

# EVENT & COMPETITION PACKAGE

A suite of resources to help promote clean sport in the lead up to an event or competition.

September 2024



SPORT INTEGRITY  
AUSTRALIA

## ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation we acknowledge the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past, present and future and extend that respect to all Aboriginal and Torres Strait Islander peoples.

We recognise the outstanding contribution Aboriginal and Torres Strait Islander peoples make to sport in Australia and celebrate the power of sport to promote reconciliation and reduce inequality.

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### CONTACT US

Enquiries about the licence and any use of this document can be sent to:

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# INTRODUCTION

Education is key to protecting the health and wellbeing of athletes, and upholding the integrity of Australian sport.

Sport Integrity Australia is committed to working with sports to help them promote education to their athletes, coaches and support personnel, especially prior to competitions and events.

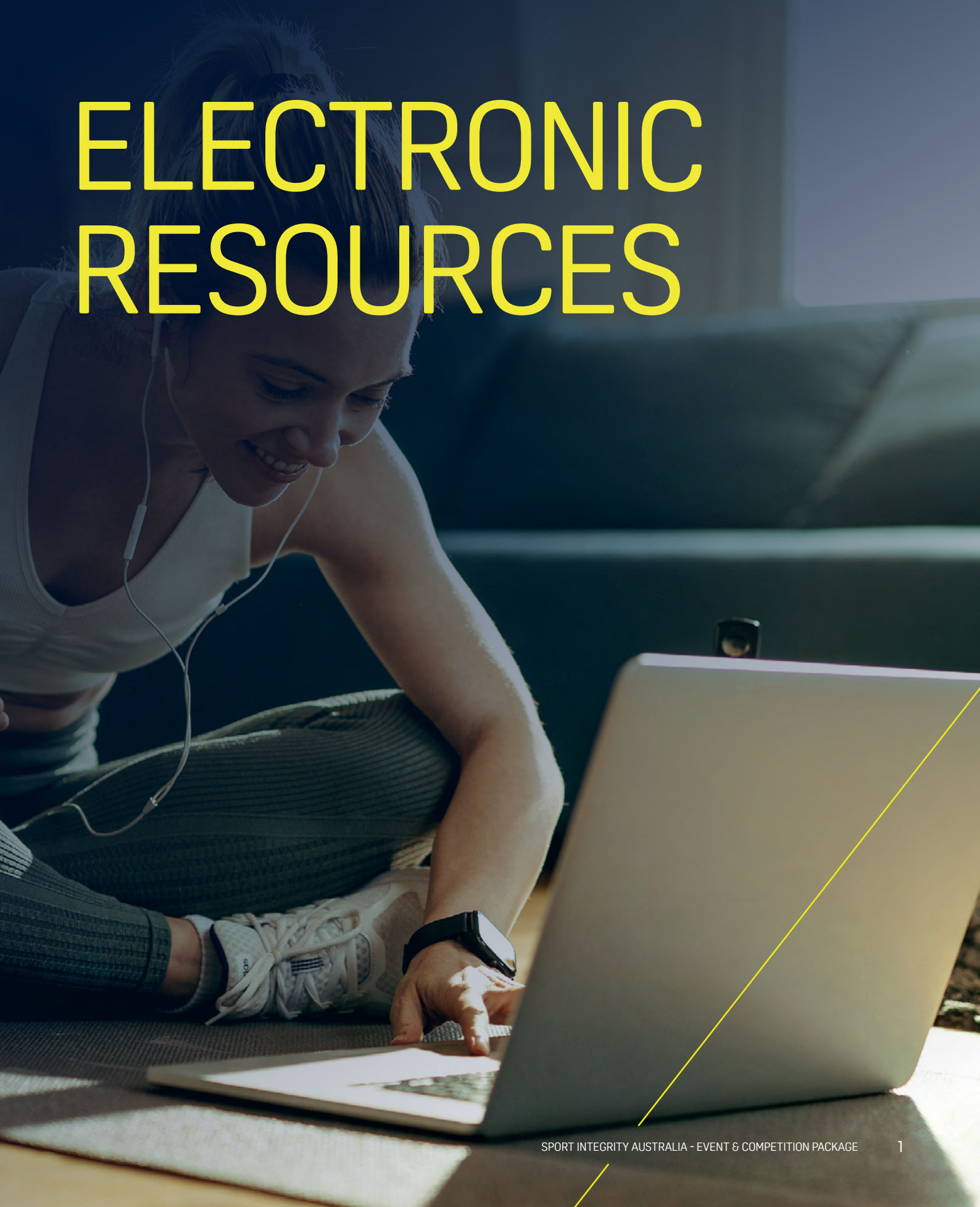
This Event and Competition Pack has been developed with sports and athletes in mind, to provide a suite of electronic resources and social media messages to help promote sport integrity in the lead up to events and competitions.

This package can be used prior to any sporting event, and we encourage National Sporting Organisations to share this with their stakeholders including State Sporting Organisations and their local clubs.

If you have ideas for any new resources, please contact [education@sportintegrity.gov.au](mailto:education@sportintegrity.gov.au).

The Sport Integrity Australia education team are also available to co-brand resources and make the resources in this pack sport specific. Please contact [education@sportintegrity.gov.au](mailto:education@sportintegrity.gov.au).

# ELECTRONIC RESOURCES



# SPORT INTEGRITY APP

The Sport Integrity app was developed in 2018 (ASADA Clean Sport app) to help prevent athletes from testing positive from contaminated supplements or banned medications.

The app provides a list of supplements sold in Australia that have been screened for prohibited substances by an independent laboratory. Sport Integrity Australia's advice is that no supplement is safe to use and athletes should not risk their careers by taking a supplement. However, if an athlete insists on taking a supplement, they should choose one in the Sport Integrity app.

**Supplements are still the leading cause of inadvertent doping, with a large percentage of positive tests occurring during competitions and events. It is our hope that promoting the app prior to events, and encouraging all athletes to check their medications and supplements prior to competing, will reduce the number of inadvertent doping cases.**

The following flyers can be used for event and camp information books, event programs, newsletters, emails, and on social media and websites.



# SAFE, FAIR AND INCLUSIVE SPORT IN YOUR POCKET

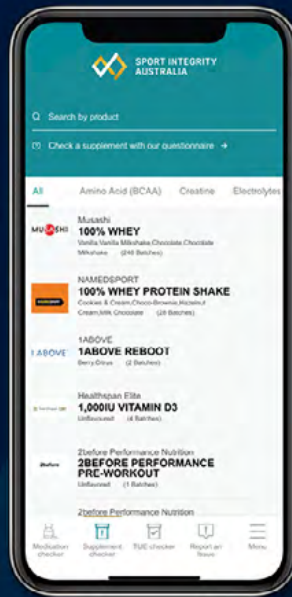
## SPORT INTEGRITY APP

- Check medications on Global DRO
- Find low risk supplements
- Check if you need a Therapeutic Use Exemption (TUE)
- Report a doping or integrity issue
- Give feedback or ask a question

The app also has information on all sport integrity issues, including anti-doping rules, testing programs, safeguarding, competition manipulation and more.



Download the app from the Apple App Store and Google Play Store here.



## CONTACT US

Visit our website [sportintegrity.gov.au](http://sportintegrity.gov.au), contact us at [education@sportintegrity.gov.au](mailto:education@sportintegrity.gov.au), phone our Safe Sport Hotline 1800 161 361, or enquire 1300 027 232

FRONT



REVERSE



**SPORT INTEGRITY AUSTRALIA**

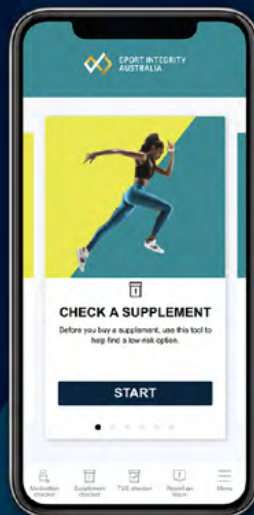
# REDUCE YOUR RISK OF TESTING POSITIVE

## USE THE SPORT INTEGRITY APP TO:

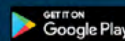
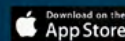
- Find a low risk supplement which has been batch tested for prohibited substances.
- Check if a medication is prohibited in sport.
- Report and integrity issues or suspicious activity.
- Give feedback on an anti-doping test or ask us a question.

### CONTACT US

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 Enquiries: **1300 027 232**  
[education@sportintegrity.gov.au](mailto:education@sportintegrity.gov.au)  
[sportintegrity.gov.au](http://sportintegrity.gov.au)



Download the Sport Integrity app from the Apple Store and Google Play Store



MALE

FEMALE



# ATHLETES CAN BE TESTED ANYWHERE, ANYTIME

Athletes can be tested anywhere, anytime. This includes during events or competitions, at home and at training.

There are severe consequences for athletes who do not comply with testing directions, and by not being prepared for testing, athletes put themselves at risk of testing positive or committing other Anti-Doping Rule Violations.

The flyers below can be used for event and camp information books, event programs, newsletters, emails, and on social media and websites.

# ATHLETES CAN BE TESTED ANYWHERE, ANYTIME. MAKE SURE YOU ARE READY!

**1** Download the Sport Integrity App and use it to make your way through the following steps.



**2** **TAKING A MEDICATION?**  
Use the 'Check a Medication' tab to access Global DRO to make sure your medication isn't banned in sport.



**3** **TAKING A BANNED SUBSTANCE FOR MEDICAL PURPOSES?**  
Use the Therapeutic Use Exemption Checker to see if you need a TUE, and complete the paperwork if required.



**4** **USING SUPPLEMENTS?**  
Use the 'Check a Supplement' tab to check the risk of your product. Supplements are the leading cause of inadvertent positive tests in Australia.



**5** **NEVER BEEN TESTED?**  
Prepare yourself by going through a virtual reality test on the App. (Search for it under the menu icon)



**6** **KNOW THE RULES?**  
A positive test is only one way to be banned from sport. Read up on the 11 Anti-Doping Rule Violations.



**7** **COMPLETED YOUR EDUCATION?**  
Access the Sport Integrity Australia online courses by clicking on the Get Educated tab.



**8** **TRAIN AND COMPETE CLEAN!**



**SPORT INTEGRITY AUSTRALIA**

**CONTACT US**

Please visit our website [sportintegrity.gov.au](http://sportintegrity.gov.au), contact us at [education@sportintegrity.gov.au](mailto:education@sportintegrity.gov.au), call our Safe Sport Hotline 1800 161 361, or enquire 1300 027 232

## COMPETITION COMING UP? MAKE SURE YOU ARE READY!

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**SPORT INTEGRITY AUSTRALIA**

## SEASON STARTING SOON? MAKE SURE YOU ARE READY!

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**SPORT INTEGRITY AUSTRALIA**

## HEADLINE OPTIONS



SPORT INTEGRITY AUSTRALIA

# ANTI-DOPING RULES APPLY TO YOU

Athletes can be drug tested at competitions, at training, and at home. You can also be under investigation for doping by Sport Integrity Australia and not even know it.

Getting caught out can ruin your career and your reputation. Don't risk it. Check all your supplements, your medications, and make sure you know the rules.

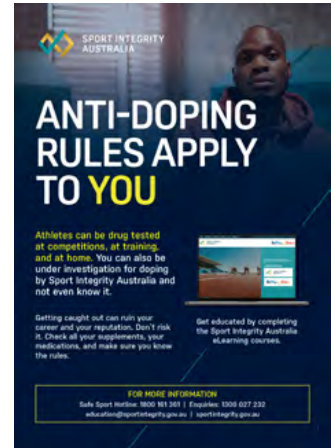


Get educated by completing the Sport Integrity Australia eLearning courses.

## FOR MORE INFORMATION

Safe Sport Hotline: 1800 161 361 | Enquiries: 1300 027 232  
education@sportintegrity.gov.au | sportintegrity.gov.au

FEMALE



MALE



PARA

# SOCIAL MEDIA CAMPAIGN



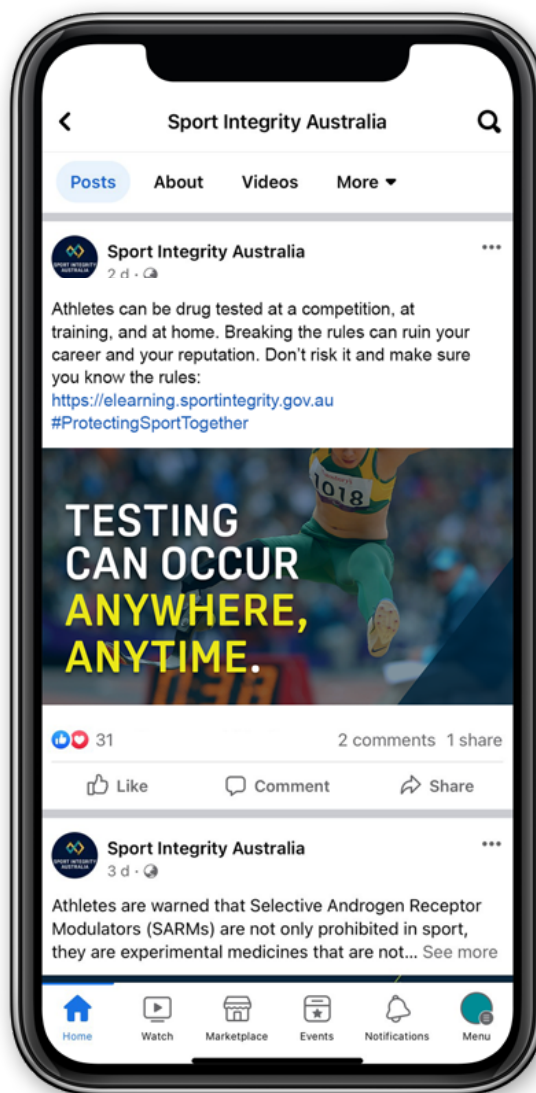
# 6 WEEKS OUT FROM EVENT/COMPETITION

## SUPPORTING COPY:

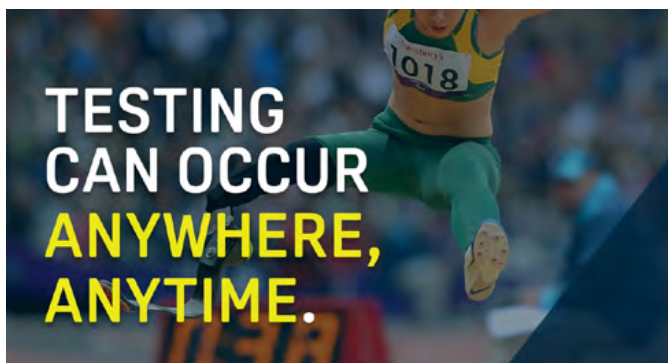
Athletes can be drug tested at a competition, at training, and at home. Breaking the rules can ruin your career and your reputation. Don't risk it and make sure you know the rules:

<https://elearning.sportintegrity.gov.au>  
#ProtectingSportTogether

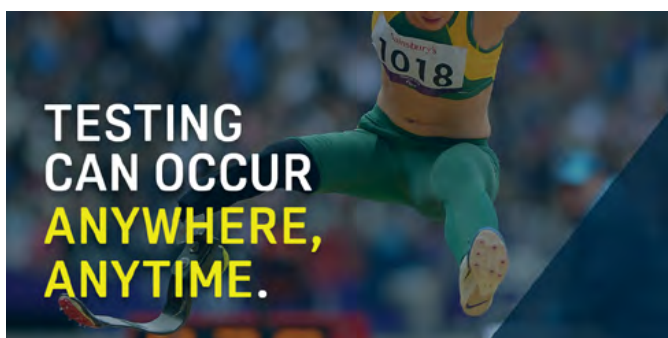
TIP: Please copy and paste the supporting copy straight into your social media post to avoid any mixed or inconsistent messaging with Sport Integrity Australia.



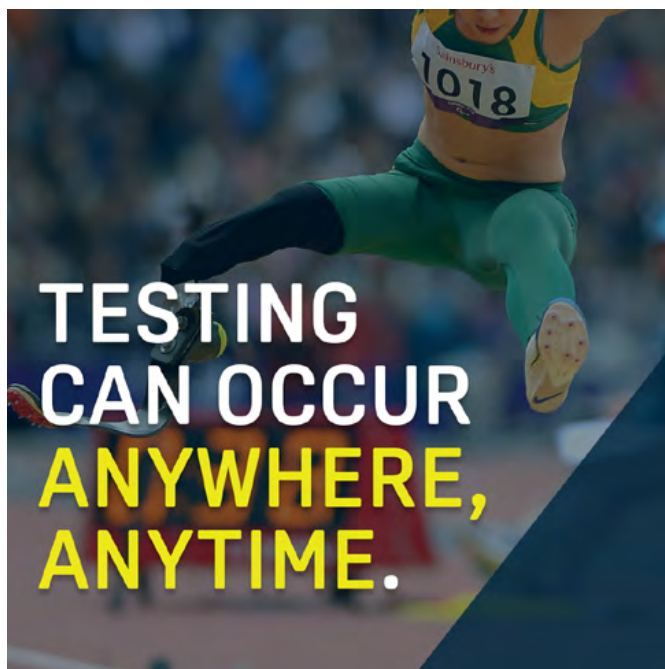
## FACEBOOK:



## TWITTER:



## INSTAGRAM:

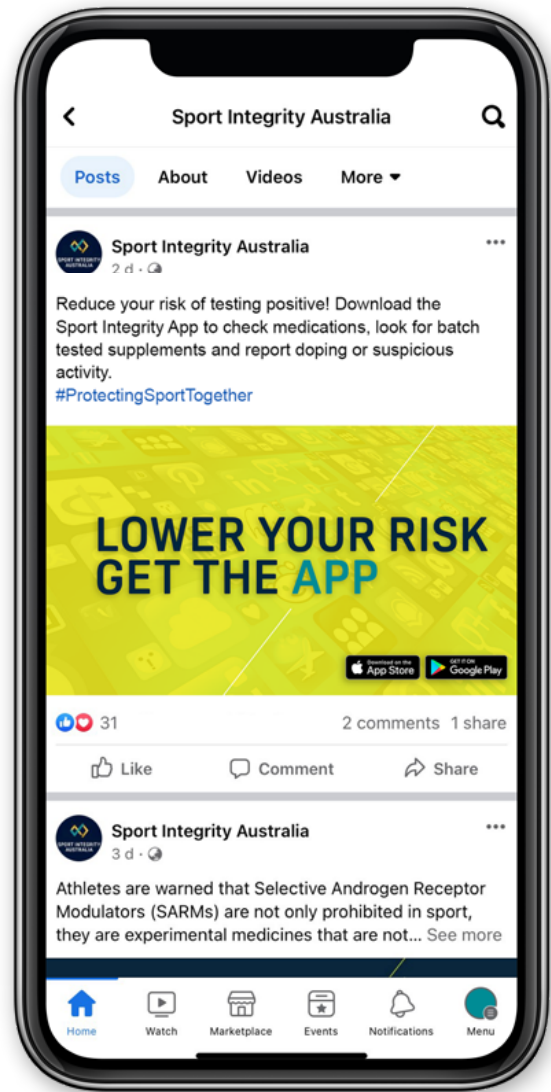


# 5 WEEKS OUT FROM EVENT/COMPETITION

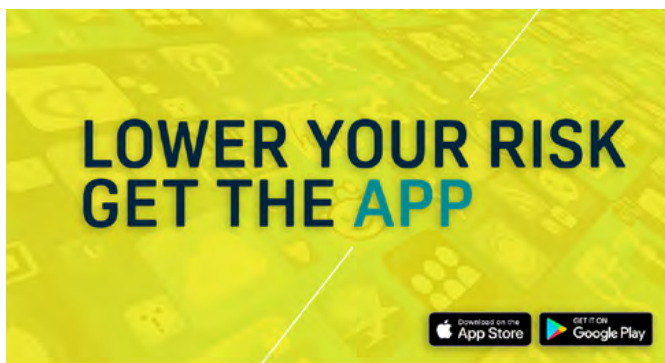
## SUPPORTING COPY:

Reduce your risk of testing positive! Download the Sport Integrity app to check medications, look for batch tested supplements and report doping or suspicious activity.

#ProtectingSportTogether



## FACEBOOK:



## TWITTER:



## INSTAGRAM:



# 4 WEEKS OUT FROM EVENT/COMPETITION

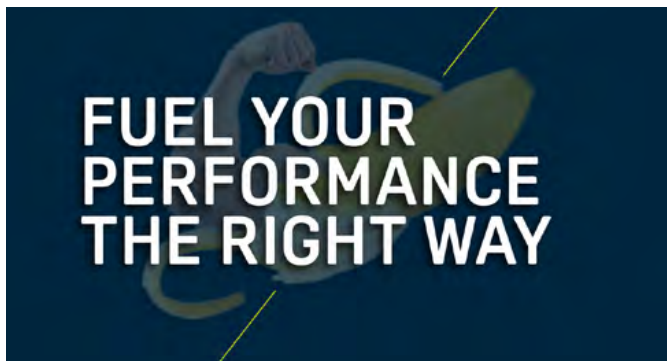
## SUPPORTING COPY:

Dietitians recommend a food first approach to fuelling your body. A varied diet is always more beneficial, and safer, than supplements.

#ProtectingSportTogether



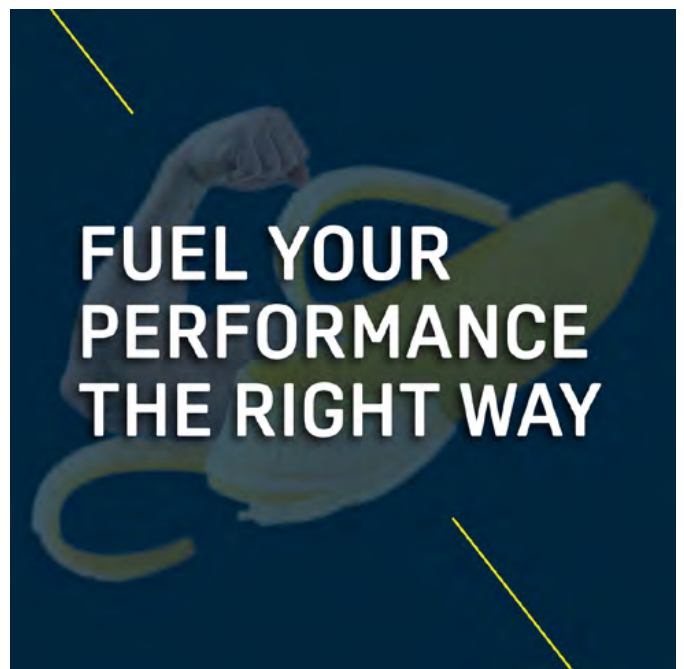
## FACEBOOK:



## TWITTER:



## INSTAGRAM:

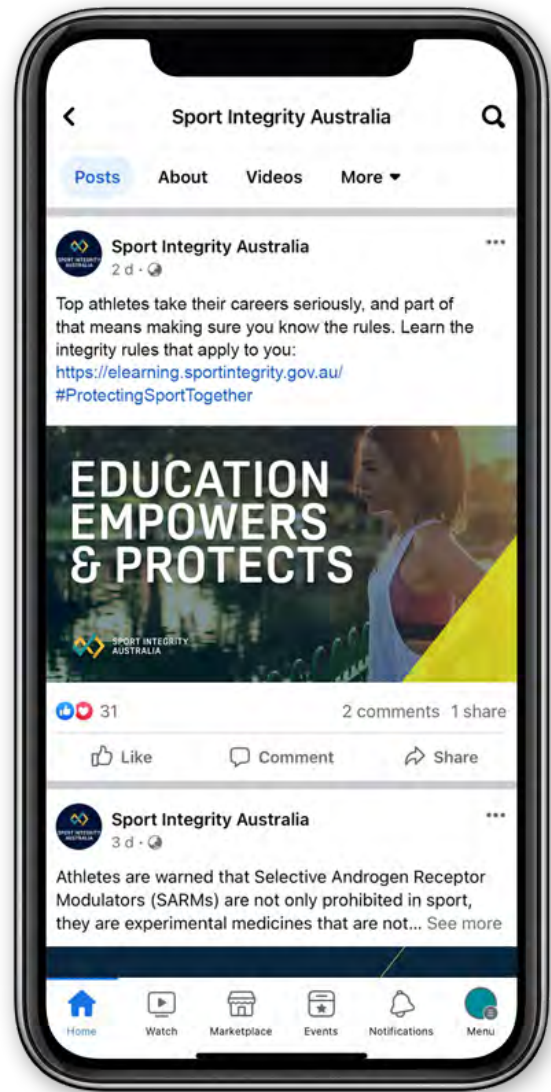


# 3 WEEKS OUT FROM EVENT/COMPETITION

## SUPPORTING COPY:

Top athletes take their careers seriously, and part of that means making sure you know the rules. Learn the integrity rules that apply to you:

<https://elearning.sportintegrity.gov.au/>  
#ProtectingSportTogether



## FACEBOOK:



## INSTAGRAM:



## TWITTER:



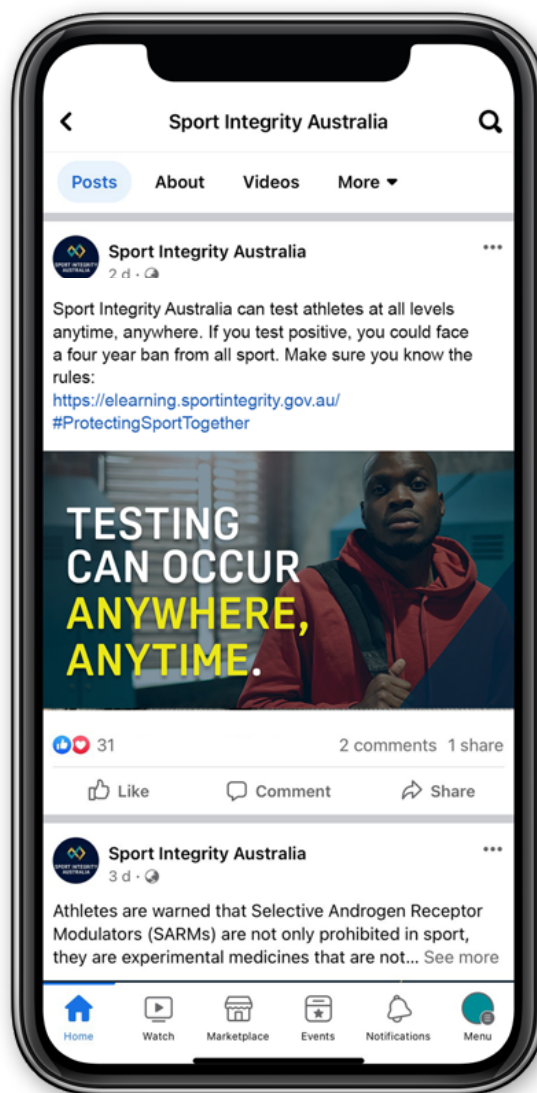


# 2 WEEKS OUT FROM EVENT/COMPETITION

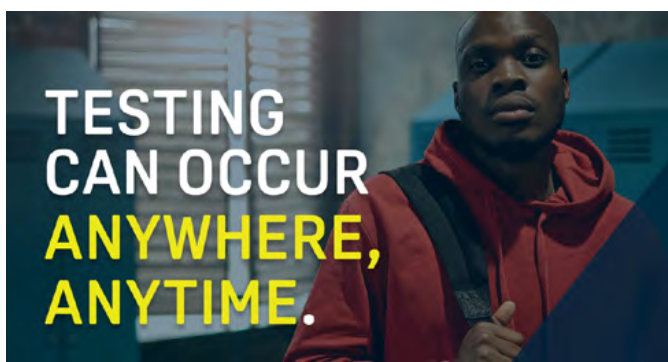
## SUPPORTING COPY:

Sport Integrity Australia can test athletes at all levels anytime, anywhere. If you test positive, you could face a four year ban from all sport. Make sure you know the rules:

<https://elearning.sportintegrity.gov.au/>  
#ProtectingSportTogether



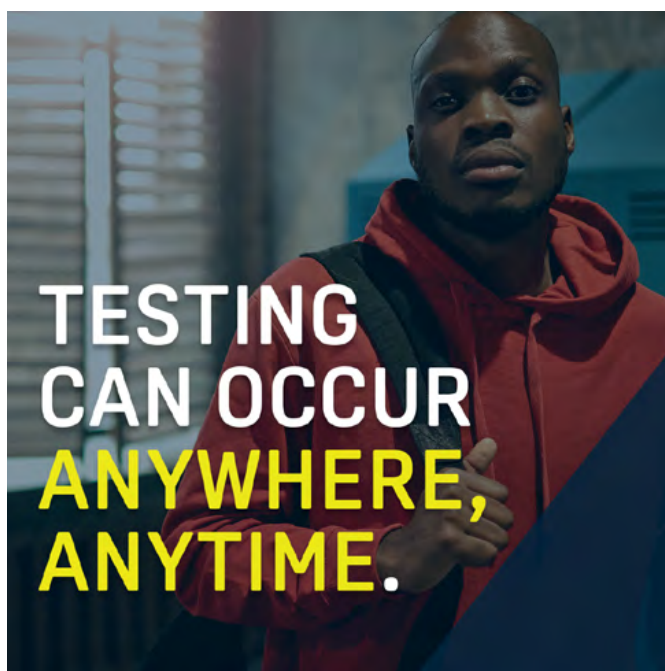
## FACEBOOK:



## TWITTER:



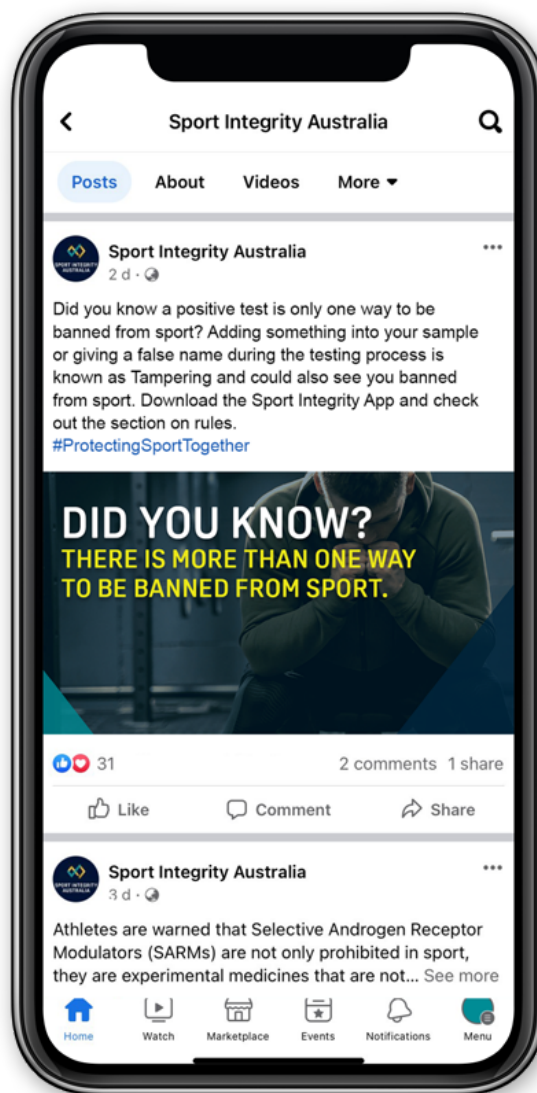
## INSTAGRAM:



# 1 WEEK OUT FROM EVENT/COMPETITION

## SUPPORTING COPY:

Did you know a positive test is only one way to be banned from sport? Adding something into your sample or giving a false name during the testing process is known as Tampering and could also see you banned from sport. Download the Sport Integrity app and check out the section on rules. #ProtectingSportTogether



## FACEBOOK:



## TWITTER:



## INSTAGRAM:



# EMAIL CAMPAIGN

The email campaign is designed to commence once entries for an event close, with subsequent emails being sent in the weeks following.

The first email consists of a visual resource which is embedded into the email and is accompanied by a detailed message. Subsequent emails will only include the visual resource embedded into the email itself, rather than as an attachment.

# EMAIL 1: WHEN ENTRIES CLOSE

Did you know, as an athlete and member of **[INSERT SPORT]**, you can be tested or investigated for doping at any time? **[INSERT SPORT]** Anti-Doping Policy applies to athletes, coaches and managers at all levels of competition. This means as an athlete you could be tested for banned substances at a competition, at training, and even at home.

Importantly, some medications and supplements can lead to a positive test, even if you didn't know they included a banned ingredient. If you do test positive, you may be banned from competing in all sport for up to four years. That means no competing, no training with your team, no coaching, and no playing another sport to stay fit.

To learn more, you can download the free Sport Integrity app and check out the section on rules, use the medication checker and check your supplements.

**SPORT INTEGRITY AUSTRALIA**

## REDUCE YOUR RISK OF TESTING POSITIVE

USE THE **SPORT INTEGRITY APP** TO:

- Find a low risk supplement which has been batch tested for prohibited substances.
- Check if a medication is prohibited in sport.
- Report and integrity issues or suspicious activity.
- Give feedback on an anti-doping test or ask us a question.

**CONTACT US**  
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Download the Sport Integrity app from the Apple Store and Google Play Store

Download on the **App Store**  
GET IT ON **Google Play**

MALE

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Download on the **App Store**  
GET IT ON **Google Play**

FEMALE

# EMAIL 2: HALFWAY BETWEEN CLOSE OF ENTRIES AND EVENT OR COMPETITION

**SPORT INTEGRITY AUSTRALIA**

## ANTI-DOPING RULES APPLY TO YOU

Athletes can be drug tested at competitions, at training, and at home. You can also be under investigation for doping by Sport Integrity Australia and not even know it.

Getting caught out can ruin your career and your reputation. Don't risk it. Check all your supplements, your medications, and make sure you know the rules.

Get educated by completing the Sport Integrity Australia eLearning courses.

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PARA

**SPORT INTEGRITY AUSTRALIA**

### ANTI-DOPING RULES APPLY TO YOU

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MALE

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FEMALE


# EMAIL 3: ONE WEEK PRIOR TO THE EVENT/COMPETITION

## ATHLETES CAN BE TESTED ANYWHERE, ANYTIME. MAKE SURE YOU ARE READY!


**1** Download the Sport Integrity App and use it to make your way through the following steps. 

**2** **TAKING A MEDICATION?**  
Use the 'Check a Medication' tab to access Global DRO to make sure your medication isn't banned in sport. 

**3** **TAKING A BANNED SUBSTANCE FOR MEDICAL PURPOSES?**  
Use the Therapeutic Use Exemption Checker to see if you need a TUE, and complete the paperwork if required. 

**4** **USING SUPPLEMENTS?**  
Use the 'Check a Supplement' tab to check the risk of your product. Supplements are the leading cause of inadvertent positive tests in Australia. 

**5** **NEVER BEEN TESTED?**  
Prepare yourself by going through a virtual reality test on the App. (Search for it under the menu icon) 

**6** **KNOW THE RULES?**  
A positive test is only one way to be banned from sport. Read up on the 11 Anti-Doping Rule Violations. 

**7** **COMPLETED YOUR EDUCATION?**  
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**8** **TRAIN AND COMPETE CLEAN!** 



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### COMPETITION COMING UP? MAKE SURE YOU ARE READY!

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### SEASON STARTING SOON? MAKE SURE YOU ARE READY!

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### TOURNAMENT COMING UP? MAKE SURE YOU ARE READY!

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### HEADLINE OPTIONS

# THE CHECKLIST



RESOURCE	USE
SPORT INTEGRITY APP	<input type="checkbox"/> Newsletter
	<input type="checkbox"/> Event Information Book
	<input type="checkbox"/> Event Program
	<input type="checkbox"/> Email
	<input type="checkbox"/> Social Media
	<input type="checkbox"/> Website
ATHLETES CAN BE TESTED ANYWHERE, ANYTIME	<input type="checkbox"/> Newsletter
	<input type="checkbox"/> Event Information Book
	<input type="checkbox"/> Event Program
	<input type="checkbox"/> Email
	<input type="checkbox"/> Social Media
	<input type="checkbox"/> Website
SOCIAL MEDIA CAMPAIGN	<input type="checkbox"/> Six Weeks
	<input type="checkbox"/> Five Weeks
	<input type="checkbox"/> Four Weeks
	<input type="checkbox"/> Three Weeks
	<input type="checkbox"/> Two Weeks
	<input type="checkbox"/> One Week
EMAIL CAMPAIGN	<input type="checkbox"/> Email One - When entries close
	<input type="checkbox"/> Email Two
	<input type="checkbox"/> Email Three - Week before competition/event



## SPORT INTEGRITY AUSTRALIA

### CONTACT INFORMATION

To enquire, provide feedback or reproduce the contents of the document please contact:

#### **Sport Integrity Australia Education**

PO Box 1744

Fyshwick ACT 2609

[education@sportintegrity.gov.au](mailto:education@sportintegrity.gov.au)

Safe Sport Hotline: 1800 161 361

Enquiries: 1300 027 232

[WWW.SPORTINTEGRITY.GOV.AU](http://WWW.SPORTINTEGRITY.GOV.AU)