



**INTERNATIONAL ASSOCIATION OF
ULTRARUNNERS**

**I.A.U. EXECUTIVE COUNCIL
REPORT TO CONGRESS 2018**
(reference period : December 2016 – September 2018)

Sveti Martin, Croatia
7th September 2018



IAU

Vision:

“Global opportunities for full and equal participation and quality competition in ultradistance races for all athletes from every athletic federation. Fair and professional governance of the sport.”

Mission:

“The IAU will provide professional leadership and governance for the ultradistance athletic discipline including regular global and continental competitions for federations and athletes. It will also provide international recognition and publicity for all ultradistance races and rankings.”

CORE BRAND VALUES

PASSION	ACCOUNTABILITY	INTEGRITY	RESPECT-DIVERSITY
We have a passion for continuous improvement. We embrace the belief that that we can always get better at what we do. We love what we do and do what we love	We will be transparent about what, how why we operate, with the willingness to take responsibility for our own action Commitment to the individual and organizational efforts to build responsibility,	We do the right thing by acting ethically, honestly and with fairness without compromising the truth. People trust us to adhere to our word. We are committed to high moral character, transparent to all.	We strive to treat all people with dignity, open-mindedness, to listen, and acknowledge. To stands for fair play and to fight against dishonest behaviour and any form of discrimination whatsoever. We celebrate, respect, and include all cultures.

Introduction and content of this report

We have had several changes since our last Congress in Los Alcazares in November 2016. The President of the IAU resigned for personal reasons in January 2017. The Vice President stepped up to the Acting President role working with the General Secretary.

To facilitate a mid-term election, the constitution needed to be amended. This was done at the Extraordinary Congress in Belfast in July 2017. Also approved at that Congress was the motion identifying IAU membership as 1 member per each IAAF member Federation.

We have been continually trying to improve the standards of our championships whether it is the logistics around the championships, the performances of the athletes through optimal design of the course or the events leading up to, during and after the events. The championships over the last two years have been satisfying these goals. However, we have also been learning from some of the shortcomings and improving on them for future championships.



The emphasis continues to be on global development of the sport. This is evident from the effort put into developing the various continental championships.

We have also welcomed several interested members of the ultrarunning community to the various committees to encourage greater participation from our stakeholders. We are growing rapidly, and we can only grow together.

Athletes continue to remain our priority. We have initiated several events during our championships to highlight their achievements. Also, we continue to use our competitions as a platform to encourage discussions on ultrarunning and exchange ideas for further improvements in the sport.

It is important to maintain strong relationships with our partners. We continue to do so with IAAF, WMA, WMRA, ITRA and various Continental Areas and Member Federations.

Strategic Development and Marketing

As the IAU strives to improve all functions of the association, marketing and strategic development will be one of the new focus areas.

The council members are working to our marketing plan which was developed with the intent of setting strong foundations structures to gain greater opportunities if the future. We have a very clear understanding of who we are and what we do and have integrated this into our new Mission and Vision statements and is reinforced by our core values shown above.

Over the last two years the council members have gained a greater understanding in the strategies development needs of the IAU, with this knowledge a strategic plan is in its final stages and will be signed off by the new council and presented to federation shortly after.

Membership Growth

We have been growing steadily since the last Congress in November 2016. Our membership now has 92 members as of August 2018 comprised of:

Europe	43 IAU Members
Africa	20 IAU Members
Asia	14 IAU Members
Americas	13 IAU Members
Oceania	2 IAU Members

The current understanding is that we are not only signing membership on paper but also assisting with development of these members by facilitating them with their ultrarunning development, promotion of events and organization advise on championships.

Development of Major IAU Championships

Most of our Championships have had considerable success for 2017 and 2018 but unfortunately the 50K World Championships which were to be held in Doha, Qatar in 2017 were cancelled and there was no interest from race organisers to hold the event in 2018. We hope for better fortune in 2019 and beyond.



However, by contrast the popularity for the Trail World Championships has continued to grow and attract both more federations and more runners. In 2017 the Trail World Championships were held in June in Badia Prataglia, Italy. 38 countries took part with a total of 288 runners. There was then a very significant increase in interest for the championships in 2018 in Penyagolosa, Spain. 49 Federations sent a record number of 351 athletes to take part in a very exciting race.

The World 100K Championships and the World 24H Championships take part in alternate years allowing for continental championships in the intervening years to help grow the sport. The 2018 World 100K is taking place at Sveti Martin in Croatia in September and currently numbers are up from the 2016 edition – with 40 countries signing up to send teams with preliminary entries numbering just over 300 athletes. In 2017, we held the first Americas 100K championships with three countries participating and an exciting first edition of the continental championships.

In turn, the 24H World Championships and the European Championships are established events attracting substantial numbers of participants. In 2017 we held the World 24H championships in Belfast, Northern Ireland at the beginning of July. Again, the number of countries had increased from previous events to 40 with 310 runners. The course was conducive to excellent performances and it didn't disappoint as there was a new IAU World Record with numerous national records and in-depth competition levels. Unfortunately there was also a timing issue which required considerable efforts to resolve the final results. Lessons have been learnt and implemented for future championships.

By the end of 2018, we are likely to have had three continental 24H Championships. The European 24H Championships was held in Timisoara, Romania in May with 29 countries participating with 174 runners. The 2nd Asian and Oceania 24H Championships will be held in Soochow in December and it is hoped that the Americas 24H Championships will be held in Florida in November.

IAU Championships – Ongoing Organisation and Competition.

All our championships require key elements of organisation and competition, including technical advice and provision and recognition of rankings and records. Some of the key activities are recorded below.

Organisational aspects

For each of the championships we held in 2017 and 2018, we have ensured that we have had both a Project coordinator and Technical Delegate to work on the various aspects of each competition well in advance with the LOC. On site, all IAU officials present worked with the LOC to ensure the smooth running of the event where possible. Obviously, we were also there to assist finding solutions where something is not going so well. Aspects of planning include the issues of accommodation, protocol for ceremonies, technical details of the course and interpretation of IAAF rules and IAU guidelines. All the entry information from our IAU Member Federations have also been faithfully recorded to ensure proper recognition for travel grant and for the results of all performances at the competitions. With three IAU competitions in 2017 and potentially five in 2018, IAU EC members will have provided considerable advice, expertise and experience working with the LOCs to ensure the smooth running of these championships.



Competition and record aspects.

After the 2016 IAU Elections, we re-established our records and technical committees and renewed our trail committee which has been working in close collaboration with ITRA and IAAF.

IAU Technical Committee. Gregorio Zucchinali (ITA) became the General Coordinator and 8 more members from 7 countries.) The most important work is the updating of the Technical Guidelines of all the official distances of the IAU, work that we hope will end during the year 2018.

IAU Records Committee. Emilio Cuadrado (ESP) became the General Coordinator with 6 more members from 4 countries. Their report from their formation in May 2017 is below: -

Statistics and IAU World (Age) Records.

The first two tasks of the new committee were firstly to establish provisional rules of procedure until IAU Executive Council could approve new IAU World Best Performance Guidelines and, second, to check pending applications that had been received at IAU since IAU Congress in Los Alcázares. Both tasks were done in less than a month and in June 2017 ratification processes were resumed.

In parallel, Committee members drafted a proposal for a new IAU World Best Performance Guidelines that were approved by IAU Executive Council on January 2018 annual meeting. These new guidelines clarify the need of some documents and give more importance to IAU MF that must recommend a potential new WBP/WABP. New guidelines also create a high-speed procedure for final ratification (now it is not needed a full IAU Executive Council meeting to ratify WBP/WABP, three-person-subcommittee have been established to do it in a monthly basis).

Brief statistics since May 2017:

- Applications received: 56 (10 WBP and 46 WABP)
- WBP ratified: 4
- WBP rejected: 5
- WBP review in progress: 1
- WABP ratified: 38
- WABP rejected: 5
- WABP review in progress: 3

IAU Trail Committee. This is a small subgroup with 3 IAU EC members (Director of Organisation, General Secretary and the Competition Director as Chair.)

The IAU Trail Committee, together with two members of ITRA form the Trail Working Committee that evaluates the candidatures for the organization of the World and Continental Championships of Trail. From the beginning of this work, we have worked together with the LOCs from the initial site visits onwards to make the selection decisions for the Trail World Championships in 2018 and 2019. After the successful event in 2018, we look forward to similar preparations and results in 2019 and we are currently working on the possible continental trail championships of 2020. Our successes since 2016 have led to the following developments which we welcome.



Sanctioning Trail as major branch of Athletics

Our excellent relations with ITRA led into a fruitful partnership in the 2016 Trail World Championship in Portugal. The IAU have dealt with the relations with the Member Federations and the monitoring of the entries whereas ITRA are taking care of the technical aspects and public communications. This successful partnership worked well for the 2017 Trail World Championship in Portugal and progressed further for the 2018 Championships in Spain as shown in the increase in popularity for these events. We had been instrumental in bringing trail to the IAAF attention and to the development of specific IAAF regulations for trail. Further joint development with IAAF and ITRA has led to the IAAF now taking direct involvement in the sport and it is likely that in 2021 the Trail World Championships will be under their direct aegis and we look forward to working together on possible formats and partnerships. Meanwhile we are maintaining our original partnership with ITRA for 2019 and in 2020 there is interest in holding the first continental (European) Trail Championships.

Future IAU Championships Confirmed for 2018

Asia and Oceania 24H Championships Soochow TPE 1st December

Americas 24H Championships, Florida, USA. 17/18th November Awaiting confirmation.

Confirmed for 2019

Trail World Championships, Miranda da Corvo, POR, 8th June

IAU 24H World Championships, site to be confirmed

Ready to be confirmed for 2020

IAU 100K World Championships, Winschoten, NED. 12th September.

Bids received for: -

2019 World 50K Championships

2020 European 24H Championships

2021 World 24H Championships

IAU labels for Ultraraces.

The IAU Labelling system started in 2006 with the goal of recognising races on properly measured courses to provide valid rankings and records and to enhance cooperation with National Federations. We have bronze, silver and gold labels for road races and a general trail label. There has been a steady growth from 2006 with 69 labels granted to some 250 labels granted in 2016 amongst which were 13 silver and 2 gold with some 700 races having been labelled at some time over the last 10 years. Management of the labelling system changed in the last quarter of 2017, a year in which 281 races were labelled. The prediction for 2018 is even higher as by August, there are 235 races labelled which is higher than by the same date in previous years.

During the first 6 months of 2018, 2437 race organisers received an email which explained the importance of having an IAU label. The expectation is to see a remarkable increase in label applications in 2019. At this moment we're working on some proposals for some changes in the IAU Labelling regulation to make it easier for some races to apply for an IAU Label and to put the race on the IAU calendar.



Communications

The IAU Communication Committee was established in September 2017. A Global Team was established and has representative from each region. Jacek Bedkowski, Chair of the Team (Poland), Team Members, Lucas Alves (Brazil), John O'Regan (Ireland), Frank Kuo (Taiwan), Wayne Botha (New Zealand), Linda Doke (South Africa). Nadeem Khan is Council Liaison and has an overview of the activities from IAU perspective.

During the first few weeks on operation the committee established social media platforms and took over existing tools. Most of the updates on the IAU website are now done by Communication Committee. With respect of other channels, the committee established Facebook account, Instagram platform and took over publications on Twitter. The main objective was to make the communication accessible to global audience and make necessary flexibility by giving access to the updates on different tools. Social media plays important role and there is an understanding of being present on those platforms. All the publications are harmonised and timely published. This secures that all information are delivered fast, effective, accurate and to broader audience at the same time.

There is delivery of steady growth in all our social media. Currently (end of July) there are over 1K followers on Facebook, almost 0.5K on Instagram and over 2K on Twitter. The average response time on raised questions is 5 hours taking into account the fact that we cover all time zones. In general, our single significant news reaches around 1.5-2.0K people on the first 12 hours from publication on Facebook. Work is not limited to social media. The committee is covering all IAU Major Events and IAU labelled events. Also providing input to other parties such IAAF, Magazines. However, the most important is to support all Athletes, Member Federation and involved parties from IAU perspective.

Press Conference and Interviews

We have continued with press conferences and interview with top athletes in the championships. These have highlighted on the performances of the athletes and also shone spotlight on them during the lead-up to the championships. The coverage from media outlets at the last four championships has been outstanding. The athletes are doing an exceptional job being ambassadors of our sport during these conferences

Area Reports

Asia

Asia is an emerging market for the promotion and growth of ultrarunning. We are working with several countries on the continent to increase participation across the region.

Currently IAU is working with the LOC in Chinese Taipei for the 24 Hours Continental Championship scheduled to be held on December 1st. The host of the event Soochow University which already holds an IAU gold label.

There were two invitational events that IAU coordinated with LOC in China giving an opportunity for IAU athletes to run in these events.



Africa

The popularity of the sport has been growing steadily in Africa. There are 2 IAU gold labelled events in South Africa, Om Die Dam and Two Oceans that have had the requisite labels in 2016-2018.

There has been work done on establishing the first 50km Continental Champs in Asaba, Nigeria. We are currently working with the LOC on the technical details.

IAU was present at the African Senior Athletics Championships in Nigeria in 2018 and had the opportunity to discuss the development and promotion of ultrarunning in the continent with numerous federations.

Americas

Ongoing activity since 2016 has included:

1. Encouraging Continental Championship in the Americas (24 hour and 100K) and assist with proper implementation (1st ever 100K Americas Continental Championship in Wisconsin, USA 2017 and looking forward toward 2018 24H Americas Championship in Florida, USA)
2. Recruited 3 new Americas IAU member federations (Guatemala, Bolivia, Chile) for an increase of 30% in Americas membership
3. Point of contact for the Americas and their liaison to the IAU
Communication of IAU pertinent information to America members and meeting with area reps/coaches/managers at world championships.
4. Educating and creating awareness of the labeling system, encourage races to be a part of the process, ensure results of labeled races are reported in proper format to the IAU.

Europe

Our aim would be to reach out IAU membership to all European states. Our current number is 43. With this number it is not surprising that the European Region has held the major proportion of the IAU championships in the last two years namely Portugal and Spain for the 2017 and 2018 trail championships respectively, the World 24 Hr Championships was held in Belfast, Northern Ireland in 2017 and the World 100K Championships for 2018 in Croatia. We are due to hold the 2019 Trail World Championships in Portugal and likely to be holding the 2019 World 24H Championships in Europe. A very successful European 24H Championships was held in Romania in May 2018.

We are keen to promote more European competition initiatives and are keen to seek out national federations with potential organisers in the region. Europe will continue to witness new ultra distance races being promoted and the IAU labelling of these races. With the revised criteria Europe aims to improve the standards of these events and their accessibility. We are also working with the IAAF European Area to promote the European Labels in the future.



Relationships with IAAF Family

We are continuing our close relationships with IAAF. IAU was well represented at the IAAF Congress in London (2017), African Senior Athletics Championships (2018) and also at the EA Athletics championships (2018). This is a great opportunity for IAU to have meetings with IAAF and Federation and Area Representatives (AR).

IAU also had meetings with IAAF Area Representatives in Monaco (2017) at the occasion of our annual meetings which allowed us to create close relationships with the different continents.

In Feb 2017 IAU signed a 4-year contract with World Masters Athletics (WMA) extending the partnership from 100km to 24hour WCs as well. This was a request proposed by our member federations and we followed through on this proposal.

IAU has observer status on the IAAF Road Running Commission and provides reports on our activities to each meeting – usually twice yearly. Interestingly the Road Running Commission is the group which has also taken on board the development of Trail running and ITRA attends as well. IAU participates in the discussions on the development of the road running scene and has played an active role in the more recent IAAF focus on the sport for all rather than just the elite. IAAF Labels for Road races have provided “food for thought” on improvements for the IAU labels. The use of IAAF International Technical Delegates to observe and grade events – the IAU General Secretary being one – has provided further considerations for IAU technical education.

Technical Education

Currently there is considerable individual technical expertise within the IAU Council and its committees, but it is based on specific individuals who have build up their experience through their national federations and then also applied their ultradistance experience. However, this is sporadic and not widespread. The IAU needs to build a bigger corps of technically qualified IAAF/IAU officials who can officiate/assist and observe respectively at our Championships and IAU labelled races. In 2019, a core group will develop a curriculum to help develop the technical qualifications in ultradistance running for interested individuals who have some national level experience.

Career Awards

This award has been awarded since 2014 to recognize for tireless ultrarunning enthusiasts who have worked long and hard to increase the profile of national and international ultrarunning. This prestigious honour recognizes the hard work and dedication in developing and promoting the sport over the years. We are committed to honouring the individuals who have paved the way of the sport for the future.

2016:

Rune Larsson
Late Chet Sainsbury
Kjell Ove Skoglund

2017:

Late Christophe Rochotte
Norman Wilson



Athlete of the Year Award

We have been doing this annually since 2012. The process is three steps:

1. Automatic nominations to top 3 finishers in the MIAUC and WBP
2. Open Nominations accepted
3. Federations and Council vote on the short-list of nominees

We congratulate the following winners in 2016 and 2017. We also commend all the nominees and all athletes who had breakthrough performances the last two years.

2016

Yamauchi Hideaki (JPN)

Maria Janson (SWE)

2017

Yoshihiko Ishikawa (JPN)

Patrycja Bereznowska (POL)

Athlete Seminars

We organized a seminar with the local organizing committee in Timisoara at the occasion of the 24 Hour European Championships. "Mindset of High Performers" was a very well attended event that gave a glimpse into the thinking of elite athletes and also provided a platform for the audience to interact with these athletes.

A second seminar is being organized in Sveti Martin called, "Ultrarunning: The Sport Transcending Across Physical Hurdle or Mental Barrier."

Conclusions

We have tried to standardize a lot of processes in the last two years, stressed on transparency in our finances and continued working on setting up our IAU Championships well in advance.

We are continuing towards our goals as we move towards the next General Congress in 2020. The emphasis would continue to be on welcoming more members from the ultrarunning community to become members of our committees and play an active role in our operations and growth.

Athletes continue to be our point of attention. We will try to continue showcasing their talents in the centre stage. Significant work will also be done with our marketing and sponsorship strategies to foster relationships with qualified entities interested in partnering with us.

We will also work with our current partners and develop relationships with new ones as we grow our sport globally.

IAU Executive Council
August 2018



I.A.U. EXECUTIVE COUNCIL 2016- 2020 (August 2018)

Vacant		President (Dirk Strumane resigned Jan 2017)
Nadeem KHAN*	CAN	Vice President
Hilary WALKER	GBR	General Secretary
Liesbeth JANSEN	NED	Director of Organisation
Francisco SANCHEZ-RICO	ESP	Director of Competition and Statistics
Robert BOYCE	AUS	Director of Finances
Jan VANDENDRIESSCHE	BEL	Director of Labelling

Area Representatives

Walter HILL	GBR	Europe
Lin GENTLING	USA	The Americas
Solomon OGBA	NGR	Africa
Gillsoo PARK	KOR	Asia and Oceania

*Acting President

Honorary Members

Malcolm CAMPBELL	GBR	Honorary Life President
Harry ARNDT	GER	Honorary Life Vice-President
Soto ROJAS	ESP	Honorary Life Member
Souhei KOBAYASHI	JPN	Honorary Life Member
Pierre WEISS	FRA	Honorary Life Member