

## SMAANZ 2009 PROGRAM

REGISTRATION DAY: Thursday 26 November 2009	
	Social activities
3.00pm	Registration, Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM) Level 3
4pm - 6pm	Student Welcome and Development Session Theatre 2, Level 3, Building 5 Room 3.35
6.00pm	Welcome Function " <i>Sand and Surf</i> ", University Club, Building 6

<b>DAY ONE: Friday 27 November 2009</b>				
7.30am	Registration, Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM) Level 3			
8.00am	<b>WELCOME AND OPENING</b> Deputy Vice Chancellor and Provost Prof Garry Marchant at Lecture Theatre 2, Building 6, Room 3.27			
	<b>KEYNOTE ADDRESS 1</b> Wayne "Rabbit" Bartholomew			
<b>SESSION ONE</b>				
<b>THEME:</b>	<b>Sport Development</b>	<b>Strategic Planning</b>	<b>Coaching</b>	<b>Economics/Finance</b>
<b>VENUE:</b>	<b>Room 3.04</b>	<b>Room 3.23</b>	<b>Room 3.35</b>	<b>Room 3.25</b>
<b>CHAIR:</b>	<b>Bob Stewart</b>	<b>David Arthur</b>	<b>Danny O'Brien</b>	<b>Chris Gratton</b>
9.20am	<i>In Search of the Next Champion: Talent Identification and Talent Development Programs in Swedish Sports</i>  <b>Per Göran Fahlström, Mats Glemne, Carl-Axel Hageskog and Susanne Linnér</b>	<i>How do Tier 2 Sports Compete? Finding a Competitive Advantage for Baseball in Victoria</i>  <b>Pamm Kellett and Michael Sparks</b>	<i>Organisational and Occupational Commitment as Predictors of Coaches' Burnout</i>  <b>Catherine Stipis and Terry Engelberg-Moston</b>	<i>Scarcity of Resources in Non Profit Sport Clubs</i>  <b>Christoph Breuer and Pamela Wicker</b>
9.50am	<i>Applying theoretical public health frameworks to sport and recreation programming and planning</i>  <b>Jenny Ross</b>	<i>Examining Strategic Sport Marketing Practices in a Multi-Country Context</i>  <b>Ron Garland, Roger Brooksbank and Wayne Werder</b>	<i>Who Dominates Sports Performances? The Player or the Coach? : A HLM Analysis of Scores of Archers in Taiwan</i>  <b>Kai-Li Wang and Yun-Ci Ye</b>	<i>Philanthropy in Sport – The Funding Option Sleeper</i>  <b>Frank Opray</b>
10.20am	Morning Tea Break Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM) Level 3			

DAY ONE: Friday 27 November 2009				
SESSION TWO				
THEME:	Club Management	Community Sports and Facilities	Sports Safety and Policy	Anti Doping Symposium
VENUE:	Room 3.04	Room 3.23	Room 3.35	Room 3.25
CHAIR:	George Costa	Lesley Ferkins	Paul Jonson	Danya Hodgetts
10.40am	<i>Local Sporting Clubs in Australia: An Examination of Organisational Structures and Organisational Efficiency</i> <b>Rachel Geddes and Emma Sherry</b>	<i>Sustainability of Sports Clubs: Are School – Sport Partnerships the Answer?</i> <b>Cindy Wiersma</b>	<i>Management of Safety and Injury Prevention in Sport: Evaluating SMARTPLAY</i> <b>Pamm Kellett, Fiona McCarroll, Paul Turner and Sheila Nguyen</b>	<i>Public Perceptions of Anti-Doping</i> <b>Stephen Moston, Terry Engelberg-Moston and James Skinner</b>
11.10am	<i>Willingness-to-pay in non profit Sport Clubs</i> <b>Pamela Wicker</b>	<i>Proximity Effect of New Facilities in Motivating Sports Consumption: A Government Policy Evaluation</i> <b>Allen Goh</b>	<i>Constructing Effective Waivers in the Australian Health and Fitness Industry</i> <b>Betul Sekendiz and Shayne Quick</b>	<i>Player and Athlete Attitudes to Drug Use</i> <b>Bob Stewart and Aaron Smith</b>
11.40am	<i>Achieving Sustainability of Sport Clubs with the Shift of Organisational Identity</i> <b>Mojca Prevodnik and Roberto Biloslavo</b>	<i>Physical Activity Related Professional Development in Schools: The Significance of Organisational Culture</i> <b>Jude Till, Lesley Ferkins and Phil Handcock</b>	<i>Effectiveness of National Elite Sport Policies: A multidimensional approach applied to the case of Flanders</i> <b>Veerle De Bosscher, David Shilbury, Jasper Truyens and Paul De Knop</b>	<i>Perceptions of Athletes and Non-Athletes who Use Banned Substances</i> <b>Terry Engelberg-Moston, Stephen Moston, Nicole Durrant, Nelleke Godeschalk, Samantha Haigh and Jeremy Tang</b>
12.10pm	<b>KEYNOTE ADDRESS 2 Matt Miller – CEO of the Australian Sports Commission</b> The Gregor Heiner Theatre, Room 3.27			
1:00pm	Lunch Break Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM), Level 3			

DAY ONE: Friday 27 November 2009				
SESSION THREE				
THEME:	Broadcasting	Athlete Behaviour	Economics and Finance	Workshop on Sport and Social Capital
VENUE:	Room 3.04	Room 4.33	Room 3.35	Room 3.25
CHAIR:	Allan Edwards	Caroline Ringuet	Graham Cuskelly	Veerle De Bosscher
2.00pm	<i>The Digital Television Revolution and its Consequences on Competition: The Introduction of One</i> <b>Zoe Hodgson and Emma Sherry</b>	<i>Codes of Ethics – Instruments of Change or Merely Window Dressing</i> <b>Terry Woods</b>	<i>Conceptualising an Assistance Program to Sustain Queensland's National League Teams</i> <b>Jeff Greenhill, Sue Hooper, Chris Auld and Graham Cuskelly</b>	<i>Sport and Social Capital: New Evidence</i> <b>Russell Hoye, Matthew Nicholson and Kevin Brown</b>
2.30pm	<i>Managing Media Engagement: An Australian Sport Organisation Case Analysis</i> <b>Paul Turner and Sheila Nguyen</b>	<i>Developing a Performance Management Process for Australian Football League Players</i> <b>Val Morrison and Dave Arthur</b>	<i>Limited Free Agency in the Australian Football League: What Impact on Competitive Balance?</i> <b>Ross Booth</b>	
3.00pm	<i>"Us versus them": An Analysis of the Characterisations of American and International Basketball Players during the 2008 National Basketball Association (NBA) Finals Series</i> <b>Olan Scott, Dwight Zakus and Brad Hill</b>	<i>Managing Mayhem – Psychological Considerations in Curbing Poor Behaviour in Sporting Teams and Squads</i> <b>Clive Jones</b>	<i>Public Subsidisation: Economic Benefit Implications of an Annual All-Star Game on a Host Community</i> <b>Christopher Keshock and Steven F. Pugh</b>	
3.30pm	Afternoon Tea Break	Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM), Level 3		

DAY ONE: Friday 27 November 2009			
SESSION FOUR			
THEME:	Volunteer Management	Community Sport	Gender
VENUE:	Room 3.04	Room 3.35	Room 3.25
CHAIR:	Terry Engelberg-Moston	David Shilbury	John Davies
4.00pm	<i>Volunteer Involvement in Sport Clubs: Is it Sustainable?</i>  <b><u>Caroline Ringuet</u>, Graham Cuskelly, Dwight Zakus and Christopher Auld</b>	<i>'Bleeding Green and Gold': The Search for Organisational Identity within the Football Club Paradigm</i>  <b>Susannah Ritchie</b>	<i>Exploring Working Female's Recreation Pursuits and Perceptions</i>  <b><u>Verena Nolan</u> and J. Surujlal</b>
4.30pm	<i>Sports Event Volunteers and their Impact on the Social Capital of Taupo, New Zealand</i>  <b><u>Ann Tidey</u>, Lesley Ferkins and Geoff Dickson</b>	<i>Critical Elements of Organisational Capacity in Community Sport</i>  <b><u>Alison Doherty</u>, Katie Misener and Graham Cuskelly</b>	<i>Muslim Women and Social Capital in Community Sport Organisations</i>  <b>Hazel Maxwell</b>
5.00pm	<b>SMAANZ Annual General Meeting</b> at The Gregor Heiner Theatre, Level 3, Room 3.27		

## DAY TWO: Saturday 28 November 2009

### SESSION FIVE

THEME:	Social Capital, Media and Sponsorship	Education	Sports Culture and Fan Management	Sport Systems 1
VENUE:	Room 3.04	Room 3.23	Room 3.35	Room 3.25
CHAIR:	Terry Woods	Michael Sparks	Daniel Lock	Cindy Wiersma
8.30am	<i>Impacts of Social Media Sharing Sites on Brand Involvement in Sport Sponsorship</i> <b>Christoph Hechelmann</b>	<i>Engaging and Reflecting – A Pilot Exercise in Community Service Learning</i> <b>Paul Jonson</b>	<i>The Instrumentality, Aesthetics and Symbolism of Artefacts in a Sport Organisation</i> <b>Cathy Mills and Larena Hoeber</b>	<i>A Satellite Account for Sport: The European Project</i> <b>Chris Gratton</b>
9.00am	<i>Social Media and Sport Marketing</i> <b>Allan Edwards and David Hassan</b>	<i>Learning to be Green: Teaching and Learning for a New Undergraduate Subject – Sport, Recreation and Sustainability</i> <b>Greg Dingle</b>	<i>Fanship: A Measure of Hedonic Intensity and its Affect on Consumer Motivations and Behaviour</i> <b>Robin Pentecost and Mark Spence</b>	<i>Good Sport Environments. Empowerment, Participation and Sports Performance in Golf, Athletics and Ice Hockey</i> <b>Per Göran Fahlström, Mats Glemne, Susanne Linnér and Stefan Lund</b>
9.30am	<i>Sports, Tourism and Social Media – The Cycling Scenario</i> <b>Dennis Puniard</b>	<i>Sustaining Australian University Sport</i> <b>Dave Arthur and Don Knapp</b>	<i>The Allure of an 'Overseas Sweetheart': The Existence of a Liverpool F.C. Brand Community</i> <b>Anthony Kerr</b>	<i>An Analysis of Experiential Aspects on Motorsport Event Participation</i> <b>Hyun-Woo Lee, Kwang Min Cho and Kwang Yong Lee</b>
10.00am	<i>Sport, Divided Societies and Social Capital in Ireland</i> <b>David Hassan and Allan Edwards</b>	<i>What Type of Sport Managers Does the Industry Want? An Occupational Audit of Australian Sport Management Positions</i> <b>Paul Emery, Ruth Crabtree and David Lamb</b>		<i>Cultural Learning through International Study Trips: The Benefits and Detriments of a Group Sport Tourism Experience</i> <b>Sheranne Fairley and David Tyler</b>
10.30am	Morning Tea Break	Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM) , Level 3		

**DAY TWO: Saturday 28 November 2009**

**SESSION SIX**

THEME:	Sport Spectatorship	Event Management and Crowd Behaviour	Corporate Social Responsibility	Sport Systems 2
VENUE:	Room 3.04	Room 3.23	Room 3.35	Room 3.25
CHAIR:	Tracy Taylor	Sheranne Fairley	Emma Sherry	Ross Booth
11.00am	<i>The Development of New Team Identification</i>  <b>Daniel Lock, Tracy Taylor and Simon Darcy</b>	<i>Analysis of Policy Mechanisms to Control Anti-Social Behaviour at Elite Australian Sporting Events</i>  <b>Kiera Staley and Paul Emery</b>	<i>The Influence of Functional Experience on Perceptions about CSR: A Comparison between Function Departments at ADIDAS AG</i>  <b>Jonathan Robertson and Hans Westerbeek</b>	<i>Framing the Championship: An Analysis of the use of Polysemic Structures During the 2008 National Basketball Association (NBA) Finals Series</i>  <b>Olan Scott, Brad Hill and Dwight Zakus</b>
11.30am		<i>Mega-Event Coordination Issues and Strategies: The Case of the 2010 Winter Olympics Games Federal Government</i>  <b>Becca Leopkey, Milena M. Parent and Benoit Séguin</b>	<i>Exploring the Social Expectations of Sport as Perceived by its Stakeholders: A Case Study of Cricket Australia</i>  <b>William Stratmann, Sheila Nguyen and Paul Turner</b>	<i>Comparing USA Elite and Mass Olympic Sport Provision against Global Model</i>  <b>Peter Smolianov and Dwight Zakus</b>
12.00pm	<i>Various Spectator Groups of Professional Baseball in Taiwan</i>  <b>Wuanjen Wu</b>	<i>Natural Justice in the Horse Racing Industry</i>  <b>Stephen Ferguson and Terry Woods</b>	<i>Training Needs for Sport Managers towards Sustainable Development in Governing Malaysian Sport: A Reflection</i>  <b>Wirdati M. Radzi</b>	<i>Determinants of Innovation in Community Sport Organisations</i>  <b>Alison Doherty, Larena Hoeber, Orland Hoeber and Richard Wolfe</b>
12.30pm	<b>Early Career Researcher's (ECR) Luncheon</b> at Level 2, Room 2.69 Meeting Room			
12.30pm	Lunch Break Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM), Level 3			

**DAY TWO: Saturday 28 November 2009**

**SESSION SEVEN**

THEME:	Brand Development	Sport Tourism	Event Legacy	Governance
VENUE:	Room 3.04	Room 3.23	Room 3.35	Room 3.25
CHAIR:	Pamm Kellett	Ron Garland	Ann Tidey	Alison Doherty
1.30pm	<i>Understanding Experiences of Fantasy Sport Participation</i> <b>Adam Karg and Heath McDonald</b>	<i>Sustainable Surf Tourism: A Community-centred Approach in Papua New Guinea</i> <b>Danny O'Brien</b>	<i>Benefits of Hosting Major Sports Events: The Legacy of Beijing 2008</i> <b>Chris Gratton</b>	<i>Technology in Sport – Evolution or Revolution: A Matter for Governance</i> <b>John Davies</b>
2.00pm	<i>Consumer Based League Brand Associations and the Psychological Connection of Fans Towards their Favourite Football League</i> <b>Thilo Kunkel, Daniel Funk and Brad Hill</b>	<i>The Spoils of Sport Tourism: National Sport Organisations, Sport Tour Operators and Governments</i> <b>Millicent Kennelly, Kristine Toohey and Dwight Zakus</b>	<i>Event Legacies: An Empirical Testing of the Legacy Concept</i> <b>Alana Thomson, Katie Schlenker and Nico Schlenkorf</b>	<i>The Formation, Processes and Impact of Interorganisational Cliques: A Study of New Zealand Provincial Rugby</i> <b>Trevor Meiklejohn and Geoff Dickson</b>
2.30pm	<i>An Analysis of the Relationship Between Brand Image and Loyalty in Australian Elite Sport: A Conceptual Framework</i> <b>Sarah Broadbent</b>	<i>Exploring Destination Image, Experience and Revisit Intention: A Comparison of Sport and Non-Sport Tourists</i> <b>Nan Chen and Daniel Funk</b>	<i>Event Sequencing: Lessons from Macau</i> <b>Sushil Karamchandani, Ken Butcher and Danny O'Brien</b>	<i>Organisational Change to Develop Commercial Opportunities. A Case Study of the EHF Handball Champions League</i> <b>Nicole Gruber</b>
3.00pm	<i>Using Information and Research to Optimise an Integrated Marketing Communications Plan</i> <b>Michael Sparks</b>	<i>Tourist Roles and Needs</i> <b>George Costa</b>	<i>The Ability of Major Sports Events to Benefit Local Sporting Clubs: Are They Really Good for the Game?</i> <b>Katharine Hoskyn, Geoff Dickson and Lesley Ferkins</b>	<i>The Politics of Sports in Malaysia: A Necessary Evil?</i> <b>Megat Ahmad Kamaluddin Megat Daud</b>
3.30pm	<b>Sport Management Review (SMR) Editorial Review Board Meeting</b> at Level 2, Room 2.69 Meeting Room			
3.30pm	Afternoon Tea Break Gregor Heiner Theatre Foyer, Health Sciences & Medicine Building 5 (HSM), Level 3			



**DAY TWO: Saturday 28 November 2009**

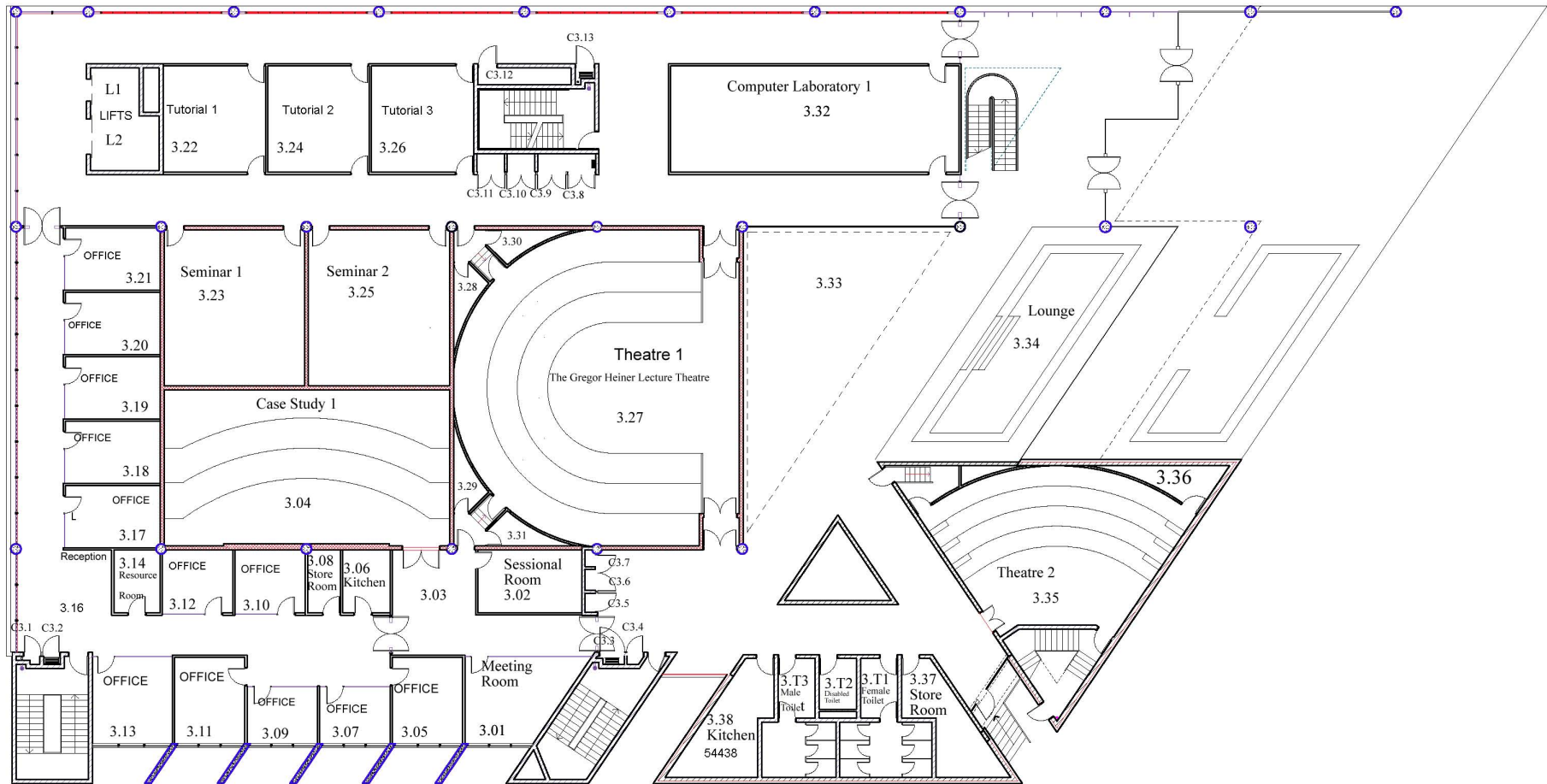
**SESSION EIGHT**

THEME:	Media and Club Management	Governance	Open 1	Event Management
VENUE:	Room 3.04	Room 3.23	Room 3.35	Room 3.25
CHAIR:	Paul Turner	Dwight Zakus	Shayne Quick	Paul Emery
4.00pm	<i>Tale of Two Events? Media Influence and Community Perception of the Melbourne 2008 Homeless World Cup</i> <b>Emma Sherry</b> and Angela Osbourne	<i>A Question of Readiness</i> <b>Leigh Robinson</b> and Brian Minikin	<i>Volunteer Motivations at Mega Sporting Events: The case of the Sydney World Masters Games, 2009</i> <b>Tracey J. Dickson</b> , Deborah Edwards and Simon Darcy	<i>Participant Sport Events and the Formation of Place Attachment to the Host Destination</i> <b>Anne Eastgate</b> and Daniel Funk
4.30pm	<i>Streamlining Operations and Use of Funding in Sport Clubs</i> <b>Popi Sotiriadou</b> and <b>Glen Tunks</b>	<i>Strategic Management of Sport Clubs: The Three-Tier Organisation Policy Model</i> <b>Roberto Biloslavo</b> and Mojca Prevodnik	<i>Citation Frequency in Sport Management and Marketing Journals: Implications for Journal Quality</i> <b>David Shilbury</b>	<i>Event Management and Sport Separation: Experiencing the Melbourne Olympics in Stockholm and the Beijing Olympics and Paralympics in Hong Kong</i> <b>Donna de Haan</b>
5:00pm	<b>CONFERENCE CLOSING</b> <b>KEYNOTE ADDRESS 3 Queensland Minister for Sport, Hon. Phil Reeves</b> at The Gregor Heiner Theatre, Level 3, Room 3.27			
7.00PM	<b>CONFERENCE DINNER, PRINCETON ROOM, Building 6</b>			

# CONFERENCE VENUE FLOOR PLANS

BLD 5, HEALTH SCIENCES AND MEDICINE,

FO4  
PHONES  
LEVEL 3

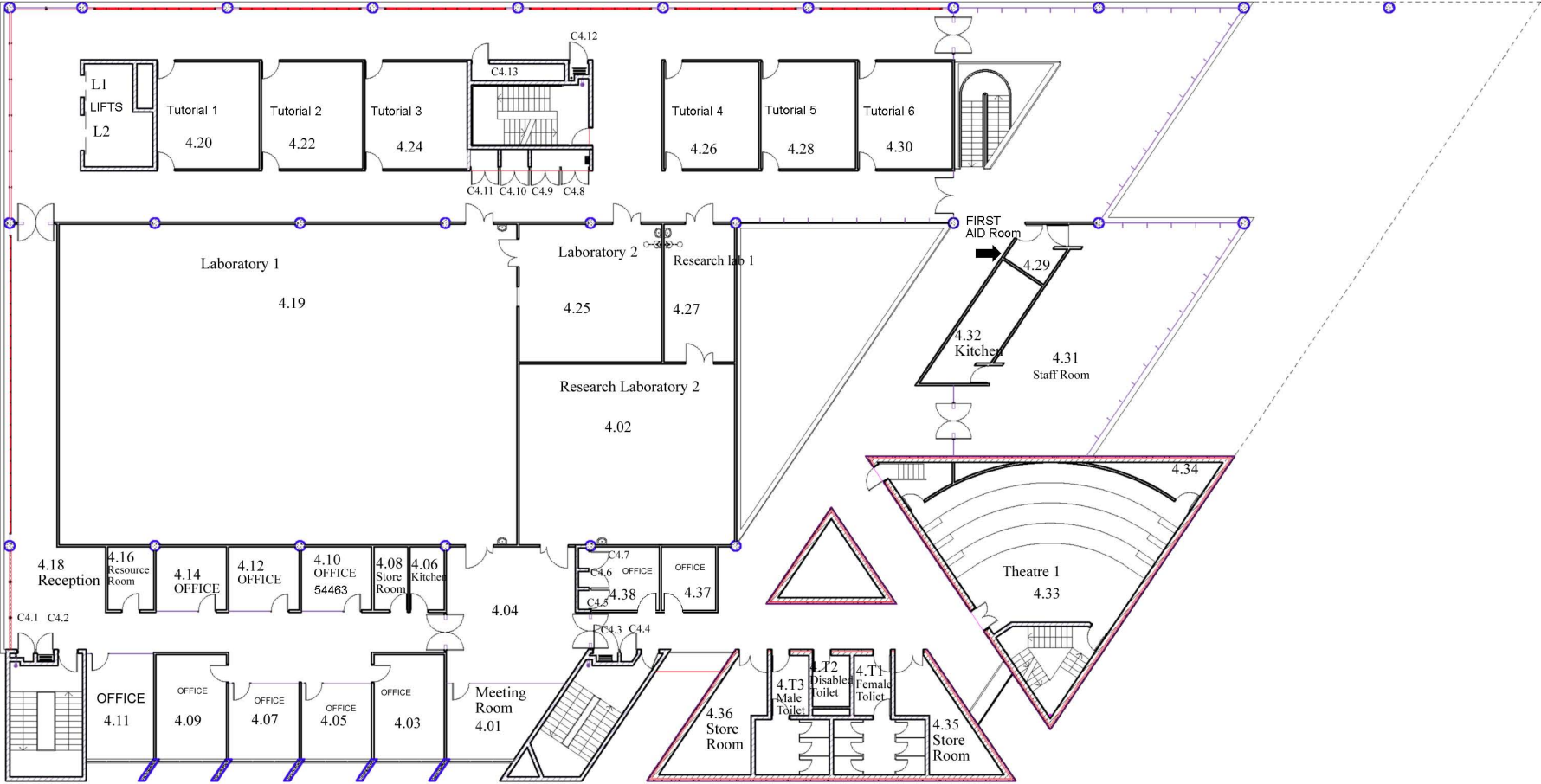


Student Residence



# FO 4 LEVEL 4

PHONES



Student Residence



# CAMPUS MAP



- 1. Arch Building**
  - School of Information Technology
  - Chancellory Offices and Meeting Rooms
  - Loggia and Senate Meeting Room
  - Development Office
- 1a**
  - Faculty of Humanities and Social Sciences
  - Psychology Clinic
  - Bainaves Foundation Multimedia Learning Centre
- 1b**
  - Office of Marketing and Admissions
  - Computer Labs
  - Main Library
  - Service Desk
  - Information Services
- 2. Business, Technology**
  - Administration
  - Macquarie Bank Trading Room
- 3. Mirvac School of Sustainable Development**
- 4. Law**
  - John and Allison Kearney Law Library
  - Administration
  - 4a. Legal Skills Centre**
  - Bond College and Bond University English Language Institute
  - Moot Courts
- 5. Health Sciences & Medicine**
  - Administration
  - Gregor Heiner Lecture Theatre
  - Seminar Rooms
- 6. University Centre**
  - Food Outlets
  - Office of Admissions
  - Student Council Office
  - Bond University Research and Consultancy Services
  - Theatres 2, 3 and 4
  - Seminar Rooms
  - Cerum Theatre
  - Princeton Room
  - The Cecil and Ida Green University Club and Restaurant
- 6a. Audio Visual Equipment Loans Store**
- 7. South Tower Student Accommodation**
- 8. North Tower Student Accommodation**
- 9. Student Centre**
  - Australia Post
  - Cashier and Financial Services
  - Facilities Management
  - Human Resources
  - Operations and Commercial Services
  - Student Services
  - University Bookshop
  - Varsity Printing
  - Fitness, Pool and Volleyball Centres
  - Student Accommodation Reception
- 10. Recreation Centre**
  - Campus Safety and Security
  - Don's Tavern
  - Juicy Bits Espresso Bar
  - Lakeside Grill
  - Student Administration
  - Student Flights
  - Sports Hall
- 11. A Block Student Accommodation**
- 12. B Block Student Accommodation**
- 13. Maintenance Facilities**
- 14. Bond University Centre for Executive Education**
- 15. Student Bungalow Accommodation**
- 16. Sports Clubhouse**
- 17. Somerset Boathouse**