

## Sport Management Association of Australia and New Zealand CONFERENCE PROGRAMME 2013

### Wednesday 20<sup>th</sup> November

12.00noon – 5.30 pm	<b>Registration in Atrium, Level 2 of the Commerce Building, cnr Union and Clyde Streets.</b>
9.45 am onwards	<b>Golf Tournament: Chisholm Park Golf Course, Tahuna Road, Dunedin</b>
1.00 pm – 4.00 pm	<b>Postgraduate workshop Seminar Room 213/214 55 Union Street West, Dunedin</b>
6.00 pm – 7.30 pm	<b>Conference Opening Mihi Whakatau by Mark Brunton, Office of Māori Development Discovery World Tropical Forest, Otago Museum, 419 Great King Street North, Dunedin</b>
7.00 pm – 9.00 pm	<b>7-9pm SMAANZ Board Meeting 213/214 55 Union Street West, Dunedin</b>

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Thursday 21 <sup>st</sup> November					
8.00 am - 8.30 am	Registration in Atrium, Level 2 of the Commerce Building, cnr Union and Clyde Streets.				
8.30 am - 9.45 am	<b>WELCOME and KEYNOTE LECTURE – Professor Kristine Toohey</b> <b>Sport Event Legacy: Promises and Realities</b> <b>(Commerce 222)</b>				
9.45 am – 10.15 am	Morning Tea Commerce Atrium				
10.15 am -11.55 am	<b>Marketing &amp; Communications</b> (Commerce 219) <b>Chair: Michael Naylor</b>	<b>Sport Development</b> (Commerce 221) <b>Chair: Graham Cuskelly</b>	<b>Sport Technology</b> (Commerce 220) <b>Chair: Orland Hoeber</b>	<b>Governance</b> (Commerce 203) <b>Chair: Danya Hodgetts</b>	<b>Football (1)</b> (Commerce 204) <b>Chair: Borja Garcia Garcia</b>
10.15 am -10.40 am	<b>Eric Schwarz and Brenda Pitts</b> Revitalization Sport Marketing: The Role of Sport in Advancing Community Objectives	<b>Andrew Martin</b> Sustaining Organisational Culture: A Case Study of Outwards Bound New Zealand, 1962-2012	<b>Larena Hoeber</b> Picture This: Using Photographs in Sport Management Research	<b>Trevor Meiklejohn, Lesley Ferkins</b> The Role of Governance and the Influence of Boards in High Performance Sport	<b>Hunter Fajak</b> Maximising the Value of Broadcast Rights: A Content and Ratings Analysis of Football Telecasts
10.40 am - 11.05 am	<b>Do Young Pyun, Hyungil Harry Kwon</b> The Mediating Role of Perceived Value in Two Different Price Settings	<b>Matthew Allan, Paul Gastin</b> What is the Impact of Modified Rules Sport on Children’s Physical Activity? Implications for Sport Managers	<b>Ashleigh-Jane Thompson, Andrew Martin, Sarah Gee, Andrea Eagleman</b> Social Media as a Site for Brand Building and Developing Fan Relationships: A Case of the Australian Open	<b>Ian O’Boyle, David Shilbury</b> Collaborative Governance in Non-Profit Sport	<b>Ross Booth, Brad Humphreys, Stefan Szymanski</b> Gate Revenue Sharing and Competitive Balance in the Australian Football League

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11.05 am - 11.30 am	<b>Daniel Lock</b> The Activation and Abstractions of Team Identification	<b>Paul Turner</b> The Dynamics of Restructuring a State Sporting Competition	<b>Laura Cousens</b> Exploring the Value of Mobile Applications in the Context of Community Sport Events	<b>Geoff Schoenberg, Graham Cuskelly, Chris Auld</b> The Influence of Individual Attributes in Board Member Performance	<b>Peter Ochieng, Issac Mwangi, Bob Stewart</b> Is Playing Football Beneficial for Kenyan Student-Athletes? A Capital Improvement Approach.
11.30 am - 11.55 am		<b>Ariki Tibble</b> Enhancing the Systems Intelligence of Staff Working in Regional Sports Trusts	<b>Michelle Anne O'Shea</b> Sport Management Students in 'The Hot Seat': A Preliminary Analysis of the Opportunities and Challenges Associated with Using Virtual Learning and Teaching Environments	<b>Luke Macris</b> A Rock and a Hard Place: Government, Performance Measurement and Community Sport	
12.00 pm - 12.45 pm	<b>Lunch (Atrium) &amp; SMR Board meeting (Commerce 222)</b>				
12.45 pm - 2.00 pm	<b>Marketing &amp; Communications</b> (Commerce 219) <b>Chair: Daniel Lock</b>	<b>Strategic Management</b> (Commerce 221) <b>Chair: Ross Booth</b>	<b>Football (2)</b> (Commerce 220) <b>Chair: Luke Macris</b>	<b>Event management</b> (Commerce 203) <b>Chair: Trish Bradbury</b>	<b>International perspectives</b> (Commerce 204) <b>Chair: Paul Jonson</b>
12.45 pm - 1.10 pm	<b>Gerd Nufer</b> Ambush Marketing in Sports	<b>Hunter Fajak</b> Strategic Implications of Population Change: NRL Club Composition in the Sydney Market	<b>Borja Garcia Garcia, Jo Welford</b> Whose Football is it? Supporters Engagement in English Football Governance	<b>Symposium : Helen Jefferson Lenskyj</b> Sporting Mega-Event Legacies: The Good, the Bad and the Ugly	<b>Majhed Alamad, Bob Stewart, John Tower</b> Constraints on Participation of Saudi Arabian High School Students in Sport and Physical Activity

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1.10 pm - 1.35 pm	<p><b>Li-Shiue Gau, Yen-Feng Liu, Shih-Ting Cheng, Ya-Tan Cheng, Yung Dong</b> Two Dimensional Analysis of Experiences in Watching Inter-Department and Inter-College Basketball Competition</p>	<p><b>Annette Sharp, Geoff Dickson, Sean Phelps</b> Complex Adaptive System Modelling: An Approach to Understanding the NZ Sport Sector</p>	<p><b>Anthony Kerr, Matthew Nicholson, Kevin Brown</b> A Colossal Challenge for the Australian Football League? Member Identification and the Greater Western Sydney (GWS) Giants FC.</p>		<p><b>Kozo Tomiyama</b> The Impact of Team Reputation and Sense of Community on the Development of Team Identity</p>
1.35 pm – 2.00 pm	<p><b>Eric Schwarz, Nigel Jamieson, Brenda Pitts</b> The Role of Demography and Migration in Shaping the Future of Leisure, Recreation, and Sport</p>	<p><b>Jo Mackellar</b> An Examination of Collaborative Planning at a Regional Sailing Regatta</p>	<p><b>Peter Ochieng, Bob Stewart</b> Underexposed? The Case for Football Club Financial Transparency Metrics</p>	<p><b>Kristen Rogalsky, Alison Doherty</b> Role Perceptions of Sport Event Volunteers</p>	<p><b>Cathryn Claussen</b> Drone Surveillance of Sport Spectators: Law and Policy Considerations</p>
2.10 pm - 3.10 pm	<p><b>Student Paper Award:</b>  <b>Nick Pye Griffith University “The Role of Sport Cities in the Provision of Social Benefits”</b>  <b>Best Paper Award:</b>  <b>Andrew Milne, Carolyn Cordery, and John Davies, Victoria University “The Cost of the Game? The Cost of a Game”</b>                      (Commerce 222)                      Chair: Geoff Dickson</p>				
3.10 pm - 3.45 pm	<p><b>AFTERNOON TEA Commerce Atrium</b></p>				
3.30 pm	<p><b>Free Afternoon or Otago Peninsula Trip.</b></p>				

## Sport Management Association of Australia and New Zealand CONFERENCE PROGRAMME 2013

<b>Friday 22<sup>nd</sup> November</b>					
8.30 am – 10.10 am	<b>Marketing &amp; Communications</b> (Commerce 219) <b>Chair: Brenda Pitts</b>	<b>Sport for Development</b> (Commerce 222) <b>Chair: Annette Sharp</b>	<b>Tourism</b> (Commerce 204) <b>Chair: James Higham</b>	<b>Gender</b> (Commerce 203) <b>Chair: Larena Hoeber</b>	<b>Policy</b> (Commerce 225) <b>Chair: Sandra Hillas</b>
8.30 am – 8.55 am	<b>Junya Fujimoto, Munehiko Harada, Jeffrey James</b> The Impact of Attitude Toward Spectating Behavior on Intention to Attend Games	<b>Paul Jonson, Daryl Adair, Sandra Lynch</b> Is There a Duty for an Elite Athlete to be a Societal Role Model?	<b>Tatsuru Nishio, Harald van Heerde, Valentyna Melnyk</b> The Impact of Japanese Rugby World Cup Fan's Motivation on Satisfaction and Intention: A Structural Equation Model with Interaction Effects	<b>Michelle Anne O'Shea</b> Revealing and Concealing Gendered Organisational Practices: An Exploration of the Gendered Effects of Recruitment and Selection Inequities in Australian Sport Workplaces	<b>Terry Engelberg, Stephen Moston, James Skinner</b> The 'Development' of Doping: Identifying the Antecedents of Performance Enhancing Drug Use in Young Athletes
8.55 am – 9.20 am	<b>Sarah Cobourn</b> CSR Reporting Practices in Professional Sport: An International Comparative Investigation	<b>Kendall Stevenson</b> Māori Leadership in Sport and Recreation Management. A Case Study of Aoraki Bound.	<b>Kazunori Fukuda, Junya Fujimoto, Ken Sumida</b> Destination Image and Diving Motivation of Sport Tourists: A Focus on Divers Visiting the Ishigaki Island	<b>Akiko Arai, Yong Jae Ko</b> The Impact of Maternal Support Policies on Intentions to Pursue Coaching Careers in Elite Sports	<b>Jason Mazanov</b> The Role of Sports Science in Australian Sport: Analysis of a Senate Inquiry
9.20 am – 9.45 am	<b>Katherine Bruffy, Olan Scott, Michael Naylor</b> A Multi-Stage Exploration of Social Media Strategy in Professional Sport: The Case of the New Zealand Breakers	<b>F. Xavier Medina, Sixte Abadia, Susana Vega, David Fornons, Aleix Augé, Jaume Bantula, Ricardo Sánchez, Noé Bastida, Xavier Pujadas</b> Running for Solidarity: The Case of the Intermón Oxfam Trailwalker 2013 in Spain.	<b>Heather Gibson, Liza Berdychevsky, Heather Bell</b> All-Female Sport Tourist Experiences Sport as a Purpose and a Means	<b>Cynthia Stacey</b> Diversity on Sport Governance Boards: The New Brunswick, Canada Situation	<b>Daryl Adair, Johanna Adriaanse, Stephen Frawley, Paul Jonson, Nico Schulenkorf</b> Human Rights or Human Right to Play Sport? The UN-IOC Relationship

## Sport Management Association of Australia and New Zealand CONFERENCE PROGRAMME 2013

9.45 am - 10.10 am	<b>Millicent Kennelly, Alana Thomson</b> 'Grey Power': An Analysis of Newspaper Coverage of the Sydney World Masters Games	<b>Sam Richardson, Rochelle Stewart-Withers</b> Unpacking the 'Rugby Dream': Rugby Union as a Sustainable Livelihoods Option for <i>iTaukei</i> , Indigenous Fijian.	<b>Kim Werner, Geoff Dickson, Ken Hyde</b> Coopetition and Knowledge Transfer Dynamics: New Zealand's Regional Tourism Organisations and the 2011 Rugby World Cup	<b>Andrea Eagleman</b> Media Portrayals of Male and Female Athletes in a Female Appropriate Sport: Gymnastics at the 2012 Olympic Games	<b>Clare Hanlon, Tony Morris</b> Perceptions from managers in local councils, program providers and women participants. Recruiting and retaining women in physical activity programs
10.10 am - 10.40 am	<b>Morning Tea Hosted by The School of Physical Education, Sport and Exercise Sciences. Commerce Atrium</b>				
10.40 am - 11.40 am	<b>Keynote Lecture</b> <b>Kereyn Smith</b> London 2012 and Events Legacy: On-Shore and Off-Shore Perspectives  <b>Martin Snedden</b> <b>Sports, Events and Tourism: A Framework for Growth (Commerce 203)</b>				
11.50 am - 1.00 pm	<b>AGM (Commerce 222) will be followed by lunch (Atrium)</b>				

## Sport Management Association of Australia and New Zealand CONFERENCE PROGRAMME 2013

1.00 pm – 2.40 pm	<b>Marketing and Communications</b> (Commerce 219) <b>Chair: Eric Schwarz</b>	<b>Sustainability</b> (Commerce 222) <b>Chair: Kathryn Hoskyn</b>	<b>Sport Development</b> (Commerce 204) <b>Chair: Emma Sherry</b>	<b>Policy HRM</b> (Commerce 203) <b>Chair: Russell Hoye</b>	<b>Leadership &amp; Development</b> (Commerce 225) <b>Chair: Bill Richards</b>
1.00 pm - 1.25 pm	<b>Christopher Rumpf, Christoph Breuer</b> The Impact of Color and Animation on Viewers' Attention in a Sport Sponsorship Context	<b>Brian McCullough, Sheila Nguyen, Michael Pfahl</b> Exploring Green Waves: Isomorphism of Environmental Practices in North America and Australia	<b>Kylie Wehner, Pamm Phillips</b> Coaching in Modified Sport: "What Skills do Coaches Require When They Are Allowed on the Field of Play and What are the Implications?"	<b>Rebecca Shaw, Paul Jonson, Daryl Adair</b> Exploring Transition from Professional Rugby	<b>Shane Gibson, Keith Lyons, Lesley Ferkins</b> Removing the Mask – Authentic Leadership in the Sport Setting
1.25 pm - 1.50 pm	<b>Orland Hoeber, Larena Hoeber, Laura Wood, Ryan Snelgrove</b> Visualizing Temporally Changing Sentiment on Twitter: A Case Study of Exploring and Analyzing Sport Fan Experiences	<b>Rachel Batty</b> Community Sports Events, Sponsorship and the Impacts of a Public Health Agenda	<b>Kevin Filo, Graham Cuskelly, Pamela Wicker</b> "We Were Very Sad to Start With ...": The Resilience of Community Sport Organisations in the Aftermath of Natural Disasters	<b>Pamm Phillips, Matt Allan</b> What is the Role of the Umpire in Junior Sport and How are they Trained?	<b>Stephen Frawley, Daniel Favaloro</b> Leadership Development and Australian Sport Organisations
1.50 pm - 2.15 pm	<b>Andrea Eagleman, Lauren Burch</b> Picture This: Olympic Athletes' Self-Presentation on Instagram	<b>Jess Ponting, Danny O'Brien</b> "Surfcredits": A Formalised Approach for Professional Surfing to "Give Back" to Host Communities	<b>Aisling McCarthy, Paul Turner, Pamm Phillips</b> High Performance Sport Development in Australia: What is the Impact When International Stakeholders are Introduced?	<b>Sandra Hillas, David Shilbury</b> The Elite Sport Selection System in Australia: Selectors' Perceptions	<b>Alec Wilson</b> HRM in the A-League: Developing Professional Recruitment and Retention Strategies for Small to Medium-sized Football Franchises
2.15 pm - 2.40 pm	<b>Damien Whitburn, Adam Karg, Paul Turner</b> Exploring E-Promotion in Australian National Sport Organisations	<b>Jonathan Robertson, Hans Westerbeek, Rochelle Eime</b> An Examination of Social Responsibility Expectations Across Ideal Type Sports Organisations: A Delphi Approach	<b>Ik Young Chang</b> Representing New Zealand as a South Korean Athlete: The Korean National Sports Festival, Return Visits and Transnational Identity	<b>Shogo Tanaka, Ken Hodge</b> Cross-Cultural Transition of Rugby Union Players in Japan and New Zealand	<b>Paul Cummins, Tony Cassidy, Gavin Breslin</b> 'A Social Identity Theory of Leadership Applied to Sport Coaching'.

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2.40 pm - 3.00 pm	<b>Afternoon Tea Atrium</b>				
3.00 pm - 4.15 pm	<b>Events</b> (Commerce 219) <b>Chair: Sally Shaw</b>	<b>Volunteers</b> (Commerce 222) <b>Chair: Terry Engelberg</b>	<b>Sport for Development</b> (Commerce 204) <b>Chair: Geoff Schoenberg</b>	<b>SMR Editorial Team Meeting</b> (Commerce 203)	
3.00 pm - 3.25 pm	<b>Lara Middleditch, Trish Bradbury</b> Ensuring the Successful Delivery of the World Masters Games 2017: A Review of the Comparable Organisational Delivery Models	<b>Georgina Brooke-Holmes, Emma-Louise Jex</b> What Motivates a Long Term Volunteer?	<b>Robert Baker, Pamela Baker, Anna Evmenova, Laura Harris</b> Measuring the Multiplier Effect in Sport for Development Programs	Tracy Taylor Alison Doherty Geoff Dickson Danny O'Brien Graham Cuskelly	
3.25 pm - 3.50 pm	<b>Danya Hodgetts, Mitch Duncan</b> Examining the Influence of the London 2012 Olympic Games on Physical Activity in Australian Queensland Adults	<b>Pamm Phillips, Kylie Wehner, Matt Allan</b> Delivering Modified Sport Programs: What Sources of Information Do Volunteers Use?	<b>Katie Rowe, David Shilbury, Lesley Ferkins, Erica Hinckson</b> Supporting Women's Cycling in Australia		
3.50 pm - 4.15 pm	<b>Nico Schulenkorf, Daryl Adair, Katja Siefken</b> The Value of Highlight Events in a Sport-for-Development Context	<b>Carolyn Cordery, Rachel Baskerville</b> Voices from the Clubroom	<b>Emma Sherry, Matthew Nicholson, Russell Hoyer</b> Access Sport Access Health: Disability Sport in the Community		
6.00 pm for Tour 6.30 pm for Drinks 7.30 pm for Dinner	<p style="font-size: 1.2em; margin: 0;"><b>Conference Dinner and Tour – Forsyth Barr Stadium</b></p> <p style="margin: 0;"><i>including Awards Ceremony – Best Paper, Best Student Paper, Service to SMR and SMAANZ 2013</i></p> <p style="margin: 0;"><i>Distinguished Service Award - Terry Woods, Bond University</i></p>				