

# ETHICS IN SPORT



# INTRODUCTION

- ❑ Ethics in sport is not an appealing topic.
- ❑ It is mostly boring!
- ❑ There is no famous songs about compliance and following ethical rules.

# Introduction

- ❑ Ethics in sport is not an appealing topic.
- ❑ It is mostly boring!
- ❑ There is no famous songs about compliance and following the rules.





# Traditional African Storytelling –

- ✓ provides entertainment,
- ✓ develops the imagination, and
- ✓ teaches important lessons about every- day life.

# FIND A WAY

It is about a sports Club, its Owner, the Chief Executive, the Coach and the Team Doctor. The Club concerned is not a high profile club, nor the best known, and there is nothing remarkable about where it is, what it does, or how it does it. It is just an ordinary second league Club. It is also the start of a new season.

# FIND A WAY

The Chief Executive is asked by the Owner of the Club to ensure that the Club gets promoted to the first league at the end of the season.

In the words of the Owner, “Nothing should matter more to you than getting the Club promoted, absolutely nothing”. The Chief Executive hears the message loud and clear, but calmly explains that it will be difficult to achieve it because the fitness levels of the players are a concern and the league is very competitive.

# FIND A WAY

A savanna landscape at sunset. The sun is low on the horizon, casting a warm orange glow across the sky and the dry grass. A single acacia tree stands prominently in the middle ground to the right. The background shows rolling hills under a cloudy sky.

The Owner in reply, unmoved, tells him to “find a way”.  
Later that same day, the Chief Executive speaks to the Coach and tells him about the Owner’s expectation.  
The Coach lets him know that he will do all he can, but that there are risks in pushing his players too hard. This will result in injuries and player fatigue, says the Coach.  
The Chief Executive patiently listens, but tells him to “find a way”.

# FIND A WAY

The next morning the Coach meets with the Team Doctor and tells him that the Owner expects the Club to win the league.

The Team Doctor believes that it is unrealistic, but the Coach tells him to “find a way”.

# FIND A WAY

After a poor start to the season, the Owner calls for a meeting with the Chief Executive, the Coach and the Team Doctor. “This makes me mad” the Owner says, “This is not a recreational club, this is a business! You are either with me or you are on the pavement!” There is silence for a few seconds as the Owner leaves the room.

# FIND A WAY

The Chief Executive then speaks quietly, but firmly.  
“If you want to be here, if you want the big salary  
and if you want the big bonus, we do what he says,  
**WE FIND A WAY!**”

# ETHICS IN SPORT

- ✓ What motivates us NOT to “find a way”?
- ✓ NOT to get involved in corruption, doping, match-fixing and cheating?

- ✓ Do suspensions and fines inspire compliance (is it a punitive process)?

or

- ✓ Do moral and ethical values motivate us to comply?



# COMPLIANCE



- ✓ The issue of COMPLIANCE for sport federations is one that warrants considerable introspection.
- ✓ The compliance function within sport federations has historically been viewed as something to be tolerated rather than given the prominence that is required.
- ✓ Good governance in sport is mostly a tick-box exercise for many sport federations and is usually delegated to someone in the federation who looks bored.

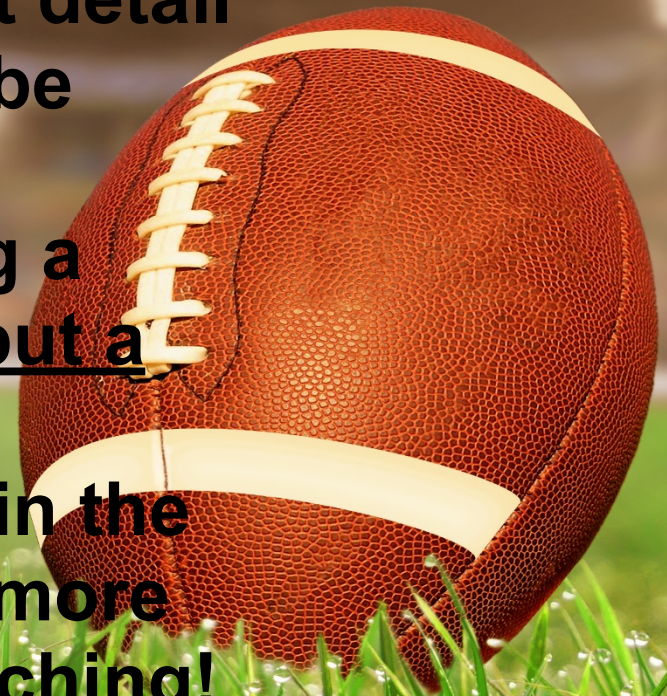
# TURNING WORDS INTO ACTIONS



- Governance in sport must be driven by a culture of compliance, not for the sake of complying!
- If sport federations are not driven by a culture of compliance and ethical behaviour, federations will continue to fail.

# TURNING WORDS INTO ACTIONS

- While sport federations set out their commitments to good governance in great detail and say that they comply, this appears to be merely lip service in many cases.
- Promoting ethical conduct and embedding a culture of compliance is not an exercise, but a mind-set.
- It is a mentality that should be embedded in the fabric of each individual athlete and even more importantly, lived when others are not watching!



# **THE YEAR IN REVIEW 2018/2019**

The world of sport has once again been tainted by a string of scandals the past year and has refocused the spotlight on ethics and compliance in sport



**December 2018**



**TENNIS  
INTEGRITY  
UNIT**

# December 2018 Australian Ball Tampering



# January 2019

## Sri Lankan Cricket





**February 2019**  
**“Jigger” cases**



**March 2019**



# Fifa corruption probe

## NINE CURRENT AND FORMER FIFA OFFICIALS, FIVE OTHERS FACE CHARGES IN THE US

Corruption dating from 1990, the awarding of the 2010 World Cup, and the 2011 Fifa presidential election



### 1 SEVEN ARRESTED IN SWITZERLAND AFTER US REQUEST Face deportation to the US



- **JEFFREY WEBB**  
(Cayman Islands)
- Vice president
- President



- **EUGENIO FIGUEREDO**  
(Uruguay)
- Vice president



- **JOSE MARIA MARIN**  
(Brazil)
- Member of Fifa's organising committee for Olympic football tournaments



- **EDUARDO LI**  
(Costa Rica)
- Fifa executive committee



- **RAFAEL ESQUIVEL**  
(Venezuela)
- Executive committee member of Conmebol\*
- \*S. American football federation

- **JULIO ROCHA**  
(Nicaragua)
- In charge of development

- **COSTAS TAKKAS**  
(Britain)
- Member of President's cabinet



- **JACK WARNER**  
(Trinidad and Tobago)
- Former vice-president member of the executive committee



- **NICOLAS LEOZ**  
(Paraguay)
- Former member of the executive committee

### 5 BUSINESS EXECUTIVES:

- **Alejandro Burzaco**  
(Argentina)
- **Hugo and Mariano Jinkis**  
(Argentina)
- **Aaron Davidson**  
(USA)
- **Jose Margulies**  
(Brazil)

### 2

- Documents and electronic data seized
- Separate investigation by Swiss police into the awarding of the 2018 World Cup to Russia and the 2022 tournament to Qatar
- **US police also raided the Concacaf headquarters in Miami**

• **Fifa:** Federation Internationale de Football Association

• **Concacaf:** Confederation of North, Central America and Caribbean Association Football

**June 2019**  
**Greyhound**





**July 2019**  
**Shayna Jack**

**August 2019**  
**Aphiwe Dyantyi**



**September 2019**  
**Rob Howley**



# SEPTEMBER 2019

## CARINA HORN



**September 2019**  
**Russian Ban**



# October 2019

## Alberto Salazar



# POSITIVES THAT CAN BE DRAWN FROM THESE SCANDALS

- I sense a willingness by both sports governing bodies and athletes to confront and address corruption in sport.
- Action against corruption is seen as a strength of a sport and not as a weakness within it.
- Most sports bodies have moved away from a head in the sand policy of “there is not a problem in our sport”.
- Action by sports governing bodies undoubtedly draws respect and confidence.

# **POSITIVES THAT CAN BE DRAWN FROM THESE SCANDALS**

- Our athletes have a greater awareness of ethics and the importance of compliance.
- Athletes start to understand that participation in sport places an obligation on them to help maintain integrity in that sport.
- Reporting and standing up to corruption in sport are seen as doing the right thing.



# LESSON LEARNED: TAKE AWAY



✓ **We are relying too much on regulatory bodies to catch the cheats!**

✓ **The answer lies within!**

✓ **We have seen the rise of the whistle-blower.**

# WHISTLE-BLOWING: IMPLEMENTATION

- ✓ Facilitate whistleblowing in your sports organisation
- ✓ Make reporting of corruption easier and more accessible
- ✓ Encourage and protect whistle-blowers
- ✓ Create an awareness
- ✓ Publish your whistleblowing policies online
- ✓ Offer a 24/7 free call whistle blower hotline
- ✓ Launch an integrity app which allows athletes to make reports from an app on their phone



# **CONCLUSION: DO THINGS DIFFERENTLY!**

- The fight against doping, match-fixing and cheating can only be won if we do things differently!
- Be pro-active and find a way to instil a culture of compliance and ethical behaviour within your sports body.





**Thank you!**