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Keynote Address by WADA President, Sir Craig Reedie

From a Turbulent Time to a Fit Future

Honourable ministers, distinguished guests, ladies and gentlemen, good morning.

It gives me great pleasure to welcome you all to WADA's 14th Annual Symposium in Lausanne. Thank you all so much for coming. It is fantastic to see such a big turnout once again this year as we bring together dedicated and talented people from all over the world, people who are committed to leading the fight against doping in sport.

My address is aptly titled '*From a Turbulent Time to a Fit Future*'. Last year when we met in this same room, we had just emerged from a very turbulent period, which reached its climax in and around the Rio Olympic and Paralympic Games – all propelled by the Russian doping scandal.

There was then, and still are now, suggestions in the public domain that anti-doping rules and processes are not fit for purpose. I keep on reading or hearing; and I quote, that "the anti-doping system is broken" – without much explanation as to why this is being declared. Just to be clear...the system works. The processes in place were instrumental in dealing with a very serious example of cheating involving a major country.

Of course, WADA, like any responsible organization, must constantly re-examine its processes and rules to ensure that they evolve as they should in line with stakeholder expectations. And so, after the Rio Games we engaged our stakeholder base like never before, gauging their views on how we could learn from this whole experience and build upon WADA's successes since its beginnings in 1999.

Then, a few months later, at WADA's Foundation Board meeting in my home town of Glasgow in November 2016, the Board – which is comprised of governments of the world and the Sport Movement – reached consensus on a series of recommendations aimed at strengthening and empowering WADA.

These recommendations – which called for significantly increased activity in compliance and Intelligence and Investigations (including a new whistleblower program); as well as, increased activity in such areas as lab accreditation, scientific research, education and capacity building – have shaped WADA's priorities for the years to come and are positioning the Agency to be fit for the future.

From WADA's point of view – and for many of you too – the past 12 months since we last gathered here at this symposium have been a busy and important time. There have been

challenges and opportunities but overall I would say it has been a very positive year for clean sport.

WADA's Director General, Olivier Niggli, is up next and will walk you through a rather impressive list of what has been achieved and what is planned; but first, I would like to highlight a few activities that I believe will make a step change for Clean Sport.

The first of these activities – and perhaps the most significant – has been to strengthen WADA's Code Compliance Monitoring. Over the previous years, much work had been done to ensure that all Code Signatories had compliant rules in place. The challenge was to evolve to a system that delivered excellent anti-doping processes in practice and then to monitor these and ensure that they were maintained. To that end, in 2016, WADA launched its ISO-certified [Compliance Monitoring Program](#).

In parallel, the Agency undertook an intensive six-month stakeholder consultation process regarding its new standard – the [International Standard for Code Compliance by Signatories \(ISCCS\)](#) – which was endorsed by the Foundation Board in [November 2017](#) and which will come into effect on 1 April. The ISCCS is a real game-changer. It was strongly proposed and supported by the athlete community worldwide that called for Signatories to be held to the same high standard as athletes under the Code and that WADA should be empowered to determine their compliance. Under this initiative, WADA will monitor compliance and assist any Signatory that becomes non-compliant with clear steps back into the fold.

For those who do not take those steps, there is a range of graded, predictable and proportionate sanctions up to and including the ultimate sanction of removing the right to competition (as decided by the Court of Arbitration for Sport). We believe that the ISCCS equips the Agency to deal better with serious circumstances of non-compliance, such as we have seen in Russia.

WADA has also strengthened its Intelligence and Investigations (I&I) activity under the leadership of its Director, Gunter Younger. His department operates independently from WADA's Foundation Board, Executive Committee and management and is subject to an annual, independent, audit. The I&I Team oversees the Agency's new whistleblower program '[Speak Up!](#)', which incentivizes more informants to come forward. To date, Speak Up! has prompted literally hundreds of reports. It is this department that managed to secure a large amount of new intelligence concerning the former WADA-accredited Moscow Laboratory. Specifically, they [acquired](#) the Laboratory Information Management System (LIMS) database, which included all testing data from January 2012 to August 2015. A windfall of information, which our Director General, Olivier Niggli -- and of course Gunter Younger -- will address later in more detail.

Speaking of laboratories, the Agency has also reviewed the laboratory model with the view of strengthening the accreditation process. As anti-doping becomes more and more complex, it is important that labs are able to keep pace with developments. It is of course central to any good anti-doping system that athletes are confident that sample analysis is done well and without error. Over the past year, a working group studied the issues around lab accreditation. It's clear that all accredited laboratories must operate to the highest standard and that WADA's accreditation and quality assessment process should be fair and transparent.

With the view to increasing and enhancing research-led anti-doping education, in 2017, WADA initiated development of a new International Standard for Education and Information. Research has confirmed that more needs to be done to highlight the importance of education and to guide stakeholders on what developing an efficient and effective education program involves.

There are numerous other important activities that are underway, which Olivier Niggli and others will touch on in greater detail this week. These include:

- Working with ADOs to enhance anti-doping capacity worldwide
- Further developing the athlete biological passport
- Broadening scientific-based knowledge; and
- Ensuring that the Anti-Doping Administration and Management System (ADAMS) is user-friendly and secure; and
- Quite frankly, much, much more...

Perhaps two others that I would like to touch upon, before moving on to Russia, would be the work of WADA's Governance Working Group and the creation of the International Testing Agency (ITA).

As it relates to the Governance Working Group, which was formed in November 2016 to study the independence of the anti-doping system from sports organizations and national governments, their work is ongoing. This work has been complex and we hope to finalize a report for our November 2018 Board Meeting. As one of the subjects under discussion has been the Presidency of WADA, I do not attend these meetings.

As it relates to the ITA, which was first suggested in an Olympic Summit in October 2015, it is now operational under its Chair Valérie Fourneyon who will address us later today. If you recall, the ITA emerged in the early days of the Russian doping scandal; and, is intended to assist International Federations and Major Event Organizations that wish to delegate their anti-doping programs to an external, independent, body. WADA's very own Benjamin Cohen -- Director European Office and International Federations Relations and our master of ceremonies here today -- will be joining the ITA as its Director General in the coming weeks. We wish Valérie and Benjamin every success in developing the ITA as another partner in the fight against doping.

Returning to the matter of Russia, participation of the Olympic Athletes from Russia in the PyeongChang Winter Olympic Games, created a lot of headlines and sentiment -- both for and against.

The revelations of systemic manipulation of the doping control process -- as proven by WADA's independent Investigation led by Richard McLaren, and confirmed by the Schmid Commission -- could not be brushed under the carpet...they simply could not be ignored.

Along with the suspension by the International Olympic Committee of the Russian Olympic Committee, it was also important not to penalize individual athletes who had nothing to do with the doping scheme and who had been tested rigorously. This is why those Russian athletes -- who could prove that they had been subject to a robust pre-Games testing program were allowed to compete under a neutral Olympic flag.

The IOC's Invitation Review Panel, on which Gunter Younger served, provided additional evidence on the long list of Russian athletes and recommended those to be denied participation by the IOC.

WADA is encouraged by the significant progress achieved by RUSADA under its new management with the support of WADA. However, there is a clear roadmap for the return of RUSADA to compliance with the Code. And so, the Agency continues its efforts with Russia, in the hope that compliance can be achieved so that the country can benefit from a fully

robust and independent anti-doping system, which operates within a healthy and supportive environment.

So, to be clear, we want to welcome an independent and efficient RUSADA back in from the cold. It's just a pity that it is taking so long for Russian authorities to make it happen. The progress towards RUSADA becoming compliant again is slow despite a significant amount of work being carried out by WADA and others to persuade the Russian authorities to recognise and accept, as true, the systemic doping scheme revealed by the McLaren investigation and the Schmid Commission, on which basis the IOC suspended Russia from the Games.

We made an offer to senior Russian authorities to work together with the Russian Investigative Committee and to visit the Moscow lab together. However, it seems our offer has fallen on deaf ears. It's worth pointing out that we have written to the Investigative Committee on four separate occasions and we have yet to receive a single response.

Of course, the big losers with Russia's inability to deal with RUSADA's compliance are the country's own athletes. Future participation of Russian athletes in major sporting events will continue to be put in doubt. This will be to the detriment of their own athletes and the ordinary sports-loving people. If WADA cannot declare that Russia has a compliant NADO, then the rest of the world will not be convinced that any meaningful change has taken place. The suspicion and doubt will continue. Action is needed, real action, or this uncertainty and unrest will continue.

Let me be clear.

We agreed a [RUSADA Roadmap to Code Compliance](#) with Russian authorities in January 2017.

We have worked with them to fulfil all but two of the conditions agreed.

We have been discussing these two conditions for the past 15 months now – based on the Schmid Report, which confirmed the McLaren Investigation and was the basis of the IOC suspension of the Russian Olympic Committee.

We have offered – on four occasions – to work together with the Russian State investigative committee – with no response.

It is time for this situation to change – in the interest of athletes – clean athletes – in Russia and elsewhere. If this cannot be done, every Russian sporting victory will be questioned and the world will lose all trust in Russia. There must be change.

Of course, here at the WADA Symposium, the focus is about much more than Russia and the Olympic Games. While the Russian Olympic Committee and the Winter Games in Pyeongchang have taken a lot of the headlines so far this year, we would be naïve to think that doping is confined to a small number of nations or sports; and therefore, we all have to be vigilant and on our guard. To that end, I would like to thank you as the global anti-doping community for your unwavering dedication to clean sport. You are valued and effective partners of WADA as we all seek to protect clean athletes and great sports events.

All of this new and enhanced work requires additional funding, which prompted WADA's management to develop a 2018-21 budget that articulates which core activities must be enhanced from a financial perspective in order to fulfil the Board's recommendations.

Based on WADA's 2017 budget of USD 29.7 million, management asked the Board for budgetary increases of 8%, 15%, 15% and 5% for 2018-21, respectively, which would be contributed by governments and, in addition, be matched by the sports movement. In November 2017, the Board agreed to an 8% increase for 2018 with governments requesting more time to discuss ways and means of accommodating the longer-term budgetary requirements and to bring the longer-term budget plan forward for approval at the May 2018 Board meeting.

Having 'punched above its weight for some years now', WADA is grateful for the 8% increase, which will go a long way towards increasing WADA's scale, speed and reach in carrying out its core activities. The increase is a clear recognition of WADA's increased mandate and, quite frankly, a vote of confidence in the Agency's ability to carry it out as part of its increasingly important mission to protect clean sport.

During the Winter Games in PyeongChang, I was able to meet with 18 individual ministers of sport and was pleased to hear that the principle of increased support to WADA is accepted and that governments would take part in the current discussions to determine a new agreement on the distribution of government funding. The IOC has already approved our four-year plan in principle.

While the four-year budget plan reflects the funding needed to enhance WADA's core activities, the Agency needs much more in order to 'Change the Game for Clean Sport', which is why, in parallel, we are pursuing an additional funding strategy that would target contributions from corporations, foundations and private donors.

The Russian doping scandal exposed weaknesses in the global anti-doping program. The whole anti-doping movement needs to step up its activities to make a real impact and our funding model will dictate our ability to do that. A delay in this funding increase would mean not bringing WADA to the level it should be at to face the current and future challenges and opportunities. And it would mean not fully addressing the weaknesses of the anti-doping system. If we're going to do it, let's do it right.

Properly funded, our four-year plan will allow us to pursue fully all the activities I have outlined here and more; and, it will also enable us to address any weaknesses. Together, we will change the game for clean sport and rebuild athlete and public trust.

There will always be those who seek to gain an unfair advantage over their competitors. But with a strong WADA and strong and willing partners like you, we will be fit for the future and able to face those challenges with the necessary tools and determination required to advance the cause of clean sport and protect the athletes that we serve.

Thank you.