EVENT & COMPETITION PACKAGE

A suite of resources to help promote clean sport in the lead up to an event or competition.

January 2024



SPORT INTEGRITY AUSTRALIA

ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation we acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past, present and future and extend that respect to all Aboriginal and Torres Strait Islander peoples.

We recognise the outstanding contribution Aboriginal and Torres Strait Islander peoples make to sport in Australia and celebrate the power of sport to promote reconciliation and reduce inequality.

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CONTACT US

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INTRODUCTION

Education is key to protecting the health and wellbeing of athletes, and upholding the integrity of Australian sport.

Sport Integrity Australia is committed to working with sports to help them promote education to their athletes, coaches and support personnel, especially prior to competitions and events.

This Event and Competition Pack has been developed with sports and athletes in mind, to provide a suite of electronic resources and social media messages to help promote sport integrity in the lead up to events and competitions.

This package can be used prior to any sporting event, and we encourage National Sporting Organisations to share this with their stakeholders including State Sporting Organisations and their local clubs.

If you have ideas for any new resources, please contact education@sportintegrity.gov.au.

The Sport Integrity Australia education team are also available to cobrand resources and make the resources in this pack sport specific. Please contact education@sportintegrity.gov.au.

ELECTRONIC RESOURCES

SPORT INTEGRITY APP

The Sport Integrity app was developed in 2018 (ASADA Clean Sport app) to help prevent athletes from testing positive from contaminated supplements or banned medications.

The app provides a list of supplements sold in Australia that have been screened for prohibited substances by an independent laboratory. Sport Integrity Australia's advice is that no supplement is safe to use and athletes should not risk their careers by taking a supplement. However, if an athlete insists on taking a supplement, they should choose one in the Sport Integrity app.

Supplements are still the leading cause of inadvertent doping, with a large percentage of positive tests occurring during competitions and events. It is our hope that promoting the app prior to events, and encouraging all athletes to check their medications and supplements prior to competing, will reduce the number of inadvertent doping cases.

The following flyers can be used for event and camp information books, event programs, newsletters, emails, and on social media and websites.



CLEAN SPORT IS YOUR RESPONSIBILITY

SPORT INTEGRITY APP

- Check medications on Global DRO
- Find low risk supplements
- Check if you need a Therapeutic Use Exemption (TUE)
- Report an issue
- Give feedback or ask a question

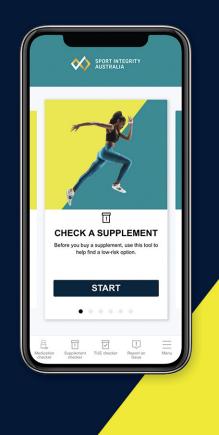
The app also has information on all sport integrity issues, anti-doping rules, testing programs, the health effects of doping, supplement and nutrition advice, overseas travel considerations and more. Just click on the menu icon.

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Download the app from the Apple Store and Google Play store here.

ONLINE EDUCATION

- Sport Integrity Australia's eLearning website: <u>elearning.sportintegrity.gov.au</u>
- Visit the site for courses on integrity topics including: Safeguarding Children and Young People in Sport Induction, introduction courses to anti-doping, match-fixing and illicit drugs, along with specific courses for parents and coaches.





Contact Us

Email: <u>education@sportintegrity.gov.au</u> Safe Sport Hotline: 1800 161 361 Enquiries: 1300 027 232 <u>www.sportintegrity.gov.au</u>



SPORT INTEGRITY AUSTRALIA

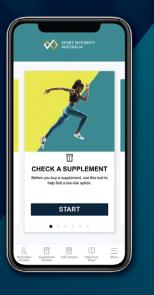
REDUCE YOUR RISK OF TESTING POSITIVE

USE THE SPORT INTEGRITY APP TO:

- Find a low risk supplement which has been batch tested for prohibited substances.
- Check if a medication is prohibited in sport.
- Report and integrity issues or suspicious activity.
- Give feedback on an anti-doping test or ask us a question.

CONTACT US

Safe Sport Hotline: 1800 161 361 Enquiries: 1300 027 232 education@sportintegrity.gov.au sportintegrity.gov.au



Download the Sport Integrity app from the Apple Store and Google Play Store





MALE

FEMALE

ATHLETES CAN BE TESTED ANYWHERE, ANYTIME

Athletes can be tested anywhere, anytime. This includes during events or competitions, at home and at training.

There are severe consequences for athletes who do not comply with testing directions, and by not being prepared for testing, athletes put themselves at risk of testing positive or committing other Anti-Doping Rule Violations.

The flyers below can be used for event and camp information books, event programs, newsletters, emails, and on social media and websites.



HEADLINE OPTIONS

6

SPORT INTEGRITY AUSTRALIA

ANTI-DOPING RULES APPLY TO YOU

Athletes can be drug tested at competitions, at training, and at home. You can also be under investigation for doping by Sport Integrity Australia and not even know it.

Getting caught out can ruin your career and your reputation. Don't risk it. Check all your supplements, your medications, and make sure you know the rules.



Get educated by completing the Sport Integrity Australia eLearning courses.

FOR MORE INFORMATION Safe Sport Hotline: 1800 161 361 | Enquiries: 1300 027 232 education@sportintegrity.gov.au | sportintegrity.gov.au

FEMALE



Sport Integrity Australia and t even know it. ting caught out can ruin your eer and your reputation. Don't risk Get educated by completing

MALE



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ELECTRONIC RESOURCES

SPORT INTEGRITY AUSTRALIA - EVENT & COMPETITION PACKAGE

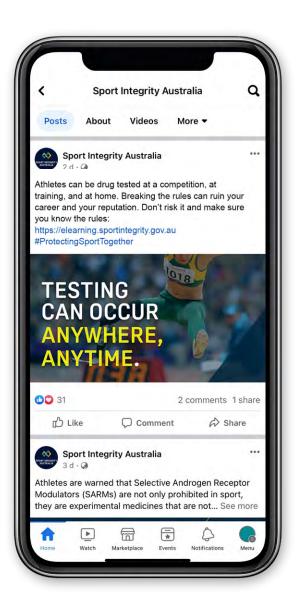
SOCIAL MEDIA CAMPAIGN

SUPPORTING COPY:

Athletes can be drug tested at a competition, at training, and at home. Breaking the rules can ruin your career and your reputation. Don't risk it and make sure you know the rules:

https://elearning.sportintegrity.gov.au #ProtectingSportTogether

TIP: Please copy and paste the supporting copy straight into your social media post to avoid any mixed or inconsistent messaging with Sport Integrity Australia.



FACEBOOK:



TWITTER:





SUPPORTING COPY:

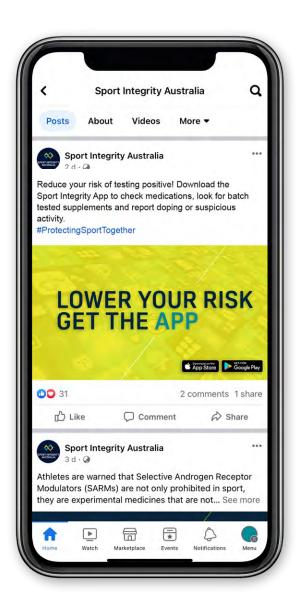
Reduce your risk of testing positive! Download the Sport Integrity app to check medications, look for batch tested supplements and report doping or suspicious activity.

#ProtectingSportTogether

FACEBOOK:









SUPPORTING COPY:

Dietitians recommend a food first approach to fuelling your body. A varied diet is always more beneficial, and safer, than supplements.

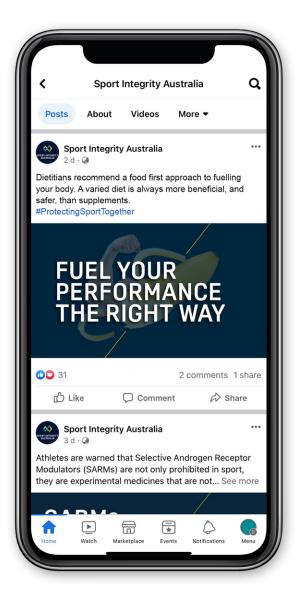
#ProtectingSportTogether

FACEBOOK:



TWITTER:

FUEL YOUR PERFORMANCE THE RIGHT WAY





SUPPORTING COPY:

Top athletes take their careers seriously, and part of that means making sure you know the rules. Learn the integrity rules that apply to you:

https://elearning.sportintegrity.gov.au/ #ProtectingSportTogether

FACEBOOK:



TWITTER:







SUPPORTING COPY:

Sport Integrity Australia can test athletes at all levels anytime, anywhere. If you test positive, you could face a four year ban from all sport. Make sure you know the rules:

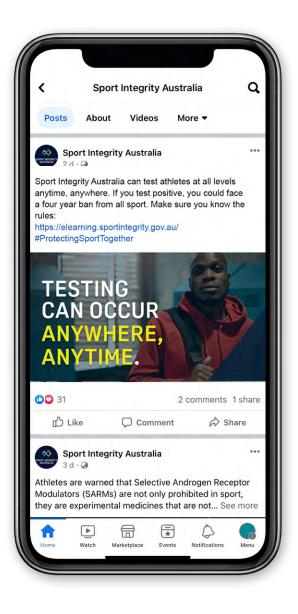
https://elearning.sportintegrity.gov.au/ #ProtectingSportTogether

FACEBOOK:



TWITTER:



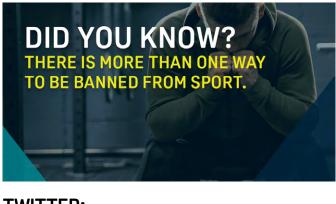




SUPPORTING COPY:

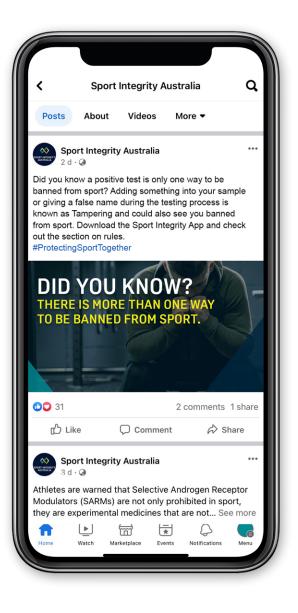
Did you know a positive test is only one way to be banned from sport? Adding something into your sample or giving a false name during the testing process is known as Tampering and could also see you banned from sport. Download the Sport Integrity app and check out the section on rules. #ProtectingSportTogether

FACEBOOK:



TWITTER:







EMAIL CAMPAIGN



The email campaign is designed to commence once entries for an event close, with subsequent emails being sent in the weeks following.

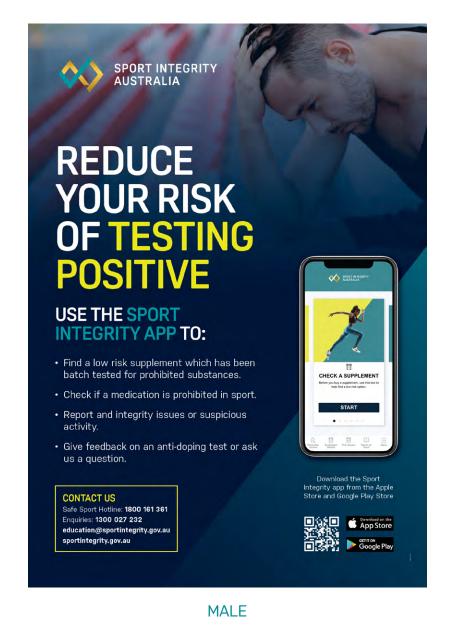
The first email consists of a visual resource which is embedded into the email and is accompanied by a detailed message. Subsequent emails will only include the visual resource embedded into the email itself, rather than as an attachment.

EMAIL 1: WHEN ENTRIES CLOSE

Did you know, as an athlete and member of **[INSERT SPORT]**, you can be tested or investigated for doping at any time? **[INSERT SPORT]** Anti-Doping Policy applies to athletes, coaches and managers at all levels of competition. This means as an athlete you could be tested for banned substances at a competition, at training, and even at home.

Importantly, some medications and supplements can lead to a positive test, even if you didn't know they included a banned ingredient. If you do test positive, you may be banned from competing in all sport for up to four years. That means no competing, no training with your team, no coaching, and no playing another sport to stay fit.

To learn more, you can download the free Sport Integrity app and check out the section on rules, use the medication checker and check your supplements.





FEMALE

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EMAIL 2: HALFWAY BETWEEN CLOSE OF ENTRIES AND EVENT OR COMPETITION

SPORT INTEGRITY AUSTRALIA

ANTI-DOPING RULES APPLY TO YOU

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at competitions, at training, and at home. You can also be under investigation for doping by Sport Integrity Australia an patterne leave

all your supplements, your ons, and make sure you know

MALE

Athletes can be drug tested at competitions, at training, and at home. You can also be under investigation for doping by Sport Integrity Australia and not even know it.

not even know it. Getting caught out can ruin your career and your reputation. Don't risk it. Check all your supplements, your medications, and make sure you know



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Get educated by completing the Sport Integrity Australia eLearning courses.

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PARA



FEMALE

the rules.

EMAIL 3: ONE WEEK PRIOR TO THE EVENT/COMPETITION



HEADLINE OPTIONS

THE CHECKLIST

SPORT INTEGRITY AUSTRALIA - EVENT & COMPETITION PACKAGE

RESOURCE	USE
SPORT INTEGRITY APP	Newsletter
	Event Information Book
	Event Program
	Email
	Social Media
	Website
ATHLETES CAN BE TESTED ANYWHERE, ANYTIME	Newsletter
	Event Information Book
	Event Program
	Email
	Social Media
	Website
SOCIAL MEDIA CAMPAIGN	Six Weeks
	Five Weeks
	Four Weeks
	Three Weeks
	Two Weeks
	One Week
EMAIL CAMPAIGN	Email One - When entries close
	Email Two
	Email Three - Week before competition/event



SPORT INTEGRITY AUSTRALIA

CONTACT INFORMATION

To enquire, provide feedback or reproduce the contents of the document please contact:

Sport Integrity Australia Education

PO Box 1744 Fyshwick ACT 2609 education@sportintegrity.gov.au Safe Sport Hotline: 1800 161 361 Enquiries: 1300 027 232

WWW.SPORTINTEGRITY.GOV.AU