



SPORT INTEGRITY MATTERS

ISSUE 20 | MARCH 2025

AUS TRIATHLON
EMBEDDING INTEGRITY AT EVERY
STROKE, PEDAL AND STEP

DR SARAH BENSON APPOINTED SIA CEO

2025 CEO SPORT INTEGRITY FORUM

2025 LAW ENFORCEMENT CONFERENCE





**CEO Integrity in
Sport Forum**



**AusTriathlon
embedding integrity**



**Unbreakable
partnership**

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ABOUT OUR INDIGENOUS ARTWORK

Chern'ee Sutton is a contemporary Indigenous artist from the Kalkadoon people. This painting is her interpretation of Sport Integrity Australia and our reconciliation journey. The large community symbol pictured represents Sport Integrity Australia. Within this community symbol is Australia, which represents a single nationally coordinated organisation to address all sport integrity issues. Canberra, where our office is located, is represented by the small community symbol within Australia.

See the whole artwork and read the full story on our website.

FEEDBACK

Do you have a story about an integrity issue that you want to share with the sports community through future issues of *Sport Integrity Matters*?

Send an email to communications@sportintegrity.gov.au All feedback is appreciated.

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MESSAGE FROM THE CEO

This edition of *Sport Integrity Matters* magazine, I am pleased to advise that on 14 March the Australian Government announced my appointment as the next Chief Executive Officer of Sport Integrity Australia (SIA).

I first joined SIA as a member of the senior executive team in 2023 and have been acting in the CEO position since the departure of David Sharpe mid last year.

It is a great honour and privilege to now be in the CEO role permanently. During my time at SIA, I have been enormously impressed by the expertise and dedication of the team along with the commitment from sport to strengthen integrity across the Australian sporting landscape.

My priority is to lead the agency, acknowledging the almost 5-year journey to establish the SIA we see today – with strong foundations, partnerships and reputation – under the leadership of David Sharpe and hard work of the amazing people of the agency and our partners.

My leadership will balance strengthening these foundations to underpin trust and confidence in the work of the agency for today, and future readiness, building a protective ecosystem for sport out to 2032, as integrity threats and, therefore, vulnerabilities evolve, particularly enabled through the online world.

Four priority areas are:

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 Oceania to strengthen together on the pathway to 2032.



It is a great honour and privilege to now be in the CEO role permanently. During my time at SIA, I have been enormously impressed by the expertise and dedication of the team along with the commitment from sport to strengthen integrity across the Australian sporting landscape.

In the coming months I will be working with the SIA leadership team to shape these priorities. I am looking forward to working with our staff and partners on solutions to ensure the next 5 years of the agency's journey makes an equally impressive impact and legacy, ensuring that the journey for all participants in sport is a positive one.

Partnerships, strong leadership and accountability across the sport community are critical to this.

It is a privilege to be a part of the sport ecosystem and the senior leadership of sport. I look forward to working together.

A handwritten signature in black ink that reads "SBenson".

Dr Sarah Benson PSM
Chief Executive Officer



Safeguarding young athletes in open age sport

Do you know a young person competing in an open age team? This simple factsheet is a guide for clubs to ensure their ongoing safety and protection.

www.sportintegrity.gov.au

Resources > Safeguarding > Resources for clubs and sport organisations



A guide for managing high-risk activities: Child safeguarding practices in sport.

A guide offering practical steps for organisations to protect young athletes, in particular implementing safe travel protocols, promoting digital safety and clear communication.

This guide builds the capability of sport organisations to create safer environments and educate staff, volunteers and athletes on best practices for child safeguarding.

We encourage all sports clubs, coaches and volunteers to download and use this guide to help ensure the safety and well-being of young athletes.

www.sportintegrity.gov.au

Resources > Safeguarding > Resources for clubs and sport organisations



STANDING TOGETHER AGAINST RACISM AND DISCRIMINATION IN SPORT

In recognition of Zero Discrimination Day on 1 March, Sport Integrity Australia (SIA) called attention to the importance of unity and equality in sport.



"Sport has the unique ability to bring people together, reflecting our collective actions, values, and aspirations as a society and country," SIA Culture and Safety Advisor, Patrick Johnson OLY said.

"In recognition of the 2025 theme of *We Stand Together*, it is imperative that we, as a community, stand together to draw a clear line in the sand, demonstrating

zero tolerance for racism and discrimination."

Recent research by Monash University, has found more than half of Australians who play community sport report experiencing or witnessing racism.

The study canvassed the experience of Australians playing community sport and found 30% reported having directly experienced racism, with a further 26% having witnessed it. As a result, 20% of those targeted reduced or changed their participation.

"Each one of us is accountable for calling out racism and discrimination, and we must lead by example to show that we have zero tolerance for these behaviours in sport, now and for future generations," Mr Johnson said.

"It takes courage to call out such actions and to take a stand, but it is a necessary step towards creating a more inclusive and respectful sporting environment.

"SIA is committed to tackling racism and discrimination and has a dedicated Safe Sport Hotline to listen to your stories in relation to racism, discrimination or cultural issues that you have experienced in sport.

"The 1800 161 361 Safe Sport Hotline provides guidance and support on all forms of discrimination and cultural issues, along with other integrity matters (for example, safeguarding of children and young people), that the community may have experienced in sport."

The Safe Sport Hotline is a safe space for anyone involved in sport to feel heard, supported, and to receive guidance on the available options.

"With Australia preparing to host the 2032 Olympic and Paralympic Games, it is vital that we show the rest of the world that racism and discrimination have no place in sport. We want to ensure that Brisbane, Queensland and all of Australia embodies a safe, protected and inclusive games, leaving a legacy for now and our future generations.

"Let us all commit to creating a safe and inclusive sporting environment for everyone. Stand up, speak out, and take action against racism and discrimination in sport.

"Together, we can make a difference," Mr Johnson said.



2025 CEO SPORT INTEGRITY FORUM

Protecting the integrity of sport together

Australian sporting leaders came together at Marvel Stadium, Melbourne, in February reinforcing a shared commitment to protect the integrity of Australian sport in the leadup to the 2032 Brisbane Olympics and Paralympics, and beyond.

The 2025 CEO Sport Integrity Forum hosted by Sport Integrity Australia (SIA) with representatives of more than 75 sports in attendance, assessed current and emerging threats with the importance of ensuring the safeguarding of athletes was at the forefront.

SIA CEO, Dr Sarah Benson, said collaboration and sharing of information among sporting organisations was vital in protecting the integrity of sport.

"We have a shared vision: to create safe sporting environments for all. While SIA may sit at the centre of this goal, it cannot be achieved without connection across our system, a shared purpose and an acknowledgement that there is work to be done by all – both for now and the future," Dr Benson said.

"The forum highlighted that collaboration is key, education is the power of learning from each other and foremost that understanding that in every integrity case there is someone on the other end.

"We all play an important role in making Australia the safest and fairest country in the world and notably in the lead up to 2032."

SIA Advisory Council Chair, Sarah Kenny, opened the forum with a call for the sporting sector to work as one to protect sport from existing and future integrity threats.

"We can only achieve our integrity goals by working together. We are all on the same team and have the same purpose on integrity issues," Ms Kenny said.

"We want Australia to continue to be seen as a strong and passionate sporting country, that stands for safe and fair sport for all."

The success of the forum was evidenced in comments from CEOs and integrity managers during the day, with a central theme of the importance of working together.





Clockwise from top left:

- Group photo of attendees at the 2025 CEO Sport Integrity Forum.
- Panel discussion – Sarah Cook, CEO Rowing Australia, speaking.
- Ian Fullagar (General Counsel Surf Life Saving Australia), Ben Houston (CEO Australian Sailing President and Commonwealth Games Australia [CGA] Board President) and Craig Phillips (CEO CGA).
- Minister for Sport, Anika Wells MP, and SIA CEO, Dr Sarah Benson PSM.
- Kayt Spano (Modern Pentathlon), Kieran Perkins (CEO Australian Sports Commission), Travis Haslam (First Assistant Secretary, Office for Sport).
- Dr Michelle Gallen (CEO National Sports Tribunal), Tracey Holmes (International Journalist), Gabriella Bornstein (General Council Motorsport Australia).
- Rob Donaghue (Squash Australia), Kim Crane (Paddle Australia) and Matti Clements (Australian Institute of Sport).



INSIGHTS

FROM OUR ATTENDEES



Daniel Stuk

Director Integrity and Compliance, Tennis Australia

"I think it's extremely important because sports integrity goes to the fundamental essence of a sport's success. You really can't thrive as a sport unless you get sports integrity right.

"So it's very pleasing to see the top sports administrators in the room talking about this because their buy-in and their commitment shows that this is important at a leadership level.

"For me, one of the big benefits of being at a forum like this is to hear about the issues that are prevalent in other sports and what they're doing to address those issues. I think we can all learn from each other and this is probably one area where all sports are in agreement, that we're all in this together, so we want to collaborate and problem solve together."



Dinah Glykidis

CEO Boxing Australia

"It's been amazing listening to the various panels, hearing other sports provide their insights and input in the integrity space.

"It's a very valuable opportunity to have all the CEOs in the one place, so we can work together on what we can improve and change going forward."



Tjitte (TJ) Weistra

CEO Badminton Australia

"It's been good to have all the different organisations and agencies in the one room – the National Sports Tribunal, Sport Integrity Australia, some law enforcement. We rely on these agencies to assist us when we have important issues.

"That's the biggest learning, is listening to them interact on stage and getting a good understanding of how they individually operate and how they're trying to work together, so that when we have a case that we can actually be more confident in who do we reach out to and what level of support can we expect."

Simon Hollingsworth

CEO Australian Athletics

"Bringing the sport CEO community together is just so critical for information sharing, learning and talking together about the challenges we face in relation to integrity. We also come away with the sense about what we can do collectively and also individually as sports to improve the integrity settings in our system.

"I think the Australian sports system is one of our great assets and having integrity at the heart of that is so critical and that means engaging with all parts. Whether it be athletes, spectators, parents, children, fans; bringing them together to understand that integrity is at the heart of the system, and if we focus on integrity, then everyone will get more from our system."



Robyn Smith

CEO Sport Inclusion Australia

"CEOs really need to have the engagement (on sport integrity) and own it. I think having them all here today, listening to other CEOs, listening to different case studies, is a fantastic opportunity to just elevate where the sport integrity issue should be, and it should be at that CEO/board management level.

"Integrity's not a parochial issue, it's critical to our movement and we all need to be working together on it, and I think that's the outcome we should all be committed to."

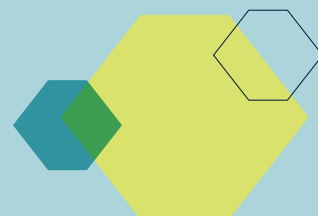


Rebecca Rolls

CEO Sport Integrity Commission New Zealand

"The motivation to collaborate across our sector at all levels has been great to see.

"Our team has appreciated all of the information being shared, from the examples of what's worked within different organisations to the challenges they've been trying to overcome. The value of that collaboration has been clear."





A MEETING OF THE NATIONAL INTEGRITY MANAGERS

Following the CEO Sport Integrity Forum our National Integrity Managers (NIM) came together for their first meeting of 2025.

Now in its third year, the NIM program is critical in supporting sports with the implementation of the National Integrity Framework.

The CEO forum highlighted the importance of the NIM role, with a number of CEOs stating the importance of having NIMs within the core leadership group.

SIA's Director of Sport Partnerships, Linda Muir, said a key focus area this year is ensuring that NIMs are more regularly in front of CEOs providing information and advice.

"It's important for the CEOs to hear more about the work NIMs are doing and hear about their challenges so that they can reflect and role model what we're wanting to see in that cultural change piece," she said.

The NIM program now enters Phase 2 – embedding integrity within sports at the state and community level.

"We really need to support the NIMs so they can educate their members," Ms Muir said.

"It's one thing to have a policy and send it out to states, territories, clubs and association and say you're all bound by this, but in reality, it's a really big awareness campaign and education piece.

"This is where our focus will be moving forward."

Sports will continue to work with the SIA team in this next phase.

For Naz Saunders, NIM of Petanque Australia, there are many and varied challenges. It's one of the smaller sports with 52 clubs across Australia, each run individually by volunteers. The team has been building knowledge and Naz knows the importance of getting the integrity messages out to members as well as working with SIA to achieve their goals.

"If you're going to grow a sport, if you want people to join a sport, if you want parents to bring their children to a sport, you have to show that you're worthy of them coming to that sport.

"We wouldn't be able to do this without SIA. The quality and quantity of the data and the resources that come from SIA are integral in what we're doing."



AusTriathlon embedding integrity at every stroke, pedal and step

The roll out of the National Integrity Framework (NIF) in 2021 was a game changer for protecting the integrity of Australian sport. The focus in the early years was to ensure sports were equipped to deal with integrity threats. The framework is a suite of policies designed to target areas in most need of protection and sports signed up to the NIF adopt these policies to help create a safe and fair environment for everyone to participate.

Four years on, the focus is on ensuring integrity is embedded not only at the national level, but at the state and community levels also. Hence, sports are thinking outside the box when it comes to engaging their respective communities on integrity.

We recently spoke to National Integrity Manager (NIM) at AusTriathlon, Chris Cunningham, about his sport's new approach to embedding integrity.

AusTriathlon recently established an Integrity Risk and Culture Working Group to increase integrity ownership and buy-in, with a whole of community approach.

"Early on the plan was to build up that ownership for the organisation and the best way to do that, was to form a team and give everyone the responsibility of being part of an integrity team," Chris said.

"Each person is effectively responsible for making their particular environment safe and fair."



To do this AusTriathlon has established eight Integrity Hubs who together have touch points across the entire membership of the sport. Each hub looks after integrity for their respective areas:

1. AusTriathlon Membership and Operations
2. Youth and Junior Pathway
3. Accredited Coach Program
4. Technical Official Program
5. Olympic Performance Pathway Program
6. Paralympic Performance Pathway
7. Sanctioned Events, and
8. Affiliated Clubs/Squads.

As the NIM of AusTriathlon, Chris leads, manages and provides support to the working group.

It's an innovative approach that has created a cohesive team focussed on the scale of the integrity role in reaching all members – be it athletes, coaches, technical officials or volunteers – from the grassroots to the high performance space.

"The idea is that every single environment throughout the sport has got someone within this working group to identify risks to that particular environment," Chris said.

"All risks are different. At the club and youth level it's very much about how they're recruiting people and how they're looking after children and young people. In high performance there's a lot more focus on education around anti-doping and coaching practices."

AusTriathlon has also signed up to the Safeguarding in Sport Continuous Improvement Program (SISCIP). This program is designed to help sporting organisations build their capability to provide safe environments for children, young people, and all members to participate in sport.

The program is structured so that a sport can continually assess and improve their safeguarding practices and processes. Once signed up, sports complete an online safeguarding self-assessment based on the 10 National Child Safe Principles. This self-assessment is made available to sports to complete on an annual basis so they can identify where improvements have been made and where further work is required.

"There are a number of items as part of SISCIP that we need to deliver as well and we're conscious that we want to take ownership of that," Chris said.

"We work collaboratively with the team at Sport Integrity Australia (SIA), but we don't want to leave it all up to SIA;

Left: Triathletes at the 2024 QLD Club Championships. Photo by Bec Ohlwein.

Cover image: Luke Willian after winning the World Triathlon Cup in Wollongong 2024. Photo by Chris Huang.

AusTriathlon recently established an Integrity Risk and Culture Working Group to increase integrity ownership and buy-in, with a whole of community approach.

we want to be proactive, which is how the working group was born."

AusTriathlon's Integrity Hubs are one of 11 principles that underpin the new working group. Other key principles include risk management and mitigation.

Risk analysis will be conducted within each hub to identify and address threats such as safeguarding breaches, competition manipulation, anti-doping violations, and other integrity risks.

AusTriathlon will also develop targeted mitigation strategies informed by criminological theories such as the Crime Triangle and Situational Crime Prevention, focusing on four key areas to strengthen its integrity framework:

1. Integrity Practices – Policies and procedures.
2. Integrity Identity – Awareness and attitudes.
3. Integrity Ownership – Roles and responsibilities.
4. Integrity Capability – Education and training.

Chris knows that the key to the success is message delivery, its reach and buy-in from members.

To this end, AusTriathlon will activate integrity impact points on an annual basis with a focus to 'Establish, Anchor and Reaffirm'. This structured approach will help ensure members and stakeholders uphold responsibilities, integrate integrity into daily practices, and sustain long-term accountability.

"We'll work on an annual basis," he said.

"Hence, 'establish' occurs at the start of the year, that's when we can do the necessary introductions and get members signed up, but the integrity piece is outlined at the start, it's not just in the 'terms and conditions'.

"We then 'anchor' those messages throughout the season to ensure integrity is always front and centre.

“

What we are implementing is change. It's a new way of working and new is not always easy ... they've already got a lot on their plate; we need to be empathetic to that, but not apologetic for why we are implementing this change.



AusTriathlon NIM Chris Cunningham (left) with AusTri CEO Tim Harradine at our recent 2025 CEO Sport Integrity Forum.

"Then towards the end of season we move to 'reaffirm' phase, reminding people what their role in integrity is within our sport.

"We don't want an ad hoc approach to integrity, we want to be very deliberate. We see the start and the end of the year as key times to be doing that, while anchoring messages throughout the year."

The integrity impact points will be supported by an integrity communications plan, introduction of a reward system to recognise and celebrate adherence to integrity standards and strengthening of intelligence gathering.

Importantly, there's also a strong focus on leadership and empathy in leadership to foster trust and reduce resistance to change.

"I see this whole project as a change project," Chris said.

"We're trying to effectively change people's perception and prioritisation of integrity to really elevate it and make it front of mind, not a last minute tick box.

"It should be the first thing we lead with, for example setting up an event asking, 'Is it safe? Is it fair? And working out what we need to do to make sure it is.

"I used to apologise a lot when I was explaining to others what to do around integrity. I'd say 'I'm really sorry, I need you to do this' or 'I'm really sorry, but we don't do it that way'.

"I then found myself thinking why am I apologising? I felt like I was imposing and being a nuisance.

"It was at this point I had to change my delivery to be empathetic, not apologetic.

"What we are implementing is change. It's a new way of working and new is not always easy.

"Whether we're connecting with a volunteer or paid administrator, they've already got a lot on their plate; we need to be empathetic to that, but not apologetic for why we are implementing this change.

"Saying sorry undermines the importance of what we are trying to achieve in keeping our sport safe for all."

The ultimate goal for AusTriathlon is embedding integrity to Win Well and to Play Well.

"Our mission is to build the foundations of AusTriathlon upon safety and fairness – enabling participation, performance and belonging to thrive," Chris said.

"We want to be at the forefront of integrity within sport worldwide."

He is well aware that to do that he needs to bring the AusTriathlon membership with him on the integrity journey.

"We try and do a lot of work around why integrity is important, the risks of inaction and the benefits of action.

"Integrity increases people's enjoyment, which means they're likely to stick around, so retention increases, and they're likely to speak more positively about the sport, and then membership and participation go up.

"We're very focused on making sure that everything we do in integrity is not just compliance. We want people to want to do it and understand the benefit of it as well."

Top honours for our Doping Control Chaperone!

Meet Dave Williams, one of our Doping Control Chaperones based in NSW, who has been with the SIA team since 2021. Dave is also a much loved and respected volunteer for AusTriathlon, with 18 years of service to the sport.

At the AusTriathlon Awards last month Dave was jointly presented (with Michael Thompson) the John Ison Award, recognising exceptional contributions by officials in Australia or internationally.

John Ison was one of the 'founding fathers' of triathlon officiating in Australia. He created an earlier version of the officiating model used in the sport today.

In Dave's 18 years as an official he has demonstrated unwavering commitment and leadership to the triathlon community. His notable achievements include developing the sport's Event Operations Manual and developing critical policies such as Pillion Passenger Safety and toolbox talks, significantly enhancing the sport's safety culture.

Additionally, he's played a vital role in assisting the ACT and Northern Territory with sanctioning processes, showcasing his deep understanding of regulatory requirements and event operations.

Dave is known as the 'go-to expert' for clubs and triathlon race directors, often called upon to collaborate with local authorities to address challenges. As a semi-retired engineer with expertise in risk management, his knowledge has been invaluable, with numerous courses and workshops that have educated and empowered others in the field.

With a wealth of experience in IRONMAN events and a reputation for excellence, Dave's contributions continue to drive AusTriathlon's technical program forward and strengthen its community.

The Award certainly wasn't one Dave was expecting, but he said he felt honoured and appreciated by the community upon receiving it.

"Most of what I do these days in triathlon is on a volunteer basis and it's something that I really enjoy with a passion," he said.

Triathlon has been a part of Dave's life since the mid-90s.

"I discovered this sport soon after I realised I wasn't very good at swimming, biking or running," Dave joked.



"But I found a sport that was inclusive, and it welcomed age groupers who just wanted to get out there and have a go.

"I used to tell friends that I only needed to improve in three areas and I'd be good at the sport."

The athlete dream came to an end around 15 years ago when Dave was told he needed a hip replacement.

"My hip was worn out and my surgeon told me that the only time I should run is if I'm late for a bus," he joked.

"I wanted to stay involved in the sport and so I got into officiating. That got me into other aspects of the sport, like working with event organisers to conduct safe events."

Keeping the sport of triathlon safe is something Dave is passionate about and takes seriously.

"It's not unlike what I do with sport integrity as a Doping Control Chaperone, in the sense that with sport integrity we're there for fairness in our sport," he said.

"What I do in terms of my triathlon efforts is aiming to get fairness and safety in our sport as well, by education and setting up procedures to run safe events.

"Triathlon is one of the few sports that has a different design field of play at every event.

"It's not in a rectangle, it's not in a circle like footy or cricket, it's in the community. So that certainly has safety considerations and there are always risks that need to be managed."

Dave admits his passion for triathlon is a little on the selfish side.

"It's the best seat in the house – not too dissimilar to the role of a chaperone – and you need to respect the opportunity and be appreciative of that."

And, he loves triathlon because it gives everyone a fair go.

"We see some amazing high-level athletes, but on the other side of the coin we see blue collar guys and girls who just want to get out there and have a go and stay fit, or even get fit; and that's important to me," Dave said.

"Watching people set their own goals and achieve them when they cross that finish line. You always see a smile on the finish line."

And sport integrity plays a large role in Dave's love of sport.

"Without organisations like Sport Integrity Australia, we lose our confidence in the results that we see and the sport that is broadcast.

"We lose confidence in whether the person we see on the podium is there purely by their own effort, as opposed to being assisted.

“

What I do in terms of my triathlon efforts is aiming to get fairness and safety in our sport as well, by education and setting up procedures to run safe events.

"Integrity in sport is extremely important and I'm a small part of the effort that goes into ensuring that."

Looking ahead and at 67 years of age, Dave has no plans of slowing down his contributions to sport.

"I certainly plan on staying with Sport Integrity Australia, because I've only seen a few sports and I know there's other opportunities to meet people and admire their efforts and how they go about their sporting journey.

"With triathlon, I intend to keep providing education and working behind the scenes to ensure that our officials produce a consistent approach to how they interpret our rules."

Sport Integrity Australia congratulates Dave on his John Ison Award with AusTriathlon and his contribution to keeping sport safe, clean and fair.

play
true

It starts
with you

Play True Day | 11 April 2025

Celebrating clean sport together!

= wada

EDUCATION IS KEY TO ENSURING INTEGRITY IN SPORT

In January, we celebrated International Day of Education. It's an important time to reflect on the role education plays in society.

Education plays a crucial role at Sport Integrity Australia (SIA) in teaching the sporting community and the broader public, the benefits of keeping sport clean.

Our SIA Education team work with our integrity experts to develop resources and engage in outreach in our community to deliver information and advice on how we can all protect sport together.

Education content delivered to athletes and support staff from the grassroots to the high performance space includes: anti-doping, safeguarding, match-fixing, illicit drugs and ethical decision making.

We use a number of different tools and methods to deliver this content, including: eLearning courses, targeted face-to-face sessions, outreach booths at sporting events, videos, webinars and the Sport Integrity App.

SIA Director of Education, Alexis Cooper, said education was critical to the agency's mission to keep sport safe, clean and fair.

"Although people might often hear about SIA when we're investigating things that have gone wrong in sport, our prevention and engagement program is a huge part of what we do daily.

"We use education to help more people enjoy the wonderful experience of sport. Our education guides how we in Australian sport want to play and behave, while supporting people to speak up if things go wrong.

"For that reason, we aim to educate everyone involved in sport – the people who play sport, their coaches, the officials, the volunteers – everyone has a role in keeping sport safe."

The 2025 theme for International Day of Education was 'AI and Education: Preserving Human Agency in a World of Automation', and it's an important discussion. While technology plays an important role in education delivery for SIA, human connection is vital to message delivery.

"Face-to-face education and outreach gives us the opportunity to listen to the audience and respond to their questions and concerns in real time, which means it is highly engaging and effective," Ms Cooper said.

UPCOMING WEBINARS REGISTER NOW!

**I'm a Grassroots Coach,
what's my role in Integrity?**

**Sport Integrity 101 for
Community Club Volunteers**

Handling Member Protection Concerns





... we've been able to experiment with new technologies like VR and AR, we've built apps ... and have been able to invest in research to inform our program.

"In addition, our educators all have extensive experience in sport – whether that's as elite athletes, coaches, medical practitioners and/or administrators.

"These staff enrich the education they're delivering through their own stories, experiences, failings and successes.

"Integrity can often live in the 'grey zone' where human decision making is complex and there may not be a clear answer, so human interaction and nuance through education is critical," Ms Cooper said.

Our Educators themselves are passionate about their outreach and the impact they can have on up-and-coming athletes.

Alison Heinrich is an Australian Pistol Shooter. She enjoys connecting with people, as well as passing on information and experience. Alison joined SIA as an Educator as it aligned with her interests, especially since she has first-hand experience with a number of the topics SIA supports.

"My first testing experience (anti-doping) as a teenager was quite overwhelming and not something I was prepared for or expecting," Alison said.

"I'm keen to ensure others are educated and confident in the process, and understand their responsibilities as an athlete, coach or parent."

Cruz Hogan is an elite Javelin Thrower. He joined SIA as an Educator in 2019 and has continued to be a clean sport advocate and educator ever since. He wants to empower young and experienced senior athletes to

make informed decisions, ensure they feel confident in the process and understand the importance of keeping sport clean and fair.

"Having competed against athletes who have tested positive to banned, performance enhancing substances, I'm passionate about keeping sport clean and fair and I'm not willing to risk my health in the pursuit of high performance," Cruz said.

"Clean, fair sport is crucial. Without it, sport loses its integrity, its power to inspire, its ability to unite and define character. So, it's up to us as athletes to become role models in our community to take a strong stance against doping."

The team has seen an uplift in staff in recent years.

"When I first joined the Education team in 2018, there was only the equivalent of 3.5 people," Ms Cooper said.

"We now have over 15 people, we've been able to experiment with new technologies like VR and AR, we've built apps, we've tried new things wherever we can and have been able to invest in research to inform our program.

"We've also been fortunate to be able to learn from other experts within Australia and abroad."

With planning for Brisbane 2032 well underway, it's vital that integrity is at the forefront of all we do in sport. SIA will continue to elevate its work to create safer sporting environments for all participants at all levels and ensure a fair and equal playing field so people can maintain trust and belief in sport.

Data in the education space speaks volumes about the importance and success of SIA's Education program. In 2024:

■ There were **157,000 completions** of SIA's educational activities – an increase of 20% from the corresponding period in 2023 and an indication of significant buy in from the Australian sporting community.

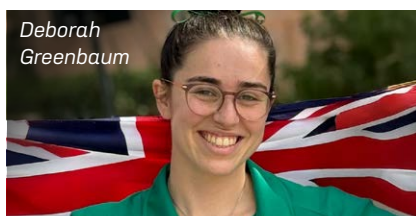
■ Following engagement with SIA's Anti-Doping education, **98% of people felt confident being able to check a supplement**, which aligns with 67,000 supplement checks on the SIA app.

■ Additionally, **96% of people** taking part in SIA's Safeguarding education **felt confident they knew how to respond to a breach** of the Safeguarding Children and Young People Policy.

These results have been achieved through a concerted effort to ensure education is a priority within the agency. The investment made in education, for SIA staff, public delivery and resource development, is evident.

MEET OUR CLEAN SPORT *educators*

Our clean sport educators provide face-to-face education sessions for sporting groups around the country. They deliver engaging and interactive presentations to create more awareness about the importance of integrity in sport to help ensure Australian sport is clean, safe and fair. In this issue of Sport Integrity Matters we introduce you to **Deborah Greenbaum, Sophie Fawns, Alex Hardy, Graeme De Vallance, Nicole Arrol** and **Brayden Williams**.



Deborah
Greenbaum



Sophie
Fawns



Alex
Hardy



Graeme
De Vallance



Nicole
Arrol



Brayden
Williams

Tell us a little about your background and how you've arrived at SIA?

Deb: I have always had a passion for sport – all sports – and was privileged to represent Australia for over 10 years as a gymnast. At University I studied pharmacy and combined my passion of sport into my degree undertaking an Honours thesis in Sport Pharmacy. Sport Integrity Australia (SIA) allows me to combine my professional training with my interest in sport allowing me to help educate athletes and support personnel about which drugs can be used and which should be avoided in and out of training and competitions.

Sophie: I am currently studying a Bachelor of Science at UNSW and am a full-time athlete with the NSW Swifts! I am originally from Wagga Wagga but made the move to Sydney after finishing high school in 2021 and have loved being in Sydney since. I arrived at SIA through our well-being lead at the Swifts who said it would be a good job opportunity. I have a passion for educating and teaching people new things so felt that this job would be a perfect fit for me.

Alex: I am an Accredited Exercise Physiologist with experience in private clinical practice, health coaching, facilitating programs for NSW Health and as an academic lecturer. I volunteer as an Industry Expert for Careers NSW, helping individuals explore and transition into health and sports professions.

Graeme: I've spent the last 20 years in Advertising, Media and Television Production, focusing on Casting and Development. Recently, I started as a Doping Control Officer after scaling back my volunteer commitments, but looking to stay engaged with sport. When this role came up, I knew it was perfect for me.

Nicole: This role provides the perfect opportunity for me to combine my passion and experiences. I have been an athlete at the elite level (although this feels like a lifetime ago now), I have coached at a national level and I lecture in Education at a university in Perth.

Brayden: I am a Lawyer by trade, but I have been weightlifting full time for the past four years. This SIA role is a perfect amalgamation of my legal advocacy skills with my passion for sport!



What is your favourite sport and why?

Deb: I have participated in everything from swimming through to diving and of course gymnastics – I like them all. Absolute favourite – Aerobic Gymnastics which is a unique and incredible sport combining strength, flexibility and fitness into individual and group routines.

Sophie: My favourite sport to play is netball, but my favourite sport to watch is the state of origin women's side. I love playing netball because of the opportunities it gives me, but also being able to play in an environment every week with my best friends is something really special! I love watching the women's state of origin because they are so strong and tactical with their play; I find it very impressive.

Alex: Swimming. It was the only sport I did as a child. I took some breaks away but ended up back in the water eventually. I am savagely uncoordinated, so swimming worked well. I will watch nearly any sport live!

Graeme: I grew up playing representative Tennis and Basketball, but AFL has always been my true love. Oddly, I never played it, but I've always admired its 360-degree nature, where every body type has a role. The excitement and pace make AFL unlike anything else.

Nicole: I am a former hockey player and still hold a keen interest in the sport. However, I like watching rugby and more recently playing Pickleball and Ultimate Frisbee.

Brayden: My favourite sport is Olympic Weightlifting because of its difficulty. Everything has to be near perfect for you to compete at your best.

Why did you want to become one of our Educators?

Deb: I believe that clean sport is one of the most important aspects of sport. I wanted the opportunity to share my expertise with the wider community and promote clean sport practices.

Sophie: I wanted to work for SIA as an educator because of my passion for teaching and learning. I believe that through this job, I can make a difference to athletes' lives and that this job will bring me the opportunity to learn and work with others.

Alex: Joining SIA is a significant milestone. I've long admired their commitment to anti-doping and ethics in sports. Being part of this team allows me to help educate athletes, managers within sport, and the community on the importance of upholding clean and fair sports values.

Graeme: Communication is key in my job, and over the years, I've become more comfortable and effective in this role. I've helped many people refine their communication and presentation skills for television. My interest in nutrition and sport ethics also drove me to become a Doping Control Officer.

Nicole: To be able to support people striving to reach their best in their chosen sport is an exciting privilege. I like the challenge of making the content that we will share engaging for everyone and for them to understand its importance.

Brayden: I am a big believer in using education to prevent punishment and I wanted to be a part of the solution of ensuring every athlete, coach and support personnel understand what is expected of them.

What do you most want to achieve in your role as a SIA Educator?

Deb: It's two-fold – share my expertise as a pharmacist and spread the importance of clean sport and fair play, to ensure there is a positive culture in sport within Australia from the grass roots all the way up to the Olympians.

Sophie: As a SIA educator, I hope to be able to make a difference in the lives of athletes so that they can stay safe in their sport. I feel responsible for them being able to make smart decisions and choices about their sport and their careers.

Alex: As an educator, I strive to help create a society where everyone – from the elite athlete to weekend warrior – feels welcome, safe and heard, with an equal opportunity to succeed. Through education, I hope more people will embrace all that sports offer.

Graeme: One thing I've learned at SIA is that no two missions are alike. Every job presents new faces, dynamics and scenarios. While I believe I'll learn more from the people I meet than they will from me, I'm excited to pass on that knowledge to the next group I work with.

Nicole: To provide accurate and factual information to support athletes and stakeholders in their sporting journey. To create engaging sessions where athletes and others feel confident in their knowledge, and so they can make decisions to keep themselves and others safe.

Brayden: I would like to continue to grow as a presenter and hopefully use my skills to engage my audiences so that they process and remember the information.

What makes you so passionate about education and awareness in the sport integrity space?

Deb: An athlete who has been sanctioned may not have intentionally done the wrong thing. Perhaps they didn't know or understand the rules well enough. I want to assist in reducing the rate of inadvertent doping by educating as many athletes as possible. Further, I want to share the important role pharmacists can play in this – they are readily available and highly knowledgeable and can answer questions that could stop any inadvertent doping from occurring.

Sophie: As someone who has had to sit through many sport integrity education sessions, I would love to be able to teach fellow athletes about the importance of sport integrity. I think sport integrity sessions are underrated and would like to help people understand how important they are to their career. I have a big passion for education and learning. SIA is the perfect place for me to explore and develop these passions.

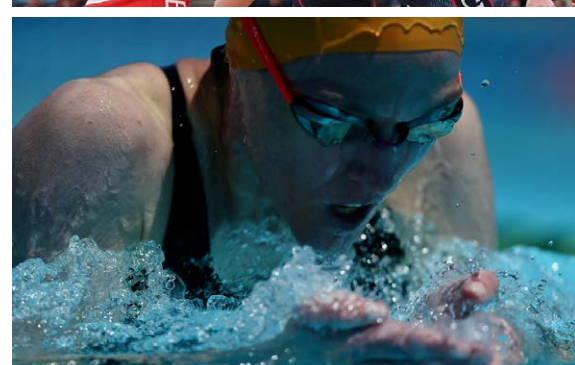
Alex: For me, integrity is the foundation of all sports, from the global stage of the Olympics to local social exercise. I believe that anyone can thrive in sports and that those fortunate enough to participate or hold stakes in it, are responsible for acting as role models.

Graeme: Since joining SIA, I've seen firsthand the daily challenges they manage – child protection, doping, supplements, ethics and competition manipulation. If I can share accurate, positive information that strengthens the bond between SIA and anyone involved in sport, I know I'm making a difference.

Nicole: To be able to play a small role in helping to keep sport fair and safe, and to educate about the importance of integrity in sport is important to me. Integrity in sport can have a ripple effect and encourage similar values in other areas of people's lives – this is powerful.

Brayden: After competing in sport for the last 20 years I have come across sport integrity issues in a multitude of sports. Some of these issues can be life changing for athletes and I want to ensure that our integrity in Australia grows so that athletes can just focus on their passions instead of worrying about these issues.

Right (top to bottom): Deborah Greenbaum, Sophie Fawns, Alex Hardy, Nicole Arrol, and Brayden Williams.



ATHLETE ADVISORY GROUP INSIGHTS OF OUTGOING MEMBER

Cassie Fien

The Sport Integrity Australia (SIA) Athlete Advisory Group (AAG) plays a vital role informing the strategic direction and shaping education strategies of the agency. Through their collective lived experience, they provide insights into the pressures and influences that can threaten the integrity of sport, and how we can better assist athletes to be clean, safe and fair in sport.

Marathon runner Cassie Fien was a member of our AAG for more than four years, with her final term recently coming to an end.

She came to the role with a wealth of experience as an elite competitor, but also with lived experience as a sanctioned athlete. It's a role Cassie is proud to have undertaken.

"I was sad to hear when the term came up," she said.

"As athletes, we can only do two terms, which means fresh people can come in and give a new perspective.

"I really enjoyed my time as part of the AAG, meeting the other members, getting everyone's insights and making it a more harmonious partnership between athletes and SIA."

Cassie's insights on the AAG were unique and valuable.

In 2017, Cassie served a nine-month ban after testing positive for a prohibited substance found in a supplement she was taking.

"Having lived experience was beneficial to my AAG role. Education prior to that wasn't very athlete centred. I was able to give SIA the perspective of what a sanctioned athlete goes through."

That period in Cassie's life is still a cloud that hangs over her.

"There definitely was a lot of dark periods during that time. I lost my identity. I didn't know what was going to happen, and I couldn't see any future.

"Eventually I got to a point where I drew a line in the sand and just had to move on."

In taking on a role on the AAG, Cassie knew that education was core to helping ensure athletes did not have to endure a similar experience to her.

"It wasn't necessarily more education, it was the right education. SIA was really committed to understanding what an athlete needs for that message to get across; for something to sink in.

"I was just an Australian athlete trying to do what I do. I wasn't part of a bigger team or anything, I was just doing my thing. I literally went to a local nutrition warehouse to buy a supplement of natural ingredients.

"I think there used to be this conception if someone's doing drugs it must be testosterone or EPO, or those type of things. Supplements do contain things that are quite legal to buy but are not legal within the sporting world."

Cassie believes the value in having current and former athletes delivering education to sporting groups is vital.

“

I think there used to be this conception if someone's doing drugs it must be testosterone or EPO, or those type of things. Supplements do contain things that are quite legal to buy but are not legal within the sporting world.



“

... I began to see the other side of what the agency needed to do. I soon realised SIA isn't out to get athletes...they're trying to help athletes be able to have a fair and safe sporting arena.



"There's benefit in those messages coming from an athlete that has either been in that world or is doing what they're (the audience) doing.

"We train at such a high load and we expect to put our bodies through so much, there are some situations where supplementation is needed.

"We need to get the message across that yes, let's get everything from our food first, but if you then need that supplementation, let's go to an accredited dietitian or doctor that knows the sporting world.

"Let's have an honest conversation with them and find out what you really do need to be able to get the best out of yourself, in the safest possible way, within the rules and regulations of the sport."

It was Cassie's experience that contributed to the development of the Sport Integrity app, which among other things, allows athletes to see if supplements have been batch tested prior to buying.

At the time of Cassie's test, supplements were the largest cause of unintentional doping cases, the risk of which has decreased significantly since the advent of the Sport Integrity app.

The 'Supplement Checker' within the app lists supplements available on Australian shelves which have been batch tested and certified by a third-party program that tests for banned substances in sport; these independent companies are Informed Sport and HASTA. The batch-tested supplements on the checker have the lowest risk of containing prohibited substances (however there is never a guarantee).

Cassie's time on the AAG has also allowed her to see the full remit of SIA and the work that goes on behind the scenes.

"Back in the day when it was ASADA, particularly in the sporting world, we thought they're just out to get athletes. That's changed.

"When SIA was created and David Sharpe became CEO (June 2020, previously ASADA CEO from 2017) he was

adamant he wanted to formulate a relationship between athletes and the agency to win the war against people cheating on purpose.

"With that, I began to see the other side of what the agency needed to do.

"I soon realised SIA isn't out to get athletes ... they're trying to help athletes be able to have a fair and safe sporting arena."

Cassie found herself becoming an ambassador for SIA.

"For me, it was really important to ensure people knew SIA was an agency trying to help – the SIA team want to give athletes the ability to access all the information they possibly can so they can make informed decisions on what is best for them."

She admits that the cloud that hangs over her as a once sanctioned athlete will never go away. The trauma athletes experience during the sanction process is something she'd like to see addressed.

"Taking into consideration what sport means to an athlete, it's not just a matter of stopping your sport for a while. A lot of the time sport is really wrapped up in athletes' friendship circles, their well-being and their emotional state of being – it's everything.

"It's about having all those support mechanisms within SIA to be able to offer the athlete support services, but not only that, offer it in a way that the athlete can absorb it again.

"Also, using athletes with lived experience and linking them to athletes that are willing to talk to other athletes that have been sanctioned to be able to know that while this is a really bad moment, you'll get through the storm and you'll be OK."



LISTEN TO THE PODCAST

www.sportintegrity.gov.au/news/podcasts

The team at SIA thank Cassie for her valuable insights and input in her time on the AAG.

SPORT INTEGRITY AUSTRALIA 2025 LAW ENFORCEMENT CONFERENCE

Working to strengthen the Pacific region a key focus for annual Law Enforcement Conference

Sport Integrity Australia (SIA) held its annual Law Enforcement Conference in March to engage and collaborate with law enforcement locally and internationally to help prevent and respond to integrity threats in sport.

This year's conference was held on the Gold Coast under the cloud of ex-Tropical Cyclone Alfred, however participants weathered the storm for important discussions and collaboration.

Held during the four-day World Anti-Doping Agency (WADA) Global Anti-Doping Intelligence and Investigations Network Workshop, the conference had more than 10 countries represented.

The 2025 event brought together, for the first time, law enforcement partners and National Anti-Doping Organisations (NADOs) from across the Pacific to explore emerging threats in the region.

SIA Head of Anti-Doping, Chris Butler, said bringing together our key partners helps build sports integrity capability, foster relationships and networks to help combat threats in Australia and internationally.

"It was an honour having our Pacific partners in attendance this year who shared insights into their capabilities, priorities and challenges," Mr Butler said.

"Australia and the Pacific have a deep and longstanding relationship with a shared passion for sport.

"Working collaboratively, we aim to build a leading sport integrity program in the Pacific that will prepare the region for successful Pacific Games, Brisbane 2032 Games and their legacies beyond."

During the conference, attendees heard from experts from WADA, health professionals and Australian Border Force on threats in the anti-doping space, including the use of Performance and Image Enhancing Drugs (PIEDs).

PIEDs continue to be a growing concern for law enforcement and anti-doping organisations. The consistent message through the conference was the need to continue to build partnerships and collaborate with law enforcement.

"This is crucial to uncovering systemic and serious facilitation and trafficking of doping substances," Mr Butler said.

"Working together with law enforcement to stop the importation and use of illicit drugs is an important ongoing collaboration to help keep sport and athletes clean and safe."



AMPLIFYING CLEAN SPORT IN THE PACIFIC AHEAD OF BRISBANE 2032

With WADA announcing the expansion of its *Intelligence & Investigations (I&I) Capability & Capacity Building* project to the Asia Oceania region it was an opportune time for our partners from the Pacific to gain valuable insights from both SIA and WADA officials.

For New Zealand current priorities are two-fold – education of athletes and trafficking.

"We have a lot of athletes in New Zealand who are from the Pacific, have family and friends in the Pacific and are travelling back and forth in the Pacific," said Investigations and Intelligence Manager for Sport Integrity Commission New Zealand, Hayden Tapper.

"One of the things we really want to concentrate on is making sure they're educated and safe with how they conduct themselves in the sporting sense from an anti-doping and integrity point of view.

"The other is the greater influence of the Pacific being used as a hub or channel for all sorts of illicit activity.

"That's where an opportunity like this to come to Australia and meet with law enforcement and anti-doping personnel from around the region and with WADA, is a great way for us to start talking and learning more about opportunities to work together to combat both of those trends."

Hayden, who has been working in the anti-doping space in New Zealand for seven years, said breaking into the distribution/trafficking network is a huge challenge, but collaboration is the key.

"Hearing some of the stories about ways we can start working together and concentrate resources, picking up signs and trends to break up those networks, is important, especially if we want to combat the trafficking distribution of PIEDs.

"Some of our most successful cases from an anti-doping point of view are a result of being in rooms like this, working together, speaking, building networks, then being able to pick up the phone down the track when you need assistance.

"We're all trying to achieve the same thing – why don't we reach out more, why don't we work together more and leverage each other's ability."

Dr Lawrence Teariki Puni, Chair of the Oceania Regional Anti-Doping Organisation (ORADO), said one of the biggest challenges his region faced was the ability to work together.

"At the moment everyone's working in individual silos – the Ministry of Police is producing its own output in terms of work as well as customs, and also with our Ministry of Health and NADOs," he said.

"One of the objectives for this workshop was to try and establish that linkage between the two. We're quite blessed to have the presence of some of our former customs agents accompany myself as well as a former police officer as well.





Clockwise from top: Members of NADOs from across the Pacific listening at the WADA IBI Workshop; John McLaughlin, WADA Investigator & Trainer; Chris Butler, SIA Head of Anti-Doping; and Dr Lawrence Teariki Puni, ORADO Chair.

"They're really passionate about trying to establish that working relationship with our NADOs, so we're looking forward to strengthening that as well."

In 2032 all eyes will turn to Brisbane for the Olympic and Paralympic Games, a Games for the whole Pacific.

As part of SIA's commitment to Australia's Sports Diplomacy Strategy 2032+ and our ongoing support to grow sport integrity programs in the region, strengthening of partnerships across the Pacific is crucial.

Dr Puni said one of the biggest takeaways from the conference is that the ORADO nations are not alone, nor do they have to deliver on their own.

"If we do need help, we have to put our hands up and say, 'hey, can you assist', and that's something we're very happy to do as well. We're quite fortunate that currently we have that support, but it's now just taking it to the next level."

Key to building capacity in Oceania is resourcing. ORADO has only three paid staff with many of the people delivering programs across the Pacific operating in volunteer positions.

When asked if there was a bottomless budget how he would spend it, Dr Puni said dedicated staff members within each NADO would be a priority.

"In the islands, a lot of people wear a lot of different hats and so they become quite overwhelmed with their duties," he said.

"To have someone drive the bus and have a person focus on the operational activities would be hugely beneficial.

"Hence why there's the ORADO, they provide a lot of the administration, facilitate a lot of the activities and also governance...our island nations simply don't have the capacity to employ someone full or part time."

For the island nations themselves, participation and network building is essential to allow programs across the Pacific to build and grow.

Anastasia Potoi-Kuresa is the Lead Doping Control Officer with the Samoa Medical and Anti-Doping Agency (SMADA) and is aware of the need for SMADA to increase capability.

"Anti-Doping in Sport has a standard called International Standard of Testing & Investigation (ISTI), and while SMADA is competent in the anti-doping testing space – which is first half of the ISTI – progress is needed in investigations and intelligence to meet the second half of the ISTI," Ms Potoi-Kuresa said.

"We are very thankful to have this conference opportunity as this is the first time for us to collaborate or engage with our law enforcement, we hope this is the beginning of a new friendship and partnership.

"SMADA is made up of volunteers, we don't have allocated funding for full-time staff to assist with testing, let alone collaboration with law enforcement, so that is the challenge for us, the capability to build SMADA."

CONTINUING SUPPORT FOR OUR PACIFIC PARTNERS

Following the Law Enforcement Conference collaboration between ORADO and SIA continued further south.

ORADO Doping Control Program Manager, Quintyn Stephen, spent an additional week in Australia with the SIA team in Canberra continuing learning and collaborating to assist with his work with the Pacific nations.

"We're grateful for the continued support Australia and New Zealand provide us, being the biggest NADOs in the region and Tier 1 nations, they provide a lot of guidance and a lot of knowledge that we would otherwise have to build ourselves," Mr Stephen said.

"We've had the great support of not having to reinvent the wheel with everything we do, whether it be legislation, policy, equipment, technology or even just procedure."

Upon returning home, Quintyn's focus will turn to building a Memorandum of Understanding between Drug Free Sport Fiji (Fiji's NADO) and Fiji intelligence agencies, as well as between ORADO and various police departments in the region.

"We need to ensure we're connected and that we're all communicating along the same lines.

"A good suggestion that came out of the Gold Coast was the need to build a forum and we're hoping to keep this momentum going by having these conferences on a yearly basis.

"I'm a little biased as I'm from Fiji, but Fiji is ideally located to host it. I'm hopeful we can host the next conference in Fiji, or at least the one after that."

With resourcing one of the main challenges for our Pacific partners, the work starts now in building capacity only 7 years out from the Brisbane Olympic and Paralympic Games.

Mr Stephen, a former Fijian shooter, would have loved to compete, however his new dream is to ensure that athletes going to Brisbane are protected, safe and have the resources and education they need to enjoy a Games that is fair, clean and most importantly, fun.

"This role has helped me grow, just like the challenges as an athlete have helped me grow," he said.

"It has also given me a newfound understanding and respect for the work that has been done – and is ongoing – from the Clean Sport aspect that I was not privy to for the majority of my athletic career.

"My biggest motivator is if I can ensure that the next Fijian, Tongan, Samoan, Cook Island or any Pacific athlete from Oceania doesn't struggle the way I did with the anti-doping spectrum.

"I would love to ensure that going forward, every athlete is at least aware, updated and educated, so they're never going to be afraid of the process or fear being tested."

Quintyn Stephen (left), ORADO Doping Control Program Manager with Steve Northey (right), SIA Assistant Director, Sports Operations.





EXPANDS INTELLIGENCE & INVESTIGATIONS CAPACITY in Asia Oceania

Shutting down illicit drug production and distribution has become a task that requires a multi-disciplinary approach.

In March, the World Anti-Doping Agency (WADA) announced the expansion of its Intelligence & Investigations (I&I) Capability & Capacity Building project to the Asia Oceania region.

The move follows the success of a similar program in Europe, where operations saw 25 illicit laboratories dismantled and 25 tonnes of performance enhancing drugs (PEDs) seized, preventing an estimated amount of 500 million doses from reaching the global market.

WADA is now looking for similar success in the Pacific, whereby collaboration becomes the strongest weapon to respond to integrity threats in sport.

Sport Integrity Australia (SIA) hosted the first of these new WADA workshops on the Gold Coast in March.

WADA Investigator, John McLaughlin, was a trainer at the event assisting participants to better understand the I&I remit and to demonstrate the importance of building networks with law enforcement, in the fight for clean sport.

He said working together was vital to disrupting and dismantling illicit drug production and distribution.

"We started in Europe with the I&I Capacity and Capability Program, but now we're in Asia Oceania, and that's part of a wider network – WADA's Global Anti-Doping Intelligence & Investigations Network (GAIIN)," Mr McLaughlin said

"The program in Europe resulted in over 100 operations and that was a mixture of law enforcement and National Anti-Doping Organisation (NADO) participants, together with WADA.

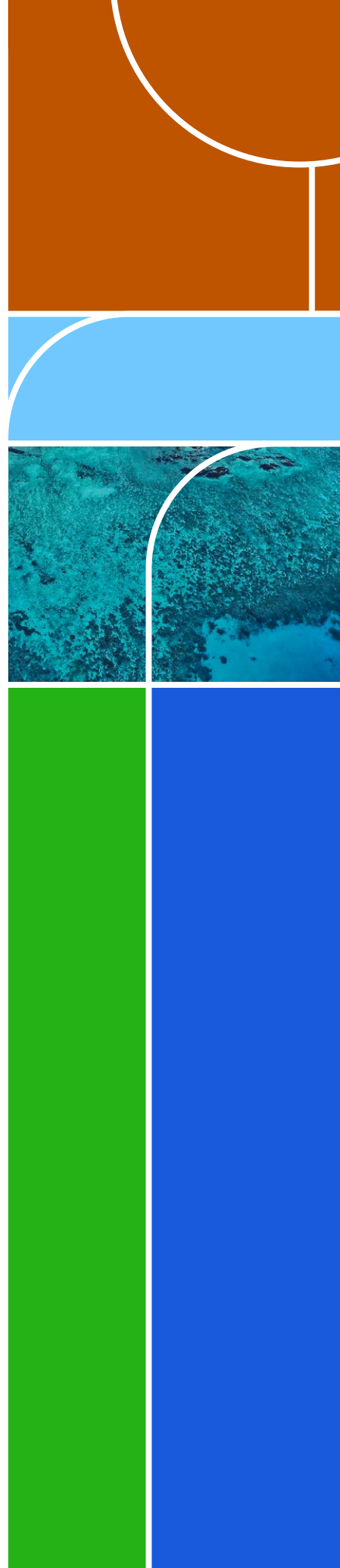
"We seized 25 tonnes of PEDs ... so we're hoping to try and get that sort of traction (in Asia Oceania)."

Importantly, the Europe program allowed NADOs to build networks with their law enforcement partners, something Mr McLaughlin said can often be a struggle.

"Law enforcement has a pull on its resources. Anti-doping probably isn't at the top of what they do, but there's still scope to do some good work together to highlight the criminality behind trafficking of PEDs, and we're hoping to have the same sort of impact here.

"It's a new landscape ... but it will be good to get a grip on what that looks like in Asia, Oceania ... the real priority for us is joint working."

With the success in Europe and a new focus on Asia Oceania, WADA also has the Americas and Africa in its sights for future programs. The goal is to create a global network and one that supports all NADOs.



"Sport is global, it's not just regional. We want to use a mixture of the different sizes and capacities of organisations to create one overall capacity and capability where there can be sharing of information securely, with law enforcement partners, so we're a bigger pool of resources together.

"Some organisations will never have the resources. Some have a lot more. So, we look at it as a network, and that network will support both small and large organisations."

With momentum building for Brisbane 2032, the work begins now in combatting threats to clean, safe and fair sport.

The immediate threat for Australia in hosting the Games is our island status.

"Straight away you have border control. You have lots of athletes coming here to train, and well before the games," Mr McLaughlin said.

"If we have information or intelligence that athletes are travelling, we need to link that with our partners at the National Anti-Doping Agencies or law enforcement. We need assistance through that network. That might be police internally in Australia, it could be Australian Border Force, it could be other NADOs with athletes travelling to nearby countries within Oceania to benefit from training facilities.

"You can see automatically when you look at global games, the problem isn't just at the games, it starts way before them."

While the threat is real, John is confident the structure in Australia is one that is ready to tackle any threat head on.

"SIA has a great mix of very experienced staff with law enforcement and scientific backgrounds.

"Once we (WADA) are in a region, we rely on experienced people to form that network with law enforcement. SIA has those connections already with law enforcement agencies and those law enforcement agencies have wider connections in the Asia Oceania region, which we will rely on.

"Trafficking involves multiple countries; crime isn't ever just in one place. So having that established linkage with such a strong organisation like SIA is critical."

Learn more in our latest podcast episode 'Collaboration the key to combatting drugs in sport'.



WADA Code review



On 18 October 2024 WADA launched the Second Drafting Phase of the 2027 World Anti-Doping Code and International Standards Update Process. This includes all stakeholder feedback to the first drafting phase.

WADA has now launched the Third Consultation Phase (on the second drafts). This consultation period will remain open until 30 May 2025.

A full outline of the process and pending timeframes is available on the [WADA website](#).

In preparation for this Third Consultation Phase, the SIA 2027 Code Update Team has produced documents comparing our responses to the first drafts of The Code and International Standards to those of other stakeholders around the world.

If you would like to provide SIA with your feedback on the second drafts (or obtain copies of the above mentioned documents) please contact us so that we can consider your comments as part of our response.

Email: antidopingpolicy@sportintegrity.gov.au

'UNBREAKABLE' PARTNERSHIP

*to promote
child safeguarding
in sport*



Earlier this year Sport Integrity Australia (SIA) was announced as an impact partner for the film *Unbreakable: The Jelena Dokic Story*. As part of the partnership, SIA was invited to attend the advanced open-air screening of the film at Melbourne's Federation Square.

SIA Acting Deputy CEO, Dr Paul Oliver, joined a live panel discussion ahead of the advanced screening alongside Jelena Dokic, Australian Childhood Foundation CEO, Janise Mitchell, and panel moderator and gender equity advocate, Shaynna Blaze.

Also on hand at the screening were staff from the SIA Safeguarding and Education teams ready to reinforce our message of protecting sport together by providing resources and support to members of the public on the issues of child safeguarding in sport.

Speaking from her own deeply personal experience Jelena said that the goal of the project is to remove the shame and stigma that many victims of abuse carry, and to create greater awareness of the long-term impacts faced.

Despite the abuse she faced, and the heavy subject matter, Jelena aims to use her story to create positive change and to inspire wherever she can: "I can't change the world, but I can help change someone's world".

Mr Oliver said SIA is proud to have contributed as impact partners on the project and shine light on issues of child abuse in sport, and how people can engage SIA to report and seek support.

"It's important to have education awareness – knowing what is wrong or right in behaviours and then knowing where to go if you do have an issue – and that's what SIA's role is; to grow that education awareness," Dr Oliver said.

"Sport Integrity Australia is committed to providing the tools and resources needed to ensure sport is safe and fair for all."



Jelena Dokic with Dr Paul Oliver, A/g Deputy CEO – Safety in Sport, Sport Integrity Australia.

I said at the end of my book if it just helps one person in some way its mission accomplished.

I always started with that goal and mission, it wasn't even about me, it was about trying to make a difference and help someone else.

In October 2024, the UN Special Rapporteur on Violence Against Women and Girls released a report stating that violence against women and girls in sports is a serious and systemic human rights issue that demands immediate attention at all levels.

The report is supported by SIA's own statistics, with almost 65% of child safeguarding investigations alleging prohibited conduct against women or girls.

In response, SIA recently launched a new Empowering Women and Girls in Sport Integrity program designed to support women and girls to enter, stay and thrive in sport at all levels.

To reinforce SIA's commitment to protecting athletes from abuse Ms Dokic was invited to speak at the 2025 CEO Sport Integrity Forum held in Melbourne on 20 February 2025.

Speaking to more than 75 representatives across sport, Ms Dokic spoke about the abuse she suffered at the hands of her father, her coach, while playing at the elite level before emerging as a strong advocate for safeguarding measures to protect young athletes.

"I've been able to turn the bad, negative and pain, into power, purpose and strength," she told the forum.

"I said at the end of my book if it just helps one person in some way its mission accomplished.

"I always started with that goal and mission, it wasn't even about me, it was about trying to make a difference and help someone else."



Dr Paul Oliver, Janise Mitchell, Jelena Dokic and Shaynna Blaze at the Fed Square screening of 'Unbreakable'.

I've been able to turn the bad, negative and pain, into power, purpose and strength.

Sporting organisations can commit to safeguarding by having

- Leaders who champion a safe sporting culture.
- A culture of listening to children and young people on matters that affect them.
- Effective safeguarding policies and practices.
- Child safe risk management strategies.
- Child safe recruitment that considers the skills required of people who work with children and young people.
- Ongoing training and supervision for people who work with children and young people.
- A culture of reporting incidents, one that prioritises the safety of children and young people.
- A process of continual improvement.

Whether you're a coach, administrator, participant, volunteer, parent, official or spectator – you have an important role to make sure everyone can take part in a fun, safe and positive environment.

New education resource for high school teachers

SIA has developed a suite of new lesson plans for high school teachers to support discussions around healthy relationships and bystander behaviours in and around sport following the release of the new *Unbreakable: The Jelena Dokic Story* documentary. Learning intentions from the lesson plans include:

- Understanding healthy and unhealthy relationships.
- What it means to be an active and safe bystander.
- Identifying sources of support.

Learn more via our website:
www.sportintegrity.gov.au

Resources > Education >
For schools and parents

SIA'S MOU WITH Commonwealth Games Australia



The longstanding partnership between Commonwealth Games Australia (CGA) and Sport Integrity Australia (SIA) will continue at Glasgow 2026, with a Memorandum of Understanding (MOU) signed that commits the Australian Team to upholding integrity in sport.

The agreement will see the delivery of sport integrity education for Team Members, the development of policies and frameworks that protect the integrity of competition and promotes safety in sport.

CGA CEO Craig Phillips AM welcomed the ongoing collaboration, building on successful partnerships at the Birmingham 2022 Commonwealth Games and Trnabago 2023 Commonwealth Youth Games.

"Success in Glasgow will be a team effort, and we recognise the value that strong partnerships across the sports system play," Mr Phillips said.

"Sport Integrity Australia has and continues to be at the forefront of safeguarding fairness in sport, and their expertise will play a key role in preparing our athletes and staff for 2026.

"By working together, we're ensuring our Team Members have the best possible support in integrity and education, helping them perform at their best and represent the green and gold with pride."

Glasgow 2026 Chef de Mission Petria Thomas OAM reinforced the importance of this support in fostering a strong and united team.

"Education, and integrity on and off the field are essential for success," Ms Thomas said.

"Sport Integrity Australia's expertise will help our athletes and staff to develop the knowledge and confidence they need to navigate the pressures of elite sport. This partnership will strengthen our Team, support a positive experience for all involved and enhances the overall chance for our athletes to succeed in Glasgow."

SIA CEO Dr Sarah Benson PSM welcomed the announcement of the partnership, emphasizing the critical role integrity and education play in supporting Australian athletes on the world stage.

"Integrity is regarded as a positive and fully integrated functional element of team preparation and delivery at Commonwealth Games Australia, and an integral component to sustainable success," Dr Benson said.

"We are proud to continue our longstanding collaborative efforts with Commonwealth Games Australia, helping our athletes achieve great success in the upcoming Glasgow Games and into the future."

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This partnership will strengthen our Team, support a positive experience for all involved and enhances the overall chance for our athletes to succeed in Glasgow.

NATIONAL PLATFORM FOR INFORMATION SHARING

ASSUMED BY SPORT INTEGRITY AUSTRALIA

On 1 January 2025, Sport Integrity Australia (SIA) assumed sole responsibility as Australia's National Platform for Information Sharing.

Since 2017, SIA partnered with the Australian Criminal Intelligence Commission (ACIC) to act as Australia's National Platform. This arrangement ended on 31 December 2024, with SIA assuming sole responsibility.

Through our role as the National Platform, SIA aims to support sporting organisations, regulators, gambling operators, state and territory law enforcement agencies, in partnership with other key stakeholders to identify and respond to the threat of competition manipulation and coordinate responses where possible.

SIA's Director of Sports Wagering and Competition Manipulation, Jason Whybrow said the establishment of a National Platform is part of an ongoing commitment to implement recommendations made by the Council of Europe's Convention on the Manipulation of Sports Competitions (the Macolin Convention).

"Our agency understands the very real integrity threats posed to sports by illegal betting and competition manipulation," Mr Whybrow said.

"It is for this reason that the ratification of the Macolin Convention and the national and international cooperation between governments and organisations on these issues remains a top priority.

"The Macolin Convention was authored to provide sporting regulatory bodies, such as SIA, with the legal frameworks necessary to respond to the sophisticated competition manipulation tactics seen globally.

"To assist in meeting these aims, SIA has assumed the ongoing responsibility as the National Platform for information sharing, to meet the ratifications assessment.

"SIA's commitment to safeguarding sport integrity is steadfast and evolving to adapt to the ever-changing threat landscape but this can only be done in collaboration and partnerships facilitated by a National Platform."

Complementing existing reporting mechanisms, the National Platform will coordinate the receipt, assessment and dissemination of data, information and intelligence relating to match-fixing.

Through our role as the National Platform, SIA aims to **support sporting organisations, regulators, gambling operators, state and territory law enforcement agencies**, in partnership with other key stakeholders to identify and respond to **the threat of competition manipulation** and coordinate responses where possible.

This includes information received about irregular and suspicious bets placed on sports competitions, and, where appropriate, the issuing of alerts.

The National Platform is a central hub for effective information sharing and collaboration between relevant stakeholders, to facilitate an effective response to this integrity threat.

The National Platform will also support SIA and stakeholders to understand trends and issues regarding sports wagering and competition manipulation to develop relevant policies, guidance resources and education material.

SIA welcomes feedback from relevant stakeholders on their experience with the National Platform, along with how the platform could work to best support their needs.

Please contact us via email:
nationalplatform@sportintegrity.gov.au

Working closely with other governments and National Anti-Doping Organisations (NADOs) is a fundamental element of Australia's international strategy. International engagements for the start of 2025 saw a focus on international relationship building, information sharing and anti-doping capacity and capability enhancement.

GLOBAL LEARNING & DEVELOPMENT FRAMEWORK TRAINING PROGRAM FOR TESTING IN KAZAHKSTAN

In February, Assistant Director of Sport Operations Steve Northey co-facilitated the Global Learning and Development Framework (GLDF) Training Program for Testing in Almaty, Kazakhstan.

As one of the priorities under the World Anti-Doping Agency's (WADA) 2020–2024 Strategic Plan, the GLDF was established to support the commitment 'to developing training programs and qualification standards for anti-doping professionals'.

SIA played a key role in the establishment of the GLDF by creating content and training packages for participants, supplied by agency subject matter experts.

The main objective of the GLDF is to upskill anti-doping practitioners globally to ensure the Code is consistently and fairly implemented.

February's Training Program for Testing ran over four days and worked through case studies that allowed attendees to apply their learnings to practical testing scenarios for the greatest learning outcomes.

WADA EDUCATION COMMITTEE MEETING, LONDON

Director of Education, Alexis Cooper, met with international counterparts during the WADA Education Committee Meeting in London in February.

The Committee came together to discuss changes to the International Standard of Education in time for the 2027 Code Review, education frameworks relating to unintentional doping, and updates on WADA's education strategy for 2025 and beyond.

The committee also took a deep dive on a new and rapidly evolving area within the global sporting landscape – eSports. Conversations focused on integrity threats within eSports and establishing educational frameworks to best protect competitors, particularly in the leadup to the eSports Olympics.

The committee also had the privilege of reviewing and endorsing the Social Science Research Grant applicants. The WADA Social Science Research Grant Program is aimed at increasing the understanding of human behaviour as it relates to doping.

Left: SIA's Assistant Director Sports Operations Steve Northey (second from the left) with international colleagues at the WADA 2025 Annual Symposium.

Right: Attendees at the Global Network of National Sport Integrity Agencies (GNNSIA) workshop.



WADA 2025 ANNUAL SYMPOSIUM, SWITZERLAND

In March, members of SIA's executive branch and international anti-doping policy staff attended WADA's 2025 Annual Symposium. The two-day event hosted in Lausanne, Switzerland welcomed over 1000 global delegates under the theme 'Going Further Together'.

Opened by WADA President Witold Bańka, he echoed the Symposium's theme, and in the organisation's 25th year of operation, urged the continued global collaboration of anti-doping community members.

This year's symposium program covered a wide range of anti-doping topics including:

- How partnerships can take us further
- Key achievements and innovations in anti-doping research, and how anti-doping organisations can contribute to research endeavours
- Managing whistleblowers in anti-doping
- How knowledge sharing and ethical data governance can drive innovation, streamline processes, and foster fairness
- Preparing together for the 2027 Code and International Standards, and the protection of athlete rights in the 2027 Code framework.

In addition to the Symposium, SIA staff attended several other meetings and engagements including the Institute of National Anti-Doping Organisations (INADO) Board meeting and workshop.

SIA CEO Dr Sarah Benson delivered a plenary address on 'Expanding Integrity Scope: from Anti-Doping and beyond' and facilitated a plenary session on 'The future of Artificial Intelligence in Anti-Doping'.

Other topics covered during the workshop included the innovating of anti-doping education, athlete representation within NADOs and the implementation of digital workflows within the doping control process.

Dr Benson said that the collaborative work she has seen demonstrated by members of iNADO is yet another step toward the holistic approach needed to embed fairness and integrity in sport for the long-term.

"I was proud to have presented during the iNADO workshop among such a high calibre of international presenters and guests, each there with the collective goal to fundamentally improve sport for all," Dr Benson said.

"Each of the topics covered are timely and very relevant to the integrity challenges being faced globally and the innovative approaches that need to be taken to meet them.

"I left the iNADO workshop feeling invigorated and encouraged in our agency objective and strategy to safeguard the integrity of sport."

Staff also attended the Global Network of National Sport Integrity Agencies workshop which SIA chaired as coordinator of the group. This year's workshop focused on sharing experiences, practices and solutions to common challenges. SIA was also re-elected as chair/coordinator of the group.

Left: SIA CEO Dr Sarah Benson with SIA Athlete Advisory Group member Ella Sabljak who chaired a panel session on contamination in anti-doping at the WADA Symposium.

Right: SIA Deputy CEO Luke McCann, in his role as the Minister's Registered Deputy of Oceania, representing Australia at the Council of Europe Anti-Doping Convention Monitoring Group meeting.



COLLABORATING WITH SPORT INTEGRITY COMMISSION NEW ZEALAND

SIA senior executive and international anti-doping policy staff visited our Kiwi counterparts earlier this year at the recently established Sport Integrity Commission New Zealand.

The meeting created an opportunity for our Pacific National Anti-Doping Agencies to discuss the integrity threats facing our region and facilitated the opportunity for information sharing and discussions on continuous improvement.

Head of International Policy and Deputy CEO Luke McCann said the meeting allowed for both parties to share their unique insights relating to sport integrity.

"Moving into our fifth year of operations, it was a privilege to be able to share the lessons learned and information we have gained over that time with our friends at the Sport Integrity Commission NZ," Mr McCann said.

"Working within the Pacific region it is vital that we find opportunities to create integrity networks dedicated to information sharing and capability building.

"It's these shared lessons that allow us all to strengthen the integrity sporting landscape."

SIA also gained a valuable understanding of the cultural framework supporting the New Zealand organisation and returned to our shores with important insights on ways to further embed cultural diversity and promote safe, fair sport.

Clockwise from below left: SIA CEO, Dr Sarah Benson with CEO Sport Integrity Commission New Zealand (NZ), Rebecca Rolls; Members of the SIA and Sport Integrity Commission NZ; and the SIA executive team in New Zealand.





SPORT INTEGRITY
AUSTRALIA

FOLLOW US ON SOCIAL MEDIA

Let's protect sport together
by sharing information about:

- Anti-doping rules
- Supplement risks
- National Integrity Framework updates
 - Health impacts of drugs
 - Integrity tips
- How to make a complaint

#ProtectingSportTogether

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[youtube.com/@sportintegrityaustralia](https://www.youtube.com/@sportintegrityaustralia) | LinkedIn: search for Sport Integrity Australia

SWIMMING IN THE INTEGRITY LANE MATTERS

The innovative approach of Swimming Australia

Investing in integrity is crucial for the long-term sustainability of sport, but sadly it's not the subject everyone in sport *wants* to discuss.

With more than 90 National Sporting Organisations, National Sporting Organisations for people with Disability and Sport Administration Bodies adopting the National Integrity Framework or working towards the Integrity Policy Standards, sports are looking for new and innovative ways to highlight the importance of integrity in sport within their membership.

In November (2024), Swimming Australia launched its inaugural National Integrity Month, using the acronym FISH to spread awareness about its values:

Fairness Integrity Safety Happiness

It's an event the organisation will now hold annually to boost the profile of integrity and the role we all play in protecting sport. Some of the messaging is as simple as providing clubs with information and advice on appropriate photo use of young swimmers.

In a recent episode of our podcast *On Side*, Swimming Australia's National Integrity Manager, Lydia Dowse, and Complaints and Compliance Manager, Scott Elliott, discussed how they prioritise integrity for the safety of members and the long-term sustainability of their sport.

This is an edited extract focusing on themes discussed.

GETTING THE MESSAGE OUT TO ALL OF YOUR MEMBERS AND CLUBS

Lydia: What we found from our interactions with a lot of club people is that they didn't know very much about the National Integrity Framework or about the function at Swimming Australia.

We found that if we had an awareness campaign called National Integrity Month, we could really raise the understanding of what we do at Swimming Australia in integrity, what our standards are, and also what the National Integrity Framework is. So that was the purpose of the campaign.

NATIONAL INTEGRITY MONTH

Lydia: We really wanted to make it straightforward and to concentrate on two major issues, which was protection of children and member protection. So not trying to cover the full ambit of integrity matters, but just to keep it simple. And the simple message was that people who are involved in our sport of swimming are entitled to a fair, safe and happy experience.

USE OF 'FISH' TO PROMOTE THE CAMPAIGN:

Fairness, Integrity, Safety, Happiness

Scott: When we were thinking about the awareness campaign, we brainstormed what we think is important for our sport and our entire ecosystem, and we came up with those words (Fairness, Integrity, Safety, Happiness). And it just developed into that acronym, it wasn't deliberate, we just found that those words were something that really resonated with us, and it really connected well with our industry.

RESPONSE FROM THE SWIMMING COMMUNITY

Lydia: We've had a very positive response. We've had all sorts of emails come through and comments on social media...lots of thumbs up. I think people welcome it. I think they feel more confident in swimming if they can see that there's something new. Also, they've seen that everyone's jumped on board, technical officials, coaches, our CEO, our board. Everybody's part of it.

I don't think we would have been able to do it to the level we did without the support of the Australian Sports Commission or Sport Integrity Australia. The Australian Sports Commission provided the funding for us to do it (Safeguarding in Sport Continuous Improvement Program grant) and Sport Integrity Australia met with us weekly to talk about ideas and initiatives to make this work. It's been a positive initiative and one that we intend to do annually.



WE HAVE TO ENABLE OTHER PEOPLE TO PROMOTE THOSE MESSAGES, PROMOTE THAT IMPORTANT INFORMATION AND, ENSURE THAT IT'S FILTERED DOWN RIGHT THROUGH TO GRASS ROOTS, BUT ALSO, RIGHT UP UNTIL HIGH PERFORMANCE.

PLANS FOR FUTURE INTEGRITY EDUCATION AND AWARENESS

Scott: This (National Integrity Month campaign) is not something where we just stop and do it once a year. It's a continual engagement strategy with our clubs, coaches, officials, staff, our athletes, from community level to high performance. We engage with our stakeholders and member organisations and other key people as part of our sport to enable them to become the champions of our integrity framework.

We can't do this work on our own. We have to enable other people to promote those messages, promote that important information and, ensure that it's filtered down right through to grass roots, but also, right up until high performance.

We have to normalise integrity. Sometimes there's a negative feeling about what integrity means, but we want to flip that to, to create that positivity about what it means, and show that it benefits everyone.

WE ALL HAVE A ROLE TO PLAY IN INTEGRITY

Scott: An investment in integrity really is an investment in the long-term sustainability of sport. It matters. It's important. So the more we can normalise integrity and educate our sport, the more it will benefit everyone at every level. It's about being positive and about being safe. We have to have standards and we have to enforce those standards. And that is a role that everyone has to play in terms of speaking up and ensuring that there's awareness about what those actual standards, entitlements and obligations are.

Listen to the full interview on the Sport Integrity website, Apple podcasts or Spotify.

Celebrating International Day of Women & Girls in Science!

The science behind Sport Integrity Australia

The quest to keep sport free from doping is one underpinned by science. Sport Integrity Australia (SIA) is one of only a small number of National Anti-Doping Organisations with a dedicated team of scientists.

Our Science and Medicine team work to understand the science of doping and the analytical procedures used to test samples. Being at the forefront of wider developments in forensic science is an essential part of the team's role in deterring, disrupting and detecting doping in sport.

And it's a role undertaken by a team where the gender balance is firmly on the female side. Around 80% of staff in our Science and Medicine team at Sport Integrity Australia, along with membership of the Australian Sports Drug Medical Advisory Committee, are women.

This year's International Day of Women in Science theme was **'Unpacking STEM Careers: Her Voice in Science'**. It was the 10th anniversary of the event and an opportunity to acknowledge the rich contribution of women to the field of science.

SIA Assistant Director of Science, Dr Gemma Payne, always knew she wanted to study science.

"My earliest memory of liking science was in Year 5," she said.

"I remember my teacher bringing in some sheep hearts from the butcher, and we got to cut them up.

"I was so hooked, and I remember asking the teacher, 'can I take them home with me?', and she's like, 'sure'. So, I bundled them up and took them home on the school bus."

Gemma studied Forensic Chemistry at university and after completing honours continued her studies, undertaking a PhD based at the Australian Federal Police (AFP) forensic labs where she worked as an AFP forensic chemist.

Gemma, who's always had a keen interest in sport, arrived at SIA almost three years ago, keen to transfer the skills that she had developed throughout her career in the AFP to a different organisation.

From engaging with athletes to help them understand the risks of supplements, to assisting athletes with the



Women make up a large proportion of athletes, and having a representative, a voice, in an agency such as SIA ensures that these athletes are represented.

Therapeutic Use Exemption process, to working with investigators in the intelligence team, Gemma finds herself with a happy variety at SIA.

"One of my favourite things to do is to go out to outreach events," she said.

"I recently went out to the Uni Games and manned the SIA booth there and talked to athletes about different aspects (of the agency's remit).

"It's so common in wider society to just take the supplements that you can get in a supermarket or a chemist not knowing the risks as an athlete and the potential to test positive from those supplements."

When it comes to the work of women in science, Gemma believes that women bring a fresh perspective to old problems.

"For hundreds of years, science and medicine have been dominated by men so having old assumptions and data challenged and refreshed is important to evolve our knowledge," she said.

"I think having women in science and medicine is also vital to ensure we have advocates and leaders for issues such as women's health."

Importantly, female athletes benefit from having women in science working within sport.

"Women make up a large proportion of athletes, and having a representative, a voice, in an agency such as SIA ensures that these athletes are represented," Gemma said.

"The athlete population is so diverse, and I believe this diversity must be reflected in the organisations that work side-by-side with sport, to ensure integrity in sport."



LISTEN TO THE PODCAST

www.sportintegrity.gov.au/news/podcasts

Fast facts

In 2024:

- **4,951 samples** were collected from athletes. Anti-Doping continue to be a vital role played by SIA.
- A **20% increase of completed SIA educational activities** = total of 157,000.
- **98% of people felt confident being able to check a supplement**, which aligns with 67,000 supplement checks on the Sport Integrity app.



Australian Sports Diplomacy Strategy 2032+

Sport Integrity Australia is proud to partner with the Department of Foreign Affairs and Trade and the sport sector to deliver the *Australian Sports Diplomacy Strategy 2032+*.

This new sports diplomacy strategy recognises sports as an important source of national power in Australia's foreign policy and gives Australian sporting organisations access to the advice and expertise they need for success on the international stage.



The new strategy:

- Strengthens integrity frameworks for international sports.
- Focuses our efforts on our own region, the Indo-Pacific.
- Builds Australian sport as a source of national power.
- Projects Australia's modern identity through sports.
- Promotes Australian values, like gender equity and disability inclusion.

This strategy aligns with *Sport Horizon, the National Sport Strategy for 2024–2034* and can be downloaded from www.dfat.gov.au.



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