playthegame

12th IACC, Guatemala, 17 November 2006

Towards a

Global Coalition for Good Governance in Sport
The clout of sport

- Universal language
- Between 800 millions and 1.2 billions practice sport
- Engages millions of volunteers
- 1,5-2,5 % of GNP
- Allied with global media groups
- Huge political influence at all levels
- Growing political activism: Doping, health, labour issues
International Sports Press Survey

- 37 newspapers in 10 countries
- 10,007 articles from sports pages
- The House of Monday Morning and 14 academic units
- USA, England, Scotland, Norway, Denmark, Germany, Romania, Austria, Switzerland and Australia
- April-July 2005
Little or no social interest

- Children, young senior & sport for all issues 2.6%
Specific international events
April – July 2005

- Champions League: 270
- Tour de France: 150
- Wimbledon: 190
- World Cup 2006 Germany: 200
- Confederations Cup: 130
- Selection of Olympic host 2012: 70
- Beijing 2008: 30
- Torino 2006: 10
- More than one: 50
- UN Year of Sport: 10

0 50 100 150 200 250 300
The source - a rare visitor

Number of sources cited in sports articles

<table>
<thead>
<tr>
<th>Source</th>
<th>Per cent</th>
</tr>
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<tbody>
<tr>
<td>No source</td>
<td>22</td>
</tr>
<tr>
<td>1 source</td>
<td>40</td>
</tr>
<tr>
<td>2 sources</td>
<td>21</td>
</tr>
<tr>
<td>3 or more sources</td>
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**Figure 5:** A journalist needs no source in order to relay the action on the pitch. The huge bias of sports journalism towards play-by-play sports coverage means that sourced material is scarce.

**Note:** N=10,007 articles.

**International Sports Press Survey**

**Economic underpinnings ignored**

**Main themes of sports coverage**

- General sports coverage
- Results/report from specific match/game
- Preview to specific match/game
- Sports financing
- Other
- Politics of sport
- Social aspects
- Spectators and fan culture
- Media aspects
- Doping and antidoping
- Health-related aspects
- Betting and bookmaking

![Bar chart showing per cent of entire coverage](chart)

**Figure 2:** Sports journalism concerns itself overwhelmingly with the stadium spectacle of sport. Little attention is paid to what happens after the floodlights turn off and the camera crews leave.

**Note:** Articles can reside in up to two categories, which brings the sum above 100 per cent. 
**Note:** N=10,007 articles. 
Sport and media entertainment alliance challenged by

- Doping use and global doping trade
- Match fixing and illegal betting
- Corruption in organisations
- Agents, transfers and trafficking without regulation
- Racism and spectator violence
- Physical inactivity at all ages
- A unidirectional idea of sport
International volleyball: The Acosta Royalty

- 219 members
- 10% for those who signs contracts
- The president signs all
- Verdict 2006: Did forge 2000-accounts – and acquitted
- Critics excluded, Code of Conduct
- Only Acosta allowed to run for presidency 2006
- New federation FIABVB to be founded next week in Copenhagen
Out of Africa: The Kenyan soccer chaos

- Bob Munro: 20 years driving sport and development
- Mathare project for 14,000 young Kenyans
- 2004: Fights corrupt leadership in KFF
- Forms break-out league KPL
- FIFA suspends Kenya over government intervention
- 2006: Agreement between all parties
- FIFA suspends Kenya for non-compliance
- Government seeks to expel Munro
Sandro Donati:
The lonely fighter

• Almost 25 years’ fight against doping
• 1987: Reveals forgery at athletics World Championships
• 1990’ies: Uncovers Italian doping promotion with international effects
• From 2003: Focus on international doping trade
• Organised crime takes over
• Targeting amateurs
• October 2006: WADA meets Interpol
FIFA’s family issues

- The bankruptcy of ISL 2001
- 2.5 mio CHF back to administrators
- 1 mio CHF paid to FIFA official 1997
- Secret foundation NUNCA in Liechtenstein
- Slack control with development funds
- Reporter Andrew Jennings banned
- Vice President Jack Warner earned at least 700,000 Euro on 5,400 tickets (Ernst & Young)
Global conference and communication platform
Website, newsletters, seminars, educational activities
Media professionals, academics and sports leaders
Fact-based debate, networking and knowledge exchange
Raise ethical standards and promote...
... democracy, transparency and freedom of expression
Statement for integrity and anti-corruption in sport

- Made by participants guided by Transparency International
- Calls for action now
- Federations: Show zero tolerance, hold leaders accountable, be transparent
- Governments: Hold public servants accountable, respect international conventions, cooperate with sport
- Media: New editorial strategies, educate journalists, make international networks
Upcoming governance initiatives

- With TI and Sports Business Centre at Birkbeck College (University of London): “Identifying corruption and promoting transparency in 21st Century sport”.
- With BBC World Service Trust: Media education project on sport and development (Governance module)
- Play the Game Conference 2007
- Nordic journalist course December 2006
Global Coalition for Good Governance in Sport

- Run by IOC, IF’s, UN, EU, EC plus representatives of the media, sports business, fan trusts and TI
- Minimum standards for transparency and democratic procedures
- Monitor implementation of standards
- Legal mandate and expertise to investigate without prior notice
- Right to ban and suspend individuals or groups
- Report violations to legal authorities for further trial
- Transparent public communication
Dr. Thomas Bach, president of the DOSB and vice-president of the IOC:

“...We are facing challenges of a terrifying magnitude.”