

Fair Play and Integrity in Sport



Edited by Justin Healey

ISSUES
IN SOCIETY

Fair Play and Integrity in Sport

Volume | 383

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IN SOCIETY

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INTRODUCTION

Fair Play and Integrity in Sport is Volume 383 in the 'Issues in Society' series of educational resource books. The aim of this series is to offer current, diverse information about important issues in our world, from an Australian perspective.

KEY ISSUES IN THIS TOPIC

Australians love playing and watching their sport. In our society, elite sportspeople are viewed as role models, however, an increasing incidence of sporting scandals is compromising sporting values and the spirit of competition, spurred on by commercial pressures to win at all costs.

How should we prepare young Australians to make well-informed decisions in regard to enjoying and playing sport in a world seemingly rife with corruption, gambling, political power plays and poor sportsmanship?

This book highlights the principles of fairness and integrity in sport and investigates the nature and extent of corruption and cheating in Australian and international sports. The book also tackles a number of concerns in relation to abuse and discrimination. How can elite athletes, players and sporting organisations play by the rules, and ensure we all have a sporting chance?

SOURCES OF INFORMATION

Titles in the 'Issues in Society' series are individual resource books which provide an overview on a specific subject comprised of facts and opinions.

The information in this resource book is not from any single author, publication or organisation. The unique value of the 'Issues in Society' series lies in its diversity of content and perspectives.

The content comes from a wide variety of sources and includes:

- Newspaper reports and opinion pieces
- Website fact sheets
- Magazine and journal articles
- Statistics and surveys
- Government reports
- Literature from special interest groups

CRITICAL EVALUATION

As the information reproduced in this book is from a number of different sources, readers should always be aware of the origin of the text and whether or not the source is likely to be expressing a particular bias or agenda.

It is hoped that, as you read about the many aspects of the issues explored in this book, you will critically evaluate the information presented. In some cases, it is important that you decide whether you are being presented with facts or opinions. Does the writer give a biased or an unbiased report? If an opinion is being expressed, do you agree with the writer?

EXPLORING ISSUES

The 'Exploring issues' section at the back of this book features a range of ready-to-use worksheets relating to the articles and issues raised in this book. The activities and exercises in these worksheets are suitable for use by students at middle secondary school level and beyond.

FURTHER RESEARCH

This title offers a useful starting point for those who need convenient access to information about the issues involved. However, it is only a starting point. The 'Web links' section at the back of this book contains a list of useful websites which you can access for more reading on the topic.

AUSSIE, AUSSIE, AUSSIE, OI, OI, OI: WHY DO WE LOVE SPORT SO MUCH?

Is sport the last remaining institution of faith in Australian society? Sociology professor **Gary Wickham** explores Australians' sporting obsession

Australians have a remarkable affection for their sport, an affection which has endured for well over 150 years. They love the sports they play but, even more so, they love the sports they watch – both in large numbers at the grounds or via broadcast. This enduring love extends to all codes, particularly Australian rules and rugby league.

What binds Australians so closely to their AFL and NRL teams? Why do these institutions remain so popular – cherished, even – when levels of participation and interest in our churches and our politics have slipped considerably over recent decades?

The main reason is that the two football codes continue to offer a sense of shared identity to their followers, one that churches and political parties do not. When Australians identify with a football club, they enjoy a strong feeling of belonging outside of their families and their places of work (which, after all, are not voluntary in the way football is voluntary).

A shared sense of identity is what foundational sociologist Emile Durkheim considered to be the basis of all societies, large and small. Identifying with others through beliefs and rituals, he thought, is what makes societies strong. Conversely, if people lose their sense of commitment to the communal aspects of their

lives, Durkheim was convinced they and their societies would fall into a state of despair, for which he used the word 'anomie'.

What binds Australians so closely to their AFL and NRL teams? Why do these institutions remain so popular – cherished, even – when levels of participation and interest in our churches and our politics have slipped considerably over recent decades?

One of Durkheim's most insightful 21st century followers, the American scholar Robert Putnam, has come up with a magnetic catch phrase for what he sees as the spread of anomie today in many parts of his own country – 'bowling alone'.

In a book with this title, Putnam suggests that when activities which deliver a shared sense of identity, like communal bowling, are allowed to fade into inconsequence or oblivion, they are replaced only with individualistic pursuits. It is not just the local area that suffers: it is as if the national spirit takes a hit.



For Australians, footy might well be an inoculation against anomie.

As well as identifying with a club, Australians identify with other fans, and with the media outlets that feed them their daily fix of information or gossip (for many this fix might now be hourly). They even seem to identify with the codes themselves. They may well be suspicious of the empire builders at AFL House at the Docklands and at NRL HQ in Moore Park, but even so they remain loyal to 'their game'.

As well as identifying with a club, Australians identify with other fans, and with the media outlets that feed them their daily fix of information or gossip. They even seem to identify with the codes themselves.

Most of all they identify with the players. Players are granted the status of dear friends unmet, or even family members who are loved despite not visiting. This is why diehard fans aren't keen on players who switch teams without a good reason. That is a reason the fans can understand. Such reasons can include money or family location, but woe betide any 'deserting' player who lets it be known he is leaving because he doesn't like it 'here' and feels no sense of loyalty to the place.

It's also the reason, I suggest, most fans are not buying into the indignation some media commentators are working up about the use of supposed 'performance enhancing' drugs at some clubs. It's not that the fans approve of the use of such substances; they don't, especially where they are shown to be dangerous to the players' health.

But they are offended by the idea that 'their' players might be very severely punished simply for following the instructions of authority figures at their clubs, something the fans (and the clubs) normally regard as a vital component of doing well. These proposed severe punishments thus seem 'un-Australian' in most fans' view and not at all a 'fair go'.



A sporting culture

Australians love their sport, both playing it and watching it. Australia has often achieved impressive results at the elite level. In the 2004 Athens Olympic Games, Australia ranked fourth overall in the medal tally behind the United States, China and Russia. In the 2006 Football World Cup, Australia reached the final 16. Australia is also ranked the top cricketing nation in the world.

But it's not just at this top level that Australians enjoy their sport. A recent national survey showed that more than 11 million Australians aged 15 or over participated at least once a week in physical activity for exercise, recreation and sport – a participation rate of almost 70 per cent. The 10 most popular physical activities were walking, aerobics/fitness, swimming, cycling, tennis, golf, running, bushwalking, football (often referred to as soccer in Australia) and netball. Other popular sporting activities include Australian football, rugby, hockey, basketball, baseball, car racing, horse racing, sailing and snow skiing.

The most watched sports in Australia include Australian rules football, a uniquely Australian game with roots traceable to early forms of rugby and Gaelic football, rugby league, rugby union and cricket. The Australian Open, held in Melbourne, is one of tennis's four Grand Slam events. Australia has more than 120 national sporting organisations and thousands of state and local bodies.

Department of Foreign Affairs and Trade. *About Australia: People, culture and lifestyle* (last updated February 2012). Retrieved from www.dfat.gov.au on 5 May 2014.

Just as they would accept with equanimity their teenager being given a minor punishment by the school principal for smoking but be outraged if the kid were handed a two-year suspension, so to they are outraged by the idea of a two-year suspension for players who simply followed instruction.

This brings us to another important reason behind Australians' deep commitment to their codes and clubs. Football allows them the chance to dance with the universe, as it were, to revel in the occasions when the gods deliver them justice and victory and to wallow in the misery of injustice and defeat.

Injustice and defeat are two qualities many footy followers regard as inseparable twins. In this way, few defeats are 'just' in the minds of true believers, mainly because these believers would have to turn on their own if they have to deal with too many 'just defeats', having nothing else left to blame but the players.

This is something they are not keen to do. But they have demonstrated often enough that they will do it if they feel they have been humiliated by the universe in the eyes of rival fans – or even just in their own eyes.

Gary Wickham is Professor of Sociology at Murdoch University.

THE CONVERSATION

Wickham, G (18 June 2013). *Aussie, Aussie, Aussie, Oi, Oi, Oi: why do we love sport so much?* Retrieved from <http://theconversation.com/au> on 5 May 2014.

MAKING YOUNG AUSTRALIANS GOOD SPORTS THROUGH FAIR PLAY

How do we ensure that future generations of Australians will play sport and enjoy watching it, asks **Hans Westerbeek**

If elite professional sport is a microcosm of our society, then ... Houston, we have a problem.

How do we better prepare young Australians to make well-informed decisions in regard to playing and enjoying sport in a world where performance-enhancing drugs, sexism, homophobia, racism, corruption, gambling and political power plays are rife?

Sport reflects the society in which it exists. Important cultural values are expressed, and often magnified, through the lens of sport, but this is also the start of the slide.

The progressive commercialisation of sport, and the transfer of 'win at all costs' capitalist business values to the sporting arena have overshadowed positive outcomes, such as social engagement, community connections and tolerance towards cultural, racial and gender issues, among other things.

Successful athletes as role models are increasingly part of the focus: even my four-year-old celebrates scoring a goal in the same style as one of the sleeve-tattooed, womanising, bling-wearing, Ferrari-driving, reality celebrity scene-hopping players from the English Premier League.

Super cheats such as Lance Armstrong wield their success to build their media profile and use associations like LiveStrong to enhance their credibility. Through their influence they turn what was once considered 'wrong' (cheating through drug use) into what is acceptable and widespread in the peloton.

Drugs became a part of cycling culture, was institutionalised, and the next generation of elite cyclists became more accepting of it, until, finally, a tipping point was reached. One hopes this has now been corrected in world cycling.

Fair play is a fundamental value as far as the integrity of sport is



The progressive commercialisation of sport, and the transfer of 'win at all costs' capitalist business values to the sporting arena have overshadowed positive outcomes, such as social engagement, community connections and tolerance towards cultural, racial and gender issues, among other things.

concerned: to act fairly in the interest of the individual and others.

However, what is 'fair' in 'fair play', seems to have become open to interpretation now that sport is seen as both business and entertainment.

For example, Essendon Football Club didn't remove the 'whatever it takes' slogan from its media backdrops for the entire 2013 season. It was a visual expression

of club culture – even while under intense societal scrutiny over the supplements scandal. It also shows at a deeper cultural level that the club's leaders did not feel individually or collectively responsible for their actions.

The 'whatever it takes' and 'win at all costs' attitudes were not considered 'morally wrong'. The problem for sport is not that what Essendon's leaders did was morally

However, what is 'fair' in 'fair play', seems to have become open to interpretation now that sport is seen as both business and entertainment.

orientations; sport that levels the playing field of life.

The foundation of sport's integrity is laid with our children's first exposure to competitive human movement, and it never stops developing and deepening. As much as it develops motor skills, a staple diet of physical education at primary and secondary levels can also underpin a positive self-image. A nice bonus to this is the increasing evidence that regular physical activity greatly enhances our ability to learn. And this includes moral learning.

We also need to put much greater emphasis on the training and education of coaches, particularly those who coach younger children. Too many clubs rely on parents or even poorly trained professionals who coach 10-year-olds as though they're adults and 'stimulate' them with a disproportionate emphasis on the importance of winning.

Let children play and, in the process, let them learn the rules of fair play.

It is heartening that Australia's tertiary sport, exercise science, and active living programs are up there with the best in the world. Pseudo-scientists and 'doctors' like the frauds servicing Lance Armstrong's cycling team have greatly damaged the reputation of the majority of well-trained and ethically responsible sport science graduates and medical professionals.

Perception is reality, and it is up to the new generation of sport scientists, and the university programs they develop, to ensure that Australian sport science research and education is of the highest ethical standard in the world.

Young Australians deserve to be introduced to the best possible sport coaching and physical education. It is the responsibility of parents, educators, adults, and academics to lift sport's integrity and put it where it belongs – in a field of play that

adds significant social capital and moral value to all our lives. This will mean that by the time our children compete for their club, their state or their country, their coaches or parents do not need to teach them what they can or cannot do. They will already know what is right and what is wrong.

Hans Westerbeek is Professor of sport business and Dean of the College of Sport and Exercise Science at Victoria University.

Westerbeek, H (27 May 2014). *Making young Australians good sports through fair play*. Retrieved from www.theage.com.au on 30 May 2014.

Fair play is a fundamental value as far as the integrity of sport is concerned: to act fairly in the interest of the individual and others.

wrong, it's that they did not consider it to be wrong.

We are at a critical tipping point.

How do we ensure that future generations of Australians will play sport and enjoy watching it? Sport where athletes compete with only their own physical and mental prowess. Where athletes and those who prepare them commit to the competitive game, rather than trying to influence the outcome by other means. Sport that brings people together from all walks of life, from various cultural and racial

THE ESSENCE OF FAIR PLAY

The meaning of fairness in sport, explained by the **International Fair Play Committee**

WHAT IS FAIR PLAY?

Fair play is a complex notion that comprises and embodies a number of values that are fundamental not only to sport but also to everyday life.

Respect, friendship, team spirit, fair competition, sport without doping, respect for written and unwritten rules such as equality, integrity, solidarity, tolerance, care, excellence and joy, are the building blocks of fair play that can be experienced and learnt both on and off the field.

Respect

For every athlete, playing by the written rules is mandatory. Respecting the unwritten ones is a must. Fair play requires unconditional respect for opponents, fellow players, referees and fans.

Friendship

Rivalry on the field does not exclude friendship. On the contrary. Friendship could grow from noble rivalries.

Team spirit

Individuals can be strong on their own but they are much stronger in a team. Victory achieved alone can be sweet but there is nothing sweeter than sharing that moment with your team.

Fair competition

To enjoy the fruits of success it is not enough to win. Triumph must be scored by absolutely fair means and by honest and just play.

Sport without doping

Someone who takes drugs cheats. Someone who cheats ruins the game. Someone who ruins the game cannot be played with.

Equality

Competing on equal terms is essential in sport. Otherwise performance cannot be measured properly.

Integrity

Being honest and having strong moral principles are essential to fair play. Practising sport within a sound ethical framework is vitally important if you aim to be a true champion.

Solidarity

It is important to support each other and share feelings, aims and dreams. Mutual support brings mutual success on and off the field.

Tolerance

The willingness to accept behaviour or decisions you may not agree with develops your self-control.

Ultimately that could be the deciding factor when it comes to winning or losing.

Care

True champions care about each other as they are well aware they could not be where they are without being cared for by others.

Excellence

Sport engages us in a collective effort to pursue human excellence.

Joy

Baron Pierre de Coubertin, the father of the modern Olympic Games said: *“The important thing in life is not the triumph, but the fight; the essential thing is not to have won, but to have fought well.”* Competition can be severe but you should always first look for joy when practising any sports. You should never forget about the play even in the heat of the fight.

Without fairness and trustworthiness the established order of our society is at risk. If we do not play by the rules, we ruin the spirit of the game and it is impossible to play with destroyers of the game.

Fair play, which is an essential and central part of successful involvement, promotion and development in both sport and life, can teach people tolerance and respect for others. It allows them to integrate into society and create a sense of teamwork. Fair play in sport is capable of giving hope, pride and identity, and it is able to unite where nationalities, politics, religions and cultures often divide.

Cooperation in the spirit of fair play delivers even greater results than pure gamesmanship in all walks of life. It plays a key role, the role of a catalyst in today's society as a means of improving quality of life and human wellbeing.





FAIR PLAY FOR CHAMPIONS OF SPORT

There is no sport without fair play and there are no champions either.

“It takes more than crossing the line first to make a champion. A champion is more than a winner. A champion is someone who respects the rules, rejects doping and competes in the spirit of fair play.”

Jacques Rogge, IOC President

“Fair play gives sport the character of beauty. Fair play is a common language, the cement of sports that is capable of gathering together the whole sports world. There are many champions, but the champion of champions is the one who trains, competes and lives in the spirit of fair play.”

Jenö Kamuti, President of the International Committee for Fair Play

“Fair play incorporates the concepts of friendship, respect for others and always playing within the right spirit. Fair play is defined as a way of thinking, not just a way of behaving.”

Code of Sport Ethics, Council of Europe

“The important thing in life is not the triumph, but the fight; the essential thing is not to have won, but to have fought well.”

Baron Pierre de Coubertin

FAIR PLAY FOR CHAMPIONS OF EVERYDAY LIFE

“Neither by nature, then, nor contrary to nature do the virtues arise in us; rather we are adapted by nature to receive them, and are made perfect by habit.”

Aristotle, Nichomachean Ethics

“The notion of fair play is a universally understood concept, which underpins all of sport. Without fairness, sport is devoid of any meaning or purpose. Worse still, it can be a detrimental experience for its participants.”

But fair play is also a philosophy – one of respect for others, and respect for the institution of sport. It leads to an agreement, between all of those involved in sport, on the values and lessons that we want sport to teach our children and ourselves.

Playing fair also has to do with making choices. As we interact with each other in sport, or as spectators of sport, we must regularly consider and define what we think is right and what is not. Sport engages us in a collective effort to pursue human excellence. As our children interact with each other in sport, their ability to make good choices about fair play issues matures along with their ability to think and learn about what makes for a rewarding and fulfilling life in society.”

Canadian Centre for Ethics in Sport

“Fair play is a positive concept. Sport is a social and cultural activity which, practiced fairly, enriches society and the friendship between nations. Sport is also recognised as an individual activity which, played fairly, offers the opportunity for self-knowledge, self-expression and fulfilment; personal achievement, skill acquisition and demonstration of ability; social interaction, enjoyment, good health and wellbeing. Sport promotes involvement and responsibility in society with its wide range of clubs and leaders working voluntarily. In addition, responsible involvement in some activities can help to promote sensitivity to the environment.”

Code of Sports Ethics, Council of Europe

VALUES FOR LIFE

Fair play is not a theory. Fair play is an attitude that manifests itself in behaviour. Whenever we act in the spirit of fair play we contribute to building a peaceful and better world.

The following values which are the building blocks of fair play can easily be expressed in the interactions of everyday life.

- Respect
- Friendship
- Team spirit
- Fair competition
- Respect for written and unwritten rules
- Equality
- Integrity
- Solidarity
- Tolerance
- Care
- Joy.

International Fair Play Committee. *Fair Play: The Essence of Fair Play*. Retrieved from www.fairplayinternational.org on 30 May 2014.

FAIR PLAY – THE WINNING WAY

THROUGH FAIR PLAY, INDIVIDUALS, SPORTS ORGANISATIONS AND SOCIETY AS A WHOLE ALL WIN, ACCORDING TO THIS FACT SHEET FROM UNESCO

AIMS

The basic principle of the *Code of Sports Ethics* is that ethical considerations leading to fair play are integral, and not optional elements, of all sports activity, sports policy and management, and apply to all levels of ability and commitment, including recreational as well as competitive sport.

The Code provides a sound ethical framework to combat the pressures in modern day society, which appear to be undermining the traditional foundations of sport – foundations built on fair play and sportsmanship, and on the voluntary movement.

The primary concern and focus is fair play for children and young people, in the recognition that children and young people of today are the adult participants and sporting stars of tomorrow. The Code is also aimed at the institutions and adults who have a direct or indirect influence on young people's involvement and participation in sport.

The Code embraces the concepts of the right of children and young people to participate and enjoy their involvement in sport, and the responsibilities of the institutions and adults to promote fair play and to ensure that these rights are respected.

DEFINING FAIR PLAY

Fair play is defined as much more than playing with the rules. It incorporates the concepts of friendship, respect for others and always playing within the right spirit. Fair play is defined as a way of thinking, not just a way of behaving. It incorporates issues concerned with the elimination of cheating, gamesmanship, doping, violence (both physical and verbal), the sexual harassment and abuse of children, young people and women, exploitation, unequal opportunities, excessive commercialisation and corruption.

Fair play is a positive concept. Sport is a social and cultural activity which, practised fairly, enriches society and the friendship between nations. Sport is also recognised as an individual activity which, played fairly, offers the opportunity for self-knowledge, self-expression and fulfilment; personal achievement, skill acquisition and demonstration of ability; social interaction, enjoyment, good health and wellbeing. Sport promotes involvement and responsibility in society with its wide range of clubs and leaders working voluntarily. In addition, responsible involvement in some activities can help to promote sensitivity to the environment.

RESPONSIBILITY FOR FAIR PLAY

Involvement and participation in sport among children and young people takes place within a wider social environment. The potential benefits to society

and to the individual from sport will only be maximised where fair play is moved from the peripheral position it currently occupies to centre stage. Fair play must be given the highest priority by all those who, directly or indirectly, influence and promote sporting experiences for children and young people.

These include:

- **Governments:** at all levels, and including agencies working with Government. Those involved in formal education have a particular responsibility.
- **Sports and sports-related organisations** including Sports Federations and Governing Bodies; Physical Education Associations, Coaching Agencies and Institutes, Medical and Pharmacological Professions and the Media. The commercial sector, including sports goods manufacturers and retailers and marketing agencies, also has a responsibility to contribute to the promotion of fair play.
- **Individuals** including Parents, Teachers, Coaches, Referees, Officials, Sports Leaders, Administrators, Journalists, Doctors and Pharmacists; and those role models who have achieved levels of sporting excellence and fame; those who work on a voluntary or on a professional basis. Individuals may also have responsibilities in their capacity as spectators.

Each of these institutions and individuals has a responsibility and a role to play. This *Code of Sports Ethics* is addressed to them. It will only be effective if all involved in sport are prepared to take on the responsibility identified in the Code.

GOVERNMENTS

Governments have the following responsibilities:

- To encourage the adoption of high ethical standards in all aspects of society within which sport operates.
- To stimulate and support those organisations and individuals who have demonstrated sound ethical principles in their work with sport.
- To encourage the education profession to include the promotion of sport and fair play as a central part of the physical education curriculum.
- To support initiatives aimed at promoting fair play in sport, particularly amongst the young, and encouraging institutions to place fair play as a central priority in their work.
- To encourage research both nationally and internationally which improves our understanding of the complex issues surrounding young people's involvement in sport and which identifies the extent of poor behaviour and the opportunities for promoting fair play.

SPORTS AND SPORTS-RELATED ORGANISATIONS

Sports and sports-related organisations have the following responsibilities:

In setting a proper context for fair play

- To publish clear guidelines on what is considered to be ethical or unethical behaviour and ensure that, at all levels of participation and involvement, consistent and appropriate incentives and/or sanctions are applied.
- To ensure that all decisions are made in accordance with a Code of Ethics for their sport which reflects the European code.
- To raise the awareness of fair play within their sphere of influence through the use of campaigns, awards, educational material and training opportunities. They must also monitor and evaluate the impact of such initiatives.
- To establish systems which reward fair play and personal levels of achievement in addition to competitive success.
- To provide help and support to the media to promote good behaviour.

When working with young people

- To ensure that the structure of competition acknowledges the special requirements of the young and growing child and provides the opportunity for graded levels of involvement from the recreational to the highly competitive.
- To support the modification of rules to meet the special needs of the very young and immature, and put the emphasis on fair play rather than competitive success.
- To ensure that safeguards are in place within the context of an overall framework of support and protection for children, young people and women, both to protect the above groups from sexual harassment and abuse and to prevent the exploitation of children, particularly those who demonstrate precocious ability.
- To ensure that all those within or associated with the organisation who have a responsibility for children and young people are qualified at an appropriate level to manage, train, educate and coach them, and in particular that they understand the biological and psychological changes associated with children maturation.

INDIVIDUALS

Individuals have the following responsibilities:

Personal behaviour

- To behave in a way which sets a good example and presents a positive role model for children and young people; not in any way to reward, to demonstrate personally, nor to condone in others unfair play and to take appropriate sanctions against poor behaviour.
- To ensure that their own level of training and

qualification is appropriate to the needs of the child as they move through different stages of sporting commitment.

When working with young people

- To put as a first priority the health, safety and welfare of the child or young athlete and ensure that such considerations come before vicarious achievement, or the reputation of the school or club or coach or parent.
- To provide a sporting experience for children that encourages a lifelong commitment to health-related physical activity.
- To avoid treating children as simply small adults but be aware of the physical and psychological changes that occur during maturation and how these affect sporting performance.
- To avoid placing expectations on a child unrelated to his or her capacity to meet them.
- To put the enjoyment of the participant as a priority and never place undue pressure which impinges on the rights of the child to choose to participate.
- To take equal interest in the less talented as in the talented and emphasise and reward personal levels of achievement and skill acquisition in addition to more overt competitive success.
- To encourage young children to devise their own games with their own rules, to take on the roles of coach, official and referee in addition to participant; to devise their own incentives and sanctions for fair or unfair play; and to take personal responsibility for their actions.
- To provide the child and young person and child's family with as much information as possible to ensure awareness of the potential risks and attractions of reaching levels of high performance.

SUMMARY

Fair play is an essential and central part of successful promotion, development and involvement in sport. Through fair play, the individual, the sports organisations and society as a whole all win. We all have a responsibility to promote *Fair Play – The Winning Way*.

UNESCO. *Fair play – the winning way (Qui joue loyalement est toujours gagnant)*. Retrieved from <http://portal.unesco.org> on 30 May 2014.

WHAT IS SPORT INTEGRITY?

THE AUSTRALIAN SPORTS COMMISSION EXPLAINS THE SIGNIFICANCE OF INTEGRITY, ETHICS AND CULTURE IN SPORT

Integrity is the integration of outward actions and inner values. A person with integrity does what they say they will do in accordance with their values, beliefs and principles. A person of integrity can be trusted because he or she never veers from inner values, even when it might be expeditious to do so. A key to integrity, therefore, is consistency of actions that are viewed as honest and truthful to inner values.

A sport that displays integrity can often be recognised as honest and genuine in its dealings, championing good sportsmanship, providing safe, fair and inclusive environments for all involved. It will be also expected to 'play by the rules' that are defined by its code.

A sport that generally displays integrity has a level of community confidence, trust and support behind them. The impact of this on their business cannot be underestimated.

Integrity in sport can lead to:

- Increased participation – loyalty of members and the attraction of new members.
- Financially viable – through membership, attraction of sponsors and funding grants.
- On field success – attraction of players who want to be associated with a healthy, successful brand.

Activities and behaviours that define sport as lacking integrity include: creating an unfair advantage or the manipulation of results through performance enhancing drugs, match fixing or tanking. Anti-social behaviours demonstrated by parents, spectators, coaches and players are also a significant integrity issue for sport. Such behaviours may include bullying, harassment, discrimination and child abuse.

The integrity of a sport will be judged by its participants, spectators, sponsors, the general public and

INTEGRITY

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more often than not, the media. The survival of a sport therefore relies on ensuring that 'the sport is the same on the outside as it is on the inside' and remains true to its values, principles and rules.

What is sport ethics?

Ethics is the system that reinforces acceptable behaviours or values thereby ensuring a level of integrity or good character is maintained. Sport ethics helps us see and differentiate right from wrong.

For example, we know that a person that handballs a goal in football, and tries to get away with it, is breaking the rules. They break the ethical code of football by being dishonest and cheating. Their integrity is brought into question through their actions. In this sense 'ethics' are the overarching systems and concepts that dictate integrity. Such systems in sport include defined values, codes of conducts, by-laws, rules, policies and the implementation of these policies and rules.

What is sport culture?

Sport culture or 'the way we do things around here', is the brand that presents itself to the public. A healthy culture is generally displayed in those sporting organisations that recognise the paramount importance of maintaining their integrity.

This recognition is owned by the leadership group and trickles down through all levels of the organisation. A sport with a positive culture will demonstrate energy, commitment and effort in developing systems to ensure their sport is one that all members are proud to participate in and support. The key to a positive sport culture is consistency of action.

Australian Sports Commission.
What is sport integrity? Retrieved from
<http://ausport.gov.au> on 13 May 2014.

ETHICAL AND INTEGRITY ISSUES IN AUSTRALIAN SPORT

Summary of the *Ethical and Integrity Issues in Australian Sport* survey from the **Australian Sports Commission**

This research, commissioned by the Australian Sports Commission (ASC) and conducted by Colmar Brunton Social Research in April 2010, identifies ethical and integrity issues within Australian sport, providing a better understanding of the incidence, prevalence and impact of these issues in the Australian sports system.

The priority issues around ethics and integrity within Australian sport were identified as going beyond the spirit of the game, verbal abuse and athletes being pushed too hard by coaches and parents.

The outcomes of this survey will assist in guiding the Australian Sports Commission and its partners with the development of industry-wide national strategies and solutions.

Survey

The survey covered a range of issues related to the areas of:

- Abuse and violence
- Winning beyond the rules of the game
- Inequity and harassment
- Anti-social behaviours and attitudes
- Junior participation
- Gender participation
- Athlete wellbeing
- Specific roles.

Respondents

Over 3,700 responses were received across the following categories:

	National	State	Local	Total
Player	179	182	536	897 (24%)
Coach	159	281	1,205	1,645 (44%)
Official	169	189	214	572 (15%)
Administrator	113	171	336	620 (17%)
Total	620 (17%)	823 (22%)	2,291 (61%)	3,734

Of those who responded:

- 55 per cent were male and 45 per cent were female
- 67 per cent were involved in team sport, 20 per cent were involved in individual competition or squad training, and 13 per cent were involved in individual competition or training
- 63 per cent were from capital cities, 30 per cent were from major regional centres and 26 per cent were from small regional centres or country areas
- 6 per cent were aged under 18 years, 27 per cent were aged between 18 and 39, 54 per cent were aged between 40 and 59, and 12 per cent were aged 60 or older.

Key findings

Respondents identified similar issues regardless of role, type of sport or level of sport. The key issues that consistently emerged for each category have been identified below.

Issues most frequently seen within sport

- Juniors participating against more physically developed opponents
- Sledging
- Athletes being pushed too hard by coaches or parents
- Negative coaching behaviours and practices
- Juniors participating against more skilled opponents
- Negative administrative behaviours and practices.

Issues that most negatively impact on sport

- Going beyond the spirit of the game
- Verbal abuse
- Negative coaching behaviours and practices
- Athletes being pushed too hard by coaches/parents
- Negative administrative behaviours and practices
- Negative officiating behaviours and practices.

Negative coaching behaviours and practices

The negative coaching behaviours and practices most seen were:

- A focus on winning at all costs
- Bias or favouritism



- Criticism of officials
- Verbally abusive coaching style
- Team/athlete selection
- Not managing players holistically.

The negative behaviour has the most impact on the perceived culture of the sport or organisation and the enjoyment of the people involved.

Negative administrative behaviours and practices

The negative administrative behaviours and practices most seen were:

- Conflicts of interest
- Selection process and decisions
- Favouritism or nepotism
- Lack of experience or competence
- Not following an organisation's policy, process or rules in decision-making
- Not giving consideration to members.

Although negative administrative behaviours were not widespread, when they did occur they were seen to have a high impact on the administration of the sport, attracting and retaining volunteers, the culture of the sport or organisation, and the enjoyment of those involved.

Negative officiating behaviours and practices

The negative officiating behaviours and practices most seen were:

- Lack of experience or competence
- Bias towards or away from teams or clubs
- Bias towards or away from individuals
- Criticism of other officials
- Misuse or abuse of power
- Inappropriate behaviour or officiating for the level of the participants.

The negative behaviour has the most impact on the enjoyment of those involved, the culture of the sport or organisation, attracting and retaining volunteers, and the way the game is played.

Impact of behaviour of high-profile athletes and teams

All roles and levels of sport considered the impact of high-profile elite athletes and teams from their sport was more positive than the impact of high-profile elite athletes and teams from across all sports. However, both categories were seen to have an overall positive impact on sport.

Anti-social behaviours and attitudes

Despite the frequent media coverage of anti-social behaviours and attitudes in sport, the behaviours did not rate high in terms of either 'frequency' or 'impact' (less than 10 per cent).

The following table contains a breakdown of seven



identified anti-social behaviours and the number of people (averaged across players, coaches, officials and administrators) who identified the behaviours as frequently seen and ranked them within their top five issues that most negatively impact sport.

The behaviours were seen more frequently by players and were considered to have a greater impact at national rather than state and local level.

Issue	Frequency (%)	Impact (%)
Road safety issues	2.50	1.70
Non-performance enhancing/illicit drugs	0.25	0.75
Overuse or misuse of alcohol	5.50	7.25
Risky/potentially harmful sexual activity	1.00	0.00
Negative attitudes towards homosexuality	3.00	1.25
Negatives attitudes towards men	1.50	1.25
Negative attitudes towards women	5.00	5.75

FIND OUT MORE

- To access the full survey results, visit, ausport.gov.au/supporting/ethics/strategies_and_initiatives/research

Australian Sports Commission. *Summary of the 2010 Ethical and Integrity Issues in Australian Sport survey.* Retrieved from <http://ausport.gov.au> on 3 June 2014.

World conference adopts roadmap to clean up sport and make it accessible for all

Participants at the 5th world conference of sports ministers in Berlin (MINEPS V) adopted an extensive list of recommendations to curb corruption in sport, share the socio-economic benefits of sport more equitably and ensure access to sport for all. This **UNESCO** announcement explains

The *Berlin Declaration* emphasises that sport is a fundamental right for all, regardless of ethnic origin, gender, age, impairment, cultural and social background, economic resources or sexual orientation. It also underscores the threat to the integrity of sport from transnational organised crime, doping, the manipulation of sports competitions and corruption, which, like sport itself, has become a global phenomenon.



“These are not just legal issues,” said UNESCO Director-General Irina Bokova in her opening address to the conference on Wednesday 29 May. “They are serious political issues that concern all of us, because no one country can effectively deal with them alone. Sport has become global; our response must also be global.”

The Declaration’s many specific recommendations on the issues of access, investment and integrity seek to improve and consolidate international cooperation between governments and all other sport stakeholders in these areas. The document includes calls for improved sports governance; greater transparency in bidding for and hosting of major sports events, and different approaches to the organisation of such events; sharing of research data and good practices on physical education and sport; collaboration in the early detection of manipulation, preventive measures and monitoring in accordance with national and international law.

There is also a call to the sport movement to institute a zero-tolerance policy, especially against doping and the manipulation of sports competitions, as well as effective, proportionate disciplinary regulation, and a range of preventive measures.

Finally the *Berlin Declaration* calls on UNESCO’s Member States to redouble efforts to implement existing international agreements and instruments, such as UNESCO’s *International Convention against Doping in Sport*, and invites the Organisation to propose practical follow-up and monitoring.

The MINEPS V conference was officially opened on Wednesday, 28 May, by UNESCO Director-General Irina Bokova and Federal German Chancellor Angela Merkel. It is the culmination of several years of negotiations and brought together sports ministers and other government representatives from over 130 countries. They were joined by law enforcement agencies, experts, researchers and non-governmental organisations involved in sport.

The first MINEPS event took place at UNESCO’s Paris Headquarters in 1976, and focused on development of physical education and sporting, which subsequently became a priority education goal for UNESCO. The following sessions took place in Moscow in 1988, Punta del Este in 1999 and Athens in 2004.

UNESCO (30 May 2013). *UNESCO conference in Berlin adopts roadmap to clean up sport and make it accessible for all* (Media release). Retrieved from www.unesco.org on 3 June 2014.

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ASTONISHING SCALE OF BETTING FRAUD AND SPORT CORRUPTION CONFIRMED IN GROUND-BREAKING SCIENTIFIC REPORT

- Organised crime estimated to launder over US\$140 billion annually through sport betting.
- 80% of global sport betting is illegal.
- Football and cricket proved to be most targeted sports by criminals.

The **University Paris 1 Panthéon-Sorbonne** and the **International Centre for Sport Security** have released the ground-breaking results of a two-year research programme into sport corruption. It includes startling figures on the scale and scope of the sport-betting market, which is identified as the primary purpose for match fixing. The report also provides detailed analysis of current efforts to combat corruption and presents guiding principles including practical steps that can be taken by sport, governments and betting.

The responsibility of governments

With the revelation that US\$140 billion is laundered annually through sport betting, and that 80% of global sport betting is illegally transacted, and therefore invisible to regulators and investigators, the report identifies that the clear responsibility is with countries and governments to disrupt and correct the vulnerability of sport betting to transnational organised crime.

Global problem threatens the very foundation of sport

According to the Sorbonne-ICSS Report – *Protecting the Integrity of Sport Competition: The Last Bet for Modern Sport* – the manipulation of sport competition and betting threatens all countries and regions, with football and cricket the sports most under siege. Other sports affected include: tennis, basketball, badminton and motor racing.

The report states that the most manipulated competitions are at a national level but highlights that the ‘fixing’ of competition and betting is instigated at a transnational level.

Size of sport betting market

The report shows that manipulation takes place in the context of a growing sports economy, which now

accounts for 2% of the global GDP, with a transnational sports-betting market of estimated wagers worth between €200-500 billion, more than 80% of which is illegal.

The findings reveal:

- Asia and Europe represents 85% of the total legal and illegal market
- Europe makes up 49% of the legal market, whilst Asia makes up 53% of the illegal market
- Legal sports betting currently delivers only €4 billion of official tax revenues for countries
- More than 8,000 legal operators offer sports betting – 80% are in territories with a low rate of tax and few inspections.
- The number of illegal operators is impossible even to estimate.

The advent of the internet has led to an unprecedented expansion of sport betting offers, with online betting now representing 30% of the global market.

The sports betting market has been transformed into a multi-billion dollar industry with betting exchanges, live betting, betting on more low-profile events and derivative betting formulas, as well as higher return rates for bettors.

Significantly though, the evolution of the betting regulatory models hasn’t kept up, with authorities often ill-equipped to deal with the illegal and under-regulated betting, together with the related issues of manipulation and money laundering.

Chris Eaton, ICSS, Director of Sport Integrity said: “The rapid evolution of the global sports betting market has seen an increased risk of infiltration by organised crime and money laundering. Alongside this, the transformation of the nature of betting, with more complex types of betting, such as live-betting, which according to this study is the most vulnerable, has made suspect activity even harder to detect.

“Whilst monitoring systems are essential, more fundamental questions need to be addressed and this Sorbonne-ICSS Sport Integrity Report is a crucial first step in understanding the complex relationship between



the sinister phenomenon of sports betting fraud and the more publically-reprehensible and visible manipulation of sporting competitions.”

Current measures to combat manipulation are insufficient

It is clear from the report that combating manipulation requires cooperation between the sports movement, public authorities and betting operators.

The study suggests that the main limitations of current measures are: a lack of cooperation between stakeholders on a national level, insufficient cooperation on an international level, relatively young and informal stakeholder relationships and the disparate response of sports federations.

The report suggests that prevention and education are vital, yet notes that 60% of the initiatives identified were launched in the last 18 months, with 40% developed in Europe mainly in football, tennis, cricket and rugby.

Improving the governance of sports organisations is identified as another priority, as well as developing effective sports betting regulations and equipping regulatory authorities with effective powers and means. This could include the establishment of a blacklist of illegal operators agreed across borders, blocking payments and withholding licences from betting operators on another country's blacklists. The report also recommends that sports betting operators cooperate with sports bodies through, for example, enhanced monitoring systems and the exchange of intelligence in cases of breaches of sports regulations or national legislation.

An international agreement on the manipulation of sport competition is an urgent necessity

As well as exploring prevention, the report identifies the priorities in the battle to repress corruption. It

suggests that the sports movement must view sports' disciplinary measures and criminal repression as complementary, with a need for unification and a harmonisation of sports' disciplinary rules.

Laurent Vidal, Chair of the Sorbonne-ICSS Research Programme commented: “We are proud to have worked in partnership with the ICSS on this two-year project, involving over 70 experts and based on scientific and practical method and assessment. We are proud also to propose solutions. The report reveals the startling scale of sport corruption and betting fraud and the limitations of current preventative measures. Furthermore, it is clear that current international instruments are insufficient and there is a desperate need for well-designed criminal laws specific to the manipulation of sport. An international agreement on the manipulation of sport competition, coordinated by an overarching global platform, is now an urgent necessity.”

Practical solutions

As part of its findings, the Sorbonne-ICSS Report provides Guiding Principles for governments, sports organisations, betting regulators and operators to adopt in order to combat match fixing and illegal betting.

These recommendations include: creating a sports betting tax to finance investigations into match fixing and illegal betting, determination of an integrity risk assessment and management system for sports organisations and prohibiting players, coaches and administrators from betting on competitions and matches within their sport.

Mohammed Hanzab, President of the ICSS, said: “The Sorbonne-ICSS Report on Sport Integrity represents a historic moment, not only for the ICSS, but in the fight to protect and preserve the integrity of sport. With reports of match fixing and corruption now plaguing sport on a daily basis, it is time for key organisations in sport, betting and government to step forward and work together to eradicate these problems once and for all.

“I hope that this extensive and comprehensive two-year project between the ICSS and University Paris 1 Panthéon-Sorbonne will provide a clear call to action and move forward plans for the creation of a coordinated international integrity platform. This is crucial, not only to safeguard the credibility and integrity of sport, but to ensure we protect the very morals and ethics that sport was founded upon.”

In order to access the Executive Summary of the Sorbonne-ICSS Sport Integrity Report, *Protecting the Integrity of Sport Competition: The Last Bet for Modern Sport*, please visit www.theicss.org/sport-integrity-forum/

To read a full copy of the Sorbonne-ICSS Guiding Principles for Protecting the Integrity of Sport Competition, please visit www.theicss.org/sport-integrity-forum/

International Centre for Sport Security (15 May 2014). *Astonishing scale of betting fraud and sport corruption confirmed in ground-breaking scientific report* (Media release). Retrieved from www.theicss.org on 3 June 2014.

THREATS TO THE INTEGRITY OF PROFESSIONAL SPORT IN AUSTRALIA

The integrity of professional sport in Australia is increasingly being threatened, with organised criminal groups and identities developing an increasing presence in the professional sport sector. As the popularity of sports betting grows, organised crime groups will increasingly target professional sport, according to this fact sheet from the **Australian Crime Commission**

The sports industry

In 2004-05, the sport and recreation industry in Australia generated an estimated total income of \$8.82 billion.¹ However, the value of sport to Australia goes beyond the direct contribution to the economy. There is an intangible value that comes from Australian athletes performing successfully internationally and through international events being held in Australia.

Sport has evolved into a multi-billion dollar global business. Advances in technology have helped sport expand across the globe, with an increasing number of international and domestic sporting events being available to consumers through television, mobile technologies and the internet.

Australian wagering industry and sport

The relationship between professional sport and wagering industries has a long history. In recent years the relationship between the two sectors has become closer and more complex. Betting agencies are now major sponsors of sporting teams, as well as of individual athletes, and the gambling industry makes substantial financial contributions to grass roots sporting clubs in Australia.

The sports wagering market has expanded significantly in recent years. While betting on racing² – which remains the largest betting market in Australia – increased 69 per cent between 2000-01 and 2010-11, wagering on other sports increased by 278 per cent over the same period.³

The Australian wagering industry has changed significantly in recent years. This has been driven by:

- Domestic and international corporate bookmakers and betting agencies entering the market
- The removal of advertising restrictions that previously meant betting agencies could only advertise in the state and territory in which they were licensed
- Technological changes.

Technology has eroded national boundaries and created an international marketplace for gambling. Through the internet, it is now possible to gamble on any number of sports played anywhere in the world where a betting market is offered.

High-risk individuals

There are a number of individuals in the professional sports sector who are considered high-risk due to their

influence, power and association.

Australian athletes who are based overseas tend to be under less scrutiny from Australian governing bodies. As a result there is a vulnerability that these individuals may become involved in, or targeted by individuals that want to threaten the integrity of their sport.

Player agents are vulnerable to being corrupted by organised criminals as these agents are in a position to influence athletes. Agents are fundamental in negotiations between players and administrators. They can act as a conduit for illegal activity, particularly financial crimes, and governing bodies have limited control over them and their activities.

Many of the conditions necessary for organised crime to infiltrate professional sport – such as associations between criminal individuals and athletes – have developed, or are being cultivated. It is likely that criminal groups and individuals will increasingly exploit the professional sport sector if these vulnerabilities are not addressed.

Extent

To date, there have been isolated allegations of individuals being involved in illegal activities undermining the integrity of professional sport in Australia. Internationally, criminal groups have been involved in illegal gambling or bookmaking and professional sport has simply become an extension of this criminal activity.

Internationally, allegations of match fixing involve not only players, but referees, coaches, officials, support staff and player agents.

Research suggests there are several factors that may increase the potential vulnerability of sports to match fixing or organised criminal infiltration including:

- The liquidity of the betting market
- One-on-one competitions

Threats to sport

- Between 300 and 700 cases of illegal sports betting have been reported every year since 2010.
- Estimates of the scale of the international sports betting market: 200-500 billion euros.
- Reported match fixing cases by continent 2010-2012: Americas: 5; Europe: 37; Africa: 4; Asia: 17; Oceania: 4.
- Betting without borders: 8,000 sports betting operators worldwide; 80% of operators are based in offshore jurisdictions.
- Estimated amount of money laundered annually through sports betting: \$140 million.
- 80% of all sports bets are estimated to be illegal.
- Sports affected: football, cricket, tennis, snooker, basketball, volleyball, wrestling, motor racing, boxing, badminton, handball.

Source: International Centre for Sport Security, *The Threat to Sport: The Facts at a Glance*. Retrieved from www.theicss.org on 3 June 2014.

- Competitions where players or officials can change outcomes on their own
- Betting on head-to-head results rather than finishing places, making the sport similar to one-on-one situations
- Match fixing that does not involve losing but ‘only’ ensuring that certain actions take place
- Competitions where scrutiny is less intense, such as lower profile sports
- Poorly paid referees, disparities between players’ and officials’ pay, or salaries for particular players that are seen as unjust
- Relegation-based competitions where there is significant financial advantage to remain in higher-level competitions
- A general level of corruption in a society or community.⁴

In Australia the principal vulnerabilities are seen as:

- Insufficient resourcing of integrity management by sports governing bodies
- The use of illicit and performance enhancing drugs
- Overseas-based criminal threats
- Domestic criminal associations
- Infiltration of sports through legitimate businesses, contractors and consultants
- Match fixing
- Exploitation of inside information
- Wagering vulnerabilities
- Financial vulnerabilities
- Specific high-risk individuals.

Impact

A 2010 report commissioned by the European Commission identified multiple threats to the integrity of sport. It claimed that “cheating, spying and doping are threats which, if left unattended, could lead people to lose interest in sport altogether”.⁵ The potential threat posed to professional sport in Australia was recently supported by Project Aperiio, which was jointly conducted by the Australian Crime Commission and the Australian Sports Anti-Doping Authority (ASADA), which found the widespread use of performance enhancing drugs in professional sport in Australia.⁶

Australian sport is no longer protected by Australia’s geographic isolation. Developments in technology mean that Australian sports, athletes, officials and the public are exposed to the international marketplace. This increases the exposure of Australian sport to threats from organised criminal groups.

Organised criminal groups see sports wagering as an opportunity to make money by manipulating elements of the sporting fixture. Criminals develop associations with individuals who can influence a sporting contest or provide inside information that would enable them to profit from the sporting contest.

Those with increased knowledge of a team’s composition and tactics are more likely to have successful wagers. For example, if you know that a team’s star athlete is injured you can place a bet on the team losing the

match before the injury is made public. Compared with match fixing or contriving an event within a game, the use of this type of inside information is relatively simple.

Internationally, there have been a number of high profile cases of match fixing, including the recent operation by Europol which identified attempts by individuals to fix up to 380 professional soccer matches across Europe, Asia and Africa. It is possible that the outcomes of some sporting events in Australia are being manipulated. However, due to the secretive nature and the limited number of people involved in the activity it is difficult to assess the nature and extent of match fixing in Australia.

Resources devoted to manage integrity issues in sport in Australia have not grown at the same pace as the popularity of sports betting, however, many sports are now enhancing their sports integrity capabilities. Variations in codes of conduct, athlete and official education on integrity issues, background checks on athletes, officials and others involved in the sport, and general monitoring of integrity issues means that there is no standardised method of identifying individuals that threaten the integrity of the sport in order to address vulnerabilities.

Government response

On 10 June 2011, Australian sports Ministers endorsed the National Match Fixing Policy which included:

- A nationally consistent approach to deterring and dealing with match fixing
- Networks for information sharing between governments, sports bodies, betting operators and law enforcement
- Nationally consistent codes of conduct for sports
- Active participation in international efforts to combat corruption in sport.⁷

On 7 November 2012, the Australian Government announced the establishment of the National Integrity of Sport Unit to monitor and coordinate the implementation of the National Match Fixing Policy and to support Australia’s national sporting organisations. The Australian Government subsequently provided additional funding of \$3.46 million in the 2013-14 budget for ASADA and the National Integrity of Sport Unit.

In early 2012 the ACC, with the assistance of ASADA, began Project Aperiio, to consider the extent of use of performance and image enhancing drugs (PIEDs) by professional athletes; the size of this market; and the extent of organised criminal involvement. This project specifically focused on a new form of PIEDs, known collectively as peptides and hormones. On 7 February 2013 the ACC publicly released its *Organised Crime and Drugs in Sport* report. This unclassified report provides a summary of findings from Project Aperiio.

At the 4 April 2013 meeting of the Standing Council of Law and Justice, comprising Attorneys-General and justice Ministers from Australia and New Zealand, Ministers noted the organised crime and other criminal activity threat to the use of drugs in sport. Ministers

CORRUPTION IN SPORT

THE PROBLEM

Sport is a multi-billion dollar business. It has intricate ties to political and private interests. This means rich opportunities for corruption. Yet across the sporting sector, most deals and decisions take place behind closed doors. This allows corruption to go unchecked and unpunished.

Corruption in sport has many forms. Referees and players can take bribes to fix matches. Club owners can demand kickbacks for player transfers. Companies and governments can rig bids for construction contracts. Organised crime is behind many of the betting scandals that have dented sport's reputation. And money laundering is widespread. This can take place through sponsorship and advertising arrangements. Or it may be through the purchase of clubs, players and image rights. Complex techniques are used to launder money through football and other sports. These include cross-border transfers, tax havens and front companies.

THE SOLUTION

Much can be done to break the ties between sport and corruption. But we need to get everyone involved to work together. Openness in decisions and policies is vital. Governments must work closely with the international gaming industry and anti-fraud organisations. Then they can follow the money in betting. Sporting organisations can write anti-corruption measures into their constitutions and codes of conduct. And clear regulations and openness in player transfers will protect the employment market. But we must make sure rules are actively enforced.

Open, competitive bidding processes will help prevent corruption when host cities or venues are chosen for sporting events. They're also essential in bids for major projects, such as building stadiums. Bids need to be monitored to make sure they're fair. Sponsors can play their part by promoting ethics in sport as part of their corporate responsibility programmes. The media also has the power to raise awareness about corruption in sport. With these changes to the rules of the game, the sector can regain its reputation for fair play.

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Transparency International. *Corruption by topic – Sport*. Retrieved from www.transparency.org on 6 May 2014.

agreed to take part in a cross-jurisdictional working group which will look into the supply of World Anti-Doping Agency prohibited substances to athletes.

The unclassified *Organised Crime and Drugs in Sport* report can be found on the ACC website. Serious and organised crime is not only a threat to civil law and order and community safety; it is a threat to Australia's national security.

On 23 January 2013 the Australian Government launched Australia's first national security strategy, *Strong and Secure: A Strategy for Australia's National Security*, which provides an overarching framework to guide Australia's security efforts over the next five years. The strategy recognises that preventing, detecting and disrupting serious and organised crime is one of the eight key pillars to securing the nation and its citizens.

Organised crime has evolved well beyond a simple law and order problem within the remit of an individual agency, jurisdiction or country. The social, economic, systemic, environmental, physical and psychological harms caused by serious and organised crime have a very real impact on the whole community. The Commonwealth Organised Crime Strategic Framework (OCSF) and the National Organised Crime Response Plan (OCRP) strengthen multijurisdictional approaches, coordination, information sharing and joint activities to combat the national threat of serious and organised crime.

Australia's response to the threat of organised crime is multi-faceted and ever-evolving. As the picture of criminality in Australia continues to develop and transform over time, Australia's response strategies will also adjust and develop to meet new challenges and opportunities in the fight against organised crime.

The Australian Crime Commission conservatively estimates that serious and organised crime costs Australia \$15 billion every year. This cost comprises loss of business and taxation revenue, expenditure on law enforcement and regulatory efforts, and social and community impacts of crime. Raising public awareness of crime issues is an important step in minimising the impact serious and organised crime can have on the community.

ENDNOTES

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ARE WE DOING ENOUGH TO PROMOTE INTEGRITY IN SPORT?

Australian sport has been in a so-called 'crisis' since 2013, but what is the best way to address it? An article from *The Conversation* by **Dennis Hemphill** and **Ramon Spaaij**

The 'crisis' in Australian sport in 2013 prompted calls for change to rebuild integrity and public trust. But while beefing up policing and instituting harsher penalties seems to be a natural reaction to the 'crisis', this strategy might miss the mark.

Integrity management is more than a policing matter or mere brand protection. It is ultimately about fostering safe and inclusive sporting environments for all involved, and catering for a plurality of values that include – but are not limited to – the pursuit of sporting excellence.

In response to the crisis, the then-Labor government introduced the *Australian Sports Anti-Doping*

Authority Amendment Bill 2013 to expand ASADA's policing powers. The former government also established a National Integrity in Sport unit to help control doping and match fixing. Professional sporting organisations such as the AFL are appointing more 'integrity officers'.

Moves are underway to re-instate the authority of medical doctors in high-performance management teams. Australia's peak body for sport scientists, Exercise and Sport Science Australia, has recognised that the industry requires further regulation.

PROBLEMS WITH CURRENT ANTI-DOPING STRATEGY

A hard-line anti-doping strategy

tends to focus on individual athletes (and not the culture of high performance and doping), threatens sport doctor-patient privilege and drives the problem underground.

Within a medical or workplace safety framework, however, doping is a health and education issue that requires a long-term strategy to minimise harm to athletes. And yet, there is little anti-doping research tackling the question of how proven policies and prevention tools from harm minimisation could be brought to bear on the drugs and doping problem in sport.

Elite sport in Australia is big business. It would be fair to say that the high-performance, 'whatever it takes' ethos dominates, and it has filtered down to the community sport level. In this way, it is possible to link doping to the systemic pressure on athletes, support personnel and sporting clubs to consistently surpass peak performance.

These are social, historical and cultural factors of direct relevance to the issue of doping in sport. However, these are not well understood or addressed in current anti-doping policy.

Similarly, media representations of winning and sporting heroes can influence how those at the grassroots understand and experience what sport is about. Australia's swimming team was vilified by the media (and the public) after the London Olympics. Is the message that Olympians have to apologise for not winning gold medals the one we want to give our kids?

These are key examples of an over-emphasis on winning that needs to be addressed. Let's remember, too, that sport integrity is more than just about doping and match fixing. Notwithstanding the efforts of many dedicated and well-meaning parents, coaches and other

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volunteer officials at the local level, sport can be a hostile place. Violence and intimidation, including 'ugly parent syndrome', can affect players, umpires and spectators.

Sexist, homophobic and racial slurs are still often reduced to 'gamesmanship' – mere strategies to unsettle opponents or taunt umpires – rather than recognised as the demeaning, hurtful and discriminatory behaviours that they are.

CULTURAL CHANGE

Changing sport culture from winning to healthy participation, skill development and other values is challenging, but not impossible. Coaches at suburban AFL clubs could, for example, devise learning plans for each young player around skill development and challenge. A full forward could attempt two kicks for goal with their non-dominant leg – even if it meant missing the goal altogether.

There are other ongoing efforts to promote integrity and a range of values in sport. The Australian Sport Commission and the Victorian Equal Opportunity and Human Rights Commission work to provide the community with resources to deal with discrimination and promote inclusive and safe sport.

Organisations like the Australian Drug Foundation's Good Sports Program work with communities to create sustainable, family-friendly sport clubs that are less reliant on alcohol sales and more capable of redressing the drinking culture that comes to be associated with sport. Further support is needed to extend the reach and improve the uptake and effectiveness of these programs.

While the 'policing approach' has the momentum, the key challenge remains the promotion of the broader cultural shift that is needed to fulfil sport's promise of delivering a variety of social goods.

Such culture change will not be brought on by simply more surveillance and punishment. Instead, it requires more education, leadership and stakeholder ownership across all levels of sport.

Sport integrity is more than just about doping and match fixing. Violence and intimidation, including 'ugly parent syndrome', can affect players, umpires and spectators. Sexist, homophobic and racial slurs are still often reduced to 'gamesmanship' – mere strategies to unsettle opponents or taunt umpires – rather than recognised as the demeaning, hurtful and discriminatory behaviours that they are.



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THE CONVERSATION

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TARGET CORRUPTION IN SPORT AND BRING BACK FAIR PLAY

Sport is a powerful vehicle for many of society's values; it is the responsibility of all those involved in sport to, together, define the values that we want, writes UNESCO's Irina Bokova

Today's societies have taken sports well beyond the playing field, into every living room and village square, into corporate board rooms, the market place and the betting parlours of cyberspace. Sport has become much more than a simple leisure activity. It has also become a high-risk, high-finance business.

In less than a generation, world competitions have laid the foundations of a new economy that has transformed athletes into stars, adored by sponsors and public alike. But there is also a dark side to the growth and the glitter, with doping, corruption and match fixing threatening sport on an unprecedented scale.

This new playing field has thrown into sharp relief the need for public policies adapted to the scale of the phenomenon, both to preserve the integrity of sport and to mobilise its potential.

The rapid development of wide-scale sports fraud underscores the need to act urgently. It also shows that the current methods of dealing with the problem are largely obsolete.

In its most recent report, published last February, Europol revealed it had dismantled a network suspected of fixing 380 football matches. Sports fraud is no longer limited to cheating by an individual; it now belongs to the domain of organised crime and – with the growth of online betting – operates on a global scale.

Contrary to widespread belief, it is not only professional sport that is targeted. Manipulation of matches also plagues amateur sport, to the point where doping and violence are seriously undermining two basic sporting principles – fair play and the

'glorious uncertainty' of the result.

This poses serious ethical problems, but it is also an economic and social challenge. Money hijacked by such practices is no longer available for the development of infrastructure, equipment, the training of coaches or the implementation of policies on education and social inclusion via sport.

In less than a generation, world competitions have laid the foundations of a new economy that has transformed athletes into stars, adored by sponsors and public alike. But there is also a dark side to the growth and the glitter, with doping, corruption and match fixing threatening sport on an unprecedented scale.

To address this situation, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and the German government are bringing together more than a hundred governments for the 5th World Conference of Sports Ministers in Berlin this week. The event will be a unique opportunity to sound the alarm and get governments working together on the development of sports policies that are stronger, more inclusive, and adapted to the challenges of modern sports.

These challenges are formidable and require collective action on three levels. Firstly, sports fraud must be recognised as a political problem to be dealt with at the state and international level. Significant progress occurs when governments devote resources to the problem and co-operate.

The fight against doping in sport provides a good example: the combined efforts of the World Anti-Doping Agency (which determines

the list of prohibited substances) and UNESCO's *International Convention against Doping in Sport* (which incorporates these recommendations into international law) are making a real difference in this domain.

Secondly, we must ensure the measures that emerge from this type of co-operation are implemented via coherent national sports policies, prepared in collaboration with all concerned parties: the relevant government ministries, sports federations, laboratories, lottery websites and networks of amateurs that are often unaware of each other's efforts.

The third level of action is through education. There can be no sustainable sports policy without inclusive physical and sports education for all. Public investment is key, not only for major sports events but also for supporting local initiatives to provide access to sport for all, training sufficient numbers of teachers, and conceiving adaptable education programs that make sports a motor for social cohesion and planning.

UNESCO offers a platform for collaboration and the sharing of good practices, to highlight the stakes and turn words into action. Sport is a powerful vehicle for many of society's values: positive ones such as fair play, respect for others and oneself, and more negative values such as easy money, victory at all cost and the commercialisation of athletes and their bodies.

It is the responsibility of all those involved in sport to, together, define the values that we want – without being naive or fatalistic. This won't be done spontaneously by self-regulation: it requires political will and sufficient, appropriate resources.

At the time of writing, Irina Bokova was the Director-General of UNESCO.

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Not just 'a bit of fun': why sports, gambling and kids are a bad mix

Children are vulnerable consumers and aren't capable of making rational, informed choices, argue **Nathan Grills** and **Gillian Porter**

Have your children watched a footy match recently? Well, if they watched AFL on TV they also consumed about 50.5 separate episodes of sports betting marketing, from TV and stadium ads, to footy jumpers and even the footy commentary. If they went to the ground they would have seen, on average, 58.5 gambling ads.

Australia is a lucrative market for the sport gambling industry – we have the biggest gambling losses per capita of any country in the world. Key players centrebet, sportingbet, TAB Sportsbet, tomwaterhouse.com and bet365 are competing for market share and advertising has been their number one weapon. This year alone there has been a 20% increase in spending on gambling advertising.

The saturation of advertising normalises gambling and kids come to associate gambling as an integral part of the sport. Rather than talking about their favourite team, kids are now talking about the odds of that team winning.

So, what's wrong with these gambling agencies advertising their product everywhere? After all, gambling is legal, advertising is legal, adults can make their own choices and it's just a bit of fun.

Actually, these arguments are false on all four counts if they relate to children:

1. It's illegal for children to place bets
2. It's illegal to advertise gambling during children's programming, but sporting telecasts are exception.
3. Children don't understand the persuasive intent of marketing messages and can't critically evaluate them to make informed decisions
4. It's not just a bit of fun for many children. Family breakdown, poverty, or even the loss of a parent to gambling-associated suicide is not fun.

Pathological gambling remains a psychological diagnosis in the new diagnostic manual for mental illness (the DSM-5) and continues to cripple thousands of Australians.

The Productivity Commission estimated in 2010 that 80,000 to 160,000 Australian adults were severe problem gamblers, with a further 230,000 to 350,000 at moderate risk of developing problem gambling.

Kids think betting is normal

The saturation of advertising normalises gambling



and kids come to associate gambling as an integral part of the sport. Rather than talking about their favourite team, kids are now talking about the odds of that team winning.

This inevitably translates into more under-age gambling, as kids can now anonymously gamble online and on smart phones. Online checks are insufficient, as ABC's *Four Corners* revealed last night, with kids as young as 12 placing bets and pressuring their peers to bet as part of the fan experience.

At a population level, normalising sport gambling will mean more people take up the habit, and more people will gamble at risky levels. There is also evidence of more risky gambling behaviour when online betting options are used.

Barriers to reform

So if regulators recognise that gambling advertising to children is inappropriate, why are we even having this debate?

We have to remember that the gambling industry pours millions of dollars into sport and it's not altruism. They pay millions of dollars for advertising rights, naming rights on jerseys, to TV stations, to club sponsorships. Clubs, codes, media companies and advertisers are all businesses and right now there is much money to be made through gambling.

Why, then, doesn't the government regulate to prevent advertising that is damaging children? After all



at election time it is a good idea to do what voters want.

The powerful gambling and advertising industry has significant sway over the government and has pressured governments to drag their feet. The Gillard government, for instance, was pressured into renegeing on the deal with independent MP Andrew Wilkie to introduce effective gambling reforms.

As a society, we need to be much more aware of the dangers of trapping a new generation into addiction and debt.

Another factor might be just how addicted our governments are to gambling revenue. Revenue from the gambling industry props up our deflated government coffers. In Australia, the government revenue from gambling is in the order of A\$5 billion or around 10% of total tax revenue. The simple proverb “don’t bite the hand the feeds you” might explain the government’s lack of action.

Perhaps another reason for lack of action is the fear of a backlash from industry. This worked for the mining industry but seems to have been ineffective for industries whose name is not so trusted. The tobacco industry opposition to plain packaging, for instance, fell on deaf public ears. The trust and public support for the gambling industry might be similar to that of the tobacco industry.

The road to real reform

In response to pressure, FreeTV Australia (representing the broadcasters of Australia) today announced it will submit a revised code to the Australian Communications and Media Authority to “ban promotion of live odds during play and by commentators during the game”.

On the surface this seems like a positive step, but it’s more an attempt to deflect from the real issue. This ban will only limit live odds promotion and will mean

the industry can continue to advertise gambling to our children 58 times during an average footy match.

What we need is real action. The Joint Parliamentary Committee On Gambling Reform will report back before the election. Several independents and the Greens have suggested the removal of the sporting exemption to bans on gambling advertising during children viewing hours, including weekends. Such bans should also include advertising which is included in match commentary and pre- or post-match reviews.

It’s not only the Greens and independents who are speaking up. There is even support from the conservative side of politics, with Tony Abbott promising to limit gambling advertising to kids during sport. But will the Gillard government act in this area?

This may well win some much-needed votes but more importantly, it will protect vulnerable children from the powerful gambling industry. As a society, we need to be much more aware of the dangers of trapping a new generation into addiction and debt.

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THE CONVERSATION

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LIVE SPORTS ODDS BAN: DOES THE GOVERNMENT'S PLAN GO FAR ENOUGH?

Backlash over the seemingly omnipresence of bookmakers advertising during sport – such as Tom Waterhouse – prompted a government ban on ads in certain situations. But has the government gone far enough? An article by Mike Daube

What are the odds? In the face of public pressure, prime minister Julia Gillard has given bookmakers an ultimatum regarding sporting events.

If the bookies do not agree to a ban on gambling promotion during events, legislation will be introduced to this effect. The ban will not extend to advertising before or after the game, or during breaks in play.

Following the PM's comments, free-to-air television's umbrella body Free TV Australia reluctantly conceded: "these are unprecedented restrictions for broadcasters"; that "the government has acted in response to community concern"; and said they "will submit a revised code within the next two weeks".

The "unprecedented restrictions" line poses the question: has Free TV Australia forgotten about restrictions on the advertising of alcohol and tobacco?

The Australian Wagering Council (AWC), which represents all the major betting companies involved, 'welcome' the moves to curb live odds promotion, and say that they will end the practice. Their statement also includes wonderfully pious claptrap to the effect that:

... the AWC is committed to ensuring advertising by its members is undertaken in a socially responsible manner and is delivered in accordance with the promotion of responsible gambling and the need to protect the integrity of sport.

Of course, they add: "... we do not want children talking about gambling odds".

The betting companies also find ingenious arguments to defend their promotion, claiming for example that curbs on Australian betting companies will increase trade in offshore companies, conveniently forgetting that much of the 'Australian' betting industry is owned or registered overseas.

Bookmaker Tom Waterhouse may have done us all a favour. His company's apparent omnipresence in televised sport, even as part of the broadcasting team, ignited a storm of real anger. Politicians, like so many of us, enjoy watching sport and have become offended at the way online betting has taken over our major televised sporting channels and events.

Until a few years ago, policy concerns about gambling focused primarily on pokies. But almost overnight, betting has never been easier, or more heavily promoted. We can bet anywhere, anytime, throwing money at the big online betting companies from wherever we happen to be.

They are unavoidable for anybody who watches sport – up to six channels at a time. The betting companies provide news and updates through direct advertising, along with myriad other promotions, from advertising in pre- and post-game commentary to on-screen crawls to venue advertising. Television and radio commentaries are riddled with betting references.

Betting companies invest millions on promotion because they know it works. It promotes short-term gambling and a culture in which gambling is seen as a norm.

As Samantha Thomas and colleagues note in the *Australian and New Zealand Journal of Public Health*:

... the rapid diversification of wagering products through mobile and internet technologies have opened up a Pandora's Box of gambling possibilities.

They also discuss how the omnipresence of advertising is leading to the 'gamblification' of sport:

Marketing strategies during sporting events are formed through a range of commercial agreements



between the wagering industry and sporting codes, stadiums, scoreboard operators, broadcasters and individual clubs.

The major online betting sites are ‘official partners’, ‘approved betting partners’, ‘approved betting providers’, ‘approved sports betting providers’ and ‘proud sponsors’ of major sports such as AFL, NRL, cricket, tennis, rugby and so on (and of course of horse racing) as well as teams from Collingwood in the AFL to the NRL’s Sydney Roosters, both of whom are sponsored by Sportsbet.

While children may not bet directly, they are exposed to incessant promotion of gambling, growing up to associate gambling with sporting success, effectively being groomed to become the next generation of online gamblers.

Ironically, this upsurge in sports-approved gambling promotion comes when there is increasing speculation about the corrupting influence of gambling on sports, with leading players and even umpires under investigation. The Tom Waterhouse deal to become the NRL’s official gaming partner fell through, but was widely reported as being worth A\$50 million – pointing to the magnitude of the sums involved.

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So what is the state of play now following Gillard’s announcement?

TV promotion of live odds betting will end. This is supported by all sides of politics and most media, and is undoubtedly a step in the right direction. We should give credit where it is due: to those who pressed for action,

and the betting companies who gave the campaigners all the ammunition they needed.

But it would be unwise to see this as anything more than a first step. We have learned from decades of efforts to protect children from advertising for tobacco and alcohol that cynical companies can be amazingly creative in finding ways around any restrictions. That is, after all, the way big-time commercial sports sponsorship got its initial massive boosts, as tobacco companies looked for ways around TV ad bans.

Government should only accept voluntary, self-regulatory codes as an alternative to legislation if the processes take wording, oversight and administration completely out of the hands of the gambling and advertising industries and are accompanied by significant penalties for breaches. Otherwise, long experience of such codes shows that they will be weak, carefully worded to ensure that they catch as little as possible, and feebly administered.

Governments seriously concerned to reduce children’s exposure to gambling promotion should ensure that there are legislated limits on advertising spending, and on the times when these ads appear.

The online betting companies are evidently flush with cash. They may take a hit to some forms of advertising, but it will not be long before they find other creative ways to spend their promotional dollars.

The only way to ensure that they are kept under control will be through legislation or establishment of a completely independent oversight body. Tom Waterhouse and other gambling companies will even now be turning their minds to ways of getting around the new codes.

That’s a sure bet.

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THE CONVERSATION

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CRIME COMMISSION REVEALS ILLICIT SUBSTANCE ABUSE IN SPORT

The use of banned performance enhancing substances and illicit drugs is widespread in Australian sport and sometimes supported by coaches and scientists, according to an Australian Crime Commission report. Sunanda Creagh, editor from 'The Conversation', asks the experts

The commission's chief, John Lawler said he is hopeful that the investigation will result in criminal charges. The commission's 12-month inquiry found that organised crime syndicates are involved in the distribution of Performance and Image Enhancing Drugs (PIEDs).

"Despite being prohibited substances in professional sport, peptides and hormones are being used by professional athletes in Australia, facilitated by sports scientists, high performance coaches and sports staff. Widespread use of these substances has been identified, or is suspected by the ACC, in a number of professional sporting codes in Australia," the report said.

"In addition, the level of use of illicit drugs within some sporting codes is considered to be significantly higher than is recorded in official statistics."

Because investigations are ongoing, the report did not identify the clubs or players who stand accused of doping, but said that "officials from a club have been identified as administering, via injections and intravenous drips, a variety of substances, possibly including peptides."

Overseas experience had showed that the involvement of organised crime in sport may lead to match fixing, the report said. David Rowe, Professor of Cultural Research at University of Western Sydney, said he was not surprised by the report's findings.

"The thing I am interested in is the intermeshing of the sport and gambling industries," he said.

"The more involvement you have [of sport and gambling], the greater the temptation to try and change the odds."

At stake was not just the

professional integrity in sport but also a significant amount of public money, he said.

"At local, state and federal government levels, there is a significant amount of [financial] support for sport," he said, adding that public money was also spent on bidding for and hosting events like football's Asia Cup, which will be held in Australia in 2015.

Players and crime figures could conspire to fix the whole game or just minor parts of a match, such as when a goal is scored, he said.

"The gambling industry is already weighted against the gambler in all forms and if the match is fixed, then you have no chance unless you accidentally win or you are part of the fix," he said.

"The majority of gamblers are going to lose under those circumstances."

Professor Rowe said the report came at a "really important time for sport."

"We have an obligation to make sure we treat it very seriously and respond accordingly," he said.

The report said the problem crossed several codes and that two major codes had been briefed on its findings and asked to respond.

Dr Mike Pottenger, a lecturer in Statistics and Political Economy at the University of Melbourne and an expert in organised crime pointed to a section of the report that warned that "if left unchecked, it is likely that organised criminals will increase their presence in the distribution of peptides and hormones in Australia."

"The initial concern is not just that the distribution of peptides will increase, but also that other organised criminal activity will grow and expand as a result," he said.

"It's often the case that organised

At stake was not just the professional integrity in sport but also a significant amount of public money.

crime will use those established networks to traffic other prohibited substances, like hard narcotics or weapons, particularly if and when those established networks are lucrative."

All Australians, not just those who follow sport, have an interest in addressing this issue, said Dr Pottenger.

"The other problem is that wherever organised crime exists, it involves corruption of public officials."

Dr Bob Stewart, Associate Professor in the School of Sport and Exercise Science at Victoria University said it was important to keep the report in perspective.

"Initially, I thought this is a bombshell but on reflection, I think it's not as serious as it first appears. Some of these issues have already been identified before and the peptide issue has been around for a while," he said.

"But the widespread use has been exposed in this report."

Associate Professor Stewart said it was important to separate out the issue of match fixing by criminal gangs and supply of illicit substances by criminal gangs.

"I don't think the gangs have infiltrated the clubs structures. I think the gangs may have influenced some club officials and one or two sports scientists but that's about all."

THE CONVERSATION

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ORGANISED CRIME AND DRUGS IN SPORT

KEY FINDINGS FROM A REPORT BY THE AUSTRALIAN CRIME COMMISSION

Nature of the threat

Despite being prohibited substances in professional sport, peptides and hormones are being used by professional athletes in Australia, facilitated by sports scientists, high-performance coaches and sports staff. Widespread use of these substances has been identified, or is suspected by the ACC, in a number of professional sporting codes in Australia. In addition, the level of use of illicit drugs within some sporting codes is considered to be significantly higher than is recorded in official statistics.

The ACC has also identified that organised crime identities and groups are involved in the domestic distribution of PIEDs, which includes peptides and hormones. If left unchecked, it is likely that organised criminals will increase their presence in the distribution of peptides and hormones in Australia.

The ACC has identified significant integrity concerns within professional sports in Australia related to the use of prohibited substances by athletes and increasing associations of concern between professional athletes and criminal identities.

Further key findings, summarised into relevant topics are outlined below.

The PIEDs market

The PIEDs market in Australia is large and diverse, with a wide range of substances being used by a broad cross-section of the community.

PIEDs previously considered to only be available to elite athletes and used in sophisticated sports doping programs due to the expense and complexity of their administration, are now widely available. A highly profitable and organised market has been established around the sourcing and supply of new generation PIEDs.

The growth hormone releasing peptide (herein referred to as 'peptides'), hormone and anabolic steroid markets are assessed by the ACC to be one and the same, with individuals trafficking anabolic steroids also distributing peptides and hormones.

The role of organised crime

Organised criminal identities and groups are active in the trafficking of PIEDs that are being used by elite athletes in Australia. Organised crime groups are taking advantage of the current legislative and regulatory situation whereby persons and entities who supply certain substances to athletes which are prohibited under the WADA Code do not commit a crime in Australian jurisdictions. However, athletes who use the substances face substantial sporting bans. This is a significant legislative and regulatory vulnerability.

Professional sport in Australia is highly vulnerable to organised criminal infiltration through legitimate

business relationships with sports franchises and other associations. This is facilitated by a lack of appropriate levels of due diligence by sporting clubs and sports governing bodies when entering into business arrangements.

There is also increasing evidence of personal relationships of concern between professional athletes and organised criminal identities and groups.

Use by professional athletes

The ACC has identified widespread use of peptides and hormones by professional athletes in Australia. Given that many of these substances are prohibited for use by athletes by WADA, athletes who use these substances have potentially committed anti-doping rule violations.

While intelligence confirms the use of peptides in major sporting codes, it further suggests that individuals in a range of other codes may also be using peptides.

Multiple players across some sporting codes and specific clubs within those codes are suspected of currently using or having previously used peptides, which could constitute an anti-doping rule violation. The level of suspected use of peptides varies between some sporting codes, however officials from a club have been identified as administering, via injections and intravenous drips, a variety of substances, possibly including peptides. Moreover, the substances were administered at levels which were possibly in breach of WADA anti-doping rules.

The use of peptides and hormones is linked to a culture in some professional sports in Australia of administering untested and experimental substances to athletes in the hope they will provide an advantage in the highly competitive world of professional sport. In some instances, the substances are not yet approved for human use.

In addition to elite athletes using peptides and hormones, these substances are also being used by sub-elite athletes competing at various levels of competition, for example at the state and club level.

Illicit drug use by professional athletes is more prevalent than is reflected in official sports drug testing program statistics, and there is evidence that some professional athletes are exploiting loopholes in illicit drug testing programs.

The role of sports scientists, coaches and other facilitators

Some coaches, sports scientists and support staff of elite athletes have orchestrated and/or condoned the use of prohibited substances and/or methods of administration.

Sports scientists are now influential in professional sport in Australia, with some of these individuals

prepared to administer substances to elite athletes which are untested or not yet approved for human use.

In many Australian sporting codes, sports scientists have gained increasing influence over decision making within the clubs. Some sports scientists and doctors are experimenting on professional sportspersons in an effort to determine if particular substances can improve performance without being detected.

Complicit medical practitioners are a key conduit through which peptides and hormones are being supplied to athletes and other individuals on prescription. In some cases, medical practitioners who are prescribing peptides, hormones and other PIEDs are engaging in lax, fraudulent and unethical prescribing practices, such as prescribing controlled drugs in false names.

Some anti-ageing clinics have been identified as a key source of supply of pharmaceutical grade WADA-prohibited PIEDs to athletes, in some cases without prescription.

The importance of sport in Australia

Internationally and domestically, sport has become a highly profitable global enterprise. Based on the latest available Australian Bureau of Statistics data,² in 2006 the total annual income generated by the sport and recreation industry in Australia was estimated at A\$8.82 billion, a figure which will have grown substantially since then. Apart from the direct contribution of sport to the Australian economy, there is intangible value from the success of Australian teams and athletes on the international stage and the ability to showcase Australia on the international stage when it hosts major events.

The concept of fair play is a key foundation for amateur and professional sport in Australia. *The Essence of Australian Sport*,³ a document produced last year by the Australian Sports Commission (ASC) in consultation with the sports industry, provides a statement on what sport in Australia stands for – its core principles and values. This document notes: “Australians are proud of their sporting ability and reputation as a nation of good sports, and our society expects high standards of behaviour from all people involved in sport.”⁴

The ACC and ASADA have identified significant issues in professional and sub-elite sport in Australia which undermine the principles of fair play as a direct consequence of the use of PIEDs.

The importance of fairness is identified as one of the key principles in *The Essence of Australian Sport*. The document states that players of sport at all levels should strive to uphold the principles of fairness and operate in the spirit of the rules, never taking an unfair advantage, and making informed and honourable decisions at all times.

It goes on to state: “... it is vital that the integrity of sport is maintained. The main responsibility for this lies with decision makers at every level of sport, who should ensure that all policies, programs and services are based on the principles of fairness, respect, responsibility and safety.”⁵



Apart from the potential impact on spectators and their loss of faith in sport arising from integrity issues around the use of prohibited substances, the increasing link between sports and wagering markets means the issues identified by the ACC and ASADA also have major implications for the integrity of sports betting markets. Individuals and teams engaged in the use of prohibited substances have an unfair advantage, which can be exploited by persons with inside information.

While there is a long history of betting on sports, the market has expanded significantly in recent years with growth of up to 13 per cent annually. Betting on racing⁶ remains the largest betting market in Australia, increasing 69 per cent between 2000-01 and 2010-11. Wagering on other sports increased by 278 per cent over the same period.⁷

NOTES

2. Australian Bureau of Statistics (ABS) 2006, *Sport and physical recreation services, Australia – 2004-05*, ABS, Canberra.
3. The Australian Sports Commission (ASC) 2012, *The essence of Australian sport*, Canberra, n.d., viewed 20 November 2012, www.ausport.gov.au/_data/assets/pdf_file/0011/312869/A4_brochure_7_05-V5.pdf
4. *ibid.*, p.2.
5. *ibid.*, p.2.
6. Racing includes thoroughbred horse racing, and harness and greyhound racing.
7. In 2000-01, of the estimated A\$12.8 billion wagered on racing and other sports in Australia, A\$880 million was wagered on sports other than racing. In 2010-11, A\$23.5 billion was wagered on racing and sports in Australia, with A\$3.3 billion being wagered on sports other than racing; Australian Racing Board Limited 2011, *Australian Racing Fact Book; A guide to the Racing Industry in Australia*, Australian Racing Board, Sydney.

© Commonwealth of Australia 2013.

Australian Crime Commission. *Organised crime and drugs in sport*, pp. 7-11. Retrieved from www.crimecommission.gov.au on 13 October 2014.

DOPING, GAMBLING AND SPORT: INTEGRITY BEGINS AT HOME

In sports-loving Australia, damaging its integrity ultimately undermines supporter confidence and enjoyment, observes **Charles Livingstone**

The Australian Crime Commission's report on organised crime and drugs in sport has unleashed a storm amongst sports fans, particularly those who follow the clubs or codes so far implicated. Use of new performing and image enhancing drugs (PEIDs) is now thought to be widespread, with clear links to organised criminal activity including match fixing.

The main focus of all this concern has so far been on the integrity of sport: that is, concern that sports will be corrupted, either by drug cheating, or by otherwise compromising athletes or administrators or both in order to defraud bookmakers. The scramble to understand and come to terms with the depth of the PEID problem suggests sports bodies have less than perfect knowledge about what's really going on.

In Australia, where sport is widely, fervently and passionately embraced, damage to the integrity of sport also damages public confidence and undermines supporter enjoyment. It poses significant financial risks, to the viability of sports identified as at risk from doping or match fixing, to the continued participation of sportspeople caught doping or acting corruptly, and (as the ACC notes) to the integrity of sports betting operations.

The last of these has been a focus for much integrity-related activity in major professional codes in Australia in recent years, as the amount gambled on professional sport has increased. The sports betting market (as distinct from the more established horse racing gambling market) has grown rapidly since the mid-2000s and is now estimated at around \$300 million to \$400 million per year. This is a lot of money, but it's still a modest proportion of Australia's \$20 billion

gambling market. Nonetheless, it's a high profile business: sporting clubs have been quick to take up sponsorship and advertising deals with bookmakers, and commercial media is saturated with gambling advertising.

So far, codes like the NRL, AFL and cricket have argued that being in partnership with (that is, getting a cut from) betting agencies is the best way to keep up with integrity issues. Being in close company with bookies, we're told, allows data on betting to be shared and for suspicious transactions to be carefully analysed, identifying those who benefit from unusual or suspicious activity.

The clubs say that this has flushed out inappropriate activity, although most of those caught this way have so far been small fish. However, the data could just as easily be obtained by regulation. Codes don't need to be in bed with bookies. In fact, deriving financial returns from the proceeds of gambling may blind administrators to the dangers gambling poses for their sport.

But more broadly, and I think more significantly, the integrity of sport is also damaged by the harm that unrestrained promotion of gambling is likely to do to supporters of the game. Advertising and sponsorship are not altruistic activities. Bookies advertise and sponsor teams for a number of reasons: obviously to encourage people to gamble, but – just as the ACC report notes in relation to criminals, and as we know from tobacco and alcohol sponsorship deals – bookies also want to legitimate themselves and their product through association with famous and well-regarded teams and individuals.

The effects of the explosion in sports betting, and on its aggressive promotion, are largely unknown, particularly on those young fans who have grown up with the odds plastered everywhere. However, we do know that exposure to gambling

opportunities is a key risk factor for the development of gambling problems (which is why the pokies, ubiquitous as they are in Australia, are the current source of 75% or more of Australia's gambling problems). We can expect to find more and more problem gamblers amongst sports gamblers in coming years, as the new generation deals with the convergence of mobile and other interactive gambling technologies, the ubiquitous promotion of gambling, and clubs and codes happily allowing their brand to be a billboard for one or other of the many online bookies.

There have been calls to ban sports betting until we better understand the problems it causes. Making it illegal won't stop it (especially that aspect of it occurring offshore) but it would remove any doubts as to the wisdom of sportspeople being connected with bookies. Perhaps more practical would be to prohibit the advertising and promotion of gambling via sport. As Andrew Whitehouse points out, kids now see gambling as integral to sport. One way to defuse the ticking time bomb is to alter that by delinking sport from gambling.

It would also demonstrate that clubs had the integrity to care more about their supporter base than the dollars they make by taking a cut from the bookies. Any sport that steps away from the pursuit of gambling revenue and helps to stop its supporters being subject to constant bombardment from bookmakers will go a long way towards demonstrating real integrity, and genuine respect for its supporters.

Charles Livingstone is Senior Lecturer, Global Health and Society at Monash University.

THE CONVERSATION

Livingstone, C (12 February 2013). *Doping, gambling and sport: integrity begins at home*. Retrieved from <http://theconversation.com/au> on 5 May 2014.

New anti-doping powers won't fix culture of drugs in sport

*We need need to start with a greater understanding of the social, cultural and environmental conditions that produce athletes who choose to play outside the rules, writes **Craig Fry***

It's been more than four months since Australia's 'blackest day' in elite sport, with allegations of widespread misuse of drugs and other substances. After several years of high-profile cases of drugs-in-sport in cycling, AFL, NRL, swimming, athletics and cricket, the Australian government and major sports governing bodies finally vowed to harden their stance on drugs in sport.

Since then, we've seen calls for harsher punishments for athletes who test positive for drugs, more funding and power to anti-doping groups, and new links between the Australian Sports Anti-Doping Authority (ASADA) and the Australian Crime Commission.

The Senate also voted on Monday to boost the coercive powers of ASADA, which would compel people to attend interviews and hand over documentation requested, including phone records, documents and players' medical prescriptions. The bill is expected to clear the House of Representatives by tomorrow.

But simply giving anti-doping agencies more power won't fix the problem; coercion and punishment will not achieve the anti-doping culture and athlete behaviour that governments and sporting bodies are hoping for.

Instead, we need to better understand the factors and conditions that produce athletes who choose to engage in doping – and implement an evidence-based regime of education and prevention to address this culture.

Lip service to ethics and integrity

One interesting feature of the response to the drugs-in-sport issue has been the heavy emphasis on ethics and integrity by government, anti-doping agencies, and sporting codes.



Simply giving anti-doping agencies more power won't fix the problem; coercion and punishment will not achieve the anti-doping culture and athlete behaviour that governments and sporting bodies are hoping for.

A remarkable amount of activity has occurred in this space recently:

- The AFL, NRL and peak bodies for cricket, cycling and athletics have either undertaken integrity reviews, established integrity units or strengthened powers of existing units
- The Australian government and Victoria police have established sport integrity units, and
- The Australian Olympic Committee has introduced an ethical behaviour by-law amendment requiring athletes to sign a statutory declaration swearing no involvement in sports doping.

At first glance, there seems to be little wrong with an approach to anti-doping that champions the ideas of ethics and integrity. But on closer inspection, two key problems deserve our attention.

First is the lack of public dialogue about how ethics and integrity should be defined in relation to drugs in sport. Unfortunately, few sports governance bodies have revealed what definition of ethics and integrity is guiding their efforts. It is also telling that the National Integrity of Sport Unit offers no definition of such concepts on their website – probably due to an assumption of widespread agreement on the ethics and integrity stance it prescribes.

The Australian Sports Commission is a little more helpful in defining integrity as:

The integration of outward actions and inner values. A person with integrity does what they say they will do in accordance with their values, beliefs and principles.

Integrity, for this peak Australian sports body, is about consistency of actions. But what do we do when our ethics and values are inconsistent or differ?

This is an especially important question considering these recent examples:

- The reinstatement of confessed doper Matt White as sports director by Orica Greenedge, while the Australian Olympic Committee and Cycling Australia have refused to reappoint him
- Varied sanctions on athletes from different codes for misuse of alcohol, against the backdrop of large-scale alcohol advertising and sponsorship in sport
- Recent cases of suspect supplement use within some codes, with few apparent consequences to date for coaches and other leaders.

How are we to reconcile these inconsistencies with the recent rhetoric and actions of the Australian government and major

sporting codes in the name of ethics and integrity?

Enforcing ethical behaviour

This leads us to the second problem threatening ethics and integrity activities in the Australian sports anti-doping setting – the narrow and negative framing of such activities as punitive policy tools designed to enforce ethical behaviour.

The ethics and integrity units recently established by sporting codes, organisations and governments are largely designed with detection and enforcement ends in mind rather than education, enablement and prevention. These units focus on surveillance, investigation, intelligence gathering and analysis, auditing and compliance, links with enforcement, and sanctions or punishments. These are deficit-reduction not capacity-building approaches.

The domain of ethics and integrity behaviour in sport is more complicated than this narrow framing by the government and major sporting codes would suggest. On the

one hand, research shows that there is agreement in the general population and among athletes about the need for sports anti-doping measures.

But importantly, the evidence also reveals that divergent views exist amongst the general public, athletes and sports officials (and at different levels of sport) about the relative incidence and impact of drugs and doping in sport alongside other ethical and integrity issues (such as violence, racism, corruption, gender attitudes), and the acceptability of specific anti-doping responses.

Looking back to go forward

A 2011 Australian Sports Commission-funded review of integrity in sport literature made similar points. The reviewers made two important recommendations in the ethics and integrity area which make very clear the information needs in this area:

There is a need for significant further research on the behaviour, values and attitudes relating to integrity and ethics among younger sports players.

There is a pressing need to empirically evaluate the context, social meanings and effectiveness of policies, processes and structures that are designed to foster ethical sporting behaviours.

Unfortunately, judging from recent ethics and integrity initiatives in Australian sport, this important review appears to have gained little traction in the sports governance and policy sphere.

For real progress, we need to start with a greater understanding of the social, cultural and environmental conditions that produce athletes who choose to play outside the rules. Australian sport deserves nothing less.

Craig Fry is the NHMRC Career Development Fellow at Victoria University.

THE CONVERSATION

Fry, C (26 June 2013). *New anti-doping powers won't fix culture of drugs in sport*. Retrieved from <http://theconversation.com/au> on 5 May 2014.

Instead, we need to better understand the factors and conditions that produce athletes who choose to engage in doping – and implement an evidence-based regime of education and prevention to address this culture.



ONE YEAR ON – THE REAL DOPING SCANDALS OF 2013

A year after the ‘darkest day in Australian sport’ the catastrophic bang has led to an all too predictable whimper, writes **Jason Mazanov**

The days after the Australian Crime Commission’s report *Organised Crime and Drugs in Sport* was handed down saw the media go into a tail spin, witch hunts in the AFL and NRL, new powers for Australian Sports Anti-Doping Authority and a Senate inquiry.

THE SCANDAL OF THE ACC REPORT

It has become apparent that the Labor party used the ACC report as a political stunt to distract Australia from the growing anti-Gillard sentiments.

Labor should have handed the report to ASADA which could have conducted its investigations without all the hysteria and interference from government, the media, sports and the fans.

The real scandal is that instead of doing something about drugs in sport, all Labor managed to do was to drag ASADA through the mud.

THE AFL SCANDAL

The Essendon and AFL brands have also been dragged through the mud. The AFL copped out with the “bringing the game into disrepute” charges – despite the A\$2 million price tag, the charges amount to saying Essendon were punished for being caught.

The real scandal was the witch hunt. As Stephen Dank argued on the *7:30 Report*, it is naive to think similar supplement programs were not running in other clubs. If the AFL wanted to legitimise its stance on supplementation and drugs it would have investigated across the League.

Possibly the only good thing to come out of this is that the AFL is trying to develop a workable policy around the role of drugs in sport. While I disagree with the AFL’s aim to be the “toughest drugs code in world sport”, it is good to see a sport taking control of its drug policies.

THE NRL SCANDAL*

Despite allegations of “widespread drug use”, the NRL has worked to defer its doping Armageddon.

The only club in the frame is the Cronulla Sharks. Again, it is naive to think that experimental supplements or drugs programmes are limited to just one club. While it is clear that the NRL tried to learn from the AFL’s handling of Essendon, the real scandal is that it has taken so long to do anything about something which happened so long ago.

I would love to see the NRL take the lead with the AFL and develop a drug policy that is in the best interest of its players.



THE STILNOX SIX SCANDAL

In the middle of the hype, some swimmers got in trouble. The real scandal lies in the reasons they were using Stilnox as a recreational drug in the first place.

Aside from that, the London Olympics in 2012 demonstrated how much our swimmers are put under horrendous pressure.

Grant Hackett and Ian Thorpe have been the public face of how we treat our elite athletes – the mental health of those less famous is never discussed. Thorpe is suffering problems now but when he is back to his best, I hope he uses his experiences and celebrity to help athletes from all levels of sport.

Let’s have a look at what we ask our athletes to do and help them cope with elite sport rather than throw them to the wolves when they break.

Let’s have a look at what we ask our athletes to do and help them cope with elite sport rather than throw them to the wolves when they break.

NEW POWERS FOR ASADA

In the midst of the frenzy, ASADA was given the power to compel people to give evidence or face significant penalties.

As argued by the Rule of Law Institute of Australia, the real scandal is that private citizens have to give up the right to remain silent or the presumption of innocence to protect “the integrity of Australian sport”.

Unfortunately, impugning human rights or human dignity is nothing new to anti-doping – just ask athletes who strip nipple to knee and have someone watch the urine leave their body. Look at Step 5 of ASADA’s helpful photo series, http://asada.gov.au/testing/testing_guide.html, and think about how an adolescent might feel.



The new powers are yet to be tested in court, so we have no idea whether they will stand up to judicial scrutiny. Let's hope they are found wanting.

SENATE INQUIRY

The Greens are to be commended for making this inquiry into the Practice of Science in Australian Sport happen. The real scandal is that despite pointing the finger at sports scientists in the hope of creating a scapegoat, neither the AFL nor NRL turned up.

Despite some recommendations that have the potential to promote sport in Australia, none of the recommendations are likely to come to anything and have been lost in the politicking before, during and after the 2013 election.

INTEGRITY IN SPORT

The hysteria of the ACC report gave sports managers an excuse to create more bureaucracy, setting up so-called 'integrity units'. These units are designed to tackle the two biggest threats to the integrity of sport – doping and match fixing.

There is nothing about the value of sport to the Australian community or ethics of Australian sport.

Taken at face value, integrity in sport is defined by the effect drugs might have on advertising revenue and whether the government can collect taxes from gambling. Apparently only the integrity of big dollar professional sport needs protecting.

Maybe we can dream about reinvesting some of the tax collected from the \$3.3 billion spent on sports gambling in Australia to promote participation in sport that people actually enjoy doing rather than watching.

BUSINESS AS USUAL?

A year on from the ACC report it seems that the role of drugs in sport is no clearer. The daily media outrage has returned to the occasional mention in despatches.

- However, there are perhaps three main outcomes:
- ASADA has stuck to its guns and learned a lot about how to handle big investigations
 - There has been a massive spike in interest and use of performance enhancing supplements in Australia
 - Most importantly, sports managers know scandal means money – you can bet a lot of money has been as a result of the ACC report.

Perhaps the real scandal is that the opportunity to do something to improve sport for the Australian community has been lost in a blizzard of political grandstanding and media spin. Or is that business as usual?

Perhaps the real scandal is that the opportunity to do something to improve sport for the Australian community has been lost in a blizzard of political grandstanding and media spin. Or is that business as usual?

Jason Mazanov is Senior Lecturer, School of Business, UNSW-Canberra at UNSW Australia.

THE CONVERSATION

Mazanov, J (7 February 2014).

One year on – the real doping scandals of 2013.

Retrieved from <http://theconversation.com/au> on 5 May 2014.

* NRL SCANDAL: POSTSCRIPT

- ASADA acknowledged the decision of the National Rugby League (NRL) to suspend 12 current and former Cronulla Sharks players for doping violations. The suspensions relate to 'show cause' notices issued by ASADA on 20 August 2014 for the use of prohibited substances, CJC-1295 and GHRP-6, between March and April 2011.
- The suspension imposed on the players was backdated by the NRL to 23 November 2013 to take into account delays in the progress of the matter which were not attributable to the players. The decision by the NRL to impose the suspension was done in accordance with the provisions contained in the NRL's anti-doping policy.
- Cronulla captain Paul Gallen and 11 of his current and former Sharks teammates subsequently accepted the 12-month backdated doping bans. The 12 past and present players to have accepted the bans are Paul Gallen, Wade Graham, Anthony Tupou, Nathan Gardener, John Morris, Jeremy Smith, Kade Snowden, Matthew Wright, Albert Kelly, Luke Douglas, Josh Cordoba and Broderick Wright.
- The players reluctantly agreed to doping rather than face the prospect of an even-lengthier suspension over the club's 2011 supplements program.
- Although the World Anti-Doping Agency was urged to overrule the 'light' punishments handed out to the past and present Cronulla Sharks players, WADA has decided not to interfere with the sanctions decision and has let the matter rest.

Information current at 23 October 2014.

PLAYING BY THE RULES – IN SPORT AND LIFE

Sport is one of the many useful tools that can address discrimination and contribute to social inclusion and community harmony, according to this article first published in *Right Now*, written by National Manager of Play by the Rules, Paul Oliver

A coach has no access for her wheelchair to get into the local clubhouse. A spectator yells racist remarks at an Aboriginal player during a footy match. A team excludes a gay athlete from making the rep teams because it might ‘disrupt’ preparations for the others. Sport or human rights issues?

If you answered ‘both’, then you’re right. Sport and human rights aren’t as far removed from each other as people might think; they both share many fundamental values and objectives. For example, the principles underpinning the Olympic Charter, such as non-discrimination and equality, are also the bedrock of human rights.

Despite all of these laws, policies and codes, grassroots sport in Australia is still not immune from acts of discrimination, harassment and abuse.

While there is no specific ‘right to sport’ found in the *Universal Declaration of Human Rights* (UDHR) or any of the other major human rights treaties, most documents cover the rights to rest, leisure, physical and mental health. The UNESCO *Charter of Physical Education and Sport* also states that “every human being has a fundamental right of access to physical education and sport”. The Charter takes a very holistic approach to sport, using it as a catalyst to advance global objectives in the field of education, towards inter-cultural dialogue, civic engagement of young people, social cohesion and development.

Sport is lauded as a universal language that transcends cultural, ethnic, religious, age, gender, ability and linguistic boundaries. This is particularly the case in Australia, where sport is a fundamental element of our society and culture, and forms the very fabric of our daily lives.

The connection between human rights and sport allows human rights practitioners to educate the sporting community on rights and responsibilities, while those in sport promote relevant human rights issues

they encounter such as racism, homophobia, sexism and discrimination.

Sport also has the ability to transform complicated human rights principles and aspirational motherhood statement such as ‘freedom’, ‘respect’, ‘equality’ and ‘dignity’, into practical, easy-to-understand concepts like ‘fair play’ and ‘sportsmanship’.

Issues in sport

Australia currently has federal, state and territory laws protecting people against race, sex and disability discrimination in all areas of life, including sport.

Each state and territory also has their own systems and laws around child protection aimed at keeping children safe from harm and abuse. These include screening processes for paid employees and volunteers in sport and reporting and investigation of cases of child abuse. Sporting organisations work hard to build and maintain child safe environments for all participants in their sport and promote this commitment through member protection policies.

All national and state and territory sporting organisations also have a range of policies and codes in place to address concerns and complaints of discrimination, harassment, vilification and other inappropriate behaviour.

However, despite all of these laws, policies and codes, grassroots sport in Australia is still not immune from acts of discrimination, harassment and abuse. On the contrary, incidents still occur on a regular basis from the elite to grassroots level across a range of sports every season.

The Australian Sports Commission’s 2010 *Ethical and Integrity Issues in Australian Sport* survey, along with many other researchers, have found a range of issues impacting negatively on sport in recent years including: racism and vilification; bullying; gender-based discrimination and sexual assault; poor parental and spectator behaviour; homophobia and child protection issues.

Recognising the need to support efforts to address issues around safe, fair and inclusive sport, a range of

federal, state and territory government agencies have committed their ongoing support for the Play by the Rules program.

Play by the Rules

Play by the Rules was first developed by the South Australian Equal Opportunity Commission in 2001 as an interactive education and information website on discrimination, harassment and child protection in sport. Over the years, as more agencies have seen the need to promote Play by the Rules, they have joined as partners and helped by contributing funds, content and in-kind support.

Play by the Rules is now a unique collaboration between the Australian Sports Commission, Australian Human Rights Commission, all state and territory departments of sport and recreation, all state and territory anti-discrimination and human rights agencies, the NSW Commission for Children and Young People and the Australian and New Zealand Sports Law Association (ANZSLA). These partners promote Play by the Rules through their networks, along with their own child safety, anti-discrimination and inclusion programs.

The program provides information, resources, tools

and free online training to increase the capacity and capability of administrators, coaches, officials, players and spectators to assist them in preventing and dealing with discrimination, harassment and child safety issues in sport.

It brings human rights principles into sporting clubs in a non-threatening, sport-centred way, and more generally, expands the meaning of sports rules to encompass human rights principles. Common issues are addressed such as verbally abusive coaches, appropriate boundaries for physical contact, how to combat sexual and homophobic harassment, and the importance of inclusion for people with disabilities and those from Culturally and Linguistically Diverse backgrounds.

National campaigns featuring radio and television community service announcement ads, utilising national sporting icons, are also extending positive sporting messages more broadly to the general community.

It's fine to be competitive, but everyone deserves respect and a fair go – fellow competitors and officials alike – regardless of their race, gender, religion, or sexual preference.

Community service announcements

While sport has dominated the news for all the wrong reasons lately, there has been a timely release of some positive messages from four of Australia's best known sport stars, who have each recorded a 30-second Community Service Announcement for Play by the Rules.

The messages capture the best of our sporting spirit: that it's fine to be competitive, but everyone deserves respect and a fair go – fellow competitors and officials alike – regardless of their race, gender, religion, or sexual preference.

Australian cricketer Peter Siddle talks about how "someone's skin colour, religion or sexual preference doesn't make a difference when they're belting you for six", while Hockeyroo Anna Flanagan and Soccerroo Archie Thompson talk about the need to "respect every player and official" and just have fun in sport.

Cycling Gold Medallist from the 2012 Olympics, Anna Meares, talks about her Olympic rivalry with British cyclist Victoria Pendleton, and the importance of being gracious in victory and in defeat. She says "having my biggest rival, who I had just beaten, ride up next to me and lift my hand in victory topped off an amazing moment. We'd had our fair share of clashes over the years but in the end we both respected each other, and that's what really counts in sport".

Working to address racism in sport

Play by the Rules has worked strategically to create closer, more mutually-beneficial relationships with government agencies, sports federations and national



and state sporting organisations, associations and clubs. This has helped to share and cross-promote information, programs and resources, link to wider sport and discrimination networks, and simplify the duplicity of information in the sector.

Play by the Rules has also recently pledged its ongoing support for the Australian Human Rights Commission's (AHRC) national anti-racism campaign: 'Racism. It Stops With Me'.

The campaign not only draws awareness to the presence of racism in the community, but aims to change the prevailing attitudes and behaviours that lead to and perpetuate racial discrimination in the workplace and the wider community.

To support the campaign, Play by the Rules is encouraging sportspeople and clubs to pledge their support for the campaign and to never excuse or condone acts of racism. Many sports stars and sporting organisations have already signed up to support the campaign.

Play by the Rules has developed a range of tools and resources to assist individuals and sporting clubs to prevent racism and to take action should it occur.

As part of the campaign, the AHRC and Play by the Rules are also developing a community service announcement video, featuring some of our national sporting heroes, which will be launched in May.

The wider role of sport

In a recent keynote address on Ethics and Moral Behaviour in Sport by Dr Doris Corbett (then President of the International Council for Health, Physical Education, Recreation, Sport and Dance), she observed: "Sport has universal value, and is a social movement striving to contribute to the development of a peaceful and better world. Society expects many important and worthwhile things from sport and uses sport to support various fundamental social values and ethical principles such as equality for all people, fair play, respect for the loser, friendship, solidarity, justice and democracy, international peace and understanding."

Our own federal Sports Minister Kate Lundy has also been unequivocal in what the power of sport can achieve: "I have always been passionate about the capacity of sport to forge communities, build acceptance and overcome social boundaries," she said. "Sport is far more than the sum of its parts and is a critical area of social policy."

I agree whole-heartedly: there are numerous examples of people's participation in sport helping to encourage healthy family environments, fostering community strength and enhancing cultural identity. For proof, just look at the Helping Hoops or Midnight Basketball programs, or the Football United or Remote and Indigenous Hockey initiatives.

While being careful not to overstate the ability of sport alone to solve complex social and human rights problems, it is clear that sport is one of the many useful tools that can address discrimination and contribute to social inclusion and community harmony.



At the time of writing, Paul Oliver was the National Manager of Play by the Rules, and has previously worked as the Director of Communications and Education at the Australian Human Rights Commission.

Paul has over 20 years' experience in the sport and social justice arena, and is currently a PhD candidate with Curtin University researching the power of sport to break down cultural barriers and build social bridges.

Oliver, P (29 April 2013). *Playing by the Rules – in sport and life*. Retrieved from <http://rightnow.org.au> on 6 May 2014.

BEHAVING BADLY

How will your club manage players who behave badly? Advice from **Play by the Rules**



Some days the news seems full of headlines about sports stars behaving badly. Some criticise the players, others say we expect too much of our sporting idols, while some claim that clubs should have better policies and tougher penalties in place.

But we all know that poor behaviour is not restricted to elite athletes and, from time-to-time, players at all levels do or say things they may regret. So how do we encourage and teach players to behave appropriately? And what sort of policies should clubs have in place to manage and penalise those who cross the line?

What is bad behaviour?

'Bad behaviour' is a very broad term. It could include acts that are simply against the rules of the game, as well as behaviour that may be illegal. Following are a few examples:

- A player verbally abuses a referee or official
- An athlete is caught taking an illicit drug
- A young club member is bullied by a fellow team member
- A player is found to be cheating
- There is an off-field altercation between a player and a member of the opposing team.

How do we encourage good behaviour?

There is a lot we can all do to encourage a culture of respect and positive behaviour among players at club level. Following are some simple suggestions:

Develop an effective club policy: Obviously clubs can't produce a policy to cater for every possible situation. Rather, guidelines should be developed to outline the minimum standards of behaviour for all participants.

Play by the Rules has developed a Code of Behaviour template that has been used by many clubs throughout Australia. It is short, easy-to-use and broadly caters for all the examples listed above and more. Simply insert your club logo or use it as the basis to develop your own

policy document. Also check with your sport's governing body, your relevant state or territory sport department or the Australian Sports Commission for some more useful templates.

Go one step further: Develop policies that deal specifically with issues often directly related to bad behaviour in players (e.g. an alcohol policy or a policy on drugs). Identify the types of behaviour that are most likely to occur and create a list of penalties to match. That way everyone knows the rules and what the consequences are if they are breached.

Make your policy live: Policies means nothing though if they are not promoted, implemented and enforced. Get all players to read and sign the document each new season. Make sure coaches and officials also read and understand it, and highlight parts of the code in newsletters and online.

Find role models or mentors: Young players tend to idolise elite sportspeople, but it's the older athletes and coaches within the club structure that can offer a more direct and powerful positive influence, particularly to those that may get into trouble from time-to-time.

How to deal with an incident or complaint?

Despite the policies, the education and the encouragement, it's almost inevitable that your club will have to deal with a player who has behaved badly, either in or out of the sporting arena.

Remember, that acts involving abuse, harassment or violence may be unlawful and, like illicit drug use, should be reported to the police. However, many acts of bad behaviour can be dealt with by the club by following some basic processes:

- Speak to a Member Protection Information Officer, who can provide information and moral support to the person with the concern
- Treat complaints seriously and act promptly
- Have a complaints procedure in place that clearly outlines the process for dealing with incidents of bad behaviour
- Read the *About Complaints* section on the Play by the Rules website. It features an interactive *Complaint Handling Tool* and includes lots of useful information about complaint management.

By implementing these policies and following some clear processes, hopefully we will only see our players in the papers and on the TV for all the right reasons.

Play by the Rules (12 October 2011). *Behaving badly*. Retrieved from www.playbytherules.net.au on 30 May 2014.

AUSSIE STARS UNITE TO STAMP RACISM OUT OF SPORT

The Racism. It Stops With Me campaign by the Australian Human Rights Commission and the Play by the Rules program have partnered to produce a powerful new TV community service announcement for sporting organisations to play at their events and to promote on their websites and through their social media forums.

The TV CSA (and several radio CSAs) will be broadcast nationally until the start of August and will also be available on the Australian Human Rights Commission and Play by the Rules YouTube channels and websites," said Commission President, Gillian Triggs.

The TV CSA features an all-star cast of Australia's best known sporting heroes including: Sally Pearson (athletics), Adam Goodes (AFL), Liz Cabbage (basketball), Greg Inglis (rugby league and NRL Indigenous All-stars), Peter Siddle (cricket), Mo'onia Gerrard (netball), AFL Indigenous All-stars, Archie Thompson (football/soccer), Cameron Smith (rugby league), Drew Mitchell (rugby union), Timana Tahu (rugby league), Nick Maxwell (AFL) and some grassroots athletes of different ages and backgrounds. They reinforce the simple message – Racism. It Stops With Me.

Despite a range of programs

"Sport is all about having fun, competing safely and getting a fair go, regardless of your skin colour, background or culture. Whether you're a player, spectator, coach or official, there's simply no place for racism or discrimination in sport."

and policies, incidents of racism and discrimination still occur on a regular basis from the elite to grassroots level across a range of sports every season.

"Sport is all about having fun, competing safely and getting a fair go, regardless of your skin colour, background or culture. Whether you're a player, spectator, coach or official, there's simply no place for racism or discrimination in sport," federal Disability Discrimination Commissioner and Play by the Rules Co-Chair, Graeme Innes said. "The alleged racist incident at the Swans vs Collingwood game last night should not overshadow the magnificent performance by Adam Goodes nor the wonderful activities this week to celebrate the contribution of Indigenous players to the AFL, but it reinforces the need for ongoing education and the importance of calling racism out when it is witnessed."

Executive Director of Sport and Recreation Tasmania, Craig Martin, also a Play by the Rules Co-Chair,

said, "With the AFL, Rugby League, Netball and Rugby Union seasons all now in progress, the Football (soccer) season just finished and the Cricket Tests about to commence in the UK, this is a timely opportunity to remind everyone in sport that racism is not acceptable and will not be tolerated."

Racism. It Stops With Me is an initiative of the National Anti-Racism Strategy which invites all Australians to reflect on what they can do to counter racism wherever it happens. Sporting organisations can take a strong stand against racism by committing to the Racism. It Stops with Me campaign at: itstopswithme.humanrights.gov.au/it-stops-with-me/support-campaign. Clubs can also access tools and resources to stamp racism out of sport at: www.playbytherules.net.au

Play by the Rules is a unique collaboration between the Australian Sports Commission, Australian Human Rights Commission, all state and territory departments of sport and recreation, all state and territory anti-discrimination and human rights agencies, the NSW Commission for Children and Young People and the Australian and New Zealand Sports Law Association (ANZSLA).

For more information on how to promote safe, fair and inclusive participation within your sporting club or organisation visit www.playbytherules.net.au

© Australian Human Rights Commission.

Australian Human Rights Commission (25 May 2013). *Aussie stars unite to stamp racism out of sport* (Media release). Retrieved from www.humanrights.gov.au on 13 May 2014.



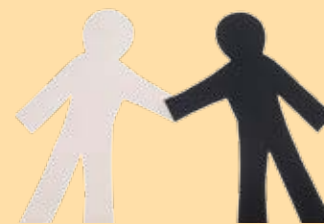
RACISM: BE PART OF THE SOLUTION

Play by the Rules explains how to eradicate racism in sport

All over Australia there are individuals and clubs doing wonderful things to stamp out racism in sport. Yet, despite all the programs, policies and education, incidents still occur on a regular basis from the elite to grassroots level.

Racism. It Stops With Me is a campaign which invites all Australians to reflect on what they can do to counter racism wherever it happens. The Racism. It Stops With Me/Play by the Rules community service announcement video, which was recently released as part of the campaign, features, among others, Adam Goodes, the AFL player who took a stand and pointed out a spectator who made a racial slur against him.

We can all learn from Goodes and his actions. It's not okay to stand by and do nothing in the face of racism. Racism diminishes us all.



So, what can we do to help eradicate racism?

1. Sign up to and endorse the Racism. It Stops With Me campaign by featuring the campaign logo on your website and promoting the campaign and its messages via your club's social media channels. Read the campaign prospectus and then sign up using the supporter agreement, both at: <http://itstopswithme.humanrights.gov.au/it-stops-with-me/support-campaign>
2. Develop an anti-vilification policy for your club and talk to members about it. Ensure that the club's Code of Behaviour and Member Protection Policy also deal with the issue.
3. Run an anti-racism workshop and open the lines of communication between club members.
4. Invite people who have experienced racism to talk to members and players about how hurtful it is.
5. Develop some anti-racism initiatives of your own or team up with other community organisations to run an event. Check out the suggestions for anti-racism initiatives at www.uws.edu.au/ssap/ssap/research/challenging_racism/initiatives and Step One for more practical resources.
6. Don't ignore racist language or behaviour when you see or hear it. Talk to those concerned and explain why it's wrong and how it is hurtful. Be a role model for those around you.
7. Don't accept humour as an excuse for racist comments. Racism isn't funny.

Play by the Rules (5 June 2013). *Racism: Be part of the solution*. Retrieved from www.playbytherules.net.au on 30 May 2014.



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A game whose time has come: Winmar, Goodes and race in the AFL

Matthew Klugman and **Gary Osmond** reflect on lessons we are still learning in light of the recurring incidence of racism in Australian sport

The best photos do more than freeze time. They capture a moment and take us there, making witnesses of us all. Here lies their power to inspire, touch and transform; a power tied to the stories, hopes, dreams and struggles that shape our lives.

The image of the indigenous AFL footballer Nicky Winmar pointing with pride to his skin in 1993 in response to racial abuse from the Victoria Park crowd is one such photo. Reproduced countless times, it has graced posters, art galleries and city walls. And now a football game shall commemorate it. The AFL has announced that the 2014 Indigenous Round will feature a game between St Kilda and Collingwood to celebrate Winmar's famous gesture.

Those who might question the need to still celebrate the photo and action depicted need only go back to the comments Sydney Swans indigenous star Adam Goodes made in his interview with Karla Grant that aired earlier this week on NITV's *Living Black*. While it was the possibility of a move into politics that garnered national attention, the most moving part of the interview concerned Goodes' reaction to the way he was vilified in May this year. Being called an "ape" was "just shattering".

No footy picture taken in the last 20 years has spoken to racism as powerfully as the image of Winmar pointing in pride and defiance to the colour of his skin. But the image of Goodes responding to the shout of "ape" came closest. Late in the opening match of the 2013 Indigenous Round, Goodes' momentum took him along the boundary fence. Then suddenly he turned around, drew the attention of a security guard, and pointed to the girl who had just vilified him.

Captured from behind by photographer Andrew White, Goodes is statuesque in profile as if he was intentionally embodying the latest campaign against racism.

Racism in the AFL was supposed to have stopped after the cumulative effect of Winmar's gesture in 1993, Michael Long's public demand in 1995 that the AFL move against on-field racial abuse, and the AFL's subsequent development of the groundbreaking Rule 30 to "combat Racial and Religious Vilification".

No footy picture taken in the last 20 years has spoken to racism as powerfully as the image of Winmar pointing in pride and defiance to the colour of his skin. But the image of Goodes responding to the shout of "ape" came closest.

And yet, the last few years have seen the AFL plagued by a stream of racist incidents from the on-field vilification of Joel Wilkinson by Justin Sherman, to spectator abuse directed at players such as Wilkinson, Majak Daw, Lance Franklin and Goodes, to controversies around the recruitment of indigenous players and the linking of Goodes to King Kong by Collingwood president Eddie McGuire.

Not only has abuse continued to occur, but much of the public response to the denigration of Goodes was disturbing. Many people simply didn't understand why he was so offended and advised him to "harden up" and deal with such "trivial" insults.

Twenty years ago, another Collingwood president, Allan McAlister, had shown why these insults are not trivial. Defending his



club in the aftermath of Winmar's gesture, McAlister told a national TV audience that the Magpies did not have an issue with Indigenous Australians, but then added the following proviso:

As long as they conduct themselves like white people, well, off the field, everyone will admire and respect them.

When asked to explain what he meant, McAlister made his position even clearer.

As long as they conduct themselves like human beings, they will be all right. That's the key.

McAlister was giving voice to long-discredited but still active assumptions of racial hierarchies. These assumptions had their roots in racialised science, which saw white men as the pinnacle of evolution and believed Indigenous Australians were the remnants of an inferior, dying race. It was



such continuing, inchoate beliefs which made 'black' a term of disparagement.

These damaging assumptions of indigenous inferiority remain beneath the surface of Australia's still problematic race relations. In the aftermath of Goodes' vilification, the AFL's head of diversity Jason Mifsud made a critical point. Unconscious biases and assumptions reveal themselves in moments of rage and attempts at humour.

The enraged call of "ape" and a supposedly humorous joke about "King Kong" both pointed to the assumptions promulgated by the long-discredited science of race. Both were deeply offensive because they link back to a history of discrimination and violence that was justified by claims that Aboriginal peoples were lesser humans. Yet this history remains largely neglected outside of universities and indigenous communities.

The lesson unintentionally provided by McAlister has been forgotten – the public link between racist abuse and the history of discrimination has been lost. And not for the first time. What struck us in researching the history and impact of Nicky Winmar's gesture

is just how frequently key moments in the struggle for indigenous rights featured on the front pages of newspapers and then disappeared from public memory.

Somehow, there was no enduring story of Australia's highly problematic race relations for these moments to become part of.

But for the underlying causes of racism to be addressed, we need to begin remembering more than just Winmar's action.

The photos of Winmar are an intriguing exception. Australian rules football is the language of much of Australia. What happens on footy ovals at the elite level is likely to be remembered, debated and told over and over again. And Winmar's stunning statement brought race into the heart of this conversation. The power of the image facilitated important change. But for the underlying causes of racism to be addressed, we need to begin remembering more than just Winmar's action.

Matthew Klugman and Gary Osmond's book on the history and

impact of Nicky Winmar's gesture – *Black and Proud: The Story of an Iconic AFL Photo* – was released in November 2013.

Matthew Klugman is an Australian Research Council DECRA Fellow, at the Institute of Sport, Exercise and Active Living at Victoria University.

Gary Osmond is a Senior Lecturer in Sport History at the University of Queensland.

THE CONVERSATION

Klugman, M and Osmond, G (31 October 2013). *A game whose time has come: Winmar, Goodes and race in the AFL*. Retrieved from <http://theconversation.com/au> on 5 May 2014.

Homophobia and transphobia in sport: national and international evidence

FOLLOWING IS AN EXTRACT FROM A LITERATURE REVIEW PRODUCED FOR THE VICTORIAN EQUAL OPPORTUNITY AND HUMAN RIGHTS COMMISSION

It is beyond doubt that sport can be a site of discrimination on the grounds of someone's (known or assumed) sexuality or gender identity. Experiences of harassment, discrimination and exclusion have been documented in multiple international reports and research projects (Baks and Malecek, 2004; Demers, 2006; Gill et al., 2006; Gill et al., 2010; Harry, 1995; Hekma, 1998; Kian and Anderson, 2009; Maurer-Starks et al., 2008; Osborne and Wagner, 2007; Sartore and Cunningham, 2009a; Sartore and Cunningham, 2009b; et al.).

It has also been documented within Australia (Burton, 2000; Crawford, 2009; Hemphill and Symons, 2009; McCann et al., 2009; Plummer, 2006; Symons et al., 2010; Walsh et al., 2008; Watts, 2002; et al.). The Commonwealth Government-funded Australian Sports Commission (ASC) has been forthright in acknowledging homophobia in sport and, in 2000, published *Harassment-free Sport: Guidelines to Address Homophobia and Sexuality Discrimination in Sport*. This document has been cited internationally as a worthy example of sporting leadership in addressing homophobia (Brackenridge et al., 2008; Demers, 2006; Sport England, 2004).

Hemphill and Symons (2009: 400) questioned the Australian belief in sport as "a great equaliser" and, instead, identified sport "as a significant site of discrimination" for gay, lesbian, bisexual, transgender, intersex and queer (GLBTIQ) people.² Similarly the *Submission to the Department of Health and Ageing Independent Sport Panel* developed by a consortium of peak community organisations and committed individuals within Victoria, stated:

"Sport is recognised as a vital social institution, bringing people together, promoting health and providing important opportunities for the demonstration and celebration of sporting talent and achievement. It is also a place where GLBTIQ[O] Australians are largely invisible, silent and marginalised."

Challenging Homophobia in Sport Initiative, 2009: 3

Experiences of discrimination and harassment reported in relation to sport in Australia have included verbal and physical abuse, exclusion, and silencing tactics (Hillier et al, 2005; Symonds et al, 2010; Walsh et al, 2008, Plummer, 2001). Indeed, Australian same sex attracted young people have reported that in terms of discrimination and verbal and physical abuse, they felt "the least safe at sporting events" (Hillier et al., 2005: 43). The same research (which attracted 1,749 respondents

young people aged 14-21) provided strong evidence of the negative impact of homophobia on same sex attracted young people. Respondents who had experienced homophobic abuse were more likely to "self-harm, report a sexually transmissible infection (STI) and use a range of legal and illegal drugs" (Hillier et al., 2005: 43).

While incidents of physical or verbal abuse provide highly visible examples of homophobia and transphobia, it is important to note that an absence of such reports does not equate to an absence of the existence of homophobia or transphobia. Baks and Malecek (2004) argued that:

"The most common form of discrimination is silence and invisibility, which leads to the stabilisation of an extremely heterosexual environment in sports. There seems to be a persistent silence on the issue of gays and lesbians in sports amongst sport authorities, although a very few exceptions can be reported. Most regular sport organisations seem to be ignorant on homophobia and discrimination of gays and lesbians in sport."

Baks and Malecek, 2004: 15-16.

Such silence and invisibility leaves GLBTIQ people with the burden of having to either acquiesce and 'pass' as straight, or persist in attempting to assert their 'difference' in the face of resolute but usually unspoken policies of 'don't ask, don't tell'. In a study of online accounts by North American gay athletes, Gough (2007: 165) reported that "the personal costs of suppressing 'inner' gay feelings and 'acting' straight were noted in a variety of contexts, and themes of denial, guilt, and fear



of being found out were evident”.

While the greatest burden of homophobia in sport is carried by GLBTIQ people, it has also been noted that homophobic language is used as a form of gender control (both within and outside of a sport context). ‘Acceptable’, or normative, forms of masculinity or femininity are asserted through the use of abusive terms such as ‘dyke’, ‘poofter’, or ‘trannie’. (McCann et al., 2009; Plummer, 2001; Walsh et al., 2008). Such terms are applied as a way of punishing perceived gender transgressions, regardless of someone’s known (or assumed) sexuality. Thus male sportspeople who are perceived as not representing a normative masculinity – men who are gentle, or unmuscular, or not ‘blokey’ enough – are labelled effeminate and, therefore, homosexual, despite the wide range of masculinities displayed by men who have sex with men (and by men who have sex with women). As Symons et al. reported in their research on the sporting experiences of GLBTIQ people in Victoria:

“By definition, men who play badly cannot be heterosexual men – they must be sissies, girls, or they must be gay. The impact of being positioned in this way produced in the men feelings such as shame and hurt, and many left the sport because of it.”

Symons et al., 2010: 6.

Similarly, female sportspeople who are perceived as not representing a normative femininity – who are strong, or forthright, or not ‘girly’ enough – are labelled ‘butch’ and, therefore, lesbian, despite the wide range of femininities displayed by women who have sex with women (and women who have sex with men). As stated by Clarke (1998: 145), the “socio-cultural practices [of heterosexism and homophobia] work to oppress all regardless of their sexuality”.

While “human beings ... [continually] blur the edges between masculinity and femininity [and] ... create differences that transcend the differences of gender (of age, race, sexual need)” (Weeks, 2003: 41), widespread socio-cultural perceptions of both the existence of, and the need for, a border between illusionary binary opposites of masculine/feminine, heterosexual/homosexual, normal/deviant remain. Further, “borderwork is constantly being done” to ensure reinforcement of such boundaries, to identify difference and to negatively mark it in some way (Connell, 2002: 14).

As noted above, it is well documented that gender and sexuality ‘border crossings’ in sport can be met with homophobia, discrimination and abuse.

This widespread documentation of discrimination and abuse is to be applauded. Nevertheless, it must be noted that national and international reports and research projects often subsume transphobia under homophobia rather than addressing transphobia as a related, but separate, phenomenon. Head (2010) has noted that “because lesbians and gay men often transgress gender norms, [transphobia] is often associated with homophobia”. Nonetheless, subsuming

transphobia under an assumed ‘catch-all’ banner of homophobia carries risk on two counts: first, it confuses issues of sexuality with gender identity and, second, it runs the risk of obscuring the specific issues faced by transpeople in sport. Sykes (2006: 7) argued that “sport is one of the cultural practices most apprehensive about changes in the categories ‘woman’ and ‘man’”. A review of sexual orientation in sport carried out in the UK stated categorically that “bisexuality and transsexuality are underrepresented in sports research and policy” (Brackenridge et al., 2008: 55).

An example of the subsuming of transphobia can be found in a recent report from the Australian Government’s Independent Sport Panel. While the Panel acknowledged that “gay, lesbian, bisexual, transgender and intersex people ... feared abuse and harm in a sports environment” (Crawford, 2009: 198) but when describing the “significant unique challenges” faced, only attributed these challenges to “gay, lesbian and bisexual athletes”. The challenges were described as ranging from “dealing with the impacts of homophobia, the concealing of sex-uality, and the resultant impacts on sporting performance and opportunity” (Crawford, 2009: 45).

GLBTIQ techniques of resistance

The existence of homophobia and transphobia in sport (as elsewhere) does not mean that GLBTIQ people have acceded to exclusion from sport. Rather, they have employed a range of strategies to enable safer participation. Such strategies provide useful reference points for an asset-based intervention such as *Fair go, sport!*. This is not to suggest that GLBTIQ people should have to shoulder the responsibility for finding safe space, but an acknowledgement of lessons that can be learned from existing GLBTIQ resilience and resourcefulness.

For example Hillier (2005: 51) has reported how young women have coopted the homophobic and highly gendered assumption that women who play Australian Rules football are all lesbians to create a space where women can enjoy sport and test gender and sex boundaries ‘in relative safety’. Successful gay male sportspeople in the United States of America have reported refusing to remain silent about their sexuality, thus making visible and confronting stereotypes that gay men cannot play sport (Anderson, 2002). Information on which mainstream sporting clubs are less homophobic than others has been shared within GLBTIQ networks (Elling and Janssens, 2009). GLBTIQ people have worked together to create queer spaces within mainstream sporting contexts (Eng, 2008; Muller, 2007), or to create out and queer sports clubs (Jones and McCarthy, 2010). While none of these strategies is without risk, GLBTIQ people have persisted (and succeeded, to varying degrees) in finding or creating space for themselves within a range of sports.

Fletcher, G, Smith, L, and Dyson, S (2013). *Fair go, sport! Promoting sexual and gender diversity in hockey – A literature review*, pp. 4-7. Retrieved from humanrightscommission.vic.gov.au on 6 May 2014.

AUSTRALIA'S MAJOR SPORTING CODES COMMIT TO ENDING HOMOPHOBIA

In a world first, executives from Australia's major sporting codes have made a commitment to rid their sports of homophobia. **ABC News** reports

All four football codes as well as Cricket Australia presented a united front in Sydney, emphasising the need to end discrimination in sport.

The agreement came ahead of the Bingham Cup, the world cup of gay rugby, with all codes agreeing to introduce policies in line with the new Anti-Homophobia and Inclusion Framework by the end of August.

It marks the first time all the major professional sports in a country have collectively committed to tackling discrimination based on sexual orientation by way of inclusion policies.

"Put simply, we believe that every individual – whether they're players, supporters, coaches or administrators – should all feel safe, welcome and included, regardless of race, gender and sexuality," ARU chief executive Bill Pulver said.

Bingham Cup president Andrew Purchas applauded the ARU for its commitment to the Inclusion Policy last year.

"The ARU's immediate and absolute support for this initiative has been critical to its widespread adoption," he said in a statement.

"Australian Rugby has demonstrated strong and enduring support for the Bingham Cup, the Sydney Convicts Rugby club and the other gay Rugby teams around Australia."

NRL chief executive Dave Smith said his sport was making a concerted effort to make sure all people feel welcome in rugby league at all levels.

South Sydney, Queensland, Australia and two-time Indigenous All-Star Greg Inglis echoed the importance of the anti-discrimination message.

"It is important to focus on a person's ability to play sport and not on stereotypes about race,

gender, sexuality, disability or any other issue," Inglis said in an NRL statement.

"Rugby league is a sport that everyone can play so it is great to see the NRL implementing a policy that will make everyone feel good about being part of the game.

"From my personal experience, the NRL has been incredibly supportive of indigenous players through the All Stars concept, the Indigenous Players Camp, Close the Gap Round and a whole range of other initiatives and programs."

INGLIS URGES GAY NRL PLAYERS TO COME OUT

Inglis says he would support any gay NRL player who came out and believes it would be an enormous burden removed for someone who did.

Inglis joined a cast of high-profile athletes and administrators from Australia's four football codes and cricket in speaking out against homophobia in sport.

"If individuals want to come out and promote that they're gay or

It marks the first time all the major professional sports in a country have collectively committed to tackling discrimination based on sexual orientation by way of inclusion policies.

they're not, I'm all for it," Inglis said.

"I'm a big believer, a firm believer, in respecting what others are and who they are.

"The environment that I grew up in and the teams I've been involved in have always embraced that and that's just the way the culture is."

Ian Roberts, almost 20 years ago, has been the only Australian professional rugby player to publicly reveal he was gay and Smith applauded the former Manly, NSW State of Origin and Australian Test star for his courage.

"When you look back at the history of the game, the names that stand out are the ones who have done something to change the fabric of the game," Smith said.





Ian Roberts, almost 20 years ago, has been the only Australian professional rugby player to publicly reveal he was gay.

“People like Ian Roberts, who, in 1995, took the brave step of one of the toughest rugby league players in the game to declare that he was gay.

“The great thing was not that Ian was brave enough to make that declaration, but that it was so sensitively received by his peers in the rugby league community.”

Inglis has no doubts modern-day gay players would be similarly

embraced in the NRL.

“Especially in the sporting environment we’re in now and the culture that Australia is in the sporting world, I think it’s just each to their own,” he said.

“Whoever’s come out and said they’re gay, just move on. They’re here to have fun and sport is a great opportunity for that.

“If they’re there, then they’re there. I think when they come out, they’ll probably create a lot of relief off their shoulders, a lot of weight off their shoulders.”

Inglis also endorsed the stance of the sporting executives who challenged players to stop using loose phrases in the locker-room

like: “Don’t do that, it’s gay.”

“If you stamp that out, then it will probably help players that come out a bit more,” Inglis said.

“In saying that, you never know until they actually come out and say it.

“I’m definitely happy to put my hand up and be one of the leaders behind this great initiative.”

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ABC/AAP (9 April 2014).
Australia’s major sporting codes commit to ending homophobia ahead of Bingham Cup. Retrieved from www.abc.net.au/news on 6 May 2014.

No place for bullies: creating a bully-free environment in sport



There are no two ways about it: bullying has no place in sport. What is bullying? It's all about power! Wayne Goldsmith and Helen Morris report in this article first published in *Play by the Rules Magazine*

POWER: At the core of most bullying is the issue of power: one person or a group of people trying to exert power – physical, emotional, psychological – over another.

OPPORTUNITY: Bullies will seize upon an opportunity for bullying. One athlete by him/herself, a smaller or younger athlete, someone who looks or acts different for example may appeal to bullies as potential targets.

WEAKNESS: Bullies look for signs and signals of potential weakness in others which in turn provides them with an opportunity to apply intimidation, discrimination and harassment.

ENVIRONMENT: Bullying will flourish in teams and even communities which do not value safety, security and responsible behaviour.

RESPECT: Everyone deserves respect and to live without fear.

Why does bullying happen?

Bullying happens when the need for using power to intimidate and harass another person meets the right opportunity to use it!

It is often difficult to clearly understand why someone or a group of people will engage in bullying behaviour but at the heart of it is difference: physical, gender, racial, social, socio-economic, sexuality, disability or even being different in appearance can illicit bullying behaviour.

How do you recognise a bully and bullying behaviour?

Bullies come in all shapes and sizes. Not all bullies are the stereotypical physical giants of movies and TV.

Bullying behaviour can be incredibly varied. It can include:

- Physical bullying
- Hitting
- Pushing
- Spitting
- Kicking
- Emotional bullying
- Name-calling
- Teasing
- Social bullying
- Social exclusion
- Starting and perpetuating rumours
- Putdowns
- Drawing attention to a physical difference or disability
- Creating fear, stress and anxiety
- Threatening (e.g. threats of physical violence).

Bullying can be done in a variety of ways, e.g. directly – person to person intimidation or indirectly through texting, the internet and social media. One thing is certain. Regardless of the actual bullying behaviour if coaches, athletes and parents do not act to stop it can and will continue often with disastrous effects on the person being bullied.

If you recognise a bully and bullying behaviour, what action should you take?

Here are some tips for coaches about how to take the appropriate action if bullying is taking place in your team:

1. First and most important. STOP THE BULLYING from occurring
2. Listen to both parties involved – give everyone a fair and reasonable chance to put their side of the story
3. Ask some questions to help you gain a full understanding of the situation: a) Was this a one-off occurrence or has it been ongoing? b) Were there any witnesses? c) Who exactly was involved and what exactly did they do? d) When and where did it happen?
4. Refer the matter to the Team's Disciplinary Council or if you don't have one, form a committee of three people to work through the issues in a fair and reasonable manner
5. If after establishing all the facts there is clear evidence of bullying, adopt a zero-tolerance approach and remove the bully/bullies from the team.

How can you create an environment where bullying is unlikely to take place?

The most important step in eradicating bullying from your team is to educate all athletes, coaches, parents and staff about the issues.

1. Have clear and fair 'zero-tolerance' policy to bullying which every athlete, coach, parent and staff member is aware of and supports
2. Have a clear and fair process in place to deal with bullying issues in the team, e.g. a Team Disciplinary Council which can hear evidence, listen to the views of the people involved and apply the appropriate consequences and penalties
3. Have a clear and widely available document which details the consequences of bullying
4. Conduct regular team education sessions which include open discussions about bullying and harassment
5. Include some anti-bullying resources in your team diaries, team induction materials etc.

Wayne Goldsmith is a world-renowned coach, performance manager, writer, sports consultant and motivator. His coaching, thinking and teaching has influenced some of the world's leading athletes. For more great articles related to coaching, check out Wayne's website www.wgcoaching.com

Goldsmith, W and Morris, H (February 2014). 'No place for bullies, creating a bully free environment in sport', *Play by the Rules*, pp.11-12. Retrieved from <http://asp-au.secure-zone.net/v2/index.jsp?id=972/1077/4633&lng=en> on 3 June 2014.

VIOLENCE IN SPORT

JOE GORMAN LOOKS AT THE ROLE OF VIOLENCE IN SPORT, AND HOW IT DISTRACTS US FROM THE GREAT THINGS SPORT HAS TO OFFER

FAIR PLAY?

The great English writer, George Orwell, once said that sport “has nothing to do with fair play.” According to Orwell, sport “is bound up with all hatred, jealousy, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence. In other words, it is war without the shooting.”

Orwell was a wonderful writer and a visionary. It was him who coined the term ‘Big Brother’ in his famous novel *1984*, which he wrote in the 1940s. His view of sport, however, takes a dim view of the games we love. As much as sport can be a refuge for those with violent urges, it is usually a way for people to work together, to socialise and to engage in friendly competition. Violence in sport takes away from this.

NOT A NEW THING

In Australia, ‘blood sports’ have always been popular. Boxing, rugby league, rugby union and Australian Rules have a special place in our nation’s history. Perhaps it has something to do with the view that men should be tough, rugged and masculine.

During times of war, sportsmen who have enlisted in the armed forces have been elevated to the status of heroes. For example, Ron Barassi Snr won the Grand Final with Melbourne FC in 1940, and was then killed in action in World War II a year later, becoming the first

Australian Rules footballer to die in battle.

It’s no surprise that the ‘boxing kangaroo’ image became synonymous with the Royal Australian Air Force during World War II. In those days, the kangaroo with the boxing gloves also wore a slouch hat. Many Australians saw war and sport as one and the same, and violence in sport was therefore expected and often celebrated.

While sportsmen rarely enlist in the armed services any more, the appetite for rough and tumble sport remains the same. David Dunworth, an Australian rugby union player who played during the 1970s, once said that rugby players could be “sent off, carried off, but never backed off.”

These days, the AFL conducts ‘ANZAC Day rounds’, where they award the best player with an ANZAC medal, which is modelled on the Victoria Cross Medal for bravery in battle. In the NRL, the Sydney Roosters have worn camouflage shirts on ANZAC Day as a tribute to the soldiers.

FIGHT FOR FAIR PLAY

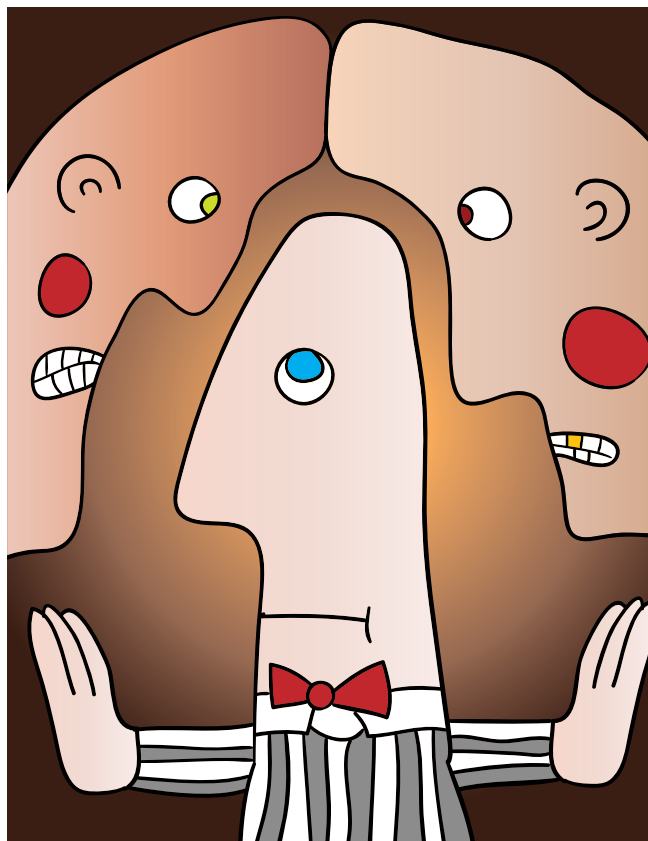
So have we become desensitised to violence in sport? Professional sportsmen, particularly in rugby league, are encouraged to be tough and never stand down from a fight. In grassroots sport, there have been terrible incidents of biting, punching and all-in brawling from both players and spectators.

While there is nothing wrong with participating in rough sports, there is a responsibility of all players to participate fairly. There are greater benefits from good sportsmanship than from violence and cynical behaviour.

While violent footballers and sportsmen often receive the most attention, it is the one’s that can rise above this that become the true heroes, and are remembered forever. Next weekend the NRL Grand Final will be played in Sydney. No matter who wins, watch the trophy presentation. The Provan-Summon Trophy, which depicts two footballers in bronze, is a fitting tribute to sportsmanship, not violence.

In 1963, after a bruising Grand Final between rival clubs Western Suburbs and St George, Arthur Simmons and Norm Provan came together in a friendly embrace after a well-fought contest that Provan’s club, St George, ended up winning. But few people remember the scoreline, or who won the match.

What they remember is the iconic image of two members of opposing sides coming together at the end of the match, highlighting that above all, sport is about respect, camaraderie and friendship.



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DON'T BE SO SENSITIVE, SLEDGING IS PART OF THE GAME

By developing effective concentration and cognitive strategies, athletes can learn to ignore or reframe comments by their opposition, writes sports psychologist **Lisa Martin**

In cricket it's known as sledging; in basketball, it's trash talk; in ice hockey, chirping. Whatever you prefer to call it, the banter that occurs between players, whether it is on the field, court, or in the rink, is firmly etched into the fabric of sporting culture.

Cricket sledging can be traced back to some on-field banter between Australian bowler Ernie Jones and English cricketer W. G. Grace at a 1896 Test match, after Grace reacted verbally to Jones' short-pitched delivery. Jones was said to have responded dryly by saying:

Sorry, doctor, she slipped.

When used appropriately, sledging can be an effective psychological strategy to help get an athlete into their optimal performance zone while, at the same time, trying to deter or distract another from getting into theirs.

This topic, of course, was recently brought to the fore following the first Ashes Test between England and Australia. The on-field verbal altercation between Australian captain Michael Clarke and English tailender Jimmy Anderson occurred when a stump microphone overheard Clarke warning Anderson to "get ready for a broken f***ing arm".

Clarke was subsequently charged and fined 20% of his match fee by the International Cricket Council (ICC).

Later, unsubstantiated reports claimed that, prior to Clarke's comment, Anderson threatened to punch Australian debutant George Bailey in the face due to the closeness of Bailey's fielding position to the wicket.

Since this incident, Clarke's behaviour has been criticised by some. But many players, fans, and ex-players alike have come to the defence of Clarke, and also in relation to the place of sledging in the game. Australian paceman Mitchell Johnson, while acknowledging that there was high tension on the field that day, praised Clarke for standing up for his players, saying:

That's what you want your captain to do ... and that's what he did.

Spin great Shane Warne has labelled Clarke's fine a "disgrace" and has encouraged the Australians to be equally as aggressive and verbal towards the Englishmen in the upcoming second Test.

Even Anderson himself has come out defending the use of sledging in the game, saying he had no problem with anything that the Australians did or said on the field:

I probably dish it out more than most in the field, so I generally get it back more than most ... I expect it and accept it.



A psychological weapon or skill?

Sledging is one of many psychological stressors athletes may face in their quest for sporting glory, along with playing in front of a passionate crowd or the sheer importance of the event being played.

Sledging is often referred to as a form of psychological warfare, where the aim is to break the concentration of an opposing player or, at the very least, instil enough doubt in his or her mind to create a mental distraction or a physiological change. This, in turn, can disrupt or change the opposing player's technique, focus or game plan, which can ultimately have a detrimental impact upon his or her performance.

Insulting a batter on their skill level, for instance, puts



additional pressure on the athlete, leading to an increased likelihood that they'll choke under the pressure.

Research from 2011 into the impact of sledging, or verbal gamesmanship, on cricketers' performance found that the most notable effects of sledging were negative and included an:

... altered perception of self, an altered state of mind, decreased batting ability, and overarousal.

With very little separating the physical fitness, abilities and skills of high-level athletes, many competitors attempt to get a mental edge on their opponents by mentally preparing themselves for all situations, including such purposeful distractions.

By taking the time to work on developing effective concentration and cognitive strategies, athletes can learn to ignore or reframe any comments that are thrown at them by their opposition to inspire them to engage in higher levels of performance. Performance routines and relaxation techniques are two strategies players commonly use to cope with sledging.

Interestingly, Anderson has come out since the first Test and described sledging as a "skill" that he considers as a "key element of his own game". Rather than viewing sledging as a stressor, Anderson perceives it to be "one of the weapons at [his] disposal" to help him to focus and get the best out of himself performance-wise.

Of course there are unwritten rules related to content and intent when engaging in sledging – and so there should be. Some of these rules, for example, might be that sledging should not include comments that personally attack a player by belittling their beliefs, family life or personal circumstances, or which relate to a player's sexual orientation or race.

With very little separating the physical fitness, abilities and skills of high-level athletes, many competitors attempt to get a mental edge on their opponents by mentally preparing themselves for all situations, including such purposeful distractions.

As with all rules, unfortunately, these too have been broken on multiple occasions, and no doubt, will be again. It is human nature after all, that there will always be someone who takes things too far. But for the most part, it appears that players accept sledging as part of their game, and somewhat enjoy the unpredictability that it brings.

We should allow the players to continue to have their personal experiences on the field under the watchful eyes of the umpires, and continue to fulfil our role, which is to be spectators of the game – particularly if we cannot deal with the repercussions of hearing about what truly happens around the wicket.

This issue, along with our victory in the first Test, has certainly played a role in reinvigorating Australia's interest in this year's Ashes series after a tough couple of years for Australian cricket.

Lisa Martin is a lecturer in Sport Psychology at the University of the Sunshine Coast.

THE CONVERSATION

Martin, L (5 December 2013). *Don't be so sensitive, sledging is part of the game*. Retrieved from <http://theconversation.com/au> on 5 May 2014.

Sledging is out of order in the workplace, so why not the sports field?

It is not acceptable to excuse this behaviour, write **Keith Parry** and **Emma Kavanagh**

Picture this scene: you and a colleague sit down for a meeting with your counterparts from another organisation. Before discussions begin, one employee leans over and questions whether you know what you are doing. They advise you to head for the door rather than face up to what the meeting will throw at you.

As discussions progress, another employee says that they have intimate knowledge of your partner and mother. Then, as negotiations reach a particularly important and delicate point, this employee threatens to “take your head off”. As negotiations are concluded everyone shakes hands and congratulates you on the job you did. You leave the building to a series of jeers and animated gestures from other workers.

In the workplace, behaviour that threatens the safety of another employee – or that questions the sexual morality of an employee’s wife or mother – would be classed as maltreatment. This behaviour would not be condoned and would be penalised.

Yet in sport, and particularly cricket, this form of behaviour, known as ‘sledging’, is not only condoned but celebrated as an important tool to use against your opponents. The acceptance of such behaviour raises questions about both the importance placed on sport and the treatment of those who play it.

SLEDGING AS MALTREATMENT

Maltreatment is a term that refers to a range of behaviours that have the potential to result in physical

injuries and/or psychological harm to a person. As an umbrella term, it encapsulates behaviours perhaps otherwise known as abuse, harassment and bullying.

Maltreatment can include physical, psychological and emotional behaviours as well as neglect. Athletes, spectators and coaches all have the potential to be the victims and/or perpetrators of maltreatment in this context.

Sledging is a clear example of inter-player maltreatment in sport that can pose a significant threat to the wellbeing of the individual. This form of maltreatment can be direct or indirect and relates to verbal interaction between players on the field of play or in reference to players through media or other channels.

SLEDGING IN FOCUS

While sledging is not a new development, it was brought into focus at the end of the first Ashes Test match,

In sport, and particularly cricket, this form of behaviour, known as ‘sledging’, is not only condoned but celebrated as an important tool to use against your opponents. The acceptance of such behaviour raises questions about both the importance placed on sport and the treatment of those who play it.



after it was announced that English batsman Jonathan Trott was leaving the series due to a stress-related illness.

Trott was the target of off-field sledging by Australia's David Warner, who described his performance – via the media – as “pretty weak”. This is an example of direct emotional maltreatment, targeted at a particular player, which has the potential to be harmful to the wellbeing of the individual. While England coach Andy Flower described Warner's comments as “disrespectful”, he said it did not play a role in Trott's decision to return home.

Towards the end of the match, England's James Anderson is alleged to have threatened to punch Australian George Bailey. Australian captain Michael Clarke was overheard via on-pitch microphones suggesting that Anderson should “get ready for a broken f***ing arm”. Following the match, Clarke was fined 20% of his match fee for the sledge.

It is time to accept that maltreatment would not be condoned in any other area of society, and therefore has no place on the sports field.

Both of these are examples of direct physical maltreatment through the threat of physical violence with an aim to evoke fear or alarm in the opponent.

When this hostility/violence is committed by someone such as Clarke – who is in a role described by then-prime minister John Howard as the most important job in Australia – there are worrying consequences.

Sportsmen and women are commonly selected as role models or heroes. Countless young children look up to and aim to replicate the on and off-field behaviours of these athletes. Clubs and merchandising companies are happy to exploit this desire to copy through the use of athlete endorsers to sell not only sports-related goods but items from all realms of popular culture.

While it may be beneficial for fans to copy the onfield sporting exploits of these role models, it is concerning if the forms of maltreatment witnessed recently are also being copied.

Sporting organisations, especially when they are the employers of the athletes being maltreated in this way, should consider whether they are protecting the rights and welfare of their employees or whether their passivity is allowing this behaviour to continue.

NOT JUST SLEDGING OF CONCERN

It seems sledging is simply another example of the growing moral decline in sport and joins an increasing number of abusive incidents that have recently been highlighted within the media. These include instances of bullying or physical, emotional and sexual abuse of athletes.

Many of the more subtle examples of maltreatment

such as sledging or inter-player maltreatment escape scrutiny because we believe them to be a “normal part of the game”. The distancing or normalising of behaviours clearly reduces any moral obligation to “care for athletes” or afford them the protection that would be expected as standard in other settings.

It is not acceptable to excuse this behaviour. Instead, it is time to accept that maltreatment would not be condoned in any other area of society, and therefore has no place on the sports field.

Keith Parry is a lecturer in Sport Management at the University of Western Sydney.

Emma Kavanagh is a lecturer in Sports Psychology and Coaching Sciences at Bournemouth University.

THE CONVERSATION

Parry, K and Kavanagh, E (5 December 2013).

Sledging is out of order in the workplace, so why not the sports field?

Retrieved from <http://theconversation.com/au> on 5 May 2014.

EXPLORING ISSUES

WORKSHEETS AND ACTIVITIES

The Exploring Issues section comprises a range of ready-to-use worksheets featuring activities which relate to facts and views raised in this book.

The exercises presented in these worksheets are suitable for use by students at middle secondary school level and beyond. Some of the activities may be explored either individually or as a group.

As the information in this book is compiled from a number of different sources, readers are prompted to consider the origin of the text and to critically evaluate the questions presented.

Is the information cited from a primary or secondary source? Are you being presented with facts or opinions?

Is there any evidence of a particular bias or agenda? What are your own views after having explored the issues?

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Brainstorm, individually or as a group, to find out what you know about fair play and integrity in sport.

1. What is fair play in sport, and why is it important?

2. What is match fixing, and why is it considered a threat to sport?

3. What is doping, and why is it an issue in sports?

4. What is sledging in cricket, and is it used in any other sports?



Complete the following activity on a separate sheet of paper if more space is required.

Consider the the following discrimination issues in sport. Write a few paragraphs outlining an example of a scenario that would be representative of these behaviours (include the sport, who is involved, how you would recognise the behaviour, and what could be done to address the behaviour).

RACISM

SEXISM

HOMOPHOBIA

BULLYING



MULTIPLE CHOICE

Complete the following multiple choice questionnaire by circling or matching your preferred responses. The answers are at the end of this page.

- 1. Cricket sledging can be traced back to what year?**
 - a. 1896
 - b. 1906
 - c. 1926
 - d. 1976
 - e. 1996
 - f. 2006
- 2. During World War II many Australians saw war and sport as one and the same, and the Australian 'boxing kangaroo' image became synonymous with the Royal Australian Airforce. During this time, other than boxing gloves, what else was incorporated into the 'boxing kangaroo' image?**
 - a. A cricket bat
 - b. A machine gun
 - c. A slouch hat
 - d. An Australian flag cape
 - e. A trophy
 - f. Flying goggles
 - g. Airforce wings
- 3. A 12-month inquiry found that organised crime syndicates were involved in the distribution of PIEDs. What do the letters PIED stand for?**
 - a. Peak illicit energy drugs
 - b. Performance integrity and energy drugs
 - c. Player intensity enhancing drugs
 - d. Performance and image enhancing drugs
 - e. Pseudoephedrine, insulin, ecstas and depressants
 - f. Performance and illicit energy drugs
- 4. During the 2012 London Olympics, some Australian swimmers were in trouble for using which drug?**
 - a. Aspirin
 - b. Viagra®
 - c. Stilnox®
 - d. Codeine
 - e. Panadol®
 - f. Pseudoephedrine
- 5. In what year was the *Australian Sports Anti-Doping Authority Amendment Bill* first introduced in the Senate?**
 - a. 1893
 - b. 1903
 - c. 1923
 - d. 1973
 - e. 1993
 - f. 2013

MULTIPLE CHOICE ANSWERS

1 = a : 2 = c : 3 = d : 4 = b : 5 = f

- A recent national survey showed that more than 11 million Australians aged 15 or over participated at least once a week in physical activity for exercise, recreation and sport – a participation rate of almost 70% (DFAT, *About Australia: People, culture and lifestyle*). (p.2)
- The progressive commercialisation of sport, and the transfer of ‘win at all costs’ capitalist business values to the sporting arena have overshadowed positive outcomes (Westerbeek, H, *Making young Australians good sports through fair play*). (p.3)
- Baron Pierre de Coubertin, the father of the modern Olympic Games said: “The important thing in life is not the triumph, but the fight; the essential thing is not to have won, but to have fought well.” (International Fair Play Committee, *Fair Play: The Essence of Fair Play*). (p.5)
- The basic principle of the *Code of Sports Ethics* is that ethical considerations leading to fair play are integral, and not optional elements, of all sports activity, sports policy and management (UNESCO, *Fair play – the winning way*). (p.7)
- The *Berlin Declaration* emphasises that sport is a fundamental right for all, regardless of ethnic origin, gender, age, impairment, cultural and social background, economic resources or sexual orientation (UNESCO, *UNESCO conference in Berlin adopts roadmap to clean up sport and make it accessible for all*). (p. 12)
- US\$140 billion is laundered annually through sport betting, and 80% of global sport betting is illegally transacted (ICSS, *Astonishing scale of betting fraud and sport corruption confirmed in ground-breaking scientific report*). (p.13)
- More than 8,000 legal operators offer sports betting – 80% are in territories with a low rate of tax and few inspections (*ibid*). (p.13)
- The advent of the internet has led to an unprecedented expansion of sport betting offers, with online betting now representing 30% of the global market (*ibid*). (p.13)
- Betting on racing remains the largest betting market in Australia and increased 69% between 2000-01 and 2010-11, wagering on other sports increased by 278% over the same period. (pp. 15, 27)
- Reported match fixing cases by continent 2010-2012: Americas: 5; Europe: 37; Africa: 74; Asia: 17; Oceania: 4 (ICSS, *The Threat to Sport: The Facts at a Glance*). (p.15)
- Internationally, there have been a number of high profile cases of match fixing, including the recent operation by Europol which identified attempts by individuals to fix up to 380 professional soccer matches across Europe, Asia and Africa (ACC, *Threats to the integrity of professional sport in Australia*). (p.16)
- In November 2012, the Australian Government announced the establishment of the National Integrity of Sport Unit to monitor and coordinate the implementation of the National Match Fixing Policy and to support Australia’s national sporting organisations (*ibid*). (p.16)
- Sports fraud is no longer limited to cheating by an individual; it now belongs to the domain of organised crime and – with the growth of online betting – operates on a global scale (Bokova, I, *Target corruption in sport and bring back fair play*). (p.20)
- If children watched AFL on TV they would consume about 50.5 separate episodes of sports betting marketing, from TV and stadium ads, to footy jumpers and even the footy commentary. If they went to the ground they would see, on average, 58.5 gambling ads (Grills, N and Porter, G, *Not just ‘a bit of fun’: why sports, gambling and kids are a bad mix*). (p.21)
- Australia has the biggest gambling losses per capita of any country in the world (*ibid*). (p.21)
- In Australia, the government revenue from gambling is in the order of A\$5 billion or around 10% of total tax revenue (*ibid*). (p.22)
- Despite being prohibited substances in professional sport, peptides and hormones are being used by professional athletes in Australia, facilitated by sports scientists, high-performance coaches and sports staff (Commonwealth of Australia, *Organised crime and drugs in sport*). (p.26)
- The AOC has introduced an ethical behaviour by-law amendment requiring athletes to sign a statutory declaration swearing no involvement in sports doping (Fry, C, *New anti-doping powers won’t fix culture of drugs in sport*). (p.29)
- Australia currently has federal, state and territory laws protecting people against race, sex and disability discrimination in all areas of life, including sport (Oliver, P, *One year on – the real doping scandals of 2013*). (p.33)
- AFL has been plagued by a stream of racist incidents from the on-field vilification of Joel Wilkinson by Justin Sherman, to spectator abuse directed at players such as Wilkinson, Majak Daw, Lance Franklin and Goodes (Klugman, M and Osmond, G, *A game whose time has come: Winmar, Goodes and race in the AFL*). (p.39)
- Experiences of discrimination and harassment reported in relation to sport in Australia have included verbal and physical abuse, exclusion, and silencing tactics (Fletcher, G, Smith, L, and Dyson, S, *Fair go, sport! Promoting sexual and gender diversity in hockey – A literature review*). (p.41)
- Australian same sex attracted young people have reported that in terms of discrimination and verbal and physical abuse, they felt ‘the least safe at sporting events’ (*ibid*). (p.41)
- Ian Roberts, almost 20 years ago, has been the only Australian professional rugby player to publicly reveal he was gay (ABC/AAP, *Australia’s major sporting codes commit to ending homophobia ahead of Bingham Cup*). (p.43)
- Cricket sledging can be traced back to some on-field banter between Australian bowler Ernie Jones and English cricketer W. G. Grace at a 1896 Test match (Martin, L, *Don’t be so sensitive, sledging is part of the game*). (p.47)
- Research from 2011 into the impact of sledging, or verbal gamesmanship, on cricketers’ performance found that the most notable effects of sledging were negative (*ibid*). (p.48)

Bad behaviour

'Bad behaviour' is a very broad term. It could include acts that are simply against the rules of the game, as well as behaviour that may be illegal.

Examples include:

- A player verbally abuses a referee or official
- An athlete is caught taking an illicit drug
- A young club member is bullied by a fellow team member
- A player is found to be cheating
- There is an off-field altercation between a player and a member of the opposing team.

Corruption

Corruption is defined as the abuse of entrusted power for private gain. In a sporting context, corruption results in a lack of confidence in sports organisations that leads to withdrawal of support by the community, sponsors and athletes themselves.

Doping

A term used to describe when a competitor uses performance-enhancing substances which are prohibited by the rules of the competition.

Fair play

Fair play is a complex notion that comprises and embodies a number of values that are fundamental not only to sport but also to everyday life. Respect for others, friendship, team spirit, fair competition, sport without doping, respect for written and unwritten rules such as equality, integrity, solidarity, tolerance, care, excellence and joy, are the building blocks of fair play that can be experienced and learnt both on and off the field. Fair play is defined as a way of thinking, not just a way of behaving. It incorporates issues concerned with the elimination of cheating, gamesmanship, doping, violence (both physical and verbal), the sexual harassment and abuse of children, young people and women, exploitation, unequal opportunities, excessive commercialisation and corruption.

Illegal sports betting

Illegal sports betting are fraudulent activities contrary to law that are often linked to match fixing and organised crime. Internet gambling and online betting generate large profits that are generally outside the control of government legislation and therefore open to criminal activity.

Integrity in sport

A sport that displays integrity can often be recognised as honest and genuine in its dealings, championing good sportsmanship, providing safe, fair and inclusive environments for all involved. It will also be expected to 'play by the rules' that are defined by its code.

Match fixing

Match fixing is bribery and gift-giving that influences sporting results and brings individuals or the sport into disrepute.

It can involve the following:

- The deliberate fixing of the result of a contest, or of an occurrence within the context, or of points spread
- Deliberate underperformance
- Withdrawal (also known as 'tanking', 'manipulation' and 'experimenting')
- An official's deliberate misapplication of the rules of the contest
- Interference with the play or playing surfaces by venue staff, and
- Abuse of insider information to support a bet placed by any of the above or placed by a gambler who has recruited such people to manipulate an outcome or contingency.

Organised crime

The integrity of professional sport in Australia is increasingly being threatened, with organised criminal groups and identities developing an increasing presence in the professional sport sector. In Australia the principal vulnerabilities of sports to match fixing or organised criminal infiltration include:

- Insufficient resourcing of integrity management by sports governing bodies
- The use of illicit and performance enhancing drugs
- Overseas-based criminal threats
- Domestic criminal associations
- Infiltration of sports through legitimate businesses, contractors and consultants
- Match fixing
- Exploitation of inside information
- Wagering vulnerabilities
- Financial vulnerabilities
- Specific high-risk individuals.

Sledging

The act of one sports player insulting another during a game, in order to make them angry.

Sport culture

Sport culture is the brand that presents itself to the public. A healthy culture is generally displayed in those sporting organisations that recognise the paramount importance of maintaining their integrity. This recognition is owned by the leadership group and trickles down through all levels of the organisation. A sport with a positive culture will demonstrate energy, commitment and effort in developing systems to ensure their sport is one that all members are proud to participate in and support. The key to a positive sport culture is consistency of action.

Sport ethics

Ethics is the system that reinforces acceptable behaviours or values thereby ensuring a level of integrity or good character is maintained. Sport ethics helps us see and differentiate right from wrong. Such systems in sport include defined values, codes of conducts, by-laws, rules, policies and the implementation of these policies and rules.

Websites with further information on the topic

Australian Crime Commission www.crimecommission.gov.au
 Australian Institute of Sport www.ausport.gov.au/ais
 Australian Olympic Committee <http://corporate.olympics.com.au>
 Australian Sports Anti-Doping Authority www.asada.gov.au
 Australian Sports Commission www.ausport.gov.au
 Clearinghouse for Sport <https://secure.ausport.gov.au/clearinghouse>
 Good Sports (Australian Drug Foundation) <http://goodsports.com.au>
 International Centre for Sport Security www.theicss.org
 International Fair Play Committee www.fairplayinternational.org
 International Olympic Committee www.olympic.org
 National Integrity of Sport Unit www.health.gov.au/internet/main/publishing.nsf/Content/national-integrity-of-sport-unit
 Play by the Rules www.playbytherules.net.au
 Racism. It Stops With Me <http://itstopswithme.humanrights.gov.au>
 World Anti-Doping Agency www.wada-ama.org
 You Can Play – An Anti-Homophobia in Sport Initiative <http://youcanplay.com.au>

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- Australian Crime Commission
- Australian Sports Commission
- International Centre for Sport Security.

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