

### The Current Climate – Increased Scrutiny

- Recent, high-profile scandals have led to increased scrutiny from government, media, members, sponsors and funding bodies.
- Concerns to improve best practice and transparency to protect the industry and better serve its members.



### The New Era of Sports Governance – A Global Movement

- Governance obligations are in focus and changes are being imposed on sport governing bodies at national and international level.
- Funding for sport governing bodies may be linked to compliance with the new obligations.
- IOC and ASOIF have each adopted new principles on governance in sport.
- UK Sport and Sport England have announced there will be a new and mandatory Governance Code for Sport in the UK (the “Code”) scheduled for release in September 2016.



### New Governance Obligations in the UK – What Are They?

- The Code will prescribe standards for sport governing bodies in the following areas:
  - Transparency
  - Diversity
  - Financial probity
  - Integrity
  - Membership
  - Culture
  - Independence of thought
  - Leadership and decision making
- UK Sport and Sport England will require sport governing bodies to meet set standards.



### Preparation is Key

- Contents of the Code have not yet been issued.
- Sport governing bodies can start acting now to ensure they are in the best position to ensure compliance.
- Our experienced and dynamic sports team (further details overleaf) are well placed to help you do that.

## Why Choose Us

- A market leading sports law team within a global firm of over 1,500 lawyers.
- Vast experience of sports governance across the UK, Europe and US.
- We act for national and international governing bodies and NOCs on governance and regulatory issues.
- We draft the codes and regulations, act as directors and non-executive directors of governing bodies and litigate challenges to codes and regulations.

- Chambers and Partners UK 2016 states:

*"They are highly professional, with significant specific sporting knowledge on the issues but also importantly on the desires of sporting bodies and regulators on sport governance."*

## What We Can Offer

- Review and report on existing governance provisions at a fixed cost (pre- and post-Code release).
- Further review to meet Code's requirements at a fixed cost (post Code release).
- Ongoing support to meet expected reporting obligations under the Code.
- Work with you to find an approach and budget that meets your needs.

We will arrange an initial meeting with you to assess your requirements and then set out our suggested approach and costs.

  
**More than 1,500**  
Lawyers across four continents

Practicing law in more than

**140**  
jurisdictions

TOP  
**20**  
global legal practice based  
on number of lawyers

in more than

**40**  
languages

## Your Sports Team – Combining Legal Expertise and Sports Industry Experience



**Emma Mason**

- Experience advising national and international governing bodies on a range of commercial and regulatory issues.
- Director of Badminton Europe, member of British Triathlon's Audit and Governance Committee, member of British Showjumping's Disciplinary Panel.
- Former Scottish international badminton player with 29 caps.



**Rosie Duckworth**

- Experience advising national and international governing bodies on a range of commercial and regulatory issues.
- Post-graduate certificate in sports law.



**Stuart McInnes, MBE**

- Senior UK member of the CAS with over 130 cases decided.
- Instructed by sovereign states to advise on drafting and implementation of sports laws and consultations with the IOC.



**Stephen Sampson**

Partner and Global Sports  
& Entertainment Group leader

- Named in Band 1 or as a "leading individual" in *The Legal 500 UK* and *Chambers UK* for the last decade.
- Vast experience of governance and regulatory issues acting for governing bodies and NOCs.