

RUNNING AUSTRALIA RATING FRAMEWORK

EVENT NAME: _____

A. EVENT - SPECIFIC CRITERIA							
1. TECHNICAL COMPLIANCE	1	2	3	4	5	TOTAL	COMMENTS
1.1 Course Measurement							
1.2 Race Timing (Results Publishing)							
1.3 Course Safety							
1.4 Medical							
1.5 Equipment							
1.6 Communications							
1.7 Drink Stations							
1.8 Toilets							
1.9 Waste Disposal							
1.10 Security (Baggage & Crowd Control)							
Total Score: Event Criteria							
B. ORGANISATION - SPECIFIC CRITERIA							
2. ORGANISATIONAL COMPLIANCE	1	2	3	4	5	TOTAL	COMMENTS
2.1 Aim of the Event							
2.2 Project Management Structure							
2.3 Planning Documents							
2.4 Financial Management							
2.5.1 Human Resources - Staffing Process							
2.5.2 Human Resources - Staff Servicing							
2.6 Evaluation							
Gross Score: Organisational Compliance							

3. MARKETING	1	2	3	4	5	TOTAL	COMMENTS
3.1 Information							
3.2 Participant Servicing							
3.3.1 Media & Marketing Profile							
3.3.2 Media & Marketing Monitors							
3.4 Sponsorship Management							
3.5 Community Support							
<i>Gross Score: Marketing</i>							
<i>Total Score: Organisation Criteria</i>							
TOTAL SCORE: <i>(Event-Specific Criteria + Organisation-Specific Criteria)</i>							

COMPLETED BY: _____

SIGNATURE: _____

DATE: _____

Please fax this completed form back to Athletics Australia on (03) 9820 3544

RATING GUIDE

A. EVENT - SPECIFIC CRITERIA		
1. TECHNICAL COMPLIANCE	RATING (tests)	EVIDENCE & EXAMPLES
<p><i>1.1 Course Measurement.</i></p> <p>Is the course measured according to IAAF requirements by an accredited measurer?</p>	<p>1 – Course is not measured</p> <p>2 – Course is measured by non calibrated bicycle method</p> <p>3 – Course is measured by calibrated bicycle method</p> <p>4 – Course is measured by IAAF accredited measurer and all kilometer splits are accurately marked</p> <p>5 – Course measured by IAAF Accredited measurer, with full documentation and maps completed, and all kilometer splits are accurately marked</p>	<ul style="list-style-type: none"> course measurement certification issued by IAAF Area Administrator
<p><i>1.2 Race Timing</i></p> <p>Does every participant in the event receive an accurate time and placing?</p>	<p>1 - Race not timed</p> <p>2 - Only leading finishers are accurately timed</p> <p>3 - Race timed by card system, providing reasonable estimate of time for each participant</p> <p>4 - Race timed by any method that provides an accurate time and place for each participant</p> <p>5 - Race timed by any method that provides an accurate time and place for each participant, plus results are available on race day</p>	<ul style="list-style-type: none"> Spot check of at least every 10th finisher Top 10 results distributed to media by 4pm on race day Results available on web site by 6pm on race day

<p>1.3 Course Safety</p> <p>Is the event held on a course that meets all safety requirements?</p>	<ol style="list-style-type: none"> 1 - Course on roads without any delineation between participants and traffic 2 - Part of course is traffic free and participants and traffic are separated 3 - Part of course is traffic free and participants and traffic are separated by barricades 4 - Course is completely traffic free with police and local council approval 5 - Course is completely traffic free with police and local council approval, and marshals or police at each intersection 	<ul style="list-style-type: none"> • police approval • local council approval • traffic management plan
<p>1.4 Medical</p> <p>Is there suitable medical support provided?</p>	<ol style="list-style-type: none"> 1 - There is no medical support present 2 - Fully qualified St John Ambulance or similar present 3 - Fully qualified and equipped paramedics present 4 - Fully qualified and equipped doctors and paramedics present 5 - The event has a medical director who has prepared and endorsed a medical plan, including a plan to implement 	<ul style="list-style-type: none"> • Medical plan endorsed by a qualified medical director

<p>1.5 Equipment</p> <p>(bump-in/out plan: start, finish and on course)</p>	<ol style="list-style-type: none"> 1 - There is no bump-in / bump-out plan 2 - There is a minimal bump-in / bump-out plan 3 - The bump-in/out plan outlines the specific requirements of each role 4 - An equipment manager coordinates a substantial crew and is responsible for the assembly, transport, erection and dismantling of all equipment. 5 - An equipment manager coordinates a substantial crew and is responsible for the assembly, transport, erection and dismantling of all equipment. All equipment eg tents, barriers, trestles, scaffolding etc meet Australian Quality Standards 	
<p>1.6 Communications</p>	<ol style="list-style-type: none"> 1 - There is no PA system or on-course communication 2 - There is a PA system but no on-course communication 3 - There is a PA and on-course communication system in place 4 - The PA system is only used minimally while the on-course communication is not used for progressive race reports 5 - The PA system is used effectively to advise runners of start countdown and other pre-race information. On-course communication is also in place to facilitate progressive race reports and for monitoring issues around the course, such as medical and traffic 	

<p>1.7 Drink Stations</p> <p>Are minimum IAAF standards for drink stations met and how well is each station supervised?</p>	<p>1 - There are no drink stations</p> <p>2 - The drink stations are less frequent than recommended by the IAAF</p> <p>3 - There are Refreshment Stations at each 5k and Water Stations between each Refreshment Station</p> <p>4 - There are fully equipped Refreshment Stations at each 5k and Water Stations between each Refreshment Station</p> <p>5 - There are fully equipped Refreshment Stations at each 5k and Water Stations between each Refreshment Station, with each station supervised by a trained leader</p>	<ul style="list-style-type: none"> • Refreshment Stations at each 5k and Water Stations between each Refreshment Station • Each leader has been trained • Each station is fully equipped with necessary supplies
<p>1.8 Toilets</p> <p>Are there a suitable number of toilets available?</p>	<p>1 - There is no provision for toilets</p> <p>2 - There is an inadequate number of toilets</p> <p>3 - There are toilets at the start and finish but not along the route</p> <p>4 - There are toilets at the start and finish and along the route</p> <p>5 - There are adequate toilets to cater for the number of participants, including at the start, finish and along the route</p>	<ul style="list-style-type: none"> • The ratio of toilets to participants is at least x per cent

<p><i>1.9 Waste Disposal</i></p> <p>Is there an adequate waste collection and disposal plan?</p>	<p>1 - There is no provision for waste collection and disposal, either at start/finish areas or at drink stations</p> <p>2 - Plans for waste collection and disposal are inadequate</p> <p>3 - There is provision for waste collection and disposal at the start/finish but not at drink stations</p> <p>4 - There is an adequate waste collection and disposal plan in place</p> <p>5 - There is a waste collection and disposal plan in place, including a plan to implement</p>	<ul style="list-style-type: none"> • Waste collection and disposal plan
<p><i>1.10 Security</i></p> <p>Are there processes in place to ensure the safekeeping of participants' possessions and effective control of crowds?</p>	<p>1 - There is no form of security at the event</p> <p>2 - Security is inadequate</p> <p>3 - There is a level of security but no plan</p> <p>4 - There is a security plan in place</p> <p>5 - There is a security plan in place, including a plan to implement</p>	<ul style="list-style-type: none"> • crowd management plan

B. ORGANISATION - SPECIFIC CRITERIA

2. ORGANISATIONAL COMPLIANCE	RATING (tests)	EVIDENCE
<p><i>2.1 Aim of the Event</i></p> <p>Is there a stated purpose for the event so that all plans are developed with clear direction?</p>	<ol style="list-style-type: none"> 1 - unwritten stated purpose for event with no supporting documentation 2 - written stated purpose for event with no supporting documentation 3 - written stated purpose for event with supporting documentation 4 - clearly documented purpose for the event where the organising team understand and are committed to the aim of the event 5 - clearly documented purpose for the event where event employees and volunteers understand and are committed to the aim of the event 	<ul style="list-style-type: none"> - business plan - mission / vision statement - quality processes in place - activities that ensure that employees & volunteers understand the event's purpose
<p><i>2.2 Project Management Structure</i></p> <p>What type of project management structure is in place to support the event?</p>	<ol style="list-style-type: none"> 1 - event manager performs all major tasks and makes decision without support 2 - key organising team have been assigned roles and responsibilities 3 - all employees have been assigned roles and responsibilities 4 - all employees understand their decision making accountabilities 5 - Management team oversees that actions meet commitments and are utilising agreed decision making processes 	<ul style="list-style-type: none"> - job specifications with accountabilities & measures - regular meetings

<p>2.3 Planning Documents</p> <p>What types of planning documents have been developed to organise the event?</p>	<ol style="list-style-type: none"> 1 - there are no planning documents 2 - operations plan includes all 'essential' elements but non of the 'desirable' elements 3 - operations plan includes all 'essential' elements & evidence of some of the 'desirable' elements 4 - operations plan includes all 'essential' & 'desirable' elements + all event personnel are aware of & familiar with these plans 5 - there is a <u>fully functional</u> operations manual that includes all of the stated elements and incorporates targets, resources, timelines & action plans 	<p>Operations Plan:</p> <p><u>Essential elements</u></p> <ul style="list-style-type: none"> - risk (contingency) plan - medical plan - logistics - course map <p><u>Desirable elements</u></p> <ul style="list-style-type: none"> - marketing plan - traffic management plan - code of conduct - occupational health & safety
<p>2.4 Financial Management</p> <p>What types of financial procedures are in place to ensure that the event meets its financial obligations?</p> <p>(ie. a system that will ensure that:</p> <ul style="list-style-type: none"> - bills are paid on time - prizemoney with appropriate guarantees 	<ol style="list-style-type: none"> 1 - there is no budget or cash flow projections 2 - budgets & cash flow projections are maintained (within a manual process) 3 - budgets & cash flow projections + cash flow management plan are maintained 4 - budgets & cash flow projections + cash flow management plan are maintained + regular reports are generated 5 - Fully itemised budget & automated registration system that allows organisation to track individual transactions and registrations 	<ul style="list-style-type: none"> - audited accounts - regular reports

<p>2.5.1 Human Resources – Staffing Process</p> <p>What process is in place to recruit staff for the event?</p>	<ol style="list-style-type: none"> 1 - staff/volunteers are recruited for the event on an informal basis (ie based on availability) 2 - staff/volunteers are recruited based on filling positions 3 - experience & qualifications are defined & documented for each position type & the organiser recruits personnel accordingly 4 - experience & qualifications are defined & documented for each position type & the organiser recruits personnel accordingly + there is succession planning 5 - experience & qualifications are defined & documented for each position type & the organiser recruits personnel accordingly + there is: (i) succession planning + (ii) back-up pool of personnel 	<ul style="list-style-type: none"> - database - positions filled by certain time - back-up pool
<p>2.5.2 Human Resources – Servicing of Staff</p> <p>Once staff/volunteers have been recruited, are they trained, supervised and rewarded?</p>	<ol style="list-style-type: none"> 1 - Staff/Volunteers have no contact or briefing prior to the event 2 - Staff/Volunteers receive initial contact but no formal training or rewards/incentives. Supervision is minimal 3 - Staff/Volunteers receive training & some form of incentive. There is a clear supervision structure 4 - Staff/Volunteers receive training & some form of incentive. There is a clear supervision structure + supervision & reporting process for supervisors 5 - as above (4) + clear reward system + (formal assessment process of all roles) 	

<p>2.6 Evaluation</p> <p>Once the event is over, what level of evaluation is conducted?</p>	<p>1 - no review process is conducted</p> <p>2 - debriefing with personnel + financial analysis</p> <p>3 - debriefing with personnel + financial analysis + random survey of stakeholders</p> <p>4 - debriefing with personnel + financial analysis + random survey of stakeholders + structured debriefs with stakeholders</p> <p>5 - debriefing with personnel + financial analysis + random survey of stakeholders + structured debriefs with stakeholders + development of recommendations for following year's event</p>	<ul style="list-style-type: none">• evaluate all areas of the event's performance against the written plans
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3. MARKETING	RATING (tests)	EVIDENCE
<p><i>3.1 Information</i></p> <p>What type of information does the organiser collect on its participants?</p> <p>(ie how do they attempt to find out who their participants are & what their specific needs are?)</p>	<ol style="list-style-type: none"> 1 - collects and stores entry forms for the sole purpose of entering participants into the event 2 - analyses basic data from entry forms (eg post codes) 3 - limited collection of demographic information on entrants 4 - entry forms are designed to collect additional demographic information in order to explore new segments 5 - additional information (demographic, behavioural etc) is collected outside of the entry form process (eg surveys etc) and is used in planning for future events 	

<p>3.2 Participant Servicing</p> <p>How does the organiser help the participant enjoy the event?</p>	<ol style="list-style-type: none"> 1 - every participant in the event does not receive some form of tangible reward 2 - every participant in the event receives some form of tangible reward 3 - every participant in the event receives some form of tangible reward + evidence of servicing prior to and after the event 4 - every participant in the event receives some form of tangible reward + evidence of servicing prior to and after the event + participants are given the opportunity to communicate their impressions of the event (eg survey) 5 - every participant in the event receives some form of tangible reward + evidence of servicing prior to and after the event + participants are given the opportunity to communicate their impressions of the event (eg survey) + information gathered through communications is used in planning for future events 	<p>(list of benefits & incentives event provides to service participants)</p> <p><u>prior to event</u></p> <ul style="list-style-type: none"> - newsletters - training programs - info on the event <p><u>during event</u></p> <ul style="list-style-type: none"> - certificates / medals / t-shirts to all participants - random prizes - new activities <p><u>after event</u></p> <ul style="list-style-type: none"> - newsletters - follow-up info - website updates
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<p>3.3.1 Media & Marketing Profile</p> <p>What evidence is there of the event's profile?</p>	<ol style="list-style-type: none"> 1 - no evidence of coverage in the media 2 - low profile in local media (press & radio) 3 - profile in local media (press, radio & TV) prior to and after the event 4 - repeat coverage in print media, radio & TV 5 - evidence of coverage across all media prior to and after the event 	
<p>3.3.2 Media & Marketing Evaluation</p> <p>Does the organiser monitor its marketing activities and what does it do with that information?</p>	<ol style="list-style-type: none"> 1 - no evidence of monitoring or analysis of marketing activities 2 - evidence of monitoring with no evidence of review 3 - evidence of limited monitoring & review 4 - evidence of full media monitoring with review but no action for future events 5 - evidence of full media monitoring with review & recommendations for future events 	<ul style="list-style-type: none"> - Media monitors (press & broadcast) - past event media survey - identify new marketing opportunities eg segments, events

<p>3.4 Sponsorship Management</p> <p>What processes are in place to attract and service sponsors for the event?</p>	<p>1 - little evidence of formal arrangements with a sponsor</p> <p>2 - little evidence of formal arrangements with a sponsor & limited servicing</p> <p>3 - consistent communication and servicing of sponsors</p> <p>4 - tiered level of sponsorships with defined benefits</p> <p>5 - strong evidence of sponsorship management and evaluation</p>	<ul style="list-style-type: none"> - service agreements with sponsors - sponsorship proposals on web and hard copy - inclusion of promo material on entry form, race pack, showbags, results booklet - event signage plan encourages sponsors involvement on day – entries in event, sponsors marquee on day
<p>3.5 Community Support</p> <p>Does the event benefit & enhance the local community and what level of local community support does it receive?</p>	<p>1 - no evidence of support from volunteers, councils & sponsors</p> <p>2 - limited support from volunteers and councils</p> <p>3 - moderate support from local volunteers, councils and sponsors</p> <p>4 - strong support from local volunteers, councils & sponsors</p> <p>5 - strong support from local volunteers, councils & sponsors + evidence of benefit to the local community</p>	