

**WADA Madrid Conference Intervention**

Intervention delivered by Richard Ings on behalf of ASADA

**The Future of Anti-Doping**

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Friends and colleagues engaged in protecting the integrity of international sport through the elimination of doping.

My name is Richard Ings. I am the Chairman and Chief Executive Officer of the Australian Sports Anti-Doping Authority, better known as ASADA.

ASADA is one of the newest members of the international family fighting doping in sport. Established a mere 18 months ago, ASADA is a young organization with a new team that is building its capability and credibility in the common fight against doping in sport.

ASADA is an organization with a strategy for eliminating doping that was shaped by Balco. Faced with the reality that athletes can and will engage in forms of doping that are difficult or indeed impossible to detect through traditional testing, anti-doping strategies that made us successful in the past may not translate into success in the future.

It is now well established that traditional testing, while a critical component of an anti-doping strategy, will simply scratch the surface of the number of athletes and athlete support personnel involved in any of the 8 forms of doping prohibited under the WADA Code

This has presented a challenge to develop new strategies and tools that are capable of detecting what to this day has been undetectable by testing alone.

The challenge here is not hypothetical nor is it limited to any one nation or any one sport. Balco has taught us the lengths that athletes will go to dope, the relative ease which they can do it and the fame and fortune that can be reaped from such fraud.

It is a challenge that we ignore at the peril of clean sport.

ASADA is committed to the path of complimenting traditional testing with strong investigative and intelligence management capability. These capabilities, working in partnership with agencies of law enforcement and border control, have had an immediate and profound impact on Australia's ability to detect serious anti-doping rule violations.

Since its launch in March 2006, some 25% of doping violations detected by ASADA are the direct result of such investigations. These include serious violations such as trafficking, use and possession which would have gone undetected if ASADA had continued to rely solely on traditional testing.

ASADA forecasts that as we build our investigative and intelligence capability, the percentage of doping violations resulting from such investigations will continue to grow.

Athletes and support personnel doping today are on notice that via such investigations they are subject to greater and increasing scrutiny than ever before and the sanctions when caught are severe.

Complimenting traditional testing with strong investigative and intelligence management capabilities and building working partnerships between anti-doping organizations and agencies of law enforcement and border control is the future of protecting the integrity of sport.

ASADA supports WADA's strong leadership on the importance of investigations to the global fight against doping in sport.

Richard Ings  
Chairman and Chief Executive Officer  
The Australian Sports Anti-Doping Authority  
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