

19 February 2003

*To all Local Government Authorities (CEO/GM)*

Dear ,

During 2002, Athletics Australia (AA) introduced you to the Lest We Forget Run, a national event that is a joint initiative between AA and the RSL. With only two months remaining until this second annual event, we are pleased to announce that, on Sunday 27<sup>th</sup> April 2003, the event will occur simultaneously in over 60 locations throughout the country.

For your information, I have enclosed a copy of the entry form that is now being distributed throughout the country. Athletics Australia invites you to help promote, to your local residents, an event that may be within your Council area or surrounding locations.

Following this year's event, an invitation will again be made to your Council to take part in the 2004 Lest We Forget Run on the Sunday immediately following Anzac Day. If the support throughout the past two years is any indication, this third event is sure to be even bigger.

While Athletics Australia is extremely proud of the Lest We Forget Run, this event forms part of AA's broader Running Australia framework. Running Australia has been designed as an industry risk management standard for the mass participation road running / 'fun run' industry.

AA estimates that there are over 600 'fun runs' conducted annually throughout Australia. These events range from small community based activities through to major events that attract interstate and international participants.

This significant community-based industry has not traditionally been managed under a peak body; events of various sizes have historically been independently organised by small community groups through to major event companies.

Since 2001, Athletics Australia, being the national governing body for athletics, including running (as recognised by the Federal Government and Olympic movement) in Australia, has brought together major event operators within the industry to coordinate, develop and promote opportunities for all Australians to enjoy healthy, sustainable athletic participation. The result of this collaboration has been the development of the **Running Australia** Framework.

Enclosed is a document that briefly describes the components of Running Australia. Road Running events involve the usage of local parks & venues and often require the closure of roads. Accordingly, AA recognises that Local Government Authorities have a legitimate and practical interest in the development of 'Running Australia'.

**What does Running Australia mean for your Council?** Our aim is to ensure that when an event is registered with Running Australia, Councils can be confident that it complies with formal minimum standards designed to ensure a safe and well-organised event (including for example that they carry appropriate insurance cover).

**How can Council contribute to Running Australia?**

1. By supporting those events that are sanctioned under Running Australia, knowing that the organisers of these events are committed to a professional approach; and
2. By making local event organisers aware of Running Australia and encouraging them to sanction their events with Running Australia prior to being approved by your authority.

The complete Running Australia package, including registration form and rating system, is available on request from Athletics Australia. To assist AA in further developing Running Australia, we would appreciate your comments by filling out the brief section below and faxing it back to Athletics Australia on (03) 9820 3544.

If you have any other queries or comments, please do not hesitate to contact Robert Richard, Marketing Coordinator – Running Australia on (03) 9869 5013 or [robert.richard@athletics.org.au](mailto:robert.richard@athletics.org.au) or myself at the Athletics Australia office.

Kind regards



Simon Allatson  
Chief Executive Officer

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## RUNNING AUSTRALIA – FEEDBACK SECTION

**( ) We support the Running Australia Framework and would be willing to recognise Running Australia when approving road running / fun run events. Please send me more information.**

YOUR COUNCIL: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_ STATE: \_\_\_\_\_ Postcode: \_\_\_\_\_

PHONE NUMBERS: Telephone: (\_\_\_\_) \_\_\_\_\_ Mobile: \_\_\_\_\_

FAX NUMBER: (\_\_\_\_) \_\_\_\_\_ EMAIL: \_\_\_\_\_

Additional Comments: \_\_\_\_\_

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**Please fax back to Robert Richard, Marketing Co-ordinator – Running Australia on (03) 9820 3544**