

# Anti-Doping and grassroots sport



Australian Government  
Australian Sports Anti-Doping Authority



Australian Government  
National Integrity of Sport Unit



Australian Government  
Australian Sports Commission

## A production of Play by the Rules



## In cooperation with



Australian Government  
National Integrity of Sport Unit



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Australian Government  
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# Preface

On 1 June representatives from Northern Territory sports organisations and major clubs gathered to attend the Safeguarding the Integrity of Sport forum in the Michael Long Learning Centre in Darwin. The Darwin forum concluded a unique national roadshow, organised by Play by the Rules, which addressed the impact that doping, match-fixing and the use of supplements are having on sport at a grassroots and sub-elite level.

The forums were unique in many ways, not least for the extent of inter-agency cooperation that went into staging them. Major partners were the Australian Sports Commission, the Australian Sports Anti-Doping Authority (ASADA), the National Integrity in Sport Unit (NISU) and all state and territory departments of sport and recreation. The initiative was funded via the Committee of Australian Sport and Recreation Officials (CASRO), the collective of federal, state and territory heads of sport. CASRO's support followed recommendations from the Access All Levels report, commissioned by Play by the Rules on behalf of CASRO and produced by Bluestone Edge in 2014.

The report confirmed what CASRO suspected — that doping, match-fixing and the use of supplements were no longer confined to high performance sport.

This ebook is a direct transcript of the presentation from ASADA at the forum that was held in Sydney in May 2015. To view the full video, or major topic session videos, simply go to:

[www.playbytherules.net.au/news-centre/projects-sport-integrity/1446-safeguarding-integrity](http://www.playbytherules.net.au/news-centre/projects-sport-integrity/1446-safeguarding-integrity)

At the time of producing this ebook we are in the process of planning for the next stage of support in these areas of integrity. If you would like to be kept informed of these initiatives and resources then sign up here – [www.pbtr.com.au/safeguarding/](http://www.pbtr.com.au/safeguarding/)

Thanks



Peter Downs

**Manager – Play by the Rules**

October 2015



## **PART 2: ANTI-DOPING AND GRASSROOTS SPORT**

***Simon Henry (Australian Sports Anti-Doping Authority)***

Thanks very much, Paul. Simon Henry is my name, and I'm the director of intelligence at ASADA. So, I'm going to take the next 20 minutes or so to talk about some of the challenges at the sub-elite level, in terms of doping. And then, the next 20 minutes or so, I'm going to share with my colleague, who will talk about some of the, I guess, ways we can collaborate together to perhaps overcome and make us more resilient to those challenges that I'm going to talk about.

So, I'll give you a little bit of background, if you indulge me for a moment, as to how I came to be on this stage, talking about these issues to you today. I started with the ASADA back in January, and it's a new role, the director of intelligence role. And I'm here with ASADA on secondment from the Australian Federal Police. So, I'm filling into the space, but I have some knowledge of sports integrity, because like many of you, back in 2013, I saw the press conference with a bunch of eminent Australians who are in leadership positions in sport and government, talking about threats to sport. And to me, as a police officer, that was something completely foreign to me. I had no idea that sport faced any sort of challenge or threat to its integrity. And it was something that I thought, "Well, I'd like to be part of the solution."

I'm preaching to the choir here with this sort of stuff, but as an individual who's participated in and consumed sport, I see its benefits to individuals, and also culture as a nation. So, I wanted to be part of the solution, and started digesting as much material as I could around sports integrity issues. And thankfully, in January, I was able to translate that into a day-to-day position. So, the last four months have been a really steep learning curve. So hopefully, in terms of session outcomes, I'd like to convey to you guys some of those challenges that I've picked up on in the last couple years, but in particular the last four months, in terms of doping-specific challenges.

Having said that, I don't want to overstate the problem. I don't want you guys to go away from here thinking that the sky is falling and that everyone's doping. Certainly, that isn't the case. It is only a minority of people. But such is the challenge, and such is the number of people who are looking to dope or are doping at several levels, that it is a problem worth thinking about, so that we can make ourselves more resilient to it, so it doesn't become a larger problem. And one of the rationalizations people with dope use often is, "Well, everyone else is doing it." And that's often not the case, but once that perception is there, the problem can become self-fulfilling.

I'm going to talk about some of the drivers that are, I guess, pushing these changes we've seen in doping in the last 20 years or so, and then, following on from that, some of the trends that we can start to see, which, I guess, gives you some hard evidence as to what these drivers—what sort of effect they're having on our society and sport as a part of that. So, I'm going to now talk—I'm going to give you three statements, and I'd like your opinions, because I'm pretty sure you'll know the answers, in terms of some of this stuff, and have your own thoughts, which can later inform other aspects of my presentation.

But I'll throw a statement out there, a true-or-false statement, "Doping is a practice confined to elite-level sports only." Who disagrees with that? Over on my right, in the green shirt, what's your name? Simon? Good name. Why do you disagree with that statement?

**Respondent:** I've seen it.

**Simon:** Witnessed and seen it?

**Respondent:** I've played sport for 40 years, and I've seen it.

**Simon:** Haven't done it, I hope? No? Good. So, sport is a human endeavour. Doping isn't an issue confined to elite-level sport. Perhaps, 20 years ago, that statement may have largely been still accurate. Nowadays, for a number of reasons, which I'll highlight in some of the drivers that I'll talk about—it's not confined to elite-level sport. It's well and truly breached that quarantine. It is affecting sub-elite sports, and it even goes down as far as community-level sport.

All right, "Doping requires sophisticated support to undertake." Who would disagree with that statement? Yes, on the back in the middle? Yes?

**Respondent:** Depending on your definition of doping, whatever you could find at the local pharmacy would be doping, so that's an important discussion.

**Simon:** No, it certainly doesn't require Lance Armstrong-style dedicated professional specialist medical support to dope. As you said, it might be as simple as just going to your local pharmacy and getting a substance that is technically banned by WADA. So, you certainly don't need long supply chains or specific medical advice to dope.

And last of all, "There's no compelling reason to dope at the sub-elite level." Who would disagree with that? Man in the leather jacket on my right?

**Respondent:** I think the pressure placed on junior athletes by their parents would create a reason for them and their coaches to go into doping or to use it, if they can.

**Simon:** Yes, so there's pressure, and that's one of them. And I'll touch on a study a bit later, in one of the slides, around elite-level juniors, in particular, and doping issues. But yes, I disagree with that statement, as well. I'll go through, at the back end of this presentation, a number of reasons why people have doped at the sub-elite level, and just help you understand some of the reasons people would articulate why they have doped in the past.

Sport is a human endeavour, so we all make mistakes. So, now, look at me. I decided to get married and have three children. So, no one's immune to making mistakes. It's not confined to elite-level sport. These are issues that are relevant to yourselves and your sports that you are administering.

How do I know this sort of stuff? Tip-offs. I manage the tip-off line for ASADA, so most of our tip-offs come in via our web form on our website. Occasionally, we get calls, as well, or emails. So, most of the tip-offs I receive don't concern elite athletes. They concern sub-elite or community-level sports participants. So, we can well and truly see from that—I just did an analysis on those sort of trends over time. Probably 20 years ago, it wouldn't have been the case. Nowadays, most of my tip-offs relate to people that you may be accountable for dealing with on a daily basis.

**ASADA investigations**—when we send our investigators out to talk to someone who's been detected doping, they'll tell us about more people at the sub-elite level who've doped, introduced them to doping, or are facilitating their doping, or that they're supplying and trafficking doping substances to.

Law enforcement supplies us with intelligence. We have a good information-sharing relationship. Increasingly, they are producing intelligence around these issues, because it's something that's increasingly on their agenda, as well. For example, steroids in Queensland is now a Schedule 1 drug, so equivalent with heroin or something like that. It's becoming identified as a serious community health issue, not just a doping issue, so there's more law enforcement attention on the issue, as well.

**Testing**—when we test at the sub-elite level, we get positive presence for banned substances at the sub-elite level. Research—there was a research report released by a couple of universities from Australia last year, and it concerned the elite-level junior athletes. So, they surveyed 900 elite juniors. Within their results, they found that 4% of those 900 admitted to using performance-enhancing substances that were banned for performance-enhancing purposes. So, these aren't supplements or anything like that. These were people making admissions to using performance-enhancing substances that were banned, purely to get a performance effect. So, I asked myself, "If 4% of elite juniors are doing it, what's it like for more adult populations who have greater means, greater ability to facilitate such things, if 4% of elite juniors are up to that sort of stuff?"

And last of all, when I talk to my international counterparts, particularly the UK, U.S., Canada, and New Zealand, their experience replicates our own, that it's not an issue confined to elite-level sports. They have the same issues at their sub-elite and community sports levels. And we're each wrestling with what to do about these problems, given that it's no longer confined to the elite-level models that we're all set up for.

So, some of the drivers that are making, I guess, these changes a reality and bringing to bear some of these trends that I'll talk about and picture on the slide show—these are situational drivers, and these relate back to some of the things Paul was talking about. These are local-level influences on athletes and people participating in sport. These are your local-level role models, your near role models, your local sports administrators, coaches, captains of teams, peers—what their mindsets are, what their ethical mindsets are, such as Paul was talking about, the subcultures—those sort of situational-level influences—they're the things I think you can have a really good effect and impact upon, depending on your policies, etc., and the sort of cultures you're looking to create.

The big changes we're seeing, in terms of doping, tend to be driven by the environmental drivers. And these are the big-daddy changes that you and I can't influence. A lot of these are global changes that are creating trends in doping. And I'll talk about four in a bit more detail. The first I'll talk about is technological change. In the last 20 years, what would you say has been the biggest technological driver, perhaps, of doping?

**Respondent:** Access to information on the Internet.

**Simon:** Exactly, the Internet—a relatively new phenomenon, probably since the mid-90s. As it's gained a lot of traction and use, it's enabled the sharing of information, however—across the globe, across all sorts of markets and between people in a way as never before. So, whereas before, 20 years ago, to dope effectively and have some sort of doping regime that wasn't going to kill you, you might have to know someone else that was doping to get that inside knowledge, now that knowledge is on the public Internet. If you go a body-building forum, you will see people openly talking about what substances to take, how to stack it, how to test your body's threshold to work at what your body can take and then back off a little bit, in great detail. So, if you want to know how to dope, that information is readily available. 20 years ago, it wouldn't have been as easy to come across that sort

of information. You probably would have had to know someone doing it and get that expertise firsthand. Now, you just have to log on to the Internet. And that comes, also, down to—question?

**Respondent:** It might make it easier for athletes of any level to access information, but it might be easier for people like yourself, as well, because you have access to the same information.

**Simon:** if you decide you want to go and procure these sort of things, you can get access to the market internationally and use web-based functions to actually pay for this stuff. 20 years ago, if I wanted to send money overseas, I'd have to go to the bank and get some sort of international transfer. It was clunky. It was cumbersome and easily tracked. Nowadays, if you have a PayPal account, you can do it all on your smartphone. You can buy it, pay for it, get it shipped to you, on your phone. So, that's a big driver of some of the changes. The accessibility of these substances is higher than it used to be.

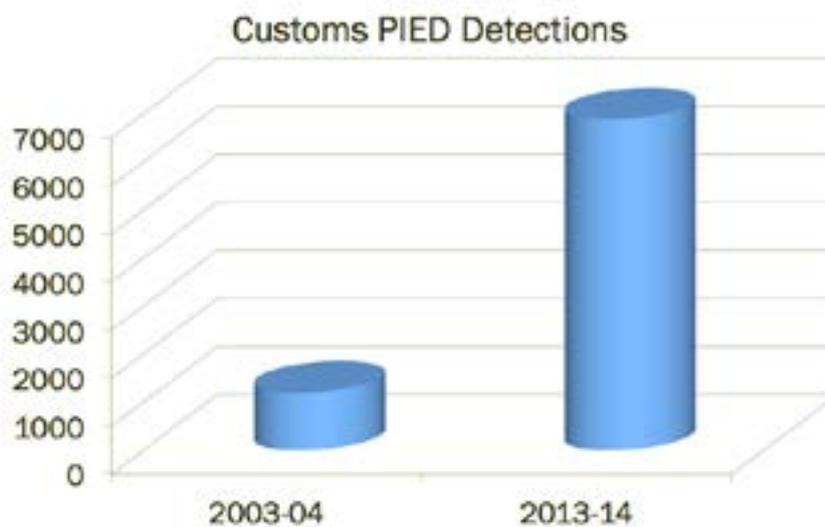
Another change is globalization, and it ties hand-in-hand with some of the technological drivers. The world's a smaller place than it was 20 years ago. Borders are less meaningful than they used to be. We have trade agreements. It's easy to travel. It's cheap to travel. Not every jurisdiction shares the same laws that we do, with regards to some of these banned substances. You might go to Thailand, and what you can get over the counter in Thailand at a pharmacy there will be a lot easier to get your hands on than substances here that might be well-restricted, and you might only get if you have a prescription for them.

And there is some evidence that people will go overseas to have little doping holidays, train hard, get the substances they need, because you can just go to a pharmacy and acquire it with no questions asked, get the training effect you're looking for, and then come back home.

The third trend I'll talk about is image. Now, we're a more image-conscious society than perhaps we were in the past. You look at the amount of gyms that proliferate, the amount of supplement stores. Anecdotally, I know, when I came through the police college in 2001, four o'clock on a Friday afternoon, most of the recruits would have been in the in-house bar. Now, when I worked in the college again as a trainer for three years recently, Friday afternoon at four o'clock, maybe half of the recruits would be in the bar. The other half would be working out in the gym and being diligent about, I guess, getting bigger or working aerobically. So, that's a trend and a change that I saw in only 10 to 15 years taking place, which I guess points to wider societal changes. So, with those image-conscious changes, some of the substances that you use to enhance your images are also banned substances that enhance performance on the sports fields.

And the last one I'll talk about, in terms of environmental drivers, is the medicalisation of society. We dope to live nowadays. If you think about all the sorts of things that we naturally are more inclined to take than we used to, just to put up with ailments that, in the past, we may have just lived with or not done too much about—Viagra—we take aspirin

to thin our blood—Ritalin for other disorders with children—antidepressants—we take a lot of substances just to go about our normal lives. OK, so with that change in philosophy, sometimes it's taking us closer to that decision point, for some people, whether they dope or not, because the whole philosophy of taking substances, perhaps, is different to what it



was 20 years ago. So, perhaps that decision to dope or not has become a bit more of a gray area for some people—not everyone.

In terms of some of the trends that those drivers are causing, if you look at this chart, that's the customs seizures of performance- or image-enhancing drugs at the border. So, these are things like parcel post seizures, things coming in through the mail, that they may detect substances in those that aren't permissible to import. They'll open them up and seize those items. So, these are just the detections. You can see, between 2003 and 2013, in that 10-year period, PED seizures at the borders went up 600%. So, we can see that, with that trend, a lot of those seizures might be related to image-enhancement reasons. They might be occupationally related. It might be security industry people, OMCGs, etc., importing drugs because, occupationally, it might be better for you as a doorman to have size, etc. But part of that 6,000, I know for a fact, will be people involved in sports, looking to import steroids or other image- and performance-enhancing drugs for an athletic benefit.

And that's just the detections. Hand-in-hand with that, once it's in the border, and people have imported it successfully, we know that jurisdictionally, arrests in that same 10-year period for things like steroids have gone up 500%. So, these substances are more prevalent throughout society, more accessible, because of those reasons we spoke of. And hand-in-hand with that, more sports people will be using these things. And most participants in sport aren't elite sports. It's at the sub-elite and community levels.

So, why dope? This comes back to one of those original three questions I asked. Ambition—I'll tell you a little anecdote. We had a rugby league player, sub-elite level rugby league player. He was tested and tested positive for an old-school steroid. We sent the investigators out, and we asked him, "OK, you've been caught doping. There's no question about that. Why did you take that substance?" His explanation as to why he decided to dope and go

down that path was because he wanted to make that next level, and he had the ambition to get the next level. And part of his rationalization was that, in trying to get to that next level, he could get rid of the two part-time jobs that were taking up 50 hours of his week, because once he got a contract at the next level, he would have enough financial stability to ditch his part-time jobs. He'd have the club's support behind him. And then, he wouldn't need to dope at that point. So, his ambition led him to doping, and his rationalization was that he wouldn't do it forever. Once he had that contract, and he had the full support of the club and the game behind him, he could focus more on his training and focus more on getting his head above all the other people that he was competing with to get that contract.

**Opportunity** – this ties straight back to the accessibility of this stuff. The Internet has created the opportunity for people, and given them a decision that perhaps 20 years ago, they didn't even have to ask themselves, because steroids weren't accessible to them. Now, they are. If you look on a website, any website that sells this stuff, you potentially can get your hands on it. So, people have a question to ask themselves that wasn't relevant 20 years ago.

**Esteem** – there's a good book called *The Doper Next Door*. It was written by a journalist, a U.S. journalist, who happened to also be a middle-aged amateur cyclist. And he spent a year doping in order to write his book and talk about his experiences as an amateur cyclist who was doping. And he articulated that, even in pretty meaningless amateur cycling, age-group-based cycling races, the results that he was able to take from those races, which, in the big scheme of things—he's not racing for show stations, but in terms of his own self-esteem, his performances and results had a disproportionate effect on his own self-esteem. Now, winning feels good. It doesn't matter what level you're doing it at. Achieving your goals feels good. And if you're participating in sport and you have goals, and there's a shortcut to get there, some people will, unfortunately, take that shortcut to achieve those goals, because it has an effect on your self-esteem.

**Image** – I'll give you another little anecdote. Another sports person tested positive to clenbuterol, and it was at the sub-elite level, bordering on the community level, so not particularly someone who was going to make the elite level. And he tested positive to clenbuterol. We went out and asked him why he tested positive to clenbuterol—"Why did you decide to take clenbuterol?" His actual reasoning for taking it wasn't sports-related, even though he was playing a sport. His taking clenbuterol was incidental to that. His real motivation for taking it was an end-of-season trip to Barley, where he knew he would be walking around the beaches with his shirt off, looking to pick up girls over there, wanted to look good alongside his mates, so he wanted to shed a few kilos and put on a little bit of muscle in the same process. So, his entire process and rationalization was image-based, rather than sports-based. At the end of the day, though, because it was a performance effect with such a substance, he found himself out of sport for a couple of years. But his motivation was image-based.

And last of all, lack of awareness, inadvertent doping—Gary will talk a little bit more about supplements in a couple of presentations' time, but this isn't an issue confined to

sub-elite sports, but inadvertent doping can go all the way up to Olympians. There are a couple of Welsh Olympians in the last 12 months who found themselves out of sport, and actually missed their home commonwealth games, because they took supplements that they thought were safe. Unfortunately, those supplements were contaminated. They tested positive to a banned substance, and they unfortunately were ruled out of the commonwealth games. Despite years and years of training, poor risk analysis in their judgment of the supplements they were taking led them to be banned from the sport and miss such a high-profile event, which they'd obviously trained for many years. They were Olympians. So, if you can make that mistake with all the training and advice that you get at that level, it's quite likely, at the sub-elite level, you can dope inadvertently by taking contaminated supplements or taking a substance legitimately, that you've been prescribed, without realizing it's on the banned list.

*“It was about being relevant to the group, which was pretty addicting ... The sport is all-consuming ... I was only involved in it for four years, and it took over most of my energy”*

I'll just leave you with that quote, which is from Andrew Tillen, the man who wrote *The Doper Next Door*. And that was one of the reasons why it comes back to your self-esteem and why he chose to dope. But I will hand it over to Michelle. Michelle is our director of engagement, works hand-in-hand with sports, and she'll talk about some of the things we can collaborate on you with to overcome some of the challenges that I've just spoken of.

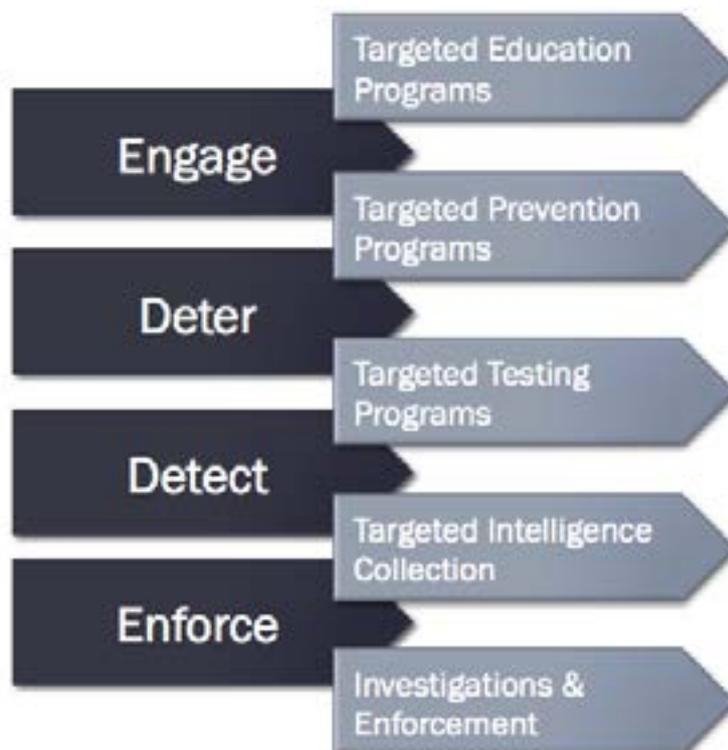


**Michelle Heins:** OK, all right. Thanks, Simon. So, thank you, everyone, for coming today. It's a really good opportunity for us to have a chat to state supporting organizations. I know, with my role—I'm the director of sports engagement—we deal very closely with national sporting organizations, but it's really important that we engage with you guys, as well, as you're right down there in the thick of things.

So, just a little bit about me—I've been with ASADA for almost seven years now. I also spent a year over in the UK, working for UK anti-doping, the lead-up to London 2012, as they were setting up their anti-doping program there. And I think it's fair to say that a lot of issues that we're seeing here at the sub-elite level were also issues that we were seeing in the UK at the time, and currently, as well. As well as sports engagement, I also look after engagement more widely, so international engagement. I run the testing program, our education program, athlete services—we have a therapeutic use exemption committee, as well, as well as the engagement. So, it's a fairly busy role, and I work very closely with Simon and his team, and also the investigations team, to make sure that we develop and implement integrated programs.

So, in terms of what I'll be talking to you about today, Simon's given you a really good overview of the issues that we're seeing at the sub-elite level. I'd like to run through some of the ways in which you can respond to these issues, particularly around education, but a few other areas, as well. But before I do that, I wanted to just give you a better understanding of the anti-doping framework, both here in Australia and internationally, and how ASADA is set up to respond to those issues.

So, in terms of the framework, most of you are working with sports who have an anti-doping policy in place. Has everybody seen the anti-doping policy that your sport has? A couple of you have. So, we have around about 130 approved anti-doping policies. Sports



are responsible for them. And they were recently updated, and came into effect from the first of January. Now, they are fairly significant documents. They are all about 80 pages long, and they set out the responsibilities of the sport athletes and support personnel, as well as some of the responsibilities for ASADA, in terms of anti-doping. And those documents have a clear line of sight through our legislation up to the World Anti-Doping Code, which I think Paul put up on the screen earlier. That's this document. This is our Bible. We carry it around with us everywhere. As you can see, I've brought it along with me today.

Along with the code, which is developed by the World Anti-Doping Agency to harmonize anti-doping programs internationally, there are also a number of international standards like the International Standard for Testing and Investigations. There's an International Standard for Therapeutic Use Exemptions. There's also the Prohibited List. Has anyone heard of the Prohibited List? Again, just a couple of people. That's a really important document, so if you're getting any questions about your members, about what they can and can't take, the Prohibited List, which is on the WADA website, is a really good place to go, because that sets up the classifications of prohibited substances and methods. So, that will give you a really good understanding of what you can and can't take in sport.

We also have, of course, legislation in Australia. We have the ASADA act, as well as the National Anti-Doping Scheme. And that legislation really drives how we deliver our anti-doping program in Australia. But what I think is really important, and as Paul mentioned earlier—the stick is not the only approach that we can use. We really need the help of organizations, sports, government, to help us to make sure that we're protecting the integrity of sport in Australia.

So, in terms of how we're set up, we have four pillars—engagement, deterrence, detection, and enforcement. So, obviously, I've spoken a little bit about engagement already, but basically, we work closely with national sporting organizations. We work really closely with the sports commission, with Australian government departments like the National Integrity of Sport unit, who you'll be hearing from shortly. We work with customs, law enforcement—a whole range of organizations. And the purpose for that is really to get a broad picture of what's happening, in terms of integrity issues and anti-doping issues, and also look for ways that we can respond to those issues together.

In terms of deterrence, I think the two key areas there would be education and prevention programs and also our testing program, which is a really important deterrence tool. So, I'll talk in a little bit more detail of that education later. But I just thought I'd mention that, in terms of our testing program, we are increasingly testing at the sub-elite level. We're working very closely with national sporting organizations, and we've piloted this program with a few sporting organizations this year to test at the sub-elite level, mainly in competition, for the deterrence effect. And what we've found is feedback from both athletes and the sports to say that they're really surprised to see us. They didn't realize they could be tested at that level. And they now will go and find out a little bit more about their rights and

responsibilities, in terms of anti-doping. So, it's really important that you, firstly, understand your anti-doping policy and how it applies to your athletes, and secondly to understand that your athletes can be tested, and therefore they're subject to this regime.

In terms of detection, obviously, the most visible detection mechanism that we have is our testing program. And we have around 3,000 government-funded tests that we conduct each year. We also do a number of tests in user-pay sports, like the professional sports. But the other side of our detection capability is obviously our investigations. So, Simon's team in intelligence, my testing team, and the staff that we have out in the field all collect information that goes towards investigations, so that we're not just relying on positive tests. We're also looking at non-analytical findings, as well. So, that's another important point. We have a number of different tools in our toolbox now, not just testing.

And finally, our enforcement role is really ASADA's role in ensuring that any person who violates their anti-doping policy is prosecuted and sanctioned. And what's important, I think, for you, in terms of enforcement is that we don't want any athlete or support person fronting up to a tribunal and using ignorance as an excuse. So, it's really important that they're getting the education that they need. And while we have a lot of resources, and we work very closely with the NSOs, it also requires some work at your level to make sure that that information is getting down to your athletes.

Let's click through these. In terms of what we need from you, obviously, I'm probably preaching to the converted here, but you're the organizations that have the best access to your athletes. We have found a lot of research that says that, in order to influence attitudes and behaviour, we should be targeting athletes who are around 15 or 16 years of age, and often it's better to get them a lot younger. And as you would know, athletes enter the realm of the national sporting organizations, that athlete pathway, around that age, and sometimes a little bit older. So, we really rely on you to get those messages across to athletes at that younger age.

The other thing I would say about that is that we have been really successful, in the last 12 months, in getting anti-doping in the national curriculum, so we're starting to look at how we can work with school-age kids, mainly in sport schools, but piloting a few programs so that we can start raising awareness at that level, as well.

So, in terms of the level of athletes, obviously you know that you're here because you deal with sub-elite-level athletes. And finally, your access to the athletes and coaches, support personnel, parents—often, for us, we're only a small agency. I only have an education team of three people. It's really difficult for us to get those messages down into the sub-elite levels. So, we really rely on you to help us do that. You have the channels to your athletes. You work with them closely every day. You're involved in their social activities. You're the gatekeepers of information to those athletes. So, we really need your help to get those messages through.

So, what can you do? Well, it's all very well talking to you about what the problems are, but you really need some ways that you can respond to these issues. And I think I mentioned earlier that education really is the key here. And there are a number of options that we have available to you, and research that we have available to you. But I think the first step for you is to really talk to your national sporting organization and find out if they have an education plan in place around anti-doping and wider integrity issues. We work really closely with a lot of national sporting organizations, and most of them are really proactive in this area. If they do have an education plan in place, have a look and see whether or not you can leverage off that, or whether there are any cross-overs with athletes in the states. You'll also find that, if a national sporting organization does have an education plan in place, they will more often than not tally their resources, particularly to that sport. And we find that that has a lot more cut-through with your members.

Now, if they don't have an education plan in place, and you've encouraged them, and they still haven't developed on, we can help you to develop an education plan for your sport. There are some templates available on the USB that you've been given today, really simple, and it's really just a matter of identifying the issues, talking to your members about those



<https://www.youtube.com/watch?v=WBVGgaD772E>

issues, talking about their rights and responsibilities, in terms of anti-doping. It doesn't have to be particularly complex. And as I said, we're more than happy to help you with that. Just contact our education team. The contact details are also on the USB or on the website.

Now, in terms of resources that we do offer, we do have an e-learning program. Has anyone here done our e-learning program? A couple of people—that's great. We have a number of different modules in our e-learning. We have the level 1 e-learning module, which is really a very basic program. It runs for about 60 minutes. It covers rights and responsibilities, where to find more information, some of the issues that we're seeing—that program was re-launched in December last year, so it's brand-new, and it's really a great program. I'd strongly encourage you to have a look at it, and I have a bit of a primer to show you in a minute.

But basically, the education program is great for your members. It's 60 minutes. At the end of it, you get a certificate. We find that a lot of sports are using this certificate for compliance purposes, so if they want a team to attend a particular event, they'll mandate that every member, every athlete, does at least the level 1 course, and they send the PDF of the certificate in to the sport, and they have a record of that. You probably don't need to go to that level, but there is an option there to do that.

The program is available on all of the different tablets, smartphones, whatever you use. It will all be compatible with that. So, as I think I might have said, it's free to register. You have your level 1. There's also a level 2 course. There are courses for coaches. We have regular learning updates that go out, so once you've registered, you continue to get information from us about what's happening in the world of anti-doping. And there's also access to a whole lot of YouTube clips, tons of resources. So, definitely go and have a look at that.

**To access the video and ASADA eLearning go to:** [elearning.asada.gov.au](http://elearning.asada.gov.au)

So, I'll just have finished—we'll go back to education, actually. A few more things that we do offer—we do offer face-to-face sessions. They're about 60 minutes. So, if you feel you have a team that you want to bring together, and you don't think online is going to work for your group, or you have something specific that you want to talk to them about, we can provide a face-to-face session where one of our presenters come to you and do the presentation for you. There is a cost associated with that, though. But we do have presenters in all of the states, and we quite often attend team-based sports, usually, and do the face-to-face presentations.

Now, that's, as I said, a 60-minute presentation, mainly around rights and responsibilities and general information. We do also offer an ethical decision-making workshop, which we've developed alongside Paul. So, we're more than happy to take any questions about that, if you're interested in something like that, as well.

We also offer sport facilitator sessions. So, if you would like to do a face-to-face session, and you don't particularly want one of our people to come and do that for you, we can help you to develop the presentation, and we have templates that are available. We can talk you through any questions that you might have at that presenting, or questions that you think you might get from your athletes, and help you through the process that way. So, that's another really good option, if you have a group that you want to bring together.

Just a few other things—what you can do—I think we've talked about the cultural issues already, and Paul mentioned that, around the ethics. Culture is really important. You're the eyes and the ears of the sport. You're the ones who deal with athletes as they come into the sport and develop the culture around that. So, I think making sure that you do risk assessment, you look at some of the cultural issues that you might have within your sport—all of those things are really important, from a governance perspective. And certainly, in recent times, I've been talking to quite a few sports about some of the issues that we're seeing, around doping in sub-elite levels, and they've asked us to come and talk to their

board and their state presidents about governance issues. So, that's really important to start thinking about, as well. It's not just about pushing the information out. It's making sure you have the culture right within your organisation.

As Simon mentioned earlier, we really need information from you—what you're seeing, what you're hearing, information that you get from your athletes, from parents, from your support personnel, your coaches—all of that information. If you can feed it back up to us, we'd really appreciate it, or through your national sporting organization, as well. We have an anonymous tip-off line. We also have a secure form that you can use online, or you can obviously talk to Simon or I if you have any information, as well. The more information we have, the better picture we can create. And it's also an opportunity for us to work more closely with you. So, even if it's information that you don't necessarily think really fits within anti-doping, talk to us about it anyway, and we might be able to hook you up with some other people that can help.

Our website is a really great resource for information. It's just recently been re-launched this week, actually, so it's all been updated. It's code-compliant. So, the World Anti-Doping Code came into effect on the 1st of January this year, so any information that you need about changes to that—have a look at our website. There's also a link on there to a tool called "Check Your Substances." So, if you're interested, or if any of your athletes are interested, in finding out what medications they can and can't take, go and have a look at the "Check Your Substances" tool, and that will tell you if that particular medication is prohibited in sport.

We also have a whole lot of other resources online, as well. We have, as I mentioned, all of our educational resources, YouTube videos—there's a mountain of information on there. And there's also a whole lot of other opportunities for you to work with us, as well, to follow us on social media, to make sure you get some anti-doping messages in your newsletters—it's a whole range of things that you can do. And we're more than happy to talk to you about those options, as well, so please contact us, and we're happy to help.