

Speaker 1: So, yes. Obviously, I'm just interested in the organization, especially as it's kind of a significant time for it. Was there a moment that you decided that, it made you realize that Sport needed to be cleaned up?

Speaker 2: The specific answer for us, for a long time we started, and by we I'm talking about my sportsman brained kids. We started down this path in 2012. So we've been working for six years on issues to do with the integrity of Sport, and particularly in government. So for quite some time I've wanted to look at setting up some sort of independent foundation that can focus on this area. And doing what we're doing now is smack bang in the middle of what we've wanted to do for some time.

Speaker 1: Okay. So the World Cup at the moment, are you watching it? Or do you wish maybe more had been done earlier to draw scrutiny on it?

Speaker 2: Look, this is not a sprint, it's a marathon. It's not about one event, it's not about running Sport, this is an ongoing process. The frustration I have, and it is a frustration, is that as much as people are upset, pissed off, and losing confidence and faith, the moment that first ball gets kicked, everything gets put aside. So in fact, right now, what is it 48 minutes, Australia kicks off against Denmark. And as frustrated as I am with what's going on with the government, as much as people that love Sport, I'll have the television on but not be watching that game very closely.

Speaker 1: Yeah, same. So the foundation itself, how big is it currently? How many, like how much staff is there? And do you have plans to expand it?

Speaker 2: Right, so we're just in the process of setting it up. So the event a couple of weeks ago was about launching a concept. We've got a proposed structure with about five people fulfilling roles, and we're in the process of finalizing what that structures gonna look like, and then identifying and appointing those people. So this is a work in progress and will continue to be a work in progress for some time.

Speaker 1: Okay.

Speaker 2: And then the anticipation is that it will build and the timing will be added to an increased, but certainly one of the areas that I'm looking to engage is with sponsors of Sport. And so I'm gonna try and bring sponsors of Sport on board and get them to understand that, whilst they are not setting out to do the wrong thing, by supporting it they're in fact quite the opposite.

They're putting money into Sport, which is a great thing, but they need to understand though as a by product of that money coming in, that the sort of behaviors we see because the sort of shift that's going on in Sport is affecting one thing and one thing only and that's money.

So we're looking to, we're gonna be looking to sponsors to come on board and support us so that they can not only be a part of, while being unwittingly be a part of the problem, they can be a part of the solution as well.

Speaker 1: Okay. Where's the foundations funding coming from? Or do you have partners at the moment?

Speaker 2: Yeah, but we've got, we have a high net worth benefactor, and unfortunately their involvement is conditional on anonymity. This is something that I'm frustrated with. Something that I've attempted as hard as I can to try and change. But the condition of the money was anonymity, so I'm not able to disclose.

Speaker 1: Okay. The research that was later reported in The Sun, could you say anything about that maybe? Who conducted it, or what you plan to do with it?

Speaker 2: Yeah, so first of all it wasn't leaked. I don't know how they got hold of a work in progress. But that work in progress has not been completed.

Speaker 1: Right.

Speaker 2: They published part of it, they published some of it, but it's draft. And we're not ready to release the full report yet. When we are ready to release the full report it will be released.

Speaker 1: Okay. So the, this being the launch event, the website, the research, the staff, could you give a ballpark figure how much money's been spent so far?

Speaker 2: Look, really it's a bit of a tricky one. And because I'm not completely across everything, I'd rather comment on that stuff when I've got everything in front of me, locked up, so I'd rather not get to that. And the whole point about what we're doing is its more than just that one event. I'd rather comment in the context, when we have those numbers, in terms of not just what's been done, but what we're going to do as well.

There's a lot more to this than just one launch event. And I've gotta tell you, I was a bit uncomfortable about the nature of the launch event and the money that was spent on the launch event, but it was something that I inherited. And I'm more interested, not so much on what's spent on the launch event, but what we're gonna be doing in the future.

Speaker 1: I know you said you're a bit uncomfortable about the, not being able to disclose the benefactor. I think people are gonna jump to the assumption, or conclusion, that it's probably, it might well be a funded by Arab Emirates or Saudi Arabia.

Speaker 2: Yeah, look, I've had this discussion with several people, and whilst I'm not gonna play a game of who and what, what I can do is I can commit categorically that it's not Saudi's or the Emirates.

Speaker 1: Okay.

Speaker 2: I can also commit that it's not government money. And there's no commercial objective from either us or the benefactor. What we have is we have an alignment on the

objectives for what we're trying to achieve, and whilst my justification can be taken this under the conditions that I'm doing so, is that I'm not being asked to change what I always had, the work that I've done. I'm not being asked to change my objectives.

It'd be very different if somebody had approached me and said, "We'd like to fund you to do something like this, but whilst faith has done some bad shit. Cause we've really done some good stuff too, and it'd be good if you could talk about that." That's not the case. We're doing exactly what we've done before, we're gonna continue to do it. So I had a decision point of which was, "Look, you wanted to do this for some time, we've got the funding available for you to do it. It's conditional on anonymity, you either take it or you don't." So I took the decisions to do it.

Speaker 1: And you're focusing not just on FIFA, but all sports. And you're not under any obligation to change that?

Speaker 2: Absolutely.

Speaker 1: Okay.

Speaker 2: Absolutely.

Speaker 1: That's all my question.

Speaker 2: To plan I'm putting together right now entails a multitude of sports, and a multitude of campaigns.

Speaker 1: Mm-hmm (affirmative).

Speaker 2: In different areas.

Speaker 1: Okay. Is there anything else you think I should know about? Or you'd like to talk about?

Speaker 2: No, I just think that just because, and obviously, well it's obvious to me, when we have a launch event 14 days prior to the first ball being kicked from the World Cup, it seems pretty obvious to me that you're gonna focus your launch on FIFA. It certainly, for example I've got some IOC stuff in the planning stages at the moment.

Speaker 1: Okay.

Speaker 2: As well as some other sports stuff. So it's, I mean look, FIFA is the most obvious one, it's also the most egregious. So FIFAs gonna be smack dab in the middle of the telescopic side, but we're doing other stuff too.

Speaker 1: Okay.