

SPORTS INTEGRITY: A BLINDFOLD APPROACH VS. A PRACTICAL EYE

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ANTI-DOPING TO SPORTS INTEGRITY

- Athletics Integrity Unit (AIU) is the independent body that tackles all forms of ethical misconduct in athletics
- One of the key pillars of IAAF Governance Structure reforms
- Through the AIU, athletics became the first sport internationally to setup a standalone integrity body.



Mandate



ANTI-DOPING



BRIBERY AND
CORRUPTION



MANIPULATION OF
COMPETITION RESULTS



AGE MANIPULATION



TRANSFERS OF
ALLEGIANCE



BETTING

- Anti-Doping Rules and Integrity Code of Conduct are under the AIU remit
- Integrity Code covers any misconduct, corruption, fraud in relation to athletics committed by international level athletes, support or officials.
- Replaced Code of Ethics



FUNDING OF THE AIU

- Annual budget – 8 mil USD
- IAAF Contribution
- 2020 Onwards - Financial contributions from road races, athletes, managers for road running integrity programme



SPORTS INTEGRITY AUSTRALIA

Definition of Sport Integrity

- The manifestation of the ethics and values which promote community confidence in sports, including fair and honest performances and outcomes, unaffected by illegitimate enhancements or external interests; and positive conduct by athletes, administrators, officials, supporters and other stakeholders, on and off the sporting arena, which enhances the reputation and standing of the sporting contest and of sport overall.



THE BLIND FOLDED APPROACH

- CONTROL
- SECRET
- ATHLETE AND PUBLIC EXPECTATION



THE RIGHT APPROACH

- EFFECTIVENESS
- TRANSPARENCY
- ENGAGEMENT



THANK YOU!

