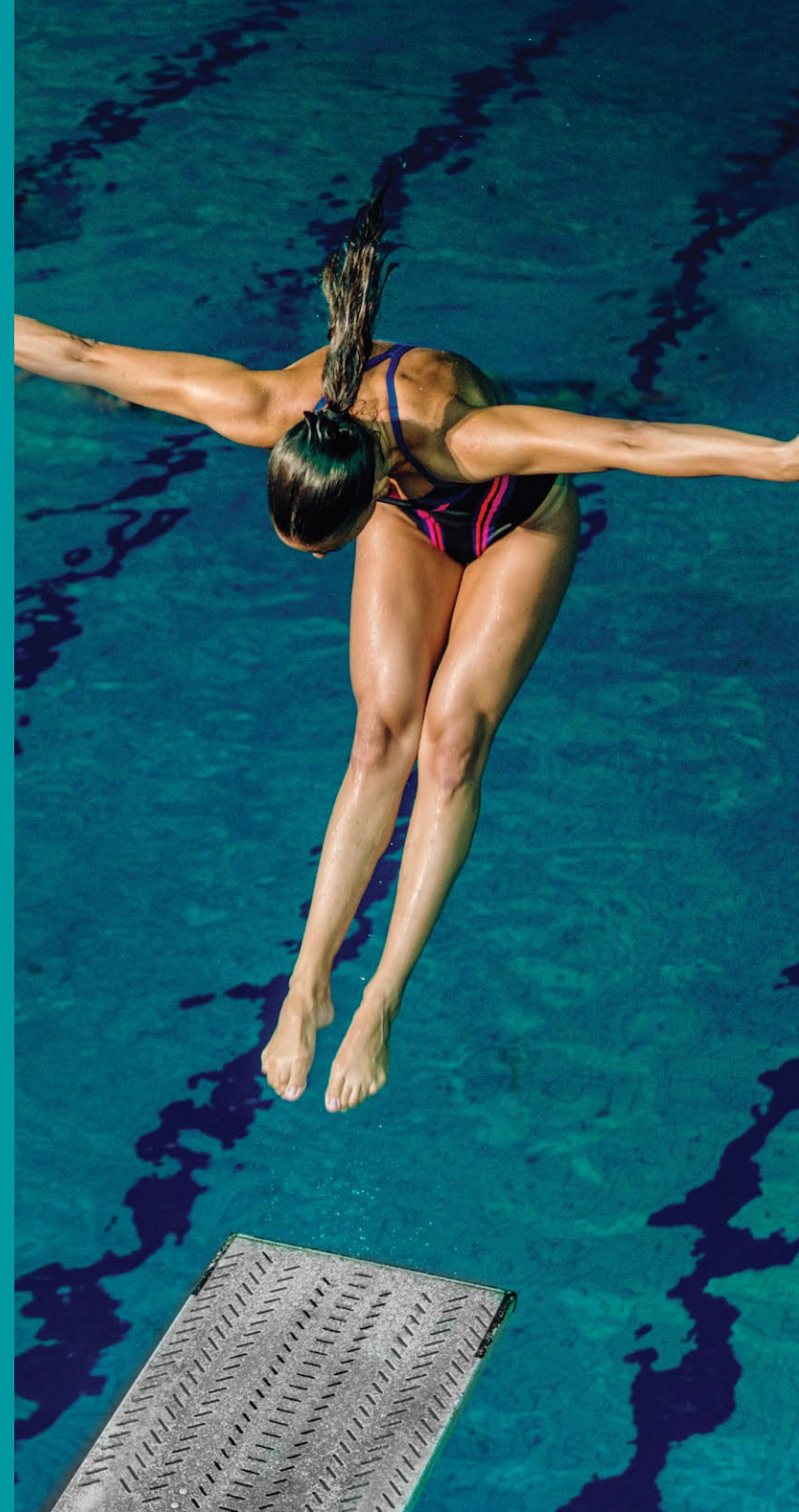




SPORT INTEGRITY
AUSTRALIA





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AUSTRALIA

ACKNOWLEDGMENT OF COUNTRY

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

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



PROTECTING
SPORT
TOGETHER

WHO WE ARE

Our role is to keep Australian sport safe and fair, at all levels, for all participants.

The Australian Government established our agency in 2020 to draw together the country's existing sport integrity capabilities, knowledge and expertise, and to coordinate and develop new threat responses, including prevention, detection, investigation and enforcement programs.



OUR 'VISION'

Safe and fair sport for all.



OUR 'WHY'

We believe the positive impact sport has on Australian communities is worth protecting together.



OUR 'HOW'

We bring people together and provide support, advice and resources to identify and address threats to sport integrity.



‘Sport teaches you a huge amount of who you are and what you believe in.’

Kim Brennan (nee Crow),
Olympic gold medallist

WHAT WE DO

For the first time, Australian sport now has a single agency for dealing with existing and emerging integrity related issues.


Our role is to protect Australian sport from the:

- use of prohibited substances and methods in sport
- abuse of children and other people in a sporting environment
- manipulation of sporting competitions
- failure to protect people in a sporting environment from bullying, abuse, intimidation, discrimination or harassment.

We work with sports to support their existing integrity functions or develop new capabilities, so they can protect their athletes and the competitions they govern. We provide resources, capability and education to help sports, as well as offering an independent complaint handling model to address integrity issues that arise in sport.

‘...the win at all costs mentality is a real issue in sport... sport is there for other reasons not just to win it all costs.’

Katrina Fanning, Indigenous Champion and rugby league legend



‘...in every profession right across the board there’s going to be good people and bad people, and people that make choices that they probably shouldn’t...at the end of the day we have to do what’s best for the game; it’s bigger than the fans, it’s bigger than the players... and we want to try to make sure the game is left in a better place than we found it.’

Ben Williams, Australian football referee

HOW WE DO IT

We acknowledge that we cannot protect sport on our own, so our response is a partnership model which brings together law enforcement, border protection agencies, regulatory agencies, wagering service providers, academic institutions and the health sector.

In addition, we work closely with sports to help build their integrity capabilities and responses, from those with no designated sport integrity resources, to those with established integrity units and everyone in between.

We also strive to ensure that our work is informed by the athletes and participants of sport that we are trying to protect and have mechanisms in place to receive ongoing feedback from our key stakeholders.



FOUNDATION IN INTELLIGENCE

We were established to effectively coordinate the response to existing and emerging integrity threats in sport. To achieve this, we must understand what those threats are, where they exist and how they come about.

The only way to do that is by sharing and receiving intelligence with a broad range of valued partners, including law enforcement, regulators, sporting organisations, participants and other key partners. Intelligence gives us insights into, and understandings of, specific sports integrity issues. And when we share intelligence with our partner agencies and other stakeholders, we gain a more holistic understanding and awareness of the integrity threats to sport.

Intelligence is the foundation on which we can support sporting organisations and our other stakeholders in the prevention, detection and disruption of integrity threats. It helps to reduce the level of uncertainty in our decision making and makes us agile and responsive, as current threats to sports integrity evolve and new ones emerge. We use timely and useful intelligence assessments to inform anti-doping testing missions, education and engagement activities, investigations and many other operational and strategic activities.





INVESTIGATING CONCERNS

Investigations are crucial to proving or disproving possible integrity breaches in sport, including anti-doping rule violations and other integrity issues like bullying, harassment or abuse in sporting contexts.

Our work in this space is focused on ensuring procedural fairness for all parties and in the anti-doping space, ensuring compliance with the International Standard for Testing and Investigations. In anti-doping in particular, we understand that doping may often involve more than one person. To that end, we investigate all possible violations with a focus on understanding the facilitators behind the athletes to best understand who provided the substance and who influenced their decision making. These facilitators are our priority in order to ensure the entire network is held accountable, not just the athlete.

EXPERTISE IN SCIENCE AND MEDICINE

The field of anti-doping has its origins set deep in the complex world of science and medicine. To be at the forefront of this space we employ and engage scientific and medical experts who inform our anti-doping program. This expertise and experience is also applied to broader threats to sports, in particular the improper use of drugs and medicines.

This includes studying athlete blood and urine profiles over time to detect any suspicious fluctuations that could indicate doping, providing advice about emerging substances, advice on how substances would benefit athletes at different points of their competition cycle and supporting athletes who have legitimate medical reasons to use prohibited medicines.

Our experts work closely with World Anti-Doping Agency laboratories to understand analysis capabilities and to apply those to our operations. They also contribute their expertise to the international development of anti-doping through research, roles on World Anti-Doping Agency Expert Groups and capability development both domestically and internationally.

In addition, our experts play an important role in education and prevention programs to protect athletes from the harms of doping. We work with other government agencies to improve the regulation and safety of supplements for Australian athletes and the general public, and provide education to sports doctors, physios, pharmacists and GPs on the status and health risks of particular substances and products.

A TESTING PROGRAM FOR TESTING TIMES

Anti-doping testing has been part of the Australian sporting landscape for 30 years.

Oversight originally lay with the Australian Sports Drug Agency (established in 1991), replaced by the Australian Sports Anti-Doping Authority in 2006 and transferred to Sport Integrity Australia with its establishment in 2020.

Over time, we have seen the sophistication of doping in sport increase and anti-doping organisations have had to rise to the challenge to protect clean athletes. Our experience built over the past 30 years, when combined with our use of intelligence, science and investigative resources, gives us the ability to strategically develop, allocate and plan anti-doping tests that maximise our ability to detect and deter doping. We are also at the cutting edge of testing practices and work with international partners to develop new testing techniques and processes.

We operate across Australia using a casual workforce of experienced Doping Control Officers and Chaperones. As part of our ongoing commitment to improvement, we continue to make a significant investment in this area to build on the training of, and support for, our field staff. This ensures we deliver the best possible testing services to Australian sports and athletes, with the ultimate aim of protecting the rights of clean athletes.





LEGAL ADVOCACY

The possibility of being banned from sport for an integrity breach can be an extremely confronting experience. We understand this.

We also understand that integrity rules and processes can be complex for people accused of breaching them and for people bringing forward complaints and concerns. For this reason we employ highly qualified lawyers with backgrounds in litigation, sports law, administrative law, commercial law, international law, criminal law and advocacy.

Our lawyers provide commercial support in-house, as well as managing cases regarding integrity breaches, including preparing matters to go before hearing bodies and tribunals. In this work, they actively engage with legal representatives of athletes, and regularly engage with legal teams of National Sporting Organisations, International Federations, other National Anti-Doping Organisations and the World Anti-Doping Agency. We do this to protect the rights of all parties to a fair process. The team also plays a crucial role in working with our outreach teams to translate complex legal principles into plain English, to ensure all parties are aware of their rights, obligations and responsibilities.

EDUCATION IS THE BEST FORM OF PROTECTION

Education plays a critical role in protecting athletes and preventing integrity threats in Australian sport.

We provide a range of education resources and interventions for everyone who participates in sport, from grassroots to elite-level athletes, their parents, teachers, coaches, sport administration staff and support personnel.

Our online learning platform includes multiple courses on anti-doping, competition manipulation (match-fixing), para-classification, child safeguarding and integrity values, as well as other online modules on other threats. We offer innovation in education through our Sport Integrity mobile app (downloaded by more than 40,000 people), as well as our other award-winning resources, including the Virtual Reality testing experience, our ethical decision making game and Augmented Reality health effects of doping app.

In addition, we run successful face-to-face and outreach programs on integrity threats available to all sports at all levels. These sessions are

tailored to each audience and are targeted to the integrity threats relevant to each sport, based on our intelligence and risk assessment models. Where sports are already delivering integrity education, we provide support by offering intelligence to help sports guide and target their education programs, as well as continuing to provide resources such as mobile apps, Virtual Reality programs and eLearning free of charge.

To help grassroots sports administrators, we play a leading role in the strategic direction and content development of the Play by the Rules online platform, a unique collaboration of more than 20 partners around Australia.

Our investment in education is intended to create a holistic, nationally coordinated and targeted integrity education environment, which works across all threats in all sports.

‘[as a coach]...it’s equipping them [athletes] to know how to ask for help, what help looks like, what fundamental things create success...it doesn’t happen overnight...there’s no magic pill...it takes work, it takes persistence, resilience...’

Tracey Menzies, former Australian swimming coach



ENGAGEMENT IS THE KEY

To operate as an effective central coordination point for matters relating to sport integrity, it is imperative that all stakeholders have an awareness of the role we play in the sporting sector.

Regular engagement helps build awareness and ensures all sporting participants, law enforcement agencies and others who may be affected by threats to sports integrity know where to provide relevant information.

We are also committed to ensuring that sports have the information and resources they need to run efficient and effective integrity programs, as well as meet compliance and best practice standards.

To ensure our assistance is responsive, timely and helpful, we offer sporting organisations a one-door-in approach and work directly with our internal subject matter experts to ensure sports receive the advice and support they need.



A PROTECTIVE FRAMEWORK

To best protect sports and their participants from integrity threats we have created the National Integrity Framework.

The Framework is a streamlined suite of policies that cover integrity threats like bullying, harassment, child abuse, match-fixing, sports betting, illegal drugs and the improper use of drugs and medicines.

The Framework provides each sport with mechanisms to identify and prevent integrity threats and an independent process for managing alleged breaches. Once adopted by sports, the Framework allows us to receive and respond to concerns regarding integrity issues. We will assess a complaint and if it falls within our scope, we will decide on the most appropriate resolution process. This may include alternative dispute resolution, referral to another body (such as law enforcement) or carrying out an investigation.

The adoption of the Framework by sports is a critical step towards creating an environment where sporting outcomes are fair and honest, the conduct of those in sport are positive and to ensure sport is a haven for safe, fair and inclusive behaviour.

The Framework will have an additional benefit for sports in that over time we will be able to analyse and share trend information and use this to offer advice to counter integrity issues or strengthen their practices.

AN INDEPENDENT BODY TO RESOLVE COMPLAINTS

In June 2020, investigative journalists broke the harrowing story of the sexual assault of young female gymnasts at the hands of their team doctor in the documentary *Athlete A*.

As a result, more than 200 gymnasts stepped forward to speak out about their own abuse. What followed was an unprecedented flood of allegations of abuse, bullying and misconduct around the world, including Australia, across a range of sports.

In response, in December 2020, we were given the important responsibility to ensure all athletes had a safe place to raise concerns about behaviour they witnessed or experienced in sport. It is not a responsibility we take lightly.

We now offer athletes, coaches, support personnel and all others involved in sport an independent avenue to report their experiences and concerns and have them assessed by an independent and impartial body.

For sports that adopt the National Integrity Framework and the associated independent complaint handling process, their participants can be assured that all reports will be assessed independently, with findings and appropriate sanctions determined by Sport Integrity Australia.

While we don't handle code of conduct breaches or personal grievances, our remit under the framework is to hear all alleged breaches of prohibited conduct at all levels of sport and determine the most appropriate way to resolve a dispute. We will also provide avenues for people to get wellbeing support through external providers.

For sports that do not adopt the National Integrity Framework, we can still receive and listen to concerns from their participants. We can work with sports to influence their policies, facilitate law enforcement involvement where appropriate and guide people through any referral processes.

‘The expectation of the community is shifting and evolving and we need to read the tea leaves and acknowledge that our community expects a greater level of independence on these issues ... It’s about the victims. If someone is aggrieved they need to have an avenue/forum independent of us. They need to be able to talk their experience, their issue and it needs to be someone who is listening and not someone making sporting decisions.’

James Johnson, CEO Football Australia

‘We all want in sport for athletes to feel supported, empowered and that they can come to a confidential body.’

Jacob Holmes, Australian Athletes’ Alliance

CONFIDENTIAL REPORTING OF INTEGRITY THREATS

Giving people the ability to raise genuine concerns without the fear of retribution is crucial, and to that end we are committed to establishing a Whistleblower Scheme to protect athletes, administrators and others from across all sports who confidentially raise concerns relating to sport integrity issues.

Under the scheme, we are working to provide the avenues for listening to and managing whistleblower disclosures, providing advice, support and protection for people who choose to use the program. The aim is to facilitate an environment in which the reporting of any instances of suspected misconduct, or of an improper state of affairs or circumstances in relation to the sport organisation or its operations is encouraged without fear of detriment.





PROTECTION FROM EMERGING THREATS

Globally, sport is facing an ever-growing threat from corrupted sports wagering and manipulation of sporting competitions.

Australia is not immune to this threat. Our role is to identify potential threats and vulnerabilities to the broader Australian sport environment and to individual National Sporting Organisations through our relationships with domestic and international law enforcement, regulators, wagering service providers and sports.

We are working closely with our partners to develop new Commonwealth legislation to make the definition and enforcement of competition manipulation consistent nation-wide. We also work with individual sports who have arrangements with commercial betting operators to help them maintain the integrity of their competitions, and through a partnership with the Australian Criminal Intelligence Commission, can advise when irregular betting (which might indicate fixing) occurs in their sport.

Our aim is to protect sports by establishing Commonwealth offences for the manipulation of sport competitions and related corruption in sport. We are also leading the development of the Australian Sports Wagering Scheme, which will provide a clearer, more transparent and consistent regulation of sport integrity elements of wagering.

‘...your credibility and your integrity has to be your currency because in order for you to perform you need people to trust you.’

Ben Williams, Australian football referee

ENSURING SPORT IS SAFE FOR ALL

We are committed to the belief that sport should be a safe environment for all participants. This extends to ensuring people in sport are treated with respect, dignity and are protected from bullying, discrimination, harassment or abuse.

We work closely with the National Office for Child Safety to drive cultural change in sports and we play a key role in the National Strategy to Prevent and Respond to Child Sexual Abuse. Our safeguarding experts develop resources and work with sports to ensure that everyone involved in sport understands that discrimination, harassment, bullying and abuse are unacceptable and will not be tolerated.

In particular, through our Safeguarding in Sport Continuous Improvement Program, we work with sports at all levels to bring safeguarding policies to life and embed safeguarding into the sport's culture. To do this we audit each sport, then provide them with a tailored plan to help them build stronger safeguards to keep their children and members safe from the elite level down to grassroots.

The future success of sports may hinge on their ability to rise to the challenge posed by these threats. We will work with all sports committed to protecting their members.

‘...there’s a huge duty of care that we have to athletes so that they feel ready to pursue life after sport and feel good about their time in sport.’

Mary Spillane, AIS Mental Health Lead



BUILDING INTEGRITY CAPABILITY IN SPORTS

We recognise that not all sports have the resources, time and capability to deliver and embed comprehensive integrity programs.

To assist, we provide resources, funding and support to upskill and grow their integrity capability. This includes developing a program to provide sports with additional resources to implement and embed the National Integrity Framework, which includes seed funding to employ integrity managers if required. This will accelerate the growth and development of integrity capability across the sector. We also provide training, networking and development opportunities to sporting organisation staff, through the facilitation of events and conferences, and access to a fully-funded training course on sport integrity management, developed in partnership with a leading Australian university.

TOGETHER WE CAN PROTECT SPORT

Everything we do is geared towards working with our stakeholders to build stronger integrity environments. We know that we cannot do it on our own, and collaboration and partnership underpin all our operational functions.

INTERNATIONAL ROLE

Threats to sports integrity do not stop at our national borders – they are global and increasing.

To that end, we maintain strong international relationships to increase our understanding of risks, vulnerabilities and threats to Australian sport, while exploring opportunities for new collaboration. We seek to learn from our international colleagues, and help build capacity in regions where it is needed to strengthen the global integrity framework and help build better environments for our Australian athletes competing overseas.

The global anti-doping framework overseen by the World Anti-Doping Agency (WADA) is mature and well connected. Our expertise in anti-doping has been recognised globally and our staff hold positions on a range of WADA expert groups and committees. However, there are few all-encompassing sport integrity agencies internationally, like Sport Integrity Australia, charged with coordinating the national approach to safe and fair sport on all fronts.

We use our close relationships with international partners including Interpol, Europol, the International Partnership Against Corruption in Sport, the United Nations Office on Drugs and Crime, UNESCO and the Council of Europe to build our understanding of risks, vulnerabilities and threats to Australian sport, while exploring new collaborative opportunities aimed at continually strengthening the system.



PARTNERSHIPS

We have an abundance of expertise among our staff, which includes former elite athletes, sports physicians, chemists, psychologists, high performance coaches, finance professionals, lawyers, educators, investigators, intelligence analysts and sports administrators. However, the agency also leverages productive domestic and global partnerships to derive and share greater insights into the sports integrity environment.

LAW ENFORCEMENT

We work alongside national and international law enforcement agencies, including the Australian Criminal Intelligence Commission (ACIC) and its specialist Sports Betting Integrity Unit, the Australian Federal Police (AFP), Australian Border Force (ABF) and Home Affairs, as well as state and territory law enforcement and child protection agencies. We have information sharing Memorandums of Understanding with police agencies, as well as Memorandums of Understanding and secondments with the ACIC, ABF and the AFP. These partnerships enable us to receive and share information of a criminal nature related to sport, and escalate potential criminal behaviour in sport in a timely and effective manner.

SPORTING ORGANISATIONS

Sport has long sought a coordinated approach to integrity. Working closely with Sport Australia, the Australian Institute of Sport, the Australian Olympic Committee, Commonwealth Games Australia, Paralympics Australia and National Sporting Organisations and their state affiliates is the only way forward in supporting athletes past, present and future. Through our relationships with National Sporting Organisations, we work collaboratively to build safer sport environments through activities like information sharing, the development of education programs, the delivery of testing programs and the safeguarding continuous improvement program.

GOVERNMENT PARTNERS

We have strong partnerships with a range of government agencies, including the National Measurement Institute, the Australian Human Rights Commission, Therapeutic Goods Administration, the Australian Taxation Office and the Office of the eSafety Commissioner. These partnerships allow us to pursue safer sporting environments by partnering to deliver things like anti-doping sample analysis, digital forensics for investigations, building our complaint review capability and developing nation-wide responses to issues like internet safety and supplement regulation.

RESEARCH AND ACADEMIC INSTITUTIONS

We are actively involved in research projects and engage with research partners to explore topics and questions relevant to understanding and maintaining integrity in the Australian sporting community. Our research partners include the University of Queensland, University of Canberra, Victoria University and the National Measurement Institute.





EXPERT GROUPS

AUSTRALIAN SPORTS DRUG MEDICAL ADVISORY COMMITTEE (ASDMAC)

ASDMAC is comprised of senior specialist doctors who are all trained in Sport and Exercise Medicine and have broad experience in professional, Olympic and Paralympic sports, as well as anti-doping medicine. This group is responsible for the assessment of athlete applications to use prohibited substances or methods for legitimate medical reasons. ASDMAC are also available to provide medical advice to the breadth of the agency's operations, as well as sporting bodies and doctors. We support the work of ASDMAC by providing it with secretariat resources.

ATHLETE ADVISORY GROUP

Comprised of current and former athletes, the Athlete Advisory Group offers valuable information about their experiences as athletes and how we can better work with athletes to improve our integrity response. It is through initiatives like this that encapsulate the 'athlete's voice' in our strategic approach and inform our operations.

SPORT INTEGRITY AUSTRALIA ADVISORY COUNCIL

Made up of members from a wide cross section of sport, governance, government administration, law enforcement and child protection, the Council provides strategic advice on sports integrity issues to both the CEO of Sport Integrity Australia, as well as to the Minister for Sport.

RESEARCH

We are actively involved in several research projects and work closely with research partners to explore topics and questions relevant to maintaining integrity in Australian sport.

Examples of research projects we have, or continue to be involved with, include:

- wastewater analysis for the detection of prohibited substances in partnership with University of Queensland and National Measurement Institute
- development and implementation of Dried Blood Spot testing in a partnership led by the World Anti-Doping Agency
- understanding the online in-play betting market and the consumer protection and economic implications if introduced in Australia
- understanding the capture, dissemination and use of sports betting data
- understanding athlete experiences of sports integrity issues.

We review and set research priorities throughout the year and engage with researchers wishing to partner with us on mutually beneficial projects.



CONTACT US



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