

INTEGRITY IN SPORT FORUM – WINNING AT WHAT PRICE?

Victoria University – Sport Integrity Media Expert Guide

<p>TOPIC</p>	<p>Moral codes, values and culture change within organisations</p> <p>There are numerous values thought to be promoted through sport (e.g. participation, skill development, excellence, health, hard work, teamwork), but the challenge is how to make them live in practice in a balanced way and without resorting to dubious performance enhancing measures. Much of the controversy with the events of last year had to do with suspected doping violations, infiltration of organised crime, dubious supplement practices, lack of due diligence in the hiring of scientific support personnel, the lack of medical oversight of training and recuperation programs, the lack of team ‘duty of care’ to the health and safety of athletes.</p> <p>The challenges above will require, in large part, leadership to promote cultural change, plus large-scale stakeholder ownership and responsibility. The challenge will be in achieving this in a ‘bottom-up’ way, for example, through the incorporation of integrity and ethics education (especially around athlete health, safety and wellbeing) in the accreditation criteria and education of sport scientists; in the ongoing professional development of sport managers, coaches and other support personnel; and through community development programs, especially at the local sport club level.</p> <ul style="list-style-type: none"> • Can a ‘code of conduct’ drive a change in behaviour, or do we need to focus on changing behaviour first? • Does Australian sport need league officials and players associations to work more closely on issues related to player safety and welfare? • Does Australian sport need, say, some type of Sport Parents Association to have a greater voice in sport integrity matters, especially at the local community level? • How do we get parent buy-in to ensure that sport can deliver on its promise of promoting participation, skill development, teamwork, etc? (I’ve got a case study I could write up relatively quickly) • The coach’s focus of ‘one-percenters’ in sport is usually around performance improvement. Can ‘one-percenters’ be used to promote other desirable (and observable/measurable) behaviours and outcomes in sport (e.g., team play; unselfish play; walking away from potential altercation; even when provoked/sledged; leadership in pulling teammate away from altercation/potential altercation; avoiding potentially head-high collisions; playing the ball, not the person; etc. • Do sport clubs, especially at youth and community level sport, need to include greater emphasis on health and safety, including
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nutritious eating, proper warm-up and cool-down, hydration?		
ACADEMIC	BIO	RECENT ARTICLES/RESEARCH
<p>Matt Harvey Phone 0417 643 007 Email Matt.Harvey@vu.edu.au</p>	<p>http://theconversation.com/profiles/matt-harvey-255/profile_bio</p> <ul style="list-style-type: none"> • sport law and governance • self-regulation, due process and human rights • employer and employee responsibilities 	<p>http://theconversation.com/demetrious-resignation-leaves-big-boots-to-fill-for-the-afl-23921</p> <p>http://theconversation.com/essendon-vs-the-afl-what-are-the-legal-issues-17321</p>
<p>Anne-Marie Hede Phone 03 9919 1547 Email Anne-Marie.Hede@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/anne-marie-hede</p> <ul style="list-style-type: none"> • branding in sport • authenticity in sport marketing 	<p>http://theconversation.com/marketing-sport-villains-and-heroes-in-afl-brand-narratives-17680</p>
<p>Elisabeth Wilson-Evered Phone 03 9919 9264 Email: Elisabeth.Wilson-Evered@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/elisabeth-wilson-evered</p> <ul style="list-style-type: none"> • authentic and ethical leadership • transformational leadership • organisational change 	
<p>Dennis Hemphill Phone 03 9919 4486 Email Dennis.Hemphill@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/dennis-hemphill http://theconversation.com/profiles/dennis-hemphill-12113/profile_bio</p>	<p>http://www.theage.com.au/comment/bring-on-new-values-in-sport-whatever-it-takes-20130801-2r1z5.html</p>

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<p>Craig Fry Phone 03 9919 5315 Email Craig.Fry@vu.edu.au</p>	<ul style="list-style-type: none"> • Anti-doping Policy and human rights • Performance enhancement, health and integrity in sport • Player rights, safety and welfare • Professional ethics in sport/exercise science • Research integrity and ethic <p>http://www.vu.edu.au/contact-us/craig-fry</p> <p>http://theconversation.com/profiles/craig-fry-15699/activities?filter=articles</p>	<p>http://theconversation.com/new-anti-doping-powers-wont-fix-culture-of-drugs-in-sport-15479</p>
<p>TOPIC</p>	<p>Plurality of Values in Sport</p> <p>Sport is held up as having the potential to promote a range of values, including participation, excellence, skill development, fun, self-discipline and hard work, teamwork and camaraderie, social integration and community development, as well as health , safety and fitness.</p> <p>The challenge is how to maintain the balance in sport, when it seems that winning (at all costs) is the norm, not just for elite, high-performance sport, but filtering down to youth and community sport. The crisis events of last year, in particular the supplements scandal, highlighted the lack of due diligence in employing support personnel, the lack of medical oversight of support personnel, and the lack of duty of care toward the health and safety of athletes. The Ian Thorpe and Grant Hackett incidents was a bad look: for it demonstrated the potential health downside of elite, high-performance sport and perhaps the lack of support for athletes once they've served well their sport and country. The health, safety and wellbeing issues are paramount, which can be seen to include efforts to combat sexism, homophobia, racism, violence and other forms of demeaning and discriminatory behaviours in sport.</p> <ul style="list-style-type: none"> • Are we doing enough to stamp out homophobia? • Are girls getting a fair go in the sporting boys club? • Given the racial taunting of Adam Goodes last year, is the AFL still the exemplar in racial inclusion? • Are we doing enough to protect children from abusive coaches or 'ugly' parents 	

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	<ul style="list-style-type: none"> Are there examples of best practice in other areas of sport that could be adapted to promote integrity and values in sport? For example, the ADF Good Sports Program uses a community development model to help clubs become more family friendly by reducing club's reliance on liquor sales, helping clubs to diversify revenue streams/sponsorship, curbing the booze culture of sport clubs. 	
ACADEMIC	BIO	RECENT ARTICLES/RESEARCH
<p>Caroline Symons Phone 03 9919 4389 Email Caroline.Symons@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/caroline-symons</p> <ul style="list-style-type: none"> Active living Australian Rules Football (AFL) Event management in sport and recreation Gender Girls and sport Sexualities and sports studies Sport and physical activity 	<p>http://www.playbytherules.net.au/interactive-scenarios/72-interactive-scenarios/homophobia/855-caroline-symons-on-homophobia</p> <p>www.glhv.org.au/files/ComeOutToPlay.pdf</p>
<p>Clare Hanlon Phone 03 9919 4383 Email Clare.Hanlon@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/clare-hanlon</p> <ul style="list-style-type: none"> Women in sport Gender and sport Encouraging sport and physical activity Active Living 	<p>http://www.sciencedirect.com/science/article/pii/S1441352313000144</p> <p>http://www.dpcd.vic.gov.au/_data/assets/pdf_file/0018/39105/Count_Us_In_07_Web.pdf</p>
<p>Michael Burke</p>	<p>http://www.vu.edu.au/contact-</p>	<p>What's holding women back from leadership roles in Australian sport</p>

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<p>Ramon Spaaij Phone 03 9919 4683 Email Ramon.Spaaij@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/ramon-spaaij http://theconversation.com/profiles/ramon-spaaij-19182/profile_bio</p>	<p>http://theconversation.com/australia-has-no-soccer-hooligan-problem-but-we-need-a-smarter-policing-approach-21851</p>
<p>Brent McDonald Phone 03 9919 4656 Email Brent.McDonald@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/brent-mcdonald</p> <ul style="list-style-type: none"> • Identity • Masculinities • Sociology • Sport and inclusion • Sport and migration 	
<p>Matthew Klugman</p>	<p>http://www.vu.edu.au/contact-</p>	<p>http://theconversation.com/a-game-whose-time-has-come-winmar-goodes-and-</p>

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<p>Dennis Hemphill Phone 03 9919 4486 Email Dennis.Hemphill@vu.edu.au</p>	<p>See profile above</p>	<p>http://theconversation.com/safety-before-entertainment-leagues-priorities-right-on-shoulder-charge-ban-10903</p>
<p>TOPIC</p>	<p>Sport Science and Integrity There are huge stakes in the development of sport science and technology to promote performance improvement, and it appears to take priority over other achievable values and outcomes in sport. Integrity and ethical issues thus come to be seen as 'holding back' performance improvement (in a similar way that many sport scientists see the research ethics requirement as a 'barrier' to their research, or as more red tape holding up their research) .</p> <p>The challenge is to get integrity and ethics out from 'behind the 8 ball' (with its connotation of being trapped) and embedding in it what it means to do sport science. The positive role for sport science is to drive out pseudo-science (and the almost alchemy of the Essendon FC-like supplements program), challenge and test conventional wisdom, and respect the integrity, health, safety and wellbeing of athletes.</p>	

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	<ul style="list-style-type: none"> • Do we need a greater emphasis on integrity and values education in the professional preparation of sport scientists and coaches • ESSA accreditation of sport scientists? ESSA has recently convened a one-day forum of industry leaders to discuss the way forward in ensuring that all sport scientists working in the sport industry are professionally accredited. 	
ACADEMIC	BIO	RECENT RESEARCH/ARTICLES
Dennis Hemphill Phone 03 9919 4486 Email Dennis.Hemphill@vu.edu.au	<ul style="list-style-type: none"> • See profile above 	http://theconversation.com/the-essendon-supplements-saga-what-you-dont-know-can-hurt-you-17324 http://theconversation.com/doping-shock-pointing-the-finger-at-sports-scientists-12129
Michael Burke Phone 03 9919 4238 Email Michael.Burke@vu.edu.au	http://www.vu.edu.au/contact-us/michael-burke http://theconversation.com/profiles/michael-burke-6158/profile_bio <ul style="list-style-type: none"> • Abuse and harassment in sport • Drug use by athletes • Equal opportunity legislation and sport • Ethics and sociology of sport • Ethics of coaching • Sexual consent 	http://theconversation.com/embedded-sports-scientists-and-doctors-walk-an-ethical-tightrope-12081
David Bishop Email David.Bishop@vu.edu.au	http://www.vu.edu.au/contact-us/david-bishop http://theconversation.com/profiles/david-bishop-3969/profile_bio Board Director of Exercise & Sports Science Australia (ESSA)	http://www.essa.org.au/for-media/essa-in-the-media/?cpid=13611 http://www.essa.org.au/wp/wp-content/uploads/Statement-3.pdf

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	ISEAL Sport Science Research Leader	
TOPIC	<p>Level Playing Field</p> <p>This is the dominant organising principle of sport, in both business and sporting terms. The level playing field idea underpins and justifies monopolistic practices (e.g., revenue sharing) and monopsonistic practices (e.g., player draft, salary cap) that would be considered illegal restraints of trade in any other industry. These constraints are expected to produce relatively evenly matched teams where there is unpredictability of outcome, and close competitions weekly and all season long. This is thought to be good for sustaining sporting interest, entertainment value, and thus live and television viewing/revenues and other social goods. The gambling industry is dependent on the public trust in the integrity of the sporting system, although it may be difficult to describe sport gambling as a social good.</p> <p>The challenge is how to maintain the integrity of sport and public trust without resorting to a police state to achieve it. There will be those who argue for more surveillance, policing and punitive powers and those who argue for education, culture change, organisational change and community development. The former has the momentum, but the crisis events of last year suggest that the latter might be needed.</p> <p>Cheating as the bigger picture issue of trying to manipulate what should be an ‘uncertain outcome’ of a sporting contest. By definition the sporting contest is a game of unknown outcome, and as such the integrity of that basic principle is violated by the fact that people are trying to change the level of uncertainty in their favour through forbidden means. If nothing else this leads to the requirement that ‘we all’ know very well what is, and what is not allowed, and this in turn requires definition, regulation and codification. The difficulty with drugs is that the goalposts constantly change.</p> <p>In order to promote the level playing field, it might also be necessary to consider how sport science and technologies can be distributed more equally, both locally and globally.</p>	
ACADEMICS	BIO	RECENT RESEARCH/ARTICLES
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	<ul style="list-style-type: none"> • Business of football (soccer) • Commercial development of sport • Destination marketing/branding through major sport events • Social value of sport • Sport business and sport marketing • Strategic management of sport and sport organisations 	afghanistan-23826
<p>Bob Stewart Phone 03 99194350 Email bob.stewart@vu.edu.au</p>	<p>http://www.vu.edu.au/contact-us/bob-stewart http://theconversation.com/profiles/bob-stewart-2908/articles</p> <ul style="list-style-type: none"> • Australian Rules Football • Barriers to participation in organised sport • • Cultural drivers of sport practice • Hyper-modernism and sport policy • Neoliberalism • Sport Policy • Sport regulation • The ideological drivers of supplement and drug use in sport 	<p>http://theconversation.com/explainer-coaches-asada-and-drugs-in-sport-13413 http://theconversation.com/explainer-coaches-asada-and-drugs-in-sport-13413 http://theconversation.com/bitter-pill-have-drug-bans-in-australian-sport-gone-too-far-8291 http://theconversation.com/video-doping-drug-testing-and-the-olympics-8617 http://theconversation.com/more-olympic-drug-testing-than-ever-but-why-do-we-bother-7993</p>
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	<ul style="list-style-type: none"> • Nutritional supplement use in sport • Supplement advertising and regulation • Ethics of drug regulation in sport • Performance enhancement in sport 	
Michael Burke Phone 03 9919 4238 Email Michael.Burke@vu.edu.au	See profile above	http://theconversation.com/the-demons-may-have-tanked-but-did-they-break-the-rules-10519
Jamie Doughney Phone 03 99191106 Email jamie.doughney@vu.edu.au	http://www.vu.edu.au/contact-us/james-doughney	http://theconversation.com/playing-the-game-afl-nrl-and-the-campaign-against-the-wilkie-pokie-reforms-3538
Jonathan Robertson Jonathan.Robertson@live.vu.edu	Sport and Social Entrepreneurship; triple bottom line	http://www.socialtraders.com.au/news/2012/12/local-sports-clubs-accidental-social-enterprises
Dennis Hemphill Phone 03 9919 4486 Email Dennis.Hemphill@vu.edu.au	See above profile	Fair Go Olympics http://www.onlineopinion.com.au/view.asp?article=7783

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