

THE PURITY OF SPORT – BUSINESS VS ETHICS: AN ANALYSIS OF THE DEVELOPMENT OF THE PARALYMPIC AND ANTI-DOPING MOVEMENTS

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Increasingly sporting organisations have been required to place greater emphasis on the business needs to ensure greater sustainability and financial capacity. This has been driven both by a need for organisations, National Governing Bodies and International Federations alike, to support athletes and participation at all levels but also to meet the business needs of those organizations governing sport at the highest level.

The consequences of such change have been in many ways positive: an increase in public funding and awareness, opportunities for athletes at all levels and an increase in exposure for many sports.

However, this change does not come without some negative consequences. In the Paralympic Movement, change has seen a dramatic increase in the level of service required to host a Paralympic Games and all aspects that support the national and international infrastructures. In anti-doping, an independent agency, namely the World Anti-Doping Agency (WADA), has been established and funded to address a culture that is increasingly prevalent throughout the world.

This lecture shall focus on where both Movements have come from and what impact the world of business and professionalism has had on their respective environments.