

# EMPOWER



# Empower Strength & Performance

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ANTI-DOPING POLICY



Empower Strength & Performance: Anti-doping policy  
JANUARY 2025

# Empower Strength & Performance Anti-doping Policy

## 1. Purpose

Empower Strength & Performance is committed to promoting clean sport and maintaining integrity in all aspects of its operations. This policy outlines Empower Strength & Performance's approach to managing communications and media interactions related to anti-doping to ensure compliance with the following legislation and frameworks:

- Sport Integrity Australia National Integrity Framework,
- Age Discrimination Act 2004
- Disability Discrimination Act 1992
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984
- Australian Human Rights Commission Act 1986
- National Anti-doping Policy 2021.

## 2. Scope

This policy applies to all Empower Strength & Performance staff, coaches, athletes, volunteers, contractors, and representatives when engaging with the media or using social media platforms to discuss or comment on anti-doping matters. It covers both personal and professional communication in any context associated with Empower Strength & Performance.

## 3. Definitions

- **Anti-Doping:** Policies, rules, and programs designed to prevent doping in sport, as outlined by Sport Integrity Australia.
- **Doping:** The occurrence of one or more anti-doping rule violations as defined in the World Anti-Doping Code.
- **Media:** Traditional and digital platforms used for communication, including newspapers, television, radio, social media, blogs, and forums.
- **Confidential Information:** Sensitive information regarding anti-doping cases, investigations, or athletes' personal data that is not publicly available.
- **Discrimination:** Treating an individual or group unfavourably due to a protected attribute as defined under the Australian Anti-Discrimination Act.
- **Sport Integrity Australia National Integrity Framework:** A framework that ensures the protection and integrity of Australian sport through policies and programs.

#### **4. Policy Objectives**

1. Uphold the integrity and reputation of Empower Strength & Performance in all communications related to anti-doping.
2. Ensure accurate, respectful, and responsible media engagement on anti-doping issues.
3. Protect the confidentiality and privacy of athletes and individuals involved in anti-doping matters.
4. Prevent the dissemination of misinformation or discriminatory statements in relation to anti-doping.

#### **5. Media and Communication Guidelines**

- i. **Authorized Spokesperson:**
  - Only authorized personnel (e.g., the Empower Strength & Performance Owner and Head Coach or designated representative) may speak to the media on behalf of Empower Strength & Performance regarding anti-doping matters.
- ii. **Accuracy and Integrity:**
  - All statements or comments must be factual, accurate, and aligned with the principles of clean sport.
  - Speculation, unverified information, or defamatory statements are strictly prohibited.
- iii. **Confidentiality:**
  - Do not disclose confidential information related to anti-doping investigations, athletes, or legal proceedings without explicit authorization.
  - Respect the privacy of all individuals involved in anti-doping matters.
- iv. **Respectful Language:**
  - Avoid language that could be perceived as discriminatory, defamatory, or harmful to any individual or group.
  - Ensure communication reflects Empower Strength & Performance's values of inclusivity, fairness, and respect.
- v. **Social Media Conduct:**
  - Apply the same standards of accuracy, respect, and confidentiality to all social media interactions.
  - Do not engage in arguments or debates regarding anti-doping matters on public platforms.

#### **6. Prohibited Conduct**

- i. **Misinformation:**
  - a. Sharing unverified, false, or misleading information about anti-doping.
- ii. **Discrimination:**

- a. Making statements or comments that discriminate against individuals based on protected attributes.
- iii. **Defamation:**
  - a. Publishing or sharing content that could harm the reputation of athletes, staff, or any other stakeholders.
- iv. **Unauthorized Disclosure:**
  - a. Sharing confidential information related to anti-doping investigations or cases.

## **7. Responsibilities**

- **Empower Strength & Performance Leadership:**
  - Ensure all staff and representatives are aware of and adhere to this policy.
  - Provide training on appropriate media engagement regarding anti-doping matters.
- **Staff, Coaches, and Volunteers:**
  - Refrain from making unauthorized statements or comments on anti-doping matters.
  - Report any breaches of this policy to the Empower Strength & Performance Media Manager.
- **Athletes and Members:**
  - Comply with this policy in all media interactions and social media activities.

## **8. Reporting and Addressing Breaches**

### **Reporting:**

- Breaches of this policy should be reported to the Empower Strength & Performance Owner and Head Coach, Troy Smith
- All reports will be treated confidentially and investigated impartially.

### **Consequences:**

Breaches may result in disciplinary actions, including:

- Warnings (verbal or written).
- Suspension or termination of employment, membership, or affiliation.
- Referral to Sport Integrity Australia or other relevant authorities.

## **9. Education**

Empower Strength & Performance will educate the Empower Strength & Performance community on the importance of clean sport and accurate communication.

Empower Strength & Performance Owner and Head Coach and any other Coach affiliated with Empower Strength & Performance is required to undertake the following Anti-doping training:

- Sports Integrity Australia Fundamentals
- All annual updates

## **10. Continuous Improvement**

This policy will be reviewed regularly to ensure it remains effective, relevant, and aligned with current legislation, the Sport Integrity Australia National Integrity Framework, and Empower Strength & Performance's values.

## **Acknowledgment**

All Empower Strength & Performance representatives are required to acknowledge they have read, understood, and will comply with this policy. Records of acknowledgment will be maintained by the Media Manager.

## **For further support and information**

Owner, Head Coach

*Troy Smith*

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