

AUTRA Strategic Playbook 2025 – 2030

Building the Future Through Relationships &
Communication



Where We Stand AUTRA 2025

● The Now

Trail and ultra running in Australia is surging. Races across the country are selling out. More Aussies than ever are taking on the world stage. Homegrown events are growing and helping to build Australia as a global force.

But AUTRA is about more than runners. It's about the race directors who build the stage, the volunteers who make it possible, the coaches and crews who shape performance, and the community that brings it all to life.

AUTRA exists to unite this energy giving our sport a national voice, protecting its future, and creating pathways that connect grassroots runners and local clubs to world championships and beyond.



Where We Stand AUTRA 2025

● What We Have

We already have:

- Passionate runners, race directors, coaches, and volunteers.
- International recognition through IAU & ITRA.
- Policies and structures that have given us national teams.
- A membership base that values community and race benefits.
- A leadership team committed to reform and growth.

Now it's time to build on these foundations, expand our impact, and create the future together.



Our Timeline



2027

THE FOUNDATION YEAR

- Sports Integrity Policy
- Athlete Fund seeded
- National Points Series Begins
- QLD State Body launches

**2029/
30**

CONNECTION YEARS

- All States & Territories represented by a State Body,
- Annual Race Directors Forum
- Financially Sustainable

**2025/
26**

THE COMMUNITY YEAR

- Volunteer Months
- Trail Regeneration Month
- AUTRA QLD State Body framework begins
- Sports Integrity Policy begins.

2028

THE EXPANSION YEAR

- Junior Pathways
- Women's Advisory Council
- Race Directors Forum
- Further State Bodies formed.



Community & Connection

● NOW

Volunteers and race directors keep events alive. AUTRA connects through UltraMag and online spaces.



● FUTURE

Volunteer & Trail Months, 50+ club partnerships, coach pathways, RD forums.



● MILESTONE

Full program by 2028



AUTRA is built on people – runners, race directors, volunteers, coaches and clubs. This is about strengthening, connecting and championing the human side of the sport.

TARGET ACHIEVED



Race Directors & Events

● NOW

National Champs and a basic race calendar exist.



● FUTURE

- Interactive Race Calendar
- Annual RD Forum
- Points Series,
- Partner Event branding,
- National Trail Festival.



● MILESTONE

Full Program by 2028



Race directors create the stage. AUTRA supports them with branding and national recognition.

TARGET ACHIEVED



State Bodies & Local Presence

● NOW

State reps exist with a limited structure



● FUTURE

State Bodies Formed, with each State having a structure.



● MILESTONE

QLD 2027,
Two more States formed in
2028,
All States & Territories
represented



Local presence is vital. State Bodies give grassroots runners, clubs, and coaches a home while AUTRA leads nationally.

TARGET ACHIEVED



Governance, Policies & Relationships

● NOW

Codes of conduct, selection policies, IAU/ITRA recognition.



● FUTURE

- Sports Integrity Policy,
- MOU with Australian Athletics,
- Member town halls.



● MILESTONE

Integrity Policy 2026/27, MOU with Australian Athletics by 2028/2929.



Strong policies and partnerships build trust. AUTRA leads with transparency and alignment across sport.

TARGET ACHIEVED



Athlete Pathways & Support

● NOW

National teams compete, agreements and mentoring in place.



● FUTURE

Clear performance & community pathways, Junior Programs, Athlete Fund.



● MILESTONE

Athlete Fund 2027, Junior Programs 2028.



From first timers to world champs, AUTRA supports athletes with fair pathways, mentoring, and funding.

TARGET ACHIEVED



Media, Marketing & Sponsorship

● NOW

Presence on FB, IG, UltraMag;
sponsorship ad-hoc.



● FUTURE

- Dedicated media manager,
- Platform strategies,
- National Sponsorship Program.



● MILESTONE

Sponsorship Program 2027, full
media team 2030.



Telling our story grows the sport. AUTRA drives media, social presence, and secure sponsorship to fund the future.

TARGET ACHIEVED



Financial Sustainability

● NOW

Funded by memberships and event partnerships.



● FUTURE

New Membership growth and Initiatives, run club packages, sponsors, Athlete & Trail Funds,



● MILESTONE

Financial Restructure
Sponsorship 2026
Investing back into the sport
2029



To build the future, AUTRA must create a financial engine that powers everything from athlete support to trail regeneration. Every membership, sponsorship and partnership will flow straight back into the sport, helping Aussies chase podiums, protecting the trails, and making sure our community thrives for generations. Financial strength means freedom to dream big and deliver even bigger.

TARGET ACHIEVED



The Finish Line. The Start of Something Greater

By 2030, AUTRA will stand as more than a governing body. It will be the living, breathing force that unites every runner, race director, coach, and volunteer under one banner.

We will have built a sport where no one is left behind where juniors see clear pathways, where athletes never pay to represent their country, where race directors are supported and celebrated, and where volunteers are recognised as the backbone of every event.

We will not just sustain trail and ultra running we will elevate it. From our local environment to the world's grandest stages, AUTRA will carry the voice of Australia with pride, strength, and vision.

This is our Playbook, but it's more than words. It's a promise. A promise that together we will protect our environment, grow our community, and ensure that Australia is not just part of the conversation but leading it.

The future of trail and ultra running in Australia is bold. It is united. And it starts now.

AUSTRALIAN ULTRA & TRAIL RUNNERS ASSOCIATION

FOSTERING AND PROMOTING THE SPORT OF ULTRA & TRAIL RUNNING.

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EVERY SURFACE. EVERY DISTANCE.