

**EXPRESSION OF INTEREST**

**AUSTRALIAN CHAMPIONSHIPS**

**EVENTING**

The Australian Championships are an event conducted for and on behalf of the Equestrian Australia (EA). Organising Committees (OC) are invited to submit their expression of interest to conduct the ***Eventing*** event for ***2019-2020.***

The National Discipline Committees (NDC) will assess all submissions. The EA Board in conjunction with the NDC will appoint the OC to run the respective Australian Championships.

The following are guidelines formulated by the NDC to assist OC’s in the conduct of the Australian Championships. The NDC 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. The intent for the Australian Eventing Championships is to present an event that allows a National Champion to be allocated in each of the following levels: CIC3\*, CIC2\*, CIC\*, EvA105 and EvA95. Therefore the interested OC’s must be prepared to run an event that contains each level of the above listed competition.

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**

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1.2 Previous Shows/Championships

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**DISCIPLINE**

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| **EVENTING** |

**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 |  | |
| 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 NEC (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 (Dressage): Size (metres x metres)  Surface:  Ring 2 (Jumping): 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: |
| Cross Country Course: (provide a detailed description of the quality and footing of the going): |

**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 discipline 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 NEC will assist in appointing a Technical Delegate (TD) to help 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 NEC 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 3 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 if any are 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. SPONSORSHIP**

The Host OC must not sign any sponsors that conflict in the product category (as outlined below) without speaking prior to 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 money granted.

**National Partners:**

|  |  |  |
| --- | --- | --- |
| **Partner** | **Product Category** | **Sponsor Level** |
| Virgin | Airline | Official |
| Equine international AirFrieght | International Horse Transportation | Official |
| Adina ApartHotels | Accommodation | Official |
| RAM Trucks | Automotive | Official |
| Pryde’s EasiFeed | Horse Feed | Official |
| Horse & Country TV | Online Streaming | Major |

**5. BUDGET**

|  |
| --- |
| 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.

If your event is unfamiliar or needs help in this area please contact EA.

**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, that can be accessed through the links below:

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| **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/sites/default/files/Equestrian_Australia_General_Regulations_24042018.pdf> |

**Acceptance of Agreement:**

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

|  |  |  |
| --- | --- | --- |
| **Signed by:** |  | **Signed for and on behalf of the  Equestrian Australia** |
|  |  |  |
| **Name/Position:** |  | **Chief Executive Officer** |
| **Date:** |  | **Date:** |