

SMAANZ 2010 – Programme at a Glance

Tuesday 23 November 2010	16.00pm - SMAANZ Board Meeting	Novotel, The Terrace
Wednesday 24 November 2010	07.00am -- Recreational Golf – Tee Off	Paraparaumu Golf Club
	16.00pm --17.30pm --Early Career Academic Workshop – Professor David Shilbury 17.00pm – 20.00pm -- Registration 18.30pm – 20.00pm -- Reception Sponsored by Victoria Management School	Rutherford House Victoria University of Wellington
Thursday 25 November 2010	08.00am -- Registration 08.45am -- Welcome 08.50am --Key Note - Paula Cody, Sport and Recreation New Zealand (Sparc) 09.45am -- Concurrent Sessions 10.15am -- Morning Tea 10.45am -- Concurrent Sessions 12.15pm --Lunch 13.15pm -- Concurrent Sessions 14.45pm --Afternoon Tea 15.15pm --Plenary Session - Barry Maister, Secretary General, New Zealand Olympic Committee 16.00pm -- Concurrent Sessions 17.30 pm -- Reception Sponsored by Victoria Management School	Rutherford House Victoria University of Wellington
	Friday 26 November 2010	08.00am -- Registration 08.45am -- Welcome 08.50am -- Key Note - Professor Chris Gratton, Sheffield Hallam University 09.30am -- Concurrent Sessions 10.30am – Morning Tea 11.00am -- Concurrent Sessions 12.30pm -- Lunch 13.30pm -- Concurrent Sessions 15.00pm --Afternoon Tea 15.30pm --Plenary Session - Derek Fry, Director Rugby World Cup 2011, Wellington City Council 16.00pm -- Concurrent Sessions 17.00pm -- SMAANZ AGM 19.00pm -- Pre-Dinner Drinks followed by The 16th SMAANZ Conference Dinner and Awards

The SMAANZ 2010 conference team is grateful for the support that has been made available by Sport and Recreation New Zealand (SPARC), Victoria University of Wellington and the Victoria Management School.

Programme Schedule

Wednesday Evening - 24 November			
17.30pm	Registration	Rutherford House - RH Foyer	
18.30pm	WELCOME RECEPTION sponsored by Victoria Management School Professor Sally Davenport, HOS, Victoria Management School		
Thursday Morning - 25 November 2010			
08.00am	Registration	Rutherford House - RH Foyer	
08.45am - RH LT2	WELCOME		
08.55am – 09.45am RH LT2	<p>OPENING PLENARY SESSION AND KEY NOTE: SPARC – ITS CHALLENGES, INFLUENCES AND NEEDS</p> <p><i>Paula Cody</i> <i>General Manager, Research, Policy and Evaluation, Sport and Recreation New Zealand, Sparc</i></p>		
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Session T1 – 9.45 - 10.15am			
Theme	Ethics	Olympic Universality	Culture in Sport
Venue	RH GO3	RH LT2	RH LT3
Chair	Brad Hill	David Shilbury	Andrew Martin
09.45 - 10.15am	<p>ATHLETES', COACHES' AND THE GENERAL PUBLIC'S ATTITUDES AND AWARENESS TOWARDS DRUGS IN SPORT</p> <p><i>Terry Engelberg, Stephen Moston, James Skinner</i> <i>Griffith University, James Cook University</i></p>	<p>THE OLYMPIC PRINCIPLE OF UNIVERSALITY AND ITS ROLE IN DEVELOPING SPORT SYSTEMS</p> <p><i>Leigh Robinson, Brian Minikin</i> <i>The University of Stirling</i> <i>Oceania National Olympic Committees</i></p>	<p>ORGANISATIONAL FACTORS IN DEVELOPING THE ALL BLACKS TEAM CULTURE</p> <p><i>Tom Johnson, Andrew J. Martin, Farah R. Palmer,</i> <i>Geoff Watson, Phil Ramsey</i> <i>Eastern Institute of Technology, Napier; Massey University, Palmerston North</i></p>
	p13	p40	p22
10.15AM - 10.45AM	MORNING TEA	RH MEZZANINE FOYER	

Thursday Morning - 25 November				
Session T2 – 10.45 - 12.15pm				
Theme	Governance	Sport and Social Networks	Sustainability and Funding	Sport Futures - Workshop
Venue	RH GO3	RH LT2	RH LT3	RH GO2
Chair	Sarah Leberman	Paul Turner	Sue Walker	Andrew Martin
10.45am	<p>STRATEGIC PREPARATION FOR CEO SUCCESSION IN NATIONAL AND STATE SPORT ORGANISATIONS</p> <p><i>Geoff Schoenberg, David Shilbury</i> Deakin University</p> <p>p43</p>	<p>VIRTUAL MUSCLE: A LONGITUDINAL NARRATIVE ETHNOGRAPHY OF AN ONLINE BODYBUILDING COMMUNITY</p> <p><i>Aaron C.T. Smith, Bob Stewart</i> Royal Melbourne Institute of Technology, Victoria University</p> <p>p51</p>	<p>SPORTS CLUB SUSTAINABILITY: THE ROLE OF REVENUE</p> <p><i>Carolyn Cordery, Rachel Baskerville</i> School of Accounting and Commercial Law, Victoria University, Wellington</p> <p>P8</p>	<p>HOW NEW ZEALAND WINS THE RUGBY WORLD CUP IN 2050</p> <p><i>Ian Yeoman, John Davies</i> Victoria Management School, Victoria University of Wellington, New Zealand</p> <p>P62</p>
11.15am	<p>SEVEN HABITS OF HIGHLY EFFECTIVE NATIONAL SPORT ORGANISATIONS</p> <p><i>Adam Karg, Paul Turner, David Shilbury,</i> Deakin University</p> <p>p24</p>	<p>RELATIONSHIP BETWEEN ONLINE COMMUNITIES AND SPORT</p> <p><i>Patrick Davis, Heath McDonald</i> School of Management & Marketing, Deakin University</p> <p>p9</p>	<p>FILLING IN THE GAPS BETWEEN TICKED BOXES: QUALITATIVE REPORTING PROCESSES FOR REGIONAL SPORT ORGANISATIONS IN NEW ZEALAND</p> <p><i>Sally Shaw</i> School of Physical Education, University of Otago</p> <p>p46</p>	
11.45am	<p>DIVERSITY IN SPORT GOVERNANCE/LEADERSHIP ROLES IN NATIONAL SPORT ORGANISATIONS</p> <p><i>Ryan Holland, Sarah Leberman, Farah Palmer, Robyn Walker</i> Department of Management, Massey University</p> <p>p21</p>	<p>ACTIVATING SOCIAL NETWORKS TO BOLSTER FUNDRAISING FOR CHARITY SPORT EVENTS</p> <p><i>Kevin Filo</i> Griffith University</p> <p>p14</p>	<p>ANALYSIS OF ORGANIZATIONAL PROBLEMS FROM A RESOURCE PERSPECTIVE: EVIDENCE FROM NON-PROFIT SPORTS CLUBS IN GERMANY</p> <p><i>Pamela Wicker, Christoph Breuer</i> German Sport University Cologne, Germany</p> <p>p56</p>	
12.15 - 13.15PM	LUNCH	RH MEZZANINE FOYER		

Thursday Afternoon - 25 November			
Session T3 – 13.15 - 14.45pm			
Theme	Participation	Professional & Organisational Development	Governance - Workshop
Venue	RH GO3	RH LT2	RH LT3
Chair	Dan Funk	Ron Garland	Sue Walker
13.15pm	<p>DELIVERING SPORT DEVELOPMENT PROGRAMS IN CORRECTIONAL FACILITIES: SOCCER IN THE PORT PHILLIP PRISON</p> <p><i>Emma Sherry La Trobe University</i></p> <p>p47</p>	<p>A PARTNERSHIP APPROACH TO PROFESSIONAL DEVELOPMENT: ACADEMIA JOINS FORCES WITH RUGBY</p> <p><i>Glyndwr Jones, Janet Davey and Lynnelle Jellyman Waikato Management School, University of Waikato</i></p> <p>p23</p>	<p>ALIGNING RESEARCH AND PRACTICE IN SPORT GOVERNANCE: AN INTERACTIVE WORKSHOP</p> <p><i>Lesley Ferkins, David Shilbury, Russell Hove Maria Clarke, John Page</i></p> <p><i>Deakin University, Australia; La Trobe University, Australia Maria Clarke Lawyers, New Zealand SPARC, New Zealand</i></p> <p>p58</p>
13.45pm	<p>ORGANISATIONAL INTERVENTION IN COMMUNITY TRIATHLON PARTICIPATION</p> <p><i>Andrew J. Martin, Petr Pancoska Massey University, Palmerston North, University of Pittsburgh</i></p> <p>p32</p>	<p>HOW SPARC IS IMPROVING THE CAPABILITY OF SPORT VIA THE ORGANISATIONAL DEVELOPMENT TOOL</p> <p><i>Sarah Beaman, Trish Bradbury, Guy Honnor Strategic Reality, Auckland, Massey University, Auckland, Sport Taranaki, New Plymouth</i></p> <p>p2</p>	
14.15pm	<p>FACTORS INFLUENCING PARTICIPATION IN DIFFERENT SPORTS: EMPIRICAL FINDINGS FROM GERMANY</p> <p><i>Kirstin Hallmann German Sport University Cologne, Institute of Sport Economics and Sport Management</i></p> <p>p17</p>	<p>DEVELOPMENT OF A TOOL FOR THE MEASUREMENT OF COMPETENCIES IN SPORTS PHYSIOTHERAPISTS WITHIN AN ELITE PERFORMANCE ENVIRONMENT</p> <p><i>Dean. B. Kenneally Aspetar, Qatar Sports and Orthopaedic Hospital, Doha, Qatar</i></p> <p>p25</p>	
14.45PM - 15.15PM	AFTERNOON TEA	RH MEZZANINE FOYER	

Thursday Afternoon - 25 November 2010			
15.15pm - 16.00pm RH LT2	PLENARY SESSION - BARRY MAISTER – A CONVERSATION WITH DAI GILBERTSON <i>Barry Maister, Dai Gilbertson</i> <i>Secretary General, New Zealand Olympic Committee --- Victoria Management School</i>		
p66			
Session T4 – 16.00 - 17.30pm			
Theme	The Sport Management Profession	Events and Legacy 1	Sport Spectators & Fans
Venue	RH GO3	RH LT2	RH LT3
Chair	Sarah Leberman	Geoff Dickson	Dwight Zakus
16.00pm	ANALYSES OF TRENDS AND CURRENT RESEARCH ON SPORT MANAGEMENT IN NORTH AMERICA <i>Li Chen</i> <i>Delaware State University</i>	SPORT, RECREATION AND EVENT MANAGEMENT STUDENT PRACTICUMS: A COMPARISON OF STUDENT AND HOST AGENCY PERSPECTIVES <i>Ruth Sibson, David Russell</i> <i>Edith Cowan University, Perth</i>	A LOOK AT SPORT SPECTATORS: SEGMENTATION BY INVOLVEMENT <i>Jason P. Doyle, Daniel C. Funk</i> <i>Griffith University</i>
	p5	p50	p11
16.30pm	EXPLORING THE PRACTICE OF SPORT SCIENCE AT NATIONAL SPORT INSTITUTES. <i>Tom Patrick</i> <i>Auckland University of Technology</i>	THE IMPACT OF MEGA-SPORTS EVENTS ON INBOUND TOURISM IN NEW ZEALAND <i>Tatsuru Nishio</i> <i>Waikato Management School, University of Waikato</i>	BLATCHY'S BLUES: THE POINTS OF ATTACHMENT OF REPRESENTATIVE-LEVEL SPORT FANS <i>Daniel Lock, Stephen Frawley, Hunter Fajak,</i> <i>University of Technology, Sydney</i>
	p38	p35	p29
17.00pm	A REVIEW OF THE SPORT MANAGEMENT PROFESSION IN NEW ZEALAND: EMPLOYERS NEEDS <i>David Lamb, Paul Emery, Ruth Crabtree</i> <i>Edith Cowan University, La Trobe University,</i> <i>Northumbria University</i>	SPORT DEVELOPMENT LEGACIES FROM MAJOR EVENTS: LEGACY BY OSMOSIS? <i>Danya Hodgetts, Mitchell Duncan, Kerry Mummery</i> <i>Institute for H&SS Research, CQ University Faculty of Physical Education and Recreation, University of Alberta</i>	FAN IDENTITY AND IDENTIFICATION DRIVERS IN NEW ZEALAND FOOTBALL <i>Markus Rühl, John Davies</i> <i>Victoria Management School, Victoria University of Wellington</i>
	p28	p20	p42
17.30pm - 18.30pm	RECEPTION sponsored by Victoria Management School	RH MEZZANINE FOYER	

Friday Morning - 26 November 2010			
08.00am	Registration	RH Foyer	
08.45am	WELCOME AND HOUSE-KEEPING		
08.50am – 09.30am RH LT2	<p>PLENARY SESSION AND KEY NOTE: THE ECONOMICS OF LISTED SPORTS EVENTS IN A DIGITAL ERA OF BROADCASTING: A CASE STUDY OF THE UK <i>Chris Gratton</i> <i>Sport Industry Research Centre, Sheffield Hallam University, UK</i></p>		
	P65		
Session F1 – 09.30 -10.30am			
Theme	Competitive Balance	Events and Legacy 2	Fans
Venue	RH MZ05	RH LT2	RH LT3
Chair	Ross Booth	Geoff Dickson	Markus Rühl,
9.30am	<p>A STUDY ON THE EFFECT OF COMPETITIVE BALANCE ON THE NUMBER OF TAIWAN PROFESSIONAL BASEBALL GAME SPECTATORS</p> <p><i>Kai-Li Wang, Chi-Pu Chiang,</i> <i>Department of Leisure Management,</i> <i>Yu Da University</i></p> <p>p55</p>	<p>THE IMPACT OF SPORT EVENT AND DESTINATION IMAGE AND ITS FIT ON FUTURE VISITS AT TRIATHLON EVENTS</p> <p><i>Kirstin Hallmann, Christoph Breuer</i> <i>German Sport University Cologne,</i> <i>Institute of Sport Economics and Sport Management</i></p> <p>p18</p>	<p>CONCEPTUALISING NEW TEAM IDENTIFICATION</p> <p><i>Daniel Lock, Tracy Taylor,</i> <i>Simon Darcy</i> <i>School of Leisure, Sport and Tourism, University of Technology, Sydney</i></p> <p>p30</p>
10.00am	<p>COMPETITIVE BALANCE IN THE VICTORIAN AMATEUR FOOTBALL ASSOCIATION</p> <p><i>Ross Booth, Andrew Beecroft,</i> <i>Nicholas Brown, Andrew Henshaw</i> <i>Monash University</i></p> <p>p3</p>	<p>SPORT OUTCOMES OF THE SYDNEY WORLD MASTERS GAMES: A PARTICIPANT STUDY</p> <p><i>Alana Thomson</i> <i>University of Technology, Sydney</i></p> <p>p3</p>	<p>SPORT NOSTALGIA: AN EXAMINATION OF FAMILIARITY AND INTENDED BEHAVIOR</p> <p><i>Katherine C. Meyer, Brian A. Turner</i> <i>Unitec New Zealand, The Ohio State University</i></p> <p>p31</p>
10.30AM - 11.30AM	MORNING TEA	RH MEZZANINE FOYER	

Friday Morning - 26 November 2010

Session F2 – 11.00 - 12.30pm

Theme	Sport Sponsorship and Marketing	Events and Legacy 3	Community Based Sport	Sport and Social Connectedness - Symposium
Venue	RH GO3	RH LT2	RH LT3	RH MZ05
Chair	Robin Pentecost	Christine Green	Sarah Leberman	Matthew Nicholson
11.00am	<p>BUILDING SPONSOR LOYALTY: ADIDAS' USE OF THE ALL BLACK'S HAKA IN ITS THEME-BASED ADVERTISING</p> <p><i>Ron Garland, Roger Brooksbank Jens Roth University of Waikato</i></p> <p>p16</p>	<p>EMPIRICAL INVESTIGATION OF SPORT EVENT LEGACY IN AUSTRALIAN AND CANADIAN CONTEXTS</p> <p><i>Alana Thomson, Becca Leopkey, Katie Schlenker, Nico Schlenker University of Technology, Sydney, University of Ottawa, Auckland University of Technology</i></p> <p>p52</p>	<p>WOMEN AND CYCLING: OUTCOMES OF A CYCLING EDUCATION PROGRAM (AUSTCYCLE)</p> <p><i>Katherine Rowe, David Shilbury, Erica Hinckson, Lesley Ferkins Deakin University, Auckland University of Technology</i></p> <p>p41</p>	<p>SPORT AND SOCIAL CONNECTEDNESS: FINDINGS FROM POPULATION, ORGANISATION AND INDIVIDUAL LEVEL STUDIES</p> <p><i>Matthew Nicholson, Russell Hoye Centre for Sport and Social Impact, La Trobe University</i></p> <p>p60</p>
11.30am	<p>EXPLAINING THE UNDER-UTILISATION OF EVENT-SPECIFIC AMBUSH MARKETING LEGISLATION</p> <p><i>Geoff Dickson, Sean Phelps, Heleen Moes, AUT University, HAN University of Applied Sciences</i></p> <p>p10</p>	<p>WILLINGNESS-TO-PAY FOR WINNING THE 2010 SOCCER WORLD CUP – A CONTINGENT VALUATION APPROACH IN GERMANY</p> <p><i>Pamela Wicker, Tassilo von Hanau German Sport University Cologne, Germany</i></p> <p>p57</p>	<p>EXPLORING OPPORTUNITIES AND OVERCOMING CHALLENGES TO COUNCIL SCHOOL PARTNERSHIPS: INTRODUCING GOOD PRACTICE</p> <p><i>Grant McLean, Sarah Dunning Sport and Recreation New Zealand (SPARC)</i></p> <p>p33</p>	
12.00pm	<p>BRAND LOVE AND LOYALTY IN AUSTRALIAN ELITE SPORT</p> <p><i>Sarah Broadbent, Lesley Ferkins, Kerrie Bridson, Ruth Rentschler Deakin University</i></p> <p>p4</p>	<p>CRISIS LEADERSHIP AT MAJOR SPORTING EVENTS: AN EXPLORATORY STUDY ON ORGANISATIONAL LEARNING</p> <p><i>Shane Fudge University of Canberra</i></p> <p>p15</p>	<p>THE BUSINESS OF BEING A GOOD SPORT: COMMUNITY SPORTS ORGANISATIONS, SPONSORSHIP AND CORPORATE SOCIAL RESPONSIBILITY</p> <p><i>Karen Palmer, Pascale Quester, Carolyn Plewa The University of Adelaide</i></p> <p>p37</p>	
12.30PM - 13.30PM	LUNCH	RH MEZZANINE FOYER		

Friday Afternoon - 26 November 2010				
Session F3 – 13.30 - 15.00pm				
Theme	Sport Sponsorship and Marketing 2	Sport and Sport Media	Sport Management - Education	Sport – Participation Workshop
Venue	RH GO3	RH LT2	RH LT3	RH MZ05
Chair	Ron Garland	Paul Turner	Ruth Sibson	Sue Walker
13.30pm	<p>EXPLORING THE RELATIONSHIP BETWEEN LEAGUE BRAND ASSOCIATIONS AND TEAM BRAND ASSOCIATIONS FROM A CONSUMER PERSPECTIVE</p> <p><i>Thilo Kunkel, Daniel C. Funk, Brad Hill Griffith University</i></p> <p>p26</p>	<p>SPORT MEDIA RELATIONS PRACTITIONERS AND NEW MEDIA OUTLETS</p> <p><i>Galen Clavio, Andrea Eagleman Indiana University, IUPUI USA</i></p> <p>p6</p>	<p>IMPACT OF COACH EDUCATION ON RELATIVE AGE EFFECT IN SELECTION OF TALENTED FOOTBALL PLAYERS.</p> <p><i>Brad Hill, James Skinner Griffith University</i></p> <p>p19</p>	<p>INCREASING THE NUMBER OF SPORT AND RECREATION CUSTOMERS - WHAT WE KNOW, DON'T KNOW AND WHERE TO FROM HERE?</p> <p><i>Sue Walker, Maera Hohepa Sport and Recreation New Zealand (SPARC)</i></p>
14.00pm	<p>EXPLORING THE SPORT SPONSOR-SPONSEE RELATIONSHIP</p> <p><i>Ashlee Morgan School of Leisure, Sport and Tourism, University of Technology, Sydney</i></p> <p>p34</p>	<p>SPORT MOBILE TV: MOTIVATIONAL DEMAND FACTORS</p> <p><i>Reinhard Kunz, Herbert Woratschek Department of Services Management, University of Bayreuth, Germany</i></p> <p>p27</p>	<p>FACILITATING LEARNING TRANSFER IN STUDENT PLACEMENT PROGRAMS</p> <p><i>Gavin Colville, Anne Eastgate University of South Australia</i></p> <p>p7</p>	
14.30pm	<p>APPLYING COMMITMENT-TRUST THEORY TO SPORTS MARKETING</p> <p><i>Robin D. Pentecost, Jason Doyle, Mark T. Spence. Griffith University, Griffith University, Bond University</i></p> <p>p39</p>	<p>TREADING THE POLITICAL MEDIA WATERS: U.S. AND CHINESE COVERAGE OF THE 2008 OLYMPIC GAMES</p> <p><i>Andrea N. Eagleman, Galen Clavio, Dae Hee Kwak IUPUI, Indiana University, University of Michigan</i></p> <p>p12</p>	<p>THE CURRENT GENERATION OF EVENT, SPORT AND RECREATION MANAGEMENT UNDERGRADUATE STUDENTS: PERCEPTIONS OF M'Y' CAREER</p> <p><i>Ruth Sibson Edith Cowan University, Perth</i></p> <p>p49</p>	
15.00PM - 15.30PM	AFTERNOON TEA	RH MEZZANINE FOYER		

Friday Afternoon - 26 November 2010			
15.30 – 16.00pm RH LT2	PLENARY SESSION: RUGBY WORLD CUP 2011 – BUILDING A LEGACY <i>Derek Fry</i> <i>Director Rugby World Cup 2011, Wellington City Council</i>		
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Session F4 – 16.00-17.00am			
Theme	Sport Entrepreneurship and Tourism	Participation	Alternative Perspectives
Venue	RH MZ05	RH LT2	RH LT3
Chair	John Novak	Sarah Leberman	Graham Cuskelly
16.00pm	PLAYER AND PERFORMANCE MANAGEMENT – SPORT ENTREPRENEURSHIP: ENDEAVOURING TO BETTER EQUIP THE SPORT MANAGER WITH THE TOOLS TO OPTIMISE THE ‘HUMAN ASSET’. <i>John Novak, Theresa Novak</i> <i>ICMS, Sydney</i>	A PLANNED INTERVENTION TO INCREASE PARTICIPATION IN SPORT AT A COMMUNITY LEVEL: NEW ZEALAND CRICKET’S MILO INITIATIVES <i>Alec Astle</i> <i>Massey University and Sparc</i>	REGULATION IN A CHANGING BROADCASTING ENVIRONMENT: PERSPECTIVES OF PROFESSIONAL SPORT IN AUSTRALIA <i>Paul Turner</i> <i>Deakin University</i>
	p36	p1	p54
16.30pm	EXPLORING THE INFLUENCE OF DESTINATION IMAGE ON BEHAVIOURAL INTENTIONS AMONG SPORT EVENT TOURISTS: A JAPANESE CASE STUDY <i>Erika Shibata, Munehiko Harada</i> <i>Graduate School of Sport Sciences, Waseda University, Waseda University</i>	SPORT-FOR-DEVELOPMENT IN THE DIVIDED ISRAEL: COOPERATING FOR INTER-COMMUNITY EMPOWERMENT <i>Nico Scholenkorf, John Sugden, Adrian Haasner</i> <i>Auckland University of Technology, Brighton University, German Sports University Cologne</i>	SCRIPTING THE FINALS: AN ANALYSIS OF THE 2007 NATIONAL BASKETBALL ASSOCIATION FINALS USING GOFFMAN’S SOCIAL FRAMEWORKS <i>Olan Scott, Dwight Zakus, Brad Hill</i> <i>University of Ballarat, Griffith University</i>
	p48	p44	p45
17.00pm – 18.00pm RH LT3	SMAANZ AGM		
19.00pm for 19.30pm	Pre-Dinner Drinks SMAANZ 2010 Conference Dinner @ the Michael Fowler Centre --- Harbourview Lounge		