



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

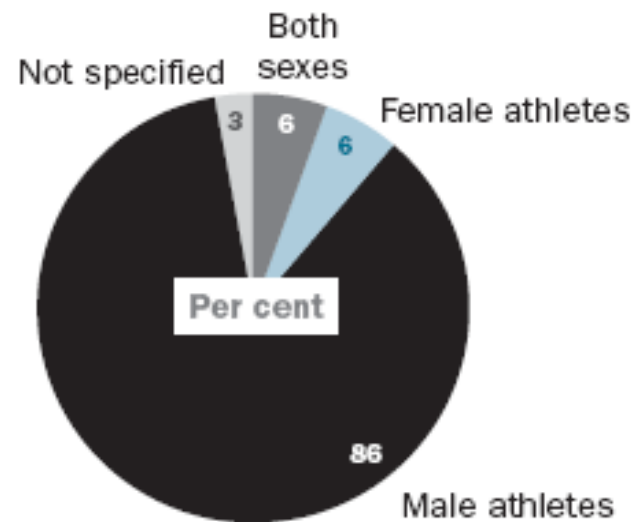


- 37 newspapers in 10 countries
- 10,007 articles from sports pages
- The House of Monday Morning and 14 academic units
- USA, England, Scotland, Norway, Denmark, Germany, Romania, Austria, Switzerland and Australia
- April-July 2005



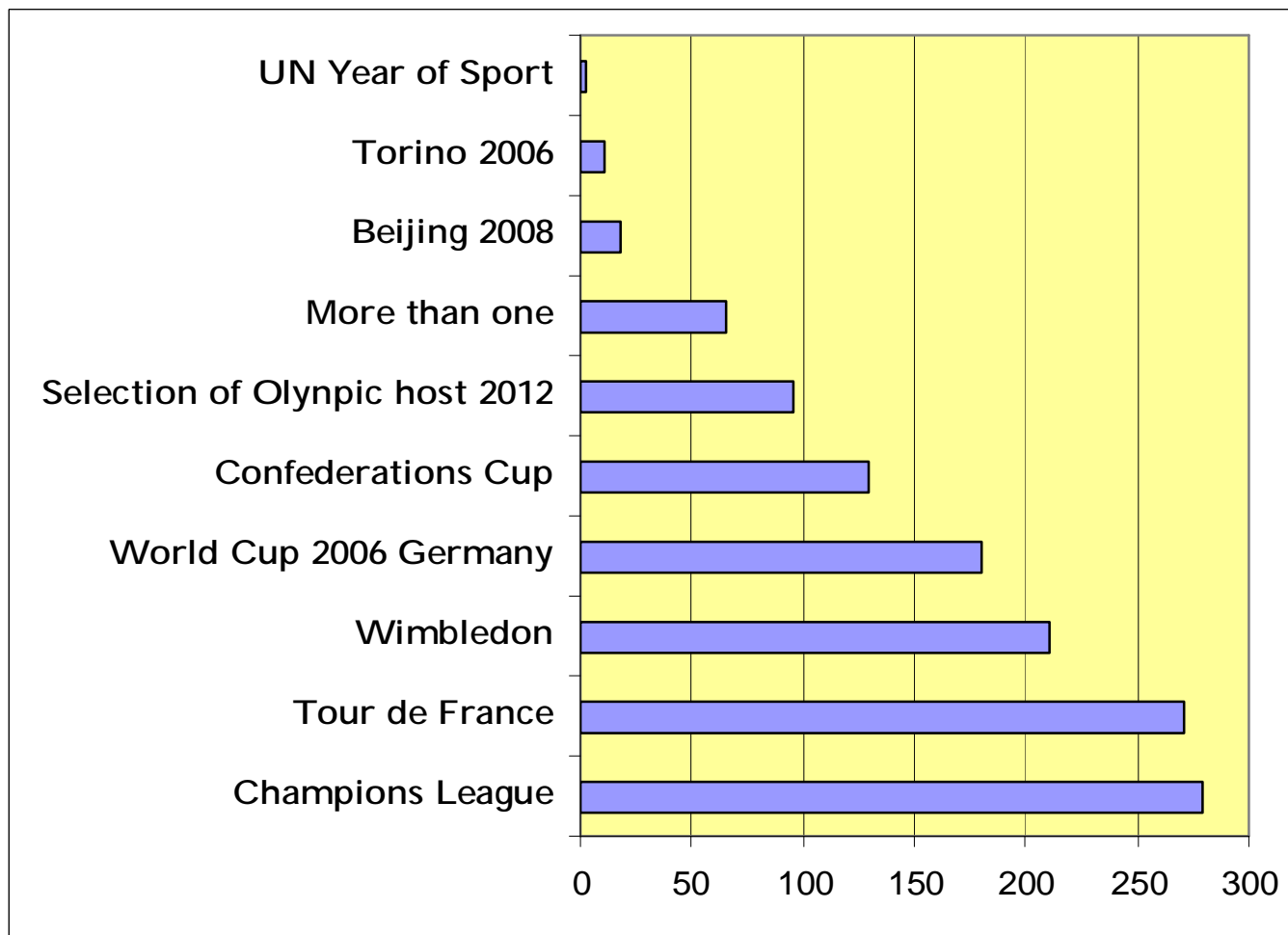
Little or no social interest

- Children, young senior & sport for all issues 2.6 %



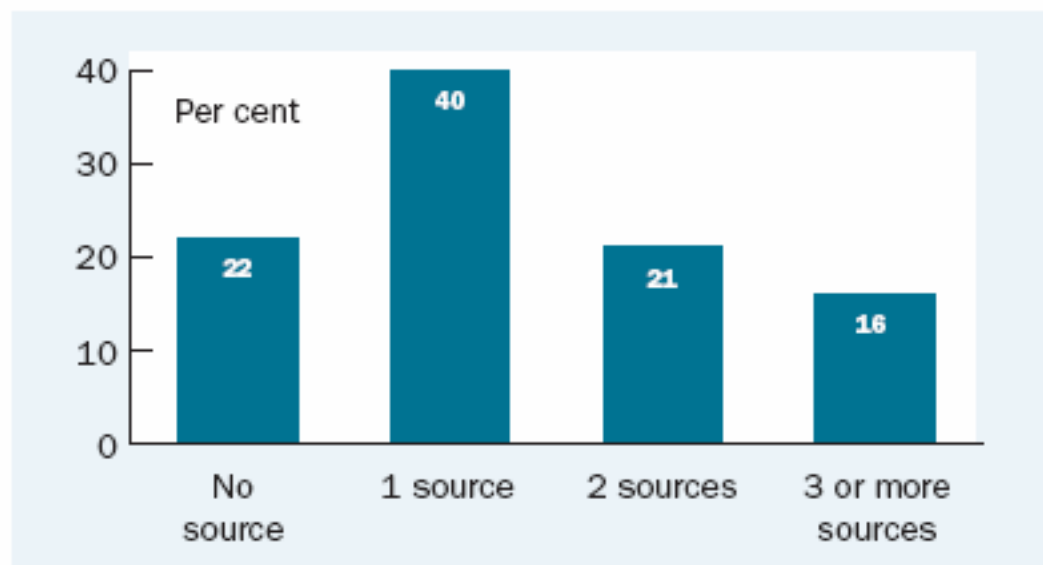
Specific international events

April – July 2005



MM | The source - a rare visitor

Number of sources cited in sports articles



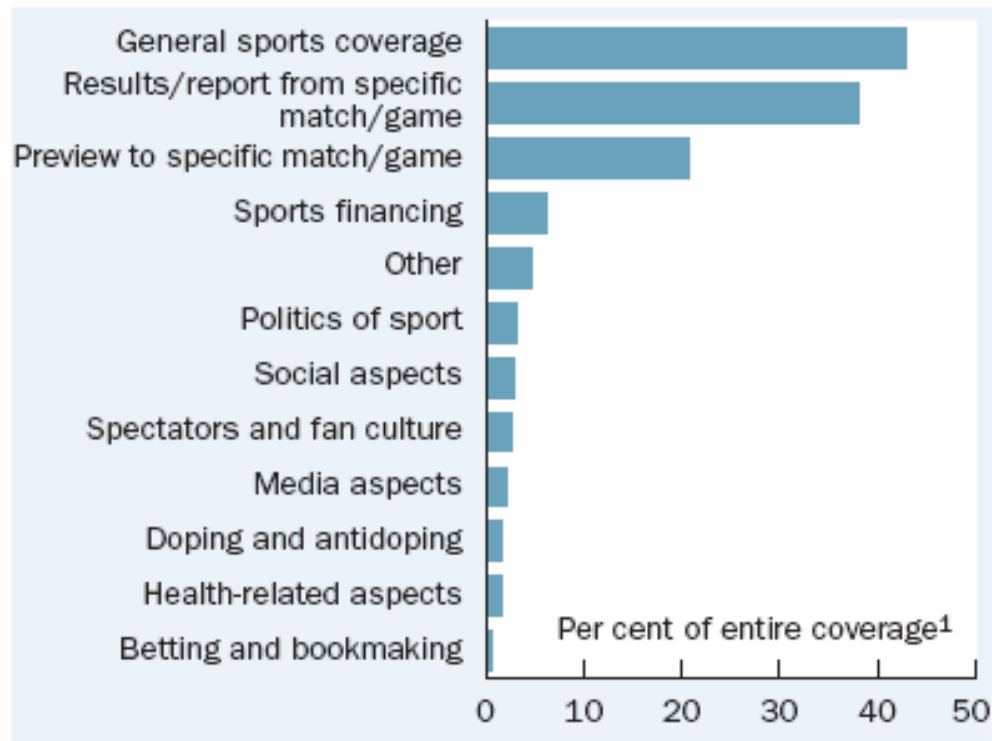
Figur 5: A journalist needs no source in order to relay the action on the pitch. The huge bias of sports journalism towards play-by-play sports coverage means that sourced material is scarce.

Note: N=10.007 articles.

Kilde: International Sports Press Survey, 2005.

M/M | Economic underpinnings Ignored

Main themes of sports coverage



Figur 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.

Note¹: Articles can reside in up to two categories, which brings the sum above 100 per cent.

Note: N=10.007 articles.

Kilde: International Sports Press Survey, 2005.

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





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Dr. Thomas Bach, president of the DOSB
and vice-president of the IOC:

"We are facing challenges of a terrifying magnitude."