



In his opening speech to Play the Game, Danish Minister of Culture, Brian Mikkelsen, warned that the values of sport are under threat.

"We are all stakeholders and there is a lot at stake."

For Brian Mikkelsen, Danish Minister of Culture, cleaning up the dirt in sport has become a main priority since he took office in 2001. His efforts have been rewarded by his European colleagues who in 2002 appointed him to the Executive Board of WADA where he is now serving as Vice President.

Mikkelsen does not shy away from public debate on sensitive issues and has been a stern supporter of Play the Game. In his opening speech he told the conference why he was so concerned about what is happening in sport:

YOU CAN NOT CHEAT JUST A LITTLE BIT

We must never forget childhood indignation, says minister

by Jens Sejer Andersen

"The core values of sport and their beneficial effects are increasingly becoming subject to serious threats which put both the moral and material richness of sport at risk," he said – leaving it to the speakers to present specific cases.

"The main dangers of sport can be summarised into one word: Cheating! And let me add that I need to be categorical here: Either one cheats or one does not cheat. There is no such

thing as "cheating a little bit", "cheating once in a while", or "cheating light". Either one plays fair or one plays unfair! It is as simple as a sequence of a spaghetti western!" Brian Mikkelsen said, referring to the conference subtitle "Governance in Sport: The Good, The Bad & The Ugly.

"I am sure that everyone of us – maybe as a child – while doing sport has witnessed a dirty tackling, an unjust ruling from what we thought was a blind referee or an irregular interference from a member of the audience. Such experiences gave us as children a clear sense of what is unfair, fair, right and wrong and we tend never to forget our childhood indignation caused by injustice and cheating."

This impact on our children and young people obliges governments, sports organisations and the media to act, the minister stated.

"Together with doping, fraud, corruption, fixed sport matches, undemocratic structures and procedures are bad pieces of the same ugly puzzle casting dark shadows over the world of sport. And because of some individuals' shameless and short-term quest for instant gain and power, such behaviour can cause negative long-term effects to the functioning of sport.

It is therefore essential that we all join forces in order to ensure good governance in sport based on principles of democracy, rule of law, fairness, physical and moral integrity, and that we all – governments, sports organisations, the media, civil society – work together in order to ensure that these principles are respected and followed. Only through a set of commonly agreed principles can we ensure transparency and accountability in the widest sense."

Read the full speech at

www.playthegame.org

What they thought



To attend 'Play the Game' is a pleasure and to present a paper an honour, especially a second time. The delegate list is always impressive, with representation from around the world. But the list of speakers is outstanding, attracting key individuals who address major issues relating to sport.

Terry Monnington, Director of Sport and Physical Education, University of Warwick, UK

As sports have increasingly become big business, they increasingly need media and academics to act as watchdogs, a role we have been slow to take on. You should feel confident that your conference will help push us toward carrying out our duty better, and perhaps have a ripple effect out there in the world.

The organization of the conference was superb and its mission was well-defined and well-implemented.
Susan Brownell, Associate Professor, University of Missouri-St. Louis



Michael Andersen, chairman of the board of Play the Game

Facts about Play the Game

Play the Game is an independent institution founded by the united Danish sports community in close co-operation with the Danish Ministry of Culture and the International Federation of Journalists (IFJ).

Goals

The goals of Play the Game are to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport, by

- Creating awareness of sport's role in society
- Drawing a many-sided picture of sport
- Supporting the right of the individual to choose and influence their daily sport
- Ensuring a free, independent, open and fact-based debate on sport's development
- Providing journalists, researchers and political leaders with inspiration and tools to explore the cultural, political, social and economic aspects of sport
- Creating networks across national and professional boundaries in a globalised sports and media world

Donors

A total of 220.000 Euro per year for the running of Play the Game's office and conference is donated by:

- The Danish Ministry of Culture
- The National Olympic Committee and Sports Confederation of Denmark, DIF
- Danish Association of Company Sport, DFIF
- Danish Gymnastics and Sports Associations, DGI
- Team Danmark, the national Danish elite sports institution

For the 2005 conference, Play the Game also received support from The Sports Foundation Denmark, The Danish Centre for Culture and Development and the Association of Danish Sports Journalists.

This magazine is supported by the Nykredit Foundation.

The 2005 accounts are available at our website.

Play the Game is currently in a process of expanding its donor network also in the corporate sector and will welcome any suggestions or offerings.

Partners

To pursue its goals, Play the Game co-operates with several international and national partners:

- Transparency International
- The International Council of Sports Science and Physical Education, ICSSPE
- The Prince of Wales International Business Leaders Forum
- United Nations' Year of Sport and Physical Education 2005
- The International Association for Media and Communication Research (Media and Sport Section)
- Sportnetzwerk, Germany
- Streetfootballworld, Germany
- Danish School of Journalism
- Danish International Center for Analytical Reporting, DICAR

Conference facts

The 2005 conference was attended by the highest number of delegates and speakers so far, and it was reported by the media in most of the world. Some key figures:

- 276 delegates from 43 countries took part
- 85 of the delegates presented papers
- Thanks to the donors, 30 travel and conference grants were handed out to delegates from less privileged countries
- In an email survey, 62 per cent of the delegates found the conference "Very good", 35 per cent found it "Good" and there were no negative responses.
- 33 per cent found that Play the Game added value to their work "to a high extent", 50 per cent reply "to some extent", 7 per cent say "to a limited extent" and 1,5 per cent say "none at all".

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More facts at

www.playthegame.org



I was really impressed by the great effort you made to bring so many interesting people together who expressed even more interesting opinions. I am glad that many homeless questions of sport have found their home at Play the Game. It is not necessary to find some answers to those questions, probably we never will, but a more meaningful thing to me is communication, dialogue in a quite friendly atmosphere so we can cross over all the barriers to know each other deeper.

Hai Ren, Director, Centre for Olympic Studies, University of Beijing, China

