



INTERNATIONAL ASSOCIATION OF ULTRARUNNERS

I.A.U. EXECUTIVE COUNCIL REPORT TO CONGRESS (reference period : March 2012 – November 2014)

DOHA - QATAR
20 November 2014

1. Introduction

Back in 2004, the then newly elected Executive Council put forward a number of strategic targets to turn the IAU structure into a modern and flexible organisation, capable of adapting easily to new circumstances whilst continuing its main aim to support ultradistance runners in their sport and provide top level competition. Since transparency should be one of the characteristics of our organisation, we consider it as one of our important duties to report our members about the progress that has been made, the shortcomings we have experienced and the goals we still want to achieve.

2. Registration in Monaco

The procedure to have the IAU registered in Monaco, and which was started back in 2009, has been successfully completed early last year. Thanks to the gratefully appreciated efforts by Pierre Weiss (and the equally fully respected co-operation from Alain Leclercq and President Lamine Diack, who eventually signed the application document) the IAU has now its official headquarters in Monaco, and at the same time a legitimate “right to exist”.

3. Membership (state of affairs)

One of the measures of the ‘importance’ of an international governing body is the number of countries it represents. When the “new style council” was elected in 2004 the IAU had 38 members. Despite the introduction of the annual membership fee from 2007 onwards (150 euro per year, before that the membership was free), the number of members has increased constantly.

We currently have 77 Member Federations which are affiliated to the IAU, amongst whom 7 are National Ultrarunning Associations (Australia, Canada, South Korea, Mongolia, Mexico, Philippines and Serbia).

Representation by continent :

Europe	39 IAU Members
Africa	17 IAU Members
Asia	12 IAU Members
Americas	7 IAU Members
Oceania	2 IAU Members

The relevant affiliation documents and the membership information package have been translated into French and Spanish in order to facilitate the communication with potential new members.

It was very useful to have our promotion stand during the IAAF Congress in Moscow in August last year. This was beneficial for our exposure, enabled face to face contacts with our current members and generated opportunities for new affiliations. Eventually 17 new Member Federations joined us during the Expo.

4. Activities over the past period

- Update of the organisational and technical guidelines
- Complete review of the protocol guidelines
- A blueprint for the technical meeting has been created
- The “general information sheet” which is used for all our MIAUCs has been reviewed and updated
- The event organising agreements for the various major competitions have been streamlined and the financial liabilities for the 2013 and 2014 events updated
- Review of the IAU Constitution in order to enable the Monaco registration process
- Improvement of the interaction with the Area’s
- Establishment of a working group to re-design the website
- Defining considerations to improve the quality of the major IAU competitions
- Discussion about the frequency of the major IAU competitions
- Outline for a new database for statistics

- The draft of arbitration rules in preparation of the reinstatement of an Arbitration Panel
- Review of the 50km World Trophy system, which has been converted in a genuine IAU 50 km World Championship for the coming years
- Discussion about the international governance for trail running
- Commonwealth : permission has been granted by the CGF to host Commonwealth Mountain and Ultra Running Championships in 2015
- Formatting a budget for this and the coming years, taking into account the major goals we want to achieve, including a travel budget for the Area Representatives to enhance the chances to get Continental Championships in place
- Review of the IAU Labelling Guidelines which are used by the IAU to sanction races so that the athletes performances can be ranked and used for travel grant allocations.
- The WBP and Statistics guidelines have been reviewed
- Statistics : a new database for statistics has been outlined
- The WBPs (track, road, indoor) will in the future be amalgamated into WBP's on any surface
- A "lifetime career award" has been put in place
- The efforts to add "trail" to the IAAF competition rules and also being included in the IAAF Constitution as an official part of athletics are moving in the good direction
- The record and WBP applications forms have been reviewed
- The particular rules for the trail have been revised and added to our technical guidelines
- An IAU Trail Commission has been put in place, composed of representatives, appointed by our Member Federations
- We are more than happy to contribute to the activities of the IAAF Trail Working Group hoping that this will be conducive to sort out the discussion about the international governance for trail running

We have elaborated on some of the major activities below.

5. Considerations to improve the quality of the Major IAU Competitions

Were 2012 and 2013 our "bad luck years"? It is a fact that they didn't bring us much fortune and it is anyhow true that it has been a difficult couple of years.

After the IAU 100 km World Championship in 2012 we had to draft an apologetic message to our Member Federations to excuse ourselves for the various inconveniences that some of our delegations had experienced. This forced us to contemplate about a number of measures we needed to impose in order to ensure a correct conduct of our Championships and those were reflected in improved and more strict guidelines, with extra attention for accommodation, communication, transportation, the conduct of the technical meeting, protocol, the general program containing a feasible timetable, facilities along the course etc...

It is a bit with mixed feelings that we reflect about the competitions during the past years. We had excellent championships in

- Belvès / France (IAU 100 km European Championships)
- Steenberg / Netherlands (IAU 24H World Championships)
- Llanrwst / North Wales (IAU Trail World Championships)

and to a lesser extent also in Bordighera / Italy (50 km World Trophy Final) and Katowice / Poland (IAU 24H World Championships) but we didn't succeed to get our 100 km World Championships in place in 2013 nor the 24H World Championships in 2014.

After the cancellation of the project on Jeju Island (Korea) for the 100 km World Championships in 2013, we investigated other possibilities in Mexico, South Africa and the Emirates but unfortunately we couldn't finalize one of these projects in a successful and timely manner. To make things even worse, the LOC of the Latvian 100 km World Championships 2014 in Daugavpils withdrew their application despite two site visits and the agreement we had reached with the LOC and the Federation. Needless to say that we were very happy to find an excellent partner in the Aspire Zone Foundation in Doha who are hosting this year's edition of the IAU 100 km World Championship.

Quite similar problems arose with the 24H World Championship this year. After the Pilzen (Czech Republic) project failed to meet the financial requirements we set all our hope on the seasoned Soochow 24H event in Taipei / Taiwan, but unfortunately also this plan could not be carried out at the eleventh hour.

However some good news came from our strong relations with the IAAF is that there has been an important financial change during the past two years. The IAAF increased their annual Administration Grant with about 34.3% and simultaneously gave the IAU the freedom to use it as they prefer. This new policy opened i.e. the doors to our fundamental review of the Travel Grant distribution to our championships and also to invest more in Marketing for the future. See below.

6. Measures aiming at securing the financial feasibility to host a Major IAU Competition

We can't ignore that the global economic recession has a clear impact on the financial capabilities of potentially interested organizations to enter a bid for staging a MIAUC.

At one end we need to monitor the quality of our MIAUCs in order to secure championships which meet the requirements of our prevailing guidelines but on the other hand we also have to be vigilant that our events remain financially affordable for potential hosts.

This finding has forced us to reflect thoroughly about the ways to guarantee the 'survival' of our Championships and has led to the following policy choices

- **reduce the organizational cost of the MIAUCs**

Revising the travel grant and the free full board accommodation quota is to some extent one of the most obvious cost-saving measures.

When attending IAU major championships, athletes selected by their IAU Member Federations benefit from travel grants provided both through the IAAF grant paid to the IAU and from the Local Organization Committees. Also teams of 3 athletes both male and female have been accommodated free by the LOCs for an appropriate number of days. We are aware that our success in attracting new IAU Member Federations could impose greater financial burdens on the LOCs if we didn't reassess both the travel grants and the accommodation requirements.

We will therefore redistribute the value of the travel grants more equably to cover all our global championships and the continental championships that are already established. However, the mechanism for calculating the grant on teams and on individual performances remain the same. Regarding the free accommodation requirement, we will be reducing that to 2 men and 2 women per team. These new arrangements will come into force in 2016 and will be reviewed at the end of that year. For 2015, the travel and accommodation arrangements will remain as present.

- **Manage the frequency of the MIAUCs**

(IAU World Championships and Continental Championships 100km, 24H, Trail and 50km).

In the future the IAU 100km and 24H World Championships will be held in alternate years – starting from 2016 with the IAU 100K World Championships being held in 2016 and the IAU 24H World Championships being held in 2017.

We have been discussing this issue for some considerable time. The IAU 100 km World Championship has been "protected" as this is our only competition which is organized under the patronage of the IAAF and until last year, the majority of our annual IAAF grant was strictly expected to be used as travel grants for this championship. Thanks to the more flexible relations with the IAAF and an increase in we can now spend this money according to our own policy views, as long as the latter can be justified as a part of our general strategy.

This new flexibility allows to consider holding biannual World Championships for the 100 km and 24H as both attract similar numbers of Member Federations to compete. We would combine these with Continental Championships in the alternate years. Africa might be a problem in the first years (as the 100 km is for them not really a standardized distance) but this should certainly be feasible in Europe, Asia and the Americas. If we

reach this level one suggestion would be to no longer include the Continental Championships with the World Championships in the area where the World Championships take place, as in the long run the Continental Championships should also become a bi-annual event alternating with the World Championships. (except for the 50 km, and maybe the Trail, but the latter is another discussion which might take place beyond our control).

For the new IAU World 50km Championships, the inaugural event will take place in Doha, Qatar in 2015, for the first three years (2015-2017) they will be held annually in Doha, then the situation will be reviewed. These annual championships are designed to attract fast marathon runners to the sport. The situation will be reviewed after three years.

7. IAU Trail World Championships.

The IAU Trail World Championships have been developing over recent years and there is a boom in popularity in trail running. The IAU are working with ITRA (International Trail Running Association) and the IAAF to bring recognized regulation and competition to the sport and again for the next three years the IAU with ITRA will maintain an annual IAU Trail World Championships. The annual offering will also be reviewed after three years. For 2015, this will be held at the Maxi Race in Annecy, France.

8. Bids for IAU Championships for 2016 – 2018.

We will soon be opening applications for the following IAU Championships:-

2016: IAU World 100km Championships, IAU Trail World Championships, IAU Continental 24H Championships

2017: IAU World 24H Championships, IAU Trail World Championships, IAU Continental 100km Championships.

2018: IAU World 100km Championships, Continental 24H Championships. Both IAU Trail World Championships and IAU 50km World Championships frequency will be reviewed in 2017.

We will soon be putting details on the website and are currently preparing the bid documents which will be made available to potential candidates. We will also be putting a summary of the technical and organizational requirements for the IAU Championships on the website as well. All bids will be scrutinized by the EC and will need to be up to standard for an IAU Championships to be awarded and with sufficient interest from IAU Member Federations to participate.

9. Forthcoming and future Major IAU Competitions

- 2014 IAU 100 km World Championships under the patronage of the IAAF :
Doha (Qatar) – November 21
- 2014 IAU 100 km Asian Championships - Yilan (Taiwan) – December 13
- 2015 IAU 24H World Championships – Torino (Italy) – April 11/12
- 2015 IAU Trail World Championships – Annecy (France) – May 30
- 2015 IAU 100 km World Championships – tbd
- 2015 IAU 50 km World Championships – Doha (Qatar) – November (date tbd)

10. IAU World Best Performances and (WMA) World Age Best Performances – amalgamation of surfaces. (place holder until JS presents contribution.)

We had decided in Monaco, after careful consideration of the relevant statistics, that it was right to amalgamate the world best performances on track, road and indoors, with the best performance being the absolute best performance and recognised as such. The “surface” is probably less of a contributing factor in securing a good performance than many other factors in an event. This will now start in 2015 with performance lists for 2014 and before “frozen” at the end of the year (or after any applications for 2014 best performances have been received). There will be more detail on this including the reasoning placed on the IAU website under results.

11. Commonwealth Mountain and Ultradistance Running Championships

Commonwealth Association of Mountain and Ultradistance Running (CAMUR) recognizes the popularity of the disciplines of mountain and ultrarunning. The Association has had two successful championships (Keswick 2009 and North Wales 2011).

At present, CAMUR is working on organizing the next championships, with a final goal of having the disciplines included in a future Commonwealth Games. There is a potential host that is interested and we have had preliminary discussions. The Championships are slated for 2015/2016 if the hosts confirm their bid

12. Communications

- Continued as Announcer at MIAUCs including races, opening and closing ceremonies. Continued contributions to the IAAF website with updates on ultrarunning including the World Running website Regular contributions to the UltraMag (Australia), Ultra Tales (UK), Jogbud (New Zealand) and Distance Running (AIMS) Magazines. Several of the articles are picked up federation websites and hosted there.
- The promotional stand in Moscow has been important in promoting ultrarunning and has allowed to make valuable contacts. Our numbers through contacts build at previous championships has increased our numbers considerably.
- Worked on a new IAU website with the website committee (some sections under progress).
- Provided media reports to local media outlets during major championships. Coordinated media interviews between athletes and media in host countries.
- Formatted a Newsagents Commission with members from around the world to connect to local news outlets promoting IAU news. Currently, we have 15 members on the Commission.
- Twitter account (@iaunews) has significant following.
- Live Streaming for the 50km World Trophy Final 2014 and for the 100km World Championships 2014. We have had Live Updates at events where Live Streaming is not feasible. Video Interviews for the 50km World Trophy Final 2014 and for the 100km World Championships 2014. Continuing pre-race, onsite and post-race interviews.
- Where there is opportunity we have done school trips and events with local running community to promote the sport, for example, in Wales and in Doha.
- Incorporated the Flower Ceremony with the Director of Protocol at the end of competition
- Worked with Director of Organizations and updated our current brochure for promotion in 2013.

13. Medical Report

Since the last Congress, we have had the following updates:

Medical Conference:

- Medical Conference in Steenbergen (24 Hour World Championships) on May 10th 2013 on “Going the Distance: Food and Fluid Intake to Optimize Performance and Minimize Disease”
- Medical Conference in Doha on Nov 20th 2014 on “Heat and Altitude Training for Enhanced Performance”
- **Anti Doping:**
- Blood Passport Program initiated in Steenbergen where random athletes selected by the IAAF were included in the program.
- Blood Passport Program in Doha in a similar format to Steenbergen but now for the 100km.
- Anti-Doping at all major IAU events

14. Athlete of the Year Award

- The Athlete of the Year award has been awarded every year since 2011. This year the nominations will open after the 100km World Championships in Doha. The winners so far have been:
- Jon Olsen (USA) and Mami Kudo (JPN) won last year in 2013
- Winners of the MIAUC are automatically on the shortlist. Other candidates on the list are nominated by our viewership/readership via our website.

15. Career Award

An IAU Career Award Committee has been established to present award to individuals who have worked tirelessly promoting the sport. We had also made an announcement asking for individuals to join the Committee. We have a full committee in place including four members representing the four IAU areas (Asia, Africa & Oceania, Americas and Europe).

Members:

Nadeem Khan (CAN), Chair
Hilary Walker (GBR)
Souhei Kobayashi (JPN)
Chantel Nienaber (RSA)
Jorge Landonie (MEX)*
Christophe Rochotte (FRA)

*stepped down after the first year.

The Committee has prepared a shortlist of nominees and present it to the Executive Council.

16. Arbitration

The Arbitration Rules have been approved by the Executive Council and all that is outstanding is the appointment of a panel of arbitrators. Member Federations will be asked to nominate suitably qualified persons who will serve on the panel, with the intention to have three arbitrators per Area, so that matters can be dealt the as expeditiously as possible, whilst leaving the possibility of entirely neutral arbitrators where the use of local arbitrators would compromise the process. The nominations will need to be submitted before the end of the year, so that the Executive Council can make the appointments at its meeting in January. Thereafter, the arbitration process will be ready to deal with any disputes which may arise within the ultra distance community.

17. Technical Matters

For all the races in the period 2012-2014 it was important to work together with the LOC's to guarantee good races. This required a good Technical Meeting documentation so that the LOCs know exactly what is necessary from the opening ceremony till the closing ceremony. It is the Technical Meeting that gets all the 'missing' points in place. Questions and answer at this meeting make sure that LOC's as well as athletes and coaches know what to do and how to act.

Every Championship is special and each has its special points of attention. In this period we introduced a checklist to use at the time of a race- and venue inspection. With this checklist the IAU member who travels to the race is able to provide a comprehensive inspection report.

The Technical Committee advised the Executive Council (EC) in this period about a number of issue which resulted in some changes to the technical guidelines - these included the changes for athletes at refreshment points during races

The IAU Technical group were also asked for views on the proposal to amalgamate WBP for all surfaces and supported the view given by the Statistics Committee (see para..). They also considered whether the IAU should take on the responsibility of time keeping at the IAU Championships. This should remain the responsibility of the LOCs but there should be guarantees given to the IAU about the systems and backup.

Thanks to the members of the technical Committee for their contributions and efforts.

Current members of the Technical Committee:

Robert Boyce (AUS)

Tadeusz Dziekonski (POL)
Reima Hartikainen (SWE)
Frank Kuo (TPE)
Armand Leblanc (CAN)

18. IAU labelling system

Over the last two years we have increased the number of IAU labelled races from 200 valid in 2012 and 250 valid (so far) in 2014. In total over the years that the IAU label has been in existence about 600 events have been labelled. However, after 6 years in existence, it was time for a review of the IAU label system. So in 2014 we have reviewed and revised the IAU labelling system to come into play for races applying for 2015 and beyond. The basic structure with gold, silver and bronze labels remain the same. However we have reinforced the requirements for course measurements and verifying the accuracy of the results but we have removed the costs of silver and gold labels. All label applications are free. There will be a separate label for trail races which can't reach the same level of course measurement accuracy as road races. The new IAU Labelling Guidelines have been placed on the website and IAU labels for 2015 will be issued from December 2014 onwards.

19. Australia and New Zealand (Oceania) move from "Africa" to "Asia"!

Due to the welcome increase in the numbers of IAU member federations, the IAU EC has decided that the constituent membership of some of the Continental Association Representation. (Article 13 of the Constitution) should be changed. In explanation, Article 13.13 allows for the Executive Council to decide to combine two Areas, (if one doesn't have 5 IAU members – the minimum number for area representation_). The EC does need to inform the next Congress as it will affect the elections for the Area Representatives at the next election in 2016. Australia and New Zealand (the only two IAU members of the Oceania Region) had been affiliated to Africa originally to ensure an area representation for both areas However "Africa" now has 17 members so the EC have agreed to move "Oceania" from "Africa" to its more natural association with "Asia" for both continental championships and IAU area representation. This will take place for competition from this Congress forwards and for election for the Area Representatives from the next electoral Congress (2016).

20. Area Representative Reports.

Africa

- While the member federations in Africa have increased dramatically there are still challenges being faced by them in terms of participation at IAU Championships. Currently the strength of ultra distance running in Africa resides in the south of the continent, both in terms of size and quality of events and also in terms of quality of performances.
- The introduction of a 50km IAU World Championship will excite the interest of many of the African countries, given the standard of performance at events such as the Two Oceans Marathon.
- Ultra Trail running is a well-established discipline in southern Africa and it is growing in size and quality.
- The vast size of the continent does lead to travel and other problems in terms of continental championships and also the expansion of the sport into countries without an ultradistance culture, but with the assistance of the CAA, this will be overcome in time.

Americas.

- Many of the documents for IAU labeling, membership information and application for an MIAUC are being translated into Spanish to assist the Spanish speaking countries of the Americas. The travel grant and IAU membership document is finished and the other documents will continue to be worked on as time permits.
- The IAU Americas membership increased from 6 to 7 countries with the addition of Costa Rica in 2013.. With the 50Km and ultra trail becoming world championship events in 2015, it is hoped that additional countries among the Americas will join the IAU. Contacts with IAAF federations are

being made among the America nations explaining the IAU and encouraging these IAAF nations to also consider IAU membership.

- Frequent communication is being made with the Americas federations reminding them of events and deadlines for our World Championships as well as sharing news of recent IAU developments.
- Information regarding the nurturing of Americas Continental Championships in the years when the event is not offered as a world championship has begun. There is potential interest in the 24H continental championship as soon as next year, while interest from federations and race directors in Mexico, Argentina, and the United States is being expressed to hosting these events in the “off” years. Continental championships will be vigorously pursued with the heightened interest in the Americas.
- Many of the Americas ultra events, both on road and off road are being encouraged to become IAU labeled events to lend to their credibility. The interest in doing so is quite good as the process for application has been streamlined and is quite easy and efficient.

Asia

- IAU Asia member federations have increased to 12, whereas it was 6 in 2012.
- Now that the Region is amalgamated with Oceania, the total member federation will be 14. This is a considerable increase in the region where economies have been blossoming.
- Fostering a number of ultramarathon events in the region is leading to closer relationships amongst the member federations in Asia and increasing the opportunities for international competition.

Europe

- Aim to Increase the number of IAU members: we are looking to incorporate all IAAF European countries to the IAU.
- Searching new MIAUC organisers for our key World and European competitions: 100Km and 24H
- Increase the number of competitions with IAU label: we look to extend the IAU framework to all existing European ultra-competitions with the aim that they all join the IAU label.
- Incorporate the European Trail to the IAU: the IAU trail label is a specific one and is increasingly recognised by competitive trails as the official one.

21. Marketing

At this moment in time the IAAF is still providing our main source of income. We are very thankful that the IAAF has decided to increase our annual grant with an extra 20.000 USD as well as to merge the travel and the administration grant what will facilitate our financial operations. Our total IAAF grant is now 75.000 USD per year.

We unanimously agreed about the urgent necessity to work out a marketing policy, starting with the creation of an appropriate portfolio . We need to work out a marketing strategy and an attractive marketing file and use this in an attempt to convert the ongoing negotiations with potential sponsors into real sponsorship agreements in order to improve our own operations as well as to offer financial incentives to athletes from poor countries to take part in our major competition.

In order to achieve this goal are we currently dealing with a marketing agency.

22. Objectives for the coming years

- Having our major competitions in place and ensuring the quality of conduct of these events
- Organising more clinics or medical seminars at our MIAUC's
- Widening the international competitive opportunities for ultradistance athletes by increasing the number of IAU Members
- Trying to limit the number of National Ultrarunning Associations as IAU Member (preferring to have the IAAF Member Federation as the IAU Member)
- Staying in close liaison with the aims of the IAAF, EA, WMRA and WMA by maintaining good relationships with the IAAF staff and the various IAAF departments as well as with EA (and other Area's), WMRA, WMA and AIMS.

- Establishing a worldwide network of “news agents” to ensure an updated eye on recent results and activities by updating our website on a regular basis
- Working out an attractive marketing file as essential tool for the implementation of the (still to create) marketing strategy
- Widen our network by having a promotion booth at the next IAAF Congress in Beijing (if applicable) as well as occasionally attend IAAF and EA (or other continental) competitions. This is beneficial for our exposure, for the promotion of our MIAUCs, enables face to face contacts with our current members and generates opportunities for new affiliations
- Determine our own position with respect to trail running and explore the opportunities with regard to the international governance of this branch
- Trying to get closer contacts with international press agencies
- Trying to get the Continental Championships 100 km and 24H in place in the various Areas
- Evaluate the new 50 km World Championship after the inaugural edition in Doha next year
- Continue the co-operation with WMA and revise the agreement in view of having the 100 km World Championships every two years

23. Conclusions

During the past years we took a number of important decisions to implement our mission and the positive response we are receiving from our stakeholders reassures us that we are heading in the right direction. However, we acknowledge that there is still a long way to go and a lot of work to be done. We also have to be realistic with our targets as we are aware that it is increasingly difficult to ‘seduce’ both the media and potential sponsors to share our dreams and support our activities.

Being only a very small part of the IAAF Athletic Family, we nevertheless remain positive and enthusiastic and we hope we can continue to contribute to the benefit of the athletics world in general and distance running in particular.

I.A.U. EXECUTIVE COUNCIL 2012 - 2016

Dirk STRUMANE	BEL	President
Liesbeth JANSEN	NED	Vice-President Director of Competitions Chairman Technical Committee
Hilary WALKER	GBR	General Secretary
Jan VANDENDRIESSCHE	BEL	Director of Organisations Chairman Finance Committee
Nadeem KHAN	CAN	Director of Communication Chairman Medical Committee
Francisco SANCHEZ-RICO	ESP	Director of Protocol Chairman Trail Commission
Jürgen SCHOCH (ex officio)	GER	Director of Statistics Chairman of the Record Committee

Area Representatives

Francisco SANCHEZ-RICO	ESP	Europe
Lin GENTLING	USA	The Americas
James EVANS	RSA	Africa and Oceania
Bokjin PARK	KOR	Asia

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

November 2014