

# Play the Game: Creating Coalitions for Good Governance in Sport

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## Abstract

Over the past 30 years, the role of sport in society has undergone dramatic changes. Sport has become part of a global entertainment industry and a powerful player in politics, economy and culture.

The financial boom has been accompanied by a series of threats to the credibility of sport as a promoter of social values. In recent years, corruption in a variety of forms has emerged as such a threat which might soon replace doping as the number one challenge to the image and proper functioning of sport.

Where as coordinated international action has been taken with regard to fight the use of sports drugs, the measures taken against corruption are scattered and often built on individual efforts.

Based on the knowledge exchange by academics, media professionals and sports officials at Play the Game's five world conferences over 11 years, the paper lays out some of the key vulnerabilities of sport and describe some of the systemic features of the sports organisations and their social environment that allow sport to be a breeding ground for corruption.

It argues that it is needed to create a parallel to WADA in the field of corruption, a coalition for good governance in sport, including not only sports leaders, but also government representatives, multinational institutions, NGO's, academics and media professionals.

## References

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