Sports Reform, Fact or Phantom: Is Integrity Optional?

Bastien Wallace
What do I mean by ‘Integrity’?

I am going to use the definition developed by the National Integrity of Sport Unit in Australia, namely-

The manifestation of the ethics and values which promote community confidence in sports, including:

• fair and honest performances and outcomes, unaffected by illegitimate enhancements or external interests; and
• positive conduct by athletes, administrators, officials, supporters and other stakeholders, on and off the sporting arena, which enhances the reputation and standing of the sporting contest.
Just an ‘optional’ fad?

- Short term focuses on a vice are not enough
- Success lies in taking a thorough and consistent approach to strengthening and maintaining the integrity of sport
- I am convinced there is too much at stake to fail BUT also that sport is ideally placed to solve this through a change of perspective
My beginning
Leisure Management
Swimming

Swimming scheme attracts millions

New figures show the government’s offer of free swimming for young people and the elderly in England led to 4.4m pool visits in the first three months.

The £140m scheme was open to people aged 16 and under or 60 and over.

It aims to ensure a lasting legacy from the 2012 London Olympics, by getting more people physically active.

More than 250 councils took part, but about 140 councils turned down central funding because they could not afford to offer free access.

Funding for the scheme is guaranteed for at least two years.

The scheme is operating at more than 1,000 council pools in England, with 280 councils offering free swimming for people aged 60 and over, and 190 for young people aged 16 and under.

‘Thrilling’ outlook.

Make a Splash, LONDON"
Swimming

- Planning?
- Capability?
- Capacity?
- Intelligence
- 1 April 2009 – 31 July 2010

Free swims for children and over-60s in England axed

Free swimming for under-16s and over-60s in England will be axed from the end of July as part of government cuts.

The scheme, introduced in April 2009, was due to run until next March but ministers say it was not good value.

They say although 18 million free swims were taken up in the first year - many of those who took part would have done so anyway, even if they had to pay.

Ending the scheme on 31 July will save £40m of the £140m cost of the scheme, the government says.

Budget deficit

When the scheme was introduced the previous Labour government said it was aimed at getting people more physically active, and ensure a lasting legacy for the 2012 Olympics.

The cost was shared between five government departments.

But the new coalition government has been reviewing schemes, as it seeks to make cuts to reduce the record budget deficit.
Swimming

Money:
- Allows for innovation
- Amplifies problems
- Highlights governance issues

Throwing money at a problem isn’t reform
Short-term spending doesn’t create long term transformation
Surf Life Saving

- Images of surf life savers in various poses and settings.
- Rock fishing safety sign.
- Angel Ring Project.
- Defibrillator image.
Surf Life Saving - Sport
Surf Life Saving - Sport

THE SURF CLUB Monday 6 May 2013

The surf life saving movement in Australia’s largest volunteer organisation and it saves thousands of lives each year. It represents values of service and sacrifice, but right now Surf Life Saving Australia (SLSA) is at a crossroads.

Next week Four Corners reveals new information relating to the death of a competitor in the national titles in 2012. The program also exposes the confusion inside the organisation over the use of safety equipment and explains the reasons for a mammoth walkout by directors in the organisation’s powerful fundraising arm.

“There is absolutely nothing wrong with the organisation at the beach level. What is wrong is the people that manage that and at a national level (they) need to consider change.”

Former Director

Australian surf life saver. Photo by Louie Droga, Four Corners.
Surf Life Saving - Sport

- Hi-vis vests
- Helmets
- Life-vests
- Transparent
- Acknowledge issues
- Analyse performance
- Seek expertise/assistance
- Coach for success
Questions?

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- Illicit Drugs in Sport