

**EXPRESSION OF INTEREST**

**AUSTRALIAN DRESSAGE CHAMPIONSHIPS 2018**

The Australian Championships are an event conducted for, and on behalf of, Equestrian Australia (EA). Organising Committees (OC) are invited to submit their expression of interest to conduct the Australian Dressage Championship 2018 event for 2018.

The Equestrian Australia Dressage Committee (EADC) will assess all submissions. EA in conjunction with the EADC will appoint the OC to run the respective Australian Championships.

The following are guidelines formulated to assist the OC in the conduct of the Australian Championships. EA reserves the right to amend these rules at any time.

The Australian Championships should be an event in its own right, not absorbed into an existing event and should be conducted over a minimum of four consecutive days. The intent for the Australian Championships is to present an event that is equivalent to an FEI3\* competition by way of standards and facilities.

These guidelines must be read in conjunction with all relevant EA Rules and Regulations in force at the time of the respective discipline of the Australian Championships.

**1 ORGANISING COMMITTEE**

1.1 Contact Details

1.2 Previous Shows/Championships

**2 COMPETITION**

2.1 Event Logistics

2.2 Venue

2.3 Stabling and On-ground Facilities

2.4 Equipment

2.5 Officials

2.6 Technical Delegate

2.7 Prize Money

**3 COMMERCIAL**

3.1 Media

3.2 Marketing and Branding

3.3 Corporate Hospitality

3.4 Post Event Report

**4 FUNDING**

**5 EVENT BUDGET**

**6 RISK MANAGEMENT**

**7 RULES**

**DISCIPLINE**

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**1. ORGANSING COMMITTEE**

**1.1 Contact Details**

|  |  |  |
| --- | --- | --- |
| Name of Organiser/Club: is the club affiliated or an incorporated body/business? | | |
| OC President/Chair: | | |
| Name of Primary Contact for EA: | | |
| Address: | | |
| Phone:  M –  H – | Fax: | Email: |

**1.2 Previous Events run by the OC/Club**

|  |  |
| --- | --- |
| Details of previous events run by the OC: | |
| Venue |  |
| Date of Show |  |
| Total Prize Money offered |  |
| Number of classes and number of riders (by class, if possible) |  |
| Number of spectators who attended on the main day |  |
| How was the event promoted? |  |
| Media Coverage achieved (press/radio/TV) |  |

**2 COMPETITION**

**2.1 Event Logistics**

|  |  |  |
| --- | --- | --- |
| Year of Championships |  |  |
| The planned dates of the Championships  (please include your preferred date and an alternative date) | 1:  2: | |
| Levels proposed to be covered | Fill in as appropriate (e.g. Senior / Young Rider / Junior / Young Horse) | |
| The estimated number of spectators expected | Main day:  Other days: | |
| Reason why you should be awarded the rights to stage the Championships |  | |
| Dates for program to be submitted to the NDC (at least 6 months prior to event) |  | |

**2.2 Venue**

Please give details of facilities available at the venue.

|  |
| --- |
| Venue Address: |
| Competition Arenas:  Ring 1: Size (metres x metres)  Surface:  Ring 2: Size (metres x metres)  Surface: |
| Additional Information: |
| Warm-up Arenas:  For Ring 1: Size (metres x metres)  Surface:  Distance from Ring 1:  For Ring 2: Size (metres x metres)  Surface:  Distance from Ring 2: |
| Additional Information: |

**2.3 Stabling and On-ground Facilities**

Please give details of facilities available at the venue, as applicable

|  |
| --- |
| Stabling: (size of stable box, number, type, provision for stallions etc.) |
| Security: |
| Wash Down Bays: (number, type, distance from stables) |
| Do you have a Swabbing Box? Yes / No  If no, what facilities exist for swabbing to be undertaken? |
| Truck Parking: (where, distance from stables and competition arena, security, impact of rain on the parking areas etc) |
| Toilets and Showers: (number, distance from truck parking/stabling etc.) |
| Camping Areas: |
| Power Facilities: |
| Covered Seating and VIP Hospitality Facilities: |

**2.4 Equipment**

Please list equipment, as applicable

|  |
| --- |
| Timing equipment: (electronic timing equipment with a visual display)  Size of electronic display: (including no. of lines and characters)  Name of scoring software:  Name of display: |
| Additional Information: |

**2.5 Officials**

Please refer to the NDC rules before filling out the below

|  |  |
| --- | --- |
| Event Director | Name: |
| Contact: |
| Ground Jury |  |
| Suggested Course Designer (FEI-III or IV)  by agreement with EA | Name: 1 |
| Contact: |
|  | Name: 2 |
| Contact: |
| Assistant Course Designer/s | Provide for up to 3 current Level II CD to be Assistants, and nominated on the schedule (this opportunity should be advertised nationally): |
| Chief Steward | Name: |
| Contact: |
| Trainee EA Steward/s | Provide for up to an additional 3 EA Stewards: |
| Veterinary Delegate | Name: |
| Contact: |

**2.6 Technical Delegate**

The National Discipline Committee (NDC) will appoint a Technical Delegate (TD) to assist the OC in its preparation for and conduct of the Australian Championships. The TD will operate as per Article 152 and 153 in the EA General Regulations.

The TD must submit a report to the NDC within two (2) weeks of the competition finishing.

**2.7 Prize Money**

|  |
| --- |
| Total Prize Money offered for the event? |
| Total Prize Money allocated to Championship? |
| Distribution of Championship Prize money? |

**3. COMMERCIAL**

**3.1 Media**

EA will offer the services of a dedicated staff member to assist the OC to manage the media and publicity for the Australian Championships including:

* Press release creation
* Press release distribution
* Liaising with the media
* Updating of stories on EA online platforms (including social media)
* Creation of media guides
* Media accreditation

The OC must prepare a media and communication plan and implementation strategy three (3) months prior to the event.

It is the OCs responsibility to ensure there is a dedicated press centre (with internet connectivity) available at the event, as well as adequate accreditation to provide media access to the event. The OC should liaise with EA to ensure all press needs are catered for in the lead up to and at the event.

**3.2 Marketing and Branding**

EA assigns the rights to the marketing of the event to the OC. However, EA’s logo and/ or specific EA discipline logo is to be used as the brand logo of the Australian Championships and as part of all marketing collateral and should adhere to EA’s brand guidelines (attached).

All marketing collateral should be sent through to EA for approval (allowing for a minimum 5 day approval process).

EA branding should form part of the event promotion including:

* 4-6 EA arena signs displayed
* Display of pull up banners at corporate hospitality marquees and functions
* PA/MC recognition
* Display of advert on big screen (if applicable)
* Logo recognition across all marketing collateral including event program, website, big screen, posters and other
* Program advertising

**3.3 Corporate Hospitality**

The OC will invite the EA Chair, EA CEO, EA Performance Director, National Discipline Selection Panel members and any other key personnel to all special functions held as part of the event.

**3.4 Post Event Reporting**

The OC will provide a full post event report including a financial report outlining the profit and loss, attendance numbers and sponsorship obligations within two (2) months of the completion of the event.

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| Please provide a brief outline of the Media/Communication and Marketing Plan or experience in this area (detailed plan required three (3) months prior to the event): |

**4. FUNDING**

Outlined below are the potential funding opportunities available through the National office. This funding may be provided based on the conditions outlined in this Agreement being met and delivered. Failure to comply with this will result in reduced funding being provided to your event.

**4.1** **ICDF Funding**

The OC may apply to obtain additional funding through the ICDF program. Applications open in May each year and are available for events that are international competitions and/or enable the development of the sport.

**4.2 Sponsorship**

For any funding you receive from ICDF, the Host OC must **not** sign any sponsors that conflict in the product category prior to speaking with the EA CEO and/or EA Commercial Manager. Arrangements can be discussed if you have a conflicting sponsor. If a conflicting sponsor is sourced without prior consent, EA has the right to withhold or retract any ICDF money originally granted. Whilst it is understood that the OC will have the ability to find suitable sponsors for the event, EA will hold the exclusive rights to the Naming Partner category.

**5. BUDGET**

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| The OC is to supply a detailed budget for submission and inclusion in the host agreement.  *Please note: This budget template is for example purposes only and is designed for major sporting events. Please modify for your specific event.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Expenditure $** |  | **Income $** |
| **Income** |  |  |  |
| EA Branch Contribution |  |  |  |
| EA High Performance Contribution |  |  |  |
| Endorsements/Licensing |  |  |  |
| Entry/Registration fees |  |  |  |
| Sponsors |  |  |  |
| Government Grants |  |  |  |
| Ticketing/Gate Fees |  |  |  |
| **Expenditure** |  |  |  |
| Accommodation |  |  |  |
| Administration |  |  |  |
| Advertising/Promotion |  |  |  |
| Airline/ Other Travel |  |  |  |
| Bid |  |  |  |
| Catering for Volunteers, etc. |  |  |  |
| Ceremonies |  |  |  |
| Design |  |  |  |
| Displays |  |  |  |
| Entertainment |  |  |  |
| Equipment Hire |  |  |  |
| Fees to FEI/EA |  |  |  |
| Hospitality (VIPs, Sponsors, etc.) |  |  |  |
| Insurance |  |  |  |
| Media |  |  |  |
| Medical |  |  |  |
| Presentations |  |  |  |
| Security |  |  |  |
| Stabling |  |  |  |
| Organising Committee Expense |  |  |  |
| Venue Hire |  |  |  |
| Contingency @ 10% |  |  |  |
| Other (Officials Fees, Clinics) |  |  |  |
|  |  |  |  |
|  |  |  |  |
| GST Net Liability |  |  |  |
| **TOTAL** |  |  |  |
|  | **$** |  | **$** |

**6. RISK MANAGEMENT**

The OC will need to submit a risk management plan six (6) months prior to the event. The risk management plan needs to include provisions for:

* The appointment of a person responsible for safety and risk management at the event (if a dedicated person is not appointed, the Event Director or the Club President assumes this responsibility).
* Contact details of emergency personnel and agencies such as first aid and ambulance services, police and fire brigade, nearby hospitals, treating vet, farrier, etc.
* Provision on-site for some of these services including an emergency management system that outlines what should happen in the event of an emergency.
* The identification of risks for the event including the competition(s) and the venue.
* The documentation of the measures proposed to deal with the identified risk.
* A system to ensure the waiver/release forms are signed by participants, as appropriate.
* An incident reporting system that is communicated to all involved in the event.
* An incident/accident investigation system that helps prevent a recurrence of any incident.

**7. RULES**

It is expected that each Australian Championship, of whichever discipline, will adhere to and follow the rules specific to their discipline and the EA General Regulations, which can be accessed through the links below:

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| --- |
| Jumping: <http://www.equestrian.org.au/jumping-rules> |
| Eventing: <http://www.equestrian.org.au/eventing-rules> |
| Dressage: <http://www.equestrian.org.au/dressage-rules> |
| Equestrian Australia General Regulations*:* <http://www.equestrian.org.au/policies> |

**Acceptance of Agreement:**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, on behalf of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ accept the terms and conditions of agreement set out above:

|  |  |
| --- | --- |
| **Signed by:** |  |
|  |  |
| **Name/Position:** |  |
| **Date:** |  |

**Please submit via email to by COB 22nd September 2017:**

**Equestrian Australia**

**Committee Liaison Manager, Kirsty Pasto**

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