The International Bornean Frog Race. An Operation Manual 1.0

by

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Universiti Malaysia Sarawak

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The Bornean Rainbow Toad (*Ansonia latidiscia*) was rediscovered in 2011, after its last previous sighting in 1924.

“Doing nothing for others is the undoing of ourselves”
Horace Mann (1796–1859), educational reformer.
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Objectives

Of the over 180 species of amphibians (including frogs, toads and caecilians) known from Borneo, as of 2018, 130 (or nearly three-quarters) are endemic to the island. The most recent assessment of the world’s amphibians paints a bleak picture for the Bornean amphibian fauna. Of those whose conservation status have been assessed, 83 are classified as threatened, representing nearly half the known amphibian fauna of the island. These figures are, of course, conservative estimate and indicate insufficiency in the current knowledge of Bornean frogs, and therefore a need for further research on a diverse series of disciplines, from taxonomy and systematics, to ecology, ethology and distribution.

The multiple objectives of the International Bornean Frog Race, which is currently in the annual calendar of events of Tourism Malaysia, are to draw public attention to the region’s rich amphibian fauna, and at the same time, targeting children for special educational programmes on nature conservation and amphibian protection, as well as to promote Sarawak as a destination of choice for ecotourism, highlighting its National Parks and tropical biodiversity.

The Race is conducted on the last weekend of April, running since 2012, with six editions held till date (Table 1). The event coincides with the annual ‘Save the Frogs Day’ (www.savethefrogs.com/day), a global event celebrated via 270 events in over 30 countries worldwide, to highlight conservation issues facing the world’s amphibians. The Race is organised by the postgraduate students and staff of the Institute of Biodiversity and Environmental Conservation of the Universiti Malaysia Sarawak (UNIMAS) with support from students and staff members from the Faculty of Resource Science and Technology and the Faculty of Applied and Creative Arts. The event is supported by the Ministry of Tourism, Arts, Culture, Youth, and Sports (MTACYS) and the Sarawak Tourism Board, and partnership in since 2013 with the Sarawak Forestry Corporation (SFC).

The event includes talks by local and foreign specialists on amphibian biology and conservation, exhibition of frog-related memorabilia, workshops on frog photography, sound, drawing and painting, by leading experts in the region. The finale of the event is a photographic race, whereby participants race along one or more pre-designated forest trail, and try to photograph the most number of amphibian species, the rarest frog, or photographically capture the most aesthetic image, using a DSLR camera, a compact camera or a smart phone.

This primer describes activities associated with running the International Bornean Frog Race, based on our experiences over the past six years (2012–2017). Its purpose is to be a handy reference for organising the event in the future.
1. The Team

1.1 Organising Team

Foremost for the organising team is the ‘home-team’ strength in amphibian biology and conservation generally, especially relevant to frog conservation in Borneo and south-east Asia. This knowledge will be readily reflected in the programme content, media outputs, as well as exclusive products developed for each Race.

Listed herewith are key personnel required to run the event, needing identification of possession of particular skills and appointed to the position by the Director of the Institute of Biodiversity and Environmental Conservation, UNIMAS:

A Convener takes responsibility in the organisation of the event. Based in UNIMAS, his/her role will be to recruit and motivate the team, plan the event, solicit donations, team up with like-minded organisations for partnership and solve organisational challenges as they come up. He/she is supported by the Frog Race Crew, comprising the organising committee, selected yearly from the staff and students of UNIMAS, and its partnering institutions.

The organising team includes the following:

Archivist, who archives all products designed for the Race event for posterity;
Auctioneer, who conducts the auction;
Bid-watcher, who keeps an eye on bids at the Live Auction! and communicates the same to the Auctioneer;
Chauffeur, who picks up and drops back speakers and other resource persons from overseas or from out of station to and from the airport, hotels and the Race venue;
Corporate Communications In-charge, who liaises with the Corporate Communications Divisions of UNIMAS, partnering organisations, the media and sponsors;
Curator, who organises the amphibian exhibition, is responsible for security and is at hand to interpret the same to visitors;
Designer, who develops the exclusive products for the event every year, using copyright-free images or those available with him or her for use by the copyright-holder. He or she will liaise with the press and check page proofs, etc.;
Result Submission Desk Personnel, who receive result form and compile selected images by participants, and work under a Master Desk Personnel;
Master Chef, who is in charge of organising all meals for volunteers and participants on site, including liaising with vendors, finance section and IBEC administration;
Master Desk Personnel, who compiles images from all Result Submission Desk Personnel;
Head of Junior Programme, who organises the Junior Programme of the International Bornean Frog Race, helps raise sponsorship, liaises with schools and the Sarawak Department of Education, and prepares the curriculum for the event; Head of Logistics, who is in charge of travel, transportation and other logistics, including movement of people and material from UNIMAS and the printing press to the venue and back; Head of Volunteers, who organises the team and briefs them on do's and don'ts; Judges, comprising a panel of well-known, knowledgeable individuals, from the world of photography and herpetology; Liaison to Resource Persons, who works with resource persons of specific workshops or study stations, arranging and being responsible for props and directing participants to particular work stations; Master of Ceremonies (also, compère or announcer), is the official host, introduces the forthcoming programme, respectfully introduces the speakers and may make additional announcements; Photographer, along with, optionally, a videographer, who photographically documents all activities and archives the same for possible use in the future; Race Marshall, who is onsite during the Race, ensuring the Rules of the Race are adhered to, and at the same time, ensuring safety of the participants; Registration Desk personnel, who greets participants upon arrival, and checks them in, including taking their details and providing them with goody-bags; Runner, who collects and transfers the external hard drives, SD cards or pendrives from the Result Submission Desk Personnel to Master Desk Personnel. Secretary, who takes notes and develops minutes at progress meetings and at postmortem events; Usherer, who escorts VIPs and resource persons onstage or to their respective accommodation (ensuring the latter is suitable, has adequate drinking water, working air-conditioning, etc); and Webmaster, who updates the Race website, Facebook and other social media pages.

Given that these tasks are often of relatively short duration, it is possible for a single person to multi-task easily, and on the other hand, several positions may be required for certain tasks (e.g., Race Marshalls and Liaisons to Resource Persons). No payment is made for services received by the organising committee. Student volunteers at road-shows and related promotional events may receive a token honorarium, to help defray fuel, parking and meal costs.

Finally, it must be mentioned that the International Bornean Frog Race is not an organisation, rather, an annually-appointed committee that is tasked with running the Race for a particular year, based at the Institute of Biodiversity and Environmental Conservation, UNIMAS.
1.2 Partnership

UNIMAS partners with like-minded agencies in organising the International Bornean Frog Race. In its first edition, we worked with the Permai Rainforest Resort, while in subsequent five versions, it was with the Sarawak Forestry Corporation. Partnership is on the basis of venue-sponsorship and raising additional (usually cash) sponsorship to hold the event, and contribution of time by personnel to run the show. UNIMAS shares credit with co-organisers in all media release, which needs to be vetted by all concerned organisers before release.

<table>
<thead>
<tr>
<th>Version</th>
<th>Venue</th>
<th>Date</th>
<th>Attendance</th>
<th>Co-organiser</th>
<th>Countries Represented</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Santubong NP</td>
<td>28 April 2012</td>
<td>30</td>
<td>Camp Permai Resort</td>
<td>4</td>
</tr>
<tr>
<td>2nd</td>
<td>Kubah NP</td>
<td>27 April 2013</td>
<td>75</td>
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<tr>
<td>3rd</td>
<td>Kubah NP</td>
<td>26 April 2014</td>
<td>175</td>
<td>Sarawak Forestry Corporation</td>
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<td>4th</td>
<td>Kubah NP</td>
<td>25 April 2015</td>
<td>150</td>
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<tr>
<td>5th</td>
<td>Lambir Hills NP</td>
<td>30 April 2016</td>
<td>200</td>
<td>Sarawak Forestry Corporation</td>
<td>11</td>
</tr>
<tr>
<td>6th</td>
<td>Gunung Gading NP</td>
<td>28-29 April 2017</td>
<td>180</td>
<td>Sarawak Forestry Corporation</td>
<td>15</td>
</tr>
</tbody>
</table>

TABLE 1: Venue, date, attendance and other details of past versions of the Bornean Frog Race.

1.3 Starting a New Race

The annually-held International Bornean Frog Race will be organised following the decision by the Director of IBEC to hold the event. He/she will appoint members of the organising committee, including a Convener. It will be the task of the Convener to prepare a proposal to hold the event, including addressing its multiple objectives (*inter alia*, conservation, science, education and ecotourism). The proposal needs to be approved by the Organising Committee of the Race, and sent to the Vice Chancellor of Universiti Malaysia Sarawak or an officer appointed by him for approval.

The budget should be detailed and a strategy on raising funds required to run the event should be made in collaboration with any partnering institutions. The International Bornean Frog Race is a non-profit event, hence, any credit remaining in its account is rolled over to the following year or used for organising other events related to amphibian biodiversity conservation.

1.4 The Resource Persons

Resource persons include experts from the fields of art, photography, science and conservation. These include speakers, as well as instructors/resource persons for conducting the workshops on art, sound and photography.

The International Speaker is invited from overseas (that is, outside of Malaysia). Such a person is of high standing in the community of science and/or
conservation, and is expected to deliver a 45-minute lecture on a topic relevant to
the objectives of the Race (specifically, on amphibian science or conservation).
Native English speakers or others with a high English proficiency, who can
address a general public, are preferred.

The National Speaker is invited from within Malaysia (from either Sarawak,
Sabah or Peninsular Malaysia). As is the requirements for the International
Speaker, our National Speaker needs to provide a 45-minute lecture on the theme,
preferably with a local perspective, in English.

Talks are expected to be richly-illustrated, to retain audience attention, including
the usage of slides, programmes such as PowerPoint™ or Keynote™, flip-charts,
models, etc. The organisers need to make preparations for running talks in both PC
and Macintosh platforms (ensuring suitable connectors are available for the
latter). Speaker requirements for LCD projector displays need to be noted in
advance, and appropriate display (and audio) systems installed at the venues of the
lectures. Backup computers and microphones to run the event need to be
available to ensure the event run smoothly. No payments are made for services
provided at the event; rather, all costs, including travel, transport, board and
lodging are borne by the Race organisers. Spouse travel is not supported (except
in exceptional cases), but all expenses of board, lodging and local travel of such
persons are covered.

<table>
<thead>
<tr>
<th>Version</th>
<th>Venue</th>
<th>Resource Persons</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Santubong (2012)</td>
<td>Ramlah Zainudin</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<tr>
<td></td>
<td>Kubah NP (2013)</td>
<td>Ong Jia Jet</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<td></td>
<td></td>
<td>Ulmar Grafie</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<td></td>
<td></td>
<td>Ramlah Zainudin</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<td>Ong Jia Jet</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<td></td>
<td></td>
<td>Hans Breuer</td>
<td>Independent Researcher</td>
</tr>
<tr>
<td>2nd</td>
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<td>Tzi Ming Leong</td>
<td>Raffles Museum for Biodiversity Research, Singapore</td>
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<td>ZulKhalnain Zainal Abidin</td>
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<td></td>
<td></td>
<td>Chien C. Lee</td>
<td>Wild Borneo</td>
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<td></td>
<td></td>
<td>Hans Hazebrock</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<td></td>
<td>Ramlah Zainudin</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<tr>
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<td></td>
<td>Jean Marc Hero</td>
<td>Griffith University, Australia</td>
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<td></td>
<td>David Bickford</td>
<td>National University of Singapore, Singapore</td>
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<td></td>
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<td>Ramlah Zainudin</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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<tr>
<td></td>
<td></td>
<td>Sylvester Wielding Jussem</td>
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<td>4th</td>
<td>Lam first Hills (2016)</td>
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<td>Wild Borneo</td>
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<td>Hans Hazebrock</td>
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<td></td>
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<td></td>
<td></td>
<td>Philip Bishop</td>
<td>University of Otago, New Zealand</td>
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<td></td>
<td></td>
<td>Lim Boo Liat</td>
<td>Department of Wildlife &amp; National Parks, Malaysia</td>
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<td></td>
<td></td>
<td>Mohamad Faiuan Mat</td>
<td>Universiti Malaysia Sarawak, Malaysia</td>
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</tbody>
</table>

TABLE 1: Resource persons from past version of the Bornean Frog Race.
2. *The Event*

2.1 *The Programme*

The 2017 programme is given here, to provide readers an idea of the diversity it offers.

1200- Registration / Inauguration of Frog Exhibition
1305- Arrival of YBhg Dr. Hj. Wan Lizozman bin Wan Omar, Permanent Secretary, Ministry of Resource Planning and Environment Sarawak
1310- *Welcoming Speech* - YBhg Wong Ting Chung, Chief Executive Officer, Sarawak Forestry Corporation (SFC)
1320- *Welcoming Address* – Gabriel Tonga Noweg, Director, Institute of Biodiversity and Environmental Conservation, UNIMAS
1330- *Officiating Speech* - YBhg Dr. Hj. Wan Lizozman bin Wan Omar
Permanent Secretary, Ministry of Resource Planning and Environment, Government of Sarawak
- Release of The Bornean Frog Race 2017 stamps (PosMalaysia SetemKu)
- SFC Frog Ecotourism Product (Field Guide to the Amphibians of Gunung Gading National Park)
- Presentation of Mementos
1350- *Why We Started the Frog Race* – Andrew Alek Tuen
1355- *Frogs Extraordinary!* – Indraneil Das
1400- *Forest Do's and Don't's* – Taha Wahab
1410- Workshop 1: *Macrophotography* – Chien C. Lee
Workshop 2: *DSLR Cameras- Hands-on* – Hans Hazebroek
Workshop 3: *Introduction to Frog Art* – Sylvester Wielding Jussem,
Mohamad Faizuan Mat and Siti Shahida bt Kamel
Workshop 4: *Bioacoustics Workshop* – Ulmar Grafe
1615- *Reminiscence of My Association with Legendary Herpetologists*
– Lim Boo Liat
1700- Dinner
1745- *Challenges and Success in Global Amphibian Conservation* – Phillip Bishop
1830- *Rules of The 6th International Bornean Frog Race 2017* - Yong Min Pui
1840- Preparation for the Frog Race including “The Dip”
1900- Flag-off for *The 6th IBFR 2017* by Dr. Bolhan Budeng, Head of Ecotourism and Community Participation, Ministry of Tourism, Government of Sarawak
2100- Submission of images / Supper
2200- Screening of documentary, “Fabulous Frogs” (BBC, narration by Sir David Attenborough, playing time: 52 minutes)
2310- Live Auction!
2330- Announcement of awards and distribution of prizes and certificates
2345- Concluding address by Oswald Braken Tissen, SFC
2400- End of programme
2.2 The Products

Exclusive products with amphibian motifs are developed for each International Bornean Frog Race, for distribution to participants and others at the Race at the time of registration. These include:

1. **Frog Race T-shirt**
2. **Frog Race postcard 1** (comprising a winning entry from a previous year, with written permission from the photographer/copyright holder)
3. **Frog Race postcard 2** (comprising a frog collectible montage, including frogs on stamps, coins, match-box labels, telephone cards, advertisement logos, etc)
4. **Personalised Frog Race Stamp** (PosMalaysia SetemKu programme)
5. **Frog Race field guide** to amphibians of the Park (a current checklist illustrate and preferably describe all amphibian adults, and if available, their larval form) known from the Park at the time of the event.
6. **Frog Race programme/bookmark**
7. **Frog Race regular sticker**
8. **Frog Race car sticker**
9. **Frog Race button-badge**
10. **Frog Race printed goody-bag**

Additional items may be produced from year to year, depending on available budget, especially for the Junior Frog Race. The Frog Race postcards can be mailed to participants with the personalised Frog Race stamps upon request. All Frog Race items are archived at the Institute of Biodiversity and Environmental Conservation, UNIMAS and copyright for all items developed for the Race is held by IBEC. In addition, each Race will need to have its own banner, postcard, poster and flayers, while the backdrop itself can be used for multiple years in the race, road-shows and other promotional events.
2.3 The Exhibition

An exhibition of frog-related memorabilia is held at the venue of the event. The intention is to highlight the role of the frog motif in everyday use, in addition to collectibles and other items.

Items for exhibition are received on loan from the public and need to be safely returned upon completion of the event. A receipt may be given to the respective owners for the loan of exhibition items. Exhibition items need to be safely packed and securely transported to and from the venue from UNIMAS. Owners need to be advised to take out insurance, at cost, for any items of value that are given on loan to the exhibition.

Displays may be organised according to where they are encountered, such as living rooms, kitchens, cars, gardens, etc. A separate children’s book section, featuring books for our junior citizens on frogs, toads and salamanders is recommended.

2.4 Documentary Screening

The Programme Subcommittee of the International Bornean Frog Race needs to shortlist and choose one or more documentaries relevant to the event or for the Junior Frog Race. The same needs to be suitable for viewing by the public of all sectors, and of appropriate length. Written permission requires to be taken for any documentary being screened from the copyright holders. In the past years, documentary films produced by the British Broadcasting Corporation (BBC) were screened.
2.5 Live Auction!

A live auction is held before prize-giving at the Race. Items auctioned are donations received from members of the public, and comprise frog-themed items (such as books, paintings, postcards, posters, coins, stamps, toys, stationery, clothing, and virtually all forms of frog-related memorabilia), but not live frogs or items made from frogs. All donations revert back to the Frog Race account with UNIMAS, and are used for organising future editions of the International Bornean Frog Race, or other conservation projects.

Live Auction! runs for about 20-30 minutes, and requires an auctioneer, bid-watchers and a bid recorder. Brief description and market value of items need to be mentioned, as well as names of donors.

The final bid is at the fall of the hammer. Currently, bid increments are RM 10 for items up to RM 100 and RM 20 for items over RM 100. Bid cancellations after winning bids are not permissible. Items won are to be collected after the auction, upon payment in cash, and receipts are issued upon request.
2.6 The Prizes

We list below the prizes awarded for the 6th International Bornean Frog Race 2017. The amount of cash awarded depend on the budget of the Race and will change over time.

**Category 1: Most number of amphibian species found**
Prize: RM1000 + certificate

**Category 2: Best photo taken**

i. **DSLR camera:**
1st Prize: RM 1000 + certificate
2nd Prize: RM 500 + certificate
3rd Prize: RM 300 + certificate

ii. **Compact camera:**
1st Prize: RM 400 + certificate
2nd Prize: RM 200 + certificate

iii. **Mobile phone:**
1st Prize: RM 400 + certificate
2nd Prize: RM 200 + certificate

3. The Essentials

3.1 The Rules

The Rules of the **International Bornean Frog Race** are on the Race website (http://internationalborneanfrograce.weebly.com), the current one printed below. Emendations to these Rules can be expected from time to time.

1. The welfare of frogs is primary to the goals and objectives of the Race. The following rules were formulated to ensure that no frogs are harmed during the event.
2. The Race is open to all physically fit persons. However, the general public can attend the exhibition and talks.
3. All participants have to register online in order to obtain an official entry to the Frog Race.
4. The Frog Race will start with flag-off at 7:00PM and ends at 9:00PM. Late return will result disqualification.
5. Race participants will have to wear the official **Frog Race T-shirt**, and wear **numbered arm-bands** (both supplied by the organisers to registered participants).
6. Participants should make every attempt not to disturb amphibians, such as placing strong light sources too close to the eyes of frogs. Such behaviour causes stress to frogs, and may cause temporary or permanent damage to their eyesight and in addition, lead to stressed frogs being photographed. Images showing such frogs will not be accepted for the competition by our judges.
7. One winner will be chosen for the following two categories:
a) Most number of amphibian species found, and
b) Rarest amphibian found
8. Three winners will be chosen for the best amphibian (including frogs, toads, caecilians and tadpoles) photos (in DSLR, compact camera and mobile phone categories). Each participant is eligible to enter only one category (DSLR, compact camera or mobile phone).
9. Participants must submit their results to the Result Receiving Desk before 10:00PM. Late submissions will be disqualified.
10. Judges' decision on each photo contest category is final.
11. Race participants are allowed to take photos only along the pre-designated trail. Volunteers/Race marshals along the trail will ensure both the safety of the Race participants and of the frogs. Excess disturbance (e.g., usage of flashes beyond acceptable quantum, currently put at three; handling of frogs or destruction of vegetation and other habitats) will be noted for transmission to the judges.
12. All participants will receive a certificate of participation from the organizers.
13. Registration fees are required to participate in the Race, payable in cash or online payment system. Payment is non-refundable.

Do's and Don'ts of the International Bornean Frog Race

Do's
Leave footprints, not litter
Bring a flashlight or a headlamp
Bring a raincoat
Bring enough drinking water

Don'ts
Harm frogs or any other wildlife
Disturb vegetation and other habitats
Stray from the main trail
Make unnecessary noise
The International Bornean Frog Race Judging Criteria

1. Most number of amphibian species found
   (the winner of this category will be the participant who photographically documents the most number of amphibian species).

2. Rarest amphibian found
   (the winner of this category will be the participant who photographs the rarest amphibian, as determined by the judges; this category is not offered in some Races).

3. Best amphibian photo taken
   (For DLSR camera, three winners will be judged according to the following criteria below. Only one entry per participants is allowed. For compact camera and mobile phone categories, only two winners will be chosen).

"Best Photos" Judging Criteria

1. How technically correct is the photo? (20 marks)
   Are the following the best they can be? Focus, sharpness, detail, depth of field, colour, brightness, contrast, saturation, usage of light.

2. Subject matter/Content (20 marks)
   How well does it fall within the Bornean Frog Race objectives?

3. Creativity (20 marks)

4. Composition (20 marks)
   Where does our eye lead to in the photograph?
   Is it creating the visual impact it should?

5. Do I like this photograph? (20 marks)

Total score: 100 marks

3.2 The Participants

Participants of the Race come from all sectors of society, locally and internationally, from young students to retirees. Consequently, the contents of the Race, especially the programme, need to suit a wide variety of expectations.

Many participants will require additional information for joining the event, and patience and empathy will be required for Race personnel dealing with queries online, on the phone or during outreach programmes.

The International Bornean Frog Race should specifically target our junior citizens, and finances permitting, should organise a Junior Frog Race, the contents for which needs to be developed and may change year to year. It should also promote student participation and volunteerism in the Race, including such incentives as academic credits, defrayed expenses of travel to the venue, lower registration costs, etc.
3.3 Registration

A dedicated website exists for the **International Bornean Frog Race** (http://internationalborneanfrograce.weebly.com).

Participants need to register online, on a first-come-first-served basis, providing personal information, dietary restrictions (if any), T-shirt size and bank in or transfer registration fees for the Race. Thereafter, they need to email the payment receipt to the organisers to secure an entry to the Race. Currently, overseas participants are permitted to pay onsite, but need to register online, providing personal details, to allow organisers to order the appropriate sizes of T-shirts and sufficient numbers of meals.

Registration is essential to gain entry to the event, including the talks, workshops, exhibition, live auction, an entrance to the Race and the chance to win prizes.

3.4 Health and Security

The Race is open to all fit individuals (who can walk the ca. 2 km trail at night). Those under the age of 18 need a letter of consent from parents/guardians. All participants need to be reminded to bring flashlights/head lamps, sufficient drinking water, walking shoes, rainwear and personal medication, if any, when attending the event. Participants need to sign a disclaimer, absolving the organisers of responsibility in the unlikely event of an accident, and have to wear the official Frog Race T-shirt and numbered arm-band during the Race.

Qualified emergency medical aid practitioners need to be kept on standby during the event, particularly during the Race period (7–9PM). At the same time, information on the type of emergency health care available at the nearest clinic or hospital need to be at hand, especially in cases of snake envenomation, insect bites and stings with severe allergic reactions.

When VIP attendance is expected, information on protocol and security-related matters may be provided by the protocol department of UNIMAS, and the assistance of the local Police Station will be required.
4. Amenities

4.1 The Venue

The venue for the events require the following:

1. **Forested trails** to allow two hours of observations on amphibians, or ca. at least 2 km of safe, established and well-maintained trails, where amphibian inventories have been conducted. Prior permission needs to be taken from the landowner of the property where the event will take place, and if appropriate, from local governmental agencies.

2. A **large auditorium**, preferably with an installed audio-video projecting LCD system and air-conditioned, seating at least 150 pax. Major talks, inauguration, closing and live auction will be held here.

3. **Outdoor shelters** (such as wooden pondok or gazebo) adjacent to forested areas, where outdoor photography workshop can be held.

4. A **medium-sized (at least 10 x 5 sq m) room** for the amphibian exhibition. Book racks and long tables would be required to put exhibition items, including those for the forthcoming live auction on display.

5. **Dining facilities**, with tables for serving food and drinks, and tables and chairs for participants and organisers to eat and drink. For additional vendors, such as food trucks, extra space close to the venue is required. This will need to be on non-steep areas.

6. **Secure room** to serve as a storage facility, for storage of merchandise, equipment, supplies and prizes.

7. **Workspace** for Frog Race crew and resource persons, including workstations for computers and a printer.

8. **Covered space** with adequate natural light for certain activities, such as the live art workshop, art display and children’s art sessions.

9. **Covered space or rooms** for multiple stations for the junior programme.

10. **Covered space**, as close to main entrance as possible, where registration desks can be set up. If within a National Park, synergy is needed between the main gate of the Park, where ticket payments are made, and the Frog Race registration desk, so all participants pay entry prior to registration for the Race.

11. **Toilet facilities** (that may require hourly cleaning), for use by over 200 pax during the event.

12. Adequate and safe **parking space** for participants, organisers and invited guests. For VIPs, park spots adjacent to the venue will be required also.

When adequate numbers of rooms are not available at the venue, covered marquees can offer a suitable substitute for certain activities, such as some talks and workshops. At the end of the event, it is the responsibility of the Race organisers to help clean up the venue, and remove all trash generated during the event from the site.
Additionally, the venue of the Race needs to be not more than 50 km (or under 1 hour) drive from a city centre with adequate hotel options for all categories of tourists (especially, budget hotels, homestays and other accommodation options), bearing in mind that the event ends past midnight. Further, it needs good flight connections locally and internationally.

Some foreign delegates, as well as government employees, may require an invitation letter for visa or permission to attend the event, and standard letters need to be prepared.

4.2 Food and Beverages

Since the programme starts at 2PM and ends past midnight, and is usually held at sites with no catering facilities, food and drinks need to be provided to the participants and members of the organising team and other support staff. This includes a dinner prior to the Race itself and a light supper after the Race. Foremost is the timeliness of service, on account of the short window of time available for participants and Race Marshalls for their meals, especially dinners.

Meals need to be mild (as opposed to high in salt and spices), to suit an international audience and children, and adequate in terms of quantity and variety. They can be distributed via an ‘assisted’ buffet (with at least two queues) or distributed in environmentally-friendly packaging (styrofoam should not be used). When meals are pre-ordered, the number of people with special dietary needs (especially vegetarians) need to be noted from online registration, and these figures passed on to the caterers.

Adequate quantity of drinking water needs to be provided to the participants, either as part of the goody-bag items, or via dispensers and/or on sale in special drinks kiosks, along with other healthy beverages (such as isotonic drinks, etc). Permitting vendors to provide additional food and beverages is encouraged, to promote local economy.

5. Financial Matters

5.1 Sponsorship

The International Bornean Frog Race is funded entirely via donations from corporate bodies, governmental agencies and members of the public. Fund-raising activities may take place year round, as budgets for corporate social responsibility (CSR) may be finalised by the end of the preceding year.
Potential sponsors include companies with established CSR programmes, relevant ministries, both State and Federal (concerned with tourism, natural resource management planning, etc), smaller companies and private individuals who support such activities for the public good. Cash in hand may also be derived from the balance from previous years’ Race. Donations accepted include cash (to pay for food, resource person travel, cash prizes, etc), full payment or defrayment of printing charges (for goody bag items, backdrops, banners, flyers, etc), hampers (comprising food and drinks) or prizes (such as books and other items). Auction items are also solicited or accepted from the public.

Sponsors are acknowledged in all printed medium and in the websites and officially thanked at the event, also via letter and email. One or more sets of goody bags are given to each sponsor at the end of the event. Further, sponsors may request reporting of the event and expenditure in prescribed formats, after the event. Finally, sponsors need to be invited to all briefings concerned with the **International Bornean Frog Race**.

### 5.2. Promotion

Promotion of the event has traditionally been via the **social media** (FaceBook, Instagram, YouTube and a dedicated website) as well as road-shows. The latter has been organised successfully in the larger malls in Kuching and Miri, as well as in the Kuching International Airport and the Kuching Waterfront, all of which being places frequented by foreign tourists and the general public. Other potential areas are the larger hotels and tourism fairs, where flyers and banners can be strategically placed. Email-blasts to participants of previous Races and relevant conservation and natural history interest groups in the region have also been effective in publicising the event. Finally, several local **tourism and airlines magazines** (such as BorneoTalk, Kuching In and Out, Going Places and Travel 3Sixty) and **herpetological periodicals** (FrogLog and Herpetological Review) have carried articles on the event, as have local newspapers.
Promotional booth needs to be established to advertise the event to both Sarawakians and visitors to the State. Most effective sites have been the larger shopping malls; others have been the Kuching Waterfront and the Kuching International Airport. Volunteers at these booths should be familiar with the event, especially the rules of the Race, and explain the same to visitors. Since booths in malls need to run for 12 hours (10AM to 10PM), a duty roster for volunteers need to be established, whereby at least two persons are at the booth at a time. They should ideally be able to communicate in Bahasa Malaysia, Chinese and English. The booth should be set up with attractive images and models of frogs, including posters, backdrop, toys, terrarium with live frogs, etc. Additional activities at these booths may include colouring competition or quiz competitions, or simple questionnaire surveys, with prizes (of postcards, toy frogs and other memorabilia from past Races) given to participants/winners.

Depending on UNIMAS finance policy at the time, registration to the event may be made on-site and cash received, or banked in at a nearby ATM machine, and the receipt photocopied/photographed, and an entry to the Race given on the spot to a visitor to the stall. The booth may be shared with any co-organisers of the Race. Volunteer remuneration for transport, parking and one meal should be budgeted.

Logos of all organising and sponsoring agencies need to be prominently visible on printed media at the venue, such as on backdrop and banners. UNIMAS being the primary organiser, the university logo needs to appear to the bottom left of such material, the co-organiser to its right. When sponsorship is received from governmental agencies, the logos of the Federal and State agencies need to appear on the bottom left, respectively, followed by other agencies, depending on the quantum of grant received. Other forms of sponsorship (e.g., products, defrayment of costs) can be acknowledged in a lower row, again in order of quantum of support received.

Giant electronic billboards at the UNIMAS campus have, in the past, advertised the event, and other such billboards in Kuching city, in addition to advertisement on FM radio and local television stations, have been sponsored by the Ministry of Tourism Malaysia. The Race Crew needs to work with UNIMAS Corporate Communications and with relevant Ministries, Federal as well as State, to advertise the event, especially about a month before it is held.

To ensure adequate media publicity, Race personnel needs to work with the Corporate Communications office of UNIMAS, in order to invite members of the media. A media-pack needs to be developed for distribution, and a designated spokesperson available during the Race to respond to any additional queries or interviews.
6. Tail-piece

6.1 Additional Events

Over the years, additional events have been held by UNIMAS and its partnering agency, the Sarawak Forestry Corporation, in conjunction with the International Bornean Frog Race. These are self-contained events in that resources for organising them are raised separately, and the Race budget does not include these activities.

These include Kubah Week and Walk in the Park with Frog Scientists (organised by the Sarawak Forestry Corporation) and the Indo-Pacific Amphibian Symposium, Frog Philatelic Exhibition, and the Frog Race Run (organised by UNIMAS). Synergy between these events and the International Bornean Frog Race has helped publicise the Race further.

6.2 Debriefing and Feedbacks

If the International Bornean Frog Race has gone from strength to strength, it is perhaps due to its ability to absorb feedback from participants, positive and otherwise. Such inputs are carefully considered by the Race Crew. An official debriefing meeting is typically held after about a fortnight of the Race, when all stakeholders meet, and a postmortem analysis is conducted. Thus, constructive criticism from participants is much appreciated, helping the Race improve its content, safety and make the next International Bornean Frog Race a more exciting one.

6.3 Websites and Links

International Bornean Frog Race
(http://internationalborneanfrograce.weebly.com)

Facebook
(https://www.facebook.com/TheBorneanFrogRace)

Instagram
https://www.instagram.com/internationalborneanfrograce

Università Malaysia Sarawak
(http://www.unimas.my)

The Herpetofaunal Biology Group
(http://theherpetofaunalbiologygroup.weebly.com)