

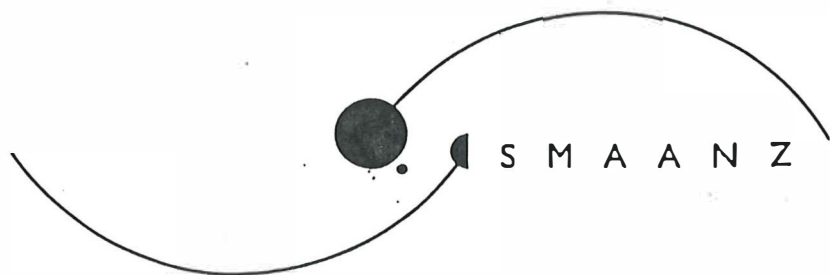
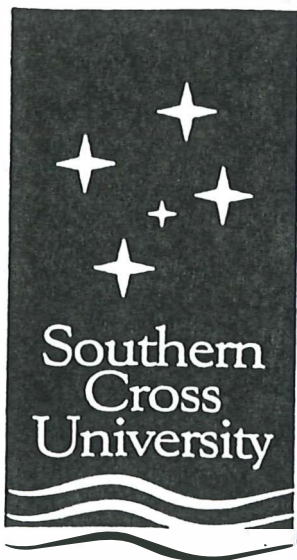
# 1996 2nd ANNUAL SMAANZ CONFERENCE

SOUTHERN CROSS UNIVERSITY  
LISMORE NSW AUSTRALIA

## PROGRAM

FRIDAY 22 NOVEMBER

8.00-9.00	<b>Conference Registration</b>	Y Block
9.00-9.20	<b>Conference Opening</b> <b>Chair - David Shilbury</b> Professor Barry Conyngham Vice Chancellor Southern Cross University	Y204



**Session 1: Sport Marketing in the 1990s**  
**Chair - David Shilbury**

Y204

9.20-10.00 **Keynote: Sports Watching in Australia. A Theoretical and Empirical Overview.**  
Aaron Smith & Bob Stewart, Victoria University of Technology

**Session 2: Concurrent Session A - Sport Consumption**  
**Chair - Hans Westerbeek**

Y204

10.05-10.30 **Mapping Sport Consumption: The Insufficiency of Motive.**  
Christine Green, Griffith University, Gold Coast

10.35-11.00 **The Effect of Sponsorship Awareness on the Consumption Values Attached to Product Categories.**  
Nigel Pope, Griffith University, Nathan

**Session 2: Concurrent Session B - Television Consumption**  
**Chair - Margot Edwards**

Y205

10.05-10.30 **Developing the Sport-Television Relationship.**  
Peter Smolianov, Paul Turner, & David Shilbury, Deakin University

10.35-11.00 **Government Influences and Commercial Domination in NZ Television Sport.**  
Lesley Ferkins, Massey University (NZ)

11.00-11.25 Morning Tea

**Session 3: Concurrent Session A - Television /Sponsorship**  
**Chair - Adele Van Rosmalen**

Y204

11.25-11.50 **The Sponsorship-Advertising Relationship Applied to the Telecast of Two Major Australian Sporting Events.**  
Paul Turner, Deakin University

11.55-12.20 **The Effectiveness of Professional Rugby League as a Vehicle for Sponsor Recognition.**  
Rudi Meir & David Arthur, Southern Cross University

**Session 3: Concurrent Session B - Sport Marketing**  
**Chair - Lynley Hamilton**

Y205

11.25-11.50 **Celebrity or Hero? Towards a Conceptual Framework for Athlete Promotion.**  
Laurence Chalip & Christine Green, Griffith University, Gold Coast

11.55-12.20 **Measuring Service Quality in Professional Teams Sports. A Study of Victorian Based NBL Teams.**  
David Shilbury & Hans Westerbeek, Deakin University

12.20-1.45 Lunch

**Session 4: Concurrent Session A - Power and Influence  
Chair - Graham Cuskelly**

**Y204**

- 1.45-2.10 **Perceived Influence in Decision Making in Queensland State Sporting Organisations.**  
Chris Auld, Griffith University
- 2.15-2.40 **Power in Sport. A Case Study in Victorian Soccer.**  
Paul Turner & Lynley Hamilton, Deakin University
- 2.45-3.10 **You Can't Always Get What You Want. An Interorganisational Analysis of National Leagues and Consortiums Seeking to Acquire an Expansion Franchise.**  
Geoff Dickson, Central Queensland University

**Session 4: Concurrent Session B - Structure & Organisation  
Chair - Lesley Ferkins**

**Y205**

- 1.45-2.10 **A Comparative Paper. The UK and the Australian Sport Systems.**  
Jenni Rowan, Deakin University
- 2.15-2.40 **An Analysis of Organisational Structures of a Sporting Organisation.**  
Robin Tait & Nick Randall, Ballarat University, University of Western Australia
- 2.45-3.10 **A Post-modern Analysis of Management Within a Professional Football Franchise.**  
Allan Edwards, Griffith University
- 3.10- 3.35 Afternoon Tea

**Session 5: Organisational Effectiveness  
Chair - Shayne Quick**

**Y204**

- 3.35-4.00 **VICSWIM. Designing for Organisational Effectiveness.**  
Hans Westerbeek & Jenni Maclean, Deakin University & VICSWIM
- 4.05-4.30 **From Effectiveness to Broad Range Evaluation Theory.**  
Brian Moroney & Associates
- 4.35- 5.00 **Conceptualising Organisational Effectiveness of Australian NSO's.**  
Russel Hoye, Victoria University of Technology

6.30

**Welcoming Barbecue and Function**

**Invercauld Conference Centre**



## SATURDAY 23 NOVEMBER

8.15-8.50      **Registration - Day 2**      **Y BLOCK**

**Session 6- Business Culture and Strategy**      **Y204**  
**Chair - Trish Bradbury**

8.50-9.30      **Keynote: Managing the Strategy Culture Link at the Pt Adelaide Football Club.**  
David Shilbury & Lynley Hamilton, Deakin University.

**Session 7: Concurrent Session A - Sport Business**      **Y204**  
**Chair - Ray Booker**

9.35-10.00      **Quality On and Off the Field. The Sydney Swans' Commitment to Total Success.**  
Shayne Quick, Victoria University of Technology

10.05-10.30      **For the Good of the Game. A Normative Framework for Professional Sport**  
**Management.**  
Dennis Hemphill, Victoria University of Technology

**Session 7: Concurrent Session B - Leadership & Management**      **Y205**  
**Chair - Robin Tait**

9.35-10.00      **Inside the All Blacks. Lessons for Leadership and Management.**  
Robin McConnell, Massey University

10.05-10.30      **Differences in Organisational Commitment Between Paid and Volunteer**  
**Administrators in Sport.**  
Graham Cuskelly, Alistair Boag & Norman McIntyre, Griffith University

10.35-11.00      **The Winter Managers. An Oral History Project.**  
John Deane, Deakin University

11.00- 11.15      **Morning Tea**

**Session 8: Concurrent Session A - Sports Research  
Chair - Chris Auld**

**Y204**

- 1.15-11.40    **Theory and Practice. Putting the "So What" Into Research.**  
Diane Klein, University of Canberra
- 11.45-12.10    **I Only Look Like this Because I am in the Team. Getting Serious About Sport Research.**  
Robin McConnell, Massey University
- 12.10-12.35    **Using Brainstorming and Dialectical Decision Making to Enhance Utilisation of Sports Needs Surveys.**  
Laurence Chalip, Lisa Swanson, Charles Fischer, Peter Farmer, Griffith University, University of Maryland, Community Share College

**Session 8: Concurrent Session B - Open Papers  
Chair - Martin Hole**

**Y205**

- 11.15-11.40    **To Be or Not To Be....Selected That is?**  
Adele van Rosmalen, Victorian Water Polo Assn
- 11.45-12.10    **By How Far. Methodological Issues for Evenness of Competition and Uncertainty of Outcome.**  
Geoff Dickson, Central Queensland University
- 12.10-12.35    **Self Coaching as Personal Leadership.**  
Trish Bradbury, Massey University
- 12.35 - 1.40    Lunch

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**ABOUT SMAANZ?**

SMAANZ was founded in 1995 and formally established at its first conference at Deakin University (Australia) in November 1995. At that conference, 27 papers were presented primarily focusing on sport management related research both in Australia and New Zealand.

The principal aim of SMAANZ is to provide scholarly inquiry into sport management related research and to provide a forum to present results from this sport management related research.

SMAANZ has been predominantly established by members of faculty from universities offering sport management programs.

SMAANZ will aim to conduct its conference annually and is aiming to establish a refereed journal that will be relevant to both academics and practitioners working in sport management. The conference and journal will become the vehicles through which sport management related research can be communicated to interested persons. Membership of SMAANZ is currently \$50. Details concerning membership can be obtained from the secretary Mr. Hans Westerbeek c/- Sport Management Program, Deakin University, 221 Burwood Highway Burwood, 3125 Victoria, Australia. Ph (03) 9244 6167 Fax (03) 9244 6520

**Session 9: Sport Management Curricula  
Chair - Laurence Chalip**

**Y204**

1.40-2.20 **Keynote: International Training Methods in Sport Management.**  
Frank Ashley, Texas A&M.

**Session 10: Concurrent Session A - Curriculum Development Y204  
Chair - James Skinner**

2.25-2.50 **Professional Preparation of Sport Managers for Employment within the Industry.**  
Linda Van Leeuwen, Ray Booker & David Arthur, Southern Cross University

2.55-3.20 **International Perspectives in Graduate and Undergraduate Sport Management.**  
Frank Ashley, Texas A &M

3.25-3.50 **The Utilisation of Learning Contracts as Assessment for Sport Administration Internships.**  
Diane Klein, University of Canberra

**Session 10: Concurrent Session B - Open Papers Y205  
Chair - Christine Green**

2.25-2.50 **Governmentality in the Queensland Department of Sport. Policies and the Management of Schools.**  
Kevin Gilbert & Allan Edwards, Griffith University, Gold Coast

2.50-3.20 **Incorporating Community Involvement in the Management of Mega Sporting Events. An Australian Case Study**  
David Arthur & John Andrews, Southern Cross University

3.25-3.50 **If the Sky is Blue How Come I'm Flying in Cloud? Women in Gendered Sport.**  
Margot Edwards, Massey University

3.50-4.00 Afternoon Tea

4.15-5.00 **Session 11: Conference Closure and SMAANZ update. Y204  
Chair - David Shilbury**

7.00

**CONFERENCE DINNER**

**Invercauld Conference Centre**

*'T WAS GREAT HAVING YOU HERE - SEE YOU IN '97'*