



▶ **VALUING AN ATHLETES RIGHT TO SPEAK UP**

▶ **STARTING A CONVERSATION ABOUT INCLUSION**

▶ **WHEN INTERESTS COLLIDE - DEALING WITH CONFLICTS OF INTEREST**

PLUS: JOINT STATEMENT ON ADAM GOODES | ONE NETBALL - A MODEL FOR CREATING MORE INCLUSIVE ENVIRONMENTS | HOW NOT TO BEHAVE | ANZSLA SERVICES | AND MORE...

Are you interested in safeguarding the integrity of sport? To find out more go to the link below to find out more:

<http://pbtr.com.au/safeguarding/>



Why sign up?

Who is signing up?

People who registered and/or attended the **Safeguarding the Integrity of Sport** forums that are being conducted in every state and territory throughout March, April and May 2015. Everyone who registers for a forum will be invited to sign up for more support and

How often will I receive emails?

We will not be bombarding you with multiple emails. We will only contact you when we have an invitation or a resource we think you would be interested in. And you can opt out of the email list at any time.

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THE EDITOR

There's never a dull moment in Australian sport! Over the past couple of months sport has made frequent front page headlines, not always for the right reasons. Despite recent controversies in NRL, tennis and AFL there is, of course, much to celebrate – not least the Australian Diamonds Netball World Cup victory.

Netball's success is both on the big stage and off it. In this issue we take a glimpse of that off-court success through One Netball. In the aftermath of the Adam Goodes issue, Clyde Rathbone writes about an athlete's right to speak up. We also tackle the tricky issue of conflict of interest and highlight strategies to make your sport more inclusive.

As ever, there's lots more to read about in this issue. Please feel free to circulate the magazine to your friends and colleagues in sport and encourage them to subscribe at www.pbtr.com.au. It all helps in keeping sport safe, fair and inclusive.

Until next time ...



Peter Downs
Manager - Play by the Rules

Please 'Like', 'Follow' and 'Subscribe' - a great way to support safe, fair and inclusive sport



JOINT STATEMENT ON ADAM GOODES

On 31 July 2015 some of Australia's largest companies joined over 150 of Australia's corporate, Aboriginal and Torres Strait Islander and community organisations, including Play by the Rules, to issue a joint statement to call for renewed efforts to stamp out racism in sport and in everyday life.

This follows the events of 26 July when prominent Aboriginal AFL player, former Australian of the Year and dual Brownlow medallist, Adam Goodes, was booed at every turn during the Swans v West Coast Eagles AFL match.

The joint statement praised Goodes as an outstanding Australian who should be commended for displaying a culture all Australians should celebrate and be proud of.

Goodes takes a courageous stance against racism as a proud ambassador of the 'Racism. It Stops with Me' campaign and is a strong advocate for issues affecting Aboriginal and Torres Strait Islander peoples.

The booing, which has snowballed out of control this year since Goodes proudly displayed his culture during the AFL Indigenous Round, appears to be in large part racially motivated.

The statement said that dismissing claims of racism by saying the booing was just banter is to use football as a shield for prejudice. Legitimate barracking for one's team is a tradition that has been alive as long as the game itself, but when such behaviour coincides with cultural displays and Goodes' efforts to stop racism, it is clear that the line has been crossed to racial abuse.

Suggesting that this kind of behaviour does not have an effect is to deny the evidence about the known health impacts of racism. These are not diminished simply because the person being subjected to racial abuse is an elite athlete. It is deeply disturbing that this kind of racism may influence whether a player decides to take the field for one match or is forced out of the game for good.

If this behaviour isn't stamped out, then what message is being sent to future generations of Australians about what is acceptable in this country? What message does it send to young Aboriginal and Torres Strait Islander people about their culture, and what they can expect should they want to excel in sport or other fields?

It is a great stain on our nation that the experience of Goodes is the lived experience of many Aboriginal and Torres Strait Islander people, and there is ample evidence that demonstrates the

negative impact on mental and physical health, as well as life opportunities.

Racism has no place in Australian sport or our society at large. The actions that have been taken inside and outside of the AFL are commendable, but all sports and sporting clubs must develop coherent and far-reaching strategies in partnership with Aboriginal and Torres Strait Islander people to stamp out racism in sport.

As a starting point, codes and clubs should encourage members and supporters to join the 'Racism: It Stops with Me' campaign at <https://itstopswithme.humanrights.gov.au>

Australia must and can be better than this.



ONE NETBALL - A MODEL FOR CREATING MORE INCLUSIVE ENVIRONMENTS

As we all celebrated the success of the Australian Diamonds – crowned world champions at the Netball World Cup for a third successive time – another model of success was continuing to grow at the opposite end of the spectrum. One Netball was created with the aim of making Netball more accessible to the diverse needs of people at grassroots level.

There's a lot to like about the way that Netball Australia has developed One Netball. Certainly, the partnership with Australia Post through 'Our neighbourhood' has helped, but while partnerships are important the strength of One Netball lies in the clarity of the different activities and initiatives that make up One Netball. This suite of initiatives adds up to a powerful 'call to action' that has contributed to an increase in participation levels and has made netball one of the most inclusive and accessible sports in the country. More specifically, One Netball includes:

- a One Netball website, hosting an interactive program and resources aimed at improving clubs' and associations' understanding of inclusive practices and actions
- One Netball seminars, delivered nationally by trained presenters addressing basic principles of creating inclusive environments
- establishment of five One Netball ambassadors
- the One Netball Community Awards, celebrating individual and community efforts to engage and support diverse communities with netball
- an Australia Post One Netball Round of the ANZ Championship
- 'Come and Try' netball clinics in each state and territory for communities new to netball.

Find out more about One Netball at www.onenetball.org.au

One Netball video – St Mary's story: <https://www.youtube.com/watch?v=b0EohnboQrc>



HOW NOT TO BEHAVE

ABC SERIES RAISES SOME IMPORTANT ISSUES FOR PARENTS

Have you seen ABC's comedy series 'How Not To Behave'? (<http://www.abc.net.au/tv/programs/how-not-to-behave/>). It's on Wednesday evening and stars Gretel Killeen and Matt Okine. It looks at social norms and the habits we all have in various social situations. It's very interesting, funny but touches on some serious behavioural issues. Episodes so far have considered situations in public spaces, travel and transport, use of social media and love and dating. In Episode 6 Gretel and Matt discuss the etiquette of Saturday sports and the rules of exercise.

Although the Episode takes a light hearted look at parental behaviour, here at Play by the Rules we see the impact of inappropriate, poor or unacceptable behaviour on a regular basis - behaviour that sometimes, on the face of it, seems harmless and just part of sport, but in the long term can be very negative and damaging on sport.

This clip from the Episode would be a good starting point for broader discussion around club culture and behaviour. You can view the clip here:

<https://www.youtube.com/watch?v=mKOGp2aXbcl>



STARTING A CONVERSATION ABOUT INCLUSION

One of the most common expressions when talking about inclusion to clubs is 'but we're doing that already!' If you ask a group of people from a club if they consider that their club is inclusive 99.9 per cent of the time, they will say that they are and that they welcome anyone into their club, regardless of ability, age, gender or cultural background. They will say that because it is the right thing to say.

But you might know different. You may be aware that the club you are talking to is not very inclusive and does not provide many opportunities for diverse groups. So how do you start a conversation about inclusion?

Acknowledge your club's willingness to be inclusive – the love sandwich!

It is important to acknowledge a club's willingness to be inclusive even if they are not practising inclusion very well. It's unlikely they deliberately exclude anyone, it's just that they do not recognise the disadvantages that their club (and society) imposes on some people. You might see how they are not being very inclusive, but they may not be seeing the same thing.

The 'love sandwich' tactic will work here. Start with a positive and recognise a club's willingness to provide opportunities for people with disability as a good thing. Then begin to outline what can be done to make the club more inclusive – and hence increase membership – in the long term.

What does being 'inclusive' mean for your club? How would you define what an inclusive club is?

Here is an example of how a club might define itself in terms of inclusion:

'Being an inclusive club means being a welcoming and friendly club and making people with diverse backgrounds, experiences, characteristics and attributes feel invited, valued and an integral part of our club.'

The process of defining what inclusion means for a club is more valuable than the actual statement itself, so it should not be left to the club president or secretary alone to develop. The club's board, committee or a 'collective' of club representatives needs to discuss and determine what inclusion means to them.

A good starting point for this conversation is also asking the question, 'Does the membership of your club reflect the diversity of your local community?'

If the membership does not reflect the diversity of the local community then you can probe a little further to consider some of the specific disadvantages some people might have in joining and being part of the club.

Make a list of the potential disadvantages the club might face, for example:

- possible additional financial costs to the club of providing more diverse programs
- differing perceptions of what people can and



cannot do (for example, 'we do not encourage people who use wheelchairs to be part of our club because we are a football club and people who use a wheelchair do not play football')

- access to facilities
- transport availability and cost
- individual membership fees may be too high for certain groups
- a real or perceived lack of skills from club coaches and officials
- language and communication barriers
- scheduling and timing of club activities may not suit certain people
- lack of training for facility staff on disability/diversity awareness
- concerns over safety issues.

It's a funny thing, but once you start to explore the various disadvantages it soon becomes clear what needs to be done to address them and make the club more inclusive.

What can you do?

Thankfully, much can be done. For example, clubs can make themselves more inclusive by:

- applying for funding grants to improve access to facilities or to help meet the cost of training

staff and volunteers

- developing partnerships with local groups that represent different population groups
- forming an inclusion committee within the club specifically to consider how the club can create more opportunities
- creating a 'buddy' system for new members. The buddy is responsible for introducing the new member to others in the club and making sure the new member is familiar with how the club operates, when things happen and where facilities are
- encouraging new members to invite family and significant others to come along to social functions and to watch games
- considering more family friendly or discounted membership fee structures.

These are just a few of the ideas that people within a club might come up with. Again, it is important that people in the club go through the process of determining what they can do for themselves, so there is a deeper understanding of what being an inclusive club means.

VALUING AN ATHLETES RIGHT TO SPEAK UP

You probably don't recognise the names Tommie Smith and John Carlos. Michael Jordan, on the other hand, is a name I'd bet the majority of you instantly identify. Perhaps Jordan's global celebrity juxtaposed with Smith and Carlos' relative obscurity says much about how we value sportsmen and women.

During the medal ceremony at Mexico City's 1968 Summer Olympics, African American athletes Tommie Smith and John Carlos raised their black-gloved fists in what Smith would later call a 'human rights salute'. Knowing they would have the brief attention of the media they held their fists aloft for the duration of the American anthem, and

in doing so brought worldwide attention to African Americans' struggle for equality.

As Smith and Carlos left the podium they were booed by the local crowd, and upon returning home both men were subjected to scathing criticism by the media and sporting establishment. Incredibly, Time magazine showed the five-ring Olympic logo with the words, 'Angrier, Nastier, Uglier', instead of 'Faster, Higher, Stronger'.

Four years earlier, Muhammad Ali, then at the peak of his career and easily the most recognisable athlete on the planet, refused the military draft to fight in Vietnam. At the time Ali was subjected to intense pressure, both from large swathes of the American public and from the government, who arrested him and stripped him of his title and his boxing license. Ali's vocal refusal to enlist and the impact his actions had broken new ground.

Ali's moral fortitude led the New York Times columnist William Rhoden to pen the following: 'Ali's actions changed my standard of what constituted an athlete's greatness. Possessing a killer jump shot or the ability to stop on a dime was no longer enough. What were you doing for the liberation of your people? What were you doing to help your country live up to the covenant of its founding principles?'

Today social media has made it easier than ever for athletes to communicate directly with fans. LeBron James has 23-million twitter followers – that's equal



to the population of Australia. Marketers love talking about this newfound ability for athletes to promote products and build brands. It is even considered part of an athlete's brand building strategy to align with some carefully selected charities or social causes. In this environment, where a single tweet can enhance or damage an athlete's reputation, social media audiences are often treated as potential customers.

A quick scroll through the Twitter, Instagram or Facebook pages of sports celebrities is enough to know that 'selling' is as much a part of the job as working out and eating healthily. Product after product is pushed ad nauseam. Not that athletes shouldn't profit from social media marketing, but it would be nice to see them balance that behaviour with the promotion of ideas that make the world better.

Athletes such as Adam Goodes and David Pocock are willing to stray from the conventional use of social media.

Pocock's advocacy of equality in all spheres coupled with a deep dedication to environmental causes have earned him plenty of criticism. He was reprimanded and threatened with contract termination when he chained himself to coal mining equipment at the Maules Creek mine site in northern New South Wales. And his refusal to accept homophobic slurs during a recent match generated the ire of those who would prefer athletes robotically keep opinions to themselves.

Adam Goodes' advocacy of Indigenous issues forced him to weather a firestorm of criticism. Over the past few weeks Goodes has been aggressively booed in stadiums across the country, and many

took to social media to attack his overt support for Aboriginal people and their culture.

Goodes and Pocock appear more concerned with doing what is right than doing what is expected of them as athletes. Which is to say they have the courage of their convictions.

If we want athletes to be true role models we must encourage them to tell us what they think. We must support their use of free speech at every turn even, and perhaps especially, when we do not agree with their views.

When we do criticise we should focus our criticism on the ideas using sound argument and critical thought. Attacking individuals because we disagree with their views diverts us from being able to question our own opinions. And it prevents more athletes from being honest with themselves and their fans.

Progress is only possible in a society where ideas are openly discussed, and it's time more athletes recognised the opportunity they have to drive positive change in society.

As sports fans we can help drive this change by adopting an open and curious attitude, an attitude that values how people think far more than it

Clyde Rathbone

www.clyderathbone.com



WHEN INTERESTS COLLIDE - DEALING WITH CONFLICTS OF INTEREST

What to do when interests collide at your club

Mum and dad volunteers are the backbone of grassroots sport in Australia. They lead our sporting clubs and are usually heavily involved in other areas of the community. As a result, the potential for conflicts of interest are common in the club setting and are sometimes impossible to avoid.

For example, parents coach their child's team and then attend evening committee meetings; referees can be local business owners; an official might be a club sponsor; or the club president could also be the town mayor. Each of these people is in a position where potential conflicts of interest may arise. So how can clubs manage these possible conflicts without preventing their volunteers from participating in official functions?

What does 'conflict of interest' mean?

The term 'conflict of interest' refers to a situation in which an individual has competing interests or loyalties. When it comes to sporting clubs, you could think of it as a 'conflict of roles or responsibilities'.

Failing to deal with a conflict of interest may not be illegal, but it is almost certainly unethical, and can cause real damage to the club and the reputations of the individuals involved. Examples may include:

- A coach selects his daughter for a team even though she doesn't meet the official selection criteria.
- The club president is tasked with finding a new office for the club and chooses space in a building he owns.
- A board member's son is given a job within the organisation despite the position not being advertised.



Perceived conflict of interest

A conflict of interest may exist even if the person involved has not acted improperly. This is called a perceived or potential conflict of interest and can be just as damaging to the club as the examples listed above. Examples may include:

- The club president also sits on the local council. The two organisations are about to become involved in a dispute about the relocation of the club's home grounds.
- One of the people on the board recommends his sister's business for a consulting contract with the club.
- A club member is asked to mediate in a dispute between two parties, one of whom is a close work colleague.

How to avoid conflicts of interest

The best strategy to avoid any conflicts of interest is to avoid situations that may lead to them occurring. This is easier said than done. The key is declaring up front any potential or actual conflicts of interest which may arise from your private or professional interests, so appropriate action can be taken to remove that conflict. The other option is to retain your position, but remove yourself from discussions and/or decisions where a conflict may exist.

In essence, it is up to each person to make decisions that are unbiased and ethical and to behave with integrity at all times when undertaking their responsibilities at their club.

How can clubs manage conflicts of interest?

Every club should include guidelines for managing potential conflicts of interest in their code of conduct or code of behaviour. The document should outline examples of the types of conflicts of interest that may occur in sporting clubs and include:

- strategies designed to avoid conflicts of interest (for example, the establishment of a team selection panel with no vested interest in the outcome, thereby resolving a parent coach of that responsibility)
- policies outlining the responsibility of all club administrators and officials to disclose any real, perceived or potential conflicts of interest
- the actions to be taken when a conflict of interest is identified.

Play by the Rules has templates for different policies and codes that can be used by your club. Go to <http://www.playbytherules.net.au/features-mainmenu/club-toolkit>

The Australian and New Zealand Sports Law Association - initiatives and events

Instead of ANZSLA's usual column on 'Legal stuff', this issue will focus on some of the services ANZSLA provides to the sports industry.

ANZSLA is delighted to announce the launch of a Sports Tribunal Referral List which has been designed to assist sports with their dispute resolution processes. The list contains the names of ANZSLA members who have expressed an interest and willingness to serve on sports tribunals across all states and regions of Australia, and we hope that this initiative will be of great assistance to sports.

The Sports Tribunal Referral List is available on the ANZSLA website at: <http://anzsla.com/content/sports-tribunal-referral-list>.

Another development designed to assist sports is the Legal Contact List. The Legal Contact List is a compilation of ANZSLA members (including contact details and area of speciality) who have practising certificates that enable them to provide legal services to members of the public. The Legal Contact List can be viewed on the ANZSLA website at: <http://anzsla.com/content/legal-contact-list>.

ANZSLA also provides educational events on legal issues affecting sports, and this year's ANZSLA Conference will take place at the Melbourne Cricket Ground from 14 to 16 October. Sessions will include discussions on integrity, media rights, governance, disciplinary procedures and appeal processes, sponsorship, and a session on culture, and we are delighted that Peter Downs, Manager of Play by the Rules, has agreed to participate in that session.

Delegates will also enjoy keynote addresses from the Director General of the World Anti-Doping Agency, David Howman; and Simon Hollingsworth, Chief Executive Officer of the Australian Sports Commission. Full program details and registration are available from the ANZSLA website at: <http://anzsla.com/content/annual-conference>.

If you have any questions about ANZSLA or would like to suggest topics of interest for future articles in our regular legal issues column, email anzsla@anzsla.com.

Sharon Scriven
Executive Manager, ANZSLA

NATIONAL

Our Sporting Future Conference

Our Sporting Future will bring together sport sector key leaders, chief executives, professionals and administrators to address issues affecting Australia's sporting future. You'll hear from leading speakers on a range of subjects and the conference's key themes will focus on:

- the future of Australian sport
- participation growth
- commercialisation
- technology in sport
- market innovation
- strong and effective sports organisations

Our Sporting Future is being held on the Gold Coast from 21-23 October. You can register now by visiting www.oursportingfuture.com

ACT

Transgender and Intersex Sport Inclusion Guidelines underway and national survey

Following the release of the Victorian Equal Opportunity and Human Rights Commission's **Guideline: Transgender people and sport** released earlier this year, the ACT Human Rights Commission is about to engage with local community and sporting groups to help further the development of an ACT Guideline on inclusion for ACT Sports Associations and Clubs. It is hoped that the Guideline will provide further impetus for other

states and territories to develop similar.

The Australian Human Rights Commission also recently launched a national survey on the participation of transgender, gender diverse and intersex people in sport to ensure their rights are protected in the policies and practices of sporting codes.

The online survey will run from 20 August to 3 September and is available at:

https://www.surveymonkey.com/r/AHRC_SportSurvey

VIC

Stepping In program - tackles violence against women

VicHealth has recently released a new user friendly toolkit for sport called Stepping In. "It's a practical 'how to' guide for sports clubs and associations that want to take violence against women seriously and want to encourage their members to do the same" says VicHealth CEO Jerril Rechter.

For more information about VicHealth's Stepping In program visit - <https://www.vichealth.vic.gov.au/search/bystander-action-toolkit>

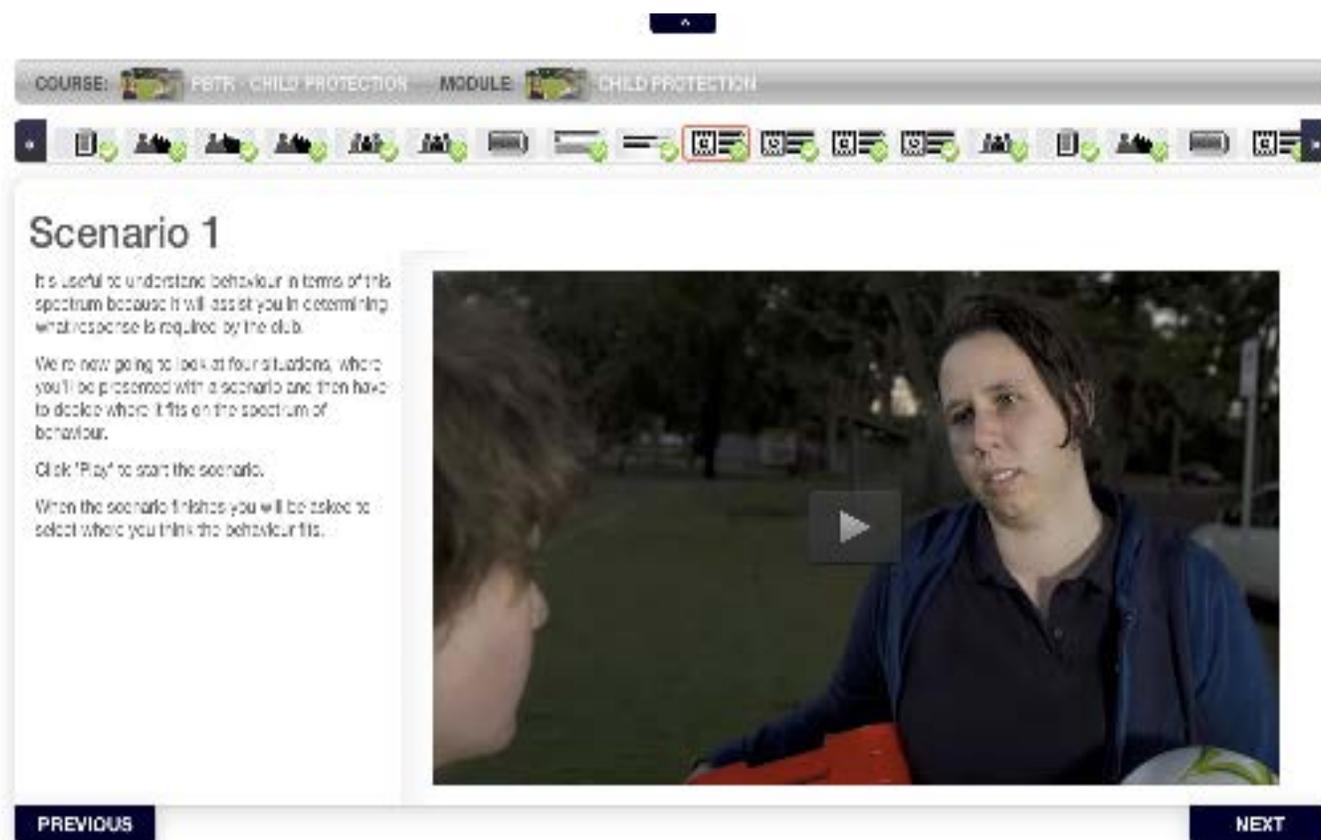
ONLINE COURSE UPDATE

Play by the Rules – Child Protection scenarios

The Play by the Rules Child Protection online course outlines a useful 'spectrum of behaviours' towards children, with healthy and positive behaviours within a child-safe environment at one end, and sexual abuse at the other. Understanding the spectrum is important as it will help you in determining what response might be required by your club.

Four video scenarios are used to illustrate various points in the spectrum. When the videos are finished you are asked to select where the example behaviour fits along the spectrum.

You can enrol in the free Child Protection course here: <http://learning.ausport.gov.au>



The screenshot shows a web browser displaying an online course page. At the top, there is a navigation bar with 'COURSE: FBTR - CHILD PROTECTION' and 'MODULE: CHILD PROTECTION'. Below this is a toolbar with various icons. The main content area is titled 'Scenario 1' and contains the following text:

It's useful to understand behaviour in terms of this spectrum because it will assist you in determining what response is required by the club.

We're now going to look at four situations, where you'll be presented with a scenario and then have to decide where it fits on the spectrum of behaviour.

Click 'Play' to start the scenario.

When the scenario finishes you will be asked to select where you think the behaviour fits.

To the right of the text is a video player showing a man in a blue jacket talking to a child. A play button is visible over the video. At the bottom of the page, there are 'PREVIOUS' and 'NEXT' buttons.

RESOURCE PROFILE

MPIO brochure

The Member Protection Information Officer is responsible for providing information about a person's rights, responsibilities and options to an individual making a complaint or raising a concern. There's a growing network of MPIOs across the country who are doing their bit to ensure sport is safe, fair and inclusive. They can also provide information and advice to sport administrators and complaint handlers with regard to the Member Protection Policy of that sport. MPIOs are generally impartial – they do not mediate or investigate complaints.

If you are interested in being an MPIO for your sport then you can undertake online and face-to-face training.

For more information about the role and training for an MPIO you can download our updated brochure here:

http://play-by-the-rules.s3.amazonaws.com/MPIO_Training_DL.pdf

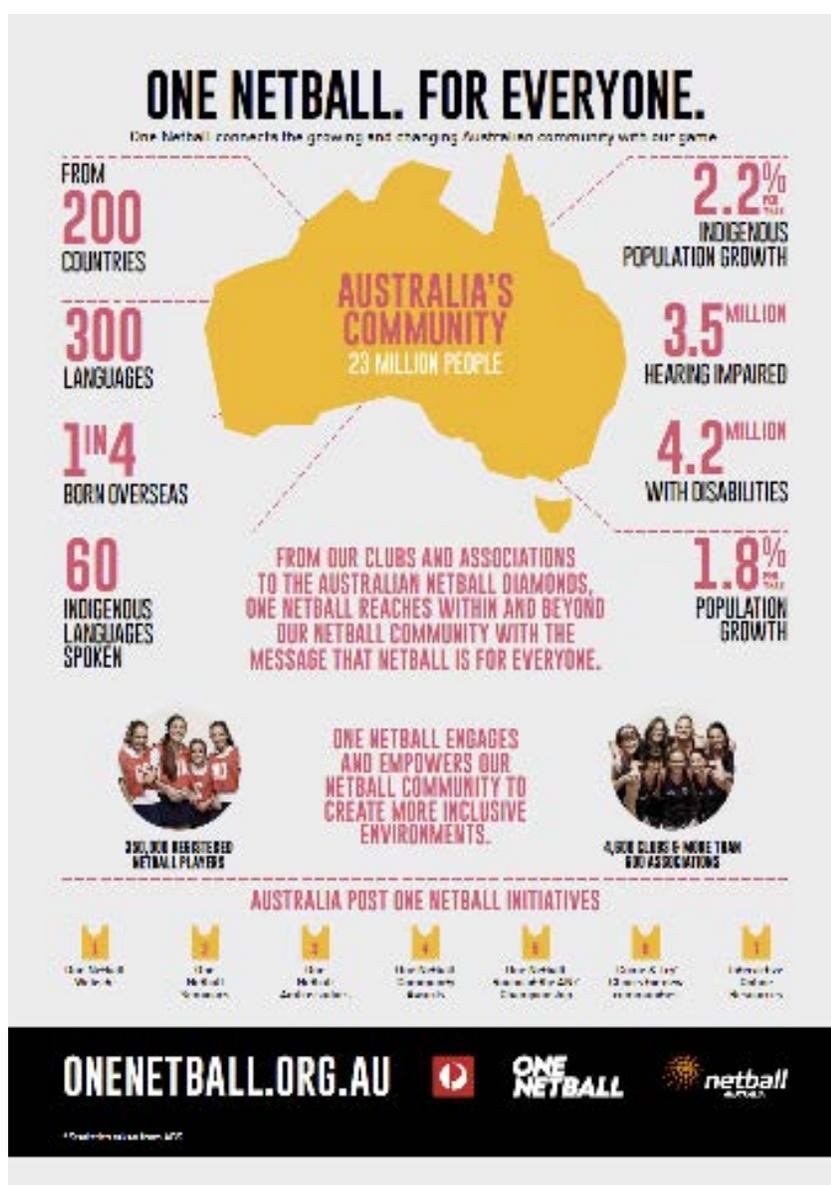


Infographic of the month

Following on from the One Netball article earlier in this issue, Netball Australia has produced a number of excellent resources, including an infographic that sets out the landscape for the One Netball program. It's a good example of how a simple infographic can be used to demonstrate program framework.

Download the One Netball infographic here:

http://play-by-the-rules.s3.amazonaws.com/OneNetball_Info.png



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Come and join the 11,000+ subscribers to Play by the Rules - it's a great way to keep up-to-date with safe, fair and inclusive sport.

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BACK PAGES

Our partners

Did you know that Play by the Rules is one of the best examples of a Collective Impact approach to addressing sport issues in the country? If not the best. Play by the Rules is a collaboration between multiple partners.



Back Issues

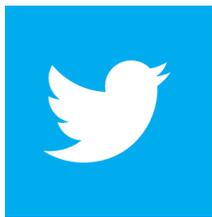
You can access each back issue for this magazine by visiting [this page](#) on the Play by the Rules website. All the feature articles and significant news items are listed here so you can access the resources that interest you.

Share and spread the word

One easy way to keep up to date and support safe, fair and inclusive sport is to share Play by the Rules across social media ...



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