

WADA PRESIDENT SPEECH

Protection of Sports Integrity

World Forum on Sport and Culture
20 and 21 October 2016
Tokyo, Japan

By Sir Craig Reddie

Introduction

- Good afternoon distinguished guests, ladies and gentlemen, Minister for the Netherlands, Minister for the Republic of Korea, Minister for Japan. It is a pleasure to be invited to speak to you all in Tokyo today.
- “Integrity is what you do when no one is watching; it’s doing the right thing all the time, even when it may work to your disadvantage” – said Tony Dungy, a retired American football coach. It is a matter of beliefs, attitude, commitment and culture; of doing the right thing, in the right way, for the right reasons.

- Ladies and gentlemen – sport is something we still, to this day, expect to be played in the right, fair manner. We expect it to mirror the values that we aspire to in our lives, and we see sport as a vehicle to progressing health and wellness and to building bridges in what is often a divided world.
- But we cannot put the onus on athletes alone to uphold the integrity of sport. Integrity comes from the top, and that is why we must hold those that govern sport – our sport administrators and leaders - to an even higher standard as they are entrusted to do so by the athletes that they serve and the viewing public upon which its very future depends.
- Looking to doping – the biggest scourge facing sport today - it is WADA who since 1999 has been responsible, and continues to be responsible for protecting clean sport and upholding the rights of the clean athlete. We take our role as regulator extremely seriously. People put a lot of faith into a regulator. They expect fairness in the identification of wrongdoing, and they expect measures will be taken against those who do not follow the rules. At WADA, we have the duty of ensuring

that all our stakeholders comply with the rules embodied within the World Anti-Doping Code (Code).

- WADA's role is more important than ever given the serious and shocking breaches to Code rules that were exposed via the 2015 Pound Commission and the 2016 McLaren investigation. Through these two investigations, and our broader compliance review program, we are able to uncover wrongdoing. Furthermore, it was these investigations – particularly the latter that revealed state-organized subversion of the doping control system in Russia -- that are contributing to an even greater debate regarding sports integrity.
- From an integrity standpoint, we learned a tremendous amount from these investigations. When we were presented with the evidence in both instances, we knew what we had to do and that, ultimately, we did what was right. In essence, we had to:
 - Be committed: We commissioned two separate investigations, and ensured they were concluded independently. We then

published the findings in full, as was expected by all stakeholders worldwide.

- Be courageous: In delivering recommendations following the findings of both investigations, we stood up for what was right and what the world expected of us.
- Be honest: We were transparent throughout our communications – from making public the Commissions’ terms of reference to releasing the Reports in full.
- Be disciplined: We remained dedicated and self-controlled, even when challenged – and refused to engage in any activity of a political nature. This has been WADA’s strength since its inception.
- Be resilient: Some are calling for an overhaul of the anti-doping system and the way it is governed. We must maintain stamina in our quest to protect the clean athlete. And, we must continue to take all constructive suggestions on board and look at ways of strengthening WADA and the broader anti-doping system.

- The two sides of WADA – sport and government – recently put forward constructive proposals aimed at strengthening the anti-doping movement with an independent and empowered WADA leading it.
- There was consensus that a robust and better resourced WADA with greater powers to do its work was the answer to the challenges we now face in anti-doping. They agreed that WADA must be encouraged to build on the accomplishments it has made over the course of the last 17 years if we are to advance with our efforts.
- We are continuing to collect suggestions from all stakeholders and will, at our Foundation Board Meeting in Glasgow next month, set in motion a 'roadmap' for the future direction of the anti-doping system.
- We also learnt earlier this month of moves (SIGA) to develop a set of universal standards to help improve governance of sporting organizations and protect the integrity of sport. We will have to wait to see what this entails,

but one thing is clear: I am speaking to you on the topic of sporting integrity at a time when it is an absolute priority for the global sport movement.

WADA, its achievements and its challenges

- Let us briefly look back at WADA and its achievements – and see how the organization has been a model for good governance and for progress.
- The Agency was formed in 1999 following the events of the Festina Scandal the previous year. WADA was sport and governments' joint answer to the doping scandal that had engulfed cycling – just think, prior to WADA's existence there was no one single set of rules, no one standard doping sanction or athlete hearing process. WADA brought consistency and fairness where there had previously been disparity, a lack of coherence and different rules for different athletes.
- Since WADA's arrival, much has been accomplished to strengthen the integrity of the system:

- The World Anti-Doping Code –bringing harmonious rules worldwide. This has been adapted on two occasions since.
- A UNESCO International Convention drafted, adopted and ratified in record time – which now has 98% acceptance universally.
- National Anti-Doping Organizations now exist in virtually every country in the world; and, where not, Regional Anti-Doping Organizations have been put in place to bring anti-doping to parts of the world previously untouched by our movement. Of this we can be proud.
- New scientific testing techniques have been developed, with intelligent testing being employed more and more.
- The Athlete Biological Passport, or ABP as it is known, is used by an increasing number of sports and countries.
- Investigative powers have been granted to WADA – and have been deployed so

successfully as we have seen through the Pound and McLaren investigations.

- Education programs have become globalized and available in numerous languages.
- WADA has struck partnerships with law enforcement agencies such as Interpol, Europol and the World Customs Organization which has helped tremendously in terms of information sharing and intelligence to tackle both doping and organized crime.
- We have also struck partnerships with pharmaceutical organizations such as GlaxoSmithKline, Pfizer and now Astellas. These partnerships help pharmaceuticals inform WADA during compound development of their substances if there is the potential for future abuse in sport; and, in turn, allows WADA to inform pharmaceutical organizations should it uncover evidence of black market supply involving their compounds. These partnerships are a win-win for all.

- We have experienced, dedicated and highly-trained people involved in anti-doping – all as a result of WADA having created “an industry” 17 years ago.
- And we have now introduced the compliance review program; a program designed to better monitor anti-doping, and ensure that rules, legislation and programs are implemented all around the world.
- WADA has punched well above its weight: we can be quite proud of what we’ve accomplished on modest means. And, while there is always room for improvement, I would ask those that question our contribution to consider what’s been achieved; and, to imagine where sport would be if there was no WADA – no global leader of clean sport.

Partnerships and Cooperation

- WADA could not undertake all this work on its own, however. We do not work in a vacuum. Only through partnerships with the sport movement and governments can real in-roads be made.

- The government representation on our Foundation Board has been exceptional over the years – government provides real clout in areas that sport is unable to. Particularly with introducing legislation that prevents the trafficking and distribution of banned substances to athletes. Particularly with addressing the creeping trend of performance enhancing drug abuse in wider society – beyond the level of elite sport that WADA is involved in.
- And I would like to take this moment to commend the Japanese representatives of WADA’s Executive Committee and Foundation Board who, over the years, have been so active in promoting, supporting and engaging countries in this region and indeed the wider world. Japan has been a leading partner to WADA in implementing anti-doping programs, and in implementing a clean sport philosophy. Long may that continue as we head towards Tokyo 2020.
- Success is only possible through cooperation between all partners. That rings true for anti-doping, and it will ring true for any wider sport

integrity efforts aimed at addressing good governance, match fixing and illegal betting, financial integrity matters or indeed issues of corruption in sport.

- Indeed, as we look to broader integrity in sport – governments are so vital in ensuring that the governance of sport remains high in the in-tray in every country. From our experience in anti-doping, it is clear that close government ties with National Olympic Committees, National Sport Federations, Major Event Organizers within their country and any other government-driven sports organizations (such as national Sports Councils, for example) can prove fruitful if we are to be successful and coordinated in tackling doping in sport.
- By having close cooperation with their sporting partners, by introducing the necessary legislation and regulation to address issues, by embracing whistleblower programs – thereby ensuring informants’ anonymity and protection - these are a few areas where governments can help in protecting the integrity of sport.
- Collectively, we have a responsibility to safeguard sport from bad governance, from



foul play. Only if it is ethically-run will society continue to believe in, and love sport.

- Thank you.