
From: Elections Oversight Panel
To: Candidates for the 2027 Elections
Topic: Campaigning and Campaign Expenditure FAQs
Date: 30 March 2026

The EOP welcomes candidates to its first communication of the 2027 Election Campaign Period which commenced on 1 March 2026 and will conclude on 9 September 2027, following the publication of the Candidate Nomination Forms for all positions on 26 February 2026.

The EOP will, as it has done for the elections in 2019 and 2023, issue Directives from time to time dealing with matters affecting the conduct of Candidates and the smooth running of the elections.

In this first Notice the EOP provides directives, in a FAQ format, on campaigning and campaign expenditure to help all candidates understand what they can and cannot do whilst on the campaign trail.

The election process is intended to ensure fairness between and amongst candidates, especially for those who do not currently hold current roles and those who have a benefit from incumbency.

The EOP looks forward to your compliance with both the spirit and letter of the Candidacy Rules, and with the Directives that will follow.

If you have any questions arising from this Notice No 1 or any other campaign related matters, please send them to the EOP at compliance@worldathletics.org.

For ease of reference the list of questions is provided in an index on the next page. The following section includes the EOP's position in response to each question.

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Question 1: As an Existing World Athletics Official (“current Official”), when I travel to WAS events, at World Athletics’ expense, will the corresponding expenses be counted towards the campaign expenditure limit?

Directive 1.

- a) If you are travelling at the request of World Athletics as a current Official (e.g. a Council Member attending a Council meeting), the expenses incurred will not count towards the campaign expenditure limits, because you are being requested to attend that event rather than travelling on your own volition.

However, in the interests of fairness to non-incumbent Candidates, you are prohibited from promoting your Candidacy in this context.

- b) If you are not a current World Athletics Official requested to fulfil World Athletics duties, and are seeking election, and are attending a WAS event in your own capacity, for example, as Area, MF or Team Official, then you are allowed to promote your Candidacy. This applies whether you have officially declared your Candidacy or not.

In this case travel and accommodation expenses will count towards your campaign expenditure limits. This includes travel that is paid for by your MF or Area Association to attend the WAS event.

Observations

The EOP appreciates that this campaign Directive 1. differentiates between its treatment of incumbent vs non-incumbent Candidates. The EOP has taken a pragmatic approach to balance fairness between two distinct levels of access and exposure between current Officials - who are requested to attend and benefit from this natural exposure - and non-incumbent Candidates who do not have this benefit.

Question 2. As a Current Official, when I travel to WAS events at World Athletics' expense, can I actively campaign?

Directive 2.

No, since you are travelling in your official capacity, and at World Athletics' expense, you cannot engage in any campaign-related activities. You can only factually refer to your candidacy. For instance, if a journalist asks you if you are a candidate your only answer can be 'Yes.' If you wish, you can explain that you will be able to provide more details at another time but not while on official duties with WA.

Question 3. As a Current Official, when I am on official WA duties at an Event, can I still meet Member Federations for a coffee or a quick chat?

Directive 3.

Current Officials are expected to continue to perform their duties, and this includes engaging with Member Federations; as a Candidate it is reasonable to expect that you can have informal discussions with a Member Federation focused on understanding their issues or challenges. The hosting of events or gathering of multiple Members however would constitute campaign promotion and is subject to prior disclosure to and approval by the EOP.

Question 4. If I am a WA Council Member attending a non-WAS event, or I am on official duty for my Member Federation or Area Association at a WAS event (for example to represent or support my team as MF President or Team leader), can I campaign? Will these expenses be counted towards the campaign expenditure limit?

Directive 4.

If you have not been requested to perform World Athletics duties (such as attending a Council Meeting or officiating at the Event) by World Athletics and are reporting the expenses in your campaign expenditures, then there are no restrictions on your ability to campaign.

However, if you are attending on behalf of an Area or Member Association, you will need to verify that it is permissible for you to campaign for a World Athletics position while travelling on Area or MF funds. These expenses will count towards the campaign expenditure limit and must be recorded.

Question 5. For candidates who may attend events in an official World Athletics capacity, could you provide practical examples of what is considered “campaigning” (not allowed during official travel) versus what is considered acceptable?

Directive 5.

Acceptable means that during your official duties you can factually refer to the fact that you are running as a Candidate. As a current Official you are also entitled to meet and discuss with Member Federations all matters that are relevant to the sport and the membership. You are not allowed to say, “If I am elected then I will...,” or “This is why I want to be a candidate and need your vote to fix x or y problem” or ask for or offer support (financial, in kind or in any form).

Question 6. Specifically on media interviews during official WA travel, if a journalist asks about the election during an official trip, am I permitted to answer?

Directive 6.

Yes, you are allowed to say that you are a candidate but reserve any further comments and details about your candidacy to a time when you are not on official duty.

Question 7. If I am on a combined trip to fulfil official World Athletics duties followed by additional days dedicated to campaigning activity, what would be counted towards the campaign expenditure limit, and how can I separate expenses?

Directive 7.

If you have been invited to attend a World Athletics event as a Current Official and are accredited to perform WA duties, then the presumption is that this status is granted to you for the full duration of the event/trip.

Expenses related to your attendance will not be counted in your campaign expenditure, and accordingly you are not allowed to campaign and may only refer to the fact that you are a Candidate.

Question 8. If a trip includes an official event plus additional days for campaign activity, what is the recommended way to structure this (separate tickets, separate invoices, separate days) so the boundary is clear and compliant?

Directive 8.

See above if this is an official World Athletics event.

If it is an official event that is not a WA event when you are on duty, then you are able to campaign without restriction as long as you declare the related expenses and you are permitted to campaign in accordance with whatever role you are acting in at this event.

Question 9. What counts as campaign expenditure; could you confirm what must be treated as reportable “campaign expenditure,” and therefore counted toward the spending cap?

Directive 9.

The following are treated as reportable campaign expenditure items. If you are in any doubt, you should contact the EOP for advice so as not to breach the spending rules or cap:

- travel and accommodation,
- meals / hospitality,
- digital advertising (social media ads, search ads),
- website and hosting,
- design/production of digital materials,
- translation and proofreading,
- consultants/advisors/campaign support,
- software subscriptions and tools specifically purchased for the campaign.

Question 10. For mixed-purpose costs (e.g., a trip that includes personal/professional activities plus meetings related to the election), what is the method for allocating costs, and what evidence should be kept?

Directive 10.

It is up to every Candidate to apply good judgement in how campaign expenses are accounted for. In terms of evidence, the EOP will expect receipts for large expenditure items such as, but not limited to, air tickets, hotels/accommodation, and ground travel. The more evidence supporting expenditure that is submitted, the simpler will be the compliance process.

Remember that offering hospitality, or anything else of value (such as a dinner for guests) as part of your campaign is prohibited.

Question 11. For costs paid by third parties (e.g., support offered by an organisation or individual), what sources of funding are permitted, and what level of disclosure is required (identity of donor, value, invoices/contracts, etc.)?

Directive 11.

Third-party sources of funding are permitted, except for funding by other Candidates and obviously, sources that are not legitimate.

Funding agreements between Candidates and the funding source are not subject to review, provided that any such agreement complies with the Candidacy Rules.

Third-party funding sources will need to be disclosed in the Candidate's Nomination Form.

Question 12. Could you confirm the quarterly reporting deadlines and the level of detail expected in each submission?

Directive 12.

The deadlines are all set out in the Candidate Pack. The level of detail will be itemised expenses with supporting receipts to be provided in the online compliance platform which is the same tool that was used in 2023.

Question 13. Do I have to declare my campaign expenses if I have not gone through the Vetting process?

Directive 13.

Yes, even if you have not gone through the vetting process, in the interest of fairness you must declare your campaign expenses, so that your expenditure can be accounted for since the inception of the campaign period.

Question 14. When will candidates be able to access the expenditure reporting tool, and is there a template we can follow in advance?

Directive 14.

Once you begin your campaign, please write to compliance@worldathletics.org at the earliest to complete your vetting form and access the expenditure reporting tool.

Candidates should use the Expenses Reporting module of the World Athletics Compliance Platform to report their expenses. The Compliance Platform is the platform used to complete the Vetting Form.

To access the Expense Module, simply follow the link you received to complete your vetting form and log in your compliance account. You can also write to compliance@worldathletics.org to ask for a new link.

Once you are connected on the platform, simply create a new Expenses disclosure and follow the steps.

Expense reports are due every quarter with the first report expended before 1 June 2026 (for the period 1 March to 1 June 2026).

Question 15. For expenses in other currencies, which exchange rate should be used (bank rate, ECB rate, date of purchase vs. date of payment), to avoid any risk of overspending?

Directive 15.

Please use any commercial forex platform on the day of the transaction.

Question 16. If an audit is requested, what is the expected response time and which documents are typically required (bank statements, invoices, contracts, receipts, etc.)?

Directive 16.

This will be decided on a case-by-case basis and may be subject to the reasons for the audit. You should ensure that you keep all records in a separate file, whether digital or a hard copy, so that the expenditure trail is clear for any audit purpose. As a matter of good practice expenses and receipts should be recorded/uploaded at the same time.

Question 17. How do I treat travel where I am on official duties for other sporting roles, but not specifically in athletics (for example, with a NOC); should these be counted towards the campaign expenditure limits?

Directive 17.

The starting point is whether you are going to be engaging or meeting with World Athletics Member Federations or their representatives as part of this trip. If not, then the EOP does not expect that you disclose this trip.

If you are expecting to meet and engage with representatives of Member Federations, then please contact the EOP to explain the context and specifics for the proposed travel in advance, so that the EOP can provide you with context-specific guidance.

To be clear, for attendance at WAS events and international athletics events, the presumption is that this is campaign activity that is subject to disclosure.

Question 18. What is the EOP's position on travel funded by third parties, for example if I am a guest at an international athletics event?

Directive 18.

Third-party funding is authorised if the source of funds is not connected to another Candidate (this would be viewed as collusion). Candidates' attendance at international athletics events, whether self-funded or paid for by the Host, will count towards campaign expenditure limits.

Question 19. For those running for Area positions, what are the rules around campaign expenditure, campaign period etc?

Directive 19.

The limits on campaign expenditure set out in the Candidate Pack apply to a Candidate seeking election as an Area President of an Area Association, unless the limit is reduced to a lower amount by the relevant Area Association, in which case the lower amount shall apply.

For the avoidance of doubt, the period covering the limit on campaign expenditure for a Candidate seeking election as an Area President shall commence from the date commencing six (6) months prior to the date scheduled for the election for Area President, or such earlier date as decided by the relevant Area Association.

Question 20. Travel may become increasingly expensive considering recent world events. Will the campaign expenditure limit be revised due to these developments?

Comment - 20.

The EOP will keep campaign expenditure limits under review and may adjust them if deemed necessary.