



SMAANZ 2005 CONFERENCE: 25-26 NOVEMBER

**Rydges Lakeside Conference Centre
London Circuit, Canberra**



A hearty welcome to all delegates attending the 2005 SMAANZ conference, 25-26 November. A special note of appreciation to those who have travelled from overseas to be here. Proceedings begin informally on Thursday 24 November with an optional golf day (10am start) and a ‘happy hour’ session at Cahoot’s Jazz Bar (6.00pm-7.00pm) in the Rydges complex. Registration will start on late Thursday afternoon (3pm-5pm) at Rydges, and continues the following morning from 8.15am, after which the conference is declared open at 9.10am.

We trust that this two day meeting of sports industry practitioners and sports management academics will be characterised by vibrant discussion and bonhomie. Please enjoy your stay in Canberra: there are numerous cultural attractions to visit, such as the Australian Institute of Sport, the Australian War Memorial, and the National Museum of Australia.

SMAANZ 2005 CONFERENCE: FRIDAY 25 NOVEMBER

TIME	MICHIGAN ROOM		
8.15am	Registration		
9.10am	Welcome		
9.15am	Opening Address		
TIME	MICHIGAN ROOM	HURON ROOM	NYANZA-GENEVA ROOM
	Social issues in sport	Sports marketing	Fitness industries
9.30am	Emma Sherry & David Shilbury <i>Expect more good – accept less bad: social expectations and sport</i>	Jan Charbonneau & Ron Garland <i>Scale and mana: New Zealand advertising practitioner views on using professional athletes as celebrity endorsers</i>	Clare Hanlon, Susan Nabbs & Precilla Choi <i>Recruiting and retaining women in physical activity programs</i>
10.00am	Brad Hill <i>Age bias effect and selection of elite youth football players: a southeast Queensland study</i>	Trish Bradbury <i>Marketing a new entity: The New Zealand Knights' Football Club</i>	Fatema S. Golawala, Poornima Ganesh, Jim Grant, & Donelda S. McKechnie <i>Fitness club membership in the United Arab Emirates emerging market: an exploratory study</i>
10.30am	Heather Campbell <i>Never too old to play: a consideration of motivations for participating in competitive sport</i>	Paul Turner & Anne-Marie Hede <i>Destination Marketing and the Athens 2004 Olympic Games</i>	Victoria Korepina, Naila Sadykova, Donelda S. McKechnie, & Jim Grant <i>Women and Machines: Burning a six-pack at home in the UAE</i>
TIME	FOYER		
11.00am	MORNING TEA		

TIME	MICHIGAN ROOM		
11.30am 12.00pm	KEYNOTE PRESENTATION: Brendan Gale, CEO Australian Football League Players' Association (AFLPA) <i>(Title to be confirmed)</i>		
TIME	FOYER		
12.30pm 1.00pm	LUNCH		
TIME	MICHIGAN ROOM	HURON ROOM	NYANZA-GENEVA ROOM
	Sports governance	Sports sponsorship	Sports tourism
1.30pm	Lesley Ferkins & David Shilbury <i>The Utility of Action Research for Sport Governance</i>	Ron Garland, Jan Charbonneau, & Ruth Mackintosh <i>The Vexing Issue of Sponsorship Effectiveness</i>	Anne Eastgate & Daniel Funk <i>Sport event tourism: an integrated model for understanding formation of attitude toward a sport event host destination</i>
2.00pm	Cheri Bradish <i>Regional sport commissions: an analysis of their management and marketing activities</i>	Paul Fuller & Paul Turner <i>Securing major corporate sponsors: an AFL club perspective</i>	Geoff Dickson, Simon Milne, Anna McElrea & Vanessa Clark <i>Tourism research and community empowerment project: the economic impact of the ARC 12 and 24 hour race on Whangamata</i>
2.30pm	Paul Jonson, Pip Lynch, & Kevin Dawkins <i>Grossly negligent but not liable: a major departure for the criminal law and its implications for sport</i>	Andrew Hercus & Jan Charbonneau <i>The marketing maul: protecting official sponsors during the 2005 Lions tour of New Zealand</i>	John Davies <i>Group sport tourism – rugby union and All Blacks sports tourists</i>
TIME	FOYER		
3.00pm	AFTERNOON TEA		

TIME	MICHIGAN ROOM	HURON ROOM	NYANZA-GENEVA ROOM
	Sports development	Sports fans	'New' sports products
3.30pm	Kalliopi (Popi) Sotiriadou & David Shilbury <i>The attraction process in sport development</i>	James A. Dimmock & Robert Grove <i>Spectator identification with sport teams: dimensions and antecedents</i>	Matthew Soroka <i>Action sports industry in Australia</i>
4.00pm	Gervase Haimes <i>Sporting organisation cultures & identities: an Australian case study</i>	Heath McDonald & Robin Shaw <i>Longitudinal analysis of the attitudinal and behavioural loyalty of AFL football club members</i>	Jan Charbonneau & Andrew Hercus <i>'Sell-out, foot-stomping success': Beach Volleyball attracts spectators and media at the Olympics</i>
4.30pm	MICHIGAN ROOM PLENARY SESSION: <i>Bridging gaps between sports management research and industry practice</i>		
5.15pm	END TO PRESENTATIONS: DAY 1		
TIME			
7.00pm	CONFERENCE DINNER		

SMAANZ 2005 CONFERENCE: SATURDAY 26 NOVEMBER

TIME	MICHIGAN ROOM	HURON ROOM	NYANZA-GENEVA ROOM
	Corporate governance (I)	Sports participation (I)	Gambling industries
9.00am	Debbie Curgenvin, Geoff Dickson, & Grant Schofield <i>Institutional isomorphism, legitimacy and effective corporate governance in the not for profit sector: a review of the literature</i>	Kiyotaka Kato <i>Self-presentational impact on the decision-making process for participant sport consumption</i>	Nigel M. Grant, Geoff Dickson & Robert D. Macdonald <i>Betting information as a predictor of outcome uncertainty in the AFL and NRL – a five year study</i>
9.30am	Tracy Taylor <i>Formal and informal human resource management practices in Australian sport organisations</i>	Stephen Moston & Terry Engelberg <i>The Three Faces of Sex in Sport: Harassment, Discrimination and Sexuality</i>	Russel Hoye <i>Ten years of TAB privatisation in Australia</i>
TIME	FOYER		
10.00am	MORNING TEA		
TIME	MICHIGAN ROOM	HURON ROOM	NYANZA-GENEVA ROOM
	Corporate governance (II)	Sports participation (II)	Identity and Nomenclature
10.15am	Ignacio Urrutia de Hoyos, Kimio Kase, & Carlos Marti <i>Assessment methodology of corporate sponsorship and maecenasship</i>	Matthew Nicholson, Bob Stewart, Adam Browning, Joshua Tanner, & James Lake <i>The male competitive sport experience</i>	Bob Heere <i>Team identity from an organizational perspective: the development of a multi-dimensional team identity scale</i>
10.45am	Cheri Bradish <i>Corporate social responsibility in sport: a North American case study</i>	Pam Faulks, <i>There's more to marathons than just running: participative sport tourism and the 2005 Canberra Marathon</i>	Nobuya Takezawa <i>Market valuation of stadium naming rights: preliminary evidence from the Japanese experience</i>

TIME	FOYER		
11.15am	MORNING TEA		
TIME	MICHIGAN ROOM		
11.30am 12.00pm	KEYNOTE PRESENTATION: David Rowe, Associate Professor of Media Studies, University of Newcastle <i>(Title to be confirmed)</i>		
TIME	FOYER		
12.30pm 1.00pm	LUNCH		
TIME	MICHIGAN ROOM	HURON ROOM	NYANZA-GENEVA ROOM
	Organisational effectiveness	Learning through sport	Sports volunteers
1.30pm	Lin, Wan-lang & Wang, Kai-li <i>A comparative study on public sports facility privatization: focus on application of trust and asset backed securitisation</i>	Geoff Dickson, Jenny Fleming & Cindy Wiersma <i>Critical reflections on the adoption and introduction of a problem based learning approach in an introductory sport management course</i>	Terry Engelberg, Dwight Zakus & James Skinner <i>The commitment of volunteers in Little Athletics Centres</i>
2.00pm	Stephen Frawley <i>The impact of the SOCOG Sports Commission on the delivery of sport at the Sydney 2000 Olympic Games</i>	Nico Schulenkorf <i>A Peace-Marathon in Sri Lanka: can sport events build bridges between rival ethnic groups?</i>	Pamm Kellett <i>Volunteering in the Paralympics: a research agenda</i>
2.30pm	MICHIGAN ROOM PLENARY SESSION: <i>Mass media and sports management: opportunies, obstacles, and perils</i>		

TIME	FOYER
3.15pm	<i>AFTERNOON TEA</i>
TIME	MICHIGAN ROOM
3.30pm 4.00pm 4.45pm	<i>SMAANZ ANNUAL GENERAL MEETING</i>