



SPORT INTEGRITY  
AUSTRALIA

# CEO SNAPSHOT 2025

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.



Artwork by Chern'ee Sutton



# CEO PRIORITIES

DR SARAH BENSON PSM

1

Lead a national conversation on child safeguarding and protection of vulnerable people in sport, and acknowledge the effort of those on the front line of community sport and beyond to support them in doing the right thing.

2

Raise awareness of competition manipulation and build capability to prepare for, and protect against, associated integrity threats, including potential criminal influence through match-fixing.

3

Influence transparency and trust in global anti-doping frameworks with a focus on inadvertent doping – in the context of societal use of illicit drugs and contamination – and protecting the health and welfare of athletes.

4

Global influence and sport diplomacy in a collective effort to strengthen integrity frameworks in international sport and partnering across Asia and Oceania to strengthen together on the pathway to 2032 and beyond.

My leadership will balance the need to strengthen our existing foundations to underpin trust and confidence in the agency today, while also ensuring future readiness by developing a protective ecosystem for sport through to 2032 and beyond. This will be critical as integrity threats – and related vulnerabilities – continue to evolve, especially in the online environment.

## Threats to sports integrity include:

Abuse of young people and other members in a sporting environment.



Use of drugs or doping methods in sport.



Manipulation of sporting competitions.



Failure to protect people in a sporting environment from bullying, intimidation, discrimination, or harassment.



# ROLE AND AUTHORITY

## ROLE

Established on 1 July 2020, Sport Integrity Australia (SIA) is the government agency responsible for preventing and addressing threats to sport integrity and coordinating a national approach to matters relating to integrity in sport.

As an operational agency, our responsibilities include:

1. **Australia's National Anti-Doping Organisation** with authorities and obligations to implement the World Anti-Doping Code (**WADC**) in Australia and enforce rules and policies relating to anti-doping.
2. **Administering the National Integrity Framework (NIF)** which is a suite of nationally consistent policies that set out behavioural expectations of participants at all levels of sports.
3. Fulfilling Australia's responsibilities to the **Council of Europe Anti-Doping Convention** and the **United Nations Educational, Scientific and Cultural Organization (UNESCO)** International Convention against Doping in Sport, which is a requirement for Australia to be able to compete at international events. As a signatory to the **Council of Europe Convention on the Manipulation of Sports Competitions (Macolin Convention)**, SIA also participates in the global response to combat the threat of competition manipulation in sports in Australia.
4. Acting upon and fulfilling Commonwealth commitments to **support the delivery and legacy of international major sporting events** hosted in Australia.

To protect the integrity of Australian sport and the health and welfare of all participants, we have three primary areas of focus:

1. **regulation**
2. **monitoring, intelligence, and investigations**
3. **policy and program delivery** (including cultural safety, engagement, education, outreach and development).

## AUTHORITY

Our role and functions are set out under the *Sport Integrity Australia Act 2020* (Cth) and *Sport Integrity Australia Regulations 2020* (Cth), including the National Anti-Doping Scheme.

This legislation outlines the agency's powers during anti-doping rule violation investigations, specifically the power to require an individual to attend an interview, to give information, and to produce documents and things.

Additional authorities and obligations are outlined in the:

- **World Anti-Doping Code & Australian National Anti-Doping Policy**
- **Privacy Act 1988** (Cth)
  - The agency is an Enforcement Body for the purposes of the Privacy Act, and can also disclose personal information where it believes that the use or disclosure of personal information is reasonably necessary for enforcement related activities conducted by, or on behalf of, an Enforcement Body.
- **Criminal Code Act 1995** (Cth)
  - It is an offence to provide false or misleading information to a Commonwealth entity; to provide false or misleading documents in compliance with a law of the Commonwealth; and to obstruct a Commonwealth official (see sections 137.1, 137.2 and 149.1).
- **Commonwealth Action Plan to Prevent and Respond to Child Sexual Abuse** named SIA as the peak body to ensure sporting organisations meet their obligations under the National Principles for Child Safe Organisations.

The Commonwealth's jurisdiction for sports integrity is guided by Australia's international obligations. These include:

- the Convention on the Rights of the Child 1989
- conventions that address discrimination based on certain protected characteristics
- conventions in respect to anti-doping obligations
- the Macolin Convention, pending ratification.

# AUSTRALIAN GOVERNMENT SPORT ENTITIES & THE INTEGRITY NEXUS

Integrity is integrated across the Australian sports ecosystem and at all levels of sport. The emphasis on embedding integrity frameworks within sporting environments, domestically and internationally, is clearly articulated in Australian Government sport-related strategies.

SIA leads a comprehensive, integrated approach to embedding integrity into all aspects of sport, utilising **Sport Horizon, the National Sport Strategy 2024–2034** as an anchor point to work as a collective and in partnership with international, federal, state and territory governments, sports, law enforcement, regulators, academia and the public to deliver on integrity outcomes.

Each of the entities in the sport portfolio have a strong passion and commitment to contribute to the Government’s and Minister’s priorities. Each deliver outcomes to grow sports participation, protect the integrity of sport and excel at the elite level, and meet current and emerging challenges of the sports sector. The Office for Sport works closely across the portfolio agencies to ensure a joint approach and advice to the Government.

## SPORT PORTFOLIO

### AUSTRALIAN SPORTS COMMISSION

Responsible for **driving greater participation, engagement and capability** in Australian sport.

Responsible for **leading and enabling a united and collaborative high performance** sport system.

### SPORT INTEGRITY AUSTRALIA

Responsible for **preventing and addressing threats to sports integrity** and to coordinate a **national approach** to matters relating to sports integrity in Australia.

### NATIONAL SPORTS TRIBUNAL

Responsible for providing cost-effective, efficient, transparent and **independent dispute resolution services** for Australian sport.



To ensure the adoption and consistency across the sport sector in implementing integrity policies, the Australian Sports Commission and SIA are working together on the monitoring and compliance of integrity policies as required in Sport Investment Agreements.



Hearings and appeals are managed by the Sport/National Sports Tribunal.

If the Respondent disputes the investigation findings and/or sanction, they are entitled to a hearing which will be managed by the sport. The sport must use an independent panel for the hearing, with most engaging the National Sports Tribunal for this purpose.

National strategy documents core to activating Sport Horizon's priorities and achieving Australia's goals:

#### Everyone has a place in sport

Delivered via  
Australia's National Sport Participation Strategy (Play Well)

#### We win well to inspire Australians

Delivered via  
Australia's 2032+ High Performance Sport Strategy (Win Well)

#### Australia remains a global leader in sport

Delivered via  
Australia's Sport Diplomacy Strategy 2032+

# OUR PARTNERSHIPS

SIA acknowledges that we cannot protect sport on our own. As such, we have developed an engagement model which recognises and leverages the breadth and expertise of our diverse stakeholder group, including sports, participants, law enforcement bodies, governments and international partners.

We have a responsibility to develop and maintain strong, collaborative relationships with other agencies whose objectives are complimentary and share mutual interests in preserving the safety and integrity of Australian sport. These include sharing information and undertaking collaborative operational actions with law enforcement organisations in cases involving potential criminal behaviour. It also includes working with partners across the sporting landscape to ensure member protection through education, complaints handling, programs and various policy initiatives. The insights gained from a strong and focused engagement program critically inform our strategies across all areas of our operations.

We recognise the importance of the athlete voice, and engage with athletes and support personnel, through initiatives such as the **SIA Athlete Advisory Group**, and **Clean Sport Educators**. Their advice helps us understand how best to support athletes in making the right decisions, how integrity policies impact athletes and how best to deliver fit for purpose education and prevention programs.

In addition to our operational partners, our strategic approach is also informed by the **SIA Advisory Council**, who provide strategic advice to:

- our CEO in relation to the CEO's functions or the agency's functions
- the Minister about the operations of the agency or the performance of the CEO's functions.

These relationships allow us to better understand and respond to integrity threats as the sport and organised crime contexts converge, as well as fostering proactive engagement to develop a culture of clean, fair and safe sport.

## Our Stakeholders





# SIA's Law Enforcement Partnership Program

The infiltration of criminal activity to sport is an ongoing threat to the integrity of sport

## ORGANISED CRIME GROUPS

are primarily profit driven and have demonstrated intent and capability to target the **sports and wagering sectors** in pursuit of generating wealth in the following ways

### CORRUPTION

- By giving inside information for betting or match fixing.



### MONEY LAUNDERING

- Gaining control of financially vulnerable sports to facilitate money laundering and other financial crime.



### PEOPLE TRAFFICKING

- Exploiting vulnerable athletes through false promises of 'try out' opportunities and contracts.



### CYBERCRIMINALS

- Financially motivated cyber-criminals seeking to gain access to a sporting clubs finances or targeting major events by offering fake online services designed to download malware and steal credit card information.
- Non-financially motivated cybercriminals seeking to disrupt major sporting events via denial-of-service attacks or state sponsored actors seeking to hack into government systems to steal and exploit sensitive information.



### DRUGS

- Supply of Performance and Image Enhancing Drugs (PIEDs) and illicit drugs.



# REACH & IMPACT 2024

2,000

telephone, email and webform contacts were recorded



250

child safeguarding or discrimination complaints managed  
60 complaints handled at any given time



>70

sports participants educated on safeguarding behaviours  
as a result of a complaint process



>70

allegations of misconduct assessed  
25 investigations finalised 34 breaches of integrity policies



In the 6-month period up to  
February 2025,  
**Child Safeguarding  
concerns**

accounted for

100%

of complaints investigated by SIA.



- Nearly **60% of substantiated allegations** were made against **coaches**, followed by **athletes** (peers) (26%).
- Many of the **substantiated allegations related to harmful behaviours towards children and young people** (44%), which covers things like inappropriate and sexualised comments, giving gifts and one-on-one contact in person and online.
- **Safeguarding in Sport Continuous Improvement Program**
  - 33 national + 13 state sporting organisations have signed up.
  - 21 sports received \$10,000 each to build capability (FY 2023–24).



## National Integrity Framework (NIF) and Integrity Policy Standard processes

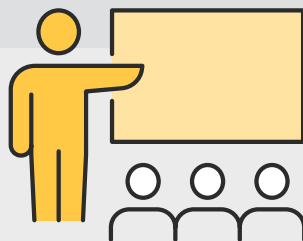
**98** National Sporting Organisations (NSOs) and National Sporting Organisations for People with Disability (NSODs) or Sport Administration Bodies have either adopted the NIF or completed the Standards process.

**32** National Integrity Managers employed across 48 NSOs/NSODs.



**\$2.46M**

per annum in funding to sports under the National Integrity Capability Enhancement grant scheme



Targeted education

**157,000**  
completions

- Up 20% from previous year.
- 98% of people confident to check a supplement post training.
- 67,000 supplement checks were made on the Sport Integrity app.
- 96% of people confident with how to respond to a breach of the Safeguarding Children and Young People Policy post Safeguarding education.

## Collected anti-doping samples from 4,951 athletes

- This includes a rigorous and strategically informed anti-doping testing program on athletes selected to compete in the 2024 Paris Olympic Games and Paralympic Games.
- **Highest threat** = anabolic agents (Testosterone, Clostebol).
- **Trends** = use of Selective Androgen Receptor Modulators (Ligandrol and Ostarine).
- **Concerns** = Athlete anxiety relating to unintentional doping.  
Doping in sub-elite levels and sophisticated doping in elite level.  
The number of substance of abuse (including cocaine) cases.  
Supplements and products containing prohibited substances not listed on labels.  
Research shows 1 in 3 supplements in Australia contained banned ingredients.

## Brisbane 2032

In the lead up to Brisbane 2032, this data and intelligence will help guide SIA's strategy to protect sport from integrity related threats.



# WHAT WE DO

## KEEPING SPORT FAIR

### Australia's National Anti-Doping Organisation

- SIA is responsible for delivering an **innovative and informed** anti-doping program for Australian sport.
- The **Test Distribution Plan** allocates Government funded anti-doping tests for the year, based on the doping risk in accordance with criteria specified in the World Anti-Doping Agency (WADA) International Standard for Testing and Investigations.
- **Testing missions are not random** but are risk-informed and targeted based on a number of factors, including intelligence, history of doping in the sport, an assessment of the physiological requirements and physical demands of the sport, as well as the rewards and incentives available. We also work closely in partnership with many professional leagues offering a 'User-Pay' testing service.
- SIA's **testing program** is complimented by a number of equally important functions:
  - Our **Intelligence and Science teams** inform executive and operational decision making by providing insights into, and understanding of, specific sport integrity issues, gained from the analysis and assessment of available information. These insights are often shared with partners to increase their understanding of the current anti-doping threats.
  - Our **Investigations team** plays an important role in uncovering non-analytical violations (those that don't relate to a positive drug test), as well as investigating the facts of a case when an adverse analytical finding (positive test) is received.
  - SIA is also responsible for the **results management** process in the case of anti-doping rule violations – following a strict process set out both in legislation and the WADC.
- Our work complies with the Australian Government Investigation Standards, essential for the probity of every investigation, and in the anti-doping space also complies with the WADA International Standard for Testing and Investigations.
- SIA's **Legal Services team** advise on integrity and anti-doping matters, including preparing anti-doping matters to go before hearing bodies and tribunals. They actively engage with legal representatives of athletes and regularly engage with legal teams of NSOs/NSODs, International Federations, other National Anti-Doping Organisations and WADA. We do this to protect the rights of all parties to a fair process.
- SIA's **Australian Sports Drug Medical Advisory Committee (ASDMAC)** provides assessment of athlete applications to use prohibited substances or methods for legitimate medical reasons and is available to provide anti-doping related medical advice to the agency, as well as sporting bodies and doctors.
- SIA's **Education programs**, online and in person, provide all involved in sport with guidance on a range of integrity matters from anti-doping issues to supplement use and safeguarding in sport. The prevention of doping (both deliberate and unintentional) is as important, or more important, than detection.

### Stewardship of the system

- We play an active role in ensuring the global anti-doping system is understood and effective.
- SIA is on a number of WADA Working Groups and Committees to ensure that the voice of Australian experts and athletes is taken into account.
- SIA is actively working behind the scenes to ensure that the anti-doping process remains fair and transparent.

## ALIGNMENT WITH THE *SPORT HORIZON NATIONAL SPORT STRATEGY 2024-2032*

SIA's intent and initiatives align with, and support the priorities of the National Sport Strategy

SIA's focus includes

■ Inclusion ■ Participation

Improving the culture of sport including behaviours and conduct

■ Safety

Creating a protective ecosystem for sport from integrity threats



## KEEPING SPORT SAFE

### Promoting positive conduct in Australian sport

- Our aim is to ensure that all Australians involved in sport are aware of their responsibilities.
- SIA's free **Safe Sport Hotline – 1800 161 361** is a place for anyone in sport to feel heard and seek support and guidance. It provides:
  - assistance with integrity issues, policies and the complaints process
  - information on education, substances, therapeutic use exemptions, and athlete whereabouts
  - anonymous reporting for racial and cultural discrimination in sports.
- SIA works with sports regarding integrity related matters and supports **National Integrity Managers** embedded in sporting organisations to boost understanding, awareness and capability to manage integrity threats at all levels.
- SIA has a comprehensive **complaints handling management process** allowing all involved in sport to have matters within scope to be heard and addressed.
- SIA is committed to assisting all sporting organisations with developing their own complaint management capabilities through workshops and dedicated resources.
- SIA works in partnership with NSOs and NSODs to ensure safeguarding practices are embedded in sport through the **Safeguarding in Sport Continuous Improvement Program**, supporting them to build their safeguarding capabilities and enhance and embed safeguarding in their sport.
- SIA develops **innovative education tools** for all – including for athletes, coaches, support personnel, parents, and administrators.
- To help build safe, fair and inclusive sport at the community level, **SIA is a partner (and co-Chair) of the Play by the Rules initiative**, which provides resources and tools, and trains and supports a network of over **4,000 Member Protection Information Officers** at the state/community sport level.
- Through the **Empowering Women and Girls in Sport Integrity Program**, SIA takes a proactive and coordinated approach to prevent and respond to integrity threats to women and girls across all levels of sport in Australia.
- SIA is enhancing the culture of the agency through its **Culture and Safety Program**, to position the agency to work with sport to stamp out racism and discrimination, and ensure cultural safety by developing fit-for-purpose practices and protocols.

### Combating criminal influence in sport

- The **Law Enforcement Partnership Program** seeks to position SIA to prevent and respond to criminal threats to sport. The agency has a **National Strategy for Information Sharing**, made up of MOUs with **Australian Law Enforcement Agencies**, an MOU with **INTERPOL**, and closer working relationships with **EUROPOL** and **UNODC**.
- SIA also **monitors sports wagering** and the potential manipulation of sporting competitions through the **National Platform**.
- SIA is leading the development of **National Sport Integrity Offences** to combat competition manipulation and associated corruption in sport.

#### International Engagement

Global influence and trusted international partnerships

#### Economy & Environment High Performance

Continuing to improve ways of working with and providing support to athletes and sport



# SUPPORTING OUR REGION AND GLOBAL INFLUENCE

## GLOBAL RELATIONSHIPS

- We operate in a global environment for all sports integrity issues. **Threats do not stop at the border**; they are worldwide and increasing.
- We are recognised internationally for our sports integrity expertise and seek to be influential in our contributions to international policy and outcomes.
- Our **International Engagement Strategy** outlines the priorities for the agency and drives international engagement.
- Our staff and other Australian experts are **representatives on a variety of international committees and working groups**, including forums on anti-doping, safeguarding and match-fixing. These memberships provide us with great oversight and opportunities to have meaningful impact.
- SIA is the Coordinator of the **Global Network of National Sport Integrity Agencies (GNNSIA)**, established in 2023. Through this collaboration, members can enhance and build their own integrity framework based on sound and tested principles and share their own experiences to build a strong global network.

## A strong and united Pacific Anti-Doping family

- SIA provides **integrity-related advice and support** to countries in the region. This includes assistance in developing anti-doping intelligence and investigations capability, and enhancing compliance with UNESCO and WADA, particularly through Australian Government funding and our support to the Oceania Regional Anti-Doping Organisation (ORADO).
- Our international work is coordinated in partnership with the Australian Government and detailed in **Australia's Sports Diplomacy 2032+ Strategy** and SIA's **Pacific Engagement Strategy**.

## The Global Threat Environment

The United Nations Office on Drugs and Crime (UNODC) *Global Report on Corruption in Sport (2021)* reveals the staggering scale, manifestation and complexity of corruption and criminal networks in sport at national and international levels. The report identifies the following major issues.




## Major Sporting Events

- SIA's **Major Sporting Events and International Engagement team** develops strategies with Games partners (including the Australian Olympic Committee, Commonwealth Games Association (CGA) and Paralympics Australia), Organising Committees and Australian Government Stakeholders to embed integrity within national sport strategies, major sporting event planning and delivery and sport program delivery.
- SIA has updated its MOU with CGA for the 2026 Glasgow Commonwealth Games, funded the National Integrity Manager at Paralympics Australia, and supports the 2026 Milano Cortina Winter Olympics and Paralympics to continue their commitment to promote positive team culture and behaviours in the Australian team.
- In the lead up to **Brisbane 2032**, as a number of international major sporting events, including World Cups, take place in Australia, SIA will focus efforts to embed integrity frameworks that promote safe, fair and inclusive environments throughout Major Sporting Event planning, delivery and legacy.



# FUTURE READINESS



Our environment is rapidly evolving through the increased global interest and action in safeguarding and member protection issues, establishment of sports integrity bodies around the globe, emergence of sophisticated doping methodologies and increased accessibility and connectedness through technology and the online world.

Projections of integrity threats out to 2032 indicate that more needs to be done, particularly to protect athletes, as the sport environment and threats evolve. Balancing the here and now, with future readiness is a must, but often a challenge.

■ **Building integrity capability and capacity nationally and internationally is a key focus for SIA to be future ready.**

SIA is working with partners on intelligence, research and innovation to build capability for a protective ecosystem for sport out to 2032 and beyond, as integrity threats and, therefore, vulnerabilities evolve, particularly enabled through the online world.

■ **Being intelligence-informed in the lead up to 2032 is critical.**

SIA's Strategic Intelligence Program is a section established to build a strategic intelligence capability in the agency with a focus on supporting the Executive and key decision makers in sport by scanning the horizon for emerging integrity threats. The team produces intelligence assessments on a range of topics including: child abuse, doping, member protection and competition manipulation.

■ **Understanding sport integrity threats to the person, the event, and the system, recognises the complexity and multi-faceted nature of sport integrity issues.**

SIA is uniquely positioned and has already commenced horizon scanning, to identify, monitor and assess global trends and macro-issues in the sports integrity environment, topics include:

- The impact of emerging technology and Artificial Intelligence.
- Societal attitudes towards 'doping friendly' competitions.
- Online abuse of athletes and officials.
- Risks to vulnerable persons who participate in major events, including children and young people and those who identify as gender diverse.
- Issues related to emerging sports, such as eSports.











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