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**MISSION**

To make a contribution towards Nation Building and Healing of our land, South Africa, and the Transformation of our Society, through the Development of Athletics, from Grassroots to the highest levels of Excellence

To	ASA Members
From	ASA Office
Date	13 June 2019
Subject	Regulating Violations of ASA Licensing System
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**ELECTRONIC TRANSMISSION**

**CIRCULAR 56 OF ASA 2019 (1306) 2020  
REGULATING VIOLATIONS OF ASA LICENSING SYSTEM**

**Dear Members**

At the 2019 ASA AGM points 9.6 and 9.7 the ASA licensing system and the regulation there-off will be discussed.

The following information is relevant for Delegates to arrive at a resolution to regulate the ASA Licensing system and define punitive measures where necessary.

**1. BACKGROUND**

- 1.1. The IAAF require Member Countries, e.g. South Africa, to declare all athletes eligible before they can participate in any event in South Africa. – IAAF Rule 20
- 1.2. ASA declare athletes eligible by means of issuing license bibs to athletes – ASA Rule 25 AND 26. Before the license bib is issued, the athlete is required to sign a declaration, committing him/her to abide by IAAF/ASA Rules and Regulations
- 1.3. To govern and administer the process of licensing a levy is charged. The levy is charged as follows:
  - 1.3.1. ASA Issue license bibs to affiliated provinces, whom pay a levy upon receiving the license bibs. ASA apply the income obtained from related levies to cover expenses related to the governing and administering of ASA License bibs at national level.
  - 1.3.2. ASA Provinces issue license bibs to affiliated clubs, whom pay a levy upon receiving the license bib. The Province apply the income obtained from related levies to cover expenses related to the governing and administering of ASA License bibs at provincial level.

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- 1.4. Clubs affiliated to provinces issue license bibs to registered athletes, whom pay a levy upon receiving the license bib. The Club apply the income obtained from related levies to cover expenses related to the governing and administering of License bibs at club level.
- 1.5. Over and above the license bib levy, ASA also negotiate sponsorships, which use images on the license bib to achieve commercial objectives of the relevant company. ASA apply the income from license bibs sponsorships to finance the governance of ASA as set out in the ASA Constitution which specific reference to clause 3 and 4 which deals with the ASA objectives and the means to achieve the ASA objectives.

## **2. HISTORIC CHALLENGE**

- 2.1. ASA partnered with a commercial partner for more than 10 years to sponsor License bibs. The sponsorship was very lucrative at the time. This license bib sponsorship was terminated in 2010 due to the negative image of ASA in the public domain, and the resulting loss of commercial value for the sponsor to partner with ASA.
- 2.2. The new ASA Board partnered with another commercial partner in 2014 to sponsor License bibs. This sponsorship was also very lucrative and secured a stable income for ASA over a period of 3 years. Within the first year of the contract the new commercial partner terminated the contract as Race Organizers were violating the contractual agreement related to license bibs, by replacing the Licenses with race numbers which display the images of their own sponsors.
- 2.3. In 2016 ASA changed the Rules and Regulations related to license bibs significantly to allow for the images of both ASA Sponsors and Event Sponsors to be displayed on the torso of the athletes.
- 2.4. In 2018 ASA again entered into a partnership with a commercial partner which took effect in January 2019.

## **3. THE WAY FORWARD**

- 3.1. With reference to the ASA Licensing process, and the related commercial partnerships related license bibs, ASA will have to commit, and embark on a process to improve the collective ASA image in the commercial space and demonstrate an active willingness to honour contractual obligations.
- 3.2. ASA Members must be educated that the right of any member of ASA, e.g. province club or athlete, to generate an income within the ASA structure is vested in ASA.
- 3.3. ASA Service Providers within the ASA structure must be educated that the right of any service provider, e.g. a Race Organizer,

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Vendor, Clothing Manufacturer, etc. to generate an income in the ASA Structure is vested in ASA.

#### **4. PROPOSAL TO IMPROVE THE ASA IMAGE AND COMMITMENT TO CONTRACTUAL OBLIGATION RELATED TO LICENSE BIBS IN THE COMMERCIAL SPACE**

- 4.1. With reference to the ASA Licensing System, ASA Road Running; Off-Road Running and Track & Field Commissions will have to commit to monitoring the process of implementing, and applying, the regulations related to the ASA Licensing System during events at national provincial and club level.
- 4.2. The mentioned Commissions will have to empower Delegates and/or Referees to regulate rules and regulations related to the license bibs.
- 4.3. The mentioned Commissions need to ensure that Call Room Referees and/or Advertising Commissioners are appointed at all events at national, provincial and club level which are fully empowered to regulate rules and regulations related to the license bibs.
- 4.4. The printers of any numbers as defined in ASA Rule 25-26, must be registered with ASA. Registration will only take place if the printer commits to abide by related ASA Rules and Regulations.

#### **5. PUNITIVE MEASURES IN CASES WHERE THE ASA IMAGE AND COMMERCIAL SPACE ARE VIOLATED**

- 5.1. At the 2019 ASA AGM punitive measures will be discussed in cases where the ASA images and commercial space are violated.

Athletics greetings

Richard Stander  
ASA ACEO

Not signed due to electronic sending