

2023 ANNUAL REPORT



Australian Team WMA XC Championships Bathurst 23
Photo Jill Taylor



PREPARED BY

AUSTRALIAN MASTERS ATHLETICS INC.

President's Report

Our Sport

More than 3,000 registered athletes over thirty years of age compete in masters athletics in Australia.

As we age, health, fitness and lifestyle become more critical.

AMA is keen to promote and encourage greater participation in our sport.

The focus of Australian Masters Athletics is participation regardless of whether an athlete is a beginner or an elite athlete. Standards and performances are recorded in five-year age groups. Age-graded events encourage and reward improvement and fitness.

As part of that focus, we want all Australian masters athletes to have a great athletic experience, have fun, keep fit and enjoy the fellowship and camaraderie of masters athletics.

Please help us to promote our sport by telling a friend and or family member about masters athletics.

The more conversations and discussions we have about our sport and the potential benefits from participation, such as improved health, fitness, and lifestyle, the greater the chance we will influence, encourage, and promote improvements in the lives of Australians, their families, and communities.

We also need your help finding people and organisations to sponsor or partner with us. If you have any ideas or suggestions about sponsorship, partnering or funding, please do not hesitate to contact any member of the AMA Board.

AMA is keen to recognise the officials and volunteers supporting our sport.

We want to extend our heartfelt thanks to the officials (many of whom are masters athletes) and volunteers who have helped us through the last couple of years; it has been challenging for everyone. Without their dedication and support, there would be no competitions, no records, no stories to tell and no fun.

At your next athletics event, please go out of your way to thank the officials and volunteers for their help.

AMA Board

The Board of AMA comprises volunteers elected by the State and Territory Masters Athletics Associations. The Board meets throughout the year.

At the 2022 Annual General Meeting (AGM) of AMA, Phil Urquhart (President) and Stan Perkins (Board Member) retired from the AMA Board. We would like to sincerely acknowledge the enormous contribution that Phil and Stan have made to our sport and the AMA Board. Both Phil and Stan will be missed. Thankfully, Phil and Stan agreed to mentor the AMA Board members.

The AMA Board members and their area of responsibilities:

John Clark President. Responsible for leading and chairing the Board and Council meetings and related activities, Oceania Masters Athletics and World Masters Athletics relationships, relationships with third parties such as Athletics Australia, and government relations.

Steve McGugan, Vice President. Responsible (up until 13 July 2023, date of resignation) for people matters, including team managers, relay selectors, coaches, volunteers, and the Hall of Fame awards coordination.

Jill Taylor, Board Member. Responsible for innovation and participation, including new events, competitions, social media, and initiatives. On 24 July 2023, the Board elected Jill as Vice President and took on Steve McGugan's responsibilities.

Judy Farrell, Secretary. Responsible for operational matters, including Board and Council meetings, correspondence, Oceania Masters Athletics and World Masters Athletics communication/correspondence, AMA website and Facebook page, and annual awards coordination.

Lisa Attenborough, Treasurer. Responsible for finance and accounting, annual audit, uniforms, compliance, and policy-related matters.

Bruce Bodsworth, Board Member. Responsible for communications, including the AMA newsletter.

Jayne Hardy, Board Member. Responsible for championships, including running and managing championships, site visits, communications with Local Organising Committees, and coordinating officials.

Rob Mayston, Board Member. Responsible for sponsorships, grant funding and partnerships.

Steve McGugan

I want to express my sincere thanks to Steve McGugan. Steve has been a true stalwart of the Board, serving on the Board since 2014 (from 2016 as Vice President) until his resignation on 13 July 2023. I will miss our weekly discussions, his wise advice, and his great sense of humour. Steve's ability to work with people to find solutions to problems, his great belief in helping others, and his dignity and poise under pressure are just some of the many qualities that will be sorely missed by us all. The feedback from Torun, where Steve was the Australian Team Manager, was so positive that many athletes rated Steve as one of Australia's best-ever Team Managers. A genuinely great accolade if ever there was one!! From everyone on the AMA Board, Steve, thank you and best wishes.

World Masters Athletics (WMA)

WMA appointed Dr. Roger Parish to the Anti-doping and Medical Committee, Lynne Schickert, WMA Vice President, to the Organisational Committee (Chairperson), Expert Media, Marketing and Communications Committee, Bob Schickert to the Competitions Committee (Non-Stadia), Wilma Perkins appointed to the Women's Committee (Chairperson) and Organisational Committee, George White to the Records Committee, and Heather Carr to the Women's Committee.

WMA also appointed AMA Board members Judy Farrell, Jill Taylor and John Clark to its committees and roles associated with those committees. Judy Farrell was appointed to the

Media, Marketing and Communications Committee and was recently appointed as the WMA Webmaster. Jill Taylor was appointed as an expert to advise the Media, Marketing and Communication Committee and John Clark was appointed to the Law and Legislation Committee and as an expert to advise the Finance Committee and as the Substitute Treasurer of WMA.

Oceania Masters Athletics (OMA)

Below is a summary of the matter; the AMA Board has spent significant time during this last year.

The OMA Board decided to hold a special general meeting of members (held in Fiji in May 2023) to consider the following.

“Oceania Masters Athletics Inc become a Commission of Oceania Athletics Association Inc.”.

This motion was passed at a meeting held on 17 May 2023, with AMA dissenting.

AMA advised OMA well in advance of the meeting the proposal was highly complex and had significant implications for the short, medium, and long-term activities of masters athletics in the Oceania region. The proposal also has significant implications for World Masters Athletics.

AMA also advised OMA of its concern that no business case had been developed and provided to member organisations for consideration.

AMA, therefore, sought a twelve-month deferral of the meeting.

The OMA President put forward the following explanation at the special general meeting “if OMA is autonomous, it cannot continue to ask OAA to do the majority of the work and bring nothing to the table. OMA and OAA need to have a formalised relationship moving forward. With 90% of athletes at OMA championships coming either New Zealand or Australia it highlights the very reason why and how OMA can create more opportunities for Island Federation athletes. Oceania representation should be from many federations not just two.”

OMA's argument that Australians and New Zealanders generally comprise over 90% of participants at OMA Championships, the island federations need bolstering in their participation and involvement in the region may be something OMA should aspire to achieve. However, OMA must also look after its members and customers like AMA and our Australian athletes and keep them onside simultaneously as they develop their island federation participation and involvement concept.

OMA may argue the event's objective was to get a sense or indication of intent. However, OMA ignored AMA's significant concerns raised before the event.

OMA sought to consult with AMA after the meeting. AMA believes that OMA is trying post-meeting to fill the gaps to make a highly flawed concept a reality.

We are advised WMA has had numerous discussions with OMA.

AMA continues to wait on OMA finalising the details relating to the execution of the motion passed at the OMA Special General Meeting. Those details will then set the scene for any discussions or decisions that need to be undertaken/made.

Branding

During the year, the issue of the AMA brand was considered by the Board. After quite some discussion regarding who we are and what AMA represents, it was agreed the AMA logo and banner should be amended to the following.



Australian Masters Athletics

Promoting active healthy athletics competition through our network of state and territory associations

World Cross Country and Australian National Championships

I have set out some comments about these two events below.

Jayne Hardy, AMA Competition Director, comments further on these and other events throughout the last twelve months in her report.

The historic agreement between World Athletics, the Local Organising Committee for World Cross Country Bathurst 2023 and World Masters Athletics saw the World Masters Athletics Short Course Cross Country Championships conducted on the same course as the World Athletics Cross Country Championships on February 18-19, 2023. Congratulations to World Masters Athletics for the historic agreement. The events were run on a very challenging course in scorching conditions. With just over two hundred Australian athletes competing, our team managers Amanda Coombe, Jill Taylor and John Clark were kept very busy over the weekend, as was Judy Farrell, who provided administration support services and Ken Farrell in his role as official photographer. Congratulations to all the Australian athletes who competed at this event, our Team Managers on delivering very professional and athlete-focused services, and Judy and Ken Farrell for their very professional service in their roles.

The 2023 National Championships were conducted at Sydney Olympic Park. There were over 800 athletes registered for this event. I want to thank Jill Taylor and her Local Organising Committee, all of whom were volunteers, and the volunteer helpers, including Adriana Van Bockel, Alice Clayton, Shane Clubb, and Helena Smith, for their outstanding contributions to what is considered by many as the best-ever National Championships. The event was not without its many problems, starting with trying to book the venue, which took over six months to happen, through to the use of online check-in systems, no state government financial support, trying to get sponsorships, the last-minute problems caused by the withdrawal of the photo finish and electronic timing systems for the warm-up track and a plethora of other issues. For those who have never run such an event, it will be difficult to truly understand that it took nearly two years of planning, execution of plans, problem-solving and more problem-solving to make this event happen. Thank you to all the AMA Board members for their help and assistance at this event. In particular, I would like to recognise the work of Jayne Hardy in working with the Local Organising Committee, Lisa

Attenborough in sorting through and resolving numerous system and result issues and Judy Farrell with registration and athlete sign-on matters.

Awards and Recognition of Volunteers

Congratulations to Jan Banens and Marie Kay on their induction into the Australian Masters Athletics Hall of Fame at the Annual Awards. Induction into the Australian Masters Athletics Hall of Fame is the highest honour that can be conferred on an Australian athlete or administrator.

Congratulations to Richard Blurton, Clyde Riddoch, and Phil Urquhart on their Distinguished Service Awards conferred at the Annual Awards. Distinguished Service Award recipients are most likely to have volunteered, coached, officiated, been committee members but don't yet meet Hall of Fame criteria. Any registered member can nominate another member. The nomination should include verification from a state/territory body that the service statement is accurate.

Annual Awards are presented at the AMA National Championships based on previous calendar year performances. State/Territory member associations nominate one person per category. An athlete may be nominated in more than one category. However, generally, an athlete is limited to only winning one category.

Sprints Hurdles - Rob Mayston VMA

Middle Distance/Steplechase - Heather Lee NSWMA

Distance - Steve Moneghetti VMA

Walks - Kelly Ruddick VMA

Jumps - George Schillinger VMA

Throws - Phil Spivey VMA

Multi Events/Relays – World Record/Gold – W50 AUS 4 x 100 Relay – Tampere Finland
Janelle Delaney, Julie Brims, Lenore Lambert, Mandy Mason

Most Outstanding Male Athlete - Ernie Leseberg – NSWMA

Most Outstanding Female Athlete - Janelle Delaney – NSWMA

Most Outstanding Individual Performance - David Carr – MAWA

Administrator - Barbara Blurton – MAWA

Coach - Graeme Cox – QMA

Official - Ken Smith – ACTMA

Congratulations to all our 2023 award winners

The Board is bringing forward to the AMA Annual General Meeting a proposal for awards recognising the contribution of volunteers involved in our sport. The proposal mirrors WMA's awards that recognise the contribution of volunteers involved in our sport.

Insurance

During the last financial year, AMA noted that at least two member state and territory associations were not affiliated with their local state or territory-affiliated Athletics Australia associations. This led to issues of insurance coverage under the Athletics Australia 2013 Memorandum of Understanding.

Insurance coverage under the Athletics Australia 2013 Memorandum of Understanding with Athletics Australia has been confusing to state and territory associations for quite some time.

AMA sincerely thanks Peter Bromley, Chief Executive Officer of Athletics Australia, for clarifying the matter of insurance coverage.

Distance Running Working Group

The establishment of the Working Party is an exciting recent development.

Distance running events in Australia include park runs, 5k runs, 10k runs, half marathons, marathons, cross-country races, road races and ultra-marathons. Typically, distance running events will be running events greater than 1,500 metres in length.

It is believed that distance runners, particularly masters-aged distance runners, could be an area where AMA and its member state and territory associations can significantly grow their membership numbers. If this is the case, this should potentially lead to an increase and or improvement in the number and quality of distance event running events available for masters-aged athletes in Australia.

Working Party Participants:

Jayne Hardy (Chairperson)

Gordon Cockell

Peter Thorne

Christopher Worsnop

Irene Davey

Mark Murphy

Shane Clubb

The initial objectives for the working party are as follows:

To investigate and develop recommendations for the AMA Board on strategies for:

- Increasing the number of masters-aged athletes competing in distance events.
- Encouraging and promoting participation in distance events for masters athletes.
- Improving and or increasing the number and quality of competitive and or non-competitive events for masters-aged distance runners

- Any other matters relevant to masters-aged distance runners and distance running events.

Coaching Course

One of the AMA's key projects is developing a course to coach track and field coaches in the coaching masters athletes.

The course focuses on the general principles required for coaching masters athletes. It is **not** a course focused on sprints, hurdles, middle distance, jumps, throws, etc.

The development of the course is well underway, and eleven modules have been drafted and are currently under review.

The working party conducting the review includes Peter Lyden, Jayne Hardy, Amanda Coombe, Lisa Attenborough, and John Clark.

AMA Volunteers

Barbara Blurton, AMA Registrar. Clyde Riddoch, AMA Records Officer, Jan Banens, AMA Public Officer, Don Quinn, World Masters Rankings, and Peter Lyden, AMA Hall of Fame, are all volunteers who spend numerous hours assisting AMA, providing their experience and expertise for our athletes. We really appreciate your help and assistance in making this an outstanding year. Thank you for all your hard work and support.

To Stan Perkins, for all your assistance and advice regarding the special general meeting of OMA. Thank you for your guidance, calmness, and poise under pressure.

To the members of the Board, all of whom are volunteers, it has been a busy year. There certainly have been many ups and downs. Thank you so much for your support and contribution, giving your time, experience, and expertise so willingly to promote and encourage masters athletics in Australia.

John Clark
President

Secretary's Report (Including the Reports from Administrators)

It is wonderful to see masters athletics participation in Australia has come out of COVID. In particular, in 2023 in Australia, we had the WMA Cross Country Championships at Bathurst in February, the AMA Nationals in March and the Australian Team's success at the World Masters Indoor Championships in Torun Poland in March

AMA Board 2021 - 2022

The AMA Board at the 2022 AGM on 18th/19th September 2022 consisted of:

Phil Urquhart	President
Judy Farrell	Secretary
John Clark	Treasurer
Steve McGugan	Vice President
Lisa Attenborough	Board Member
Stan Perkins	Board Member
Jayne Hardy	Board Member
Jill Taylor	Board Member

Board Elections 2022/2023

- John Clark AMA Treasurer since 2020 was elected as President.
- Lisa Attenborough a Board member since 2018 was elected as Treasurer replacing John Clark.
- Bruce Bodsworth was elected to the Board.
- Rob Mayston was elected to the Board.

Thank you to Phil Urquhart (who leaves the Board) for his contribution and commitment to the AMA Board since first elected in 2020.

Board Meetings 2022 - 2023

The AMA Board held five (5) Online Meetings in October 2022, December 2022, February, June, and July 2023 (1) one SGM in January 2023, and one (1) face-to-face meeting in March at the Sydney Nationals.

The Board also utilised emails, telephone calls and text messages as a means of communication on a regular basis regarding AMA-related matters.

Archiving Project

All historical documents dating back to the 1970s which has been an ongoing archiving project since 2017 digitising of the documents has now been completed. They are published on the AMA website under the AMA Archives Tab.

From time to time, I am receiving historical documents from AMA members that are added to the hub as they come to hand. The AMA Archiving project ensures there is now a permanent record of the history of *The Australian Association of Veterans Athletics Clubs* right through to *Australian Masters Athletics Inc.*

Accumulated World and Australian Records from the 1970s collated by Clyde Riddoch, Peter Murray and myself have been added to the AMA website under the Records/Results tab, they are an excellent tool for preparing an athlete's stats for an AMA Award such as Hall of Fame

Website and Facebook

The AMA website and Facebook continue to be a great way to communicate the latest information and updates on upcoming events and publish results of athletes and their achievements such as Records, International and National titles etc.

The AMA website also has a National events calendar now which each State's representative is encouraged to update when their State or Territory's upcoming events information is available.

Registrar Report - Barbara Blurton

Over the past years, this AMA role has just been International Entries Co-ordinator. When I took over it was expanded to that of Registrar so that a central listing of all AMA affiliated members could be maintained.

During the past year entries were verified for the WMA Indoor Champs in Torun and the WMA Cross Country in Bathurst. The former presented no issues, but I had immense issues with the Cross Country with numerous Australian entries not being members.

It is a WMA/AMA requirement that all entrants to National and World Masters competitions must be members of a State or Territory Masters club at the time of the competition. In past years, this requirement has only been rigorously enforced for WMA outdoor and indoor World Championships. This involved considerable work for the International Entries Coordinator for the outdoor championships but at least this was only once every two years.

Since then, two things have changed:

1. AMA now wishes the rule to be enforced for all World and National championships
2. The number of such championships has increased dramatically and we now have:

- World Masters indoor and outdoor
- World Masters Cross Country, World Masters Mountain Running
- Other WMA road events
- National Track and Field
- Oceania Track and Field
- AMA marathon, half marathon, multis, 20km walk

In order to verify athletes for these events I need to check entries against my list of members. This has resulted in the following difficulties:

- I have never received from all States their membership lists by deadlines and in the right format.
- Many athletes join a club at the same time as they enter the event and hence their name is not on my lists.
- Many athletes enter a championship without joining a club at all.

As a result of this much time is spent trying to contact entrants to confirm their membership or inform them they must join. As Masters athletes often enter very late, there is a lastminute panic to verify everyone.

These problems would be solved if we had a proper national registration whereby everyone was required to register with AMA, pay an appropriate fee and receive a national ID number.

Athletes would join AMA before joining a state/territory club.

- Athletes would need to enter their national ID number on the entry form for World and National Championships. There is already a provision for this in the WMA entry system. The entering of a valid national ID number effectively validates the entrant and can be easily checked.
- I am aware that several Masters athletes have been refused entry to international events because most Australian Masters athletes do not have national ID numbers.

I am aware that AMA is looking at this, and I would be happy to assist where I can.

Records Officer Report – Clyde Riddoch

The number of yearly records is currently about double the pre-Covid average, due to increasing interest in indoor competition, and due to new events, such as the super weight throw and the heavyweight pentathlon.

There were 240 records in 2022. This number consists of 158 individual and 13 relay Outdoor Australian records (including 20 individual and 8 relay World records) plus 69 individual Indoor Australian records.

There were 127 records in the first half of 2023. This number consists of 74 individual and 7 relay Australian Outdoor records (including 9 World records) plus 38 individual and 8 relay Indoor Australian records.

It is disappointing that after 17 years of WMA Half Marathon Championships, there are still no half marathon world age records, only WMA Championship records.

World Masters Rankings Activity Report – Don Quinn

Uploading of athletic performances continued for the period 1st July 2022 to 30th June 2023.

In total, this represents 27,068 individual Australian performances that were inserted into the Rankings database,

The number of competitions listed is shown below. Of these, the majority of ACT and TAS performances were collected from their websites or were supplied to me to process in the case of QLD, SA (thanks John Hore) and WA (thanks Barbara Blurton. In the case of MAWA, Judy Cooper has provided great assistance in processing the results in a format for me to upload.

Area	Competitions
ACT	42
NSW	88
NT	19
QLD	67
SA	43
TAS	46
VIC	136
WA	85

526

A significant number of competitions and performances were uploaded by the individual athletes themselves which indicates their desire to see their performances compared to their peers.

Hall of Fame – Peter Lyden (Chair of Hall of Fame Sub-Committee)

The Hall of Fame Inductees for 2023 were Marie Kay QMA and Jan Banens ACTMA, both being Athlete inductees and unanimously endorsed by Committee members Steve McGugan, John Clark, and myself, and ratified by the Board.

As with last year’s report, I again remind members to fully expand on a nominee’s performances and/or services. The Hall of Fame is an “elite body with a limited membership based on stringent criteria principally based on performances or activities at national, regional and international levels” as clearly set out in the Hall of Fame Nomination Criteria. It is not up to the reviewing Committee to go searching for information to support or enhance a submission, which must be endorsed by the relevant state or territory association prior to submission and include a copy of that endorsement.

The Hall of Fame Nomination Criteria has been updated to reflect the Boards decision that the maximum number of Inductees in any one year be set as two, the number of submissions to be considered from any one individual State or Territory be set as one, along with the Hall of Fame Committee composition reflecting its current operating structure.

One final reminder is that incomplete or late submissions will not be considered, and either referred back to the relevant state or territory association or carried forward to the following year.

Judy Farrell
Secretary

Australian Masters Athletics Incorporated

ABN 68 538 433 213

Financial Statements
For the Year Ended 30 June 2023

Australian Masters Athletics Incorporated
Board Report
Financial Year Ended 30 June 2023

The Board submits the financial accounts of Australian Masters Athletics Incorporated for the financial year ending 30 June 2023.

The names of the members of the Board members during the financial year and at the date of this report are:

President	John Clark
Former President	Phillip Urquhart – Board term concluded 18 September 2022
Vice President	Steve McGugan – resigned 13 July 2023
Secretary	Judy Farrell
Treasurer	Lisa Attenborough
Board Members	Jayne Hardy
	Stan Perkins – Board term concluded 18 September 2022
	Jill Taylor – appointed Vice President 24 July 2023
	Bruce Bodsworth – appointed 18 September 2022
	Rob Mayston – appointed 18 September 2022

The principal activities of Australian Masters Athletics Incorporated during the financial year were general athletics association activities including encouraging, organising, promoting, and regulating athletics for mature-age Australians.

There was no significant change in the nature of these activities during the year.

The net surplus for the financial year was \$22,715 (2022: \$8,016).

This report is signed in accordance with a resolution of the Board and is signed for and on behalf of the Board by:



John Clark
President

21st August 2023



Lisa Attenborough
Treasurer

21st August 2023

Australian Masters Athletics Incorporated
Statement of

Profit or Loss and Other Comprehensive Income
For the Financial Year Ended 30 June 2023

	Notes	2023	2022
		\$	\$
Revenue			
Revenue	4	87,246	47,859
Other income	4	4,739	2,168
Total revenue			

The accompanying notes form part of these financial statements.

Australian Masters Athletics Incorporated
Statement of

Expenses

Cost of goods sold

Doubtful debts

Administration

Grants expended

Member services

Total expenses

Net surplus/(deficit) before tax

Income tax expense

Net surplus/(deficit) for the year

Other comprehensive income

Total comprehensive income/(loss)

	91,986	50,027
	(662)	(261)
	(735)	-
	(43,635)	(21,158)
	(6,000)	(6,440)
	(18,238)	(14,152)
	(69,270)	(42,011)
	22,715	8,016
	-	-
	22,715	8,016
	-	-
	22,715	8,016

The accompanying notes form part of these financial statements.

Australian Masters Athletics Incorporated
Statement of

Financial Position

As at 30 June 2023

	Notes	2023	2022
		\$	\$
Assets			
Current			
Cash and cash equivalents	5	244,520	215,339
Trade and other receivables	6	6,395	1,655
Inventory	7	1,995	2,397
Other assets	8	7,149	6,994
Current assets			

The accompanying notes form part of these financial statements.

Australian Masters Athletics Incorporated
Statement of

260,059	226,385
-	-
-	-
260,059	226,385
11,000	41
11,000	41
-	-
-	-
11,000	41

The accompanying notes form part of these financial statements.

Australian Masters Athletics Incorporated
Statement of

Non-current		249,059	226,344
Non-current assets			
Total assets			
Liabilities		249,059	226,344
Current		249,059	226,344
Trade and other payables	9		
Current liabilities			
Non-current			
Non-current liabilities			
Total liabilities			
Net assets			
Equity			
Accumulated surplus			
Total equity			
Changes in Equity			

The accompanying notes form part of these financial statements.

Australian Masters Athletics Incorporated
Statement of

For the Financial Year Ended 30 June 2023

	Notes	Accumulated Surplus \$	Total Equity \$
Balance at 1 July 2021		218,328	218,328
Surplus for the year		8,016	
		8,016	
Other comprehensive income		8,016	8,016
Total comprehensive income Balance at 30 June 2022		226,344	226,344
Balance at 1 July 2022		226,344	226,344
Surplus for the year		22,715	22,715
Other comprehensive income		-	-
Total comprehensive income		22,715	22,715
Balance at 30 June 2023		249,059	249,059

The accompanying notes form part of these financial statements.

Australian Masters Athletics Incorporated Notes to the Financial Statements For the Financial Year Ended 30 June 2023

1. General information

The Board has determined that the association is a non-reporting entity because there are no users dependent on a general purpose financial report.

Australian Masters Athletics Incorporated is an association incorporated and domiciled in Australia. The financial statements are presented in Australian Dollars.

The financial report was authorised for issue by the Board on 21st August 2023.

2. Changes in accounting policies

New and revised standards that are effective for these financial statements

A number of revised standards became effective for the first time to annual periods beginning on or after 1 July 2022. The adoption of these revised accounting standards has not had a material impact on the entity's financial statements.

Accounting Standards issued but not yet effective and not been adopted early by the entity A number of new and revised standards have been issued but are not yet effective and have not been adopted early by the entity. The Board is currently assessing the impact such standards will have on the entity.

3. Summary of significant accounting policies

Financial reporting framework

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the *Associations Incorporation Act 1991 (ACT)*. The Board has determined that the association is not a reporting entity.

Statement of compliance

These financial statements have been prepared in accordance with the recognition and measurement requirements specified by the Australian Accounting Standards and Interpretations and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors and AASB 1054 Australian Additional Disclosures.

Australian Masters Athletics Incorporated is a not-for-profit entity for the purpose of preparing financial statements under Australian Accounting Standards.

Basis of preparation

The financial statements have been prepared on a cash and accruals basis and are based on historical costs unless otherwise stated in the notes. The accounting policies that have been adopted in the preparation of this report are as follows:

Revenue from contracts with customers

Revenue is recognised on a basis that reflects the transfer of promised goods or services to customers at an amount that reflects the consideration the entity expects to receive in exchange for those goods or services.

Australian Masters Athletics Incorporated
Notes to the Financial Statements
For the Financial Year Ended 30 June 2023

Revenue is recognised by applying a five-step model as follows:

1. Identify the contract with the customer
2. Identify the performance obligations
3. Determine the transaction price
4. Allocate the transaction price to the performance obligations
5. Recognise revenue as and when control of the performance obligations is transferred

Other revenue

For any revenue streams that are not defined as contracts with customers, then the revenue is recognised when the entity gains control, economic benefits are probable and the amount of the revenue can be measured reliably.

All revenue is stated net of the amount of goods and services tax (GST).

Operating expenses

Operating expenses are recognised in profit or loss upon utilisation of the service or at the date of their origin.

Short-term leases and leases of low-value assets

The entity's short-term leases are those that have a lease term of 12 months or less from the commencement. It also applies the lease of low-value assets recognition exemption to leases of lowvalue. Lease payments on short-term leases and leases of low-value assets are recognised as expense on a straight-line basis over the lease term.

Income tax

No provision for income tax has been raised as the entity has self-assessed as exempt from income tax as a not-for-profit entity.

Cash and cash equivalents

Cash on hand equivalents includes cash on hand, deposits held at-call with banks, other short-term highly liquid investments.

Trade and other receivables

Trade receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any allowance for expected losses. Trade receivables are generally due for settlement within 30 days.

Inventories

Inventories are measured at the lower of cost and net realisable value. Cost of inventory is determined using the first-in-first-out basis and is net of any rebates and discounts received. Net realisable value is estimated using the most reliable evidence available at the reporting date and inventory is written down through an obsolescence provision if necessary.

Australian Masters Athletics Incorporated
Notes to the Financial Statements
For the Financial Year Ended 30 June 2023

Impairment of assets

At the end of each reporting period the entity determines whether there is evidence of an impairment indicator for non-financial assets.

Where an indicator exists and regardless for indefinite life intangible assets and intangible assets not yet available for use, the recoverable amount of the asset is estimated.

Where assets do not operate independently of other assets, the recoverable amount of the relevant cash generating unit (CGU) is estimated.

The recoverable amount of an asset or CGU is the higher of the fair value less costs of disposal and the value in use. Value in use is the present value of the future cash flows expected to be derived from an asset or CGU.

Where the recoverable amount is less than the carrying amount, an impairment loss is recognised in profit or loss.

Reversal indicators are considered in subsequent periods for all assets which have suffered an impairment loss.

Financial instruments

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions of the instrument.

Financial assets

Contract assets and receivables

A contract asset is recognised when the entity's right to consideration in exchange goods or services that has transferred to the customer when that right is conditioned on the entity's future performance or some other condition.

A receivable is recognised if an amount of consideration that is unconditional is due from the customer (i.e. only the passage of time is required before payment of the consideration is due).

Contract assets and receivables are subject to impairment assessment.

Initial recognition and measurement

Financial assets are classified, at initial recognition, and subsequently measured at amortised cost, fair value through other comprehensive income (OCI), or fair value through profit or loss.

Financial assets at amortised cost

Financial assets at amortised cost are subsequently measured using the effective interest (EIR) method and are subject to impairment. Gains and losses are recognised in profit or loss when the asset is derecognised, modified or impaired.

Financial liabilities

Initial recognition and measurement

Financial liabilities are classified, at initial recognition, at amortised cost unless or at fair value through profit or loss.

Australian Masters Athletics Incorporated
Notes to the Financial Statements
For the Financial Year Ended 30 June 2023

All financial liabilities are recognised initially at fair value and, in the case of financial liabilities at amortised cost, net of directly attributable transaction costs.

Financial liabilities at amortised cost

After initial recognition, financial liabilities at amortised cost are subsequently measured at amortised cost using the EIR method. Gains and losses are recognised in profit or loss when the liabilities are derecognised as well as through the EIR amortisation process.

Trade and other payables

These amounts represent liabilities for goods and services provided to the entity prior to the end of the financial year and which are unpaid. Due to the short-term nature they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 30 days of recognition.

Comparative figures

Where required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year. With the exception of minor reclassifications between certain financial statement line items, comparatives are consistent with prior years, unless otherwise stated.

Significant management judgement in applying accounting policies

When preparing the financial statements, management undertakes a number of judgements, estimates and assumptions about the recognition and measurement of assets, liabilities, income and expenses.

Estimation uncertainty

Information about estimates and assumptions that have the most significant effect on recognition and measurement of assets, liabilities, income and expenses is provided below. Actual results may be substantially different.

Receivables

The receivables at reporting date have been reviewed to determine whether there is any objective evidence that any of the receivables are impaired. An allowance for expected credit losses is included, where applicable, for any receivable where the entire balance is not considered collectible. The allowance for expected credit losses is based on the best information at the reporting date.

Inventories

Management estimates the net realisable values of inventories, taking into account the most reliable evidence available at each reporting date. The future realisation of these inventories may be affected by future technology or other market-driven changes that may reduce future selling prices.

Impairment

In assessing impairment, management estimates the recoverable amount of each asset or cashgenerating units, based on expected future cash flows and uses an interest rate to discount them. Estimation uncertainty relates to assumptions about future operating results and the determination of a suitable discount rate.

Australian Masters Athletics Incorporated
Notes to the Financial Statements
For the Financial Year Ended 30 June 2023

	2023	2022
	\$	\$
4. Revenue		
Capitation fees	33,246	20,735
National Championships registration fees and grant	29,030	21,580
World Masters	15,197	-
Expense recovery	4,329	-
Sale of goods	4,799	5,359
Sanctioning fees	645	185

	87,246	47,859
Other income		
Interest income	2,747	566
Other income	1,993	1,602
	4,739	2,168
5. Cash and cash equivalents		
Cash at bank		
Short-term deposits	93,737	81,525
	150,784	133,814
	244,520	215,339
6. Trade and other receivables		
Current		
Trade receivables		
Interest receivable	4,342	1,500
	2,053	155
	6,395	1,655
7. Inventory		
Stock on hand		
	1,995	2,397
	1,995	2,397
8. Other assets Current		
Prepayments		
	7,149	6,994
	7,149	6,994
9. Trade and other payables		
Trade payables		
Australian Masters Athletics Incorporated		
Notes to the Financial Statements		
For the Financial Year Ended 30 June 2023		
	11,000	41
	11,000	41
10. Related parties		
The entity's related parties include its key management personnel and related entities. Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties.		
11. Commitments		
The entity had no material unrecognised contractual commitments 30 June 2023 (2022: None).		
12. Contingent liabilities		
There are no contingent liabilities as at 30 June 2023 (2022: None).		

13. Subsequent events

No adjusting or significant non-adjusting events have occurred between the reporting date and the date of authorisation of these accounts.

Australian Masters Athletics Incorporated
Statement by the Members of the Board
For the Financial Year Ended 30 June 2023

The Board declares that:

- a) the financial statements and notes are in accordance with the *Associations Incorporation Act 1991 (ACT)*, including:
 - i) giving a true and fair view of the entity's financial position as at 30 June 2023 and of its performance for the year ended on that date; and
 - ii) complying with applicable Australian Accounting Standards to the extent described in Note 3 and the *Associations Incorporation Regulation 1991 (ACT)*; and
- b) there are reasonable grounds to believe that the entity is able to pay all of its debts, as and when they become due and payable.

This statement is made in accordance with a resolution of the Board and is signed for and behalf of the Board by:



John Clark
President

21st August 2023



Lisa Attenborough
Treasurer

21st August 2023

Australian Masters Athletics Incorporated Independent Auditor's Report to the Members of Australian Masters Athletics Incorporated For the Financial Year Ended 30 June 2023

Opinion

We have audited the financial report of Australian Masters Athletics Incorporated (the entity), which comprises the statement of financial position as at 30 June 2023, the statement of profit or loss and other comprehensive income, statement of changes in equity for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the statement by members of the Board.

In our opinion, the financial report of Australian Masters Athletics Incorporated has been prepared in accordance with the *Associations Incorporation Act 1991 (ACT)*, including:

- (a) giving a true and fair view of the entity's financial position as at 30 June 2023 and of its financial performance for the year then ended; and
- (b) complying with applicable Australian Accounting Standards to the extent described in Note 3 and the *Associations Incorporation Regulation 1991 (ACT)*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the entity in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 3 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the entity's financial reporting responsibilities under the *Associations Incorporation Act 1991 (ACT)*. As a result, the financial report may not be suitable for another purpose. We also draw attention to Note 3 of the financial report, which describes the basis of preparation. The financial report has been prepared on both a cash and accruals basis. Our opinion is not modified further in respect of these matters.

Information Other than the Financial Report and Auditor's Report Thereon

The Board is responsible for the other information. The other information is the board report and the unaudited detailed profit or loss statement accompanying the financial report.

Australian Masters Athletics Incorporated Independent Auditor's Report to the Members of Australian Masters Athletics Incorporated For the Financial Year Ended 30 June 2023



Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Board for the Financial Report

The Board is responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 3 to the financial report is appropriate to fulfil the entity's financial reporting responsibilities under the *Associations Incorporation Act 1991 (ACT)*.

The Board's responsibility also includes such internal control as the Board determines is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Board is responsible for assessing the entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intends to liquidate the entity or to cease operations, or has no realistic alternative but to do so.

The Board is responsible for overseeing the entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

A further description of our responsibilities for audit of the financial report is located at the Auditing and Assurance Standards Board website at: <http://www.auasb.gov.au/Home.aspx>. This description forms part of our auditor's report.

Audit Logic



Benjamin Irvine

Director

21st August 2023

Sydney, New South Wales

Australian Masters Athletics Incorporated
Unaudited Detailed Profit or Loss Statement
For the Financial Year Ended 30 June 2023

	2023	2022
	\$	\$
Revenue		
Capitation Fees	33,246	
		20,735
National Championships Registration Fees and Grant	29,030	
		21,580
World Masters Event	15,197	-
Travel and accommodation expenses recovered	4,329	-
Uniform Sales	4,799	
		5,359
Postage Received for Sales of Uniforms and Medals	1,692	
		1,602
Medals	301	-
Sanctioning Fees	645	
		185
Interest received	2,747	
		566

Total revenue	91,986	50,027
Expenses		
AGM/Council Meeting - Expenses	(7,776)	(2,573)
Audit	(3,300)	(3,300)
Awards/Hall of Fame	(2,353)	(1,757)
Board Meeting Expenses	(445)	-
Board Travel and Accommodation - National Championships	(6,168)	(9,934)
Coaching Grants	(1,000)	(1,440)
Computer and Web Services	(544)	(179)
Donations and Gifts	(123)	-
Doubtful Debts	(735)	-
Insurance	(4,355)	(3,625)
Inventory Selling Expenses	(662)	(261)
National Championship Grant	(5,000)	(5,000)
Postage	(2,130)	(1,317)
Records Officer Expenses	(97)	(209)
Printing and Stationery	(45)	(129)
Sundry expenses	(12,099)	(101)
Team Managers and Other Staff for World Championships	(6,091)	(3,178)
Travel	(6,649)	-
World Rankings Subscription	(9,698)	(9,008)
Total expenses	(69,270)	(42,011)
Net surplus/(deficit) before tax	22,715	8,016
Income tax expense	-	-
Net surplus/(deficit) for the year	22,715	8,016
	22,715	8,016

Treasurer's Report

The net surplus for the financial year ending 30 June 2023 was \$22,715 (2022: \$8,016). The net assets as at 30th June 2023 were \$260,059 (2022 \$226,344).

The Constitution of AMA requires an annual audit and an audit opinion to be provided on the truth and fairness of the financial statements. Audit Logic was appointed as our auditor for the year ending 30 June 2022. Audit Logic has advised they are prepared to continue as the AMA Auditor for the Financial Year ending 30 June 2024.

Significant Matters that affected the financial result during the year include:

An increase of 495 members over the last financial year led to an increase in capitation fees of \$4,950.

Larger than anticipated entrants attending the various World Championships held during the financial year saw a net return of \$9,108.

Australian Championships held in Sydney resulted in a positive return of \$24,030.

Due to the current economic situation our funds on deposit generated \$2,747 in income from interest.

Unexpected sales of the old uniform stock contributed \$4,799 to our income.

All AMA banking is now with Bendigo Bank and is a mixture of at-call and short-term deposits. All short-term deposits are set to capitalise at the end of the term.

The Statement of Financial Position:

Assets – \$33,674 increase from 2022 FY

Cash and cash Equivalents – Increased due to increased income and favourable interest rates for our short-term deposits.

Trade and other receivables – Capitation fees due at 30th June not received from state and territory associations, return of an overpayment and interest on term deposits which will mature post 30th June.

Inventory – Medals and non-uniform items expected to be sold within 12 months.

Other Assets – Prepayments for expenses relating to the next financial year – Insurance \$750, Council and Board Meeting Expenses (Hobart) \$1,432, World Masters Rankings July to December 2023 \$4,967

Liabilities - \$10,959 increase from 2022 FY

Trade and other payables - \$11,000 for the Coaching course being developed.

Uniforms

Thanks to Australia hosting the World Masters Short Course Cross Country Championships in February we finally managed to sell all our uniform stocks that we had carried over from when we hosted the World Championships in 2016.

Demand for the uniform was so high that athletes had to resort to borrowing and sharing uniforms.

We are currently in the process of finalising the design and offerings with our new supplier – Valour. Samples will be available at the Australian Championships in Hobart.

The picture below gives an indication of what the uniform will look like.



Governance Review

During this year as part of the governance review, we have updated the Board Code of Conduct and the Member Code of Conduct.

A Board Induction Kit was also implemented which outlines the roles, responsibilities and behaviours expected of all Board Members.

We have developed a Policy Review Schedule which will see all policies reviewed over the next twelve months and then at regular intervals of one to three years depending on the type of policy.

Coaching Grants

AMA has grants of \$1000 available to assist with coaching-related expenses. This year we distributed one grant to Western Australia. They used the funds to assist in covering the cost of having coaches available for their members to access at regular training sessions.

All states/territories are encouraged to apply for the grant to aid in providing a service for their members.

Awards

The 2022 Annual Awards were presented during the Australian Championships in Sydney and the Sydney LOC are to be congratulated on the number of door prizes they had available, which numbered more than the total of the awards being presented on the night.

This year saw the Special Merit Award renamed the Distinguished Service Award.

As well as deliberating on the various annual awards the Awards committee also submits our nominations for the WMA Athlete of the Year. Congratulations to David Carr who was named Male Best Athlete of the Year for 2022.

Lisa Attenborough
Treasurer

Competition Director's Report

World Indoor Athletic Championships

Torun, Poland from March 26 – April 1, 2023. We had 37 registered Australian masters athletes competing at these indoor championships. We placed 11th out of 55 countries with 12 gold, 7 silver, 11 bronze medals and 46 new Australian records. Steve McGugan was Team Manager and did an outstanding job for the athletes. Wilma Perkins, Lenore Lambert, and Rob Mayston were the Relay selectors and did a fantastic job. Bob Schickert was the Team flag bearer. All our athletes did an amazing job in their events and in the team relays. I was not directly involved in the competition but was part of the AMA Board as an advisor.

World Masters Short Course Cross Country Championships

The World Masters Athletics Short Course Cross Country Championships were conducted on the same course as the World Athletics Cross Country Championships at Bathurst on February 18-19, 2023. Congratulations to World Masters Athletics for the historic agreement.

Although I was unable to be present at this event, I heard that our athletes were able to run on a very challenging course in very hot conditions. Thanks to our team managers Amanda

Coombe, Jill Taylor, and John Clark who were kept very busy over the weekend with the 200+ athletes. Congratulations to all the Australian athletes that competed at this event.

Coordinate the Implementation of the AMA Championship Manual

I have been working with the previous and upcoming Local Organising Committee (LOC)

Chairs and taking information from the 2023 Championship survey to develop the latest Championship Manual. This is to ensure these guidelines and procedures are workable for each State and territory Association in the future.

There are two best practice programs in the manual to assist each LOC with how to set out the four days of competition. It is by no means the only way to do it – this will depend on venues, volunteer numbers, competitor numbers to name but a few areas that will decide what can and can't be done.

AMA National Championships - Sydney

I was in regular contact with the LOC to help where I could and assist with any issues, either by email, phone, or online meetings. I was also able to assist at the competition at throwing events, the Male Champion of Champion throws and in the administrative area of results and registration.

I was unable to attend any site visits with NSWMA, but we were in constant contact via email and Zoom/Google Meets about all of it.

I completed my report on the latest National Championships, and this was sent to the AMA Secretary.

The latest Championship Manual is available on the AMA website and was sent to all State and Territory Secretaries.

Stadia and Out of Stadia Competition

I stay in contact with the organisers of the Stadia and Out of Stadia Championships via email and phone. Results and reports have come in from most of the organisers.

The entries are checked by state associations to make sure the athletes are registered masters athletes. Medals are then sent to the states and territories to present to their members.

We also advertise these events on our website and to all the member associations to encourage entries.

Results have shown smallish numbers of athletes at the out of stadia events.

AMA Multi-event Championships

Bendigo Athletics conducted the 2023 championships. A very well organised group who kept AMA up to date with what was happening.

It was conducted with the Athletics Victoria Combined Events and the Victorian Masters Multis and although dominated by Victorian entries, it was pleasing to have some of our athletes travel from interstate. 14 Masters athletes had an enjoyable competition with quality performances over the two days.

AMA Marathon Championships

The 2023 event was held in Queensland as part of the Gold Coast Marathon event. Thirty-five registered masters athletes competed. A total of 24,500 entrants for this event, which they were very pleased with. I have been in touch with the organiser and hope to keep working with them for the future.

This event has been part of the triennium contracts for many years, and I am now in discussion with the organisers regarding the possibility of an MOU which will remove it from the triennium contracts and set up an easier format for both AMA and Gold Coast Events Management to conduct future events.

AMA Half Marathon Championships

The 2023 Half Marathon Championship is still in progress as it is a postal event.

At the 2022 event, there were thirty-three entrants with twenty men and thirteen women who completed their race. It was good to see so many venues with two in WA, two in SA, two in the ACT, three in QLD, one in NSW and one in TAS. The events were run between early April and early September.

It has been organised very efficiently by Richard Blurton and Jim Langford in WA and we are most grateful to them for looking after it. They have worked closely with the AMA Secretary and myself to ensure the AMA website is up to date with the necessary information.

I am looking into how the AMA Board can conduct this postal event without the need to send it to a state or territory.

AMA 10km Road Championships

This event was first held in 2022 in conjunction with the Sydney Running Festival. Although there was only a small number of registered masters athletes competing, we could see the potential to get the masters aged entrants to recognise the AMA associations.

We are in discussion with the Sydney Running Festival organisers to look at a possible MOU with them.

AMA 20km Road Walk Championships

The 2023 SAMA event (postal availability) is an event that has been looked after most efficiently by George White and his team. The idea of having it postal was introduced to see if entry numbers would increase and allow masters athletes to compete without having to travel too far. As this event is still in progress, I look forward to hearing George's thoughts on whether it should stay postal.

AMA Winter Throws Championships (WTC)

The 2022 event was held in Brisbane and was the first year of the triennium for QMA. They did a great job, and we were in constant contact regarding the event. I was one of the 54 athletes that took part and could see first hand how hard they had worked to make it special.

Masters members were keen to have an annual Heavy Weight Pentathlon Championship event and thanks to the QMA LOC of the WTC, it will have a start at the 2023 meet.

Feedback from participating registered masters athletes is an area we could investigate via a survey set up by the LOC – this has not yet been organised.

Triennium Events

I recently sent out the new three-year triennium bid information and application forms to all states and territories. The new contracts will start in 2025.

The latest contracts finish up in 2024 and some of the organisers are still busy with events and have not yet sent in their reports.

I have worked with Judy Farrell re the website advertising of these events, but I believe we need to do more with the E-newsletter, AMA Facebook, and Instagram to get a wider spread of the information.

The next triennium is from 2025 to the end of 2027. Applications close in March 2024. Successful applicants will be announced in May 2024.

The successful bidder may then have an entry form and promotional materials placed on the AMA and the state/territory association websites.

Introducing postal to some of the events has been useful during a period when athletes were not too keen on travelling. It brings with it the difficulty of comparing best/fastest times when weather and terrain are so different depending on where the event is held.

Other Activities

The AMA Board was keen to find out what the masters aged athletes of Australia want from AMA in the area of distance running. It is not hard to see that there is a huge amount of distance running events all over Australia and there is also a very large number of athletes aged 30 years and over who compete at these events that are not registered with any masters association. AMA now have a Distance Running Working Party that I chair. I am working with seven distance running athletes from ACT, NSW, QLD and VIC and we hope to discuss what we can do to increase awareness of the range of additional events and competitions offered by AMA state and territory associations.

I have also been involved with the AMA standards information and getting the updated age grade factors made available for the multi events with the help of Don Quinn, Clyde Riddoch and Bob Banens.

I spent some time tidying up the historical results and reports for the Winter Throwing Championships from their start in 1996 to 2015. This Championship also awards trophies to the Male and Female Athletes of the Meet and I organised for these awards to be included on the website.

Jayne Hardy
Competition Director

Vice President's and Participation and Innovation Report

The aim in creating this new role of AMA Participation and Innovation Director this year was to harness creative thinking, to develop plans to drive participation via competition event avenues, covering AMA and the member associations.

There have been several opportunities for this during the year, including the World Masters Short Course Cross Country in Bathurst in February, where we had a record number of masters competing, and where I attended as an assistant Australian Team Manager. A lot of time and organisation went into the promotion of that inaugural event, with collaboration with World Athletics, Athletics Australia, and with Athletics NSW on the ground here in NSW. Work has also been undertaken to encourage and promote AUST team attendance at the 2024 World Masters Championships in Gothenburg Sweden next August.

There have been considerable discussions held with New Zealand Masters Athletics, surrounding the possibility of bringing back a Trans-Tasman competition event, shared alternately between AUS and NZ, and in Australia shared between NSW, VIC, and QLD. Further details need to be worked out, but NZ Masters is very interested in the proposal. This would give our two countries a further opportunity for high level competition in our region and enjoy some good old fashioned rivalry with our fellow kiwi athletes.

There has also been substantial work done on the rebranding of our AMA. We've long known that our main issue is the lack of understanding that masters starts from age 30 and is not just for the much older athletes, so our focus needs to be raising our visibility and education on who we are and what we do. To start with, the look of our AMA branding was considered by the Board, and after Board discussion, it was agreed that the AMA logo and banner be amended to the following:



Earlier this year I was appointed as an Expert to provide advice to the World Masters Athletics Media, Marketing and Communication Committee.

On July 13th, I was asked to take over the role of AMA Vice President, made vacant with the resignation of Steve McGugan. This has included taking over the responsibility of overseeing of the Australian Teams at international competitions, Team Manager selection and management, promotion of these events, and preparation for our athletes as we roll up to WMA events such as the 2024 Mixed Relay Championships in May in the Bahamas, and the World Masters Stadia Championships in August in Sweden.

An online information session for Gothenburg has been organised for September 13th, and at time of going to print has almost 100 athletes wanting to attend.

Jill Taylor
Vice President

Sponsorship, Grant Funding Partnerships Report

As the saying goes “money doesn’t grow on trees” and when it comes to things like sponsorship and grants, there can be doubt about that. Almost all organisations like ours aspire to obtain funding from these sources, but as it turns out it would seem that achieving success here is more difficult than ever. An example in Australian athletics in recent years was with Coles – and there may have been more to it that I don’t know about - but at “grass roots” level all we ever saw was the donation of bananas !

In the case of AMA, my analysis of things has identified that a key thing working against us (to obtain sponsorship/grants) is the (very) low profile of masters’ athletics generally in Australia. We are around just 3,000 in number and even though we are a sport that

people are familiar with, it is fact that there is low visibility / community awareness of what we are about.

And when it comes to “what we are about,” it could be that this is our opportunity to breakthrough and forge community awareness. And I say this in context of the modern day themes of “age being no barrier” and the importance of staying active as we age...in order for us to “feel younger” and be able to enjoy life to the max.

In terms of the sponsorship itself, traditional sponsorship has been what I would call “mutual benefit” where a sponsor would provide AMA with a benefit “x” and expect something in return. Again, in the case of AMA where we are relatively small in number and have a low community profile what we can offer in return is limited. A different approach is to target the growing numbers of medium/larger sized organisations that include “Corporate Social Responsibility” in their business ethos. Sponsorship here tends to be based more on longer term vision of an organisation such as ours, rather than any short term direct reciprocal benefit. And in my view this is the type of sponsorship we should pursue.

The vision for AMA to “sell to would be sponsors” I believe it should be based around what I’ve described above, and that AMA’s mission is to grow its’ membership...“getting people off the couch” by engaging in some “natural medicine” which is masters athletics. The pitch then is that we have ambitious plans for growth and need the means / resources to do this. Park Run is having success and we can learn some things for how they go about it (they now have the ABC as a partner).

I am recommending that AMA should pursue something in this space that is virtuous...which has purpose for attaining outcomes that are transformational for masters athletics in Australia. We could of course look for a few thousand dollars here and there, but as recent experience tells us, even this isn’t that easy and even if we are successful what do we really have to show for it ? A bit of budget relief maybe, but in the grander scheme of things I would contend that is nothing exciting for AMA. Maybe if “all else fails” we still end up there, but in the words of one Aussie company icon I say we should “think big” and besides, after all in recent memory we have nothing in the space of sponsorship and grants, so we really have nothing to lose with a different approach.

Before attempting to gain sponsorship of any sort, I also believe that we need to address the aforementioned issue of AMA’s low profile and at least attempt to provide some image of AMA that the general community can identify with. An obvious idea here is to entice former athletes who are sympathetic to the ideals and aspirations of masters athletics’ in Australia and can act as ambassadors. Steve Moneghetti has been approached and is agreeable to us using his name in conjunction with events. Others being followed up are Tamsyn Lewis,

Sally Pearson and Matt Shirvington. In the case of the latter, airtime on e.g., “Sunrise” in the States/Territories would be an example of a way to bring masters athletics’ “out of the shadows.”

The next steps then are to look to secure at least one additional ambassador and then approach would be sponsors who would be agreeable to having AMA onboard as part of their Corporate Social Responsibility program.

Reiterating what I said at the start of this update on sponsorship/grants, our track record in this space is a reminder that “success here won’t be easy” but maybe that’s where we can take a lesson from our sport and give it our best shot, because otherwise we will “never know.”

Rob Mayston
Sponsorship, Grant Funding Partnerships

Communications Report

Newsletter

With such a commitment to QMA my role has been reduced to presenting the newsletter and may I add, with thanks to the help from many. From October 2022, through February and March 2023 and a tribute to David Carr in July, information gathered from state secretaries and board members gave me the opportunity to put together those snippets of information of results, board decisions, records, photos, and upcoming events. Results and memories of the Sydney Nationals was a joy to present.

2023 National Championships Sydney



A bevy of beauties



The muscle men of masters.



My First Year

As a new member of the AMA Board, I have been all ears in a learning curve as to the intricacies of the running of the national body and only had my say when it had value. My role as president of QMA overseeing a strong committee reflects a minor portion of the AMA board's workload and I am privileged to be there learning, discussing, and passing their ideas, decisions, and news from WMA, on to my state body. I was overwhelmed by the support and tuition from all members of the board and thank them for their individual roles helping me through my first year.

My Future

I will still be concentrating my strengths not only in competing for hopefully another thirty seasons but bringing the awareness of Masters athletics to as many over thirties as I can recruit and to keep them coming back for more as their years go by.

Recruitment

Through my state body, I have taken on more of the role of recruitment and retention of both competing members and volunteers. That is not an easy task where replies from potential competitors are:-

1. I could never compete against you past Olympians!
2. I would not have a clue how to throw a discus!

3. My sore back, legs, arms, injuries, health.
4. I would have trouble even lifting an 800-gram javelin.
5. You can't teach an old dog new tricks.

These have to be state and national general reasons for not joining Masters. I have spent half a lifetime explaining to potential masters athletes that 99% of us are not past Olympians. That we will teach and coach you. That you will live "a longer and healthier lifestyle" and that the implements are reduced in weight and height.

So, I believe we need to lift our game and look more to Partnerships than the never-ending challenge of Sponsorship.

Partnership

Of course, the ideal partnership is with like-minded athletes from state athletic associations, Park runners and fun runners.

However, I have had and am still involved in discussions with Mates4Mates and the RSL. Both present "Physical rehabilitation and well-being services" to current and past members of the defence force. In my opinion what better way other than Masters Athletics could there be. It is the basics of running, jumping and throwing that extends our physical and mental life.

Volunteers

As a member of Queensland Volunteering, I have attended numerous meetings and seminars on recruiting and retaining volunteers. What was almost an impossibility ten years ago to gather volunteers from outside athletics is now becoming somewhat easier through the state volunteering programs. With new grants on offer from Federal and State bodies to support volunteers with training, travel and other costs being reimbursed, the impetus is growing, and all state masters should look more towards these volunteers.

Bruce Bodsworth
Communications



Australian Team WMA Indoor Championships Torun Poland – March 2023



2023 AMA Hall of Fame Inductees

Fr. Left. Jan Banens, Marie Kay



Men's - WMA XC Championships Short Course Bathurst NSW February 2023

[Slideshow](#)



Presentation of 2022 WMA Best Male Athlete of the Year – David Carr Australia

Fr. Left: Mayor of Torun Michal Zaleski, Lynne Schickert WMA Exec Vice President, David Carr WMA Best Male AOY Winner, WMA President Margit Jungmann, Wacław Krankowski President of Polish Masters



Australian
Masters Athletics