RISK & INTEGRITY
2026 WORLD CUP

opportunities in alignment
CURRENT ATHLETES

FORMER ATHLETES

CURRENT & PROSPECTIVE SUPPORTERS
TOP THREATS TO REVENUES IN THE SPORT INDUSTRY

Sports industry: time to refocus.
PwC’s Sports Survey 2019

- Decreasing fan loyalty: 40.3%
- Lack of trust in sport governing bodies: 39.1%
- Integrity issues: 34.8%
Are you pursuing integrity for its own sake or simply a means for profit?

Athletes, Supporters, Sponsors, and other external stakeholders can all tell the difference.

Is your mission and vision embedded into business rules and decision making?

What are you doing to get people to believe you are meeting your purpose?
FIRST UP
CONSUL T ANTS
REPORTING LINES
EDUCATION
MATCH FIXING LEGISLATION
REGULATION OF BETTING
IMPROVED GOVERNANCE
INTERNATIONAL COOPERATION
INTEGRITY UNITS
WHITNEY
BRAGAGNOLO
PRESERVING THE INTEGRITY OF SPORT
ALIGNMENT Q:

IS YOUR MISSION & VISION EMBEDDED INTO BUSINESS RULES AND DECISION MAKING?
Soccer Match Fixing Has Infiltrated Canada

Why Athletes Are Vulnerable to Gambling

Canadian Players Convicted in Match-Fixing Scandal

NCAA more vulnerable but players still ‘amateurs’

Match-Fixing at Women’s World Cup?

NBA didn’t want to find match fixing in Donaghy scandal

Players in the women’s game earn a fraction of the wages of their male counterparts, leading to fears that they could be targeted.
SHIFTING FROM OLD THINKING TO NEW DIRECTION

- Silent about plans & progress unless scandal
- Match-Fixing initiatives transparency harms commercial viability
- Reactive instead of proactive. (i.e. Relying only on Codes of Conduct etc.)
- Stopping at the “box check”
- Difficult to navigate integrity info on website...if any (education, hotlines, workshops etc.)

Leverage your leadership position to fans, supporters & sponsors with your progress compared to the market.

Recognition as leader earns commercial viability & fan loyalty.

Setting precedent. Benchmarking bidding, hosting and organizational host requirements regarding integrity.

Clear mission, vision & objectives. Accessible KPIS.

Open culture around integrity issues.

Integrity defined in Long Term Strategic Plans.