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**PLAY FAIR CODE**  
INTEGRITY WINS

**MATCH-FIXING**

SEASON 2015-2016



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## Match-Fixing

### #CoolRookies for Integrity in Sports!

Criminality in competition in general and match-fixing in particular are threatening to infiltrate the fundamental character traits of sport, the credibility, the fairness and the integrity of sport.

The leading representatives of Austrian sport have recognized this globally threatening trend for the integrity and the social and economic significance of sport and created a platform for safeguarding the value system of sport in Austria.

The aim of the Play Fair Code together with sporting federations, athletes, coaches and other sport stakeholders is to preserve clean competitions free of manipulation.

The operating strategy of the Play Fair Code lies in prevention and monitoring and has included the creation of an ombudsman facility.

From the very beginning the Play Fair Code applied a top-down one-to-one education strategy with professional athletes (including young athletes) constituting the first target group followed by the interface between professional, semi-professional and amateur athletes, referees and sport representatives.

The challenge for the 'Play Fair Code' brand is to preserve the social, ethical and cultural values of sport as well as its economic significance.

We address the issue of match-fixing with our core values:

### Competence, Commitment and Sustainability

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**ANTI-DOPING**

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## Anti-Doping

### #CoolRookies - Clean Rookies

The spirit of sport is the pursuit of human excellence through the dedicated perfection of each person's natural talents. It is the celebration of the human spirit, body and mind, and is reflected in values we find in and through sport, including:

- Ethics, fair play and honesty
- Excellence in performance
- Fun and joy
- Dedication and commitment
- Respect for self and other Participants
- Community and solidarity
- Health
- Character and education
- Teamwork
- Respect for rules and laws
- Courage

Doping is fundamentally contrary to the spirit of sport. The aim of all anti-doping programs is to protect and promote clean athletes and competition.

In addition to the 'traditional' anti-doping work (doping controls, criminal law), information and education of athletes and their support personnel play a major roles.

**Play fair – play clean!**

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fairplay

**DISCRIMINATION  
& INTOLERANCE**

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## Discrimination & Intolerance

**#CoolRookies - YES to Diversity! NO to Discrimination!**

Ice Hockey has a multicultural participation base with strong values of *respect*, *friendship*, and *diversity*. It can contribute to welcome everybody in sport and in society no matter of origin, skin colour, religion, or sexual orientation.

What we can do:

- show fair play and respect in and away from the ice rink
- fight against racism and related intolerance
- promote intercultural understanding and tolerance
- involve those who are at risk of social exclusion
- challenge discrimination at all levels of ice hockey

**fairplay** – the Initiative for Diversity and Antidiscrimination in Sport offers workshops for young players, trainers and referees and supports activities and actions of minorities in sport and on grassroots and fan-based level.

**LET'S CELEBRATE ICE HOCKEY! LET'S FIGHT DISCRIMINATION AND INTOLERANCE!**

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**PHYSICAL ACTIVITY**

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## Physical Activity

### #CoolRookies - Pro Physical Activity

Being physically active is the opposite of sitting on the couch at home and playing a video game. Exercising only your thumbs will not increase your physical fitness or increase your muscle mass!

But being physically active by running, jumping, tumbling, rolling, dancing, playing football or ice hockey, pushing and pulling will help you to live longer, feel better about yourself and your body, be stronger, meet and spend time with friends and have fun.

Physical activity should consist of aerobic activity like fast walking or running. It should also include muscle strengthening activities such as doing push-ups, gymnastics, light weight lifting and body weight exercises as well as bone strengthening activities like jumping.

**Be active – be strong – have fun!**

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