



Athletics
Integrity
Unit



Annual Report

2023

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Cover photo:

Rebranding and Respect

This colourful illustration of a fist bump represents two key AIU initiatives in 2023 – our #PowerOfRespect outreach campaign (Pages 9-11) as well as our brand refresh which has given the AIU a modern and stylish presence, including the athletics-inspired illustrations which adorn these pages.

Foreword



David Howman
AIU Board Chair

“These outcomes have given meaningful weight to our pledges to follow through on integrity matters beyond the spectre of doping.”

In 2023, the Athletics Integrity Unit (AIU) continued our global mission to protect the integrity of elite athletics. Amid our wide and evolving mandate, one of the areas in which we were pleased to make critical strides was the prosecution of non-doping violations, heralding some landmark decisions for the AIU. These outcomes have given meaningful weight to our pledges to follow through on integrity matters beyond the spectre of doping.

Four cases of competition manipulation were successfully brought; one instance involved the Albanian Athletics Federation President (Gjergj Ruli) and General Secretary (Nikolin Dionisi) who were banned for five and four years respectively. An age-manipulation case resulted in Dominican Republic athlete, Luguelín Santos, being banned for three years and stripped of his 400-metre World Junior title for using a passport, which he said he was given to him, with a false date of birth at the IAAF World Junior Championships (Barcelona 2012). Elsewhere, Belarusian coach Yuri Moisevich was charged for alleged breaches of the World Athletics' Integrity Code of Conduct regarding

the withdrawal of sprinter Krystsina Tsimanouskaya from the Tokyo 2020 Olympic Games in August 2021. This case, passed to us to investigate by the International Olympic Committee (IOC), was heard by a Disciplinary Tribunal last December resulting in a five-year ban for Moisevich. These sanctions are warnings for athletes and administrators alike, underlining the breadth of the Integrity Code and the strength of the penalties which can be imposed for breaches of it.

Meanwhile, our anti-doping programme continued purposefully with 13,363 samples being collected from 3,504 athletes representing 144 nationalities. As in 2022, out-of-competition (OOC) samples accounted for 67% of the total samples collected. More than just about numbers, our intelligence-driven anti-doping plan focused on targeted testing for elite competitors. This approach was enhanced with the introduction of PACE, a new information-technology platform, designed and developed for the AIU. PACE facilitates the AIU's doctrine of “testing the right athlete, at the right time, with the right type of test and analysis” by centralising all the relevant intelligence relating to a

specific athlete, thus fine-tuning the decision-making in test planning.

The showpiece event last year was the World Athletics Championships in Budapest. In partnership with the Hungarian Anti-Doping Agency (HUNADO) and the Local Organising Committee (LOC), the AIU undertook an extensive testing plan at the World Championships with more than 1,100 tests combined, for profiling and detection. The wide-ranging tests and analyses included up to 600 pre-competition tests (for profiling purposes mainly) in the period 14-24 August at the athletes' hotels as well as up to 550 in-competition tests (mainly detection tests) at the stadium. This resulted in three anti-doping rule violations (ADRVs). It was one of the biggest and most intensive anti-doping programmes outside of the Olympic Games, with urine, blood and DBS (dried blood spot) samples being collected and analysed for numerous substances or methods. To execute such an important operation, we were pleased to have good working facilities; nine testing locations at hotels and two world-class testing locations at competition venues.

Thank you to the LOC for the wonderful rapport which we enjoyed during Budapest 23.

The major development last year in the Road Running Integrity Programme was the resumption of OOC testing in its originally planned format, with a registered testing pool (RTP) of more than 300 professional road runners from 27 nationalities, undergoing intelligence-based, no-notice OOC testing throughout the year. For the first time since the programme's inception in 2020, the AIU was able to deploy the testing plan fully in 2023, resulting in 5,578 samples being collected from 1,455 athletes.

Overall, the 2023 anti-doping programme resulted in adverse analytical findings, adverse passport findings and ADRVs against many elite athletes.

Among notable sanctions, Kenya's Titus Ekiru (at the time the owner of the sixth-fastest marathon time) received a ten-year sanction after investigations (prompted by positive drug tests) resulted in the addition of Tampering charges for the submission of falsified medical documents.

In the United States, the AIU collaborated with the United States Anti-Doping Agency (USADA) and the crime-fighting authorities working under the Rodchenkov Act in a case of possession of prohibited substances against Nigerian athlete, Divine Oduduru, which earned the latter a six-year ban. Italian steeplechase competitor, Ahmed Abdelwahed,* lost his European Championships silver medal amid a four-year sanction for the Presence/Use of Meldonium. Botswana's Nijel Amos, an Olympic silver medallist, was banned for three years for the presence/use of GW1516. Elite athletes who were suspended as a result of our 2023 testing programme and ultimately banned included Rio 2016 Olympic pole-vault gold medallist, Thiago Braz* (Brazil), Suriname's Issamade Asinga*, Ethiopians, Zerfe Wondemagegn and Tsehay Gemechu and Kenya's Rodgers Kwemoi*.

Cases against Norah Jeruto (Kazakhstan) and Tobi Amusan (Nigeria) were unsuccessfully prosecuted and are both under appeal. In addition, the AIU continued pursuing historical doping cases against Russian athletes based on the LIMS/McLaren evidence, with 17 more cases being concluded successfully in 2023.

We continue to monitor all member federations under Rule 15 of the World Athletics Anti-Doping Rules. All elite athletes from 'Category A' National Federations – those deemed to pose the highest doping risk to athletics in 2023 – qualified to compete in Budapest through being subjected to three OOC tests in the lead-up. Our monitoring of national testing programmes before the World Championships showed the level of testing of competing athletes had risen compared with 2022, with Kenya (11.4 tests/athlete) averaging the most tests per athlete, followed by China (11.3), Ethiopia (8.9), Morocco (7.1) and USA (6). In total, 8,466 tests (33% increase) were done prior to Budapest on competing athletes compared to 6,359 tests prior to the World Championships in Eugene in 2022.

Thanks to the Kenya Anti-Doping Project, 2023 was a year of major change in Kenyan anti-doping. In late 2022, the Kenyan government committed US\$25 million to combat doping for five years (2023-2027). Testing of athletes has increased significantly in the last year. The overall number of tests in Kenya rose from 783 in 2022 to 3,185 in 2023. This increased testing was mainly at domestic level for the athletes below the AIU's Registered Testing Pool (RTP) and resulted in a large increase in domestic cases brought by the Anti-Doping Agency of Kenya (ADAK) and a decrease in international-level cases for Kenyan athletes. This level of testing represents a new norm for Kenyan athletes – intensified, targeted and regular testing, both in and out of competition, for all professional athletes.



* are decisions which are subject to appeal

On the education and communications front, one of the primary achievements was the success of the #PowerOfRespect campaign, launched ahead of the World Championships. This was anchored by the impactful message 'Respect is the best way to protect the integrity of the sport we love' – that is respect for yourself, for others, and for the rules – and brought to life through the fist bump, a universal action which is never lost in global translation.

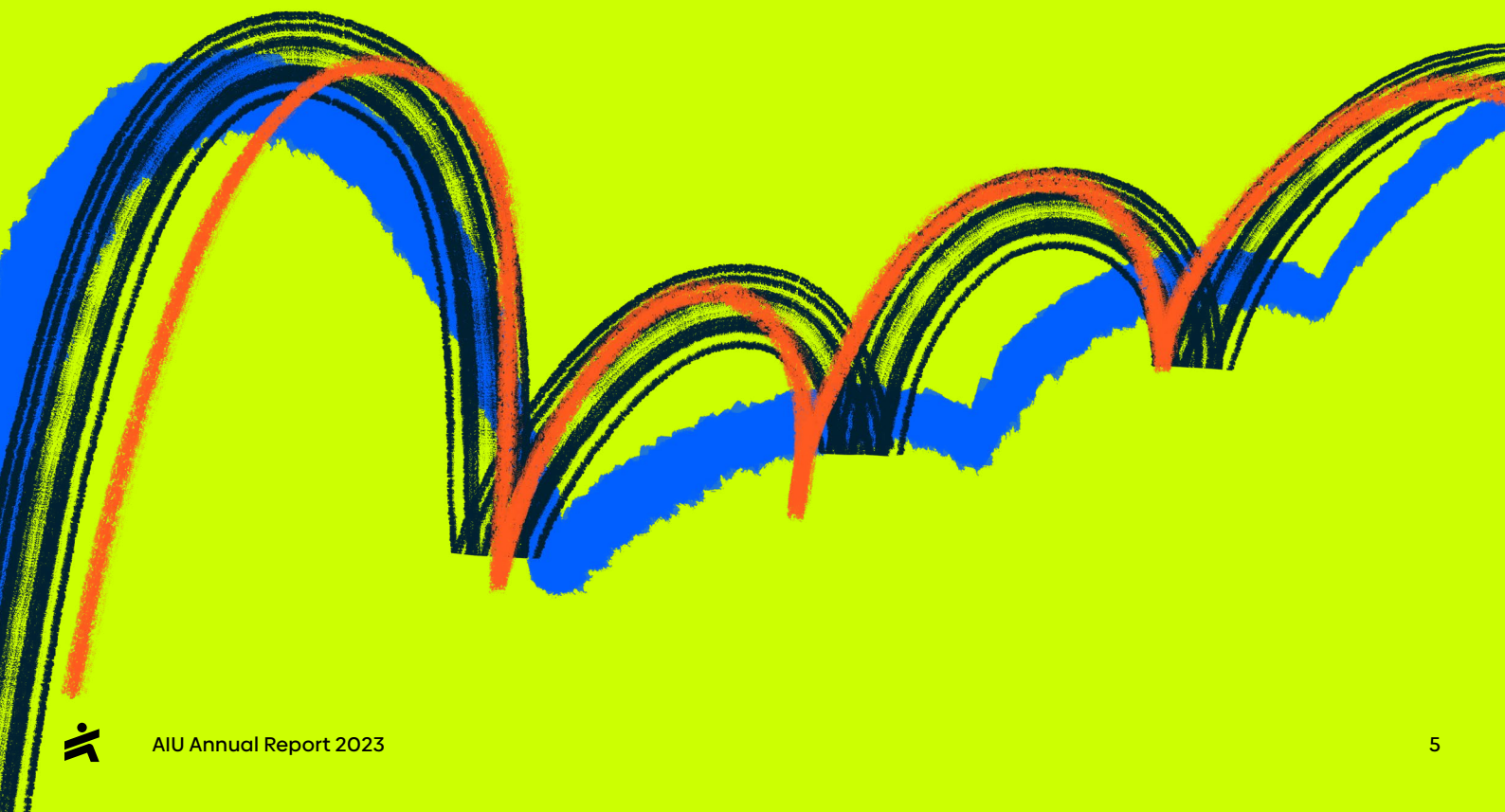
Conceived through our behavioural-science research, and specially curated to address athletes' deeper yearning for greater community engagement, the campaign was initially rolled out across social media. Then, AIU staff interacted with the athletics community at Athletics Integrity Hubs in team hotels in Budapest. Overwhelming support from athletes and support personnel alike showed in our social-media analytics, including 8 million impressions and 6.5 million video views (see Education section for details). In addition to this, we have continued to host multi-language educational sessions with elite athletes, coaches, agents and other personnel on varied topics, including RTP On-boarding, Whereabouts Training, and Rights & Responsibilities. These sessions are for both the track-and-field and road-running communities.

We have also maintained strong relations with media, conducting several interviews (in person and online), facilitating visits to our Monaco office, hosting a well-attended media roundtable in Budapest and issuing press releases for major sanctions and other important events, complemented by an increasingly dynamic social-media presence. Our outreach at the World Championships extended to an information session with more than 40 delegates from World Athletics' member federations and the showcasing of the AIU exhibit as part of the Museum of World Athletics (MOWA) Heritage Exhibition.

Therefore, as we eye the Paris 2024 Olympic Games on the looming horizon, the AIU is continuing to make progress and forge new paths. We have strengthened our Rule 15 protocols for Category A Member Federations, and we are being vigilant on all fronts to protect the podium of the Olympics athletics competition. It is the showpiece of the Summer Games, and we are determined to do our part in keeping it clean and free from violation. Athletes, organisers, partners and fans are entitled to have confidence in the authenticity of the sport. That is the aim of the AIU's mandate, and we will pursue it with rigour.

David Howman

"Respect is the best way to protect the integrity of the sport we love' – that is respect for yourself, for others, and for the rules – and brought to life through the fist bump, a universal action which is never lost in global translation."



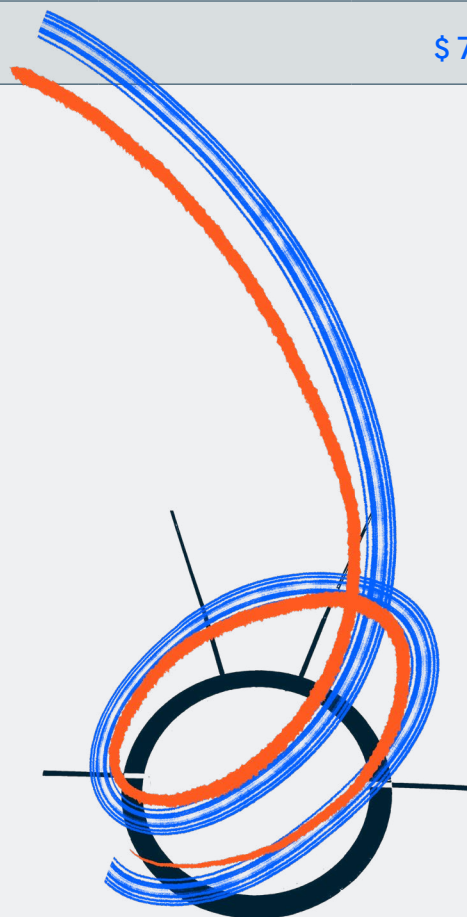
Finances

Testing Programme	\$ 4,723,266
Disciplinary/Legal	\$ 573,203
Education	\$ 277,348
Communications	\$ 54,972
Investigations & Intelligence	\$ 418,635
Supervisory Board	\$ 164,118
Administration	\$ 941,201
Allocated Rule 15 Programme Costs	\$ 749,296
Staff Costs	\$ 4,086,720
Total Expenditure	\$ 11,988,760
AIU Income	\$ 4,056,941
Net Result	\$ 7,931,819

January to December 2023. All figures are in U.S. dollars.

Remarks:

- AIU income includes funding related to the World Athletics Label Road Race Anti-Doping Programme from Label Road Races, the World Marathon Majors, athletes and their representatives and shoe companies, adidas, ASICS and Nike plus recovered expenses from the Russian Athletics Federation and the enhanced Kenya Anti-Doping Project.
- The AIU Head was remunerated as follows in 2023: gross salary of €303,562 (\$ 335,023); housing allowance of €80,004 (\$ 88,324). Conversion to US dollars based on 31 December 2022 exchange rate.
- In 2023, the annual remuneration for the independent Board members was as follows: \$28,333 for the Chair; \$15,000 for the independent Board members.



Education

The AIU showcased an education programme in 2023 that was truly diverse, inclusive, and accessible. Both online and in-person campaigns were delivered in ten languages, reaching all pockets of the athletics community across the six area associations. This approach came to life in Budapest at the World Athletics Championships with direct engagement between AIU staff and various stakeholders in athletics – athletes, coaches, agents, team managers, federation officials and others.

Behavioural science has guided us to focus on evidence-based, targeted interventions for our core audiences in collaboration with industry specialists in campaign design and execution. The athletics community has been responding favourably to this method.

Summary of AIU's Online Athlete Sessions

The AIU online sessions are specially designed for small cohorts of athletes, segmented by geographical location, languages, among other considerations. These cohort-based online sessions are ideal for connection not just between the AIU and the athletes but also between participating athletes thereby creating a vibrant community which interacts with and supports each other. Each athlete brings their unique perspectives and experiences to the table, enriching the learning experience for all.

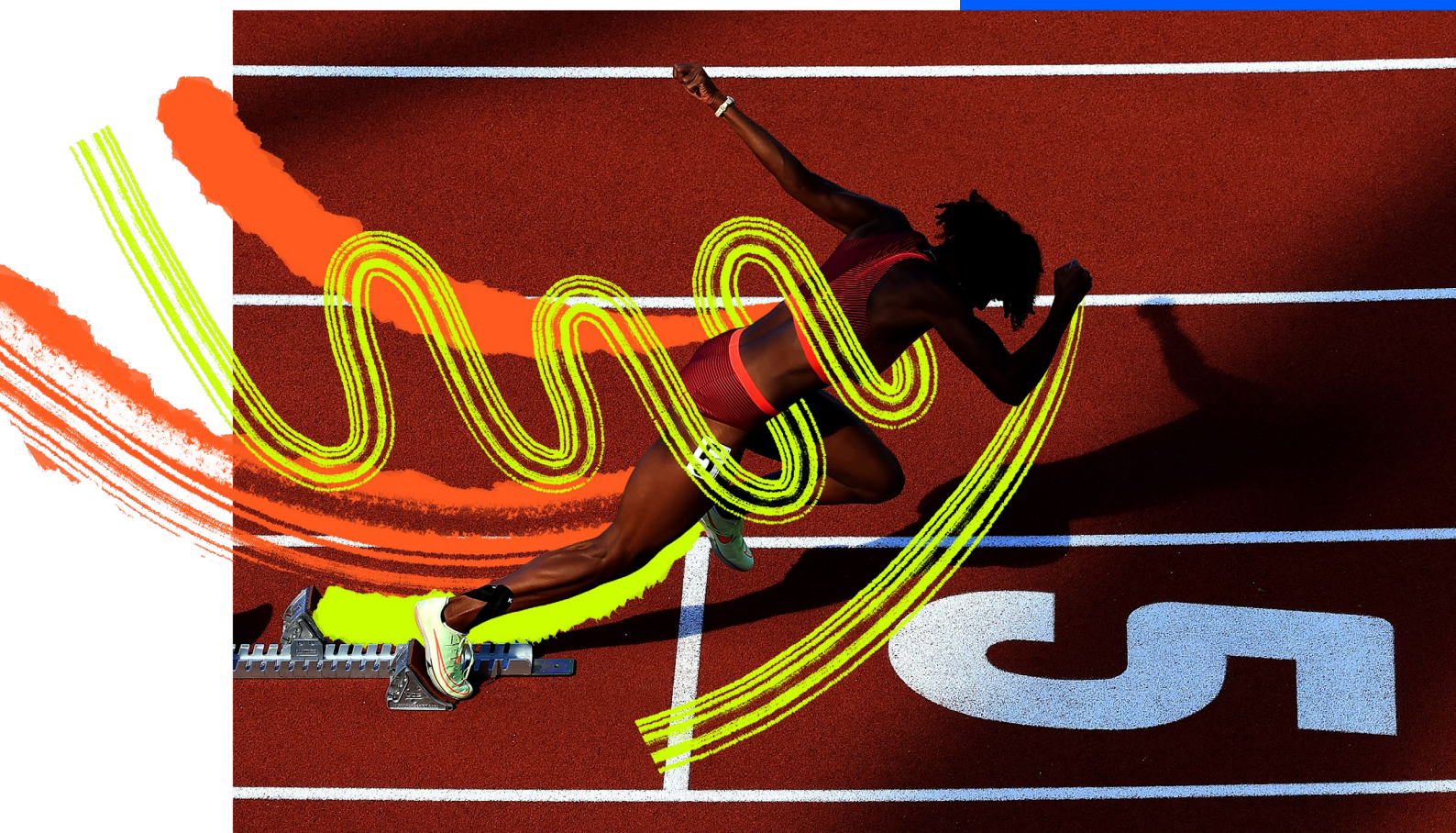
 **63**
sessions

 **10**
languages
Amharic, Arabic, Chinese, English, Japanese, Portuguese, Russian, Spanish, Swahili and Ukrainian

 **1,436**
attendees
(477 RTP athletes and 959 international level athletes and support personnel from 66 countries)

 **87.5**
hours dedicated to delivery

 **3**
ASP sessions for coaches and managers



Online Sessions

International and RTP T&F Sessions

During 2023, the AIU offered two series of sessions specifically designed for the RTP and other elite international-level track-and-field athletes, covering topics of relevance brought to life through scenarios and case studies. Through these sessions, we also guided athletes to inculcate behaviours that will keep them in good stead while navigating the increasingly challenging landscape of international sport.

24 sessions

9 languages –
Amharic, Arabic, Chinese, English,
Japanese, Russian, Spanish, Swahili
and Ukrainian

531 attendees

32.5 hours
dedicated to delivery

International and RTP Road Runner Sessions

A two-part series of topic-specific sessions for Road Running athletes

13 sessions

2 languages –
Amharic and Swahili

293 attendees

19.5 hours
dedicated to delivery

Whereabouts Training

A new offering for 2023: These practical sessions provided a scenario-based demonstration of how to provide accurate and timely Whereabouts through the ADAMS platform and Athlete Central Application.

10 sessions

5 languages

168 athletes (all RTP athletes)

16.5 hours of delivery

RTP On-boarding Sessions

On-boarding for all new RTP athletes to explain their rights and responsibilities, alongside offering them a clear understanding of the AIU, what we are here for and how to approach us.

13 sessions

8 languages –
Amharic, Arabic, Chinese, English,
Japanese, Russian, Spanish and
Swahili

97 attendees (all RTP athletes)

16 hours
dedicated to delivery

ASP Sessions

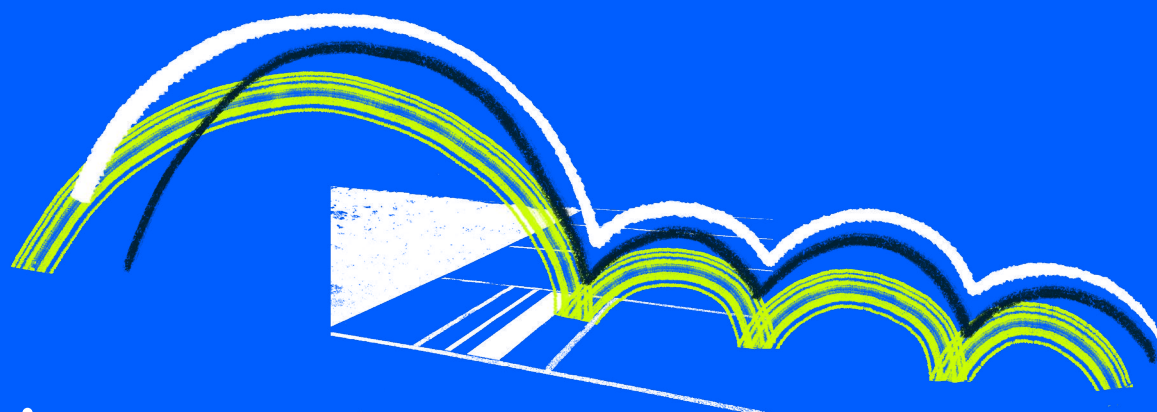
The ASP sessions are aimed at highlighting the crucial role of coaches and agents in guiding athletes in their integrity-based pursuit of high performance, besides their rights and responsibilities.

3 sessions

3 languages –
English, Spanish and Swahili

150 attendees

3 hours
dedicated to delivery



Community Views on Online Sessions

"This type of education should be mandatory, before even competing on this level."

- Athlete, USA

"Athletes need to seek opportunities like the one today - as professionals we need to take full responsibility for educating ourselves."

- Athlete, UKR

"As an agent, it is great to see the AIU being so active in the education space. It makes our job easier and I encourage more support personnel to join these discussions."

- Athlete Representative

Feedback from 63 sessions:

Clarity and engagement of delivery was rated at

96%

The session increased topic awareness and understanding by

90%

Retention rate was

93%

(average session length was 60 minutes)

#PowerOfRespect Campaign and Outreach Programme

The AIU launched the #PowerOfRespect campaign ahead of the World Athletics Championships in Budapest. The main theme of the campaign was simple: Respect is the best way to protect the integrity of the sport we love.

Through this campaign, the AIU aspired to create a platform where the athletics community could speak about loving, respecting, and protecting the integrity of our sport. This sparked open and honest conversations onsite through AIU's outreach programme.



On-site Engagement at Budapest Outreach Programme

- 10 days spent conducting outreach in nine team hotels
- 1,233 visitors to the Athletics Integrity Hubs (710 athletes and 513 ASP)
- 113 countries interacted with AIU
- 47 video messages and moments of respect captured
- 4340 minutes of outreach
- 72 hours of interactions and conversations with the athletics community
- 8 languages in which the campaign was delivered
- 1,010 messages and thoughts about 'how to show respect' on the wall

Social Media Impact of #PowerOfRespect Campaign



154

posts



8.0m

impressions



6.5m

video views



138.0k

engagements



18.3k

total fans

#PowerOfRespect Campaign Impact



75%

of Hub visitors used positive phrases to describe AIU



95%

of Hub visitors knew the AIU and what we do



95%

of reactions from Hub visitors were positive to neutral



99%

of athletes & support personnel that visited the Hub spoke positively about the campaign

Comments on #PowerOfRespect Campaign

"The content you have been sharing is very important and it has been powerful to see the different faces that make up this beautiful sport. Thank you for working so hard to protect athletics."

- Christian Taylor, athlete, 2x Olympic Champion, USA

"Respect is something that many people understand and care about. It's a two-way street and the way you bring it across with the fist bump makes for a great concept."

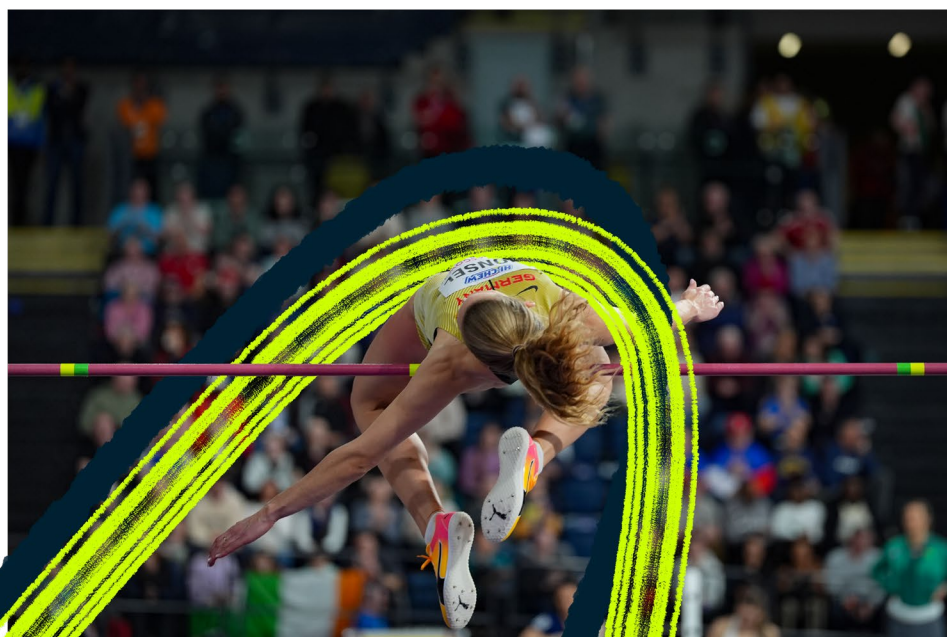
- Silan Ayyildiz, athlete, Turkey

"Respect should be at the centre of what we all do, with this in mind we are more likely to choose to do the right thing."

- Sharon Hannan, coach of Sally Pearson, Australia

"I feel like AIU is trying to connect with me as an Ethiopian, you are breaking barriers."

- Letesenbet Gidey, athlete, 10,000m World Champion, Ethiopia



Testing & Compliance

Record Highs

The year 2023 saw a record-high number of tests conducted as part of the AIU testing programme – both in-competition and out-of-competition – and reaching higher than pre-pandemic levels (see statistics below). The increase is mainly due to the dedicated Road Running testing programme which the AIU was finally able to implement in full in 2023 (after three years of partial implementation due to the pandemic), combined with the continuing increase of World Athletics Label competitions.

While implementing a record-high testing programme in 2023 for a group of 800 top-tier elite athletes,

and at 450-plus competitions, the AIU worked closely with National Federations and National Anti-Doping Organisations to increase testing for second-tier elite athletes competing regularly at international competitions. This resulted in a significant increase (+30%) of the number of tests conducted on athletes who competed at the World Athletics Championships in Budapest.

The AIU testing programme in 2023 generated 81 cases involving international-level athletes including 50 Adverse Analytical Findings, four Whereabouts Failures cases and three Athlete Biological Passport cases. See detailed statistics in the Case Management section.

Greater Transparency

The AIU is committed to greater transparency regarding testing figures. After Eugene, the AIU published a complete set of testing statistics for the athletes who competed at the World Championships and did likewise after the World Championships in Budapest. The AIU has committed to doing so for future editions of the World Championships and Olympic Games.

The AIU is also considering publishing individual testing statistics for athletes in its Registered Testing Pool (RTP), subject to approval from data protection authorities.

Samples collected from athletes representing

136
nationalities

→ **3,504**
different athletes in

→ **102**
countries

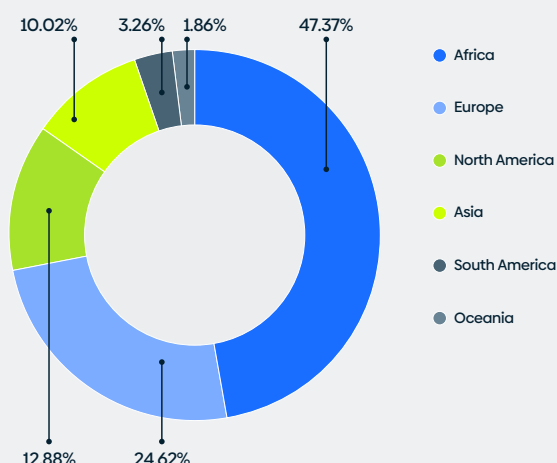
→ **857**
athletes in AIU's testing pools

→ **450+**
World Athletics competitions where samples were collected

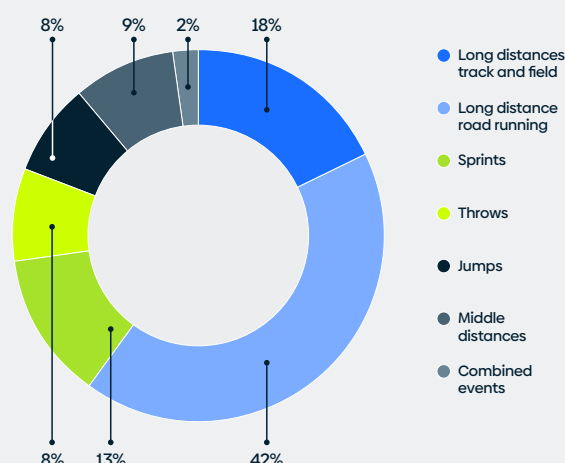
→ **13,363**
total samples collected



Distribution of Samples by Continent

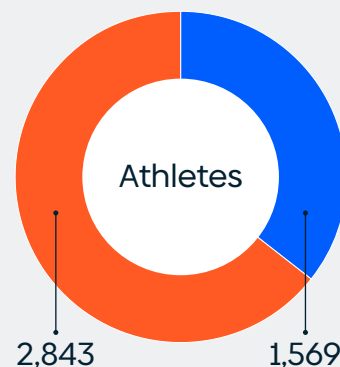
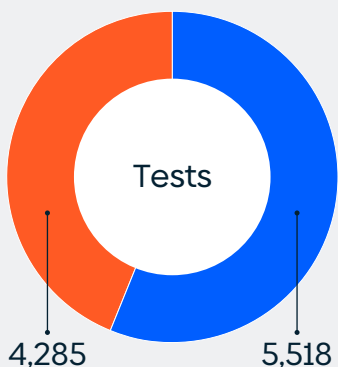
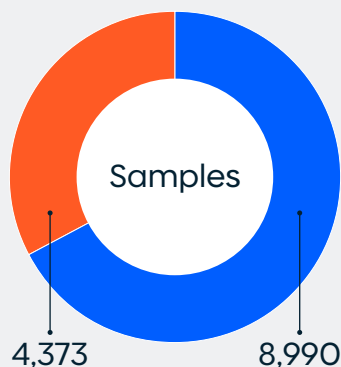


Distribution of Samples by Discipline

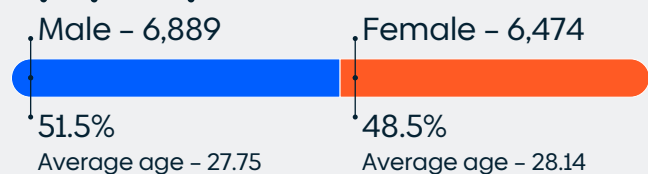


In-Competition vs Out-Of-Competition

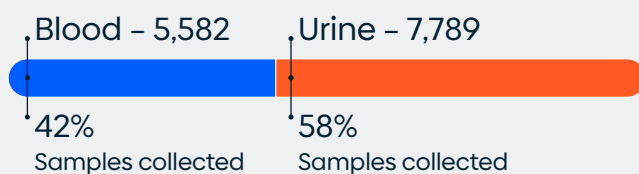
● In competition ● Out of competition



Distribution by Gender

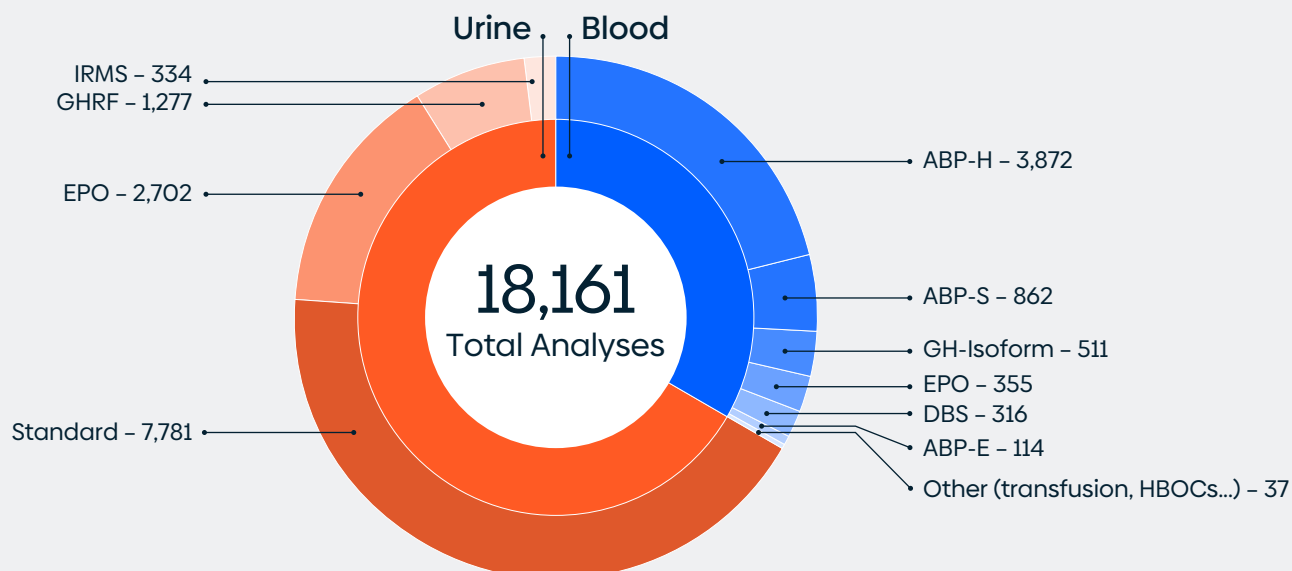


Distribution by Sample Type



18,161 Analyses Completed

Analyses Distribution

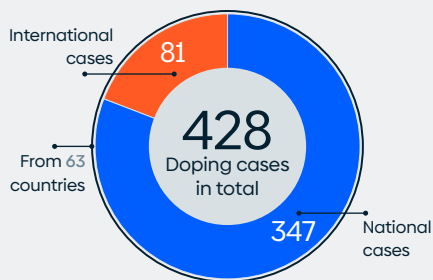


Case Management

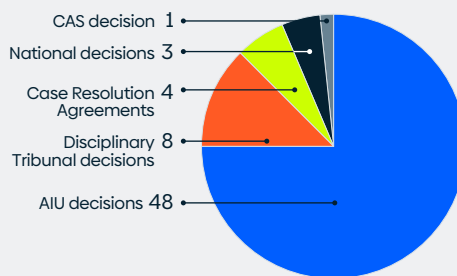
The World Championships year of 2023 was a busy but successful one for Case Management, with 62 of the 64 decisions resulting in a sanction imposed under the rules. The two unsuccessful cases before the Disciplinary Tribunal – the Tobi Amusan Whereabouts Failures case and the Norah Jeruto Athlete Biological Passport (ABP) case – were both appealed to the Court of Arbitration for Sport (CAS).

The highlights of the year were the non-analytical cases that were successfully pursued following investigations conducted with the assistance of criminal and regulatory authorities in overseas jurisdictions. Long-term sanctions were imposed on Kenyan athletes Titus Ekiru (ten years) and Betty Lempus (five years) after AIU investigations in Kenya uncovered their tampering with the results management process through the submission of falsified medical documents; and, in the United States, the AIU worked alongside the United States Anti-Doping Agency (USADA) and the criminal authorities to pursue a case of possession of prohibited substances against Nigerian athlete, Divine Oduduru, which resulted in a six-year ban.

The AIU continues to pursue historical doping cases against Russian athletes based on the LIMS/McLaren evidence and a further 17 cases were successfully concluded in 2023. On the non-doping side, four cases of competition manipulation were successfully brought after falsified competition results were submitted to World Athletics to help athletes meet the qualifying standards for major international events, in one instance, involving a federation president and general secretary. A case of age manipulation was also uncovered and resulted in the Dominican Republic athlete, Luguelín Santos, being banned for three years and stripped of his 2012 World Junior title in the 400 metres.



64
First Instance
decisions
rendered in
international
cases in 2023
including:

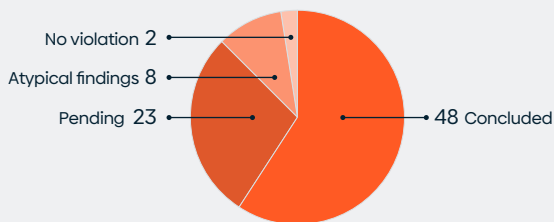


Zero
case appeal
decisions
rendered in 2023

No. of CAS appeals in 2023: 3 (Amusan, Horn, Jeruto; 4 if Schwazer included)

81
international
cases

Case Status



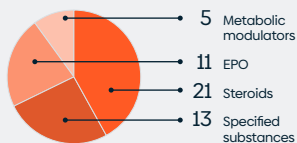
Types of ADRVs

16 atypical findings



ADRVs = Anti-Doping Rule Violations

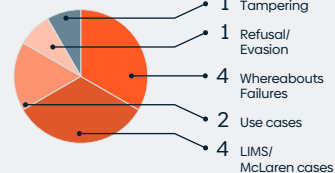
50 adverse analytical findings



3 adverse passport findings



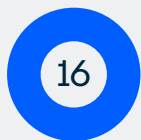
12 non-analytical findings



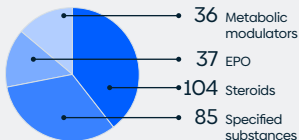
347 national cases

Types of ADRVs

17 atypical findings



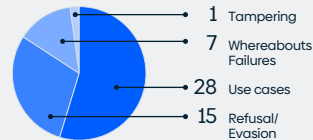
273 adverse analytical findings



3 adverse passport findings

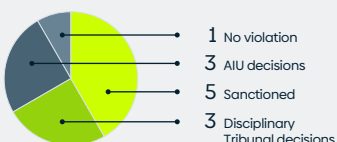


54 non-analytical findings
including:

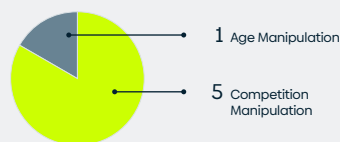


6 non-doping cases

Case Status



Types of Cases



Investigations & Intelligence

A strategic focus for 2023 for the Investigations & Intelligence team was to participate in four main outcomes across all integrity themes in protecting the integrity of athletics, including the road-racing community: investigating and prosecuting cases; supporting regulatory change; developing prevention strategies; and information provision to the testing, education and case-management teams.

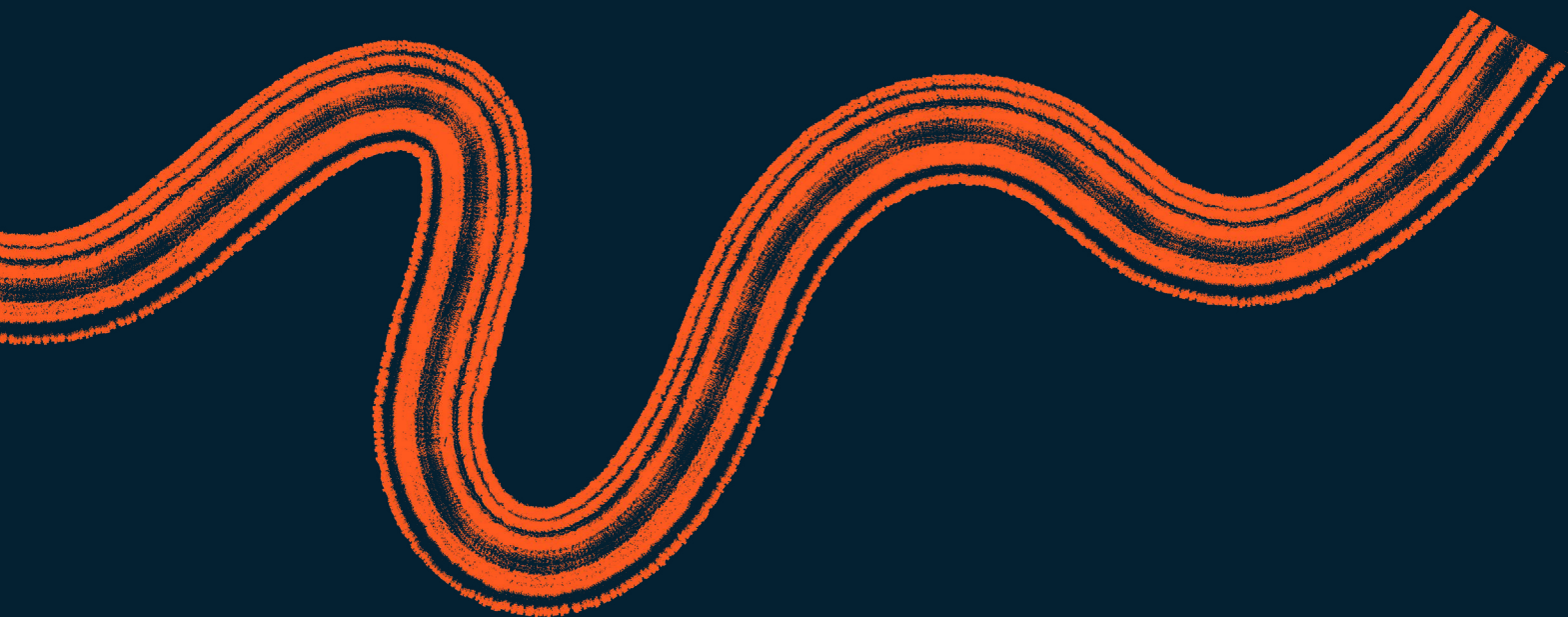
I&I balanced its efforts and resources towards achieving short-term outcomes while maintaining mid-to-long-term research and analysis of varied integrity themes, to understand more deeply athletics and the behaviours related to cheating in the sport. Managing reactive case and intelligence requirements with proactive longer-term, change-related

outcomes was the strategic challenge, and was achieved in prioritised areas, with important research completed across all integrity themes.

The assets of the I&I team in 2023 comprised a team of 11 staff – all analyst/investigators – with some additional specialised skill sets including electronic-data capabilities, trauma-informed interviewing, and intelligence-collection capacity. The team used external service providers allowing faster localised response, statisticians ranging across the sport providing in-depth knowledge-based reports and maintained excellent working or collaborative relations with other sports-integrity organisations and anti-doping entities, notably the International Testing Agency (ITA) and the United States Anti-Doping

Agency (USADA), where joint work has produced excellent anti-doping outcomes.

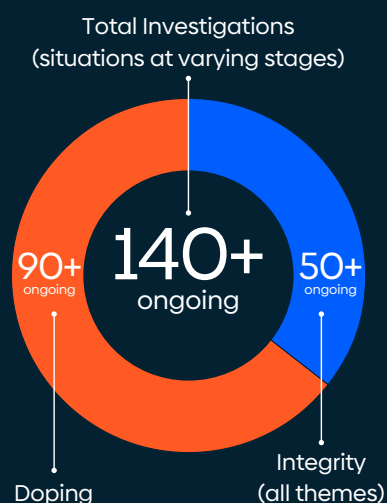
The team produced major analytical products in anti-doping, focusing on country-specific risk and policy developments, maximising the I&I opportunities which the World Anti-Doping Code offers. Extensive analysis and case work was undertaken throughout the year on age manipulation, a particularly high risk for the sport of athletics, and competition manipulation where countries are falsifying results for qualification purposes. In both these forms of manipulation, the I&I team has yet to establish fully the depth and breadth of such cheating across athletics but has concentrated on priority countries which have been identified as high risk.





The team continued to work in other areas of athletics, for example by working closely with some Category A Rule 15 federations, supporting the AIU approach to the development of appropriate frameworks for high-risk federations in anti-doping and conducting research on technical cheating and the management of conflicts of interest as a threat to the fair and level playing field in athletics.

Elsewhere, the processes and systems for the accreditation and registration of athletes and entourages for major championships has been scrutinised by I&I, collaborating with World Athletics to understand relevant issues and risks.



Communications

In 2023, the AIU's communications evolved in dynamic ways which grew our social media, boosted our media engagement, publicised our work to wider audiences – within and beyond global athletics – and by year-end saw us developing a more vibrant and professional look and feel that will be our hallmark well into the future.

One of the year's highlights was undoubtedly the #PowerOfRespect campaign, rolled out in conjunction with our colleagues in Education on the cusp of the World Athletics Championships Budapest 23 and fastened on the principle of 'respect for yourself, for others, and for the rules' and with the tagline 'Love, Respect,

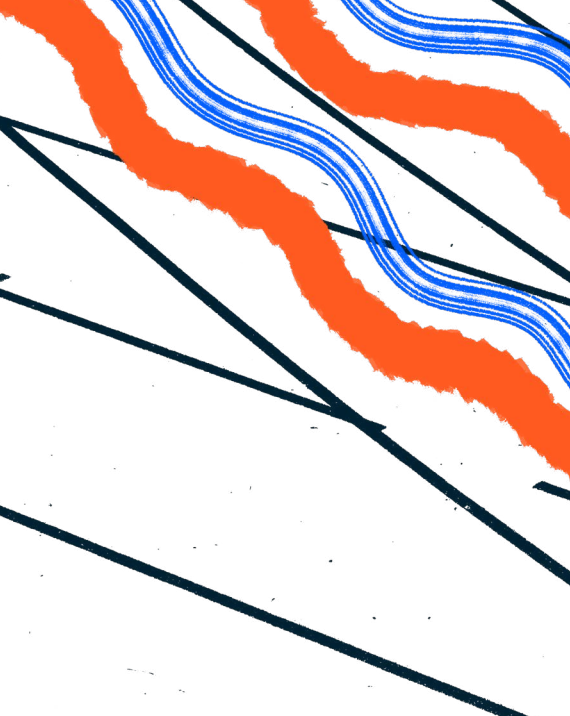
Protect' in reference to athletics. Whether via social media or through in-person interaction with AIU staff at the Championships, this initiative struck a significant chord with athletes and athletics personnel, deepening conversations about integrity in sport and forging stronger ties between the AIU and elite athletes. So resounding

AIU Chair David Howman (left) and AIU Head Brett Clothier speak at the Media Roundtable in Budapest.



Visitors view the AIU exhibit at the Museum of World Athletics (MOWA) in Budapest.





AIU Chair David Howman reports to the World Athletics Congress.



Lead Editor - Sports at the Nation Media Group (in Kenya), Elias Makori (right), interviews AIU Head of Testing & Compliance, Thomas Capdevielle, at the AIU office.

was the success (campaign analytics are detailed in the Education section) that the AIU will continue using the #PowerOfRespect messaging with the iconic fist bump as its emblem.

On a related note, our social media has seen a decided upswing with the recruitment of a digital-first Social Media Manager who works with both Communications and Education to promote the AIU's mandate, sensitise the athletics community on critical issues (including regulations) and publicise the wide-ranging strides we are making. We are also celebrating athletes more on social media, especially moments of respect and integrity, and giving them a platform

to share their views about integrity matters. Our primary channels (Instagram and Twitter) have recorded positive growth and they will be integral in our quest to connect more deeply with our community. These platforms have benefited from the AIU's recent brand refresh, highlighted by a sharper, modern logo; a vibrant colour palette and captivating illustrations inspired by the movement in athletic disciplines – all enlivening our communications outreach.

We have strengthened relations with media, conducting several interviews (in person and online), facilitating visits to our Monaco office, hosting a Media Roundtable for more than 30 accredited journalists in Budapest and issuing press releases for major sanctions and other important events. Our press release and related data on pre-Budapest testing statistics garnered global reach with the news of 'Tougher Testing for Four National Federations' being published by more

than 50 international news outlets online within 24 hours, including The Washington Post, Reuters, The Associated Press, L'Equipe, Portugal Pulse, Folha (Brazil), La Nacion (Argentina), Jamaica Star, The Dawn (Pakistan), Sports Star (India), The Japan Times and Nine (Australia). We also began a Thought Leadership series called 'Shining A Light'.

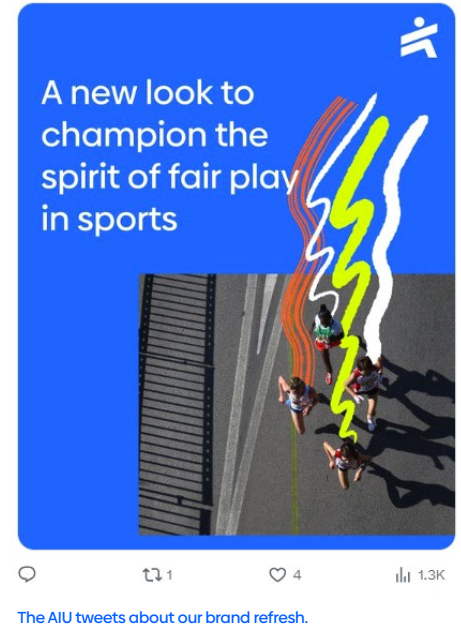
Our outreach at the World Championships extended to an information session with more than 40 delegates from member federations; participating in the Museum of World Athletics' (MOWA) Heritage Exhibition for the first time; and ensuring great visibility for the AIU at the stadium with LED advertising boards showcasing

the #PowerOfRespect campaign, with similarly-branded AIU banners inside Doping Control, at team hotels, at the WA Convention (AIU booth) and at the Media Roundtable.

The AIU Chair's report to the WA Congress (reviewing 2022) was another occasion for AIU to be recognised and to share details on its work. In tandem with this, the Annual Report 2022 was posted on the AIU website.

The AIU's commitment to the development of the sports-integrity industry saw AIU Board members and staff speaking at numerous conferences and sharing best practices with their peers.

Athletics Integrity Unit @aiu_athletics · Apr 11
The AIU is stepping forward boldly – and brightly – this year as we continue promoting integrity and honour in athletics. We're going to be looking sharper and more stylish. Stay tuned! 🌟
#LoveSport #RespectRules #ProtectIntegrity #NewBrand #AthleticsIntegrity #AthleticsLove



Global Online Media

22.6k
volume

11.8k
unique authors

28.5 billion
reach

147.3k
engagement

80.6%
sentiment
(favourable)

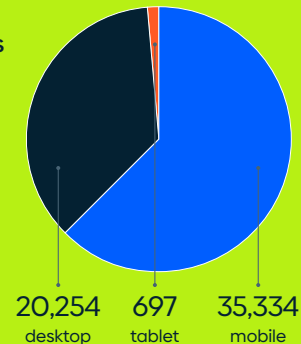
Website

56,314
users

83,907
sessions

205
countries

Access Devices




Social Media


Channel	Followers 2022	Followers 2023	Change	Impressions 2022	Impressions 2023	Change	Engagements 2022	Engagements 2023	Change
Twitter / X	8,765	11,043	25.99%	9,197	1.7M	18,300%	5,735	11,200	90%
Facebook	5,558	6,169	10.99%	74,000	4M	5,305%	1,100	12,300	1,018%
Instagram	1,770	2,144	21.13%	5,500	5.5M	90,800%	1,617	10,500	549%
Totals	16,093	19,356		88,697	11.2M		8,452	34,000	





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