

Key risks – knowing what they are and how they can be managed *cont.*

Sports integrity

Integrity in sport covers a range of ethical and moral issues that affect players, officials, coaches, members and other individuals associated with your organisation.

An organisation that displays integrity may be regarded as honest and genuine in its dealings with others. Integrity issues that sporting organisations face have changed as community standards on a range of issues have evolved.

Some of the key integrity issues facing sporting organisations today include:

- match fixing, illegal gambling and corruption
- racial vilification, harassment and discrimination
- fairness and inclusion
- the use of performance enhancing substances
- drug and alcohol abuse.

Sport is a central part of the lives of many South Australians and it delivers benefits to both individuals (discipline, team work, good health, friendships) and the broader community (community pride, cohesion and economic benefits).

As a sporting organisation within the community, you have a moral obligation and duty of care to ensure a fair, safe, ethical and inclusive culture within your organisation.

By promoting the integrity of your organisation and sport more generally, you can also help to safeguard your reputation, which has a number of key benefits for your organisation such as:

- increased participation – loyalty of current members and attraction of new members
- financial viability – through membership, attraction of sponsors and funding grants
- on-field success – attraction of players who want to be associated with a positive, healthy and successful club.

Key point: Promoting and ensuring the integrity of your sport and organisation has tangible benefits.



⁸⁸ http://www.ausport.gov.au/supporting/integrity_in_sport/about/what_is_sport_integrity

Key risks – knowing what they are and how they can be managed *cont.*

Gambling and corruption

Betting or gambling is a legal and legitimate activity; however, fraudulent betting is not. Illegal sports' betting is often linked to match fixing and associations with organised crime groups. Organisations should be aware that issues that impact on a sports integrity are not limited to professional sporting organisations or to a particular sport.

Along with illegal gambling, corruption and associations with outlaw groups are also emerging issues within the sporting industry. Clubs and associations should be cognisant of these issues and understand the threat that they pose to sport integrity.

Apart from the legal ramifications that may result from engaging in this type of activity, clubs or associations who are perceived to be involved in illegal or fraudulent activity may also lose sponsorship and members because of their poor reputation.

Key point: Your club or association should remain vigilant in regards to the potential issues associated with gambling and corruption within sport.

Doping and other illicit drug use

Sporting organisations play an important role in raising awareness for anti-doping. You are responsible for promoting an ethos of drug-free sport within your organisation at all levels.

Even if the Australian Sports Anti-Doping Authority (ASADA) does not test your organisation's players, they still need to be educated about the status of certain supplements and other banned substances (including illicit drugs). For example, your players need to be aware that supplements ordered via the Internet may be intercepted by customs who report the importation of any banned substances directly to ASADA for investigation.

⁸⁹ <http://www.asada.gov.au/>

⁹⁰ <http://www.wada-ama.org/en/World-Anti-Doping-Program/Sports-and-Anti-Doping-Organizations/International-Standards/Prohibited-List/>

⁹¹ http://www.asada.gov.au/rules_and_violations/8_rule_violations.html

As leaders, you have an obligation to ensure that your members (including officials, players, family members and other support personnel) are educated and aware of issues related to doping. Under the World Anti-Doping Agency (WADA) code, ignorance is not an excuse for violating anti-doping rules. Allegations and instances of doping behaviour can seriously damage the reputation of your organisation.

By taking steps to educate and implement an anti-doping policy within your organisation, you can help to reduce the risk of this type of behaviour.

For more information and educational tools refer to the Australian Sports Anti-Doping Authority⁸⁹ website.

For a list of prohibited substances visit the World Anti-Doping Agency⁹⁰ and Australian Sports Anti-Doping Authority⁹¹ websites.

The South Australian Sports Medicine Association also offers educational services to sport and recreation organisations on performance and illicit drug use in a sporting environment.

Further information can be found at the South Australian Sports Medicine Association website.

Key point: Clubs and associations have an obligation to ensure that members can participate in the chosen activity in a safe and welcoming environment.



Key risks – knowing what they are and how they can be managed *cont.*

Fairness and inclusion

Being inclusive means welcoming people into your club regardless of age, gender, race or ability. Changes in community expectations mean that inclusion is becoming an increasingly important issue for clubs and associations. Your organisation is important to your local community and can be a great place to encourage positive contact and cooperation between people from a range of different backgrounds and with a range of different abilities.

To be inclusive, your club needs to take proactive steps to ensure that everyone is welcomed and encouraged. Thankfully, many of these steps take very little time and effort – you may simply need to educate your members about the expectations of what it means to be an inclusive club.

Do a self-check on the Western Australia Department of Sport and Recreation⁹² website to see how inclusive your organisation is.

For more information about how to make your club more inclusive, visit the Play by the Rules⁹³ website.

Key point: An inclusive club or association encourages people of all backgrounds and abilities to participate.

Racial vilification, harassment and discrimination

Racism, harassment and discrimination often go unnoticed; however, in some groups this type of behaviour has become a part of social and cultural norms. Behaviours that constitute harassment and discrimination may not only be unwanted by and offensive to the recipient, they may also be against the law.

Your organisation should strive to provide a safe environment for your members. If a club or association is found to be liable for racism, harassment or discrimination at a sporting event, it could have its reputation damaged or even face legal or financial penalties.

As such, it is important to ensure that your organisation has proper measures and policies in place to make sure that instances of racism, harassment and discrimination are identified and dealt with appropriately. You can include policies to address these issues in your member protection policy.

For more information visit the Play by the Rules⁹⁴, and Racism. It Stops with Me⁹⁵ websites.

Key point: Clubs and associations have an obligation to ensure that members can participate in the chosen activity in a safe and welcoming environment.



⁹² <http://www.dsr.wa.gov.au/howinclusiveisyourclub>

⁹³ <http://www.playbytherules.net.au/>

⁹⁴ <http://www.playbytherules.net.au/component/content/article/81-links/1245-racism-in-sport>

⁹⁵ <http://itstopswithme.humanrights.gov.au/>

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Alcohol

Many Australians enjoy alcohol. Increasingly, however, the negative consequences of alcohol use are now being recognised. At an individual level, excessive use of alcohol can negatively impact a person's health and wellbeing and at the broader club or association level it can damage an organisation's reputation and integrity.

Negative associations from 'drinking' cultures can affect sponsorship opportunities and may create negative role models and a culture of inappropriate behaviour. Sporting organisations are often where young people look to find role models and where potentially lifelong attitudes are established.

As such, it is important for your organisation to promote the responsible consumption of alcohol. Not only can this help create a culture that brings the focus back on the sport and encourages junior and family involvement, but promoting responsible drinking can also help reduce the risk of poor behaviour (e.g. alcohol-fuelled violence, property damage, etc.). Organisations with liquor licences have a legal responsibility to serve alcohol responsibly, but even those without licensed premises can help promote positive attitudes towards drinking.

For an example of an alcohol policy, refer to the Play by the Rules Alcohol Policy Resource⁹⁶.

Key point: *Your organisation should actively promote the responsible consumption of alcohol.*

Regulatory compliance

Taxation Compliance

Taxation compliance is about effective risk management of one of the biggest risks to your organisation – regulatory non-compliance.

⁹⁶ http://www.playbytherules.net.au/assets/alcohol_policy.docx

Non-profit organisation

The following section assumes that your organisation is a non-profit organisation.

The Australian Tax Office (ATO) defines non-profit as 'an organisation that is not operating for the profit or gain of its individual members, whether these gains would have been direct or indirect. This applies both while the organisation is operating and when it winds up. Any profit made by the organisation goes back into the operation of the organisation to carry out its purposes and is not distributed to any of its members'.

The ATO advises that it accepts an organisation as non-profit where its constituent or governing documents prevent the organisation from distributing profits or assets for the benefit of people – both while it is operating and when it winds up.

Key point: *A non-profit organisation can still make a profit, but it must be used to carry on its purposes and must not be distributed to owners, members or other organisations.*

Example of a non-profit organisation: *An organisation makes a \$50,000 profit for the year. It uses this profit to reduce its debts and provide for its activities in the following year.*

