



Premier Events Manual

Executive Summary

This document has been created to assist local organising committees who have elected to host ArcheryNZ Premier Events. It sets out the procedure for event bids and execution of the events. It is designed to enable new hosts with a starting point and guidelines to provide the athletes with a consistent event, and to build upon the success of previous tournaments without having to ‘reinvent the wheel’. Contributions and suggested additions are welcome.

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1. Overview

The purpose of this Premier Events Manual is to act as a resource for local organising committees and stakeholders in the successful planning and operation of Archery NZ Premier Events. The Events Manual covers the general items common to all events, with Appendices for each of the relevant styles of tournaments.

The intent of documenting a standard way of providing a premier event is to:

- Enable Local Organising Committees (LOCs) without prior premier tournament experience to successfully implement these events
- Improve the athlete experience
- Retain and share organisational events knowledge
- Allow the sustainable undertaking of annual premier events nationwide
- Set the major events calendar early, to enable clubs and organisations more notice in planning their own events, and for archers to be able to peak at the right time

There are many benefits that can be gained from hosting an ArcheryNZ premier event, including to:

- Increase awareness, exposure and profile of archery in the local region, attracting more visitors for tourism
- Increase profile and promoting capabilities of organisers
- Generate finances for the club or District
- Provide a home advantage for local archers
- Raise local sponsors' profile
- Undertake Test event for a future event

2. ArcheryNZ Premier Events

The Archery NZ Premier Events Manual covers the following annual events:

- National Senior Outdoor Target & Match Play Championships
- National Youth Outdoor Target & Match Play Championships
- National Outdoor Field Championships
- National Outdoor Clout Championships
- National Indoor Championships
- Selection Event(s)

From time-to-time, there will be other premier events, such as the 2026 Oceania Continental Championships and Youth Trans-Tasman events. These special events will generally follow the process and details as set out in this manual, though will have particular conditions applying to them which may differ in terms of the organisational structure, media, funding and financial arrangements.

The North Island and South Island Championships are not covered within the ArcheryNZ Premier Events group and are considered self-governing by the District associations. Organisers of these events may still find it useful to draw from these Archery NZ Events resources.

3. Bid Process

The objective of a bid process is to seek multiple quality bids for premier events. In order to achieve this, Archery NZ offers an attractive profit-share arrangement for the events, and this event manual to support running the events.

Timeframes

Bid periods will, where possible, be approximately 18-24 months in advance of the event. While events can be organised in shorter periods, the longer lead time gives clubs certainty, ability to plan roles, and a longer runway for seeking grants and sponsorship.

Profit Share Arrangement

In order to attract Local Organising Committees (LOCs), Archery NZ generally offers an equal share (50/50) of the net profit/loss arrangement with the local organising committees. While seeking to make events affordable for competitors, well-organised premier events using the methodology set out in this manual have been shown to be profitable and can be useful sources of income for local clubs to reinvest in their projects and operations.

Using a profit-share arrangement means that both the LOC and Archery NZ are invested in the success of the event, leading to a cooperative and positive approach to the event planning.

This may be varied by the Memorandum of Understanding.

Inclusions in Bid

The Local Organising Committee shall provide their bid with proposed information on:

- LOC Structure
- LOC objectives for hosting the tournament
- Venues
- Dates
- Budget
- Other information as may be necessary to compare bids (e.g. plan for grants/sponsorship)

Archery NZ provides some standard bid templates to simplify the submission.

4. Memorandum of Understanding

Upon award of an event to the LOC, a Memorandum of Understanding (MoU) shall be drafted and signed between the LOC and Archery NZ, to set out the agreement for how the event will be delivered. Items agreed in the MoU will take precedence over advice and guidance provided in this manual or its appendices.

5. Local Organising Committee and Roles

LOCs may set up their structures as they desire, however the following is a summary of the key roles needed to deliver a premier event. Multiple roles can be combined. The role of the LOC is to be responsible for the smooth operation of the event, and to ensure there are sufficient personnel, resources and equipment needed to be able to deliver what the event requires. The LOC is responsible for sharing information on the progress and issues identified for each branch of the event planning, resolving issues, and reporting. Regular, specific, short meetings are recommended for coordination and decision-making.

The summary of key roles and general responsibilities are as follows:

Local Organising Committee Chairperson

- Preparing event bid document
- Organising and chairing regular LOC meetings
- Reviewing and monitoring finances
- Monitoring event progress
- Review and approve all event safety, security and contingency planning
- Evaluating, discussing and making decisions on escalated issues that risk event delivery

Event/Venue Manager

- Liaise with various stakeholders, including Archery NZ Premier Events Manager, Director of Shooting, Chief Judge (or WA Technical Delegate), Administration Team, Drug-Free Sport NZ officials
- Project management of the procurement, logistics and deliveries of equipment/utilities, cleaning & waste management
- Health, safety, environment and security
- Oversee and approve venue layout, build and competition activities, ensuring that the layout of the field of play, practice areas and venue operations comply to World Archery rules and cater to the needs of the event and participants
- Maintain the condition of the look and feel of the venue (e.g. flags and signage)
- Recruiting and coordinating volunteer activities, including a ground crew manager if applicable
- Spectator routes, areas and well-being
- Provide crucial and effective crisis management and decision making
- Assist the coordination of TV operations (if applicable)
- Ensure the necessary spaces and requirements are met for the anti-doping team to operate effectively at the event (if applicable)

Finance Manager

- Prepare and manage the event budget with the LOC Chairperson and the Event/Venue Manager
- Liaise with Archery NZ Financial Officers to agree the methodology of how event finances will be managed

- Liaise with the Administration Team to coordinate a system for athlete registrations and payments
- Create, distribute and process accurately the event invoices
- Supervise the correct handling of cash
- Manage all correct and timely payments
- Account correctly for GST
- Prepare final financial statements for Archery NZ

Sponsorship Manager

- Prepare a sponsorship and grants plan
- Identify, recruit and manage all sponsorship opportunities for the event
- Establish sponsor expectations, common values and maintain/maximise relations
- Evaluate sponsor involvement and partnership for future collaboration
- Apply for grants
- Ensure event responsibilities to sponsors are upheld, including managing the arrangement of advertising at venues

Ceremony Manager

- Organise the provision of national/organisation flags and the correct way to fly them in the venue
- Organise opening and/or closing ceremonies (if applicable)
- Liaise with Administration Team to ensure sufficient medals are ordered from the Archery NZ approved supplier
- Organise medal and trophy award ceremonies, including liaising with Administration Team to receive results, and liaising with the Trophy Steward
- Organise presenters and announcers
- Organise celebration banquet and other social events (if applicable)

Communications Manager

- Develop and implement the media plan for the event
- Arrange press releases
- Invite and host all local media to the event (press, photographers and TV)
- Arrange media passes with the Administration Team
- Facilitate and be the point of contact for all media requests for the event
- Create and execute social media operations (website, Facebook, Twitter, etc.)
- Coordinate official photographer for the event (if applicable)
- Coordinate and manage merchandising for the event (if applicable)

6. Stakeholders

Important Event Stakeholders include:

- Athletes

- Archery NZ Premier Events Manager
- Chief Judge/Technical Delegate
- Judges
- Administration Team
- Director of Shooting (DoS)
- Trophy Steward
- Volunteers
- Venue Owners
- Equipment and Services Providers
- Sponsors and Grants Providers
- Media
- Supporters
- Drug-Free Sport New Zealand - <https://drugfreesport.org.nz/>
- Local Iwi
- Members of the public

7. Officials

The LOC should advise the Technical Support Group of the date, location and size of the event as soon as possible.

It is the Technical Support Group's responsibility to locate and select the appropriate officials (Director of Shooting, Chief Judge, Judges and Event Admin Manager).

The chief judge should arrange with the LOC to book an inspection of the venue well before the competition. The purpose is to identify any issues early so that they can be managed, rather than causing issues on the first day of competition.

8. Archery NZ-Owned Equipment

Archery NZ owns various equipment for supporting the Outdoor Target, Indoor Target and Clout events, and these are stored in 4x containers (2x 40 foot containers and 2x 20 foot containers). The equipment may change containers and number year to year with purchases and attrition, but an example of the general equipment stored (circa 2018) was listed follows. The LOC should request a more up to date inventory when planning.

Archery NZ does not typically own equipment that is used for running National Field events.

40' Container 1

- ~35 Damage Target butts, frames, 15 Kevlar backstops, pterodactyls

20' Container 1

- Pinex (possibly only enough for 1-2 targets now, but useful for crossbow)
- DOS box including screws
- Some Target Frames and steel pegs
- Pterodactyl

40' Container 2

- ~65 ELEVEN Target butts, frames, pegs, lots of replacement centres
- 26 sand bags (~20kg)
- Strapping tape – grey 19mm DH-719, strapping buckles, strapping tool, and a box of strapping buttress corner protectors
- Match Play score flip boards
- Target pins
- 2x small trolleys with pneumatic wheels
- Some power cables
- Tech screws, coloured packing tape, coloured string lines

20' Container 2

- Tables and bench chairs (about 33 of each) and bolts
- Podiums (individuals and teams)
- Flags and poles
- Scoreboards
- Clout flags, lines and poles
- Target flags
- Target numbers
- Distance numbers
- Hi-vis vests
- Old line marking trolleys, with wheels of string for line-marking
- Wooden stakes for safety marking, with waratah driver
- Extension leads
- Bungy cords
- 4x Target face height measuring sticks
- 3x Rubbish bins
- Venue dressing - Tear drop flags and toblerones
- 30m orange safety fencing with 10x metal stakes
- Used Target faces and any left-over new ones from last event
- Some Danger tape
- Assorted tools – mallets, hammers, chisels, screwdrivers, Stanley knife, tape measures, tin snips

New or repaired Archery NZ-owned equipment

Pre-approve expenditure on new equipment to be owned by Archery NZ, and kept in the event containers, will be a cost borne directly by Archery NZ, not out of the event budget

Generally, Archery NZ will pre-approve some repairs and maintenance to existing Archery NZ-owned equipment – the aggregate value of this should be agreed in the MoU.

9. Financials

Budgeting

Template bid documents are available, which include a proforma budget to use for consistency.

It is recommended that unless the organising committee has recent knowledge of costs, budget prices are sought for the major procurement items prior to submitting the bid.

It is recommended that a contingency is included – 5% is recommended if the bid is well-developed, especially where the venue and suppliers have been used in recent years, or quotations for all major equipment has been received. Where there are significant unknowns, using a new venue, etc., it is recommended that a contingency of up to 10% is used.

Reporting

Income and Expenditure should be recorded regularly, and provided to the Premier Events Manager with the event report (i.e. every 3 months, then every month in the 6 months leading up to the competition)

If there is a cause to believe the event may run at a loss, this shall be immediately escalated to the Premier Events Manager to support in mitigation.

Bank Account and GST

In general, Archery NZ's bank account shall be used for event revenue, as Archery NZ is GST-registered. Archery NZ's financial officer will be able to assist with raising invoices and paying the significant costs. As Archery NZ can claim back the GST, it is important that a majority of event expenses are paid by Archery NZ. Minor pre-approved items may be expense-claimed. Any supplies not paid for by ArcheryNZ require a GST-receipt in order for ArcheryNZ to be able to claim back the GST.

GST is generally inclusive in amount paid for both income and expenses, with the exception of mileage (not usually applicable for these events), and some costs where providers are not GST-registered. Where in doubt, check whether GST is inclusive or exclusive in figures quoted.

Any change to the banking arrangements should be identified in the MoU.

Levies

The following levies are payable per athlete for each of the events. These levies may change at each AGM. These levies are paid directly to ArcheryNZ, and are not counted in the event finances as income:

Event	Judges' Levy	Equipment Levy
Outdoor Target & Match Play	\$20	\$20
Indoor Target	\$20	\$20
Field	\$10	\$0
Clout	\$10	\$0
Youth Trans-Tasman Challenge	\$0	\$20 proposed (currently \$0)

Note that when Outdoor Target and Match Play events are combined with Field and Clout, there is a combined total \$20 maximum for the judges' levy.

Major Cost Items

It is expected that unless agreed in advance, the “major procurement items” will have multiple bids sought, in order to provide competitive tendering and a fair price.

10. Sponsorship and Funding

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Sponsorship

Sponsorship is an important part of generating funding for an event. Effective sponsorship can both provide an event with a significant funding stream, and also provide significant exposure to the sponsor through the major national event.

When seeking sponsorship, the preference is for sponsorship to be in the following priority:

1. Provision of materials that would have otherwise needed to be paid for – in kind goods (e.g. score sheets, target faces, radios, gazebos, grounds, generators etc.)
2. Cash towards the event expenses
3. Prize money for Open match play divisions
4. Spot prizes/goods for registration bags

Example of potential sources of sponsorship:






- NZ Archery Dealers
- International Archery Suppliers
- Waterproof paper manufacturers
- Hotels
- Restaurants
- Public transportation
- Building companies
- Tourism organisations
- Catering companies
- Retail companies
- Radio Equipment Suppliers (telecommunications companies)
- Food products
- Vehicle companies
- Watches, clocks, timing equipment
- TV, screens and other communications hardware
- Banks, financial institutions
- Airlines
- Clothing manufacturers

No alcohol or tobacco sponsorship are to be engaged.

Be careful that the sponsors do not conflict with existing ArcheryNZ sponsorship agreements.

What we can offer sponsors

The following sponsorship rights are an example of what could be offered to sponsors:

ArcheryNZ National Outdoor Championships 2019 - Sponsorship Opportunities				
		 Bronze \$250 or more ¹	 Silver \$600 or more ²	 Gold ² \$1400 or more ²
Branding:				
- Insert material into event registration pack	YES	YES	YES	
- Logo advertised on tables for banquet		YES	YES	
- Logo printed on results sheets		YES	YES	
- Logo printed on score sheets			YES	
Advertising:⁴				
- Recognition via ArcheryNZ & Auckland Archery Club web page & Facebook page	YES	YES	YES	
- Recognition in a pre-event electronic communication to all archers one month prior to event	YES	YES	YES	
- Recognition in a post-event electronic communication to all archers one month post event	YES	YES	YES	
- Advertising at venues excluding finals day	YES	YES	YES	
- Advertising at finals day venue		YES	YES	
- Advertising behind all medal and trophy presentations			YES	
- Recognition in a post-event electronic communication to all archers one month post event + your own written contribution ⁵			YES	
- Regular Sponsor 'thanks' over the tournament PA system during the course of the target competition			YES	
Retailing:³				
- Opportunity to sell product prior & during tournament	YES	YES	YES	
HD Streaming/ Broadcast - Final Matchplay Day (One Tree Hill)				
- Branding material highlighted and sponsor thanked regularly during live feed broadcast			YES	
- Opportunity for expert comment contribution to broadcast ⁶			YES	
Speaking & Presentation				
- Presentation rights available at match play or banquet			YES	
- Speaking rights available at banquet			YES	
- 2 x complimentary tickets to banquet			YES	
Post Event Athlete Communication				
- Opportunity to congratulate/ thank & promote your services via electronic communication		YES	YES	
Notes: <ol style="list-style-type: none"> Investment may be monetary or 'in-kind' Gold level - sponsor will have industry exclusivity (ie no competitor from your industry can also be a Gold level sponsor) Retailing opportunity available at Massey & Rongomai Advertising material to be supplied by sponsor To be vetted by LOC To be negotiated at discretion of LOC 				

Grants

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11. Health, Safety & Environment

The LOC and Archery NZ have a responsibility to provide a safe environment for athletes, officials, volunteers, spectators and environment surrounding the venue. There are certain risks associated with undertaking an event, and these can be understood and mitigated through the effective use of risk assessment. Unless a separate HS&E Officer is appointed, the HS&E responsibility for the event planning and operations will generally lie with the Event/Venue Manager.

ArcheryNZ templates for hazard identification, risk assessment and the ArcheryNZ H&S Policy is available on the website under "About ArcheryNZ – Health & Safety Policies".

Relevant information on the Health and Safety at Work Act and how it applies to volunteer organisations can be found here:

<https://worksafe.govt.nz/managing-health-and-safety/getting-started/understanding-the-law/volunteers/information-for-officers-who-are-volunteers/>

Risk Assessment

To ensure the event and everyone attending the event are safe and the wellbeing of personnel is considered, organisers should conduct a risk assessment before the event:

- Review the venue (s) being used for the event to identify what hazards or potential hazards there are to personnel throughout the build, competition use and disassembly
- Who might be harmed and how
- What is already being done to reduce the risk
- What further action is needed to reduce the risk
- Who will take actions to prevent risk
- When will actions be done by
- Record when actions are complete

A Risk Assessment Management Plan template is available on the Archery NZ website, and shall be completed and sent to Archery NZ at least seven days prior to any event.

Evacuation Procedures

- Establish reasons for venue evacuation such as, fire, severe winds, flooding, lightning storms, terrorist attack, earthquake or anything that endangers lives
- Venue Manager and Event Manager should decide the best exits for evacuation, indicate on the venue plans and inform all stakeholders with these evacuation maps and at a full safety briefing at the beginning of each event
- Event/Venue Manager, Chief Judge (or Technical Delegate) and DOS should decide collectively to announce venue evacuation
- Create a subtle and controlled protocol in how to raise the alarm without causing panic
- Appoint LOC members to be responsible for evacuating all stakeholders from their area in a safe and orderly manner through the nearest exit
- Create safe meeting points away from the venue for all stakeholders to meet after evacuating the venue to assess if any persons are still missing (consider access to a full list of participants and event officials)
- Ensure ALL fire exits are clearly marked, unlocked, unobstructed and are functional regularly (at least daily)

First Aid

A suitably stocked first aid kit must be provided, and crew/officials notified of the location. A qualified, (valid First Aid Certificate holder) member should be identified to manage the first aid kit, including checking and restocking supplies. A back-up should be appointed if the primary First-Aider is unable to attend the entire event.

It is generally considered that archery tournaments are low-risk, and that it is not necessary for permanently-stationed ambulances at venues. Include nearby medical centres in the Hazard Management Plan, including addresses and access.

Near Miss and Incident Reporting

Any significant near misses, incidents or hazards which had the capacity to cause serious injury or death must be immediately brought to the attention of the Event/Venue Manager for review and immediate action to prevent further risk for the remainder of the event.

Including the above, all other identified near misses, incidents or hazards shall be recorded and included in the event report so that future event LOCs can learn from past issues and create a safer environment for all.

The location of the Hazard Register should be made known to all volunteers involved with the event.

Identification

All event officials shall be clearly identifiable by means of a high-visibility vest of similar.

12. Entry Form and Information Pack

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The LOC should decide:

- Event programme and dates
- Entry Fees
- Late Entry Fee and date (if applicable)
- Early-bird Fee and date (if applicable)
- Closing Date

Entry form needs to identify the various levies, which get passed on directly to ANZ:

- Judges' Levy – applicable to all entrants
- Equipment Levy – applicable to entrants in the target event only
- One-off ANZ tournament membership – Applicable to non-ANZ members only

The following information should accompany the entry form

- Collated list of shooting distances / pegs for each division for all events
- Programme of events (including venue names and addresses)
- Programme of meetings (including venues and starting times)

Archers must pay in full their event fee to secure their spot on the line (does not need to include banquet tickets).

A reminder that registration Packs at the grounds are also needed for non-shooting judges / DOS / Patron / Admin Team / Ground Crew etc. who are ANZ members, but not shooting.

ArcheryOSA will be used as a platform for entries

13. Communications

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Media Plan

Video Broadcasting

In 2019, the first major video streaming of an ArcheryNZ event was undertaken. If your event intends to incorporate video streaming, information on this is available on request, and may be added to the manual at a later date.

An agreement has been signed with NZSC to provide live streaming of the 2021 Outdoor Nationals matchplay finals. The LOC will not incur any costs for running the live streaming, but it is a valuable method of attracting more major sponsors to the event. Please contact the Premier Events Manager for any further information about the media rights for the event.



14. Protocol, Welcomes, Iwi Liaison

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Protocol

TBC

Welcomes

TBC

Iwi Liaison

TBC

15. Electronic Scoring

Historically, NZ has used 2x manual scoresheets at most events. Electronic scoring has been used at the 2019 National Outdoor Championships and the 2019 Trans-Tasman event. Event organisers can provide feedback and lessons learned upon request.

The main benefits of electronic scoring are that it enables supporters (both local and remote) and competitors to receive real-time updates on standings, and if operating without issue, can reduce the load of the administration team (though introduces a new role to manage the electronic scoring and any issues that may arise).

Internationally, there are numerous systems in use for electronic systems. The most effective are ones which use proprietary equipment, though these can be cost-prohibitive for NZ events. The alternative is to use the various athletes' smart phones.

It is recommended that LOCs consider the applicability of electronic scoring to their event and weigh up the benefits and risks of the system in its current stage of development.

16. Reporting

Progress Reporting

The LOC shall report on progress on a 3-monthly basis initially, then once per month in the 6 months leading up to the event (or otherwise if modified in the MoU). Progress reporting should include a simple traffic light status (Green = On Track, Yellow = Needs some support to stay on track, Red = Off-track, and a risk for the successful delivery of the event) on each of the following, with comments as applicable:

- Engagement of LOC Roles
- Event Volunteers Recruitment
- Programme Definition (events, hospitality, meetings, pack-in/pack-down)
- Venues (selection, layout, amenities)
- Grants
- Sponsorship
- Budget

- Procurement
- Entry Form
- HS&E
- Video Streaming (if applicable)
- Close-Out

End of Event Report

At the end of the report, the LOC shall provide a simple bullet-point report, summarising:

- Event details
- What worked well
- Issues
- Recommendations for future events
- Any repairs required to Archery NZ-owned equipment

17. Contingency Planning

Delay: An event is considered delayed if it does not start at the scheduled start time or is interrupted after the scheduled start.

Postponement: An event is considered postponed when it cannot be completed within the schedule session (or an extended session) and is rescheduled to another session on the same day or another day.

Cancellation: An event is considered cancelled when it is delayed or postponed and cannot be restarted or rescheduled.

Causes of a delay or postponement

When for reasons outside the technical area of archery and the field of play, it would not be appropriate and/or safe to start or continue competition. Examples of these could be:

- Electrical problems or power outage
- Power failure with the venue or local electricity authorities
- Security/safety issue e.g. bomb threat or fire evacuation
- Weather conditions where the archery competition cannot start or continue while providing a quality, fair and/or safe level of competition for athletes, spectators and/or staff.

Decision making process

The decision to delay, postpone or cancel an archery session at a World Archery event will be made between the Chief Judge (or Technical Delegate), DOS and LOC Event/Venue Manager.

The decision to start or continue a delayed session will be made between the Chief Judge (or Technical Delegate), DOS and LOC Event/Venue Manager and it is for them to inform the different members of the team as required.

Rescheduling Options

If the competition is delayed, it will be resumed as soon as “normal” conditions can be re-established. Minor delays, e.g. due to injury to an athlete, or equipment failure can normally be accommodated within the competition schedule.

If the competition is postponed it will have a dramatic impact on the archery competition schedule. The session should be extended, and a postponement should be avoided at all costs. Postponements are quite rare in archery. Rain, storms, lightning or fog may cause delay or postponement of the competition schedule.

Once shooting has started, it will continue in rainy and windy conditions depending on the intensity, safety and visibility.

Scenarios

Leading up to the event it is wise for local organising committees to have all their heads of departments together and run through some theoretical scenarios that could happen during the event, such as:

- Venue evacuation due to fire or bomb threats
- Transportation break down or delay
- Delays incurred as a result of seriously ill or injured athlete, official or coach requiring urgent medical attention and transportation to hospital
- Field of play incursion by a spectator
- Adverse weather conditions

For each scenario, consider the following:

- Steps to be taken and by whom
- Persons to be consulted
- Responsible person/department
- Assistant responsible person/department

18. Other Resources

The World Archery Events Organisers’ Manual can be found here:

https://extranet.worldarchery.org/documents/index.php/Events/Bidding/WA_Organising_Manual_Rev2.pdf

Appendix 1 – Outdoor Target & Match Play Championships

Appendix 2 – Indoor Target & Match Play Championships

Appendix 3 – Field Championships

Appendix 4 – Clout Championships

Appendix 5 – IANSEO Setup (Results Software)

Appendix 6 – Bid, Planning & Operations Checklists

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