



AURA Policy PL003 – Event Listing

The Australian Ultra Runners' Association (AURA) maintains a calendar of listed events which form the basis of its annual points' scoring competition. The calendar has the two-fold benefit of providing a central source of event information for members of AURA and also an advertising / marketing medium for event organisers (EO's).

A: What does AURA do for Event Organisers?

- The event will be included in the AURA [events calendar](#).
- The event will be included in UltraMag. (Shorter events will be included if attached to an ultra as a lesser option.)
- The event will be promoted by email to the membership database on two occasions as follows:
 - a. Approximately two months prior to the event date, and
 - b. Approximately three weeks prior to the event date.
- The event will be promoted on the AURA Facebook page approximately 4 weeks prior to the event with a link to the AURA event page and the direct event website (where applicable).
- The event will be listed in the event calendar of the International Association of Ultrarunners (IAU), regardless of whether the event is IAU-labelled.
- Performances in the event will count towards the AURA [points' competition](#). AURA members who assist in the event as volunteers are also awarded points.
- Performances will count towards the selection of teams to contest the IAU Trail World Championships, IAU 100km World Championships and IAU 24 hour World Championships as well as Commonwealth Championships. Performances in non-sanctioned events are unlikely to be considered for purposes of Australian team selection.
- Listed events are highlighted in the AURA monthly email newsletter.
- There will be a summary webpage provided, free of charge, similar to that at <http://www.aura.asn.au/Kurrawa.html>
- Top finishers from the event will be reported on the home page of the AURA website within 48 hours of them being furnished to us.
- Full results will be included in the event's summary webpage, including historical results.
- Full event results, photos, and an article (where a contributing author is found) will be published in UltraMag.
- Performances in measured events (road and track) will be included in the AURA year and all-time rankings lists and will be eligible for open and age group records.



B: What does AURA expect from Event Organisers?

- Event entry should be discounted for AURA members by a minimum of \$10 or 10% per person. If a discount cannot be provided, a suitable reason should be given to AURA.
- Placings, with times or distances, of the top three finishers both male and female should be sent to the results co-ordinator (results@aura.asn.au) within 48 hours of the conclusion of the event.
- Full results should be sent to the results co-ordinator **within 7 days of the event**. These must be in the required format. An Excel template spreadsheet will be provided for this purpose. Note: IAU-labelled events **must** provide results within one week and **must** include the requisite information per the IAU (this includes citizenship data for each competitor).
- Volunteers (AURA members) are also rewarded in the points' competition. A list of AURA members (or possible members if you are not sure) should be submitted with the full results. Names only are required.
- AURA expects that the event organiser is an AURA member. A reduced rate "race director" membership option is available for non-competing event organisers. Where the event organiser has failed to purchase or maintain current membership, the value of a single, full membership will be added to the fee for event listing.
- AURA expects that the event organiser would assist in making AURA promotional material available to event contestants (e.g. complimentary copies of UltraMag provided by AURA; flying an AURA-provided sail at the event).
- Consideration that AURA be furnished with competitor information for its email database (first name, last name, email address). This information will not be passed on by AURA to third parties and naturally would need the consent of the event competitor. This could be done simply by inserting a clause to this effect into the event participation agreement.
- AURA maintains the right to determine if an event is to be listed in any subsequent year on a case by case basis. Provision of listing in any given year does not confer a right to listing in subsequent years. If requirements are not met for the current year's event (including provision of results in the format and timeframe outlined above), the event may not be considered for listing in the subsequent year.



C: What does event listing cost?

- AURA has a desire to ensure that events are affordable, whilst also understanding that commercial interests need to be met. It has struck its fees to ensure that fairness can apply across all events. Fees for the 2014 calendar are as follows:
 - a. Minimum fee is the greater of \$50, or half the value of one event entry*
Maximum fee \$500 per 100 entries.
 - b. Any event that attracts in excess of 50 entries (for all ultra-distance events), but less than 100 entries shall pay a listing fee equal to the value of one event entry*
 - c. Any event that attracts between 100 and 200 entries (for all ultra-distance events), shall pay a listing fee equal to the value of two event entries*

*Fee calculation using event entry value is based on “regular” AURA member prices for the longest event. Where early-bird or late-fees apply, these will not be used for fee calculations.

NOTE: listing invoices for existing races will usually be based on previous year numbers unless the EO expects material changes to the number of entrants. For new events, the entry numbers will be based on EO expectations. When material, an amending invoice or a refund will be processed post-event.

- Liability insurance coverage is available on negotiation with AURA. For 2015, the rate is \$150 for the first 50 competitors (or part thereof) plus \$2.70 for each competitor beyond 50. This includes the issuance of a Certificate of Currency naming police, state parks and any other interested parties as may be required by the EO. The extent of the AURA cover is \$20 million.



D: The small print – other mandatory requirements for listing events:

- To be included in the event calendar, the event must carry approvals (where required) from police and from other state and / or municipal authorities. If the EO is unable to furnish copies of the approvals and a certificate of currency for public liability insurance, the event will be omitted from the calendar.
- AURA is ready to assist in the gaining of any approvals. Our experience is that once approvals are in place, the gaining of approvals for subsequent editions of the event is easier. AURA will consider providing its liability insurance policy for any listed event (for a fee), where there is not already insurance in place – see section C above.
- It is also expected that the event will be conducted to a reasonable standard, with due consideration for aid stations, safety, and the like. Event/risk management plans may be requested for review.
- The proposers of new events are asked to give consideration for potential conflicts with existing events already sanctioned. Events can be added to the calendar during the year at short notice but it would be helpful if AURA could be provided with event dates for any given calendar year no later than towards the end of the preceding year. Existing events will be expected to use the same corresponding date for the following year where practicable. If a change to an event date does become necessary, please inform us as soon as possible.
- Event organisers are expected to not make statements or do any acts which would have the effect of bringing the sport into disrepute.
- Event organisers will not make any statements in a public forum or otherwise which will call into question the competence, integrity or reputation of AURA or any of its executive.
- AURA reserves the right to not accept events for inclusion in or to add events to its event calendar at its sole discretion.
- AURA reserves the right to delist events from its calendar at its sole discretion without notice and without the need for furnishing any reasons therefor. This happens rarely, but could be the result of failure to meet the requirements in section B and/or D above or for failure to pay the event listing/insurance invoice.
- ***The Event Organiser, or Primary Contact, is required to sign and return to AURA an agreement covering the key points above before listing of an event can take effect.***



E: Other points

- On-line entry facilities are available with companies such as RegisterNow, which charges approximately \$1.10 per entry plus 2.2% of the payment amount to cover credit card charges. Included in the benefits of online facilities such as RegisterNow is the possibility of pre-formatting competitor data such that it complies with AURA's Excel spreadsheet requirement for results.
- For more information on the benefits of joining AURA click [here](#)
- Event organisers may use the AURA logo and make reference to the AURA website as a part of the promotion of their event.
- For assistance with IAU label applications, Certificates of Currency for insurance purposes or any other compliance requirements contact compliance@aura.asn.au.
- This policy is effective from 13 October 2014 and applies to all agreements / listing applications submitted from this date.