

# touchline

ISSUE 18 • JUNE 2014

## WORLD CUP EDITION

**ALL OUTTA LOVE:**  
HOW THE WORLD CUP OF FOOTBALL POLARISED A NATION

**SHARP SHOOTERS:**  
THE DANGER MEN OF THE WORLD CUP

**NOBODY LOVES ME:**  
THE REFEREE'S PERSPECTIVE

**BRAZIL'S GREATEST TEAMS**

**COVERING THE CUP...**

**SPORTSCOVER AND THE WORLD CUP**



**+ BOSS 2014:  
TACKLING CONCUSSION**

**+ WINTER OLYMPICS:  
A RISKY BUSINESS?**

**+ INTERVIEW: KATERYNA  
LOGACHOVA, 2013 VICTORIAN  
COACH OF THE YEAR**

**+ BIOGRAPHY: AYRTON SENNA**

**+ SPORT PROFILE: CAPOEIRA**

# TIME TO GO?

By the time that you read this edition of Touchline, the 'Greatest Show on Earth', the FIFA World Cup, will be well under way. Most of us will be looking forward to a feast of football and the excitement that only a competition of this magnitude can bring..... as well, of course, hoping that our team will play some great football and get through to the final. Sport is one of the few things in life that can have such a dramatic effect on how we feel – whether it is the elation of winning or the despair of losing. I am hoping for the former!

This year's event has had its fair share of controversy and protest. That is a surprise to many people and especially, perhaps, to the FIFA executives and committee members who contemplated that as a football mad nation, Brazilians would all embrace the 'Beautiful Game's' main event. It is easy to misjudge the mood sometimes.

However, in comparison with the controversy in which FIFA is currently embroiled, the situation in Brazil appears to be a storm in a teacup. The problem of Qatar just will not go away. Sepp Blatter has been the focus for some of this controversy. His comments regarding racism in relation to the protest from the media over the corruption scandal were received badly by some within the football world's governing bodies. This comment and his decision to seek a fifth term despite stating previously that the fourth term would be his last, have lead to unprecedented outspoken comments from several representatives from the European football federation UEFA.

The President of the Dutch FA, Michael Van Praag made a stinging attack: "This is nothing personal... but you are now saying that Qatar was the wrong choice, but you are not blaming yourself you are blaming your executive committee. Yesterday



**WATCH THE TEAMS AT THE 2014 GLASGOW COMMONWEALTH GAMES IN JULY AS BOTH TEAMS DEFEND THEIR GOLD MEDALS**

For partnership opportunities, please contact Hockey Australia's Sponsorship Manager Shane Tonkin via [shane.tonkin@hockey.org.au](mailto:shane.tonkin@hockey.org.au) or +61 408 902 334

you said something about racism against Qatar and people are not taking you seriously any more. This is not good for FIFA and it is not good for the game.”

UEFA president Michel Platini has stated that he thinks ‘...FIFA needs a breath of fresh air.’

But Blatter still has a great deal of support from the African and Asian federations.

There is no doubt that Blatter has been instrumental in bringing about a great deal of reform in the game and has presided over a period during which FIFA has gone from strength to strength. However, his playing down of the corruption scandal surrounding the 2022 World Cup does him no credit. As President of FIFA, Blatter needs to take the lead in weeding out any sign of corruption and should be championing the cause not downplaying it. There clearly is a need for greater transparency in the decisions to award the event. Now a number of major World Cup sponsors have begun pressing FIFA to tackle corruption. BP, which owns FIFA partner Castrol, and Budweiser joined Adidas, Coca-Cola, Visa, Sony and Hyundai in voicing concerns about the allegations of corruption. This raises the stakes further as it strikes at the heart of FIFA’s finances.

Michael Garcia, the former New York attorney who has been leading FIFA’s investigation into the controversial bidding process for the 2018 and 2022 World Cups will deliver his conclusions in mid-July.

Sport must transcend such allegations and needs leaders who will staunchly and vigorously defend the governing bodies from any suggestion of corruption.

There is absolutely no suggestion that Blatter is implicated in the allegations. But, just as a government minister must take ultimate responsibility for the mistakes of his department, or a company CEO must bear the blame if the company underperforms, so must Blatter bear some of the responsibility for the Qatar situation and the controversy surrounding the corruption claims if they are proven to be true.

As with so many people in power it often is difficult for the incumbent to give up the position. But if the Garcia investigation findings confirm the allegations, it may require a new President to make sure that Fifa does not remain tainted in the future.



STEVE BOUCHER

## WORLD CUP FOCUS

- 4 **More at stake than winning the World Cup**
- 6 **All outta love: How the World Cup of Football has polarised a nation**
- 16 **Sharp shooters: The danger men of the World Cup**
- 20 **The referee’s perspective: Nobody loves me**
- 24 **Brazil’s greatest teams**
- 29 **Fantasy team: Richest eleven**

## FEATURES

- 12 **BOSS 2014 Panel Discussion: Tackling concussion**
- 32 **Downhill ski, medals triumph and failure, world records and curling: A risky business?**
- 38 **Interview with Kateryna Logachova, 2013 Victorian Coach of the Year**

## LEGAL FOCUS

- 26 **When does a risk become ‘obvious’?**
- 34 **Specialist legal advice key for major events**

## BRAZIL

- 18 **Biography: Ayrton Senna**
- 22 **Sport profile: Capoeira**

## REGULARS

- 4 **Sports shorts**
- 30 **At risk**
- 39 **World sport news round up**

## MORE INFORMATION

For information on advertising in Touchline, email us at [touchline@sportscovers.com](mailto:touchline@sportscovers.com)

Sportscovers endeavours to ensure that the information contained in Touchline is correct at the time of publication and cannot be held responsible for any errors or omissions made

## REPORT STATES ILLEGAL SPORTS BETTING RESPONSIBLE FOR \$140BN OF MONEY LAUNDERING

Illegal sports betting is responsible for laundering \$140 billion and accounts for 80 per cent of all betting on sport, according to a report produced by University Paris 1 Pantheon Sorbonne and the Qatar-based International Centre for Sports Security (ICSS).

The report is the result of two years of research. Entitled 'Protecting the Integrity of Sports Competition – The Last Bet for Modern Sport' the study found that all sports across the world are vulnerable to match fixing driven by illegal gambling.

While football and cricket are highlighted as the most vulnerable sports, tennis, badminton, basketball and motor racing are also highlighted. The report concludes that it has to be the responsibility of nations and governments rather than sports to disrupt the organised crime networks that operate illegal sports betting.

The report said that it is impossible to calculate the number of illegal betting operators, but stated that 53 per cent of illegal gambling is driven from Asia. It also found that legal sports betting generates €4bn in taxation for governments with up to 8,000 operators basing themselves in territories with special tax arrangements or low rates.

The ICSS said that the only way to tackle the manipulation of sport by gambling interests is through an international agreement. It also called on sports bodies to harmonise their disciplinary procedures and for sports sanctions to be complemented by criminal proceedings

The report's recommendations included the creation of a sports betting tax to finance investigations into match-fixing and illegal-betting; the establishment of an integrity risk assessment and management system for sports organisations; and prohibiting players, coaches and administrators from betting on competitions and matches within their sports.

## ICC TO INVESTIGATE LATEST CORRUPTION ALLEGATIONS

The International Cricket Council (ICC) has stated it will "urgently investigate" the nature of the latest match-fixing revelations to hit the sport and has maintained its Anti-Corruption and Security Unit (ACSU) is fit for purpose.

Recently, New Zealand captain Brendon McCullum's statements to the ICC's anti-corruption investigators were leaked to the media, including the revelation that he had turned down offers of up to \$180,000 (€131,000) to underperform in matches. This followed media reports of former New Zealand batsman Lou Vincent's testimony on alleged match-fixing in cricket matches around the world.

The ICC, which traditionally does not comment on ongoing corruption investigations, has moved to stress that McCullum is not under investigation and should be commended for his actions. ICC chief executive David Richardson said the world governing body "deeply regrets" the fact that parts of McCullum's statements had been made public.

Richardson did not offer further comment on the investigations or whether they will lead to formal charges. However, he said Vincent had "co-operated fully with the ACSU's investigators". The latest development comes after the ICC said in May that it will undertake a review of its anti-corruption measures in an attempt to help better protect the sport.

In his latest statement, Richardson added: "The ICC can confirm that it is doing absolutely everything in its power to fight the threat of corruption in the sport and it will continue to do so. We acknowledge that it is the single biggest threat to the viability and strength of the sport. Those few unscrupulous individuals who choose to engage in corrupt practices threaten the very fabric, essence and integrity of a sport that is played honestly and fairly by the overwhelming majority of participants. It is for this reason that the ICC has always had, and always will have, a zero tolerance approach to corruption in the game."

## HAWK-EYE IN TALKS OVER RUGBY UNION ROLE

British sports tracking technology company Hawk-Eye has said it is in talks with the International Rugby Board (IRB) about providing a replacement to the controversial television match official (TMO) system ahead of the 2015 World Cup.

Hawk-Eye already operates goal-line systems in football and video technology in Australian rules football league (AFL). It believes it can improve the speed of decision-making after the TMO system caused controversy during the finale to the English domestic rugby season.

Saracens chief executive Edward Griffiths labelled TMO “a shambles” following the club’s 24-20 Premiership final defeat to Northampton Saints – a game in which it took four minutes to award Northampton’s winning try and was also marked by two disallowed tries. Hawk-Eye founder Paul Hawkins told the Press Association Sport news agency, “Our system is a much cleverer way of looking at incidents. In Aussie rules, we have halved the average time for decisions to be made. We are in conversation with Premiership Rugby and the IRB and they are aware of our products. We hope of course they will be there for next season and it would be great if we were there for the World Cup.”

## NHL PLANS TO RETURN TO WORLD CUP OF HOCKEY

National Hockey League (NHL) commissioner Gary Bettman has said the league and its Players’ Association (NHLPA) are closing in on a deal to resurrect the World Cup of Hockey competition, with Toronto reportedly set to stage its return in 2016.

The last edition of the World Cup of Hockey was held in 2004 and staged in seven cities in North America and Europe, with the final in Toronto.

A World Cup would prove lucrative for the NHL and the players’ union, and crucially wouldn’t require a three-week league shutdown in the middle of a season, as the Olympic Games do.

The NHL is currently experiencing major growth and following on from the troubles that led to a fourth work stoppage in 20 years last season it is able to reflect on a campaign capped by a Stanley Cup series featuring North America’s two biggest markets. “By almost any measure this may have been the most successful season, on and off the ice, in league history,” Bettman added.

## PLAN EMERGES FOR WOMEN’S TWENTY20 LEAGUE

New South Wales-based businessman Shaun Martyn has revealed plans to stage a franchise-based women’s Twenty20 cricket competition in Singapore within the next nine months.

The proposed Women’s International Cricket League would bring together the world’s best female players in six company-owned teams, over a 12-day event to be held in the Southeast Asian country. Martyn, who is working with former Australia World Cup winner Lisa Sthalekar to gather support for the proposed tournament, said they have already found businesses willing to back the venture.

“We’re in final negotiations with three companies and we’ve been approached in the last week by one cricket association to purchase a franchise,” Martyn said. “It’s really about finding appropriate dates. At this stage, we expect our top-tier players will earn in the vicinity of \$40,000 (€29,200) for the 12 days.”

Martyn claims women’s World Twenty20 champions Australia have already given their backing to the project, adding that former Australia fast bowler Geoff Lawson and former West Indies captain Clive Lloyd, who is also an ICC match referee, have signed up as ambassadors of the new tournament. Martyn added that some of the profits from the tournament will be directed towards development projects in ICC member countries.



Sarah Taylor, T20I Women’s Cricketer of the Year 2013

© paddynapper

# MORE AT STAKE

## THAN WINNING THE WORLD CUP

**T**he World Cup and many other major sporting events are an ideal opportunity for manufacturers and retailers to promote their products through offering prizes or money back awards if a particular team or individual achieves a pre-defined target. These prizes or awards are often insured as contingency events. Touchline spoke to Sportscover's class underwriter for contingency, David Boyle, to find out more about the types of events and promotions that he insures as well as the insurance covering the event itself. He told us .....

"There are many different financial interests in the World Cup and many organisations have a vested interest in the event taking place and running smoothly, from the man selling match day programs for the final featuring England and Australia to the major corporate hospitality and overall event organisers.

Sportscover has been working closely with its London brokers looking at a range of risks for the World Cup since the

summer of last year, but this isn't where it started. About 4 years ago the event organisers, FIFA and the local organising committee were busy planning the event and calculating their financial exposure should the unthinkable happen and the event be cancelled or interrupted in some way. With this in mind they approached the London market and in conjunction with their broker and lead insurer panel (consisting of Munich Re, Swiss Re and Hiscox) started to construct a policy based on the standard event cancellation wording we use every day. Being extremely experienced and sophisticated purchasers of insurance the wording was altered over many months of negotiation, removing exclusions and adding in extra cover.

With over USD \$1bn being insured for this World Cup (less than half its total cost) the premium was extremely large and with this comes a great deal of leverage over the insurers to get the coverage the organisers wanted whilst balancing at the same time the massive amount of exposure that the insurers had for this one event.

This type of event brokered into the contingency market is known as a capacity risk. All of the insurers will have been asked to put down their maximum line sizes or certainly a lot larger than is normal for their day to day underwriting.



As mentioned earlier the World Cup had its issues with construction projects running late and budgets inevitably running over. A large free to attend concert was planned on the beach of Rio before the opening ceremony featuring some major global stars including Lady Gaga, unfortunately this was cancelled due to a lack of funds available even though the insurance did get placed with Sportscover and the Lloyds market.

Sportscover also is an insurer of two policies for Italian retailers both tied to the success of the Italians at the World Cup. Think money back off of your latest TV purchase should Italy achieve the either a certain number of wins or reach the final. We also have a similar promotion out of Brazil, should they win the World Cup. However being the favourites we couldn't insure that trigger on its own, so they have to win the World Cup and win every game inside the 90 minutes of normal time.

Risk management was a key consideration and the organisers had to spend a great deal of time convincing the insurers of their own risk management capabilities. In short they had to convince the Lloyd's and the London market underwriters who were approached that they could run an event of this size successfully and that all the infrastructure and stadiums would be ready in time.

The news has been full of stories of incomplete stadiums, construction going badly wrong and sadly some loss of life to those working on completing the projects on time. What you may not know is that it was realised about 2 years ago that the grand plans Brazil had for its infrastructure project were not going to be realised in time. Brazil was running over budget and out of time. The construction process was halted and efforts were re doubled to complete the stadiums on time leaving large road and bridge projects in some cases literally half completed.

But as we now know the stadiums did get completed and the World Cup has begun, and what a World Cup it's been so far. Goals galore and some great games.

One risk we wrote was a money back offer should Germany Beat Portugal in their opening game by 4 goals to 2. The final score was 4-0 and, after Pepe was sent off, Portugal never looked like scoring.

Finally and perhaps most interesting for us to work on was a major UK electronics retailers promotion. In the UK this company has been offering money off any electrical item purchased during the promotional period which was just before the World Cup started. Under the promotion, purchasers could choose £10 off for every goal England scored or £5 off for every goal Brazil scored. I know which one I would have had! An insurance is in place to cover the amounts should England score more than 7 goals and Brazil score more than 14.

So, the role of insurance in the World Cup is not limited to covering the event itself, or the players, but covers a whole range of other promotions that surround a major event such as this. 🏆



# ALL OUTTA LOVE

## HOW THE WORLD CUP OF FOOTBALL HAS POLARISED A NATION

BY TIMOTHY MOTTRAM

It was supposed to be the greatest tournament of them all. Brazil, famous for football and flair, was hosting the World Cup after 64 years. FIFA suits clinked glasses, knowing they would be sure to get the pictures they needed to make the \$5.5 billion circus bring The Gospel of Football to more converts. The Brazilian government congratulated themselves for having been the team that brought the tournament back. And, for a while, the ordinary people of Brazil enjoyed the glow of being in the epicentre of something colossal.

The vision was easy to sell. When it comes to national clichés - samba, slums, beaches and glittery gyrations - football bicycle kicks all its competitors into touch. It is a national obsession taken to almost religious levels.





*The first demonstrations began in Natal, Rio Grande do Norte, during August-September 2012.*

© ISAAC RIBEIRO 2013

And to put a little sugar into everyone's caiparinhas, the government proudly told the people that not only would they be getting the finals, they would be getting improved infrastructure into the deal. Want more? Well, the 12 stadiums would be funded by private investment, so the tax-payer's money could be directed to all roads, public transport and tourism: things that would improve lives in the long term.

Enthusiasm was a cheap commodity at the time: Brazil was booming with growth of 5%. Social welfare had become part of the national discourse, and literacy was on the rise.

In the lead up to major sporting events, plenty of digital ink is spent on furrow-browed portents of disaster. The Sochi Winter Olympics was the most recent, where there was much white-knuckled fear that Russia would be left looking foolish in front of the world. Given Athens 2000 Olympics played a significant role in the bankrupting of the country, Brazil 2014 has a lot of people worried, but the difference between this case and many previous is that this has become the focus of a social movement.

The three categories of concern can be broken into intersecting areas: construction, commercialisation and polarisation.

## CONSTRUCTION

Traditionally, eight cities host World Cup tournaments. Brazil decided to go with 12. The organisers claim that they wish to showcase the diversity of Brazil, which is the size of Western Europe and has a population of 200 million. By concentrating the matches in the big cities, such as Sao Paulo and Rio de Janeiro, other parts of the country would be neglected. So four more cities were added to the roster. Even capital Brasilia, who doesn't boast a serious club team, got a new stadium. Earnestly, if impractically, all the new stadiums were designed to be green, with solar energy and grey water systems that had to be imported.

Costs got jacked up, and it soon became apparent that the government, despite convictions that they would not be spending money on the stadiums, were paying for them.

Price was one thing; practicality another. Six of the new stadiums missed an early 2014 deadline, prompting FIFA President Sepp Blatter to lash out at the Brazilian government. He accused them of not knowing what was involved in preparing for the biggest sporting event in the world. "Brazil has just found out what it means and has started work much too late. No country has been so far behind in preparations since I have been at FIFA, even though it is the only host nation which has had so much time – seven years – in which to prepare."

In January things were looking so bad that Jerome Valcke, secretary general of the sport's governing body, gave a move-it-or-lose-it ultimatum. "You cannot organise games if you do not have a stadium -- that's obvious. If you don't have a stadium then you cannot have four games taking place here. So that's why again there is this emergency situation."

So the screws were turned, and the rush to finish the work has been linked by some to human right abuses and even to deaths. Seven construction workers have died since the beginning of construction, three on the Manaus stadium alone.

## CORPORATISATION

The World Cup is a marketing dream. Football sells itself, and FIFA makes no pretence of being a non-profit organisation. Ticket sales are a bonanza, but the real money comes from the big sponsors: the usual suspects are all accounted for; Coca Cola, Budweiser, Samsung, Nike...they all have a considerable slice of the pie. They are all squeezing for the best product placement spots, and will not be denied. The Brazilian government has been forced to change – or at least freeze - a variety of laws in order to keep them sweet.

One notable example is a law recently changed to accommodate Budweiser. Concerned by football violence, law-makers in 2003 banned the sale of alcohol inside the stadiums. Brazil's president was recently forced to change the law once more so that Bud could make its brand exclusively available to punters at the World Cup.

To keep McDonald's and the other refreshment companies happy, another law makes it impossible for unaffiliated purveyors of snacks to sell from carts in the vicinity of the stadiums, as it would not be in keeping with brand imaging to have delicious local foods like *acerajé* or *coxinhas* after or before a match.

Seemingly, a major part of FIFA's vision for the matches is to make the area around the stadiums into a corporate theme park, where only official sponsors are allowed on pain of litigation. Another law passed by the government makes it illegal to sell non-official merchandise within a two-kilometre radius of the stadium. And forget about showing a match without FIFA getting to wet its beak. Only officially sanctioned bars and cafes will be showing the matches.

Of course, The World Cup is trademarked to FIFA: it is their tournament and they have the right to make money from their product. But the heavy handedness of their commercial pillaging threatens to cause dissatisfaction in the community that it seeks to glorify.

Adidas recently did nothing to endear itself to the Brazilian population with a tee-shirt design that was cheeky at best, offensively prejudiced at worst. Hoping to capitalize on the

stereotype of Brazil as a land of beautiful, approachable women, the shirt featured a bikini-clad woman with the slogan "Lookin' to Score". The company got slammed and the design was withdrawn. But you get the feeling that many Brazilians are getting a bit tired of the whole thing.


## POLARISATION

Getting tired of the whole thing is quite an understatement when you look back to the riots that occurred during the Confederations Cup of 2013. Billed as a dress rehearsal for the World Cup, last June millions took to the streets to protest against the inequalities that these mega-events both highlight and contribute to.

While the government was spending millions on stadiums, they took the time to raise bus prices. A clear tax on the poor, it caused massive unrest, the largest in 20 years. The so-called "FIFA Standard" is a level to which the governing body wish the host nation to elevate its infrastructure. Opponents claim that before metro lines get built, the government should be looking to its health care and education systems, which are in desperate need of cash. There remains a chronic shortage of nurses and doctors.

There remains a large proportion of the population opposed to the World Cup, and around Brazil banners extolling FIFA to "go home" can be seen. In fact, surveys say that 50% of the population are against the hosting of the World Cup. In this, a nation that elevates football to a religion.

Another criticism of the government and FIFA has been the mass uprooting of people in the poorer areas of the major cities. In Rio de Janeiro alone, an estimated 30,000 families have been moved from their homes. Their compensation packages have been estimated as 25% lower than that required to buy a comparative dwelling. Opponents suggest that the evictions are a long-term play, where after the cup ends, the now-vacant land can be re-developed for an enormous and exclusive profit.

There is every chance that the World Cup we see on our televisions will be everything FIFA promises. It will be a glorious summation of Brazil's new status in the world, enlivened by state-of-the art stadiums and glorious football. Chances are, aside from a few glitches, it will run wonderfully. But beneath the air-brushed beauty, there may remain a legacy of exploitation and inequality. 

# We are **sport.**



ACCIDENT | LIABILITY | PROPERTY | CONTINGENCY | TRAVEL

## The sports insurance **specialists.**

Sportscover is one of the world's leading sports and leisure insurers. We believe that it is our passion for sport and leisure, together with our focus on providing excellent customer service that has enabled Sportscover to grow to become the force in sport and leisure that it is today.

We've been insuring sport for 28 years, so we have unrivalled knowledge and expertise in sport. Our policies, backed by Lloyd's first class security, are designed by sports people for sports people. Many of our staff have played or been extensively involved with sport, so we understand sport and recognise the issues and risks facing sports bodies. We're more than just insurance... we work with brokers and clients to deliver value-add services including risk management, marketing support, data analysis, and, what's more, we're always willing to share our knowledge.

**That's the Sportscover difference.**



**Melbourne:** +61 3 8562 9100  
**Sydney:** +61 2 9268 9100  
**London:** +44 (0)20 7398 4080

 [info@sportscover.com](mailto:info@sportscover.com)

 [sportscover.com](http://sportscover.com)

**BOSS 2014: BUSINESS OF SPORT SUMMIT**

# TACKLING CONCUSSION

**STRATEGIES TO MINIMISE THE RISK OF HEAD INJURIES**

The 2014 Business of Sport Summit in Sydney held a panel discussion regarding the issue of concussion in sport. An excerpt of the discussion is printed here. The full discussion, including questions from the audience, is available on YouTube.

**Members of the panel included:**

**Chair:**

**Professor Hans Westerbeek**

**Panel:**

**Professor Ryan Kohler**

**Elton Flatley, former Australian international rugby union footballer**

**David Lamb, Sportscover Australia CEO**

**Hans Westerbeek:** Gentlemen, welcome.

Given the complexity of the subject matter, I would like to ask Ryan to give us a brief introduction into the issues and complexities of concussion in the most generic sense of the word and the issue.

**Ryan Kohler:** Thanks Hans. Ladies and gentlemen – the key statement from me is that any head injury that results in a disturbance of brain function is a serious injury.

Concussion in sport is a serious injury. The fact that we can't see any physical sign of damage does not in any way detract from that. I think we often just rely on physical science to determine severity and with concussion this is not the case. To set the scene, let's focus on three things.

Firstly, let's look at the 2010 Exercise, Recreation and Sports survey which highlighted that there are 3.6 million sportspersons playing regular organised sport across Australia. The highest numbers are in soccer approaching 960,000 followed quite closely by AFL, basketball and netball. The probability that a soccer player is concussed in a season is 1.8%. On the other end of the spectrum, if someone is involved in boxing or equestrian sport the probability is a lot higher – 39% and 37% respectively.

So do we just say "well, we don't really need to worry about soccer", but clearly the absolute numbers are significant when we factor in 1.8% of 960,000. When



we then look at that concussed group: there's 10% of those - 1 in 10 - who have what's called a difficult concussion: a complex recovery outcome. That can be a catastrophic brain injury. In an inquiry that I was involved with in 2006 for an 18 year old rugby union player, he had approached the scrum, he packed down, he lay down and he didn't get up again. The family switched off the life support machines the next day. He had had a concussion the previous week. Why was he playing?

And then at the other end of the spectrum there's that group who get the post concussive prolonged system recovery that is significantly disabling and often not recognised because of the subtle psychological and social impacts that it has on work, school life, relationships, performance at sport even.

Secondly, a lot has been said about prevention in the media. It's banded about. Sometimes I'm not actually quite sure what is meant by it, but if we look at prevention: there's primary prevention. These are strategies that are put in place before the event happens - concussion in this context. They are there to try and reduce the incidence and prevalence of this particular condition, so what evidence is there? In ice hockey with

age group players, if you eliminate body checking: you reduce concussion. The limited interchange rule in rugby league has also shown to reduce concussion.

Interestingly in an education program with the New Zealand Rugby Union, which just involved giving coaches, sports officials and referees an information card on concussion, they were able to actually reduce the concussion injury claims and cost to New Zealand Rugby Union significantly and they worked out that there was a return on investment of 12 dollars for every dollar spent.

At this point there is no evidence that protective equipment reduces the incidence or severity of concussion. Head gear, mouth guards etc.: there isn't anything. In fact we don't know at this point what effect legislation has on changing the rates of concussion.

In America the landmark Lystedt law that was instituted in

Washington State in 2007, was launched in New Orleans and I was at that conference and got to meet Zachery Lystedt. The Law has really snowballed and dominoed to involve 42 states throughout America. The essence of that particular law involves three key principles. Number 1 - any key player who is concussed or suspected of concussion should be removed from the field of play and not returned to play or practice that day. 2 - that player has to seek medical attention and be formally diagnosed and managed, and 3 - have written clearance to return to sport. That is law.

The final point: there's no prevention strategy here that can eliminate concussion. Clearly you can have the best road traffic rules in the land but you're still going to have road traffic accidents, but we accept that it does happen: it's an accident. I treat concussion cases in diving, rowing (because they do road cycling), and swimming (an Olympic swimmer may slip on the side of the pool). Accidents happen, so this last point really relates to the discrepancy in the availability and accessibility of concussion resources.

**Hans Westerbeek:** This might be a good point to go to firsthand experience and ask Elton to tell us a little bit about your playing history, as well as how and why your career ended.

**Elton Flatley:** Yeah sure, thanks for having me here today.

I was lucky enough to play just on 10 years of professional rugby for the Reds and the Wallabies and had no issues with concussion till about mid-career, and towards the end of my career where I copped two quite severe concussions. From those times, there was a real drop off from the physical effects of the games which would cause me to get another concussion. I'd look on the video tape when we would do a team review of the games and after those big hits the ones previous didn't look so big. My body got to a stage where it couldn't stand up to the rigours of professional rugby. That was when I was about 27 or 28 years old, and I tried to continue on for a period of time. I was very lucky that I had

the doctors at the Queensland Rugby Union and also at the ARU, who were absolutely fantastic. They put me in front of all the leading specialists in the field. I went down to Melbourne and saw one of the leading specialists down there.

I got to age 28, and I remember the game where I retired. I got a little bit of a slight concussion: I had a bit of blurred vision in my eye. I had to go into the contact situation and I hesitated, then I hesitated again. I walked off the field and I had a chat to the doctor, and said "I think I'm going to retire". He told me to sit down and we would have a discussion about that on Monday. It was a pretty emotional time. Only about



WATCH THE FULL  
DISCUSSION ON YOUTUBE

four months earlier I had signed a 3 year contract with the ARU: the biggest contract of my year, and here I was talking about retiring. We had a great doctor there and when I sat down with him he basically said that for my well-being, it might be best for me to retire. So it was a pretty hard time. The ARU were very nice to me – they paid out the three years on my contract, so thank you!

Probably the area that wasn't so good when I was playing was the game day situation where if you got a concussion you didn't go off the field and get examined as much as what they are doing today. I think the codes have had some really good initiative over the last few years and I commend them, I think that is fantastic. I think professionally there will always be concussions unfortunately. In the code that I play: it's all about getting bigger, faster and stronger and the collisions are getting bigger. They are trying to keep the ball in play more in rugby union, like they do in rugby league so it's going to be quicker. There is more scope for those concussions to happen. There is always going to be those issues, it's just how we manage them and the education process around it.

**Hans Westerbeek:** We'll come back to the future of the game a bit later, but for now we'll go back and ask Ryan to say something about the "here and now". What we are doing now that you feel is ok and ticks the box, and what is still there to be done in the very near future?

**Ryan Kohler:** It's a pretty broad question in a way: it depends on which level you're looking at. I just wonder if the professional codes are now going to be a lot more diligent and vigilant in determining what the exact function of one of their contracted players is while that player is on their watch and in a way, practice defensive medicine. At the community level, obviously there's a lot to be done. My view is that those kinds of services should be available to anyone. There is no difference in the value of someone's brain whether you are 8 or 28 years old with a million dollar contract. There's going to be a lot more interest in the research into what the outcomes are in retired players and at this point there are case studies to give some indication that there is a concern and there certainly should be more research done. However there are a lot of limitations and one has to be a bit cautious before you jump to conclusions and say that repetitive brain trauma results in dementia and those kind of long term psychiatric disorders. It's a bit premature for that as we haven't controlled the risk factors that go with sport: alcohol use etc. There's certainly enough if you look into it, but it's a case of "watch this space".

**Hans Westerbeek:** (To David) The interesting connection to an organisation like Sportscover is that you insure for the risk, you want to minimise the risk, and you look at the effect that you can have on setting standards and informing the industry

at large of how such a process can take place. Can you give us a broad outline of how an insurer deals with an issue such as concussion?

**David Lamb:** I'm not a professor of medicine, I'm not a Wallaby although I've patted one once. I'm the insurance guy. I look at it from an insurance angle. I work for a specialist sports company so we understand what happens in this particular area. Let me give you a bit of a landscape.

In August 2013 the NFL (United States National Football League) settled a law suit with 4,800 players for \$765 million. The good news is that it hasn't been approved but the bad news is that it wasn't enough. That particular law suit involved players between the ages of 33 and 81. Not to be outdone, the ice-hockey players launched a class action late in 2013 and that matter is still going around. It's not just a US issue though.

In the UK, a former medical adviser to the IRB (International Rugby Board) categorically stated that he thinks this (concussion) is going to be a particular problem for rugby union worldwide. In Australia we all saw that harrowing interview with Greg Williams in relation to the traumatic effects of repeated concussions for him.

Again to give you some context, what many people don't realise is that Australia follows the US in a legal sense. Australia is the second most litigious country per capita in the world on a per capita basis, only behind the US. If you think 20 years ago – we didn't have class actions here. 20 years ago we didn't have no win – no fee. Whatever happens in the US generally comes here so if you want to be presiding over the next James Hardie case, then do nothing with concussion. If you want to get ahead of it now then take the right steps in relation to dealing with that. If you think it's a problem for elite sports: think again. Our courts will look at what is available in terms of best practise, and what is available in terms of technology. So whilst you might be satisfied that sideline measurements like SCAT3 (Sports Concussion Assessment Tool) etc., are occurring within the NRL, Australian Rugby Union or the AFL, if you're out there in the suburbs or the country and you're not adopting what's available now in terms of best practices in your sports then you've got a problem. If you think it's for the contacts sports like Union, League and AFL: think again. Think about any sport where head injury is part and parcel of the game. Think about snow sports or horse racing, think about skateboarding or surfing, think about cycling or martial arts. Any particular sports or leisure activity where head injury is a predictable part of the game is where you need to be right on top of your game in terms of what you're actually doing.

One of the things I'd like to pick up on what the guys are saying is whilst there's a lot of great work being done on the sideline in terms of SCAT3 and assessing whether a player can

*"In August 2013 the NFL settled a law suit with 4,800 players for \$765 million... but it wasn't enough".*

or can't go back on, the other important work that can be done is before the season starts, in getting baseline brain function testing in place. This gives you a base line comparative tool later on if someone suffers a suspected concussion. This is what I think is missing and one of the things that attracted Sportscover to work with Ryan in particular.

**Hans Westerbeek:** If those multi million and billion dollar law suits actually get through and pay outs need to be done, are certain sports going to become uninsurable? Is it going to be too hard to get insurance and therefore be indirectly the downfall of those sports?

**David Lamb:** Yes, that's a real threat. Obviously an insurance company is there to pay, and in these circumstances insurance companies do have a responsibility and people might say "phew, I've got insurance so I'm ok". Some of them buy 2, or 5, or 10 million dollars cover but anything over and above that goes back to the sport itself and then they become bankrupt. We love sport. It's what we do, so we don't want to see it disappear. The worst case otherwise, and I don't mean to sound scaremongering, is that you can potentially become uninsurable.

Think of it in another way. If you're a parent and your kids' are playing sport, which sport do you want them to play? There's a lot of competition out there for sports.

**Hans Westerbeek:** Lets open this up to the audience and see if they have any questions?

**Geoff Shoenberg from Griffith University:** As somebody who once in a while is an amateur football referee, I'm wondering what you guys believe the roles and responsibilities of referees will be in terms of managing concussion, particularly in community sport, and I guess from a legal stem point as well, the insurance and how that might affect sporting organisations.

**David Lamb:** From an official's perspective, I think there's a real issue there: I talked about objectivity before. I remember a state of Origin game a few years back when someone got knocked senseless in the first couple of minutes and no trainers went near him. The reason that no trainers went near him is that if they assess him with concussion then you have to take him off. If the trainers keep away from him then he wanders around in circles for a while until he comes good, you don't have to take him off.

Unfortunately whilst most medical professionals have the players' interests at heart, sometimes there is the tendency to put winning or the competitiveness ahead, so anything you can do to look at making it a little less subjective and a little more objective is a positive step. Having said that, it's an onerous responsibility for a referee to take on when they are probably not medically trained. Whilst in principle I think it might be fine, I'm not sure how it would work in practice.

**Ryan Kohler:** That's the key point. You shouldn't take on the responsibility to make the diagnosis. Within your training in a number of codes: they have a medical education section for you as part of your accreditation. Studies show that the education only lasts for about two months so there's a big need to re-emphasis and repeat. As humans we need to do that, but I repeatedly say that you don't have to shoulder that burden. The only responsibility is to recognise features of concussion, and remove the player. Within that you've done virtually everything that's expected of you, and I guess your only possible ongoing responsibility is to get them to, or direct them to medical care, or to medical care under the guidance of a responsible adult. That's it.

**Mark Landvill from the Australian Drug Foundation:** Will there come a time when clubs or a league will insert into players contracts a disclaimer similar to what you might sign if you went sky-diving, saying that they (the club) have done everything to the best of their ability to protect the player, but that at the end of the day the player knows the risk and there's a chance they could be concussed?

**David Lamb:** There's a degree of acceptance of responsibility now. There is certain legislation in place that says that if you undertake a hazardous activity – if you jump out of a plane for example, that there's a chance your parachute might not open. Those types of things exist in daily life but you've got to look at who's in the best position to make the decision. You can't give consent to contract away your common law rights in terms of medical care and best prevention. You're not a medically qualified doctor, but you accept that there's risk of concussion. We don't want to sanitise the game too much. We've seen some rule modifications to try and limit targeting a player's head (in the AFL for example), so we've done some good in that. The NRL has also done some great work with interchange, but I think that one of the biggest problems is not necessarily being knocked out on the day – it is how quickly you return to play. You might seem ok on the Thursday night and then you get picked to play on the Saturday. That's the big problem. The players are returning to the field too soon. That was the gist of the Greg Williams problem: where players are being returning to the field too often. I think you can put into players contracts that they recognise the inherent risks of concussion along with the many other physical risks but I don't think you can contract out your duty of care to that player's wellbeing and that duty of care extends to having the best possible medical treatment that's available.

We're not talking multimillion dollar stuff here – we're talking pretty affordable tests that can be pushed right out to the grass roots. I think as long as the sport does that it's ok, but I don't think the player in that instance would be expected to be signing away their rights.

**>> Watch the full discussion with questions from the audience on YouTube ( [http://youtu.be/\\_f1UdoQYtFA](http://youtu.be/_f1UdoQYtFA) )**

# SHARP SHOOTERS

## THE DANGER MEN OF THE WORLD CUP

Goals win matches, and that is why football's top strikers are paid seven figure sums to hit the back of the net. The World Cup is the premier sporting event in football, and there are few better opportunities for players to acquire legendary status than by scoring the winning goal. Here are the men who will be vying for the coveted Golden Boot this summer...

BY TIMOTHY MOTTRAM



1

**Lionel Messi / Argentina**  
(Golden Boot odds 7/1)

Messi did not enjoy his best season ever, but for a player of his class and ability, that still puts him far above most of his contemporaries. It feels like he has been around for ages, but at 26 he is just peaking as a player. In La Liga he scored 28 goals in 31 games, despite being out with injury for a spell. Former coach Pep Guardiola claimed he is the most efficient player he has ever seen, who never showboats: he does what needs to be done to score goals. Argentina packs a punch going forward, and with Messi's goals, will go close to winning on their hated neighbour's patch.

2

**Cristiano Ronaldo / Portugal:**  
(Golden Boot odds 14/1)

Ronaldo has enjoyed another breath-taking season, scoring 31 goals in 31 La Liga matches. For the past few seasons Ronaldo has chafed under the title of Second Best Player in the World, but thanks to Barcelona's stuttering form and injury, Messi was surpassed this season by the Portuguese forward. Perhaps the moment that pushed Ronaldo ahead was the extra-time penalty he scored in the Champions' League Final. Able to score with either foot, powerful in the air and packing a laser-guided free kick, Ronaldo should almost single-handedly push Portugal further in the competition than their otherwise average squad would allow. But their limitations may tell, leaving Ronaldo less matches to claim the Golden Boot.

3

**Neymar / Brazil**  
(Golden Boot odds 12/1)

Neymar's long-awaited move from home club Santos to Barcelona has not been an unqualified success. His form has been patchy and at times he seemed to struggle in his new surrounds. A



genuine superstar in Brazil from a very young age, his slow acclimatisation may be down to no longer being the main man of the team. That said, some of his nine La Liga goals this season were beauts, and he can be counted to lift his game on home soil. And in the Brazilian team, he will once again be the Number One forward. Fred, a willing and grafting centre forward, will make room for him, while on the other side, Hulk will batter down defences. It is time for Neymar to reach the next level.

#### **4** **Luis Suarez / Uruguay** *(Golden Boot odds 16/1)*

Injury has put the Uruguayan's World Cup in doubt, but such is his importance to the hopes of his country that they will take him to Brazil anyway. Even though he may miss the early matches, his presence in the knockout stages could be definitive. Suarez is a polarising force, but his most recent season at Liverpool saw him playing such accomplished football and scoring such wonderful goals that his diving, complaining and bad attitude have been largely overlooked. He sweats blood for his team, and seems to instil confidence in those around him. He reads the game like few others, has speed and the deadly confidence that marks him out as a genuine contender for the Golden Boot.

#### **5** **Diego Costa / Spain** *(Golden Boot odds 20/1)*

While it is touch and go whether he plays this World Cup due to injury, Costa could be the player that gives Spain their best chance to win this summer. Like many players who hit the top level comparatively late, Costa relies on plenty of heart to match his skills. His goals were one of the main reasons for Atletico Madrid's astonishing, duopoly shattering La Liga win. By choosing the Spanish team over his native Brazil he has ensured that he gets plenty of stick from the crowds, but Costa revels in a scrap. He also gives Spain an extra dimension. In a season that saw tika-taka found out to a certain extent, Costa's inclusion means that Spain can adopt a more direct approach if things are tight.

#### **6** **Thomas Müller / Germany** *(Golden Boot odds 28/1)*

Despite the long odds, many will be putting a few C notes on Muller this summer. Germany is always competitive in a World Cup, and it is foolish to discount their ability to get a few goals. Muller is in many ways the opposite of showmen like Neymar and Ronaldo: he is not flashy and does not beguile with tricks. But his understanding of movement and space are preternatural. He will pop up at the far post to slide the ball home or apply the final touch to a silky move more than once this summer.

#### **7** **Mario Balotelli / Italy** *(Golden Boot odds 33/1)*

Let's skip over the controversial aspects: on his day, Balotelli is one of the most feared strikers in the world. There is every chance he will start from the bench, as his season for Milan has hardly been a barnstormer: only 14 goals in 30 Serie A matches. But cometh the moment...the more TV cameras, the better Balotelli is. His skill and raw ability is frightening, and he is a big game player. Whether he plays as an impact substitute or starts, playing in a World Cup will be all the motivation he needs to get on with it.


#### **8** **Arjen Robben / Holland** *(Golden Boot odds 40/1)*

Robben has been doing what he does for over a decade now. He is at his best running at defenders, his left foot ping-ponging the ball towards the net. He was integral for Bayern this season, cutting in from the right and setting up as many goals as he scored. He will fulfil a similar role for the Dutch this time. A proven big match player, Robben also opens space for others, as panicking defenders back peddle away from the pacey dribbler.

#### **9** **Wayne Rooney / England** *(Golden Boot odds 50/1)*

Wayne Rooney could be seen as the ultimate symbol for Manchester United's disastrous season: it just didn't click for him. Seventeen goals in 29 Premier League matches is not a stat to sniff at, but he will be looking forward to this World Cup, seeing it as an opportunity to straighten up his somewhat crooked halo. Rooney may be assisted, ironically, by the form of Liverpool, a club he dislikes intensely. As many as six players from his rival team are playing the football of their lives, giving England a spine and dynamism not seen in a decade. With better players around him, his combative style and flamboyance might just be better supported than in the past.

#### **10** **Eden Hazard / Belgium** *(Golden Boot odds 66/1)*

England's young player of the year always had talent, but sometimes his attitude to tracking back infuriated management and supporters alike. Enter Jose Mourinho as Chelsea's manager, and Hazard has moved onto the next level. This new-found discipline has been allied to more belief in his own potential as a scorer. Fourteen goals in the Premier League season explains the long odds for him getting the Golden Boot, but this is the best Belgian team in years – possibly ever – and it is just possible that they will have a great run to the knock out stages. And if they do, it will surely be on account of Hazard's vicious left-foot shots. 



# AYRTON SENNA

BY TIMOTHY MOTTRAM

**T**wenty years ago last May, Ayrton Senna's Formula 1 car failed to corner and sailed into a wall. Senna was hurtling along the San Marino circuit at 191km per hour and the impact forced his head back, cracking his skull. A metal rod, jarred loose in the collision, pierced the visor of his helmet and entered his eye. Within two minutes paramedics were treating him for his injuries, but they quickly realised that he would not survive. There, on the track, Ayrton Senna let out a long sigh and died.

For world sport, it was an unspeakable tragedy. With that crash, perhaps the greatest motor racer in history had been taken away at the age of 34. His domination of Formula 1 racing had raised the profile of the sport to levels never seen before and rarely since. There was something about the way this extreme competitor attracted our fascination.

But for Brazil, this was a national horror. In a country ruled by the round ball, Senna had become the most loved sportsman. For him to die so quickly, at such a young age, created a genuine grief right around the nation. Just why they loved him so much, and why his death was so traumatic for the nation, is a difficult question to answer.

Senna was born in 1960 in Sao Paulo, Brazil. His family were wealthy and when Ayrton became interested in racing as a profession, they had the means to support his ambition. He started out in the go-karting circuit, and his natural talent marked him out early for the switch to Formula 3. His move to Europe was difficult but by his late teens it was clear that Senna had an intrinsic drive that marks out only the very top sportsmen.



His rise to the top was swift. After a brief stint with Toleman, he was picked up by Lotus-Renault in 1985. He won his second ever race for the team in Portugal, and managed more pole positions that season than any other driver. Successes piled up for the Brazilian, for while his car was not the most reliable, he continually challenged the more established teams with his aggressive and instinctive driving. By the end of 1987, he was ready to move on, having come third in the rankings.

Senna's years with McLaren were golden years for racing. It was here that he became one of sport's greatest competitors, where he wore the iconic red and white suit, and where he developed his epic rivalry with Frenchman Alain Prost.

When the two came together, Prost was already a two-time winner. Both men were single minded in their pursuit of glory and it is

no surprise that they quickly turned from friendly rivals to enemies. In their first year together, they worked for the good of the team and Senna just managed to come out on top to win his first championship. A clue to Senna's character came in 1989, when, no longer content to play the side-kick, he started becoming more combative. Prost responded, and the cold war turned hot after a series of small collisions that culminated in the penultimate race of the season. After a crash that saw Prost out of the race, Senna carried on. He was later disqualified, much to his rage.

Senna and Prost continued to snipe about each other in the press and push each other further on the track. It had become the greatest sporting rivalry of its day, and created plenty of headlines, raising the profile of the sport still further. Another collision in 1990, again in Japan, handed the championship to Senna, but it underlined the bad blood between the two and the era ended to some extent when Prost moved to Ferrari.

This left Senna with an open field in 1991 and he won the championship easily. But innovations over at Williams were about to change everything; in fact, it could be argued, leading to his death.


By 1992, the technology of the Williams car had been advanced far in excess of the McLaren. It featured computerised suspension so the car adjusted itself to the track, which took much of the skill out of the drive. Senna finished that season fourth, much to his disgust. His will to win could not suffer through being pushed back because of his team, so he made moves to defect to Williams. He was thwarted by Prost once again, who had joined Williams and had made one contract request: that he would never be team mates with Senna again.

After two miserable years, Prost's retirement enabled Senna to move over to Williams, which now easily had the best car in the world. Allied with the best driver, it looked like Senna would go on to dominate the circuit for years to come. But then the racing federation declared that it was banning the on-board computer technologies that had made the Williams virtually unbeatable. Without them, the car was unbalanced and hard to handle.

Senna knew this and was very vocal about the inferiority of the car. He suspected that Michael Schumacher's Benetton was still using some of the banned technology, and the two had come to blows one year earlier. Then, in his first year at Williams, he tried to round a corner in San Marino and lost his life.

His career defines him. The wins and the controversy both go a long way to explaining who he was. His will to win knew no limits, and the pettiness he manifested at times was a combination of naivety and intolerance of politics. He had high standards for himself and a heightened sense of fairness that could be at odds with the political nature of the sport. His importance to sport and beyond it is evident with the accolades he has received post-mortem.

For Brazilians, he was a figure of hope. In the late 80s and early 90s, Brazil was struggling with an oppressive, incompetent government, endemic poverty and high rates of crime. Senna proved himself on the global stage and brought them a great deal of pride during a difficult time. He was a proud Brazilian, famous for holding aloft a Brazilian flag on his laps of honour after winning races. When he was alive, he was a saint. On his death, he became a martyr.

Ayrton Senna lifted himself above sport itself. 

# NOBODY LOVES ME

BY TIMOTHY MOTTRAM

During this year's World Cup, goal line technology will be used for the first time in a big international tournament. Never again will a World Cup be marred with a "ghost goal", where neither the referee nor the linesmen see if the ball has crossed the line. It is one less thing the refs will be losing sleep over.

The referees will once again be central to the action in Brazil. It is a thankless job. Players, managers and fans all turn on the referee without warning, grace or logic. The abuse they receive is epic. The ref knows he has had a good day at the office when he gets no press coverage. When he is in the news, then he has committed a howler. They are routinely verbally assaulted, physically attacked and vilified in the press. Last year, a Brazilian referee was quartered and beheaded.

So the question is, why do they do it?

"It's about the prestige," says Matthew Syed, writer of the book *Bounce*. "I think most of them would rather be players, but that's a long, hard road. I suspect the motivation is to be part of the modern game, and there's a lot of prestige associated with the role."

The game certainly could not exist without the referee, and maybe that is a deciding factor. Despite the abuse, in many ways, the ref is the most important person on the field. He, or increasingly, she, has power over the game. Cards, penalties and free kicks change matches. There is that moment of stillness in a stadium directly after a player gets bundled over that everyone turns to the ref. At that moment, the direction of the match, or even the tournament, rests on his judgement. It must be intoxicating.

Being in the game must be fascinating for the referees,

whose skills at analysing a game far exceed their skills on the ball. Andre Mariner, a referee in England's Premier League, explains his reasons for being in the game. "For me there's nothing better than being a referee," he says. "I was at Everton the other day, one of my favourite grounds, and the atmosphere was amazing. Running out of the tunnel, the sound of the crowd, the compactness of it all, it makes the hairs stand up on the back of the neck just thinking about it. There is nowhere else I feel more alive."

The greatest challenge they face is the fact that they are humans. They have empathy, biases and can only be in one place at a time. This leads them to make mistakes. But one of their biggest issues, at the top level, is their relationship with the players.

Footballers are super stars, and, let's face it, refs are not. The pay discrepancy alone shows you the gulf between player and ref. The best-paid referee in England makes around £90,000 per year: that is about as much as a squad player in one of the bigger teams makes per week.

But they must engage with the players on the field. In fact, it starts in the parking lot. Despite the smaller pay packet, referees drive high-end cars. Jim White, a journalist for English paper *The Telegraph* once asked a ref why they drove such nice cars. "If we were spotted turning up in an old banger like yours to a Premier League ground we'd lose the respect of the players straight away."





Many in the game claim that referees are not only biased, but they are star-struck, and enjoy being on first name terms with the big players. The Guardian's Secret Footballer, who by definition has the inside story, is scathing about the way referees treat the players. "Players know only too well that referees suck up to the big names and call them by their nicknames. Wayne Rooney is always "Wazza" and Frank Lampard is always "Lamps."

He goes on to say that it is well known that when a big team is playing a smaller one, the big team will get all the decisions. His logic is that should the ref make a mistake that favours the smaller team, then it will be news. And a ref is always looking to stay out of the headlines.

Until recently, referees were dropping out of the sport at an alarming rate. Until three years ago, in England alone there was an average of 300 assaults on referees per year. Since then, the professional referee associations have devoted more time and money to training, trying to turn the occupation into something more professional. In recent years, more and more young people have flocked to the profession. Today, you stand a

one percent chance of graduating to the top level of refereeing.

This means that, despite what managers and fans say, only the very best become referees. They are surprisingly fit, and though they might not have Cristiano Ronaldo's abs, they run about 12km on average per match. They have to be decisive and ruthless. While they are only human, most referees claim to be as objective as they can be. But will technology make the hated ref less despised?

It is instructive to hear from former referee Mark Halsey. "Any help for a referee to make the correct decision has got to be good for the game, and I'm a strong believer of technology coming into the game. The game has become so quick, and we have technology in cricket, rugby league, rugby union... it will still add to all the excitement in football, like it does in other sports. You have relegations, Champions League places, cup finals and so on being decided on refereeing errors. It's not fair when this technology is available."

Perhaps now the technology will get the headlines, rather than the refs. 🟡

SPORT PROFILE



# CAPOEIRA

BY TIMOTHY MOTTRAM

**N**ormally, when you think Brazilian sport, you think soccer. But for the original Brazilian sport, one wholly conceived on the banks of the Amazon, then you need to take a look at capoeira.

Capoeira exploded onto the global stage at the end of the 20th century, indirectly starting the craze for dynamic dance/fitness methodologies that have since brought us zumba and piloxing. At Brazilian festivals around the world, the steaming cauldrons of black beans and the churro vans began to be fronted by the gyrating twirling of a capoeirista. The movements are fluid and graceful, and it did not hurt the burgeoning popularity that the practitioners were usually shirtless and ripped.

Today, capoeira has become a world sport, being practised in hundreds of cities. The rise of its popularity is due in part to the levels of fitness it imbues along with its genuine facility for inflicting damage to an opponent.

The sport is technically a martial art, where the body is the primary weapon. But the movements and the subsequent development of its cultural aspect mean that it is easily recognised as a dance. Therefore, it is enjoyable to play and exciting to watch.

The central movement is called the ginga, which literally means to rock back and forth. This keeps the capoeirista alert and active, prepared to attack or defend. He crouches low and moves from side to side. The defensive methodology of the sport is to avoid blows rather than block. This dodge can then be turned into an attack. The strikes are primarily dealt with the legs, with wide sweeps or kneeing typical of the sport.

While the performance aspect of capoeira is important, it is worth remembering that this is a martial art and bouts were initially designed to act as self-defence. Therefore, in its purest form, the strikers are attempting head or vital-area shots in order to put their opponent down fast. Naturally, in today's form, capoeiristas pull their blows before they can inflict damage.

The history is that capoeira is as mysterious as it is fascinating. As with most martial arts, it started as a defence system for oppressed people and became

an expression of cultural pride. Eventually, it took its place as a significant cultural marker for all Brazilians.


With the Portuguese invasion of what is now Brazil and the inevitable decimation of the local population, there came a massive influx of African slaves to South America. These slaves began to practice a nascent type of capoeira from an early stage, but it is unclear whether the art was imported from Africa along with the slaves or it developed once they arrived in Brazil.

While working in horrific conditions under the Portuguese, it offered them a source of pride and self-defence, but it really came into its own for escaped slaves. Given the huge size of Brazil, these slaves often formed autonomous city-states called *Quilombos*. Portuguese authorities regularly tried to bring these rebel states back into the colony but were pushed back. The facts are sketchy, but there is evidence that a central part of the defence of the *Quilombos* was capoeira.

With the abolition of slavery in the 1880s, former slaves were left without jobs and homes. The new Commonwealth of Brazil was in upheaval and lawlessness dominated the cities. Capoeiristas were hired as muscle by competing gangs and became notorious for the damage they could inflict. The martial art was banned and police were encouraged to inflict capoeiristas with serious pain. When caught, they were often tortured and then murdered.

The sport went underground and almost disappeared, but in the 1920s a man from the northern city of Salvador called Mestre Bimba successfully reorganised the art into a sport. His formalising of the art pulled its teeth to a certain extent but somewhat rehabilitated it. Tourists had for years been enjoying the aesthetic aspect of the sport and this reorganised form became known as *Regionale Capoeira*.

In the 1940s, the official ban was lifted and the older form was allowed to be resurrected, and became known as *Angolan*, a nod to its African roots.

Today, capoeira in many ways encapsulates the Brazilian journey. Hardship and oppression have forged an art that is exuberant yet practical. 

HISTORY OF SPORT



# BRAZIL'S GREATEST TEAMS

BY TIMOTHY MOTTRAM

**T**he Brazilian team that kicked off the World Cup on home soil against Croatia in June is amongst the favourites. But how does it rank against the teams of the past? Their World Cup winning teams cemented Brazil's status as a powerhouse in football, and the players of today are very much in the shadow of those legendary squads.

The team that will play in June does not seem to be a classic. Neymar, the undisputed star of the team, has enjoyed an solid rather than spectacular start to his Barcelona career,

while fellow forward Hulk has become something of a flat-track bully, plying his trade in the Russian League. Fred, their Number 9, is still playing in Brazil, while the ostensible Number 10, Oscar, faded badly for Chelsea this year. It seems as though the Brazilian forwards of this championship are not of the right vintage yet to be compared with the greats of the past.

This issue, Touchline takes a look back at the teams that shook the world and became legends.



## WORLD CUP WINNERS 1958, 1962

It was this team that forced Brazil into the world's consciousness. Tactically innovative and stuffed with world-class players, they only suffered two draws over both of the tournaments that they won. After they won the semi-final and the final of the 1958 tournament by 5-2 scorelines, Brian Glanville wrote "There was no doubt this time, that the best, immeasurably the finest, team had won." It was in 1958 that the greatest player of all time, Pele, made his international breakthrough at the age of 17. Less remembered was the irrepressible Garrincha, a fine crosser of the ball and scorer of wonderful goals. In fact, in the 1962 cup it was Garrincha who got Brazil over the line, with Pele out injured.

This team were famous for the tactical innovation of the 4-2-4, which swarmed defenders with tricky forwards. At the back, the captain Bellini stepped out of defence to start moves, while in the centre, Didi sprayed the ball about.

They were so good that at the time it seemed that they would never be bettered.

## WORLD CUP WINNERS 1970

In 1970, they were bettered. There is something mystical about this group of players. Not only were they the supreme practitioners of football, but they also came at the right time. Football had withdrawn into a more defensive, negative mood over the late 60s. But when this team took the field, it was as though the sun had come out. And then there was the brevity of their ascendancy. By 1973, the team had just about broken up. So they remained a single, brilliant light in the football sky. As play-maker Gerson said: "Our team was the best. Those who saw it, saw it. Those who didn't will never see it again."

They played with flair, arrogance and fluidity. At times, they seemed to be the same organism. They were unstoppable, winning every match en route to the final, where they crushed Italy 4-1. Their 4-2-4 formation had evolved with the players dropping deep and playing between the lines, but you get the sense that put these players in any formation and they would have won, by a margin.

Pele is of course the most famous of the 1970 generation, but every player in the squad has become a legend. Fellow striker Jairzinho scored in every match. Carlos Alberto

captained from the back and is known as one of the greatest defenders ever. Clodoaldo terrorized defenders on the wing. But a measure of this team is they are as well known for their goals as they are for their players. The eight-man team goal, finished by Carlos Alberto has long been known as the finest expression of art in football.

## WORLD CUP LOSERS 1982

The vintage of '82 are far more lovingly remembered than the winners of 1994. In those long, long years between World Cup wins, the team of 1982 at times played some wonderful football, reminding fans around the world of what they had been. Though technically gifted, this squad seemed destined to fail because of a charming naivety and a lack of truly world-class players in defence and attack. In the midfield it was a different story, where they had two of the all-time greats, Socrates and Zico. Both players could control matches for long spells and had the trickery to delight audiences. In a way, they heralded the final days of Brazil's free-flowing style, as more pragmatic teams began to win the top tournaments. They crashed out of the 1982 competition and were quickly broken up.

## WORLD CUP RUNNERS-UP 1998

## WORLD CUP WINNERS 2002

Brazil demanded victory, but victory with style. After the pragmatic team of 1994, Brazil sought a different approach. Luckily, they now had the players to create a more aesthetically pleasing approach. The classically Brazilian 4-2-2-2 tactic was preserved into the late 90s, and saw Brazil only succumb to the great French team of 1998. Ronaldo's famous blues during the final has become legend, but perhaps this loss was what was needed to create the finest team since 1970.

Luis Filipe Scolari came in and changed the tactics, moving to a 4-3-3. Ronaldo scored a record 8 goals in the 2002 tournament, flanked by Rivaldo and Ronaldinho, both outrageously gifted players. In the centre of midfield, Dunga fought for the team and carried the water for his more talented team mates. The fullback position was enlivened by two of the greats, Cafu and Roberto Carlos. Both were gifted attackers, which gave this Brazil team an extra dimension. 🏆

LEGAL FOCUS:

# WHEN DOES A RISK BECOME 'OBVIOUS'?

**James McIntyre**, and **Thomas Zhong**, Graduate with DLA Piper Australia, explore the importance of displaying explicit warning signs for recreational activities.

**DLA Piper:**

T +61 7 3246 4138

W [dlapiper.com](http://dlapiper.com)

Two recent Australian cases involving catastrophic injuries highlight the importance of displaying explicit warning signs for recreational activities which pose a risk of serious injury, however remote, to participants.

## STATE OF QUEENSLAND V KELLY [2014] QCA 27

Mr Kelly suffered spinal injuries when he ran down a steep sand dune, lost his footing (possibly because the sand gave way or shifted underneath his feet), causing him to plunge into the water too close to the edge of Lake Wabby and struck his head in the shallow water. Lake Wabby is a popular tourist destination at Fraser Island in the State of Queensland. Prior to the visit to Lake Wabby, the plaintiff's party were shown a video outlining the rules that needed to be followed and the hazards that the location presented (e.g. the risks involved in entering shallow lakes and streams).

Lake Wabby had been the site of numerous serious injuries and the Queensland government was aware of its hazardous nature. As a result, two signs were posted - one at the commencement of the trail leading towards the lake and one near the entrance to Lake Wabby. The sign warned of danger, noting that "serious injury or death is likely to occur from running, jumping, or diving into the lake" and "because the sand dune is steep, running or rolling down the sand towards the lake is dangerous".

The State of Queensland submitted that the risk of injury associated with the activity



**Lake Wabby:** The site of numerous serious injuries and the focus of discussion about the use of warning signs.

was an “obvious risk” within the meaning of section 13 of the Civil Liability Act 2003 (Qld).

The Queensland Court of Appeal noted that the critical question was whether, in all the circumstances, the signs effectively communicated the risk which materialised, so as to make that risk obvious to a reasonable person in the plaintiff’s position. In concluding that the signs failed to effectively communicate that risk, the Court noted the following matters:

Visitors continuing to dive into the lake despite the presence of the signs.

- ▶ Although the signs conveyed the message that serious injury might result from “running and diving” into the lake, they did not indicate that “running or diving” might result in serious injury. Consequently, the signs did not effectively communicate that running down the dune into the lake involved the risk of serious injury which materialised.
- ▶ A reasonable person in the plaintiff’s position would have concluded that running down the sand towards

the lake was dangerous in the sense that it involved a risk of a sprain due to falling on the sand rather than a catastrophic injury and this would have been reinforced by the wording of the second warning.

- ▶ Before the plaintiff was injured he saw numerous other people at the lake engaged in a similar activity without incident.
- ▶ The respondent himself engaged in that activity on about 10 occasions without incident.
- ▶ The video which the plaintiff had seen included warnings about dangers presented by the topography of and activities on the Island but it did not indicate any problem with running down the sand dunes and jumping into any lake or Lake Wabby in particular.

Consequently, the Queensland Court of Appeal upheld the trial judge’s finding that the risk was not obvious as the signs did not adequately state that running down the dune into the lake involved the risk of serious injury.





Mr Ackland took a tour to the Green Valley Farm as part of an activity organised by his university college social committee. Green Valley Farm was a holiday/amusement park owned by the defendants which, amongst other attractions, included a “jumping pillow” (similar to a trampoline) that was 20m x 10m in size.

Various patrons were performing somersaults in the air and Mr Ackland, at the urging of other patrons, attempted to perform a back somersault. After various failed attempts where he landed awkwardly on his “side and the belly”, he attempted the somersault again but landed heavily on his head, suffering a serious neck injury and quadriplegia.

Mr Ackland alleged that his injury was a result of the defendants’ negligence in failing to provide instruction in the safe use of the jumping pillow, failing to supervise the pillow and failing to prohibit backflips on the jumping pillow.

The critical issues was whether the injury was sustained as a result of “the materialisation of an obvious risk of a dangerous recreational activity” within the meaning of section 5L of the Civil Liability Act 2002 (NSW). Having found that the act of performing a backwards somersault in the air was clearly a dangerous recreational activity, the issue central to the case was whether there was an “obvious risk” that a person might suffer a serious neck injury when performing a backwards somersault on the jumping pillow.

The Australian Capital Territory Supreme Court held that, to a reasonable person in Mr Ackland’s position, it would not have been obvious to that there was a risk of serious neck injury in attempting a backward somersault on the jumping pillow. The judge noted that a reasonable person in Mr Ackland’s position would have acknowledged the risk of minor harm, but not the risk of a serious neck injury, in view of the following matters:<sup>1</sup>

-  Young children were performing similar manoeuvres on the pillow, without any apparent attempt by staff at the park to stop them;
-  The jumping pillow was yielding and full of air;
-  He had extensive experience in performing back somersaults and other inverted manoeuvres in the past, albeit not for the last 5 years;
-  He had previously landed awkwardly on the jumping pillow after attempting a back somersault and had sustained no injury or discomfort.

Accordingly, the Court found that the defendants could not rely upon the “obvious risk” defence set out in section 5L of the Civil Liability Act 2002 (NSW).


In considering whether the defendants had complied with their common law duty of care, the Court noted the defendants had received letters from the manufacturers of the pillow enclosing a “Jumping Pillows User Manual”, which recommended that additional signage to be erected or printed on the pillow to include words to the effect of “no somersaults or inverted manoeuvres”. The judge held that a reasonable person in the position of the defendants would have taken precautions by prohibiting patrons from performing such manoeuvres and placing warning signs advising patrons against performing somersaults and other inverted manoeuvres.

Accordingly, the Court gave judgment for the plaintiff and awarded damages of A\$4,626,241.

## RISK MANAGEMENT SIGNPOSTS

These recent cases demonstrate the critical importance of written warnings in a leisure activity provider’s ability to mount a defence based upon the materialisation of an “obvious risk”. The cases illustrate the need for explicit warning signs which adequately outline the dangers inherent in participation in a recreational activity.

When formulating warnings, leisure operators need to consider the nature and mechanism of injuries that might eventuate as well as those which have previously been sustained (this was particularly relevant in Kelly) as well as warnings from the manufacturers of any equipment used in the activity (as seen in Ackland). Once those risks have been identified, they need to be conveyed to patrons, ideally in writing and clearly convey the nature of the risk and how it may materialise and the warning should be delivered close in time to the commencement of the activity.

Where the leisure activity involves international patrons, operators should consider the various languages spoken by their potential patrons and assess whether multilingual warning signs are appropriate. Pictograms may assist in overcoming language barriers but care must be taken to ensure the pictograms adequately convey the risk and the manner in which it may materialise. 

<sup>1</sup> Ackland v Stewart [2014] ACTSC 18, at [304]

# FANTASY TEAM: RICHEST ELEVEN

BY TIMOTHY MOTTRAM

Football is famous for its eye-wateringly high fees. Here is the World Cup team that would make even Shiekh Mansour drop his cheque book in fright. This fantasy eleven would have cost almost €650 million, going on the fees paid for each player by their clubs.



\* The transfer of David Luiz from Chelsea to Paris St Germain is all but done, but should it fall through, Real Madrid's Pepe is ready to sub in at €30.



# AT RISK

'At Risk' is a regular feature which highlights recent news stories about some of the accidents and injuries that occur in the sport and leisure world. Risk is present in our everyday lives even when we are playing sport and having fun.

Here we report some of the more tragic and bizarre events that lead to loss, injury and sometimes even death in our industry.

## BOUNCY CASTLE BLOWS AWAY AND INJURES TWO CHILDREN

Two children, aged five and six, were lucky to escape with their lives when they fell 5 metres from the bouncy castle in South Glens Falls in New York, USA. The bouncy castle continued to rise 15 metres into the sky.

One boy crashed to the ground while the other landed on top of a parked car. The incident, left one boy with traumatic head injuries, according to officials. It was reported that the younger of the two boys suffered two broken arms and facial injuries. A 10-year-old girl was also playing on the bouncy castle but suffered only minor scrapes after falling from a much lower height.

The bouncy castle's owner, who is not a parent to any of the injured children, said that they had used it several times after owning it for a few years.

David Gifford, a South Glens Falls Police Patrolman, told local newspaper The Post-Star: "The witnesses said it was a sudden burst of wind and it just lifted off the ground.

"It was a freak accident." This is not the first time such an incident has taken place – last year several children and an elderly person were injured in North Yorkshire when a bouncy castle was blown away.

The inflatable was caught by a gust of wind and blown over a number of stalls at a car boot sale at Ripley Cricket Club. Four people were hospitalised after the incident.

## STUDENT RUGBY PLAYER AWARDED €2.75 MILLION DAMAGES

In March this year a student who suffered a serious head injury during a schools rugby match was awarded 2.75m euros damages, plus costs. Mr Neville had sued his former school, St Michael's College, Dublin, and St Vincent's Healthcare Group, as owner of St Vincent's Hospital, Dublin, following the injury in November 2009.

Mr Neville, now aged 22, suffered a head injury during schools rugby training on 11 November 2009 and received some treatment at St Vincent's Hospital for that. He went again to the hospital on 15 November because he was suffering headaches and eye problems. His mother asked that a scan of his head be carried out but she said she was assured that was not necessary.

Had that scan been performed, it would have shown a subdural haematoma which could have been evacuated and Mr Neville would not have gone back to school where he suffered the second head injury. When his mother contacted the school in relation to his injury, she was assured a protocol under which students who suffer head injuries are not allowed to participate in contact sports for three weeks would be implemented.

But on 28 November 2009, some 17 days later, when Mr Neville was on the subs bench during a match between St Michael's and St Mary's, he was called on to play for the final minutes of that match. He suffered a head injury and collapsed on the sideline at the end of that match. The school accepted he should not have been permitted to play.

He was rushed to hospital in a condition described as "life-threatening", but emergency surgery carried out at Beaumont Hospital saved his life although he now has a permanent brain injury with serious adverse implications for his future educational and employment prospects.

Both defendants admitted liability but disputed Mr Neville's claim for some 5m euros damages. A central dispute between the sides related to the fact that the claim included a 2m euros amount for future care. After talks between the sides, an offer of 2.75m euros plus costs had been made and accepted.

## AFL RISK LAWSUITS ON CONCUSSION

THE AFL would be at risk of a class action if its rules didn't protect players from head injuries like those suffered by Tom Lynch in his collision with Jack Viney, a leading Melbourne sports lawyer said.

Viney was controversially suspended for two matches by the AFL Tribunal after laying a bump on Adelaide's Lynch last Saturday that left the Crow with a broken jaw.

The Melbourne youngster's suspension sparked a sense of disbelief among some current and former players, who viewed it as an unavoidable football accident.

But Paul Horvath, the principal lawyer of specialist firm Sports Lawyer, told AFL.com.au on Wednesday that the AFL had a legal obligation to make rule changes like the one introduced this year that made players bumping liable for injuries caused by accidental head clashes.

Horvath said if the AFL did not act in this way to reduce the risks of concussion, head, neck and spinal injuries, it could face a similar class action to the \$765 million suit being brought against America's National Football League by more than 4500 retired players with traumatic brain injuries.

Horvath said the League had been "well ahead of the game" for some time in monitoring the injuries being suffered in football and amending its rules to help reduce the risks of those injuries.

Prominent player agent Peter Jess is deeply concerned by the concussion after-effects some former AFL players are suffering in retirement and is campaigning for the introduction of an on-the-spot diagnostic test for concussion in the AFL.

"We're trying to get players to move away from the culture of bravery to a culture of respect and safety. We don't need gladiators, we need athletes who are complete and healthy," Jess said. "This means that if we're serious about protecting the long-term neurological health of players then we have to change the way that we play the game."

"If we don't, we'll continue to place players' long-term welfare at risk. But the AFL has clearly stated its mandate is player welfare, and if it's saying that then it is absolutely compelled to make the game as safe as it can for players."

Rugby League has also moved recently to reduce the risk of head injuries to its players, with its international governing body banning the shoulder charge in February 2013.

## WOMAN INJURED AS HAIR CAUGHT IN GO-KART ENGINE

A woman was seriously injured when her hair got caught in the engine of a go-kart in East Ayrshire, Scotland.

The woman was at The Garage leisure complex in Kilmarnock when her hair became caught while she was riding. She was treated for serious head and neck injuries. East Ayrshire Council is investigating the accident. The Garage Entertainment Centre opened in 1994 and offers indoor karting, tenpin bowling and amusements.

## STUDENT PLACED IN INDUCED COMA AFTER RUGBY LEAGUE CLASH

A Bathurst high school student is in an induced coma in Hospital after he suffered a head injury in a rugby league game in June.

Year 11 student Tyler Horton was airlifted to Westmead Hospital after he collapsed on the sidelines during the school's Astley Cup tie against Dubbo College at Carrington Park. Principal Geoff Hastings told the Western Advocate the 16-year-old, who was the five-eighth for the match, collapsed after he was injured during a tackle in the second half.

## EDITOR'S COMMENT:

### PRE-SEASON CONCUSSION TESTING IS A NO-BRAINER.

Amongst the sports community there is thankfully now a heightened awareness of concussion and the effects of returning too quickly to playing sport after a concussion. Professional and well-funded sports have the tools to do improved side-line testing but what about the park footballers or the kids playing on the weekends?

Sadly, there seems little trickle down in terms of the gains in concussion identification made at the top end and it's only a matter of time before the massive concussion related lawsuits find their way to the local sports associations.

Additionally, we need to develop a sound means to assess players before the season starts so a reliable bench-mark can be established to compare against should a concussion occur. The alternative of mandatory stand-down periods are at best an educated guess and difficult to implement due to pressure to "man up and play" or a lack of obvious symptoms. If we don't get the pre-season testing and the side-line assessment right we have a ticking time-bomb on our doorstep. It's called concussion.



OLYMPIC ADRENALINE:

DOWNHILL SKI, MEDALS TRIUMPH AND  
FAILURE, WORLD RECORDS AND CURLING

# A RISKY BUSINESS?

BY PAUL THOMAS

PHOTO:  
© JON WICK, 2010





The 22nd Winter Olympic Games in Sochi delivered one of the world's great sporting spectacles. With 98 events across 15 disciplines, it boasted a feast of entertainment and endeavor. Sport takes central importance across the world, but it has particular resonance in the UK. It was the UK, after all, that codified a good proportion of the world sporting events that take place every day - including the curling event at this year's Winter Olympics

As we all know, curling is a sport in which players slide stones across a sheet of ice towards a target area which is segmented into four concentric rings. It is related to bowls, boule and shuffleboard, and will no doubt played an integral role in the nation's sporting imagination.

But as with the London Olympics of two years ago, which attracted the scrutiny of the world's media and a plethora of security analysts, areas such as Chechnya, Dagestan and Georgia - all nations close to Sochi's location on the north coast of the Black Sea were all to become a part of the narrative


Two bombings in Volgograd and reports of suicide bombers dubbed "black widows" in operation prior to the Olympics, prompted the US government to say it viewed the Games as an "attractive target for terrorists."

It is hard for us sports lovers in the UK to get our heads around this kind of talk. Sport is ingrained in our collective psyche as being a topic of fierce pub debate, tribal loyalty, or even national handwringing -like when the ball clearly crosses the line but the linesman somehow misses it, as happened in the last FIFA World Cup when Frank Lampard had his shot ruled out against Germany - but security nonetheless played a major role in the Winter Olympics.

Yet Sochi was merely a part of a greater festival of sport that we are enjoying this year. The FIFA World Cup is currently taking place in Brazil, the spiritual home of football and we can also look forward to the upcoming Commonwealth Games in Glasgow, and the Tour de France visiting the UK once again and commencing for the first time in Yorkshire. Of course, these events are not without risk, and it is here that the Lloyd's insurance market comes into its own as a leading provider of specialist sports cover for participants.

Indeed, when it comes to the blue ribbon events of the year, the top athletes will certainly be well-advised and have appropriate bespoke protection. But worryingly, at the amateur level there is still a lack of education of the benefits of suitable insurance cover.

With diverse participant bases, it can be challenging for sporting bodies to satisfy the varied insurance requirements of their membership. Having access to additional products is therefore crucial to ensure peace of mind, whatever your sport or performance level.

Ultimately, whether you operate as an amateur tight head third eleven prop in the Rugby union or an elite Olympic downhill skier, advice about personal welfare and insurance protection will always be needed -and the London insurance market is particularly well serviced to provide it. 

# SPECIALIST LEGAL ADVICE KEY FOR MAJOR EVENTS

## HOW DOES SPECIALIST ADVICE FROM LAW FIRMS HELP WITH STAGING MAJOR SPORTING AND ENTERTAINMENT EVENTS?

**Touchline spoke to specialist sports lawyer Ashton Welsh, Senior Associate with New Zealand law firm Simpson Grierson for an insight into how law firms are assisting their sports clients in areas that are wider than the traditional areas of legal advice.**

Ashton Welsh, joined Simpson Grierson to help establish the Sports, Entertainment and Venues team. He had previously spent 15 years working internationally in a number of legal, business affairs and commercial roles across sports properties such as ATP World Tour, FINA World Swimming Championships, America's Cup, Volvo Ocean Race, Champions Hockey League, FEI World Equestrian Games (not to mention the world's most successful game show "Who Wants to be a Millionaire?").

Playing sport has long been a popular pastime for New Zealanders. But it's now that the business of sport that's entering the mainstream. The industry is more professional than it's ever been and this can be seen in the calibre of world class events being brought to New Zealand. As the country prepares to host these events, law firm Simpson Grierson is well placed to provide expert advice to clients through the recent establishment of a dedicated Sports, Entertainment & Venues team. Sitting within one of New Zealand's largest law firms, the team prides itself on having lawyers with a combination of legal and commercial experience in the sports, entertainment and venue management industry sectors. They can provide both legal advice and business affairs services to their clients.

Some of the upcoming world class sports events that the team has recently working on include:

- The FIFA U20 Football World Cup 2015 where the team assisted the local organising committee in appointing Ticketek as the ticketing service provider for the event.
- The FIH Women's World League Final where the team worked closely with Hockey New Zealand in its successful bid to stage the event in 2017.
- The upcoming Rugby League World Cup where the team worked with New Zealand Rugby League and the Australian Rugby League Commission in their joint bid to co-host the event in 2017.
- The exhibition football/soccer match (between English Premier League club Newcastle United and Sydney FC) to be staged at Dunedin's Forsyth Barr Stadium in July 2014; with the firm acting for the venue operator, Dunedin Venues Management as the promoter of the event.

The team's involvement in sport is not just limited to international events. It is acting for the New Zealand Rural Games Trust. The Trust is looking to stage the inaugural Rural New Zealand Games in Queenstown in February 2015. The event will include

**Eden Park:** This 50,000 seat stadium played host to the 2011 Rugby World Cup Final.

PHOTO:  
© KIWI FLICKR, 2011



rural sports such as wood chopping, sheep shearing, sheep dog trials, highland games, coal shovelling, young farmers, rodeo, speed fencing, gumboot throw, gold panning and some newly developed sports from the dairy and the fruit growing industries. The team is assisting the Trust on a pro bono basis with all legal matters related to the event delivery and the exploitation of the commercial rights.

The Sports, Entertainment & Venues team has also recently agreed to support Baseball New Zealand as it looks to develop the global sport of baseball in New Zealand - no easy task as softball has long been dominant. As one of the fastest growing sports in New Zealand, Baseball New Zealand's immediate goals are to develop a national training/playing facility in Auckland, and to have a professional team franchise competing in the Australian Baseball League in the not too distant future.

For Simpson Grierson, establishing a dedicated Sports, Entertainment & Venues team made perfect sense given the growing sophistication and professionalism of sport in New Zealand and around the world. One of the cornerstone strengths of the team is having lawyers with a mixture of legal, business affairs and commercial experience so that they can operate as both lawyers and business advisers as opposed to simply being transaction lawyers.

Ashton has seen the same issues effect sports organisations and rightsholders in New Zealand as in other countries. These include the need for strong governance, the need for governing bodies (and rightsholders) to adopt open and transparent bid processes and the need for international federations and national sports organisations to recognise the importance of integrity in sport by implementing suitable safeguards with

regard to match fixing and doping. In respect of the perennial issue of securing sports sponsorship, sports organisations and rightsholders need to be aware that sponsorship means so much more than advertising boards and VIP hospitality tickets. The relationship needs to be viewed more as a marketing partnership in recognition of the fact that the key drivers for sponsors are often brand alignment and opportunities to engage with a sport's membership/fan database.

One of the common mistakes that is made by sports organisations and rightsholders is to under-estimate the lead time that would-be event sponsors require (in order to obtain any necessary budgeting approvals and to develop a marketing/communications campaign that is aligned with the sponsorship). Potential sponsorship deals can often falter for this reason alone.

Another area that can often be overlooked by an event organiser is to undertake a comprehensive risk assessment of its event in order to identify the associated risks. Proper assessment of potential risk at an early stage of the event planning, and due consideration of how to mitigate any such risk can result in cost savings and, more significantly, the avoidance of major problems down the line.

As New Zealand continues to attract more world class events, resulting in the building of more world class facilities, the level of professionalism, expertise and experience in the relevant industry sectors continues to develop and improve. Law firms have to keep pace with the needs of their sports and entertainment clients to help shape such development and improvement. 



# COVERING THE CUP ON AND OFF THE PITCH

FROM TERRORIST ATTACKS TO HEATSTROKE, THE INSURANCE INDUSTRY IS COVERING A VAST ARRAY OF RISKS AT THE WORLD CUP

BY PAUL THOMAS

The FIFA 2014 Football World Cup kicks off on the 12th June, bringing together 32 teams and fans from around the world “All in one rhythm”, as the organiser’s advertising slogan says, revelling in a festival of sea, sun and Caiprinha cocktails.

Most sports fans are looking forward to this particular football World Cup, which takes place in what many would describe as their second favourite footballing nation behind their own. International risk and insurance companies will be particularly interested in events in Brazil, as they will have provided billions of dollars’ worth of coverage for the month-long carnival of football. The event promises to be engrossing or even “spectacular”, as they say in Brazil, so what could possibly go wrong? The answer, of course, is plenty.

Only two things in life are certain: death and England getting knocked out of the World Cup on penalties in the second round (with the bullish assumption that England negotiate the Group stage), but the insurance community won’t know for certain what its final liability for the event is until the last fans and players land back in their home country – and maybe not even then.

From TV screens going blank during the game, to travel problems, terrorist attacks and freak weather conditions, the Lloyd’s and London insurance markets play a key role when it comes to managing the risks of big tournaments.

This summer’s tournament will carry its own particular risks. Not everyone in Brazil is football mad. There have already

been huge local protests against the World Cup investment in infrastructure at the expense, allegedly, of the Brazilian population.

It was reported in April this year that human rights campaigners had sounded the alarm about proposed Brazilian anti-terrorism legislation that they fear will be used to crack down on legal protests during the event. The government for its part says that it needs the new law before the tournament because the event could be a target for “violent extremists” – a statement that will clearly alarm Sports and Political Risks Underwriters alike.

The heat factor will be another concern – as has already been reported for the Qatar 2022 tournament - for insurers as it could add to the risk for both players and spectators. When previous World Cups were played in Brazil, games were scheduled for cooler evenings and players were given time to acclimatise, however, some games in Brazil are scheduled during the heat of the day.

Parent clubs or National Associations typically buy personal accident insurance to cover costs should a player become temporarily injured, permanently disabled or die in an accident, and players also can buy insurance to cover loss of income if they suffer a career ending injury. In the UK this is unlikely to arise as a result of heat stroke but insurers will

be offering advice to fans to be aware in Brazil – particularly when drinking alcohol – and the same goes for the England players!

Because football is no longer just about football, competitions and offers will also be taking place in practically every nation on the planet, and when it comes to contingency insurance, there is a vast range of potential coverage. Competitions, offers, prizes, sponsorship, broadcast rights - all companies with financial stakes will need insurance coverage. There will be many organizations with a financial interest in this year’s tournament taking out insurance cover to protect against cancellation or other types of disruption.

Remember this summer, as the last England penalty sails sadly over the crossbar no doubt into a glorious Brazilian sunset that the UK insurance market still leads the way in insuring the globe’s sporting events large or small, conventional or unconventional. This year’s World Cup will be no exception. All events, whether it’s the smallest school fete or a major international sporting event present their own risks and liabilities and this is one discipline I am pleased to say in which the UK excels. 🇬🇧



For all your  
**golf insurance** needs...

 [australiangolfinsurance.com](http://australiangolfinsurance.com)

**Australian Golf Insurance** 

# AN INTERVIEW WITH 2013 VICTORIAN COACH OF THE YEAR KATERYNA LOGACHOVA

## ABOUT



Touchline recently interviewed Kateryna Logachova, Head Coach at the Prahran Rhythmic Gymnastics Club. Kateryna was recently awarded 'Victorian Coach of the Year', ahead of some other very high profile coaches.

Kateryna coaches both international and national gymnasts in Levels 7 and above. She aims to help each gymnast develop their potential to the maximum of their ability in rhythmic gymnastics.

## MEDIA



Watch Kateryna's interview with Touchline



Watch Kateryna accept her award at the VicSport awards

Sportscover sponsored the Victorian Coach of the Year Award at the 2013 VicSport Awards

**Thank you very much for your time today and congratulations on winning Victorian coach of the Year. Can you tell me a little bit about yourself? You're originally from Ukraine, correct?**

I used to be a gymnast in Ukraine, I started when I was three years old. I achieved my Cert Sport when I was fifteen years old. Then I started coaching as well as still doing it myself at the University of Sport and Fitness. I decided that coaching could be my career, then I moved to Australia and started coaching at Victorian High Performance Centre, now it's Prahran Gymnastics Club.

**Last year, 2013, was quite a big year for yourself and for your athletes. Could you tell us a little bit about how well you did last year?**

Last year the gymnastics from Prahran Gymnastics Club did extremely well. Eleven gymnasts were selected to represent Victoria at the Australian Championship. They did very well, they brought a few medals back home.

Also, some of them were selected to represent Australia at the New Zealand World Championship where the girls did very well, and brought twelve medals home.

We travelled to Spain for a competition called Vitry Cup and we had very strong competitors there from Europe, Russia, Spain, Ukraine and other countries and one of the girls achieved a gold medal and we're very proud of this result.

The girls also did a lot of displays during the year to promote rhythmic gymnastics in Victoria, and they always did very good. The girls are very happy with their performance. Every competition we entered, the gymnasts got at least one gold medal.

**You've got quite a big club here, how many members of the club have you got?**

The club started with seven gymnasts, and now over eight years, we have around 95 gymnasts in the club.

**What ages are your gymnasts?**

At the moment the oldest gymnast is 18 years old, and the youngest is three years old. We've got a very good beginner class which is very important for the club to have a new generation come every year through the levels, and in each level we've got a solid class of rhythmic gymnasts who potentially can move up to represent the club, state and country.

**That is a sensational result. Obviously winning coach of the year against some other high profile coaches, you must be delighted. What was your secret for having successful girls in the club?**

It's a hard job, a lot of hours spent in the gym with the gymnasts, analysing their routines, looking on the internet, reading a lot of articles, working with the gymnasts individually as well as in a group, organising different activities for the group, for example, something different like beach training for strength and conditioning. Always new ideas of improving the standard of the gymnasts. Working closely with each gymnast, with each parent, because for parents it is a big commitment. Some of the gymnasts do 30 hours a week and parents have to bring them here, as well as to school, and they understand it all.

Sometimes even psychologically it is hard for the gymnasts to train so much and to get ready for the competition. That's why we have a great team at the club and the support of gymnastics Victoria of course.

**Thank you very much for your time and congratulations on your win!**

# WORLD SPORT NEWS ROUND UP



JAPAN

## JAPAN TARGETS BASEBALL AS POTENTIAL ECONOMIC SPUR

The Japanese government has suggested that increasing the number of professional baseball teams in the country from 12 to 16 could boost the national economy.

Japanese Prime Minister Shinzo Abe's Liberal Democratic Party put the suggestion forward as part of a set of recommendations to boost the country's economy. The list cited the success of North American competition Major League Baseball, which has almost doubled from 16 to 30 teams since the 1960s. The report said: "Prosperous baseball teams could strengthen attachment to regional cities and help local economies thrive."

Baseball is one of the most popular sports in Japan and attracts over 20 million fans to games each year, which is more than four times the amount that attend J.League top-flight football matches.



EGYPT

## SHARM EL-SHEIKH TO HOST SQUASH WORLD CUP

The World Squash Federation (WSF) has awarded the rights to host its 2014 World Cup to the Egyptian city of Sharm el-Sheikh.

The fourth staging of the two-man, one-woman team event will take place at Soho Square in Sharm el-Sheikh between December 11-15.

Hosts Egypt will have the chance to defend a title they claimed in 2011 when the tournament took place in Chennai, India.

Sharm el-Sheikh previously staged the Women's World Championships at the same venue in September 2010.



UAE

## DUBAI LANDS 2015 WORLD AIR GAMES

The International Air Sports Federation (FAI) has awarded its 2015 World Air Games to the United Arab Emirates, with the showpiece event to be held in Dubai.

The multi-discipline event will be organised by the Emirates Aerospports Federation and will take place over a period of 12 days in December 2015. It is the only world competition that brings together the various different air sports.

The fourth edition of the World Air Games will include powered and glider aerobatics, aeromodelling, amateur-built and experimental aircraft, ballooning, gyrocopters, hang gliding, helicopters, microlights, paramotors and parachuting. The Games head to Dubai after previous editions were held in Turkey (1997), Spain (2001) and Italy (2009).



SOUTH AFRICA

## SOUTH AFRICA STEPS UP BID FOR 2022 COMMONWEALTH GAMES

The South African Sports Confederation and Olympic Committee (SASCOC) has called on the support of other African nations as it seeks to bring the Commonwealth Games to the continent for the first time in 2022.

The Commonwealth Games Federation (CGF) confirmed that Durban and the Canadian city of Edmonton have until next March to formalise their bids for the multi-sport event before a decision on the host city is made in September 2015. The 2022 Commonwealth Games are regarded as a starting point for a potential South African bid for the Olympic Games.

Commenting on the 2022 Commonwealth Games, SASCOC president Gideon Sam said: "We believe that we just need to carry on and if there is any honesty in the world it's Africa's time. It's been to Canada, it's been to Australia, it's been to England, it's been to Scotland, it's been to Asia but it's never been to Africa. And we believe that it is our time. We have the infrastructure.



uk sport  
**Gold Event  
Series**

# A Stage to Inspire

The UK Sport **Gold Event Series** aims to bring the world's most prestigious sporting events to the UK. This ambitious programme provides the opportunity for you to see Great Britain's top athletes compete here on home soil in the world's most exciting sporting competitions.

#### Coming to you in 2014:

- Tour de France Grand Depart 2014, Yorkshire, Cambridgeshire, Essex and London; 5 – 7 July
- IPC Athletics European Championships, Swansea; 18-23 August
- IPC Athletics Grand Prix Final, Birmingham; 25 August
- ITF Wheelchair Tennis Masters, London; 24 – 30 November

#### Future events in 2015:

- European Judo Championships 2015, Glasgow
- IPC World Swimming Championships 2015, Glasgow
- European Hockey Championships 2015, London
- European Wheelchair Basketball Championships 2015, Worcester
- World Canoe Slalom Championships 2015, London
- World Gymnastics Championships 2015, Glasgow

---

More information at [www.uk sport.gov.uk/events](http://www.uk sport.gov.uk/events)

These events are only possible thanks to people buying National Lottery tickets. If you've bought a ticket, you're part of the team. Thank you.

 **LOTTERY  
FUNDED** | **uk sport**