

WADA IN 2013

Address by the Hon. John Fahey, AC,

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Good morning ladies and gentlemen, and a very warm welcome to WADA's 2013 Media Symposium.

As many of you will know, WADA has traditionally held its Media Symposium at the IOC Museum in Lausanne, Switzerland. However this venue is still undergoing a refurbishment so we decided to use the opportunity to visit a different country and city this year.

We are delighted to be here in London and delighted so many of you have made the effort to attend what we consider to be an important date amongst WADA's annual activities.

I would like to start my address by bringing to your attention a phrase that for me gets to the very heart of why doping in sport is so fundamentally wrong, and why we need to continue the fight against doping to the best of our abilities.

"WITHOUT INTEGRITY THERE CAN BE NO GENUINE ACHIEVEMENT"

Much as I would like to claim these words as my own, I have in fact borrowed them from a Harvard University professor who was quoted using them while addressing a problem of plagiarism within his department.

For me they encapsulate perfectly the reason why I am so opposed to doping in sport, and why it has been a privilege for me to serve this cause for the five years that I have been president of WADA.

In my address this morning I will share my thoughts on a variety of issues that are at the forefront of anti-doping, and I think you will find the sentiment carried in this phrase has relevance throughout.

2013 represents a very significant year for the World Anti-Doping Agency. Several years of work will come to fruition at the World Conference on Doping in Sport in South Africa in November when the 2015 version of the World Anti-Doping Code is approved.

The Code is the document that unites and guides the world's anti-doping community and the changes likely to be made will obviously have a bearing on the Agency's activities and mandate.

These changes will be discussed in more detail by WADA's Director General, but I think it important to stress that they will reflect the wishes of all our stakeholders – sports federations, governments, athletes, the health and science community.

As my maximum six-year term as President expires at the end of this year, the World Conference is also the occasion when my successor is confirmed and officially introduced to the world's anti-doping community, the sports movement and the governments of the world.

There is still much work to be done in preparation for the World Conference and in the coming months much of our attention will be focused on this event and finalizing the review of the Code and its associated International Standards.

It will keep us very busy, but I think it fair to say that there is never a quiet time for WADA. As long as there is sporting competition there will be athletes who choose to cheat, and consequently a need to lead the fight against this global threat to sport's integrity.

And - if the last eight months are anything to go by - that need is increasing in its urgency rather than receding.

The second half of 2012 and the start of 2013 has been as busy as any period I can remember at WADA; a period during which we have witnessed the very best of sport but also the very worst as we have carried out the responsibilities mandated to us by the Code.

Sport has been front page news for both the right and wrong reasons during this time. The London 2012 Olympic and Paralympic Games gave us many wonderful moments to admire and enjoy – it reminded us of the pleasure that sport can bring and the terrific social impact it can have on a country and a community.

London 2012 also enabled the world's anti-doping community to ramp up its activities ahead of the Games to try and provide clean athletes with the doping-free stage that they so deserve.

In terms of anti-doping, London 2012 set the bar for future Olympics to follow: I was encouraged by the increased levels of testing ahead of and during the Games, UK Anti-Doping did a very thorough job with its pre-Games testing plan, and there was a new level of cooperation between all the anti-doping bodies to try and ensure London was as clean as possible.

The benefits of this experience will not be lost. From now on it should be the aim of all local NADOs to be in a position to offer assistance to the IOC and local organizing committee ahead of all Olympic Games.

This was the case last summer when UKAD gathered intelligence from the world's anti-doping community, and effectively developed a model for the future. UKAD's debrief last month on the effectiveness of this intelligence sharing is testament to that model.

WADA will also continue working with the IOC's anti-doping team to ensure that the transfer of knowledge and expertise continues into the next Olympiad.

Having enjoyed such a magnificent summer of sport, the harsh reality of doping soon returned to the front pages with the highly-publicized Lance Armstrong case, and more recently the report from the Australian Crime Commission.

While the ramifications of USADA's impressively thorough investigation into Mr. Armstrong are still being played out, we must not let ourselves forget the fact that this is an individual who masterminded one of the most systematic and widespread doping frauds in the history of sport.

It is not an excuse to say that other riders were doping and therefore I also had to cheat. It is not an excuse to say that the rigorous demands of the sport make it necessary to take performance enhancing substances.

It is not an excuse to say that riders in the Tour de France have been seeking an edge ever since the race was founded 100 years ago.

The reality is that Mr. Armstrong cheated for more than a decade, bullied others into cheating, bullied those who would dare to expose his cheating, and to this day continues to manipulate the facts for his own benefit.

Of course it is not easy to rejoice when such a celebrated sports star is categorically proven to have been a cheat, is stripped of all his titles, and banned from ever competing again.

Mr. Armstrong inspired many, many people, who consequently now feel betrayed by his actions and by his refusal to make any amends.

But in terms of anti-doping it was very much the right thing to happen: the seriousness of the charges brought against Mr. Armstrong far outweighs the disappointment of his fans.

The Armstrong case has shown that no matter how successful and how influential an athlete becomes, the anti-doping authorities will continue to pursue them if they are, or have been, involved in doping activities.

It has also shown the growing effectiveness of non-analytical evidence in building a case against a doping athlete. As we know from USADA's Reasoned Decision, much of the evidence against Mr. Armstrong came from fellow riders, from associates and from members of his entourage.

And it is non-analytical evidence that is now at the heart of the Australian Crime Commission Report which outlined extensive links between organized crime and doping in sport.

We wait the details from this report to see what will come in terms of possible breaches of the rules, and prosecutions of the laws.

Doping athletes should take note that no longer are sanctions based purely on the evidence of blood or urine.

All NADOs should examine the way that USADA used intelligence to build the case against Mr. Armstrong, and to implement similar components into their anti-doping programs so that they can undertake investigations with WADA's guidance.

And I encourage public authorities across the world to take serious note of the growing trend of doping and corruption in sport, and to be vigilant to the dangers of it happening in their backyard.

We need to be ever alert to the increasingly sophisticated science available to athletes today and to the growing influence of the underworld.

Whenever there are significant sums of money to be won, and glory to be gained, there will always be those willing to come up with new and more cunning ways to cheat.

This is the reality we face. Indeed, it was for this reason that we staged an international conference with the pharmaceutical and biotechnology industries in Paris in mid November, an event generously hosted by the French Ministry for Sport.

Every year WADA dedicates 20 per cent of its funds to science research. That equates approximately to 5 million dollars, a drop in the ocean when you consider the hundreds of millions of dollars that changes hands on the black market for performance enhancing substances.

Already there have been instances of WADA receiving support from the pharmaceutical industry to develop detection methods for products that have the potential for performance enhancement, and the Paris conference allowed a unified agreement that it was in the industry's interests to do more.

More collaboration with the anti-doping authorities will allow the industry to protect its products from further abuse – both in terms of black market production and wrongful use by athletes – and also provide a further service to sport and society.

We have made no secret in recent years that, while the problem with drugs in sport appears to be on the rise, WADA's funding has remained at the same level since 2011. It is less in real terms if you take inflation into consideration.

The initiative with the pharmaceutical industry was developed not only so WADA could dip into a well of expertise and knowledge, it was also to explore ways of sharing the costs – the rationale being why spend money on research that may already have been conducted.

Developing partnerships has been a key ambition of WADA's for the past few years, and as well as our developing relationship with the pharmaceutical industry we have had some success working with public authorities such as Interpol and the World Customs Organization.

WADA will continue to look for similar opportunities going forward. In fact, it is imperative that we do because the state of the world's economy suggests that funding will be an ongoing problem for the agency.

We have highlighted the issue of funds at our recent Foundation Board meetings - but with little success. We are told that because governments have been forced to cut back

their domestic budgets and they have no more money to spend on this international issue.

Of course we appreciate that money is scarce the world over, but when you consider the hundreds of billions of dollars generated globally by sport every year, and the importance sport plays in our lives - especially in the development of young people – it continues to surprise me why there is a reluctance to properly invest in it.

As you will know, WADA is funded equally by government and sport. Whatever we raise from governments every year is matched dollar for dollar by the sport movement through the International Olympic Committee.

So this is also an issue for sport to address. Sport cannot excuse itself from making an appropriate contribution to properly fight this problem just because governments are not willing to pay more.

WADA also took the opportunity at the pharmaceutical conference in Paris to highlight the fact that doping is no longer an issue confined to the sporting world, and as such we need greater support fighting it.

Performance enhancing substances are encroaching more and more into other areas of society and for this reason there needs to be a major rethink as to how the issue is addressed.

As well as athletes abusing substances, we often read about students taking substances to help them study, especially with exams approaching; indeed, a recent study from Mainz University in Germany indicated that as many as one in five students had taken some form of drug as a study aid.

We read about members of the security services taking steroids in order to enhance their physicality, to make themselves stronger, supposedly less vulnerable; we read of teenagers taking products to increase their muscle growth so they can emulate individuals on the front of magazines.

Indeed there is now an acronym for drugs taken for vanity purposes: IEDS, which stands for image-enhancing doping substances.

These are social issues that fall outside WADA's mandate but are closely connected to the same problems we face in sport, namely the abundant supply of performance enhancing products, and the willingness of people to take them while seeking a short-cut to success.

We need governments around the world to accept that doping is a societal problem. And in order to address this problem there needs to be legislation in place that enables effective mechanisms to identifying doping and effective mechanisms to deal with it.

This includes legislation against the illegal production and trade of doping substances. The full details of a report funded by WADA will soon be released that highlight the need

for criminal law enforcement to take a greater role in anti-doping. For this to happen governments first need to introduce appropriate laws.

We expect this report to add weight to the findings of a Loughborough University study last year which showed that anti-doping programs are significantly more effective in countries that have anti-doping legislation.

One only has to look at the difficulties that exist gaining access to the evidence from the current hearing into Operation Puerto to see how the lack of legislation can be a major hindrance to the anti-doping community.

Following the recent revelations, Australia wasted little time introducing a bill to give ASADA the authority to call witnesses and demand information.

When this bill is passed it will be a first for the national anti-doping agencies.

But it is not only governments that need to raise their game in terms of anti-doping. Sport too needs to stop procrastinating and make a very real stand against this continuing trend to cheat.

I have no qualms in saying that sport has to take more responsibility for what is going on within its boundaries, and the Armstrong case has shown this with particular clarity.

Sport needs to recognise that every time there is an inept response from the sports administrators to doping – as we have seen from cycling over the years - the reputation of sport across the world suffers as a result.

WADA was set up in 1999 to create a globally unified approach to the fight against doping in sport, to develop the processes that help its signatories to fight doping, and to monitor the performance of those signatories.

It is not WADA's job to sort out the doping problems that may exist within a certain sport – that is the responsibility of the sport. WADA has neither the jurisdiction nor the resources of personnel and funding to delve into one particular sport and provide the solutions.

WADA is here to help and to offer expert advice but it is not mandated to cure the doping ills that have been allowed to build up within individual sports over the last decades.

I mentioned earlier that we face the challenge of keeping up with the sophisticated science available to dopers, and yes that is a very real challenge.

But I wonder whether the complexity of science is also used as an excuse for not catching more doping cheats, and whether the real problem lies more in sports' implementation of the processes that WADA has developed.

Our science has come on leaps and bounds in the last 10 years, but it is of little value if an anti-doping organization does not have the necessary will and enthusiasm to use it properly. Perhaps there is too much conservatism, too much concern for brand and reputation, and not enough zeal for the task.

I mentioned earlier that sport generates hundreds of billions of dollars annually; well, it is very clear that a tiny percentage of that goes into anti-doping - a tiny percentage. If more was invested we would have more success in protecting the rights of clean athletes.

There is a long-held belief that sport embodies the values of fair play and honesty that we want our children exposed to.

Perhaps we need to reassess that belief; maybe we should consider whether sport may in fact be a corrupting influence, especially the closer an athlete gets to elite level.

For many, sport offers enjoyment and helps ensure a healthy lifestyle, but at what cost? Too often we hear about sports stars exposed as doping cheats, too often we hear about corruption within sporting organizations.

We often question the physical dangers of taking part in sport, but rarely do we question the moral dangers. It has been said that sport is a microcosm of society, but I wonder whether in fact the levels of cheating and corruption within sport have become significantly higher than in other areas of society.

WADA hopes in the next few months to release details of research conducted last year into the prevalence of doping among elite level athletes. This might help us form a more accurate picture of the overall health of sport. I fear it will not make for pleasant reading.

With this in mind, WADA will continue emphasizing the importance of anti-doping education and awareness - within educational establishments, international federations and anti-doping organizations.

If, as we strongly suspect, there is wider acceptance and a higher occurrence of cheating in today's world than there was in the last century, then the need for anti-doping education is greater than ever. We need more prevention through education.

WADA has a range of free turnkey educational tools and learning kits, and we will continue encouraging our stakeholders to use them for the delivery of values-based messages.

It is important that when an athlete is tempted to use doping substances they are – at the very least - able to make a reasoned judgement as to whether they do or not.

Our aim is to help schools introduce anti-doping components into their curricula, and for sports to put more emphasis on education in their anti-doping programs.

The 'trickle down' effect of elite athletes doping is already reaching athletes competing at age group level and in amateur sport. That effect needs to be addressed urgently.

WADA has been working closely with FISU – the international governing body for university sport – to explore ways of introducing anti-doping education at university level in 2013, and we are hopeful this will provide a platform with which to approach other institutions.

Prevention through education is a significant element of WADA's strategy for the future.

I would like to finish my address this morning by acknowledging the efforts of the media in the fight against doping in sport.

There has been much admirable journalism in recent years; it has assisted anti-doping authorities in bringing sanctions against high-profile athletes who dope, and it has kept the issue of doping very much in the public eye.

Sport needs the media to keep it honest, to help protect its integrity. I encourage you all to continue along this path.

Thank you.