



**20TH ANNIVERSARY  
SPORT MANAGEMENT ASSOCIATION OF  
AUSTRALIA AND NEW ZEALAND CONFERENCE**

**:20 VISION FOR SPORT**

**NOVEMBER 26-28, 2014**

**Melbourne & Olympic Parks  
Melbourne, Australia**



## WELCOME NOTE FROM THE SMAANZ PRESIDENT

*Omne trium perfectum.* Everything that comes in threes is perfect. In writing, the rule of three suggests that three is a very good number. The rule explains there were not two musketeers, four little pigs and five bears confused as to what happened to their porridge.

Deakin University hosted the inaugural SMAANZ conference in 1995 as well as the 10th Anniversary conference in 2004. In 2014 we return to Deakin – for the third time - to celebrate 20 years of collective efforts to advance sport management scholarship.

Twenty years is a long time in anybody's language. There are many things we have done well. One of them is to celebrate our diversity and debate our differences without fracturing our sense of community.

I thank the conference committee – Adam Karg, Pamm Phillips, Paul Turner, David Shilbury, Katie Rowe, Sheila Nguyen, Kylie Wehner – and their wider team for all their efforts.

SMAANZ is delighted to be back in Melbourne. Game on. Lets celebrate our 20<sup>th</sup> year with good fellowship and words that are provocative, wise, and supportive. Ah yes, the rule of three.

**Associate Professor Geoff Dickson, AUT**  
**President, SMAANZ**

## SMAANZ

*The Sport Management Association of Australia and New Zealand was founded in November 1995. The principal aim of SMAANZ is to encourage scholarly inquiry into sport management related research and to provide the opportunity to present results from this research. SMAANZ conducts an annual conference to facilitate the presentation of sport management related research. It has established a refereed journal, the Sport Management Review. The conference and journal are the vehicles through which sport management related research are communicated.*

## 2014 SMAANZ BOARD

President: **Associate Professor Geoff Dickson**  
Vice President: **Associate Professor Clare Hanlon**  
Treasurer: **Dr Anthony Kerr**  
Secretary: **Dr Emma Sherry**

Sport Management Review Editor: **Professor Alison Doherty**  
Industry Representative: **Robert Barnes**  
Committee Member: **Dr Nico Schlenkorf**  
Committee Member: **Dr Adam Karg**  
Committee Member: **Dr Sally Shaw**  
Student Representative: **Geoff Schoenberg**  
Project Officer (non-voting): **Jonathan Robertson**

## WELCOME NOTE FROM THE CONFERENCE CHAIR

On behalf of the Conference Organising Committee, we are pleased to welcome you to the 20<sup>th</sup> Annual SMAANZ Conference. The setting of Melbourne - sporting capital of the world - provides an apt location to celebrate the 20<sup>th</sup> year of SMAANZ and the evolution of the Sport Management discipline.

After delivering the first and tenth SMAANZ conferences, Deakin University is proud to be the host of the 20<sup>th</sup> Anniversary conference. The Anniversary theme will be richly integrated across the conference, with special sessions and celebrations including the Past Presidents session, Opening Dinner, Cocktail party and the 20:20 Vision Industry Day.

Our Industry Day provides a wonderful opportunity to reflect on 20 years of Sport Management, with a dozen Industry leaders and CEOs providing a range of insights into the growth and development of sport management. Our full 2-day academic program presents abstracts and symposia alongside international keynote speakers. In all, our delegates come from 16 different countries, reflecting the true international diversity of the conference.

Understandably, a lot of work goes into the organisation of the event and we thank our partners, student volunteers and hosts at MOPT for their assistance in the delivery of the event. We hope you find the conference a fulfilling and reflective one and make the most of the unique and impressive Melbourne Park setting.

**Dr Adam Karg, Deakin University**  
**Conference Co-Chair, SMAANZ Conference**

## 2014 CONFERENCE ORGANISING COMMITTEE

Conference Co-Chairs: **Dr Adam Karg & Associate Professor Pamm Phillips**  
Academic Program Chair: **Dr Paul Turner**  
**Professor David Shilbury, Dr Katie Rowe, Dr Sheila Nguyen, Dr Kylie Wehner**

## NOTE FROM THE ACADEMIC PROGRAM CHAIR

The 20th Anniversary SMAANZ program provides a stimulating and thoughtful mix of sport information to attendees. In total 112 abstract submissions were received, all of which were put through a double blind-review process, resulting in over 80 submissions that form part of the program for 2014.

There is a strong mix of subjects presented. Marketing and its sub-disciplines including media, communication, advertising and consumer behaviour features strongly throughout, while management through governance and organisational theory is also represented. The emphasis on specific sport management areas such as facilities, events, education, volunteers, sport development and community sport are strong inclusions in the 2014 program. There are also three workshops timetabled for discussion around topics representing the SMAANZ journal (SMR), sport education, and sport development. It would be safe to say there is a range of topical offerings available to meet the requirements of the most discerning sport management academic or practitioner and I trust that is what people find.

I would sincerely like to thank the 15 people who reviewed the abstracts and provided feedback. Without them the program would not be as impressive or diverse as it is.

Enjoy the conference,

**Dr Paul Turner, Deakin University**  
**Academic Program Chair, SMAANZ Conference**



### Tuesday November 25 – Pre-Conference Activities (Optional)

From 11.30am	<a href="#">Annual Ron Garland Memorial Golf Day</a> , Waterford Valley Golf Club
1.00pm – 4.00pm	SMAANZ Student Session - Level 20, 360 Collins St, Melbourne (LaTrobe City Campus)

### Wednesday November 26: INDUSTRY DAY – 20:20 Vision for Managing Sport

From 10.00am	SMAANZ Board Meeting (Band Room – Adjoining River/Skyline Rooms)
From 10.00am	Registration Opens (Skyline Room)
12.00pm	Conference Opening and Welcome (River Room) INDUSTRY KEYNOTE 1: Mr Brian Morris, CEO, MOPT 20:20 VISION: <i>Facility Development and Destination Melbourne</i>
12.45pm	Lunch (Skyline Room)
1.30pm	INDUSTRY KEYNOTE 2: Mr Craig Tiley, CEO, Tennis Australia (River Room) 20:20 VISION: <i>Evolution of the Grand Slam of the Asia Pacific</i>
2.30pm	CONCURRENT SESSIONS 20:20 VISION: <i>Participation and Development (Yarra 1 and 2)</i> Grant Cosgriff, Triathlon Victoria Tony Sherwill, Bowls Australia 20:20 VISION: <i>Engaging through Media, Technology and Analytics (Yarra 3 and 4)</i> Finn Bradshaw, Cricket Australia; Samir Mahir, Tennis Australia
3.45pm	Afternoon Tea (Skyline Room)
4.10pm	CONCURRENT SESSIONS 20:20 VISION: <i>Reflecting on Growth and Change in Sport (Yarra 1 and 2)</i> Brian Cooney, IMG Kate Palmer, Netball Australia 20:20 VISION: <i>Event Management and Operations (Yarra 3 &amp; 4)</i> Michael Brown, AFC Asian Cup Shane Mates, AAMI Park
5.00pm	FACILITY AND VENUE GUIDED TOUR (Meets in Skyline Room) NOTE: Please register for tour upon conference registration Includes: Player Change Rooms, Walk of Champions, Rod Laver Arena, AO Trophies, Tournament Control, the Media Theatre and Margaret Court Arena and National Tennis Centre
6.00pm	SMAANZ 20 <sup>TH</sup> ANNIVERSARY CONFERENCE PRE-DINNER DRINKS (Skyline Room)
6.30pm	SMAANZ 20 <sup>TH</sup> ANNIVERSARY CONFERENCE DINNER (Park Room) (Panellists include Malcolm Speed and James Sutherland (CEO, Cricket Australia). Dinner MC'ed by David Culbert. Presentation of SMAANZ Distinguished Service and SMAANZ Industry Engagement Awards

### Thursday November 27 – ACADEMIC CONFERENCE DAY 1

8.30am	CONFERENCE WELCOME AND ACADEMIC KEYNOTE (River Room)			
9.40am – 11.05am	Dr. Joon-ho Kang (Seoul National University) - <i>Developing a Nation's Sport Capacities and Capabilities.</i>			
	CONCURRENT SESSIONS 1			
9.40am	MARKETING - MEDIA (Yarra 1) Geurin-Eagleman & McNary Online communities amongst masters sport participants: A uses and gratifications analysis Nairn, Nelson & Johnson Taking public opinion by Storm: An analysis of the Melbourne Storm's advertising campaigns Fujak & Frawley The Divergent Broadcast Strategies of the AFL and NRL	SPORT FACILITIES (Yarra 2) Iverson & Forsberg A data-driven method to increase utilization of sport facilities Casey, Eime, Harvey, Charity, Feely, Thompson & Payne The spatial association between availability of sport facilities and participation in sport Kellison, Sam, Hong, Swart & Mondello Global Perspectives on Democracy and Public Stadium Finance	SOCIAL IMPACTS (Yarra 3) Cobourn, Frawley & Clarke The Business Case for CSR in Professional Sport: An International Investigation McCullough & Nguyen Sustainability Effort for All Seasons: Expanding the Environmental Impact Focus Robertson, Westerbeek & Eime Exploring the Differences in Corporate Social Responsibility Perception between Sport Management Academics and Managers.	MANAGEMENT – MEDIA (Yarra 4) Muchtat Sport support trends in European Football - civil society characteristics expressed in fan owned groups in Israel Auld, Toohy & Kirkpatrick Initial public perceptions of winning the bid for the 2018 Commonwealth Games Hodgetts & Duncan A major sporting event can leave a media legacy: a content analysis of print media resulting from the Australian Surf Life Saving Championships.
10.10am				
10.40am				
11.05am	MORNING TEA (Skyline Room)			
11.30 – 12.55pm	CONCURRENT SESSIONS 2			
11.30am	MARKETING - MEDIA (Yarra 1) Hoerber, Hoerber, Snelgrove & Wood Navigating between the macro and micro: Exploring sport management concepts in big Twitter data Harnett & France Media Coverage of New Zealand Masters Games Bruffy, Scott, Naylor & Beaton Segmentation of a Professional Sport Team's Social Media Community	DISABILITY SPORT (Yarra 2) Macdougall, Sherry, O'Halloran & Shields Psychological, Subjective and Social Well-being of Australian Para Sport Athletes Welford & Garcia Facilitating inclusivity and supporter engagement at football clubs: The role of Disabled Supporter Associations Kitchen An investigation into reproduction and transformation in the field of disability sport	EDUCATION (Yarra 3) De Schepper, Engleberg & Skinner Are sport management interns work-ready for the next 20 years in sport? Hedlund, Hanson & Tingle Developing students' behavioral self-awareness through the use of DISC profiling in sport management and coaching classes Masaya & Tomiyama Course Design in Sport Management Education: Students' Preference through Conjoint Methodology	GENDER (Yarra 4) Pearce, Stronach & Maxwell 'Sistas' and Aunites – doing it for others: Sport, physical activity and Indigenous Australian women. Gaines & Lam Determinants of Performance Perfectionism Among NCAA Athletes with Different Gender, Divisions, Sports, and Sexual Orientation Sinclair, Stewart & Hanlon Being a female manager in a male dominated environment: A case study of mentoring in the Australian Football League
12.00pm				
12.30pm				
12.55pm	LUNCH (Skyline Room)			



Thursday November 27 – ACADEMIC CONFERENCE DAY 1 (continued)

WORKSHOPS			
SYMPOSIA (Yarra 1)		SYMPOSIA (Yarra 2)	
1.30pm – 2.30pm 1.30pm	Alison Doherty SMR Editor's Workshop: Best Practices for Publishing and Reviewing	Schwarz, O'Shea & Williamson Transforming the New Millennial Student into a Sport Management Professional by Using Games?	Sherry & Schuilenkorf Monitoring and Evaluation of Sport-for-Development Programs
PAST PRESIDENTS WORKSHOP (River Room)			
2.30pm	Session Chair: SMAANZ President Geoff Dickson. Participating Past Presidents: David Shilbury, Hans Westerbeek, Tracy Taylor, Lesley Fertkins, Russell Hoye, Paul Jonson		
AFTERNOON TEA (Skyline Room)			
CONCURRENT SESSIONS 3			
MARKETING – SPONSORSHIP (Yarra 1)		GOVERNANCE (Yarra 2)	
3.50 – 5.45pm	Rumpf & Breuer Rethinking Sponsorship-Linked Marketing: Emotional Bonding with the Brand through Sports	Fertkins, Meiklejohn, Karg, Rowe, Shilbury & Bruffy Questions of Commercial Ownership in Sport Governance: the Super Rugby Journey	Sugden, Schuilenkorf, Adair & Edwards It's raining development and peace through sport. But no need for an umbrella.
3.50pm	Liu, Séguin, O'Reilly & MacIntosh Ambush Marketing: A Chinese Perspective	Molloy, Dickson & Phelps Director Selection Methods: The Emergence of Board Nomination Committees in the Governance of New Zealand National Sport Organisations	Philip, Hoye & Sherry Children's Social Integration through Peer Coaching Programs
4.20pm	Outram Should Nutritional Supplements And Sports Drinks Companies be Sponsoring Sport?	Takos, Murray, O'Boyle Do AFL Club Boards Matter? The Roles of Authenticity, Trust and Hope	Woolf, Berg, Newland & Green Emergent sports governance: Lessons from mixed martial arts
4.50pm	Gee, Sam, and Jackson Monkey see, monkey do? Social cognitive theory and alcohol-related images during SKY Sport broadcasts of major sports events in New Zealand	Risteski A critical analysis of the demise of the Australian National Soccer League: 2000-2004	France & Harnett Sport Withdrawal in New Zealand.
5.20pm			Misener & Taks Estimating Differential Outcomes of Small-Medium Sized Sport Events based on Identities, Motives and Tourism Behaviour of Event Attendees
5.45pm			Jonson & Foley Spectators not coming to the game? Let them play!
END DAY 1			
Student Function (TBC)			

Friday November 28 – ACADEMIC CONFERENCE DAY 2

SPORT MANAGEMENT REVIEW EDITORIAL BOARD MEETING (Band Room – Adjoining River/Skyline Rooms)			
ACADEMIC KEYNOTE (River Room)			
Prof Marijke Taks: (University of Windsor / University of Leuven) - <i>Linking sport events to participation: What we know and need to know.</i>			
CONCURRENT SESSIONS 4			
SPORT MARKETING (Yarra 1)		SPORT DEVELOPMENT (Yarra 3)	
9.30am – 11.00am	Doyle & Funk Basking in future glory? New Team Vicarious Achievement	Meiklejohn & Bruffy The Convergence of Sport Marketing and Sport Development: Addressing Declining Participation in a Changing Environment	Vega Gomez, Dickson & Dauchar Beach sport event portfolios and linkages with physical activity on local residents: Methodological considerations
9.30am	Watts & Karg Becoming 'United'. The Development of Brand Associations for a Rebranded NBL team	Cripps, Hopper & Veale Athlete turnover and selection priorities in the Australian Football League Talent Pathway	Lovegrove & Fairley Understanding the Nexus Between Student Volunteer Motivations and Volunteer Manager Expectations at Sporting Events
10.00am	Kang, Kwon & Oh The relationship between professional sports and happiness	Rowe & Murdoch Social Sport Participation: A Focus on Netball in Victoria	Wehner, Phillips & Allan Developing Knowledge of Modified Sport Programs: What Sources of Information do Volunteers use?
10.30am			
10.55am	MORNING TEA (Skyline Room)		
CONCURRENT SESSIONS 5			
MARKETING - CONSUMERS (Yarra 1)		MANAGEMENT (Yarra 3)	
11.20 – 12.45pm	Sato, Kellison & Ko An Analysis of Environmental Stewardship and Consumer Behaviour among Sport Participants	Tucker, Gee & Geurin-Eagleman Olympic sport recognition, women's rugby sevens, and elite sport policy at the global-local nexus	DRUGS / ANALYSIS (Yarra 4) Smith & Stewart Sport, Power Elites, and Integrity Management: A case study of Australian sport's drug-control policy.
11.20am	Wang A Study on the Use of Means-end Chain Model to Explore What Values Wearable Devices Bring to Sport Consumers	Atkinson, Shaw & Jones. "I got through it with exercise". Breast cancer survivors' work experiences during treatment.	Mazanov Second Generation Drug Control in Sport: Prioritising Athlete Health
11.50pm	Drayer, Shapiro, Dwyer & Diehl Understanding Variations in Demand Across Seat Locations in Professional Sport	Gudmundsdottir, Riot, Auld, Mewing & Hahn Talent transfer in high performance sport: A prospective analysis of athletes' and coaches' experiences.	Lam, Li, Ausherman & Huang Confirmatory Factor Analysis of the Purchasers Style Inventory for Sports Products.



Friday November 28 – ACADEMIC CONFERENCE DAY 2 (continued)

LUNCH (Skyline Room)	
AWARD PRESENTATIONS (River Room)	
Winner: Student Research Award: <b>Ashlee Morgan</b> : The Governance Of Sport Sponsorship Alliances Winner: Best Paper: <b>Milena Parent &amp; Darlene MacDonald</b> - Stakeholder Perceptions on the Democratic Governance of Major Sports Events	
CONCURRENT SESSIONS 6	
MARKETING - MEDIA (Yarra 2)	COMMUNITY SPORT (Yarra 3)
<b>Gaarenstroom, Turner &amp; Karg</b> Examining the Media Framing of the Ultimate Fighting Championship – An Australian Perspective	<b>Hoskyn, Dickson &amp; Naylor</b> Bowling with others: decision-making by lawn bowlers
<b>Sherwood &amp; Nicholson</b> Media Relations in Australian professional sport: A case study of an AFL club	<b>Li, Sotiriadou &amp; Auld</b> An examination of the role of sport participation in the acculturation of Chinese immigrants
MARKETING - BRANDING (Yarra 1)	VOLUNTEERS (Yarra 4)
<b>Ochieng</b> What's in a name? Intellectual Laws, Washington Redskins & Team Branding	<b>Baker, Frascella, Funk, Jordan &amp; Filo</b> The Volunteer Lifecycle in Sport-for-Development Volunteers
<b>Bodet, Kenyon &amp; Ferrand</b> Marketization of football fan relationships in Europe: appetite, indifference or resistance?	<b>Sheptak &amp; Menaker</b> The Frustration Factor: Bridging the Gap between Sports Volunteers' Engagement and Resignation
AFTERNOON TEA (Yarra Room)	
CONCURRENT SESSIONS 7	
MARKETING (Yarra 2)	COMMUNITY SPORT (Yarra 3)
<b>Sumida, Woolscroft &amp; Sam</b> Relationships Between Fans' Psychological Ownership and Involvement in Management: Japanese Professional Football Case	<b>Hoye, Kappelides &amp; Nicholson</b> Participation in Sport: A Review of 20 years of government policy, NSO program design and outcomes
<b>Whitburn, Karg &amp; Turner</b> Exploring Integrated Marketing Communication Capabilities Gaps in the Australian Sport System	<b>Itoku</b> The role of ice hockey in shaping Canadian immigrant social inclusion
<b>Thompson, Martin, Gee &amp; Geurin-Eagleman</b> Building a brand and fan relationships through social media: A case study of the US Open	<b>Sotiriadou, Kunkel &amp; Filo</b> Exploring the role of sport on community development: The case of basketball in Queensland
MARKETING - BRANDING (Yarra 1)	
<b>Rascher, Eddy &amp; Hyun</b> The Market for Elite Athlete Endorsements	
<b>Polyakova</b> Motivation and perceived service quality in fitness industry: who is in control?	
<b>Kada, Bodet &amp; Bouchet</b> Transnational fan and territorial identification: When two football brands divide a country	
SMAANZ ANNUAL GENERAL MEETING (River Room)	
SMAANZ 20 <sup>TH</sup> ANNIVERSARY COCKTAIL PARTY AND CONFERENCE CLOSE (Skyline Room) (Ends 8.30pm)	



20<sup>th</sup> Anniversary SMAANZ Conference Program  
Melbourne and Olympic Parks - November 2014



## 20 YEARS - CONFERENCE HOST LISTING

Year	Host	Conference Chair(s)
2014	Deakin University, Melbourne	Dr Adam Karg/ Assoc. Prof. Pam Phillips
2013	Otago University, Dunedin	Dr Sally Shaw
2012	University of Technology Sydney, Sydney	Assoc. Prof. Paul Jonson
2011	La Trobe University, Melbourne	Assoc. Prof. Matthew Nicholson/ Dr Emma Sherry
2010	Victoria University, Wellington	Prof John Davies
2009	Bond University, Gold Coast	Dr Popi Sotiriadou
2008	Curtain University, Fremantle	Cameron Yorke
2007	Auckland University of Technology, Auckland	Cindy Wiersma
2006	In conjunction with International Sport Conference, Melbourne	Dr Frank Pyke
2005	Canberra University, Canberra	John Dodd
2004	Deakin University, Melbourne	Dr Linda Van Leeuwen
2003	Otago University, Dunedin	Dr John Guthrie
2002	Central Queensland University, Rockhampton	Assoc. Prof. Geoff Dickson
2001	Victoria University, Melbourne	Assoc. Prof. Clare Hanlon
2000	Waikato University, Hamilton (November)	Lisa Hayes/Lyn Gunson
2000	University of Technology Sydney, Sydney (Jan)	Dr Shayne Quick
1999	Deferred to Jan 2000	-
1998	Griffith University, Gold Coast	Prof. Laurence Chalip
1997	Massey University, Auckland	Dr Robin McConnell
1996	Southern Cross University, Lismore	Terry Woods
1995	Deakin University, Melbourne	Prof. David Shilbury

## SMAANZ PAST PRESIDENTS

1995-2001: David Shilbury  
2002-2003: Shayne Quick  
2004-2005: Hans Westerbeeck  
2006-2007: Tracy Taylor  
2008: Lesley Ferkins  
2009-2010: Russell Hoye  
2011-2012: Paul Jonson  
2013- : Geoff Dickson

## SMR PAST EDITORS

1998-2001: Laurence Chalip  
2002-2004: David Shilbury  
2005-2007: Christine Green  
2008-2010: Graham Cuskelly  
2011-2013: Tracy Taylor  
2014 - : Alison Doherty

## DISTINGUISHED SERVICE AWARD WINNERS

2009  
2010  
2011  
2012  
2013  
2014

David Shilbury  
Laurence Chalip  
Christine Green  
Graham Cuskelly  
Terry Woods  
Tracy Taylor