growth in events through assisted revenue growth and event management cost savings
- Provision of meaningful benefits to race participants
- Generation of revenue from road running and community running participation in support of the ongoing development of road and distance running

APPENDIX

The Athletics Participation Committee has identified a core group of 20 events that will form the Gold Category. The following events have joined Running Australia. More events will be included as they are identified.

GOLD CATEGORY EVENTS

(As at 23/11/01)

