

STATE OF ANTI-DOPING

**Address by the Hon. John Fahey, AC,
President, World Anti-Doping Agency**

*Delivered at the WADA Media Symposium,
Lausanne (Switzerland), January 19, 2010*

Good morning ladies and gentlemen.

I am very pleased to be here today and to welcome you to the annual World Anti-Doping Agency Symposium for members of the media. We truly appreciate your interest and recognition of the importance of the fight against doping in sport.

As those of you who attended one of our previous symposia are aware, we approach these media symposia as significant opportunities to share our view on the current state of the fight against doping in sport and to consider its future outlook, as well as make ourselves available to answer your queries. That is what I am going to do this morning.

During the past 12 months, the global fight against doping in sport has continued to advance significantly under WADA's leadership and guidance. As WADA celebrated its tenth anniversary, 2009 reflected the positive impact of some of the innovations fostered by the Agency and showed a clear sign of the evolution of the fight against doping in sport. The traditional anti-doping model has continued to evolve from a strategy focusing only on the athlete and relying mainly on testing, research and education, to a model incorporating the athlete's entourage and the upstream elements of doping. I am confident that this enhanced model, which incorporates new, additional ideas and strategies borrowed from other fields, will continue to help us protect the integrity of sport and the health of athletes with ever more efficiency.

Let me give you a few examples of significant progress achieved in 2009. As all of you are probably aware, WADA, in cooperation with its stakeholders and experts in various fields, finalized harmonized protocols and operating guidelines for the Athlete Biological Passport, which any anti-doping organization can implement. This is an important milestone in the evolution of the fight against doping in sport.

The Athlete Biological Passport is an innovative approach to anti-doping that WADA initiated and further emphasized following the 2006 Winter Olympic Games. It is an exciting and aggressive step in the fight against doping.

This strategy will allow anti-doping programs to be more sensitive and effective in detecting cheating. It will help protect the health of the athletes. But also, more importantly, it will be an additional tool for athletes to demonstrate their commitment to doping-free sport.

The Athlete Biological Passport is not a panacea. No single tool or strategy is a panacea against cheating in sport. But we are confident that this advance, coupled with existing and future strategies in a comprehensive approach, will make doping far harder for those athletes who may still take the risk to cheat. We know that the effects of drugs remain detectable longer in the body than the substances themselves. The Athlete Biological

Passport will allow the anti-doping community to exploit this reality through an increasingly biological and global approach, similar to that used in forensic science.

Another area of progress is our cooperation with Interpol, the world's largest police organization. You may remember that in 2009 WADA and Interpol signed a Memorandum of Understanding providing a framework for cooperation between our two organizations in tackling doping, in particular in the areas of the supply of illegal substances, the gathering of evidence and the sharing of information. I am pleased that the French government has now seconded an officer based at Interpol's Headquarters in Lyon, France, to serve as the liaison between WADA, governments and the Sport Movement, and the various Interpol bureaus around the world. I hope that this formalized cooperation will help achieve concrete advances.

As a number of high profile doping cases and investigations in recent years have shown, sharing of information between law enforcement agencies such as Interpol and anti-doping organizations can also be crucial in exposing anti-doping rule violations by athletes and their entourage that would not have been detected through testing. Law enforcement and government agencies possess investigative powers to attack source and supply of illegal substances which sport does not have.

The effectiveness of this approach has been proven in my country, Australia. In 2008-2009, the percentage of "non analytical" anti-doping rule violations – in other words, anti-doping rule violations based on evidence other than a positive doping control – has risen to close to 40% of the total number of anti-doping rule violations reported by the Australia Sports Anti-Doping Authority. This success has now led other countries, starting by the United Kingdom, to provide their national anti-doping organizations with enhanced investigation and intelligence powers.

2009 has seen advances in many other areas of the fight against doping in sport. Following my speech, WADA's Director General, David Howman, will present you more details on recent developments and perspectives. But I would like to highlight two other areas of progress that are particularly encouraging to me.

Firstly, WADA has continued to advance significantly its cooperation with pharmaceutical and biotechnological companies. I am pleased that this cooperation is expanding, including with national and international drug agencies. It is essential for the anti-doping community to strive to anticipate new doping trends and develop detection means before new doping substances or methods are made available to athletes. Through such cooperation, WADA is in a better position to anticipate possible doping trends and close the gap on doping cheats, while drug companies help ensure that their work is directed at treating and healing patients suffering from illness and disease, not at providing healthy athletes with an unfair advantage over their competitors.

Secondly, a number of anti-doping organizations, including the International Olympic Committee, have used the possibility provided by the World Anti-Doping Code to reanalyze a number of samples collected at events under the authority, uncovering retrospectively a number of anti-doping rule violations. This is a clear and powerful message to cheaters. They can be exposed years after the event with the development of new technology and science.

As we are nearing the start of the 2010 Winter Olympic and Paralympic Games, I am confident that the commitment displayed by the International Olympic Committee and

the International Paralympic Committee, coupled with the coordinated anti-doping measures implemented by various actors of the global fight against doping in sport in the lead-up to the Games, will help maintain the integrity of the Vancouver Games.

But while the Olympic and Paralympic Games bring a special focus to athletic excellence and efforts to protect performance integrity, the fight against doping in sport goes far beyond these two major events. It is a relentless effort to protect the right of clean athletes to compete on a level playing field 365 days a year. And, unsurprisingly, this effort goes with a number of challenges.

So what are the major challenges the fight against doping faces in the years ahead?

Without doubt the first one is complacency. It would be easy for the two groups that compose and fund WADA – governments and the sport movement – to tell themselves that with WADA they've got the formula or the rules right, that they've got the structure and the resources right. The problem of doping has not disappeared with WADA. To rest on their laurels at this time would be a huge mistake.

All parties concerned with the fight against doping in sport must take their responsibilities and enthusiastically renew their commitment to the fight in all of its applications.

We must recognize that human nature will guarantee that we are dealing with a problem that will never be solved, that we are in a contest that we will never totally win. But going forward we can get close to that victory if we constantly challenge ourselves and the efficacy of our current programs; if we use the collective wisdom within our ranks effectively, particularly the knowledge provided by science and social science; if we use the resources that sport and governments around the world provide. Following the initial excitement of creating a one-of-its-kind organization ten years ago and the numerous milestones reached throughout that first decade, what remains today is the responsibility of keeping the momentum going forward and pressing forward on all fronts to further advance the fight for clean sport.

At the forefront of our efforts must be a values-based education program. Today's youth are tomorrow's leaders and we must instil an indelible mindset on today's youth that will never allow them to countenance health-destroying and life-destroying drugs; that will never tempt them to cheat in sport or for that matter in life. One of the most fundamental principles governing all our lives is the concept of fair play and fair play is certainly the very essence of sport. In that regard, better understanding of the behavioural aspect and value judgements behind doping through enhanced social science programs will help us improve and enhance doping prevention programs and constantly help engage the support of athletes.

We should not underestimate the value and capacity to communicate our message through the tools used by the youth of the world today. It isn't print, it is Facebook, Twitter and other types of social media, and we need to be there.

Later in the day, WADA's Education Director, Rob Koehler, will present the significant work that WADA conducts in the areas of education and youth programs. Education is a top priority for WADA and an area in which we will put an even stronger emphasis in the coming months and years.

Going forward, anti-doping organizations must implement smarter programs. The last decade has taught us that quality testing is more effective than quantity testing. Quality testing can benefit in particular from intelligence gathering – much of which lies with the law enforcement agencies of the world. We must cooperate with such agencies and use our government partners to change and reform the laws of nations to eliminate manufacturing and trafficking across borders and effectively deal with the suppliers using the criminal codes of nations. We must use our government partners to embed our messages in the educational curricula of our schools.

As the independent monitor of the fight against doping in sport, WADA will reflect this evolution in its practice. In the coming months and years, we will strive to ensure that anti-doping organizations worldwide not only have anti-doping rules that are compliant with the World Anti-Doping Code, as we did in the past few years, but also that these anti-doping organizations enforce their rules by conducting effective anti-doping programs.

We must continue to recognize the value of focused scientific research. We must anticipate the next generation of performance-enhancing drugs through the use of scientific knowledge and technology cooperation and, as occurred in the recent CERA experience, be ready for the cheats when they make their attempts. We must also continue to enhance current detection means and fund reactive research to ensure that quick response is made scientifically to any new substance or method that is being used by cheating athletes.

We must use modern technology to simplify our methodologies such as eliminating the burden of paperwork and replacing it with bar coding. We must look at new technology available that could enhance the efficiency and the practicality of various areas of the fight against doping in sport. Given WADA's global mandate, we must however ensure that any new tool can be implemented in all regions of the world, including those that may be underserved in terms of technology.

We should find ways of using the thousands of pathology units in the hospitals and healthcare centers around the world to analyze samples, particularly blood samples. It seems puzzling to most that only 35 accredited laboratories are analyzing doping control samples when the cost and administrative burden of transporting those samples across the globe places an unreasonable financial responsibility on anti-doping authorities.

If the thousands of pathology units around the world can save lives in our hospitals every day, surely they can provide an accurate reading that will expose cheats in sport. If their analysis can convict criminals, then surely it can underpin a sanction against a sporting cheat.

I said the challenges ahead are many. Our scientists and experts tell us that gene doping will strike one day, although there is no evidence of it yet. They also tell us that athletes are micro-dosing, taking just sufficient doses of substances to stay within the boundaries and therefore avoiding adverse findings in testing but getting, over time, performance enhancement. We must continue to refine our detection methods and find ways to detect micro-dosing more easily.

Kitchen laboratories are springing up, many in first world nations and again, we must garner the political support to outlaw such operations. We have anecdotal evidence – which we have addressed – of bribery and corruption within the testing sequence. We

must have the powers to investigate within the anti-doping structure with the support of the national enforcement agencies.

We should not underestimate the capacity of cheats to successfully undertake blood transfusions and use certain animal substances.

Finally, we should continually question our budgets – not just the WADA budget, but budgets of National Anti-Doping Organizations, International Federations, Event Organizers and other entities dedicated to the fight against doping throughout the world. Without wishing to be dramatic, we are all engaged in a battle for a better world. Money cannot solve every problem, although when I was the Federal Finance Minister in Australia many Ministers in my country tried to convince me otherwise.

However, additional funding from the annual trillion US dollar industry of sport and the multi-trillion dollar collective taxation regimes presided over by the governments of the world may well prove valuable to deliver on our strategies and programs. We must be prepared to put our case for additional funds robustly, intelligently and based on fact and not just a wish list in order to achieve a greater good for our communities.

WADA will continue to seek and build partnerships with organizations and experts within and outside the anti-doping community. We will continue to explore ways of maximizing the use of available funds, such as opportunities to use existing research grants from public and private sectors.

I will conclude by saying that all of the progress achieved in the fight against doping in sport in the past decade is just the beginning of a long journey that, unsurprisingly, is filled with challenges.

Of course, there will always be some who choose to cheat, just like in other areas of our society. Of course, there will always be some athletes who complain that their privacy is infringed due to no-advance-notice out-of-competition testing. It is a fact that an effective fight against doping involves a certain level of invasion of privacy for top-level athletes. But, as the overwhelming majority of clean athletes will tell you, this is a small price to pay to protect the integrity of sport and the pursuit of their dreams.

Today, athletes who play fair in sport can have increasing confidence that major progress is being made in the fight against doping and that the net is closing around the cheaters. WADA will continue to work relentlessly to further close the net and meet the challenges in the years to come.

Thank you.