Sports betting and the integrity of Australian sport: Athletes' and non-athletes' perceptions of betting-motivated corruption in sport

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Abstract

The purpose of this study is to gain a deeper understanding of betting-motivated corruption in Australian sport by exploring key stakeholders' perceptions. More specifically, it aims to discover the nature and perceived risks of betting-motivated corruption from the experiences of those within sporting organisations, and the effectiveness of anti-corruption strategies currently in place within Australian sport. Through a qualitative case study approach of three sites (sports) in Australia—rugby league, swimming and water polo—insight into the perspectives of 22 participants, namely athletes and non-athletes (coaches, support staff, administrators and referees) was gained through semi-structured interviews. Using the thematic analysis technique, patterns of themes were identified across the interview transcripts. The findings indicate that athletes and non-athletes view betting-motivated corruption and the involvement of transnational organised crime as non-existent within their sport. There were also mixed perceptions surrounding the effectiveness of current anti-corruption strategies in each sport. The paper provides a platform for future research and highlights the need for improvement in the anti-corruption strategies in place to prevent the threat of betting-motivated corruption on the integrity of Australian sport.

Keywords: Sport, Corruption, Sports betting, Gambling, Sport integrity, Anti-corruption, Match fixing, Spot fixing, Insider information, Transnational organized crime

1. Introduction

The advancement of the internet in the mid-1990s has contributed to the exponential growth in sports betting by facilitating the globalisation of the betting market, where national boundaries that once provided governance and a regulated structure no longer limit punters' betting capabilities. An international marketplace now exists and individuals can now bet on any sport, played anywhere in the world, at any time (Reiche, 2013). This growth in the global betting market provides a platform for transnational organised crime (TOC) and betting-motivated corruption in sport (ACC, 2013).

Betting-motivated corruption is a term used to encapsulate three activities linked to the intentional manipulation of results or aspects of a match, or the misuse of insider information with the goal of financial gain through the betting market (Boniface et al., 2012). The three activities include: match-fixing (manipulation of the outcome of a match to support a bet), spot-fixing (staging a certain aspect of a sporting contest to support a bet) and the misuse of insider information (intentional leaking of insider information to gain advantage in the betting market) (Gorse & Chadwick, 2011; Anderson, 2011; Palmer, 2014). Worldwide, betting-motivated corruption has negatively affected many sports, such as soccer (football), tennis, cricket and rugby league (Bricknell, 2015). While this phenomenon has impacted on many competitions internationally there has been a limited but increasing number of allegations within Australia (Hume, 2017). Despite the small number of known cases, the Australian Crime Commission (ACC) in 2013 identified betting-motivated corruption and the involvement of TOC in Australian sport as an emerging threat that has significant negative implications for the business of sport.

Sport plays a large part in Australian culture with over 90% of the adult population interested in sport (ASC, 2017). Approximately 14 million adults and young people partake in sport each year with the industry generating over \$39 billion towards the Australian economy (ASC, 2017). With sport being a large part of Australian culture, upholding its integrity is important for its growth and future sustainability. Integrity related issues, such as betting-motivated corruption, experienced internationally is found to negatively impact on sport competitions in contributing to decreasing levels in participation and supporters, loss of sponsors and other funding sources, and in some cases the termination of sport leagues. A contributing factor to the increased risk of betting-motivated

corruption is the local and international betting markets. Delfabbro and King (2012) suggest gambling is a part of the Australian culture with up to 80% of Australians participating in gambling at least once in their lifetime. H2 Gambling Capital ranked Australians as the biggest gamblers in the world in 2013 when measured in terms of loss per capita (The Economist, 2014). Sports betting is the fastest growing sector of the gambling industry in Australia, with turnover increasing by 278%, from AU\$880 million in 2000–2001 to AU\$3.3 billion in 2010–2011 (ACC, 2013). Latest statistics suggest that in 2014–2015 the total sports betting turnover in Australia was AU\$7.2 billion (Queensland Treasury, 2016). Despite the increasing level of sports betting in Australia, there have been a low number of reported cases of betting-motivated corruption within Australian sport. However, it is important that more research is conducted to contribute to the already proactive approach taken by Australia to curb the incidence of betting-motivated corruption.

Existing research has focused on the analysis of large public scandals of betting-motivated corruption internationally. Additionally, the existing literature has focused on the role of prevention and regulation strategies in addressing the potential threat of betting-motivated corruption in sport outside of the Australian context, such as within European countries. Given the sparse research surrounding the increasing phenomenon of betting-motivated corruption in Australian sport, this exploratory study focuses on two key issues. In particular, it examines the perceptions of athletes and non-athletes (coaches, support staff, administrators and referees) in three Australian sports regarding: the nature and perceived risks of betting-motivated corruption in their respective sport, and the effectiveness of existing strategies implemented to address the threat.

2. Past research on sports betting and its impact on sport integrity

The literature on sports betting and its impact on sport integrity¹, particularly betting-motivated corruption, is still emerging and predominately focuses on the European, Asian and international context. Previous research on betting-motivated corruption has examined several aspects of the issue

¹ Sport integrity is about “preserving the fundamental characteristics of sporting competition as being an honest test of skill and ability, and to act on and off the field in ways that are consistent with preserving the social and economic value of sport” (SportsAccord, 2011).

in terms of the risks associated with particular types of sports bets individuals can place, the analysis of key cases reported in the media and the assessment of responses that have been implemented internationally to address the phenomenon.

Research that looks specifically at Australian sport has been limited. Early work came from the ACC in 2013, where they stated that betting-motivated corruption was a real threat to Australian sport due to the globalisation of sports betting (ACC, 2013). This initiated the research by Misra et al. (2013), who examined key cases of betting-motivated corruption and reviewed the responses to address the issue within the Australian context. Most recently, Bricknell (2015) examined media reports on key cases of a range of sports corruption that have occurred in Australia, including doping, betting-motivated corruption and non-betting-motivated corruption (e.g. tanking). Overall, it is apparent that research on betting-motivated corruption is still limited compared to other types of sport corruption (e.g. doping) and requires further investigation, particularly within the Australian context. To understand the full scope of the past research on this issue, this review of the literature discusses the past research surrounding four key areas: the extent of sports betting and betting-motivated corruption, the implications of sports betting on sport integrity, the prevention of betting-motivated corruption, and the difficulties in researching this type of corruption.

2.1. The extent of sports betting and betting-motivated corruption

A focal point of concern in the literature has been around the prevalence of sports betting and betting-motivated corruption in sport. Past research suggests that sports betting is increasingly prevalent and the sponsorship of sporting teams and competitions by bookmakers is normalising gambling (Milner et al., 2013). The nature of placing bets on sport in Australia and internationally has evolved from only being able to place wagers on the winner to the ability to place live (in-play) bets as a match is underway, and exotic bets such as the amount of penalties conceded (Boniface et al., 2012). Pivotal in this evolution in the way individuals can place bets is the development of the internet, which has globalised sports betting. Globalisation, for instance, has increased the capabilities of Australian adults to choose between placing bets via regulated Australian bookmakers or through poorly regulated betting markets online. This capability provides a means to place an illegal bet,

which involves a punter placing a bet with an online bookmaker who does not have lawful authorisation to operate in the country the punter is betting from. The International Centre for Sport Security (ICSS) (2014) found that up to 80% of the 8,000 bookmakers worldwide are operating within poorly regulated jurisdictions. Within the United States of America (USA), where sports betting is prohibited in most states, Kelly (2011) found that 99% of sport bets (at least US\$81 billion per year) by Americans are illegal, as they are placed through overseas bookmakers. Additionally, ICSS (2014) state that € 275 billion (85% of the global betting market) is wagered through unregulated betting markets. Not only does this pose a risk to the regulation of sports betting practices, but also invites illicit activities through betting-motivated corruption.

The extent of betting-motivated corruption in sport has generally been examined using statistical analysis of reported cases, as well as through the analysis of anecdotal evidence in media reports. The majority of the past research has typically defined three activities that make up betting-motivated corruption: match-fixing, spot-fixing and the misuse of insider information (ACC, 2013; Boniface et al., 2012). Internationally, all three of the aforementioned activities have gained increased attention from authorities and researchers. For instance, However, within Australia there has only been a small but growing number of reported cases, thus reflecting the limited number of studies of its nature and perceived risks.

Within the European context, FIFPro (2012) conducted research into a range of sport integrity issues, including non-betting related match-fixing (where match-fixing occurs for other purposes related to competition tactics), and betting-related match-fixing. The study surveyed 3206 professional footballers across 12 Eastern European countries and found 11.9% of participants reported to have been approached to match-fix, and 23.6% were familiar with match-fixing that had occurred within their league (FIFPro, 2012). Another study by Harvey and Levi (2014) surveyed 1585 football players from amateur to professional levels across eight European countries to explore their knowledge of sport-related match-fixing, betting-related match-fixing, and sharing insider information. Overall, it was found that each country had varying susceptibility to match-fixing and the sharing of insider information, for instance players from Scotland found the sharing of insider information as more of a risk than participants from Hungary who viewed match-fixing as a larger

issue (Harvey & Levi, 2014). A limitation, however, common across both FIFPro (2012) and Harvey and Levi (2014), is that they do not distinguish whether they are exploring non-betting related match-fixing/misuse of insider information and betting-related match-fixing/misuse of insider information. Despite this limitation, these studies demonstrate the extent of the issue within the European context regardless of whether the corrupt activity is connected to betting.

Additionally, the quantitative study conducted by Rompuy (2015) found patterns and relationships within a five-year dataset of soccer matches played worldwide that were suspected of betting-related corruption. Rompuy (2015) found that match-fixing was the main type of corruption as it was linked to bets placed on the final outcome (such as the winner or winning margin) of a match/contest as it was the betting market that held the highest liquidity and therefore assumed the lowest risk in being detected. While this finding suggests match-fixing as the most prevalent form of betting-motivated corruption, past research has argued that spot-fixing is a bigger risk as it can be carried out by a single individual and not affect the result (Misra et al., 2013). Rompuy (2015), however, suggests that large, exotic bets associated with spot-fixing would be more obvious within the low-liquidity exotic betting market. Additionally, Sportsradar (2014: 13) states that insider information can serve as an entry point for fixers to initiate a relationship with athletes, which they eventually exploit to manipulate matches. Overall, past research surrounding betting-motivated corruption demonstrates that the primary focus has been on the international or European context. However, considering the threat of betting-motivated corruption, it is important to gain further knowledge on the nature and perceived risks of the behaviour within Australia.

A review of the literature on betting-motivated corruption has indicated two types of corruption: lone-wolf and multi-party (Holden & Rodenberg, 2016). Lone-wolf corrupters are defined as individuals who cut out the middleman and engage in betting-motivated corruption on their own (Holden & Rodenberg, 2016). Conversely, multi-party corruption involves more than one individual, who could be the mastermind and the captain of a team, a coach, or a party external to the sport such as a betting syndicate or organised crime group (Holden & Rodenberg, 2016). Ultimately, the main motivation of both lone-wolf and multi-party corrupters is money (Carpenter, 2012).

Bricknell (2015) and ACC (2013) identified several risk factors that increase an individual's susceptibility to engaging in betting-motivated corruption, including: the closed environment of sport, disparities in the salaries of individuals within sport especially in lower-level competitions, financial issues such as those related to gambling, the link between making money and sport, and associations with members of criminal organisations or betting syndicates who may groom, coerce and blackmail individuals to commit illegal behaviour. Hill (2015) also conducted a study where he found that despite being well-rewarded in their careers in terms of status and wealth, each case of athletes accepting bribes to engage in betting-motivated corruption was motivated by greed or feeling discontent with what they have. Furthermore, Hill concluded that athletes nearing retirement may be more inclined to accept bribes to prepare for their near future—particularly if they do not have an education or a fall back career to maintain their privileged life as an athlete. Additionally, Forrest, McHale and McCauley (2008) and Forrest and Simmons (2003) examined match-fixing through an economic perspective in which they explained participants in sport weigh up the expected costs and benefits of match-fixing. For example, an individual in sport will engage in betting-motivated corruption depending on the level of benefit (such as the amount of gain) and the costs, such as the probability of detection and successfully fixing a match, as well as how much they would lose if they were to be caught (Forrest & Simmons, 2003). This, therefore, explains why individuals involved in lower-tier sport competitions and referees (who are usually the lowest paid on the field) are most at risk as they have the least to lose (Forrest et al., 2008).

2.2. The implications of betting-motivated corruption on sport integrity

There is strong recognition that sports betting poses an increasing threat to sport integrity (Misra et al., 2013). Ethics are the key components of sport integrity and guide the morals of individuals, teams and organisations in upholding good character (Ianinska and Garcia-Zamor, 2006; McNamee and Fleming, 2007). A significant factor to maintaining sport integrity is its culture. It is important that sport organisations prioritise ethical values and decision-making at all levels of their hierarchy. Maintaining a culture towards preserving integrity of sport has many benefits, including trust and support of a sport, as well as improved participation and retention rates, better financial sustainability

due to increased sporting memberships, attracting sponsors and grants, and on-field success resulting from the appeal of being associated with a successful brand (ASC, 2015).

Influencing integrity is an individual's underlying motivation to participate in sport (Treagus et al., 2011). Intrinsic motivation means an individual finds personal satisfaction from partaking in sport (Vallerand and Losier, 1999). In contrast, individuals may possess extrinsic motivations to participate in sport from external rewards like wealth and status (Vallerand and Losier, 1999). Past research suggests that an individual's progression from intrinsic motivations to extrinsic motivations as they move to the elite level of sport can potentially impact on the integrity of sporting competitions (Hums et al., 1999).

Through betting-motivated corruption individuals go against their own sense of right and wrong to achieve their sought-after goal. The implications of this corrupt behaviour can be disastrous for sporting codes, such as the loss of supporters, loss of sponsors and the demise of competitions (Hill, 2010; McLaren, 2010). The negative implications sports betting has on sport integrity, by providing a platform for corruption, makes it apparent that this is an important issue that needs to be addressed.

The involvement of TOC in sport is another issue that has a negative impact on sport integrity. Past research suggests that betting-motivated corruption is linked to TOC or criminal activity performed by structured groups of individuals in more than one country, with the aim of gaining profit through illegal means across national borders (Boniface et al., 2012; Coyne and Bell, 2015; United Nations, 2004). The ability to launder money through sports betting platforms and generate large profits in excess of US\$4–5 million in 90 days by fixing matches is enticing to TOC groups (Heron and Jiang, 2010: 101). Illegal online sports betting provides an environment where TOC flourishes, in that it is poorly regulated, decentralised and provides TOC groups the opportunity to exploit lower-tier sporting competitions that have less scrutiny (Etges and Sutcliffe, 2008; Misra et al., 2013; Palmer, 2014). While the majority of reported cases of betting-motivated corruption linked to TOC have occurred overseas, the ACC (2013) and Heron and Jiang (2010) argue that Australian sport is at risk of TOC groups becoming involved, as Australia has the perfect conditions for betting-motivated corruption (such as match-fixing) due to the lack of financial stability among players and clubs, a

similar time zone to Asia, an array of sporting competitions and significant growth in the gambling industry.

2.3. The prevention of betting-motivated corruption in Australia

A considerable amount of the past research surrounding betting-motivated corruption has focused on prevention and regulation. Internationally, research has reviewed strategies put in place to address this issue; however, these studies have been largely based on anecdotal evidence rather than systematic conceptual understandings of the problem. In preventing betting-motivated corruption, the Council of Europe Convention on the Manipulation of Sports Competitions (hereafter the ‘Convention’) recommends a coordinated approach, involving inter-agency collaboration between several entities including sporting bodies, betting regulators and law enforcement agencies to keep pace with the easily accessible and rapidly growing regulated and unregulated online betting markets (Council of Europe, 2014).

To encourage a coordinated response, the Australian Government, in 2011, introduced the National Policy on Match-fixing in Sport, along with a non-regulatory body called the National Integrity of Sport Unit (NISU) (NISU, 2015). The NISU oversees, monitors and coordinates anti-corruption efforts in Australian sport by engaging with sporting organisations, law enforcement agencies, betting regulators and other relevant stakeholders (NISU, 2015). The introduction of the National Policy on Match-fixing in Sport also brought about the criminalisation of all forms of betting-motivated corruption throughout Australia (NISU, 2015). Furthermore, the Australian betting market is highly regulated, with recent provisions in the *Australian Interactive Gambling Act 2001* (AIG) aimed at deterring and preventing betting-motivated corruption, particularly spot-fixing. For instance, the AIG prohibits offshore unregulated online bookmaker from offering sports betting to Australians unless they become licensed in Australia, as well as banning online bookmakers (licensed venues excluded) from providing in-play exotic betting to mitigate the risk of spot-fixing (Interactive Gambling Act, 2001). Overall, it is apparent that the Australian Government is committed to address betting-motivated corruption through the establishment of a dedicated non-investigatory unit and gambling regulation.

An assessment by Bricknell (2015) of the prevention measures in place to address betting-motivated corruption suggests that there is a lack of dedicated law enforcement units within Australia that investigate and monitor betting-motivated corruption, with the Victorian Police the only Australian law enforcement agency with a dedicated Sport Integrity Intelligence Unit. Conversely, there is a dedicated regulatory agency – the Australian Sports Anti-Doping Authority (ASADA), that investigates and monitors doping in Australian sport. As a result of the challenges law enforcement and other regulatory bodies face in addressing the issue of betting-motivated corruption, sporting organisations are arguably the first point of call when it comes to preventing this type of corruption (Forrest et al., 2008).

To maintain sport integrity, sporting organisations, such as federations, clubs and associations who manage athletes, coaches, support staff, administrators and referees, are the underlying mechanism for preventing corruption. Past research has reviewed anti-corruption measures and has identified three key areas in prevention: education, investigation and sanctioning (Boniface et al., 2012; Anderson, 2011). The Convention and other researchers suggest that good-practice anti-corruption with sport organisations requires a holistic approach involving educational programs aimed at increasing awareness of the consequences of betting-motivated corruption, codes of conduct that promote values against corruption, moral clauses in contracts, integrity units, information sharing between betting regulators and law enforcement, and strict and lengthy sanctions (Anderson, 2011; Boniface et al., 2012; Council of Europe, 2014; Forrest, 2012). It is apparent that education is important in addressing corruption; however, it is important that codes of conduct and other measures are developed through good governance (Abbott and Sheehan, 2013; Transparency International, 2012).

In the Australian context, Gleeson (2011) identified mixed approaches in the way sporting organisations have responded to corruption. It was found that some organisations responded proactively in enhancing their codes of conduct and education programs, while others were reactive. A review of past research has indicated limited knowledge surrounding the perceptions of individuals affected by anti-corruption measures administered by sporting organisations in the Australian context.

Additionally, there is limited understanding of the effectiveness of anti-corruption strategies within Australian sporting organisations (Bricknell, 2015).

2.4. Difficulties in corruption research

Conducting research on corruption is difficult and, due to its illicit and secretive nature, obtaining official data is problematic (Graycar, 2015). Furthermore, Rompuy (2015) states that it is difficult to find primary data on betting-motivated corruption. Therefore, as it is difficult to measure corruption, it leaves researchers to gather proxy measures of people's perceptions of the nature and perceived risks of corruption or, in the case of this research, betting-motivated corruption. As a result of the exploratory nature of this research, investigating the perceptions of athletes and non-athletes provides valuable insight to their opinions on betting-motivated corruption within their sport even though they may not have personal experience with the activity. In particular, the opinions of athletes and non-athletes is beneficial as they have a comprehensive understanding of their own sport, including insight into vulnerabilities that corruptors could exploit for betting purposes. Furthermore, exploring perceptions is useful to assess the effectiveness of anti-corruption strategies that affect athletes and non-athletes, and in particular the education they receive to assist them in better understanding the risks associated with betting-motivated corruption.

2.5. Research questions

Overall it is evident that past research on betting-motivated corruption in Australian sport is limited. There is a significant gap in the knowledge surrounding the nature and perceived risks of betting-motivated corruption within Australian sport, with past research focusing on key cases of corruption internationally. As betting-motivated corruption is a hidden behaviour, and therefore under-reported, key cases may not give a complete understanding of the nature, risks and motivation of the phenomenon. Thus, there is a need for further research exploring the perceptions of athletes and non-athletes in sport about the nature and perceived risks of betting-motivated corruption, as well as the reasons for individuals' involvement (Bricknell, 2015; Misra et al., 2013).

Much of the Australian literature has focused on the role of prevention and regulation strategies in addressing the potential threat of betting-motivated corruption in sport. However, the existing research within the Australian context has not examined the effectiveness of new anti-corruption strategies in Australian sport in addressing the threat of betting-motivated corruption (Bricknell, 2015). Given the sparse research to date, there is a need for a better understanding of athletes and non-athletes' knowledge and perceptions of current prevention strategies. Therefore, this study addresses the following research questions:

1. *What are the perceptions of athletes and non-athletes regarding the nature and perceived risks of betting-motivated corruption in Australian sport?*
2. *What are the perceptions of key stakeholders regarding the effectiveness of the existing anti-betting-motivated corruption strategies in Australian sport?*

3. Method

A qualitative case study approach was employed to explore betting-motivated corruption within the context of multiple sites (sports) at the elite level in Australia: rugby league, water polo and swimming. The selection of the three sites was based upon the possibility of betting-motivated corruption occurring, the site's relevance to addressing the research questions and accessibility to data, as suggested by Yin (2009). Three sites were selected for comparison and triangulation purposes across three different types of sport: an entertainment sport, an Olympic sport and a hybrid of both. Rugby league (entertainment sport) is a popular, team-based sport in Australia, which is highly commercialised and has a national competition called the National Rugby League (NRL) that has an array of betting markets offered by several Australian and international bookmakers (i.e. Sportsbet, 2014; 1XBet, 2017).

Swimming (Olympic sport) is primarily an individual sport and is regarded as Australia's most successful sport at the Olympic Games; athletes compete in various national and international championships that occur periodically each year in which betting markets on the winner of races have been offered by bookmakers in Australia and internationally (Swimming Australia, n.d.). Additionally, during the upcoming 2018 Commonwealth Games an increase in the number of betting

markets on swimming is predicted, therefore the exploratory nature of this research provides baseline data surrounding perceptions of betting-motivated corruption within the sport in Australia.

Water polo is a team sport and is classed as a “hybrid” sport, as it encapsulates key characteristics evident in both entertainment sports and Olympic sports. Water polo is an Olympic sport like swimming, but it also supports a national league competition, called the National Water Polo League (NWPL). Water Polo in Australia, however, does not have an available betting market, but the inclusion of the sport in this study enables the exploration of the sport’s ‘readiness’ in the event that betting markets become available.

A total of 22 semi-structured interviews were conducted in-person or over the phone between May 2015 and June 2015 with individuals currently or previously involved at the elite level in each of the case study sports, and comprised athletes and non-athletes (coaches, support staff, administrators and referees). Within each sport, data saturation had been reached as the ability to obtain new information had been reached (Guest, Bunce & Johnson, 2006). There were nine participants from rugby league (9 males, 2 athletes and 7 non-athletes), seven from swimming (3 males and 4 females, 2 athletes and 5 non-athletes) and six from water polo (4 males and 2 females, 2 athletes and 4 non-athletes). A number of non-athletes were former athletes who also provided insight into their past experiences as an athlete. Interview participants were recruited through purposive sampling, where the sample is selected based upon the researcher’s judgement to select those of interest within a population who can address the research questions (Maxfield and Babbie, 2011). Athletes and non-athletes were selected for two reasons: their direct involvement in competitions and their involvement in roles that have in the past been associated with allegations of betting-motivated corruption in sport internationally (ACC, 2013). The Queensland Academy of Sport (QAS) facilitated the recruitment of interview participants, inviting them to participate on behalf of the researcher. Each interview was directed by an interview guide and participants were asked questions relating to their sporting experience, as well as perceptions of betting, betting-motivated corruption and current anti-corruption strategies in their sport. More specifically, questions surrounding these topics, such as “what is your opinion of what influences athletes to have integrity” or “what is your perception on the involvement of organised crime?”, were informed by reviewing the existing literature on betting-motivated

corruption and sport integrity. For instance, existing research suggests that organised crime is involved in betting-motivated corruption due to the ability to generate large profits and launder money through unregulated betting markets (Heron and Jiang, 2010).

To find the meaning of transcripts generated through semi-structured interviews, the data were analysed using Braun and Clarke's (2006: 87) six phases of thematic analysis. Data analysis involved an iterative process where themes were identified from existing literature and then derived from the interview responses using a qualitative analysis computer software package called NVivo 10.

Due to ethical considerations, strategies to ensure participant anonymity are employed when reporting the findings; when using direct quotes participants are referred to by their unique code identifiers, such as R1, their roles are not reported, and quotes are paraphrased when particular dialogue could identify the participant. Participants are also referred to as athletes or non-athletes (including coaches, support staff, administrators and referees), due to the possibility of identifying "non-athletes" if referred to by their specific role. Additionally, case study sites are referred to as "sport/s" to enhance readability.

4. Findings

4.1 Stakeholders' perceptions of the nature, perceived risks and influence of sports betting on Australian sport integrity

In addressing research question one, four key themes are reported: knowledge of betting, knowledge of corruption and TOC, risk factors that influence betting-motivated corruption, and protective factors that minimise the risk of corruption (see Figure 1).

[INSERT FIGURE 1 ABOUT HERE]

4.1.1. Knowledge of betting

Overall, the majority of participants saw gambling generally as part of the Australian culture. Participants indicated their perceptions regarding the extent of knowledge of available sports betting markets within each sport and the prevalence of athletes and non-athletes betting on their own sport. In total, 21 of the 22 participants demonstrated knowledge of the available betting markets within their own sport. The majority of participants viewed online betting platforms, such as websites and

mobile applications, as the main method of placing bets. Furthermore, participants across the three sports generally reported that athletes and non-athletes betting on their own sport was not a widespread issue, because it is against contractual obligations or they had not heard of it occurring. However, water polo participants stated betting on their own sport was not an issue as there is presently no betting market available on the NWPL.

The comparison matrix in Table 1, which compares each of the case study sports against the key themes, indicates that rugby league participants had knowledge of the array of betting markets on the NRL, which they described as “you can bet on just about anything these days in rugby league”. Compared to rugby league, Table 1 indicates differing betting markets available for swimming and water polo. For example, seven of the eight swimming participants reported betting markets being available “on just the outcome” of races in events such as the Australian Nationals, world championships and the Olympics. Similarly, water polo participants reported betting was only available on the outcome of matches played overseas where water polo is more popular. The NWPL was reported to have no betting market; however, participants reported that... “eight or so years ago there was a [European] bookmaker that offered odds on NWPL games and that lasted about half a season and there hasn’t been anything since” (R4). While betting options are limited for both swimming and water polo, participants did speculate on the possibility of being able to bet on a range of situations such as “split times” in swimming, and “kick outs, goal counts and penalties” in water polo.

[INSERT TABLE 1 HERE]

Across each sport, the majority of participants viewed athletes and non-athletes betting on their own sport as an activity that used to occur; however, it no longer is an issue. The majority of rugby league participants described betting on their own sport as: “not a whole lot goes on now”, “players used to back themselves” and “it has changed”. This suggests that betting occurred before the introduction of policies against betting in the NRL. Three of the eight swimming participants reported anecdotal evidence of non-athletes betting on their own sport because it was not officially banned. There was also concern expressed by two of the eight swimming participants regarding

previous occasions of betting on swimming by athletes and non-athletes who were not on the Australian national team competing overseas:

I know there was a phase when you were not on the national team it was all good, you could only bet on international events anyway. (R14)

Findings relating to previous anecdotal evidence of athletes and non-athletes betting on their own sport was also identified within water polo. Three of the five water polo participants did not mention any particular participant roles, but referred to knowing that “people” were placing bets. This was during the period when a European bookmaker was following the NWPL, before it suspended its market.

4.1.2. Knowledge of corruption and transnational organised crime

Participants saw the extent of betting-motivated corruption (match- and spot-fixing, and the misuse of insider information) and the involvement of TOC within their sport as non-existent or non-concerning. In terms of the intentional misuse of insider information, a common response was that if information was leaked it was done innocently, suggesting therefore that athletes and non-athletes do not understand what constitutes insider information. While the perception was that TOC involvement is non-existent, a small number of participants saw possibilities for it to occur within their sport. For instance, R21 commented that the global betting market creates opportunities for TOC to infiltrate Australian rugby league. Two of the eight swimming participants discussed the possibility for TOC groups to have an interest in gaining insider information. Two out of the five water polo participants raised concerns surrounding the potential involvement of TOC due to the sport’s popularity in Europe and the rumoured involvement of organised crime within European teams. Interestingly, two swimming participants perceived the involvement of TOC as non-existent because “other sports are played every week and have more betting opportunities available than swimming”.

4.1.2.1. Characteristics of sports

This sub-theme encompasses participants' perceptions of the different characteristics of each sport that minimise the probability of match- and spot-fixing occurring. A common reason for the perception of minimal occurrences of match- and spot-fixing across all sports is that it would be “difficult” and “obvious”. Table 1 indicates the differing characteristics in each sport that make it difficult to match- and spot-fix. For instance, rugby league and water polo participants described the team aspect as making it hard to match-fix without the cooperation of multiple individuals within the team:

It is pretty hard for one individual to make a whole game result the way they want it, unless they're a one-man team or whatever. (R20)

Interestingly, despite the focus on the individual nature of spot-fixing, concern for spot-fixing was only expressed by participants from the team sports – rugby league and water polo.

4.1.3. Risk factors

Common among participants in each sport was the discussion around financial stress as a risk factor for athletes and non-athletes getting involved in betting on their sport or corruption. In other words, athletes and non-athletes with financial problems or a need to supplement their income were commonly seen as being vulnerable to the attractions of betting on their sport or betting-motivated corruption.

While infrequent, at least two participants from each sport raised concerns surrounding particular roles that may be vulnerable to seeking financial gain through betting-motivated corruption. Although the vulnerable roles identified varied depending on the sport they could relate to all sport. The comparison matrix in Table 1 provides examples of the key vulnerable roles in each sport.

4.1.4. Protective factors

This key theme outlines factors which protect sport from betting-motivated corruption. The analysis identified the culture of excellence as the predominant protective factor.

4.1.4.1. Culture of excellence

At least 50% of the participants from each sport perceived achieving excellence to outweigh the benefits of any involvement in match- or spot-fixing. Common across all sports was the attitude of being “out there to win”. Rugby league participants perceived that the culture of “doing your best to win” makes it unlikely match- or spot-fixing would occur, while most swimming participants referred to excellence within their sport as outweighing fixing because athletes want individual glory and selection on Olympic and world championship squads. Similarly, water polo participants also viewed athletes as being unlikely to match- or spot-fix, as success within their sport could lead to selection in world championship or Olympic teams. This protective factor also relates to the “culture of integrity”, which is discussed in section 4.2.4 *culture of integrity*.

4.2 Perceptions regarding the effectiveness of existing anti-corruption strategies

In addressing research question two, four key themes are reported: general effectiveness of anti-corruption strategies in each sport, contractual obligations, education and maintaining a culture of integrity (see Figure 2).

[INSERT FIGURE 2 HERE]

4.2.1. General effectiveness of anti-corruption strategies

This theme outlines participants’ perceptions regarding the effectiveness of current anti-corruption strategies enforced by their sport’s governing body. In total, 15 of the 22 participants across the three sports believed their sport’s current strategies to prevent betting-motivated corruption were effective. The comparison matrix in Table 2 indicates that anti-corruption strategies in rugby league (9 out of 9 participants) and swimming (5 out of 8 participants) were perceived as effective,

while the majority of water polo participants were unaware of the anti-corruption strategies implemented by Australia's water polo governing body. Common responses regarding the effectiveness of anti-corruption strategies from rugby league and swimming respectively are presented below:

... We are on the right track ... I haven't really heard about it all since the Ryan Tandy thing², so unless I haven't been reading the papers, I haven't really heard too much of [betting-motivated corruption] so obviously they're doing a good job. It doesn't seem to be happening too often in the NRL. (R20)

I think they're pretty good ... I think particularly in the last couple of years, it's become a lot more explicit as to what the expectation is. (R16)

[INSERT TABLE 2 HERE]

4.2.2. *Contractual obligations*

Of the 22 participants 15 reported having contractual obligations which prevent their involvement in betting-motivated corruption. Table 2 shows that the majority of rugby league and swimming participants were aware of the contractual obligations which prevent them from betting on their own sport and betting-motivated corruption. However, an issue with the contractual obligations in swimming was raised by R12, who noted that these obligations only affect those on the national swimming team:

Swimming Australia have a policy in place and that's around [athletes and non-athletes] that are on teams, so, like representing Australia. (R12)

² Ryan Tandy is a former NRL athlete who was found guilty for spot-fixing during a match in 2010 (Prichard, 2012).

Only one of the five water polo participants was aware of the contractual obligations enforced by the Australian water polo governing body. Their opinion was:

I think it's a piece of paper that's been done to tick a box and nothing is really followed up on it unless it's highlighted significantly and brought to the attention of the national body ... I believe it is there to fall back on, but there's nothing done to actively enforce it. (R1)

[INSERT TABLE 2 HERE]

4.2.2.1. Obligation to report

Generally, athletes and non-athletes felt obliged to report corruption, but had no clear knowledge of reporting procedures apart from contacting an authority figure in their sport, such as club management or governing body. For instance, all rugby league participants noted the need to report betting-motivated corruption to club management, while only two participants mentioned the NRL Integrity Unit, an anti-corruption division within the NRL. The majority of swimming participants viewed reporting instances of betting-motivated corruption as “informing someone”. Only three of the eight swimming participants mentioned contacting “Swimming Australia”, the sport’s governing body, and another stated calling the Australian Anti-Doping Hotline. Meanwhile, the majority of the water polo participants had no knowledge of who to report corruption to within their sport.

Interestingly, across all three sports the common perceptions regarding consequences were sport-specific (i.e. bans, fines, end of career). Only four of the 22 participants mentioned the possibilities for criminal action if they were involved in betting-motivated corruption.

4.2.3. Education

This theme focuses on the education participants receive within their sport regarding betting-motivated corruption. In discussing education about betting-motivated corruption and its threat to sport integrity rugby league and swimming participants tended to describe its mode of delivery and content, while water polo participants discussed the lack of education. Table 2 indicates the majority

of the rugby league participants reported yearly anti-gambling education delivered in-person and involving actors who act out scenarios, while the majority of the swimming participants described receiving online modules and quizzes each year. In water polo, where the lack of education was commonly reported by participants, one participant attributed this to the perceived low levels of corruption:

So I think until something like match-fixing really gets to that level there probably won't be as much of a focus, which instead of being preventative, it's reactive. (R1)

While there were differences in the education delivered in each sport, 17 of the 22 participants perceived education in their sport as needing improvement around its frequency of delivery (i.e. mid-year follow-ups on educational material that is delivered at the start of the year), and content relating to the impact and consequences of betting-motivated corruption. A similar perception was also shared by most water polo participants; however, it involved raising awareness to address the lack of education on betting-motivated corruption within their sport. The following response outlines the importance of education in increasing awareness:

If you're educating them on the consequences and the impact, you're allowing athletes and non-athletes to get a better understanding to make better choices and it's also [supplementing] policy... [putting it] into the forefront of peoples' minds. I guess that it's not just for the rugby league, it [applies to water polo] and it does exist and we're not special, we have something to do with it. (R1)

In water polo, while there is currently a lack of education available on betting-motivated corruption, R6 outlined the need for education to be "continuously in your face" to, as R14 put it "create a culture against [betting-motivated corruption]".

Eight of the 22 participants (at least two from each sport) also suggested improving education around the restrictions of discussing insider information. For instance, R22 viewed that people

wanting to know insider information are “... everywhere and it is just being aware of who you are talking to and what you are telling them.” Overall, there is a lack of understanding of what information they can and cannot give out and how others can use insider information to place bets.

4.2.4. Culture of integrity

The culture of integrity theme was derived from participant discussions regarding personal and environment factors that prevent an athlete or non-athlete from participating in betting-motivated corruption.

Of the 22 participants 17 perceived personal factors as influential in enforcing sport integrity, thus deterring corruption. Common responses across all three sports were that personal factors, such as “personal beliefs”, “own moral fortitude” and “pride in their job” enhanced the integrity of both athletes and non-athletes. However, there were some differences in identified personal factors that enforce integrity across the three sports. Interestingly, Table 2 shows that rugby league participants did not want to jeopardise their careers, while swimming participants described “individual glory” and the desire to represent Australia in the “green and gold” as a factor that protects athletes from involvement in betting-motivated corruption. In water polo, a single participant (R2) viewed the emotional connection of athletes to the sport as a personal factor which upholds integrity, as they “do not do it for money ... it’s all for the love of the sport.”

Of the 22 participants 14 also discussed their environment as an influential factor in maintaining sport integrity. Participants across all three sports discussed “culture” within a club or team, their “upbringing” and their peers as influential environmental factors that enhance integrity. For instance, R22 cited “it is about having a bit of honour that you are playing for your team ... I am not going to do anything to let them down and all that”. R3 also mentioned the impact of family, peers and non-athletes on an athlete’s values:

Well it is your [surroundings] ... your support team, team managers, coaches, parents and your upbringing [that instil] values of integrity. (R3)

5. Summary and discussion

Overall, there were a number of key findings surrounding the perceptions of the nature and perceived risks of sports betting and betting-motivated corruption. The first finding of note is that this study found that, regardless of the participant's sport, there was a perception of minimal (if any) involvement of athletes or non-athletes betting on their own sport, or in betting-motivated corruption. While this corroborates with the limited number of reported cases in the media, it is possible that the perceptions of interviewees is formed by not personally experiencing betting-motivated corruption in their sport or the lack of reported cases. There was also a common assessment that the problem of betting on their own sport was not an issue for sport integrity. Although some participants recalled anecdotal instances of athletes and non-athletes betting on their sport in the past, their belief was that participants betting on their own sport was generally not occurring currently in Australia because it is now against the rules.

There were two key reasons identified across the interviews for the perception that betting-motivated corruption, particularly through match- and spot-fixing, was non-existent or minimal: the nature of their sport and a culture of excellence. Characteristics such as the team nature of rugby league and water polo, the small water polo community and the nature of swimming races were seen to increase the difficulty of match- and spot-fixing occurring without being detected. A culture of excellence was also seen as inhibiting the possibility of match- and spot-fixing within each sport. Consistent with Treagus et al. (2011) and Vallerand and Losier (1999), the participants in swimming and water polo tended to note that the intrinsic motivations influencing participation in their sport to accomplish sporting goals (e.g. Australian selection, personal excellence) may protect these sports from betting-motivated corruption. Whilst the more extrinsic motivations (which might be seen in rugby league), where external rewards such as wealth may motivate participation, were believed to increase the possibility for corruption (Hums et al., 1999). Overall, what participants have failed to realise is that match- and spot-fixing, whilst difficult, can still occur at elite levels.

The involvement of TOC in betting-motivated corruption was generally identified as a negative influence on sport integrity, although it was perceived by all participants as being non-existent in Australian sport. However, due to the global betting market offered on each sport, the threat of TOC

involvement remains. The interview responses suggest there may be a lack of understanding of the extent of the global betting market and the ability for TOC to groom athletes and non-athletes. Etges and Sutcliffe (2008) suggest that TOC flourishes in unregulated betting markets, while Palmer (2014) and the ACC (2013) state that online betting has removed the geographical protection that previously protected athletes and non-athletes. Therefore, as the threat of TOC exists and is likely to increase with the growth of online betting markets, it is important that athletes and non-athletes are made aware of this issue.

Finally, in general, participants identified financial stress due to financial problems or the need to supplement an individual's income as the main risk factor for corruption. This however implies that respondents' perceptions surrounding risk factors are limited and may suggest the need for enhancing education to better prepare athletes and non-athletes in identifying situations that may increase the vulnerability of an individual to corruption. Additionally, certain career stages were seen as more vulnerable to financial stress, such as nearing the end of careers. More specifically, participants tended to explain this behaviour in terms of strain which is consistent with the findings of Hill (2015). This indicates that anti-corruption strategies based on deterrence may be misaligned and should incorporate strategies to reduce strain caused by financial stress that motivate corrupt behaviour.

The participants' assessment of the effectiveness of current anti-corruption strategies was mixed and was largely dependent on their sport. The majority of rugby league and swimming participants viewed their sport's anti-corruption measures as effective. Water polo participants, however, reported anti-corruption strategies enforced by its governing body to be ineffective. The analysis of the interviews identified two key reasons for this difference: awareness of contractual obligations and frequency of education.

The interview findings indicate the importance of contractual obligations as part of anti-corruption strategies, but limited awareness of the existence of those obligations mitigated their effectiveness. The majority of rugby league and swimming participants reported not being able to bet on their sport and that the prohibition of betting-motivated corruption was due to contractual obligations. The majority of water polo participants were unaware of any contractual obligations. As R1 outlined, "It is a piece of paper that has been done to tick a box and nothing is really followed up."

Therefore, this demonstrates the necessity for proactive prevention consistent with existing literature, such as Boniface et al. (2012) and Anderson (2011), where awareness is raised through education around contractual obligations – as proven in rugby league and swimming. However, the less proactive approach in water polo is most likely be due to the unavailability of a betting market on the NWPL, which serves as a protective factor.

Education was also viewed across all sports as an important prevention strategy; a finding consistent with existing literature (Abbott and Sheehan, 2013). However, there were differences between sports in the frequency of that education, which might explain the differing assessments of the effectiveness of current anti-corruption strategies. When discussing education within their sport most participants from rugby league and swimming reported receiving yearly education around betting-motivated corruption in recent years, while water polo participants reported receiving limited (or no) education. However, despite the education sessions received by participants in rugby league and swimming, overall there was a lack of awareness of the consequences of involvement in these behaviours outside their sporting contexts. For example, there was a limited knowledge of the criminal sanctions surrounding betting-motivated corruption.

Participants also identified the importance of a sport's culture of integrity and culture of excellence in naturally protecting it from betting-motivated corruption, which is influenced by personal and environmental factors. Personal factors across all sports were reported as "personal beliefs" and "own morals", which is consistent with existing literature around the principles of sport integrity – in particular, ethics (Lumpkin et al., 2002). An individual's ethics encourage moral behaviour, as well as their underlying motivations to participate in sport. There were differences between rugby league (an entertainment sport) and the remaining two sports (Olympic/hybrid sports) in the personal factors that influenced an athlete to uphold their integrity. The extrinsic motivation associated with entertainment sports is consistent with the personal factor of athletes and non-athletes not wanting to jeopardise their careers (which leads to a loss in financial reward), while the Olympic/hybrid sports aligned with intrinsic motivation (what might be seen as a culture of excellence), where athletes and non-athletes participate in sport to accomplish personal goals (Vallerand and Losier, 1999).

The environmental factors that influence integrity within sport refer to the positive external influences on an individual during their sporting career. Factors include: an individual's family environment, peers and team environment. This finding is consistent with the ASC (2015), which states that a positive culture within sporting organisations is important in preserving sport integrity. These factors educate athletes and non-athletes of the values of integrity, as a result protecting sport from betting-motivated corruption. Positive environments that influence integrity will therefore prevent betting-motivated corruption.

5.1. Theoretical implications

While only three sports were examined, this study highlights the importance of understanding the perceptions of individual actors within sporting organisations surrounding betting-motivated corruption. The lack of understanding and awareness of participants about the changing nature of sports betting markets and the increasing threat of TOC, as well as the perception that betting-motivated corruption does not really occur within Australian sport, provides evidence of vulnerabilities that have not been fully addressed in research to date.

The analysis found that strain theory may be more useful in understanding the motivations for betting-motivated corruption. This is particularly important as existing literature, such as Boniface et al. (2012) and Bricknell (2015), suggest that current anti-corruption strategies should focus on deterring individuals. Yet, this study suggests that current strategies that focus on deterrence may not adequately prevent betting-motivated corruption because the findings suggest it may occur as a result of strain. However, this requires further testing, as suggested in section 5.3. *Limitations and directions for future research.*

Existing literature suggests that ethics are a driving factor in an individual's integrity, as well as the positive culture in their sport that strives to preserve integrity at all levels of the hierarchy within sporting organisations (ASC, 2015; McNamee and Fleming, 2007). This study contributes to existing research as it provides an understanding of the importance of having a positive environment that influences ethical behaviour, and therefore maintains a culture of integrity.

Overall, the insights provided by the majority athletes and non-athletes across the three sports suggest that betting-motivated corruption is proactively managed and a sound education process exists at the sport organisation level. It is the culture of sport and the community that result in strong condemnation of betting-motivated corruption. This suggests that an active education program underpinned by a culture of integrity and excellence, combined with support of the Government, has a powerful effect on curbing the incidence of betting motivated corruption. The introduction of severe penalties including; lengthy suspensions, life time bans from both the sport and bans from various sporting events and venues, combined with the inclusion of various criminal offences under the amendments to the Commonwealth of Australia Crimes Act (1914) and other Commonwealth compliance and enforcement-based organisations such as the Australian Sports Commission, which provides a legislative apparatus for law enforcement to pursue pecuniary and forfeiture orders for the proceeds derived from sports corruption and fraudulent activities (Commonwealth of Australia Crimes Act, 1914; Australian Sports Commission, 2015). It could be argued that because of this direct approach, that betting motivated corruption in Australian sport is not common and as such remains largely under researched. It is anticipated that the publication of this research will provide for a broader understanding of the mechanisms that can be applied to reduce the incidence of sports corruption internationally.

5.2. Implications for anti-corruption

There are a number of practical implications that come from this study's findings, including: supplementing contractual obligations with education, increasing awareness around the impact and consequences of betting-motivated corruption, and focusing on career and personal development.

5.2.1. Supplement contractual obligations with education

Consistent with existing literature by Boniface et al. (2012), a comparison of the current anti-corruption strategies in each sport establishes the importance of raising awareness around betting-motivated corruption through education, supplemented with contractual obligations set by sport governing bodies. Rugby league and swimming demonstrated proactive anti-corruption through the

effective use of education and contracts, where most participants supported the current strategies. The reactive approach to anti-corruption in water polo, due to there currently being no betting market supporting the NWPL, demonstrated a need to enhance prevention efforts. As suggested by Gleeson (2011), a proactive rather than reactive stance towards anti-corruption is recommended to safeguard sport integrity for the future given the growth of local and international betting markets and the increasing range of betting options offered on amateur level competitions. This, therefore, makes it probable that the emergence of a betting market on the NWPL is possible in the future.

5.2.2. Increase awareness

The findings indicate that education needs to be sport-specific to prepare participants to identify corruption if it arises, and frequently re-enforced to sustain a culture of integrity, thus building resilience to betting-motivated corruption. The analysis found that participants viewed betting-motivated corruption and the involvement of TOC as non-existent within their sport. However, existing literature by Heron and Jiang (2010) suggests that, due to the nature of the global betting market, Australian sport is not immune to what has occurred overseas regarding betting-motivated corruption and TOC. Therefore, awareness-raising through education is important to highlight the real threat of betting-motivated corruption and potential involvement of TOC, as failure to recognise these key areas could increase the vulnerability of the sports examined.

5.2.3. Career and personal development

Financial stress was the key motivating factor for betting-motivated corruption, sign-posting the importance of addressing strain for prevention purposes. Current anti-corruption strategies focus on deterring participants; however, this could be a misalignment in prevention. Using the strain perspective as a lens, current anti-corruption strategies may not deter perpetrators if committing betting-motivated corruption replaces negative emotions with positive ones (Agnew and Brezina, 2010). In practice, anti-corruption strategies should focus on athlete and non-athlete career and personal development by assisting them to deal with life pressures throughout their sporting life and

during their transition into retirement, thus building resilience against corruption and threats to integrity.

5.3. Limitations and directions for future research

Although the findings are important, there are limitations to the current study that present opportunities for future research. This exploratory study has addressed its research questions within the scope of the Australian context and three sports. It was important to compare three sports to improve the transferability of the findings; however, to further increase transferability, future research could examine additional sports within the Australian and international contexts to explore differences in findings. In addition, due to ethical considerations, the scope of the interview data was perceptions—rather than actual behaviours—of athletes and non-athletes in relation to sports betting and betting-motivated corruption within their own sport. Examining the perceptions of key stakeholders from other entities, such as betting regulators and law enforcement, is a suggestion for further research on this phenomenon, as previous literature recommends that anti-corruption strategies involve an inter-agency response between the aforementioned organisations (Misra et al., 2013; Boniface et al., 2012).

The gender of participants, who were predominately male, presents another limitation, potentially obscuring possible gender differences in perceptions among male and female participants. Therefore, future research could investigate betting and betting-motivated corruption among female athletes and non-athletes to delineate any differences between genders. Furthermore, the research findings suggest that the motivating factor behind betting-motivated corruption can be understood by strain theory. This suggests that future research could empirically test general strain theory with betting-motivated corruption in sport.

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Fig. 1. Research question 1.

Fig. 2. Research question 2.

Table 1

Comparison matrix comparing each of the case study sports against the key themes.

	Case study sports		
Key Themes	Rugby League	Swimming	Water Polo
Knowledge of betting	<ul style="list-style-type: none"> • Array of betting options available on the NRL • Athletes and non-athletes betting on own sport used to occur, no longer an issue 	<ul style="list-style-type: none"> • Outcome only betting • National and international events only • Athletes and non-athletes betting on own sport used to occur, no longer an issue 	<ul style="list-style-type: none"> • Outcome only betting • International events only • No betting available on NWPL • Athletes and non-athletes betting on own sport occurred once before when European bookmaker followed NWPL, no longer an issue
Knowledge of corruption and transnational crime	<ul style="list-style-type: none"> • Betting motivated corruption non-existent • TOC involvement non-existent • Global betting market creates opportunities for TOC • Hard to match- and spot-fix due to the team aspect 	<ul style="list-style-type: none"> • Betting motivated corruption non-existent • TOC involvement non-existent • TOC have interest in insider information • Corruption unlikely as other sports are played every week • Nature of sport makes difficult – matter of less than seconds between 1st 2nd 3rd etc. 	<ul style="list-style-type: none"> • Betting motivated corruption non-existent • TOC involvement non-existent • Popularity of Water Polo in Europe and rumoured links of European teams to organised crime a threat • Hard to match- and spot-fix due to the team aspect • Small water polo community makes it hard
Risk factors	<ul style="list-style-type: none"> • Financial stress • Athletes and non-athletes at the back end of career • Athletes have a short amount of time in the game and have limited opportunities 	<ul style="list-style-type: none"> • Financial stress • Non-athletes less known when compared to athletes 	<ul style="list-style-type: none"> • Financial stress • Non-athletes more of a risk due to less emotional involvement • Low/unpaid athletes

Protective factors	<ul style="list-style-type: none">• Winning outweighs the benefits of corruption	<ul style="list-style-type: none">• Winning outweighs the benefits of corruption• Individual glory• Selection in Australian teams	<ul style="list-style-type: none">• Winning outweighs the benefits of corruption• Selection in Australian teams
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Table 2

Comparison matrix comparing anti-corruption strategies across case study sports.

Key Themes	Case study sports		
	Rugby League	Swimming	Water Polo
General effectiveness of current anti-corruption strategies	<ul style="list-style-type: none"> • Effective anti-corruption 	<ul style="list-style-type: none"> • Effective anti-corruption 	<ul style="list-style-type: none"> • Ineffective anti-corruption
Contractual obligations	<ul style="list-style-type: none"> • Aware of contractual obligations preventing betting on own sport • Felt obliged to report, but unclear on to who • Consequences are severe, but only sport-related 	<ul style="list-style-type: none"> • Aware of contractual obligations preventing betting on own sport • Felt obliged to report, but unclear on to who • Consequences are severe, but only sport-related 	<ul style="list-style-type: none"> • Unaware of contractual obligations preventing betting on own sport • Felt obliged to report, but unclear on to who • Consequences are severe, but only sport related
Education	<ul style="list-style-type: none"> • Yearly education • Face to face education and playing out scenarios • Increase the frequency of education – mid-year follow up • Increase awareness of insider information boundaries 	<ul style="list-style-type: none"> • Yearly education • Online modules and quizzes • Increase the frequency of education – mid-year follow up • Increase awareness of insider information boundaries 	<ul style="list-style-type: none"> • Lack of education • Suggestion to raise current lack of education • Increase awareness of insider information boundaries
Culture of integrity	<ul style="list-style-type: none"> • Personal factors: own morals • Personal factor: jeopardise career – treat as job • Environmental – culture within club or team, peers and upbringing 	<ul style="list-style-type: none"> • Personal factors: own morals • Personal factors: individual glory, represent Australia • Environmental – culture within club or team, peers and upbringing 	<ul style="list-style-type: none"> • Personal factors: own morals • Personal factors: Intrinsic motivation towards sport, don't do it for the money • Environmental – culture within club or team, peers and upbringing