



SMAANZ 2015 Conference Program



21st SMAANZ Conference, Hobart, Tasmania

Wednesday November 25 to Friday November 27, 2015

The Sport Management Association of Australia and New Zealand (SMAANZ) was founded in November 1995.

The principal aims of SMAANZ are to encourage scholarly inquiry into sport management related research and to provide a forum to present and communicate results of related research.

This year's conference-theme is Coming of Age. In light of the theme the 21st SMAANZ conference seeks to connect with its community and explore its future to strengthen our craft.

The Tasmanian School of Business and Economics (TSBE) is pleased to host the 21st SMAANZ Conference.

Conference Chair
e. mjcrow@utas.edu.au

Dr. Michael Crow
p. (61) 0 447506626

Wednesday November 25 – Pre-Conference Activities

<p>From 9.30am</p>	<p align="center">Ron Garland Memorial Golf Day</p> <p align="center">Kingston Beach Golf Club Report to Practice Putting Green at 9.30am Venue Map - Click below https://www.google.com.au/maps/place/Kingston+Beach+Golf+Club/@-42.9717375,147.318028,15z/data=!4m2!3m1!1s0x0:0xf03c94eb45178f0</p>
<p>12.00pm – 5.00pm</p>	<p align="center">Student Seminar</p> <p align="center">Convener: Claire Jenkin Venue: Tasmanian School of Business and Economics (TSBE) Function Space Level 4 Centenary Building</p>
<p>3.00pm – 5.00pm</p>	<p align="center">SMAANZ Board Meeting</p> <p align="center">Venue: TSBE Meeting Room 4th Floor Centenary Building Room 405</p>
<p>6.00pm – 7.00pm</p>	<p align="center">Cocktail Party (Dress Casual)</p> <p>T42 is located on the Elizabeth Street Pier in the centre of Hobart’s docks and waterfront area</p> <div data-bbox="786 1023 1547 1294"> </div> <p align="center">NOTE: Conference Registration at this event</p>



SMAANZ 2015 Conference Program



Thursday November 26 – ACADEMIC CONFERENCE DAY 1

8.00am	Keynote Coffee (Lobby - Centenary Lecture Theatre)			
8.30am KEYNOTE ADDRESS	<p>Professor Harald Dolles (Molde University College, Norway) <i>Coming of Age - Sport Management in European Higher Education</i></p>			
9.30am – 11.00am	CONCURRENT SESSION 1			
	<p>MARKETING - Harvard LT 1 Convenor (CVR) Dr Mark Wickham</p>	<p>SOCIAL IMPACT - Harvard LT 2 CVR Mr. Niyam Fraser</p>	<p>MANAGEMENT/ RISK/ GOVERNANCE- Centenary Lec. Theat. CVR Professor Graham Cuskelly</p>	<p>SPORT DEVELOPMENT - 4th Floor Function Space CVR Dr. Sally Shaw</p>
9.30am	<p><i>Yukako Wada & Hiroataka Matsuoka</i> Brand Associations in Baseball Teams within the Nippon Professional Baseball Organization</p>	<p><i>Biju Philip, Russell Hoye & Emma Sherry</i> Participatory Action Research (PAR) in Investigating Social Integration of Children through Sport Programs</p>	<p><i>Sheila N. Nguyen, Michael Speakman & Brian McCullough</i> Strategic Management of The Natural Environment: Opportunities and Challenges for the 6 Victorian Alpine Resorts</p>	<p><i>Ross Booth & Robert Brooks</i> Competitive Balance Measures and Scoring Systems in the AFL</p>
10.00am	<p><i>Andrea N. Geurin & Lauren M. Burch</i> A Comparative Analysis of Sport Brands' User-Generated and Brand-Created Marketing Content</p>	<p><i>Daichi Oshimi & Munehiko Harada</i> Antecedents and Consequences of the Host City's Image on the Backdrop of an International Sporting Event</p>	<p><i>Leigh Robinson & Mark Scobie</i> Glasgow 2014: Building capacity within Sporting Governing Bodies</p>	<p><i>Claire Jenkin, Jannique van Uffelen, Hans Westerbeek & Rochelle M. Eime</i> Sport and Ageing: Benefits, Barriers and Strategies to Increase Sport Participation in Adults Aged 50+ Years</p>
10.30am	<p><i>Shima Behnoosh, Michael Naylor & Geoff Dickson</i> Celebrity Athlete Endorsement and Social Marketing: Promoting Participation in Sport and Physical Activity</p>	<p><i>Bake Dijk, Froukje Smits, Hans Slender & Paul Hover</i> The Social Legacy of Le Grand Depart Tour De France Utrecht 2015</p>	<p><i>Lisa Gowthorp, Ben Corbett & Danny O'Brien</i> The Impact of Olympic Inclusion: The Case of Rugby Sevens</p>	<p><i>Pamm Phillips & Kylie Bellesini</i> What is the role of adults in modified sport? Reflections from the field</p>
11.00am	MORNING TEA 4th Floor Function Space			
11.30 – 1.00pm	CONCURRENT SESSION 2			
	<p>MARKETING - Harvard LT 1 CVR Dr Mark Wickham</p>	<p>SOCIAL IMPACT - Harvard LT 2 CVR Dr. Sally Shaw</p>	<p>GOVERNANCE of ELITE SPORT - Centenary L.T. CVR Staff</p>	<p>SPORT DEVELOPMENT - 4thFFS CVR Staff</p>
11.30am	<p><i>Hung Huynh, Kevin Filo & Daniel Lock</i> The Impacts of Social and Cultural Context on Sport Fans Motivation: A Theoretical Framework.</p>	<p><i>Jonathan Robertson, Hans Westerbeek & Rochelle Eime</i> Exploring Social Responsibility in the Voluntary Sports Clubs</p>	<p><i>Johanna Adriaanse</i> Progress or Paucity? Gender Diversity in the Governance of International Sport Federations</p>	<p><i>Katharine Hoskyn, Geoff Dickson & Michael Naylor</i> Getting to the First Tee: A Qualitative Study of Recreational Golf Players</p>
12.00pm	<p><i>Olan Scott, Ann Pegoraro, Anthony Beaton, Jerry Watkins, Katherine Bruffy & Michael Naylor</i> Social Media Strategies: Engaging with Rugby Union Consumers</p>	<p><i>Hannah Lovegrove & Sheranne Fairley</i> Leveraging an Event Using Volunteering to Engage Non-Host Communities</p>	<p><i>Deepak Dhayanithy & Varsha Singh</i> Accentuated Loss Aversion in PGA Tournaments – Is there a Veteran - Rookie divide</p>	<p><i>Veerle De Bosscher, Simon Shibli, Hans Westerbeek & Maarten van Bottenburg</i> Elite Sport Policy to Achieve Sporting Success: Does it Work?</p>
12.30pm	<p><i>Thilo Kunkel & Adam Karg</i> The Utility of a Single Item Fandom Measure for Consumer Market Segmentation</p>	<p><i>Hazel Maxwell, Megan Stronach, Daryl Adair & Sonya Pearce</i> Indigenous Women and Sport: Evidence from an Australian Senate Inquiry</p>	<p><i>Willem Coetzee</i> Research legacy of the 2010 World Cup</p>	<p><i>Pamm Phillips, Kylie Bellesini & Sheranne Fairley</i> The effects of knowledge diffusion on modified youth sport policy</p>
1.00pm	LUNCH (Opposite Trades Café)			

Thursday November 26 – ACADEMIC CONFERENCE DAY 1 (continued)

1.45pm – 2.45pm	SYMPOSIA			
	SMR Editor's Workshop - Harvard Lecture Theatre 1			Centenary Lecture Theatre
	Alison Doherty, David Shilbury & Tracy Taylor "What Impact? Navigating Indicators of Scholarly Success"			PG Fahlström, Per Gerrevall, Mats Glemne & Susanne Linnér Right Parents, Right Place
2.45pm – 3.15pm	Industry Engagement Award Presentation - Centenary Lecture Theatre			
	Winners: Dr. Katie Rowe (Deakin University) and Mr. Tim Murdoch (Product & Model Development Manager - Netball Victoria)			
3.15pm	AFTERNOON TEA - 4th Floor Function Space			
3.30pm – 4.30pm	CONCURRENT SESSION 3			
	MARKETING – HLT 1 CVR Dr. Eric Schwarz	SOCIAL IMPACT - HLT 2 CVR Dr. Sally Shaw	GOVERNANCE – Centenary L.T. CVR Dr. Simon Fishwick	ELITE SPORT - 4thFFS CVR Katharine Hoskyn
3.30pm	Anthony Beaton & James White Service quality, value, and satisfaction in the delivery of team sports: A case study of Touch Football in Australia	Emma Sherry, Nico Schulenkorf & Katie Rowe Conceptualising Sport-for-Development: An Integrative Literature Review	Ian O'Boyle, David Shilbury & Lesley Ferkins Leadership in Governance: Connecting Facilitative Leadership with Collaborative Sport Governance	Clement Chan Perception study of the general public in Singapore towards the deferment policy of National Service for elite male athletes
4.00pm	Adam Goodwin, Ryan Snelgrove, Laura Wood & Marijke Taks Belief in Making a Difference through Charity Sport Events Participation	Russell Hoye, Erica Randle, Matthew Nicholson & Pam Kappelides Assessing the Social Value of Community Sport	Mathias Schubert & Thomas Könecke The Discursive Drivers Behind UEFA Fair Play	Daniel Pelchen, Adam Karg & Katie Rowe Measuring Career-Success in the Australian Football League
4.30pm	SMAANZ ANNUAL GENERAL MEETING – Centenary Lecture Theatre			
	Evening Free			

Friday November 27 – ACADEMIC CONFERENCE DAY 2

7.30am – 8.30am	SPORT MANAGEMENT REVIEW EDITORIAL BOARD MEETING (Room 405 Centenary Building)			
8.00am	Keynote Coffee (Lobby - Centenary Lecture Theatre)			
8.30am KEYNOTE ADDRESS	<p align="center">Professor Jonathan West (Director - Australian Innovation Research Centre) <i>The Potential Role of Competitive Team Sport in Addressing Deep-Seated Social Problem's</i></p>			
9.30am – 11.00am	CONCURRENT SESSION 1			
	MARKETING – HLT 1 CVR Dr. Gemma Lewis	HIGH PERFORM/ OLYMPICS/ EVENTS - HLT 2 CVR Dr Kevin Filo	GOVERNANCE – Centenary L.T. CVR Dr. Deepak Dhayanithy	COMMUNITY SPORT - 4thFFS CVR Katharine Hoskyn
9.30am	<p align="center">Adam Karg & Heath McDonald Driving Relationship Quality for Sport Fans: The Role of Diverse Forms of Engagement</p>	<p align="center">John P. Alder, Lynn Kidman, Tom Patrick & Lesley Ferkins Why Both Research and Practice of High Performance Sport Management Needs Organisational Anthropology</p>	<p align="center">Annette Sharp, Geoff Dickson & Richard Wright Playing with Paradox: Purpose, Performance, Power and Potential in a Digitised Web of Sport</p>	<p align="center">Roger Mitchell & Trish Bradbury Moving Forward: An Investigation into Alternative Business Models for Amateur Sport Clubs</p>
10.00am	<p align="center">Kim, Hyun-Duck, Angelita Cruz & Jung, Chang-Wook Service Quality Management of Sport Related MICE Events for Sustainability Enhancement Using Meta-Regression Analysis</p>	<p align="center">Donna de Haan & Ian Henry Managing the Games, Athlete Experience and an Absent Voice: What do we Really Know About the Olympic and Paralympic Games?</p>	<p align="center">Jasper Truyens, Veerle De Bosscher & Popi Sotiriadou Resource Configurations in Elite Athletics Practices; a Four Country Comparison</p>	<p align="center">Alison Doherty & Kristen Rogalsky A Longitudinal Multiple Case Investigation of Innovation in Community Sport</p>
10.30am	<p align="center">Olga Polyakova & Girish Ramchandani Exercise Frequency and Service Quality Perceptions in the Sport and Fitness Industry</p>	<p align="center">Geoff Dickson Measuring Event-Related Changes to Local Resident Expenditure Patterns Using Electronic Payments Data</p>	<p align="center">Geoff Tuck, Robert Macdonald & Athol Whitten The Use of the Sports Synthesis Simulation Model to Determine Appropriate Draft Penalties in an AFL-like Sports League</p>	<p align="center">Daryl Adair, Paul Jonson & Sandy Lynch Professional Athletes as Off-Field Role Models: The Question of Visibility</p>
11.00am	MORNING TEA 4 th Floor Function Space			
11.30 – 1.00pm	CONCURRENT SESSION 2			
	MARKETING - HLT 1 CVR Mr. Niyon Fraser	EVENTS - HLT 2 CVR Dr. Gemma Lewis	GOVERNANCE – CENTENARY LT CVR Staff	VOLUNTEERS/ ESCAPISM 4thFFS CVR Staff
11.30am	<p align="center">Stirling Sharpe, Anthony Beaton, Olan Scott & Jake Humphries Examining the Interaction Between Motives, Brand Awareness and Fan Behaviour in the Context of a New Professional Sports Team</p>	<p align="center">Danya Hodgetts Examining the Plumbing: Looking at the Inhibitors and Enablers of the Trickle Down Effect</p>	<p align="center">Tamara Zunker, Jacqueline Birt, Michael Turner & Jean Piere Fenech Stakeholder Perceptions of Drugs in Sport</p>	<p align="center">Tracey J. Dickson, Simon Darcy & Caitlin Pentifallo Volunteer Motivations and Social Legacy Potential at the FIFA Women's World Cup, 2015, Canada</p>
12.00pm	<p align="center">Paul Turner, Jessica Bevan & Michael Valos Electronic Marketing Orientation (EMO) and Social Media (SM) Implementation for Professional Sport: Developing A Conceptual Framework</p>	<p align="center">Tracey J Dickson, Simon Darcy & Caitlin Pentifallo Sport Event Venue Accessibility at the FIFA Women's World Cup, 2015, Canada: A Tale of Two Cities</p>	<p align="center">Elena Balcaite Fans and Corporate Ownership. Is it Possible to Keep Everyone Happy?</p>	<p align="center">Kirstin Hallmann & Geoff Dickson Non-Profit Sport Club Members: What Makes Them Volunteer</p>
12.30pm	<p align="center">Damien Whitburn, Adam Karg & Paul Turner Exploring Integrated Marketing Communications Capabilities Gaps in the Australian Sports System</p>	<p align="center">Harald Dolles, Mark Dibben & Anne Hardy Life on the Edge Neo-Tribes and Motor Cycle Racing on the Isle of Man</p>	<p align="center">Daniel Westmattelmann, Gerhard Schewe, Bernd Strauß, Katharina Pöppel & Dennis Dreiskämper Doping Behavior in Professional Cycling – A Matter of Trustworthiness?</p>	<p align="center">Li-Shiue Gau, Chia-Wei Liu, Sih-Huei Chen, Kang-Ming Chang & Jen-Son Cheng Physical and Mental Signals of Escapists Experiences in Watching Sports using Bungee Jumping</p>
1.00pm	LUNCH (Opposite Trades Café)			

Friday November 27 – ACADEMIC CONFERENCE DAY 2 (continued)

2.00pm – 3.30pm				
CONCURRENT SESSION 3				
	SUSTAINABILITY - HLT 1 CVR Staff	GENDER - HLT 2 CVR Dr. Simon Fishwick	SPONSORSHIP /TECHNOLOGY- CLT CVR Dr. Gemma Lewis	SPORT MANAGEMENT EDUCATION - 4thFFS CVR Dr Michael Craw
2.00pm	Akiko Arai & Hirota Matsuoka Identifying Valuable Customers in the Fitness Club Business: A Decision-Tree Analysis	Sally Shaw & Geoff Dickson The Merger of Women's Golf New Zealand and the New Zealand Golf Association	Thomas Könecke, Holger Preuß & Christian Alfs Sport Sponsoring and Employees' Commitment – Development and First Tests of a Model	Mathias Schubert & Holger Preuß A Unique Vocational Sport Management Programme: The Executive Master in European Sport Governance
2.30pm	Andrew Bakos, Danny O'Brien & Lisa Gowthorp Planning for Sustainability: A Case Study of the Implementation Strategy of ISO 20121 for the 2018 Commonwealth Games	Clare Hanlon, Tony Morris & Selina Khoo The Voice from Women in Malaysia: Facilitators that encourage involvement in Sport and Physical Activity Programs	Maki Itoh, Sun J. Kang & Namok Choi A Cross Cultural Study of Comparing Japanese and American Students Sport-Related Mobile Application Usage	Jo Williams & Heidi Parker Leadership Development, Experiential Education & Mud
3.00pm	Christos Anagnostopoulos & Mathieu Winand Trustworthiness in Professional Team Sport Organizations: The Case of Charitable Foundations	Hyun-Duck Kim, Angelita Cruz, Myung-Su Choi, Yoong-Sung Choi & Chang-Wook Jung Sports Coaching: a Leadership Framework for Marketing Sport Teams with Various Gender Identities	Tim Price The Bike Bell Project	Richard Wright Setting Them up for Failure: a Longitudinal Cost-Benefit Examination of Project-Based Learning Within Sport Management Education.
3.30pm	AFTERNOON TEA 4 th Floor Function Space			
4pm				
	SUSTAINABILITY - HLT 1 CVR Staff	SPONSORSHIP/ COMMUNITY – HLT 2 CVR Dr. Sally Shaw	SPORTING FUTURES – CLT CVR Claire Jenkin	SPORT EDUCATION - 4thFFS CVR Dr Michael Craw
4.00pm	Greg Dingle Playing the climate game: A study of climate change impacts and responses at organisations managing major Australian sport stadia	Ashlee Morgan, Stephen Frawley, Nico Schulkorf & Sarah Cobourn The Nexus between Sponsorship and CSR in an Olympic Games Context	Loïc Pedras & Tracy Taylor Sport development and Organisational Sustainability: the case of National Sport Federations in Portugal	Berit Skirstad, H Gammelsæter, P.G. Fahlström & U. Wagner How and Why has Sport Management Education Developed differently in Scandinavian Countries
4.30pm	Siriraks Khawchaimahaa & Sangwian Boontob Sport Business Services Model: A Study in Regional Sport Authority of Thailand	Jack Sugden, Nico Schulkorf, Daryl Adair & Deborah Edwards Questioning priority: Indo-Fijian Women in 'Fijian' sport	Eric Schwarz Governmental Forecasts and Societal Expectations as a Catalyst for Planning the Future Management and Operation of Sport, Exercise, and Active Living Programs in Australia	Michael Craw, Dominique Emmett, Tomas Viney & Tim Medwin Access to Opportunity: Sport Management Education in Tasmanian Colleges
5.00pm	CLOSE OF CONCURRENT SESSIONS			
6.15pm - 11pm	<p>CONFERENCE DINNER (Museum of Old and New Art - MONA). DRESS - Smart Casual.</p> <p>Guest Speaker: Ms. Melissa Carlton OAM.</p> <p>Distinguished Service Award Presentation</p> <p>Emcee: Dr. Simon Fishwick</p> <p>Riding the MONA ROMA Ferry to MONA? Please be at the Brooke Street PIER by 6.15pm. (For Pier location See map below)</p>			

UNIVERSITY OF TASMANIA / CENTENARY BUILDING LOCATION (Building #10)

Concurrent Session/ Meetings Venues

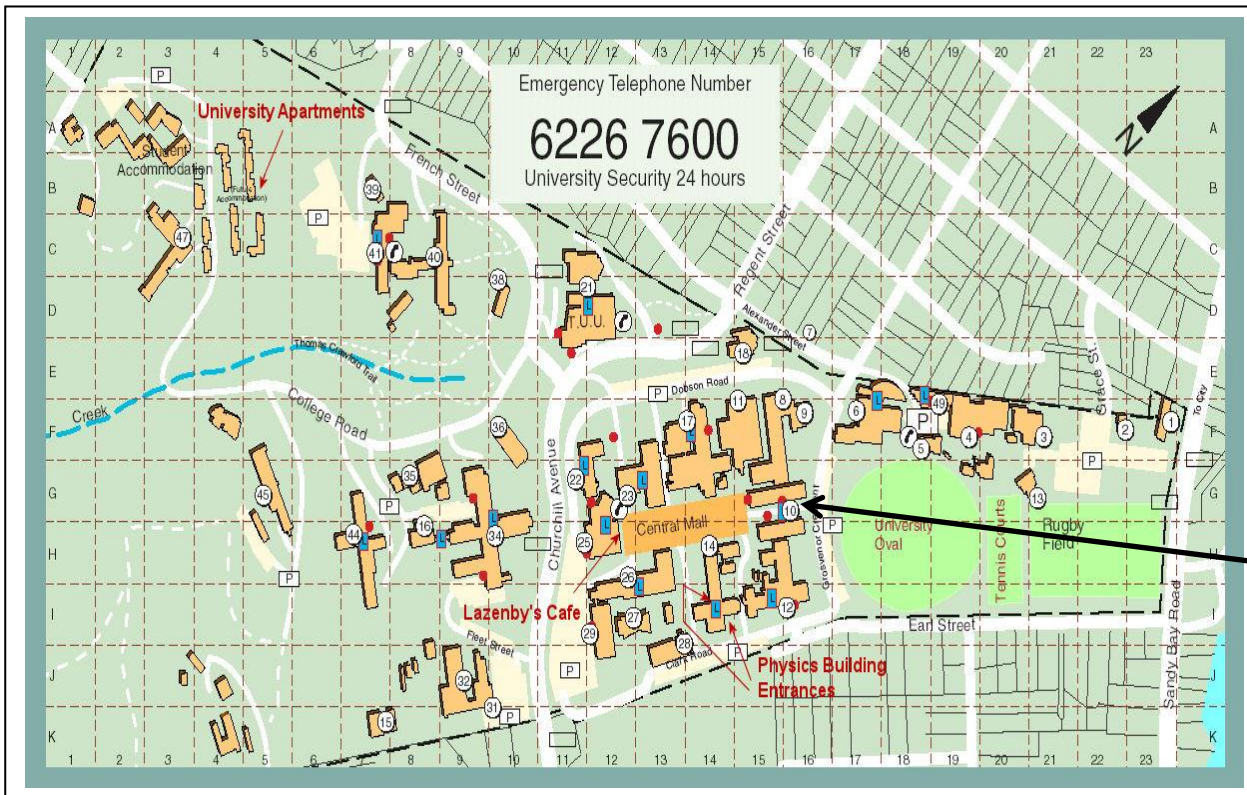
- Harvard Lecture Theatre 1
- Harvard Lecture Theatre 2
- Centenary Lecture Theatre
- Function Space 4th Floor Centenary Building (4thFFS)

Function Space & TSBE Meeting Room 4th Floor (4thFFS)

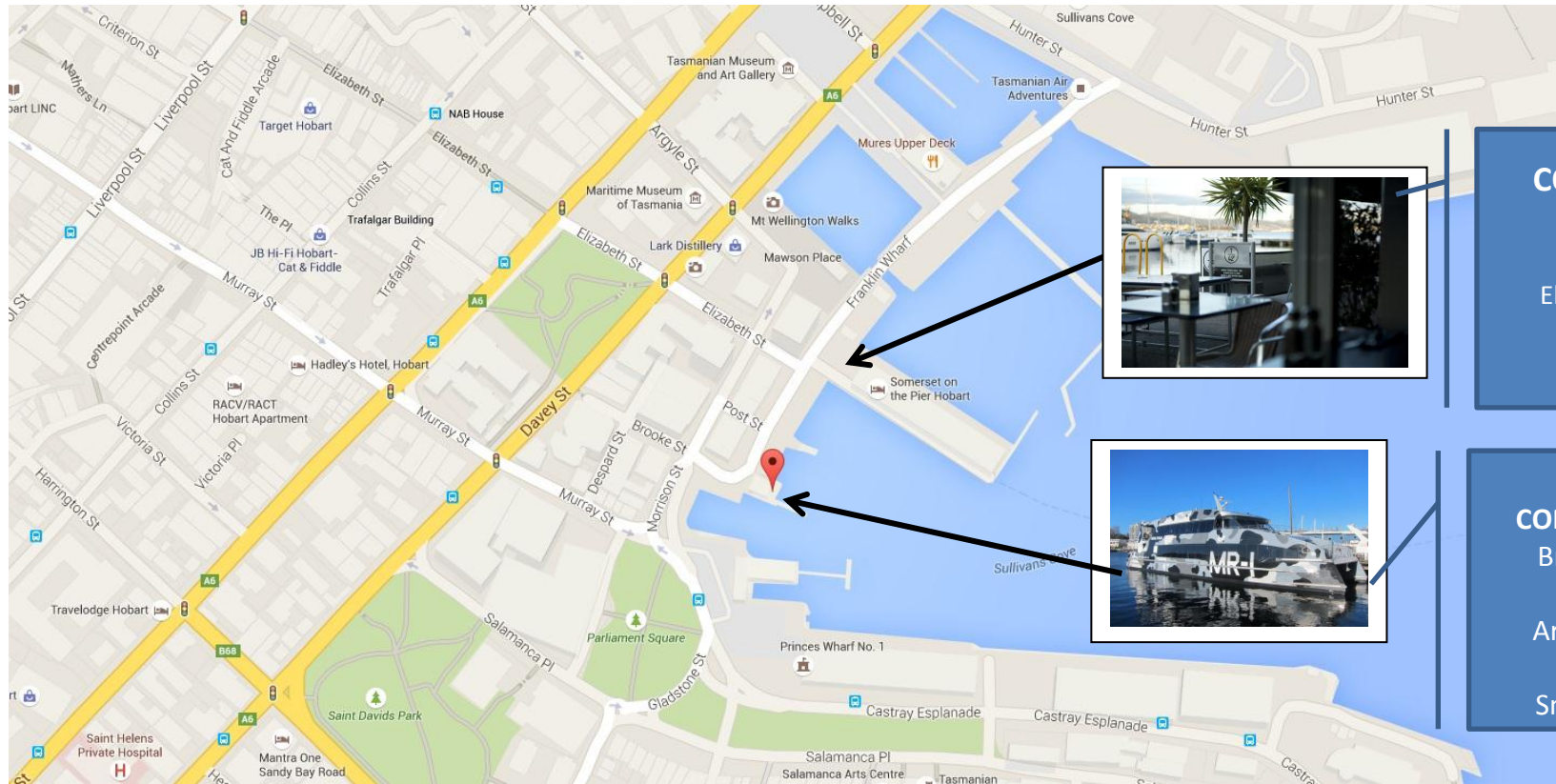


Harvard Lecture Theatres 1 and 2.
Ground level - behind glass facade

Centenary Lecture Theatre
Ground level - enter through glass sliding doors



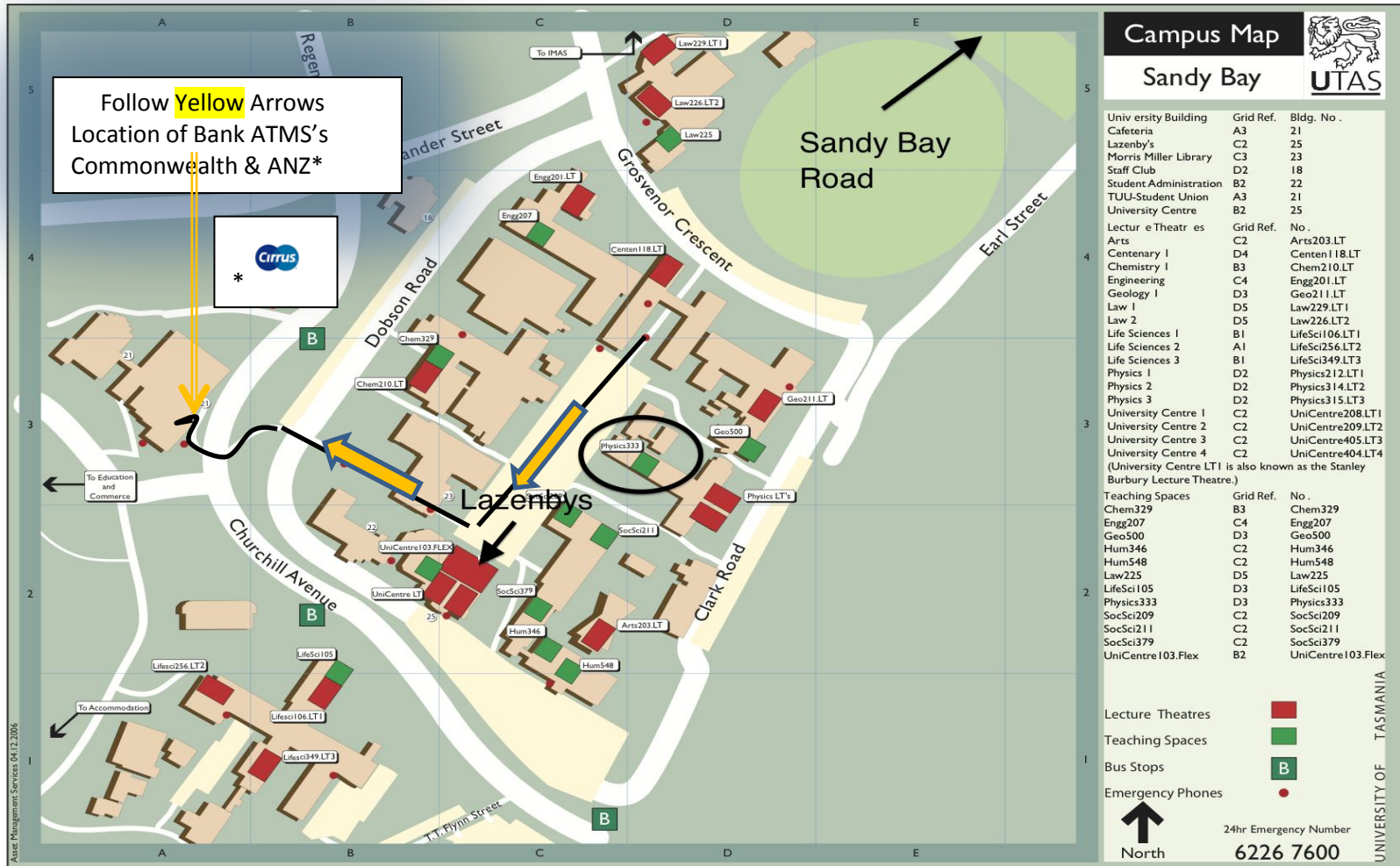
LOCATIONS - COCKTAIL PARTY AND FERRY TO CONFERENCE DINNER



COCKTAIL PARTY
Being held at
T42
Elizabeth Street PIER
6pm to 7pm
Casual dress

FERRY to the CONFERENCE DINNER
Brooke Street PIER
Arrive no later than
6.15pm
Smart Casual Dress

BANK ATMS ON THE SANDY BAY CAMPUS (ANZ and COMMONWEALTH BANKS)





SMAANZ 2015 Conference Program



Emergency Numbers

Fire / Police / Ambulance
University of Tasmania SECURITY
Tasmanian School of Business and Economics
Dr. Michael Crow

000
6226 7600 (24hours)
1800 030 955 (Toll Free in Australia) (8.30am – 5pm AEDT).
(61) 0 447506626

Taxi

All Hobart
Yellow Cabs
Taxis Combined
United Taxis

Phone

131008
131924
132227
133222

Metro Bus Service

<http://www.metrotas.com.au/schools/university-tasmania/>

Phone

13 22 01 (Franklin Square - City Centre to the University)

Hospital/ Dentistry (emergency)

Royal Hobart Public Hospital
Hobart Private Hospital

Phone

6222 8308 (enter on Liverpool Street)
6214 3000 (enter on Argyle Street)

Police

Tasmania Police

Phone

131444 (Corner of Argyle and Liverpool Streets)

Pharmacy

Chemmart
Chemist Warehouse

Phone

6223 4646	230 Sandy Bay Road, Sandy Bay	(Open till 8pm)
6223 5556	205 Sandy Bay Road, Sandy Bay	(Open till 9pm)

Banks – nearest ATM’s to UTAS

ANZ
Westpac (1KM from UTAS)
Commonwealth

ATM’s accept all major cards (\$2.50 AUD per transaction for non-aligned accounts)

UTAS TUU Building SEE MAP OVER PAGE
Magnet Court Sandy Bay Road
UTAS TUU Building SEE MAP OVER PAGE

Exercise venue

UniGYM (Sandy Bay campus next to Cricket ground)

Phone

(03) 6226 2084



See over page



SMAANZ attendees can use the University of Tasmania guest Wi-Fi network to access the internet and other materials.

NOTE: There is a restriction on Bit Torrent-use from this network, but other services are open. This network functions like any home Wi-Fi network, connection is easy.

Network Name: UConference

Password: Nov-Conf-2015

The password must to be entered exactly as shown above.

Participants should see the UConference network around the conference venue.

Participants will be prompted for the password when connecting.

The account and network are supported during business hours by the UTAS Service Desk on 03 6226 1818. Alternatively, there is a HelpDesk located in the Morris Miller Library (approximately 100 metres up the hill from the conference venue).

PAST CONFERENCES

- 2015 University of Tasmania, Hobart, Australia
 - 2014 Deakin University, Melbourne, Australia
 - 2013 University of Otago, Dunedin, New Zealand
 - 2012 University of Technology Sydney, Australia
 - 2011 La Trobe University, Melbourne, Australia
 - 2010 Victoria University, Wellington, New Zealand
 - 2009 Bond University, Queensland, Australia
 - 2008 Curtin University of Technology, Perth, Australia
 - 2007 Auckland University of Technology, Auckland, New Zealand
 - 2006 In conjunction w/ International Sport Conference, Melbourne
 - 2005 Canberra University, Canberra
 - 2004 Deakin University, Melbourne
 - 2003 Otago University, Dunedin
 - 2002 Central Queensland University, Rockhampton
 - 2001 Victoria University, Melbourne
 - 2000 Waikato University, Hamilton (November)
 - 2000 University of Technology Sydney, Sydney (Jan)
 - 1999 Deferred to Jan 2000
 - 1998 Griffith University, Gold Coast
 - 1997 Massey University, Auckland
 - 1996 Southern Cross University, Lismore
 - 1995 Deakin University, Melbourne
- Dr. Michael Crow (Conference Chair)
 - Dr Adam Karg/Associate Professor Pamm Phillips – Conference Program
 - Dr Sally Shaw (Conference Chair) – [Conference Abstracts](#)
 - Assoc. Prof. Paul Jonson – [Conference Program](#)
 - Assoc. Prof Matthew Nicholson/ Dr Emma Sherry - [Conference Abstracts](#)
 - Prof John Davies
 - Dr Popi Sotiriadou
 - Cameron Yorke
 - Cindy Wiersma
 - Dr Frank Pyke
 - John Dodd
 - Dr Linda Van Leeuwen
 - Dr John Guthrie
 - Assoc. Prof. Geoff Dickson
 - Assoc. Prof. Clare Hanlon
 - Lisa Hayes/Lyn Gunson
 - Dr Shayne Quick
 - Prof. Laurence Chalip
 - Dr Robin McConnell
 - Terry Woods
 - Prof. David Shilbury.