

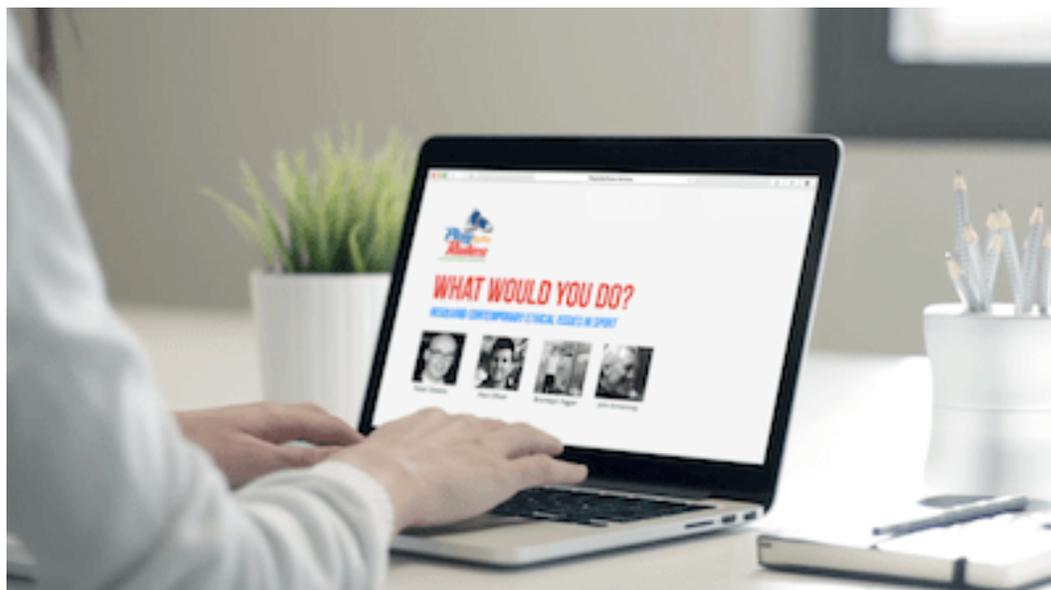


**ISSUES THAT ARISE FROM THE USE OF  
SOCIAL MEDIA**

- ▶ **SPORT WITHOUT INTEGRITY IS DECEIT ON STEROIDS**
- ▶ **ILLICIT DRUGS IN SPORT ONLINE EDUCATION PROGRAMME  
KICKS OFF NEW APPROACH TO BEATING ILLICIT DRUG USE**

**PLUS: DOES YOUR SPORTING ORGANISATION PRACTICE BEST PRACTICE? | STRATEGIES FOR PROTECTING CHILDREN | SPORT AND THE LAW EBOOK | AND MUCH MORE...**

Did you miss the recent Play by the Rules webinar - What Would You Do? Resolving Contemporary Ethical Issues in Sport. If so, fear not, you can catch the replay here: <http://www.playbytherules.net.au/news-centre/hot-topics/1452-free-webinar>



## TABLE OF CONTENTS

THE EDITOR

### NEWS

**3** WHAT WOULD YOU WANT IN AN ONLINE SHORT COURSE?

**4** STRATEGIES FOR PROTECTING CHILDREN

**5** SPORT AND THE LAW EBOOK RELEASED

**10** SPORT WITHOUT INTEGRITY IS DECEIT ON STEROIDS

### FEATURE ARTICLES

**6** ILLICIT DRUGS IN SPORT ONLINE EDUCATION PROGRAMME KICKS OFF NEW APPROACH TO BEATING ILLICIT DRUGS

**8** ISSUES THAT ARISE FROM THE USE OF SOCIAL MEDIA

### REGULARS

**12 - 20**

LEGAL STUFF - DOES YOUR SPORTING ORGANISATION PRACTISE BEST PRACTICE? PERSPECTIVES  
ONLINE COURSES UPDATE  
RESOURCE PROFILE  
VIDEO OF THE MONTH  
SUBSCRIBE TO PLAY BY THE RULES  
BACK PAGE

## STATE/TERRITORY Play by the Rules CONTACTS

### ACT

Grant Voysey (02 6207 2073)  
grant.voysey@act.gov.au

### NSW

Shannon Dixon (02 8754 8814)  
shannon.dixon@sport.nsw.gov.au

### NT

Debora Kanak (08 8924 3647)  
debora.kanak@nt.gov.au

### QLD

Jo O'Neill (07 3338 9253)  
jo.oneill@npsr.qld.gov.au

### SA

Jane Bartlett (08 7424 7622)  
jane.bartlett@sa.gov.au

### TAS

Alison Lai  
(03 6165 5077)  
alison.lai@development.tas.gov.au

### VIC

Joshua Clark (03 9096 1870)  
joshua.clark@sport.vic.gov.au

### WA

Helen Cunningham  
(08 9492 9700)  
helen.cunningham@dss.wa.gov.au

### NATIONAL

Peter Downs (02 6259 0316)  
manager@playbytherules.net.au

## THE EDITOR

Welcome to the 13th issue of the Play by the Rules magazine and our first of 2016. As we get into the new year we'll keep improving the magazine format and content so that you continue to receive relevant information and resources on safe, fair and inclusive sport.

If you have a program or initiative that you would like to highlight in the magazine then please get in touch. We love to showcase the grassroots programs that are making a difference and, as an example, in this issue you can see the excellent work being done by the Soccajoeys Foundation in Sydney. We also highlight two new resources we've just released – the Sport and the law ebook and the social media policy template. The National Integrity of Sport unit tells us about the online Illicit Drugs in Sport education programme and Clyde Rathbone, our regular writer, addresses cheating in sport.

Thanks, and enjoy this issue of the Play by the Rules online magazine.



Peter Downs  
Manager - Play by the Rules

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



# WHAT WOULD YOU WANT IN AN ONLINE SHORT COURSE?

As you may be aware, Play by the Rules has online courses available in child protection, harassment and discrimination, and complaint handling in sport. These courses have evolved over the last few years and now regularly have around 1200 completions per month.

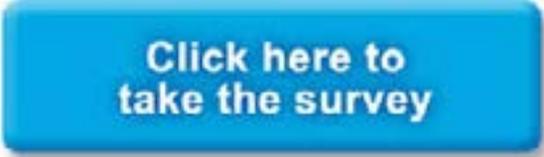
The courses are quite comprehensive, include different interactions and have quizzes and certificates of completion. Many sports have mandated these courses as part of their own accreditations for different roles in sport.

Typically, one of our online courses can take between 2–4 hours to complete, depending on how quickly you navigate through the content.

Towards the end of 2015 we started to investigate the possibility of developing some short courses on our existing platform. These courses – a better description may be ‘class’ rather than ‘course’ – would take no longer than 45 minutes to complete and would address a very specific topic or issue.

A topic might be something like ‘conflict of interest in complaint handling’, or ‘taking images of children’ or ‘what is inclusion in sport?’ While we have some ideas and have done some groundwork in defining these topics and issues, we would love to know what you would like in a short online class. What questions and issues would you like help on that we could address in a short online class?

You can let us know by quickly completing our one-question survey now -



[Click here to take the survey](#)

Thanks for your help.

# STRATEGIES FOR PROTECTING CHILDREN

The Safeguarding Children program developed by the Australian Childhood Foundation has created seven unique strategies to help your sports club or association keep children and young people safe from abuse and exploitation by staff, volunteers or other relevant related individuals. The strategies are evidence-based and form an important part of the Safeguarding Children organisational accreditation scheme.

While strategies are quite easy to understand they can involve quite a comprehensive review and assessment of your club or association's policies and procedures that protect children. The strategies are:

Strategy 1: A commitment to safeguarding children

Strategy 2: Personal roles and conduct

Strategy 3: Recruitment and screening practices

Strategy 4: Personal induction and training

Strategy 5: Involving children and parents

Strategy 6: Child abuse reporting and allegations

Strategy 7: Supporting a child-safe culture.

To assist you in starting this process and fleshing out some of the details for each of the strategies, Play by the Rules has designed a free template in the form of a PowerPoint presentation. The presentation is ready to use, provides example strategy statements, and can serve as a planning document as well as a presentation/workshop tool.



You can download the presentation template at  
[www.playbytherules.net.au/legal-stuff/child-protection](http://www.playbytherules.net.au/legal-stuff/child-protection)

For more details on these strategies and to register for the full online Safeguarding Children program visit  
<http://safeguardingchildren.com.au>

# SPORT AND THE LAW EBOOK RELEASED

One of our regular features in the Play by the Rules magazine is the 'Legal stuff' articles provided by one of our partners, the Australian and New Zealand Sports Law Association (ANZSLA).

Every two months for the past couple of years ANZSLA has provided an article from one of their members dealing with a contemporary issue in sports law.

These articles have proved very popular, so as we move into 2016 we thought it would be good to consolidate this significant knowledge base into one resource. In the new Sport and the law ebook there are 10 articles dealing with a range of topics, from discrimination and equal opportunity law to dealing with disciplinary matters to anti-smoking laws and bullying. Pretty much a must-have for anyone involved in the administration of sport.

You can download your copy of the Sport and the law ebook by visiting the Play by the Rules library page at [www.playbytherules.net.au/news-centre/infographics/1447-download-our-books](http://www.playbytherules.net.au/news-centre/infographics/1447-download-our-books)



# ILLICIT DRUGS IN SPORT ONLINE EDUCATION PROGRAMME KICKS OFF

## new approach to beating illicit drug use

In late 2015, the Australian Government released the online Illicit Drugs in Sport (IDIS) education programme to provide athletes, coaches and sporting clubs with greater support to manage illicit drug use.

In a sporting context, drug use not only affects the performance of individuals, it lets down their team, supporters and families, and it can even affect their sponsorship and career opportunities. The IDIS education programme is specifically aimed at younger sub-elite athletes who don't necessarily have access to the same resources as elite sportspeople. However, the content will also help guide all administrators and coaches on how to manage drug-use issues within their sport.

The IDIS education programme is free to access and provides practical tools and strategies to assist athletes, coaches and sports administrators to make appropriate choices when faced with illicit drug issues in their sport. The programme offers the following courses:

- IDIS Athlete course: follows the story of four athletes who have it all in front of them and demonstrates the impact of their decisions.
- IDIS Coaches course: provides the skills and knowledge coaches need to help athletes,





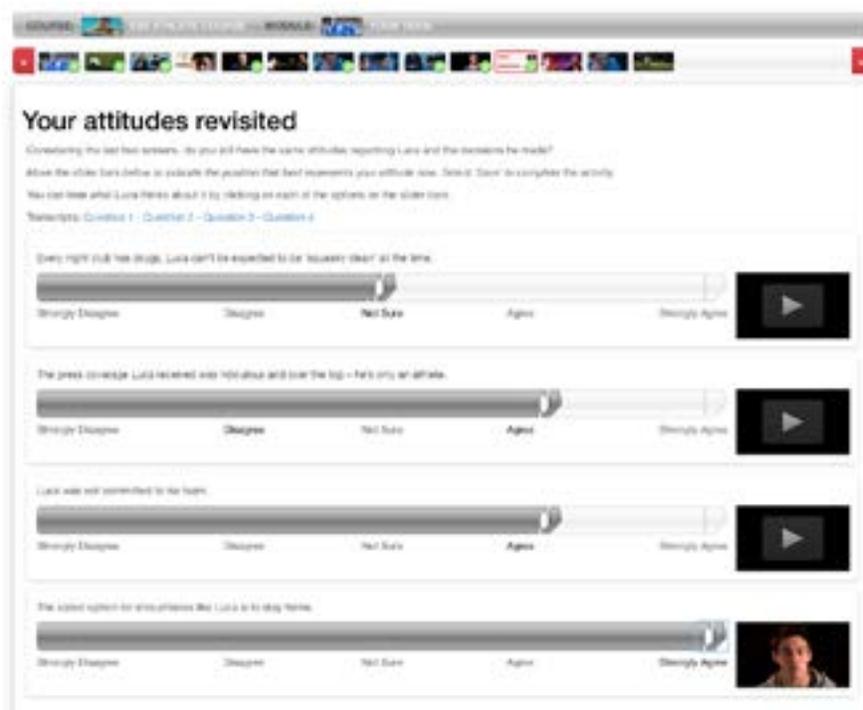
set a behavioural standard, monitor it and take remedial action.

- IDIS Officer course: provides the resources for sports administrators to implement an IDIS-related programme within their sport.
- IDIS Presenter course: provides the resources required to deliver an IDIS-related workshop within their sport.
- IDIS Athlete Role Model course: provides specific resources for an athlete role model to deliver an IDIS-related workshop within their sport.

The IDIS education programme is designed to integrate into a sporting club's existing training and education program and can be accessed through [www.idis.gov.au](http://www.idis.gov.au). Upon completion of the course, the individual has the opportunity to print out a certificate of completion.

The IDIS education programme is an interactive e-learning education programme and was developed by the National Integrity of Sport unit and Australian Sports Commission, in consultation with researchers, athletes, coaches and sports administrators. The initiative is funded through the Australian Government's Sports Integrity Programme and reinforces the Government's strong commitment to the protection of sports integrity and to combatting illicit drug use in the community.

Further information is available through the National Integrity of Sport unit website at [www.health.gov.au/internet/main/publishing.nsf/content/national-integrity-of-sport-unit](http://www.health.gov.au/internet/main/publishing.nsf/content/national-integrity-of-sport-unit).



# issues that arise from the use of social media

**T**he rapid rise in the use of social media has created a need to find more effective ways to manage its use in an ethical and socially responsible manner.

A single piece of content posted to the highly accessible and scalable publishing platforms that are social media, has the potential to go 'viral' in a matter of minutes.

This can be great for spreading valuable messages and positive stories that benefit you and your organisation. Favourable content that is able to leverage the viral nature of social media can assist your organisation in attracting and retaining members, as well as providing a better experience for all involved.

If used effectively, social media can assist organisations in developing deeper engagement within its community, resulting in more connected and enriched relationships. There is no question that social media is a great tool for sport in all sorts of ways.

However, the use of social media can also be detrimental to you and/or your organisation if unfavourable messages or stories are communicated. It only takes a slip of the keyboard or a momentary lack of common sense and that one small mistake can escalate quickly into a full-blown social media crisis.

Unfortunately, social media is sometimes used by individuals as a platform for communicating



messages of discrimination, defamation, harassment and bullying. This can be further amplified due to the viral nature of social media. These activities can bring both individuals and organisations into disrepute.

Member protection, child protection, confidentiality and copyright breaches can also occur via social media. This often happens as a result of a lack of understanding by the individuals posting the offending content.

**However, ignorance is no excuse.**

In an attempt to avoid these issues and incidents your organisation can provide guidelines and rules, under a social media policy, around acceptable and appropriate social media use, as well as educating your stakeholders to increase understanding of what the social media policy entails.

A good social media policy will help reduce the number of issues and incidents that arise via social media that could harm you and/or your organisation. It will also help you deal with issues should they occur.

### **Recommendations for creating and implementing a social media policy specific to your sporting organisation**

Use the Play by the Rules template as a guide. Consider all parts of the template and how it applies to your organisation.

*Remember, it's your policy and the template is meant to offer help, not give you a solution or a quick fix. You will need to adapt the template to your own needs.*

Involve all key stakeholders when further refining and implementing your social media policy. This will ensure that relevant persons are aware of their rights and responsibilities, as well as increasing buy-in from your stakeholders.

You should also assign a person to be responsible for clarifying any issues or concerns around your policy. It does not have to be a social media expert, just someone who is very familiar with the policy and its implications.

In order to encourage compliance with your social media policy, it is important to ensure that all of your key stakeholders are appropriately trained and informed in some way.

This could mean information sessions, workshops, updates in newsletters, brochures, posters, fact sheets and/or a mixture of all of these. As a minimum, your policy needs to be communicated to all applicable stakeholders.

Check your other policies too, particularly your complaint-handling procedures. This will help you understand how your organisation should respond in the event of a breach of the policy.

Here's a few other things to think about:

- How quickly will you respond? If you want to respond to online content as soon as possible after a breach has occurred, make sure you have a team monitoring the space or have an alert system in place.
- When will you respond online and when won't you? Are you responding to every negative tweet? This can be challenging if your organisation is receiving a lot of negative sentiment, but it can be done.
- When do you take the issue offline with a phone call or email?
- How and when will an issue be escalated? Who needs to be informed at what stages?

Document all these processes so that all people involved are on the same page.

Given the rate in which social media platforms are expanding, your policy will need to be reviewed regularly (maximum three years) to help ensure it remains relevant and applicable.

You can download the new Play by the Rules social media template by visiting [www.playbytherules.net.au/toolkits/social-media-toolkit](http://www.playbytherules.net.au/toolkits/social-media-toolkit)

# Spot without integrity is deceit on steroids

**Clyde Rathbone**

[www.clyderathbone.com](http://www.clyderathbone.com)



remember my high school history teacher marching into class and slamming the national newspaper into the bin in disgust. 'If this story about Hansie Cronje is true I'll buy you all farms, typical media stitch up,' he shouted.

The story in question blew the whistle on the largest scandal South African sport has ever seen. Hansie Cronje, the national cricket captain, revered as much for his humility and grace as his cricketing prowess, was a cheat. Surely not! But as the facts rolled in and the plot thickened to a putrid glue the shock turned to outrage.

Cronje had embarrassed his country, betrayed his team-mates and irrevocably ruined his name. All for what ultimately amounted to a tiny fraction of wealth relative to his cricket earnings. The obvious question is why. Cronje, who died in a plane crash a year after news of his match-fixing broke, was perhaps the only person able to fully understand his motives.

I remember being given Lance Armstrong's book, *It's not about the bike*. I burned through it in a weekend.

It was a powerfully inspirational read, the type which turned an entire generation into evangelical fans of cycling, the Tour de France and Lance Armstrong.

As I struggled to reconcile the snowballing accusations against Armstrong I felt the kind of cognitive dissonance that gnaws away at the rational part of one's brain.

I wanted him to be innocent.

I wanted to cling to the miraculous story of the cancer survivor who became a legend. I wanted none of the good work that his story enabled to be undermined by his fall from grace.

But more than that, I wanted the truth. I needed to know if we'd all been duped by another athlete in a sport that has consistently let itself down.

I was reminded of Cronje and Armstrong when news of match fixing in tennis bubbled to the surface during the Australian Open.

Is this a case of 'here we go again' I wondered out loud. Will another legion of fans see the pedestals upon which their heroes are placed turn to sand? While the tennis world awaits more evidence, these questions will hang in the air clouding every major event until the truth is known.

Which is really how it must be, because sport less its integrity is deceit on, um, steroids.

We're sold a vision of sport that suggests it encapsulates the kinds of virtues we should all aspire to – hard work, sacrifice, effort and, always, fairness.

If this vision is to remain pure we've all got to play a role in demanding that those who seek to corrupt sport, at any level, are swiftly identified and quickly rehabilitated or ejected.

It is only by maintaining the highest of standards with regard to values that the best sport has to offer can be preserved, and passed from one to the next.



*"I realized I made a big mistake and if I could have it over again, I would do it so much differently."*

*Hansie Cronje*

## DOES YOUR SPORTING ORGANISATION PRACTISE BEST PRACTICE?

Over the last few years there has been a significant growth in the interface between sport and the law. Participants are more conscious of their legal rights, largely gone are the days of a handshake to seal a deal, and there are a lot more regulations that sporting bodies must comply with or at least be aware of. In the last 30 years, there has been growing recognition by both the courts and the legislatures of the importance of using risk-management principles as a means of reducing exposure to litigation.

Those who are involved in the administration of sporting bodies, whether as professional administrators or volunteer committee members, need to be far more conscious of the legal environment that surrounds their activities and the cost of 'risk' becoming reality. They need to practise best practice. That requires application of risk management tools to effectively manage the broad spectrum of risks which can be encountered in the day-to-day operation of their sporting organisation.

Most organisations are aware of the obvious risks that may be inherent in their sport because participants, members, volunteers and spectators will have routinely been injured; this is called the physical risk. But this is only one risk to which a sporting organisation can be exposed. There are numerous other risks including breach of contract issues, discrimination and equal opportunity issues, employment issues, tribunal and selection matters, dealing with anti-doping and integrity issues, selection disputes, child protection, and marketing and sponsorship matters.

In what is becoming an increasingly litigious world, it is important that sporting organisations regularly assess the way in which they try to deal with, and minimise, these type of risks. Factors such as the safety of the premises and the equipment, the way in which injuries have occurred, the way in which the sporting organisation conducts its business, and the way any other losses have occurred all need to be considered.

Sporting organisations should develop a risk identification checklist measured in terms of consequences and likelihood, remembering that risks may be internal or external. A useful risk

management tool is ISO 31000:2009.

No matter how good the risk management plan is, accidents will still occur. People will still get injured, misunderstandings will still occur and events that were not foreseeable or were beyond the control of the parties will still happen, resulting in loss and possible litigation. Hence the importance of insurance, and making sure it is the right insurance.

The reality is that often insurance is not taken out or when it is, it is not adequate to meet the liability. There are lots of excuses as to why this occurs. For example: 'We have never had a serious injury or lawsuit in our competition, and besides we are extremely safety conscious' is a common excuse. The problem with this view is that it is short-sighted and dangerous because if a serious injury does occur, it is going to be a very expensive omission. Another excuse commonly used is: 'In our under age competition players and their parents are required to sign a waiver/release form'. Sounds good, but it will not exclude liability on a general level.

There are important practical advantages in taking out adequate and relevant coverage. It guarantees that there is some form of protection for the sporting organisation and ensures that a person who is injured or suffers a financial loss is likely to recover some form of damages. It protects the assets of the sporting organisation. And in addition, many owners of sporting facilities will not permit the use of their property unless it can be shown that the sporting organisation or individuals conducting the event are covered under an insurance policy.

Insurance for sport is a specialised area and expert advice should be obtained through a sports broker or an insurance company that has specific sports policies. This is because the type of coverage required will vary according to who and what it is for.

Some pointers to keep in mind. Check the policy carefully to make sure it meets the sporting organisation's needs (that is, know what the policy covers, and this is not always an easy task). As insurance contracts are contracts of utmost good faith, it is important that the sporting organisation understands any and all requirements that the insurer may impose in the policy (for example, is there a time by which a claim may be lodged?). Note carefully any exclusion clauses that may apply where the policy may not cover a situation (for example, exclusions are common in high hazard activities). Do not admit liability before discussing the matter with the insurer.

One final important point. Having taken out insurance coverage, it is important that the sports administrator or committee of the sporting organisation review the policy regularly.

**Andy Gibson ANZSLA Life Member and Academic, Southern Cross University**

## SEXIST REMARKS, WORKPLACE HARASSMENT AND THE VIOLENCE PYRAMID

In August last year four major sporting codes – the AFL, NRL, Netball Australia and the ARU stepped up for the fight against violence against women and their children. They each received \$250,000 as part of the Our Watch Engagement Program to create inclusive, safe and welcoming environments. More recently we saw the incident during the Big Bash Cricket where Chris Gayle ended up with a \$10,000 fine for making ‘inappropriate remarks’ during a live television interview with Network 10 sports reporter Mel McLaughlin. Are the issues that Our Watch is seeking to address related to the Chris Gayle incident?

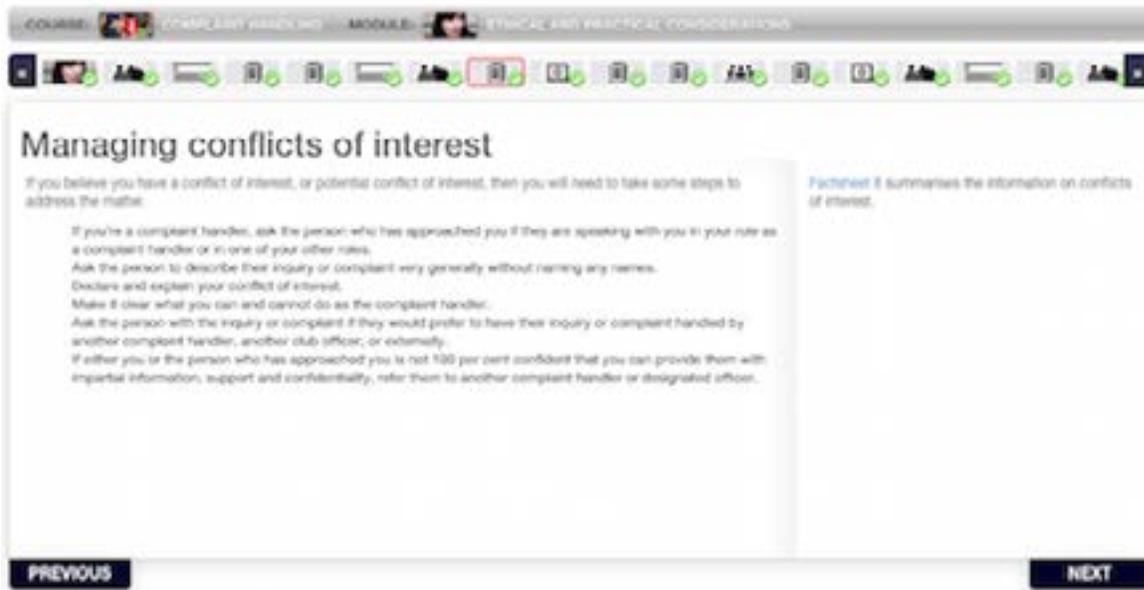
While many colleagues in the cricket world and far beyond condemned Gayle’s remarks and attitudes as sexist and workplace harassment there were also plenty of supporters, people who thought that the incident was blown out of proportion and that Gayle was just having fun. Others thought it was political correctness gone mad.

Domestic violence organisations and agencies have done significant work in defining the continuum between beliefs and attitudes, verbal expression and physical expression. They use what is known as the Violence Pyramid to represent these connections. It shows the causal link between what starts as sexist remarks but ends in physical expression and even rape, suicide and homicide. Worth considering next time something like the Chris Gayle incident occurs.

If you or someone you know is impacted by domestic or family violence or sexual assault, call 1800RESPECT on 1800 737 732 or visit [www.1800RESPECT.org.au](http://www.1800RESPECT.org.au). In an emergency, call 000.



# ONLINE COURSE UPDATE



## Complaint handling - managing conflicts of interest

If you believe you have a conflict of interest, or potential conflict of interest, then you will need to take some steps to address the matter.

- If you're a complaint handler, ask the person who has approached you if they are speaking with you in your role as a complaint handler or in one of your other roles.
- Ask the person to describe their inquiry or complaint very generally without naming any names.
- Declare and explain your conflict of interest.
- Make it clear what you can and cannot do as the complaint handler.
- Ask the person with the inquiry or complaint if they would prefer to have their inquiry or complaint handled by another complaint handler, another club officer, or externally.
- If either you or the person who has approached you is not 100 per cent confident that you can provide them with impartial information, support and confidentiality, refer them to another complaint handler or designated officer.

To access the free online complaint handling course go to <http://learning.ausport.gov.au>

# RESOURCE PROFILE

## Social Media Policy template

Social media is undoubtedly a great tool for sport. Generally, the positive benefits of social media far outweigh any negatives that can come out of platforms such as Facebook, Twitter or Instagram.

But there can be negatives. We can all think of sportspeople who have come unstuck with disastrous results after an inappropriate post or a controversial tweet. Similar challenges face grassroots sport too.



Play by the Rules has been working with Communities, Sport and Recreation Tasmania to develop a social media policy template to assist clubs and associations to develop solid policy around the use of social media. There is also a 'background' document with some explanatory videos that will help. All this is now ready to download as part of the Play by the Rules Social Media Toolkit at: [www.playbytherules.net.au/toolkits/social-media-toolkit](http://www.playbytherules.net.au/toolkits/social-media-toolkit)



[https://www.youtube.com/watch?v=\\_Qx3YEoHsYl](https://www.youtube.com/watch?v=_Qx3YEoHsYl)

# Video of the month

Actually there are three videos to look at here, all from the Soccajoeys Foundation in Sydney highlighting their Next Step program. Jose Bello and his colleagues have been doing some fantastic work in designing and delivering inclusive football programs for young people with disability for a while now. A key goal for them is to equip young people with disability and their families to join regular local football clubs.

They produce some excellent video resources too to use as promotional and education tools.



[www.youtube.com/watch?v=ctDD0voBKlk](http://www.youtube.com/watch?v=ctDD0voBKlk)



[www.youtube.com/watch?v=-fPz8P0jA7Y](http://www.youtube.com/watch?v=-fPz8P0jA7Y)



[www.youtube.com/watch?v=fAg3RQena54](http://www.youtube.com/watch?v=fAg3RQena54)

# Subscribe to Play by the Rules

Come and join the 15,500+ subscribers to Play by the Rules - it's a great way to keep up-to-date with safe, fair and inclusive sport. Simply go to <http://pbtr.com.au>



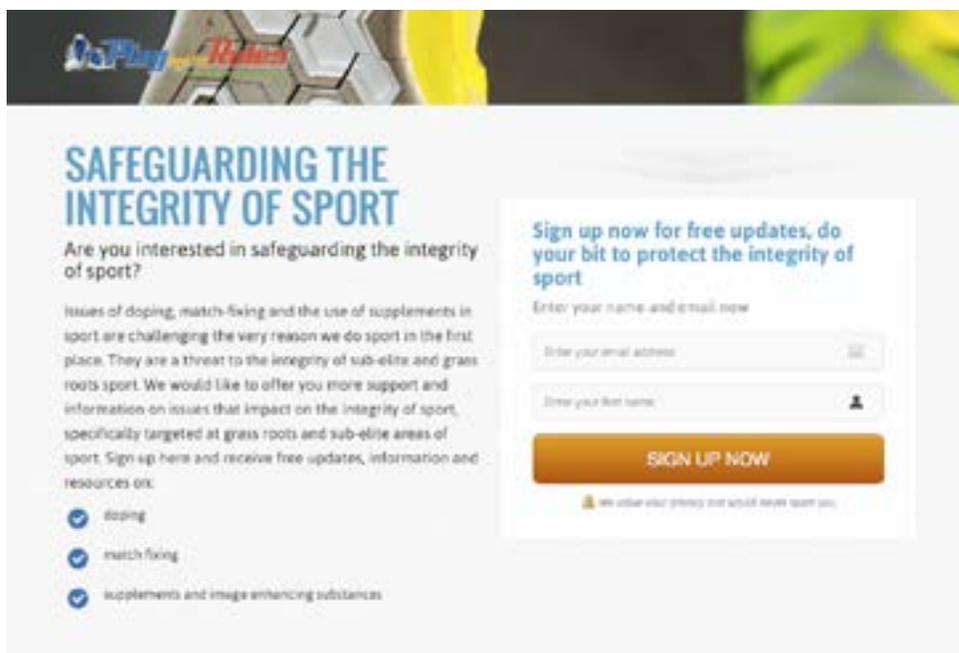
First Name:

Email:

**SIGN UP NOW**

We respect your [email privacy](#)

If you are particularly interested in issues such as match-fixing, online betting, doping and the use of supplements in sport then you can also sign on here for updates - <http://pbtr.com.au/safeguarding>



## SAFEGUARDING THE INTEGRITY OF SPORT

Are you interested in safeguarding the integrity of sport?

Issues of doping, match-fixing and the use of supplements in sport are challenging the very reason we do sport in the first place. They are a threat to the integrity of sub-elite and grass roots sport. We would like to offer you more support and information on issues that impact on the integrity of sport, specifically targeted at grass roots and sub-elite areas of sport. Sign up here and receive free updates, information and resources on:

- doping
- match fixing
- supplements and image enhancing substances

**Sign up now for free updates, do your bit to protect the integrity of sport**

Enter your name and email now

Enter your email address

Enter your first name

**SIGN UP NOW**

We value your privacy and would never spam you.

# BACK PAGE

## 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 ...



[Facebook](#)



[Twitter](#)



[Soundcloud](#)

