

**2016 JADA Seminar**  
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Speech by WADA Director General, David Howman

***“Historic Development of Anti-Doping Program for Clean Sport and Athletes: Recent issues, engaging partners and future perspectives into 2020 and beyond”***

**Introduction**

Director General Kimura, Professor Suzuki, Athletes, Distinguished members of the Anti-Doping Community, Ladies and Gentlemen, good afternoon.

It is very easy to forget that up until 1999, 17 years ago, there was no one single answer to tackling doping in sport; every sport had different rules; many countries had different laws, so an athlete could be banned in one country but able to compete in others (a Hamburger cyclist in Denmark was banned for two years in Denmark, but able to cycle in every other country because UCI did not recognize the Danish law). There was no World Anti-Doping Agency (WADA). The anti-doping industry – and it is now a fully-fledged industry – and of course, WADA, was the result of a serious crisis that engulfed sport back in 1998. Well, it was in fact the result of two crises.

First was the Festina controversy at the 1998 Tour de France, in which a large number of prohibited medical substances were found by police in a raid during the race, and several cyclists and entourage members were arrested and charged by the French police.

The second was what became known as the Salt Lake City scandal, which involved problems with the International Olympic Committee (IOC) resulting in the suspension of several of its members.

The values of sport that the world had come to love and cherish were being threatened, and it was doping above all else that provided the most serious threat to sport’s future.

**WADA – an antidote to doping in sport?**

Accordingly, WADA was formed in 1999, at the First World Conference on Doping in Sport. Representing the sport movement, the IOC invited governments of the world to Lausanne, Switzerland with the aim of establishing an international, independent agency to combat doping in sport.

WADA started operating later that year, and as a unique 50/50 partnership between sport and governments; the IOC representing half of WADA’s modest annual \$26m budget, and governments of the world the other half. And this 50/50 split reflected the half-sport, half-government composition of WADA’s Executive Committee and Foundation Board.

Following the very first edition of the World Anti-Doping Code (the Code) and International Standards in Copenhagen in 2003 – which was in effect, the first set of globally consistent anti-doping rules – these rules then took effect in time for the Athens 2004 Olympic and Paralympic Games. All International Federations signed on before the Opening Ceremony in Athens, except FIFA who signed only after an advisory opinion was delivered by the Court of Arbitration for Sport.

The government commitment to recognising the Code came in the form of a UNESCO treaty: the UNESCO International Convention against Doping in Sport which was written in record time in 2005. This Convention, which last year celebrated its 10<sup>th</sup> anniversary at the UNESCO Conference of Parties in Paris, has now been ratified by 183 countries reflecting 98% of the world's population.

Since then, the Code and the International Standards have been revised twice; first culminating in the World Conference held in Madrid in 2007 (the 2009 Code); and the second occasion culminating in the World Conference in Johannesburg in 2013 (the 2015 Code). These rules are not stuck in concrete but open to regular review depending upon changes and conditions and of course decisions from appropriate tribunals.

This unique partnership between government and the sport movement is what helps the anti-doping community protect the values of sport. Values-led sport is what clean athletes and the public at-large desire, after all. Purity of competition, doping-free sport.

### **Values and Integrity: The Twin Pillars of the Anti-Doping Movement**

Values remain as important to sport today as they have always been. With today's "win at all costs" culture continuing to threaten sport, the public and vast majority of athletes value the importance of fair play as they always have. The "win at all costs" culture encouraging athletes to take shortcuts, enticing them with more money, and with the entourage persuading the athlete to break the rules so that that support person can also benefit from the athlete's success – there is a huge amount of temptation for athletes to cut corners.

The public are quite frankly disgusted by cheating. One might even say that in light of recent doping scandals – which are fuelled by mass media exposure – that there are signs of doping fatigue amongst the public. Well, it is our responsibility in the anti-doping community to retain public and athlete confidence through a robust anti-doping system led by strong values. WADA itself has the dual role of acting as anti-doping regulator and collaborative partner to the many stakeholders that carry out these anti-doping programs.

Values such as fair play; a respect for your opponent and the officials; healthy regard for the rules of sport; honesty over dishonesty; ethical behaviour from athletes – doing what is *right*. Say No to Doping. Ethics in sport help us distinguish what is right from what is wrong. By sticking to strong values, we in the anti-doping community can improve society by protecting clean athletes.

### **Replacing a war on doping with Protection of the Clean Athlete**

The title of this speech you will have noticed refers to 'clean sport'. It is no coincidence that we have made the switch from talking of a 'war on doping' to promoting 'clean sport' and protecting 'clean athletes'. This has been a philosophical shift that better captures what we in the anti-doping community stand for. For many years, anti-doping was thought of in negative terms: a war on doping; a battle between cat and mouse; the good guys versus the bad guys. Yet today, it is more apparent that we are doing in anti-doping in sport is not just fighting a war on these fronts, rather we are protecting the clean athlete. This is our

raison d'être – to ensure that clean athletes have the opportunity to compete on a level playing field. The clean athletes are the overwhelming majority, after all.

Today, under the improved rules of the revised World Anti-Doping Code, we protect the clean athlete like never before.

We have longer, four-year sanctions for intentional doping cheats; more effective testing that encourages organizations to test the right athlete for the right substance at the right time; rules that better recognise that rarely does an athlete dope alone, but more often doping is the result of the entourage encouraging athletes to make those bad decisions.

We are always increasing and improving our research, both in science and also in social science so that we are able to better understand *why* an athlete dopes. We have an enhanced compliance program so that high quality anti-doping programs are in place in every part of the world; Outreach and Education initiatives that promote values-based education so that the athletes of tomorrow are prevented from doping. And let's not forget other crucial tools that are used to combat doping such as the Athlete Biological Passport.

The potential is there for anti-doping to make greater progress than ever before, but for that to happen we also require excellent practice from our anti-doping partners worldwide. We have to ensure that there is full engagement from our partners if we are to succeed in our mission to be both an anti-doping regulator and collaborative partner.

And we require the athletes to hold up their end of the bargain. As such, our expectations of athletes are that they educate themselves fully on the current anti-doping rules. If athletes are aware of doping behaviour, they can provide information to any one of a number of whistleblower channels that WADA and our partners have. Athletes have a responsibility to avoid association with banned support personnel, as is required through the new 'Prohibited Association' article in the Code. And athletes also have responsibilities to complete their Whereabouts efficiently. All these aspects are important if the system is to work in the athletes' best interests.

Anti-Doping Organizations have a responsibility to uphold quality practice, but athletes must play their part by adhering to these rules, too.

## **Recent Challenges**

We talk of the need for engagement from our partners, but as we have seen from recent events, not *all* of our partners have been practicing anti-doping effectively.

What the recent Independent Commission investigation into doping in Russian athletics, and track and field more widely, did was prove the huge value that investigative work now has in modern-day anti-doping work. The 2015 World Anti-Doping Code offered WADA, for the first time, the opportunity to conduct its own investigation – and thanks to the fine work of both whistleblowers and the media, we were provided with the perfect Launchpad to use this power to full effect and discover some seriously alarming findings. The Independent Commission should be commended for the thorough job they carried out. And on the point of whistleblowing and investigative journalism, we should not be concerned that it took these individuals to instigate the need for the investigation; far from it, we at WADA have no monopoly on anti-doping wisdom. We pride ourselves as an organization on being able to engage *with* other stakeholders to discover instances of doping. And what this investigation also demonstrates is that we no longer rely on traditional scientific testing to prove doping; our net is wider than ever before, and we must not be reticent in using all the powers at our

disposal to right wrongs and protect the clean athletes of the world. They, and indeed the wider public, expect no less.

And consider for one moment the impact we have had with this investigation. For Part 1, which related to systematic doping in Russian athletics, we took immediate action by: suspending the accredited laboratory in Moscow, and ensuring that its then Director was removed from his position; the Board declared the Russian Anti-Doping Agency (RUSADA) non-compliant, forcing the agency to make major changes to its operations before it can seek to be deemed compliant again; and the IAAF suspended membership of the All-Russian Athletics Federation (ARAF), meaning that it must meet a series of quality checks before its Russian track and field athletes can begin competing again.

Part 2, which focussed on criminal behaviour by individuals who were at the very top of the IAAF, presented very troubling findings, focussing on very serious acts of conspiracy, corruption and bribery, as well as some serious breaches of World Anti-Doping Code rules. These actions ultimately allowed doped athletes to evade punishment and sanctioning for a long period of time. But what is important now is the action that is, and will, be taken following the Report. The IAAF has begun – and will continue with WADA’s help – introducing corrective measures as well as overhauling their governance and reform structures so that this cannot ever be allowed to happen again.

The result of the investigation should be not only that recommendations are fully adopted, but also that similar problems are avoided in the future.

## **Conclusion**

We hear more today about other ethics in sport “issues” such as match-fixing (in the highest echelons of elite tennis, as we heard earlier this month), illegal betting, corruption and fraud. In fact, sport has been on not just the back pages of our newspapers this year but the front pages too. Rather than seeing these other ‘integrity issues’ as competing with doping for media space or television airtime, we must instead see all these as values-based matters that matter! They are *all* issues that threaten sport as we know it, and we must *all* row in the same direction if we are to combat these problems effectively. To coin a frequently used politician’s phrase: we are *all* in this together.

There is no doubt, however, that doping is still king in terms of its importance as an ethics in sport issue. Doping like no other issue hits athletes where it hurts: at their one shot at glory, at their own opportunity of a gold medal, and that is why we must continue to work together to protect clean athletes. As the Chair of the Independent Commission Richard Pound said recently, doping, unlike other ethics and corruption issues, directly affects results and those competing on the field of play.

And all these efforts will, here in Japan, take on increasing importance as the spotlight shines on Tokyo for the 2020 Olympic and Paralympic Games.

We must ensure the clean athletes prevail when the attention turns to Tokyo, and that all those that transgress the rules by doping are excluded from the action.

- Sport for tomorrow is for the clean athletes.
- Clean athletes deserve fair and even competition.
- The public want to see fair play in action.
- We would like to see everyone playing true.

--Thank you.