DEAKIN UNIVERSITY AUSTRALIA

21 YEARS Deakin SPORT MANAGEMENT

Congratulations Dr Sheila Nguyen!

By Professor David Shilbury and Dr Sheila Nguyen

Sheila with her sources of inspiration: Thuy (mom), Larry (brother), and Thach (dad).

COMPLETING A PHD IS, AT ANY TIME, A CHALLENGING TASK WHICH REQUIRES INTELLECT, GOOD PLANNING, INTEREST AND CURIOSITY IN A RESEARCH TOPIC AND ABOVE ALL PERSEVERANCE.

It is even more challenging when you decide to leave 'home' and start a new job in another country when your phD is in its early stages. That's exactly what Dr Sheila Nguyen did when she accepted a job to work in the sport management program at Deakin University. Sheila left California where she was living and trekked down under in 2007. Enrolled at Florida State University, she would have to complete her PhD half way around the world while settling into a new job and way of life. Moreover, she would need to maintain a long distance relationship with her supervisor at Florida State. Towards the end of 2010 Sheila took the initiative, and with the support of the School, based herself in Florida for 3 months to finish her PhD. She subsequently defended her thesis successfully in February this year and graduated in May. Sheila's research was in the area of corporate social responsibility and how it might work in sport business. In the summary below Sheila describes the essence of her study and the main points to emerge from it.

A PhD journey is never easy, and it is always filled with obstacles, in this case a few more than normal! Congratulations to Sheila, the latest of our academic group to be conferred with the title Dr! Well done.

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sport management

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Editor's Note

Dr Sheila Nguyen

Twenty-one Years and Beyond!

IN OUR 21ST YEAR, WE'VE HAD THE OPPORTUNITY TO REFLECT ON THE GREAT SPORT INDUSTRY MEN AND WOMEN, STUDENTS, AND STAFF THAT HAVE SUPPORTED OUR EFFORTS TO GROW FROM 'FIRST' IN AUSTRALIA TO 'BEST' IN THE SOUTHERN HEMISPHERE.

The 2010 trimester 1 edition of the newsletter was a tribute to those who have woven the fabric of our program and has prompted us to look forward to the steps our program will make on the road ahead. Thus, this issue includes commentary from our current Sport Advisory Board Chairman, Malcolm Speed; a profile of one of our many elite athlete students, Hannah MacDougall; an overview of my PhD research that calls for changes in perspective and utility of our industry as they relate to social responsibilities; staff updates and a note on how the sport management staff is addressing the engagement of our students in the era of technology and its 5 second attention span by-product. This issue provides glimpses of how we are working towards improving not only our Deakin Sport Management family, but also the community that makes us relevant and strong.

We look forward to celebrating our 21st year and to the beginning of our next 21 years (and beyond)!

Cheers, **Dr Sheila Nguyen**
(on behalf of Deakin Sport Management) ■

Prospecting Deakin Sport Management's Next 21 Years

By Malcolm Speed

SPORT MANAGEMENT HAS COME OF AGE IN THE PAST 21 YEARS AND DEAKIN UNIVERSITY HAS BEEN A LEADER DURING THIS PERIOD. IT HAS BEEN AN ERA OF MASSIVE CHANGE FOR SPORT, FROM THE KITCHEN TABLE TO BIG BUSINESS. IT IS NOW A RESPECTED, INTERESTING AND DIVERSE INDUSTRY THAT PROVIDES OPPORTUNITIES FOR YOUNG GRADUATES TO TAKE THEIR PLACE AS SPORTS ADMINISTRATORS.

For the past 21 years, Deakin has been equipping its students with the capacity and ability to deal effectively with the demands of the dynamic sporting landscape.

As the Chair of Deakin's Sport Advisory Board for the last two years, I have been inspired by the way in which tomorrow's sport leaders are taught their profession. The students are taught the key components of sport across a wide and varied curriculum. They are given a broad range of skills to which they add their intelligence, enthusiasm and enterprise as they enter the world of sport and recreation.

Deakin is recognised as Australia's pre-eminent sport management university and its graduates are spread across the sporting world, many of them emerging as the leaders of the next generation of sports administrators. I have had the privilege of employing several of them over the last decade. We can be proud of the role that Deakin is playing as a leader in sports education.

Sport will continue to change and Deakin will change with it so that it retains its leadership position. The first 21 years has been a fascinating journey. As the industry matures new issues and challenges will arise that will stretch the horizons of our students, staff and Advisory Board. ■

I hope the next 21 years is as productive as the first.

SPORT MANAGEMENT ALUMNI LISTSERV:

A **HUGE** SUCCESS!

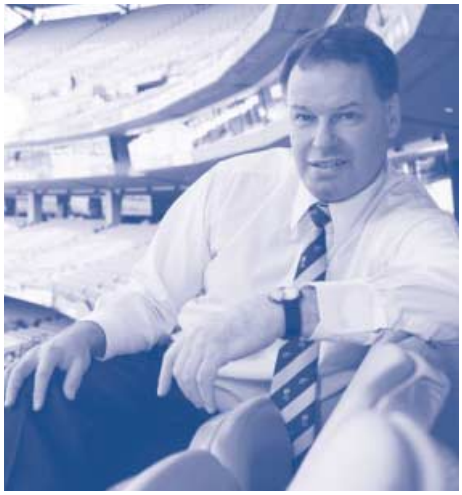
Activity on the listserv continues as the numbers registered has grown to over 500. Numerous jobs continue to be posted, and many graduates have posted jobs to the listserv on offer in their organisation. Details on how to register are shown below.

Send an e-mail to dsportmgt@majordomo.deakin.edu.au and in the subject area insert, subscribe. Then wait for an e-mail to return to confirm your registration. Before it returns to you it needs to go via Paul Turner for verification. Once registered, to send a message to everyone on the listserv send the message to dsportmgt@deakin.edu.au.

DEAKIN UNIVERSITY AUSTRALIA

From the Chair...

Professor David Shilbury



DEFINING SUCCESS IS ALWAYS CHALLENGING. USUALLY DEFINING SUCCESS IS BASED ON THE OBJECTIVES LAID OUT FOR SPECIFIC ORGANISATIONS AND THIS IS NO DIFFERENT FOR UNIVERSITIES AND THEIR PROGRAMS.

Equally, how individuals define success in their lives is a very personal matter. As we look back on the 21 years of sport management at Deakin it is appropriate to ask ourselves if the program has been successful. Moreover, our graduates will constantly reflect on the extent to which they have achieved their personal goals, or are on the way to achieving them. For our program, one of our early goals was to establish a highly visible and well-respected suite of programs in sport management, specifically grounded in business. There were also a series of goals related to how the program and its graduates could contribute to defining the field of sport management. For our graduates, that typically came via their ability to advance sport through their employment. For our program staff that goal was about contributing to a body of knowledge that would ultimately sustain sport management as a viable and respected program within the framework of a business education.

In relation to our graduates, with more 1000 from four different courses, many of whom are working in sport at senior levels and many working in business generally, we could safely tick the box in relation to graduate outcomes. The fact that our suite of sport programs have grown and that student demand for them is as strong as ever is also evidence of relevance and acceptance. Our undergraduate programs are all top of the pack in Victoria, with the highest VCE entry scores and the strongest demand measured via first preferences. Our Master of Business (Sport Management) degree remains the only viable postgraduate degree in this area in Victoria, and one of the few in the country. Individual graduates have many and varied stories to tell. Some of them will be told at the forthcoming 21st Anniversary dinner during which we will focus on career outcomes of our graduates. Having said that, not everyone wants to work as a senior executive and not everyone wants to work in the sport industry; some even aspire to become academics, as Dr Peter Smolianov (pictured presenting) has done. Peter was our second PhD graduate and now works as an Assistant Professor at Salem College in the USA. Dr Emma Sherry, Dr Paul Turner and Dr Lesley Ferkins, all Deakin PhD graduates are also working as academics. Whatever the focus for our graduates, hopefully all have used their education to shape their lives in positive ways.

Our program has made a major contribution to scholarship. Our staff have provided leadership in writing textbooks, published research articles and case studies, undertaken consulting work for sporting organisations, presented papers at conferences all over the world, lead the establishment of a professional association and journal, and ensured the curriculum remains up-to-date in conjunction with an active advisory board. In short, we are well placed to tackle the challenges of the next 21 years. University life for students is changing. Technology has had a big impact on how students choose to learn and how we teach, and the modes through which we teach. The reality is that the modern generation of students expect the Internet to be an important part of mediating their learning. We are adapting to this challenge and many others. Ultimately, our success is defined by how others view us, and our graduates are an important conduit for us in this regard. Twenty-one years down the line, we are all delighted with the progress of our field, our graduates, and the combined contributions we have all been able to make. The real test of success is time. Longevity is critical, so we need to continually review where we are at and constantly address new challenges. Ongoing professional development and networking is a key to sustaining our field and programs.

Our latest networking initiative through the professional networking site LinkedIn is proving popular, with 150 of our graduates signed up to date, and more joining each day. The Deakin sport group is a vehicle to network with other graduates. If you wish to join, simply create a profile and search for my name. Another wonderful networking opportunity is available to graduates and students through our 21st Anniversary dinner. Scheduled for Thursday 7 October at the Crown, it promises to be an interesting night as we cut across the years focusing on career outcomes and stories to have emerged as we track the progress of some of our graduates.

Sue Crow, our first Advancing Sport Award winner in 2001 is pictured with the perpetual trophy reminding us that once again nominations for our annual Advancing Sport award are now sought. If you are aware of a graduate who has demonstrated sustained contributions to the advancement of sport, please nominate them. The nomination forms are available on our website. Finally, I remind you of some of our student achievers in the second half of our 21 year life.

Top graduand winners from our programs are listed. In addition, winners of the prestigious Bowater Medal for the best undergraduate student in the School of Management & Marketing since 2000 include Robert Richard, Catherine Prior, Naomi McLean and Janelle Morton. Hopefully, we can catch up with these winners and others at our dinner in October. ■

BACHELOR OF COMMERCE - SPORT MANAGEMENT

2001 Claire Baxter
2002 Hayley Gniel
2003 Michelle Jones
2004 Lauren Howes
2005 Mathew Gay
2006 Philip Georgios
2007 Samantha Kershaw
2008 William Stratmann
2009 Bronwyn Treuman

MASTER OF BUSINESS (SPORT MANAGEMENT)

2001 Nicholas Honey
2002 Gavin Donehue
2003 Danielle Hemphill
2004 Robert O'Dwyer
2005 Ben Kelly
2006 Karen Norden
2007 Arlen Keen
2008 Lindsay Moore
2009 Jane Tulloch

BACHELOR OF SPORT DEVELOPMENT

2009 Nicole Price

Student Profile

Hannah Macdougall

TWO YEARS AGO DEAKIN UNIVERSITY SIGNED UP AS PART OF THE ELITE ATHLETE FRIENDLY UNIVERSITY PARTNERSHIP WITH THE AUSTRALIAN INSTITUTE OF SPORT, THE STATE-BASED INSTITUTES OF SPORT AND FIVE OF THE PROFESSIONAL SPORTS INCLUDING THE AFLPA, CRICKET, SOCCER AND RUGBY LEAGUE AND UNION.

The purpose of this agreement is for Universities, athlete/student and sport or institute to work together to ensure that elite athletes can combine the rigours of study with the demands of competition and training. Deakin has over 40 elite athletes on the register, and all Faculties work to provide reasonable flexibility to help athletes through their studies. Hannah Macdougall is one of the many athletes at Deakin recognised as an elite athlete and her story exemplifies the challenges of combining study with elite level competition. Hannah is a currently completing the Bachelor of Exercise and Sport Science/Bachelor of Commerce - Sport Management.

Hannah has always been passionate about sport and as such studying sport was a natural progression. She looked around at the courses involving sport and found that Deakin was the only university in Melbourne to offer the double degree in the Bachelor of Exercise and Sport Science/Bachelor of Commerce - Sport Management. Hannah completes the fourth and final year of her program in 2010 although she hopes to complete an honours year in 2011.

Hannah has been involved in competitive swimming since 1997 and since then has gone on to represent Australia at the highest possible level, the Paralympic Games at both Athens and Beijing. She won a bronze medal in Athens in the 4 x 100m Medley Relay team and was also a co-captain of the Australian Paralympic Swim Team for both the 2006 World Swimming Championships and 2008 Beijing Paralympic Games. In late 2009, Hannah competed at the first ever World Short Course Swimming Championships in Rio.

Hannah says that "combining study with sport is a challenge as well as a juggling act but with the effective use of time management skills it is possible to do both and be successful. I have found that the lecturers and tutors at Deakin are very willing to assist you in achieving the balance between university and sport."

Hannah is currently working at the Victorian Institute of Sport while completing her final year studies. She looks forward to utilising her degree and hopefully assisting in the event management of major sporting events such as the Paralympics in the future. ■

2010 Advancing Sport Management Award

Supported by the School of Management and Marketing and the Bowater Trust

The Deakin University Sport Management 'Advancing Sport Award' is an annual award honouring a graduate from the Sport Management Program who has demonstrated, through their managerial or administrative excellence, the advancement of sport in Australia. Specifically, this award recognises a graduate who demonstrates the application of management skills to the advancement of sport. This advancement should correspond to one or more of the streams of study found within the sport management programs including, sport marketing, event and facility management, sport law, human resources and volunteers, financial management, corporate governance, sport economics and sports development. This list is indicative (but not exhaustive) of the areas of study central to the preparation of sport management graduates at Deakin University. Demonstrated excellence in one or more of these areas of study should be evident in an individual's nomination. The Deakin University Sport Management 'Advancing Sport Award' is awarded annually and the winner will be announced later in the year. Nomination forms are available in word format from the School website. Closing date: Friday 24 September. ■

(http://www.deakin.edu.au/buslaw/management-marketing/sport-mgt/award.php)

2009 Student Awards

A LIST OF 2009 STUDENT AWARD WINNERS AND SPONSORS IS SHOWN HERE WITH SOME PHOTOS. THE AWARDS EVENING WAS SET UP VIA A PRESENTATION FROM KATE PALMER, CEO OF NETBALL AUSTRALIA DURING WHICH SHE SPOKE ABOUT HER CAREER EXPERIENCES AND IMPRESSIONS OF THE SPORT INDUSTRY.

Bachelor of Commerce
AFL Top Graduand: Bronwyn Trueman

AFL Sport Marketing Award: Jonathan Wong (pictured with Julie Warren from the AFL)

Netball Victoria Sport Marketing Award, Best Sport Marketing Plan: Natalie Mendan

MCC Sport & the Law Award: Luke Tunnecliffe (pictured at work at Triple MMM)

Bachelor of Sport Development:
Athletics Victoria Top Graduand: Nicole Price

Master of Business (Sport Management)
Tennis Australia Top Graduand: Jane Tulloch

Cricket Australia Best Case Study Award: Robert Richardson (pictured with Anna Muecke from CA)

Cricket Victoria Strategic Management: Jane Tulloch (pictured with Clint Cooper from Cricket Victoria)

IMG Sport Organisation Theory Award: Nick Takos (pictured at work at the Adelaide Crows)

continued from cover story-

Congratulations Dr Sheila Nguyen!

You Get When you Give

We always talk about sport as being such a unique industry, with special attributes not found elsewhere in the business world. And in many ways this is true particularly when we think about all those (present company not excluded) so committed to sport that we justify the purchase(s) of season tickets to the Boston Red Sox ($3,000), the Boston Red Sox mug set ($75) or a Nomar Garciaparra bobble head doll (an obvious necessity to daily living for $30!). For the avid fan, all are priceless. But, when we look past the emotional connection and extreme loyalty exhibited by dedicated sport consumers, there are other ways in which sport is so important and it doesn't necessarily involve consumers as the end recipient (can you believe it?!). That is, sport can persuade us to consume, but more importantly (and I say 'more importantly' normatively) can persuade us to do the right thing. As once stated by NBA Commissioner David Stern, "All corporations have a social responsibility to contribute to the health, welfare and advancement of communities in which they operate, but professional sports leagues carry a special obligation [which] empowers them to affect change" (Wilner, 2008, p. 21).

Having been involved at the PGA Tour, whose moniker is "These Guys are Good" and where their tournament dollars are spent in the communities they play it really dawned on me that Stern is right. Sport has the power to persuade us to make choices that impact our communities positively and this is where my PhD journey began. What commenced as a 'pie in the sky' desire to understand how sport is different and unique soon turned to a better understanding that, yes, sport IS different when it comes to social expectations and impact. Consequently, we need to understand how so that sport managers, sportsmen and sportswomen can position, facilitate, and mobilise sport to do the "right thing" while doing the "right thing" by themselves. As Rabbi Lewis (in Have a Little Faith) noted, "when you give, you get" (Albom, 2009, 196).

The Study Details

Attitudes toward corporate social responsibility (CSR) of critical sport organisational stakeholders were examined using the corporate social orientation scale which measures level of importance on the dimensions of CSR: economic, legal, ethical and discretionary (philanthropy) (Aupperle, 1984; Carroll, 1979). A pilot study was conducted to test the integrity and structure of the variables using 226 responses. From the pilot study results, the main study was refined and 227 respondents from 4 sport organisations (Australian and American) were collected to represent the study's sample. The main objective of the study was to address the following questions (there are others, but it is impossible to explain 250+ pages and 6 years of my life in the space allotted):

1. What are the most important corporate social responsibilities, as perceived by sport stakeholders (i.e., volunteers and employees)?
2. What impact does having similar or dissimilar values as your respective sport organisation have on attitudinal outcomes (i.e., organisational identification and organisational commitment)?

The study was based on the tenets of stakeholder theory and corporate social responsibility theory and when integrated, led to the conclusion that organisations have a responsibility (perhaps social in nature) to their stakeholders (e.g., consumers, participants, employees, volunteers, etc.). When done successfully CSR initiatives will lead to positive outcomes such as strong and rewarding relationships that will benefit the said organisation. The initial steps to successful stakeholder management begin with assessing the needs and attitudes of the prioritised stakeholders. Thus, the study was designed to capture their attitudes toward CSR and to evaluate how closely they matched with the level of perceived importance on the respective dimensions by their relevant sport organisation. It was therefore hypothesised that employees and volunteers with stronger congruence of CSR values with the sport organisation were more likely to exhibit positive outcomes (i.e., organisational identification, organisational commitment). This is in line with previous research which has shown that employees, with matched values to organisations, were more likely engage in positive attitudes and behaviours (e.g., Boxx, Odom, & Dunn, 1991; Chatman, 1989, 1991). Specific to volunteers, the study was designed to reconfirm the findings that the "impact of fit between the individual and the organization…increased intention to continue volunteering for the organization" (Kim et al., 2007, p.167) as represented by commitment.

The Answers*

While there were two main questions, there were three important outcomes. First, it was interesting to see the variation in responses across demographic variables on attitudes (e.g., gender, country, role) (which will not be discussed here). As was found, employees believed the ethical dimension to be most important while volunteers rated legal responsibilities to be most important. Secondly, significant moderation effects were found for overall corporate social orientation congruence on the organisational identification to value commitment relationship (for all organisational members), which supports the proposed hypothesis that the level of 'fit' between CSR values impacts on individual outcomes such as organisational identification and commitment. More specifically, it was shown that higher levels of CSO values congruence strengthened the organisational identification to commitment relationship. Thus, sport organisations can attract and retain employees and volunteers better through their communication of shared CSO values (e.g., positioning, brand values, etc.). However, the most significant finding was unexpected- and arose from the testing of alternative models. That is, that the traditional business conceptualisation of CSR does not statistically and structurally fit within the sport industry. Results from the testing of the measurement models were not solidly supported via fit statistics and other tests, which led to the conclusion that… sport is unique in respect to CSR! THIS is why the third finding is most important because it dispels the notions of CSR used within traditional business contexts and calls for us to further understand CSR and its unique aspects (within sport) dictated by the context of which it manifests. This is reinforced by Godfrey (2009) who stated "CSR, for both scholars and practitioners, needs to move from 'traditional' (manufacturing and service) business contexts and expand its reach into economic sectors such as health care, education, culture, and sport" (2009, p.699).

The Future of CSR in Sport

We understand the strategic benefits of CSR and from the study's findings can state that congruence of CSR values (between individuals and the respective organisation) can better strengthen organisational relationships and impact on positive outcomes (e.g., organisational identification, organisational commitment, etc.). With this knowledge, clearer strategies can be developed for the use of perceptions and congruence of corporate social orientation in the management (e.g., internal communication, image management) of these important constituents. From these findings, in particular the modelling issue, it would be prudent to explore the distinct CSR expectations of our various stakeholders to inform sport management (e.g., attraction, retention, etc.) and marketing (e.g., branding, positioning, etc.) practices. Thankfully, I am on that research train, currently assessing cricket, football and other sport consumer perceptions of CSR to offer these unique insights and to (hopefully) offer a new model and understanding of CSR elements that genuinely and saliently reflect the social responsibilities of our industry. It is with great hope that the present study and its findings will assist sport organisations to better understand the role of corporate social responsibility (CSR) in sport and illustrate the notion that "doing good" is "good business" for sport business. ■

for the full dissertation and results, please contact* ***sheilan@deakin.edu.au*

Staff Update

Dr Lesley Ferkins continues her research interest in developing capability in the organised sport system, focussing on the influential governing role of boards and CEOs. Lesley's teaching has encompassed unit chair responsibilities for the graduate unit, MMS716 Sport Organisation Theory, and three undergraduate units. A highlight of the undergraduate units has been the involvement of guest speakers Malcolm Speed in MMS313 Sport Leadership & Governance, and a panel of speakers from the AFL in MMS201 Sport and Society. Julie Warren, who has responsibility for the Indigenous Programs at the AFL, accompanied Chris Johnson (former player and coach, Brisbane Lions), Malcolm Lynch, (former player, Western Bulldogs), and Susannah Ritchie from La Trobe University to discuss the topic of Sport, Race and Ethnicity. Collectively the panel offered some indelible insight into the issues associated with indigenous involvement in the AFL and more broadly, challenges associated with understanding and fostering diversity in sport. Malcolm Speed was also outstanding on the topic of Successful Board Management in Sport. The contribution of such high-calibre industry personnel is greatly valued by our students and forms an important part of the theory-practice nexus. Finally, Lesley has also led a review of the practicum unit, which will become a compulsory component of the sport management programs at Deakin in 2011. This change is in response to the Sport Management Advisory Board's encouragement to see more undergraduate students gain valuable industry experience as part of their degree study. If you work for an industry organisation in sport, and are interested in having a student on placement, please contact Lesley Ferkins via email: lesley.ferkins@deakin.edu.au or ph: (03) 9251 7407.

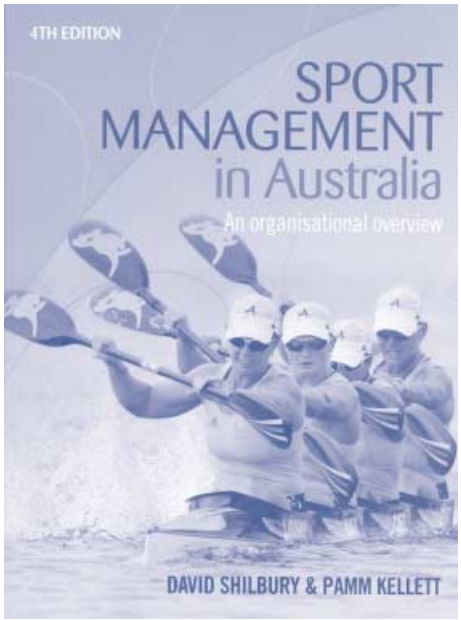
Dr Pamm Kellett convened 2 units in the first semester of 2010. These included MMS100 (Sport Organisation) and MMS711 (Introduction to Sport Management). This was the first time Pamm had taught the introductory postgraduate unit—MMS711. Pamm travelled to Tampa, Florida in May 2010 to present a paper (with Dr Stacy Warner) entitled "Developing a sense of community for umpires: Retaining sports' vital resources". This research is the platform for a larger study that Pamm, Dr Warner, and Dr Tingle are conducting on umpire retention. Pamm also travelled to University of Texas at Austin where she is an Affiliate Faculty Member of the University of Texas Sport Development Laboratory to continue this research. Pamm has published two book chapters thus far in 2010. Pamm has also been co-author (with Professor David Shilbury) in the publication of the 4th edition of the textbook "Sport Management in Australia: An Organisational Overview". Pamm continues her role as Executive Editor of Book Reviews for the journal Sport Management Review, as well as the co-ordinator for the Sport Management Postgraduate Programs at Deakin University.

Dr Paul Turner has published a book chapter entitled 'Stadiums and facilities', in the book "Managing football : an international perspective" with Pamm Kellett, Heath McDonald and Con Stavros. A further manuscript entitled "The Impact of Emerging Technology in Sport Broadcasting on the Preconditions for Interorganizational Relationship (IOR) Formation in Professional Football" was published with David Shilbury in the Journal of Sport Management, and a second manuscript entitled "Exporting Sports Rights to Overseas Markets: The Case of European Football" was published with Harry-Arne Solberg in Sport in Society. He will be attending SMAANZ in November and is looking forward to catching up with past staff and students at the 21st celebration dinner.

Dr Sheila Nguyen co-authored and published (with Dr Jane Menzies) the manuscript "Event effectiveness: analysing the perceptions of key stakeholders of the Lexmark Indy 300/Champ Car Event, Gold Coast" in the Motorsports Special Issue of the International Journal of Sport Management and Marketing. Further, the co-authored (with Dr Babs Surjlal) manuscript "Coping under pressure: Strategies for maintaining confidence among South African soccer coaches" was recently accepted at Health SA Gesondheid. She is currently supervising a Doctor of Business Administration student, David Lowe, co-supervising (with Dr Paul Turner) David Berardone, an Honours student, and is also supervising a student research group addressing the factors affecting and solutions to the sustainability of Test Cricket. Other research projects underway, topically, include: AFL and Corporate Social Responsibility as represented in media, Corporate Social Responsibility measurement in sport, ecological conscious sport consumer attitudes and behaviors, among other like projects. Sheila presented at EIRASS (Istanbul, Turkey) in July and is collaborating on a study on Stakeholder Theory and Corporate Social Responsibility with Dr Daniel Sweeney (University of Arkansas), which will be presented at EASM (Prague, CZ). Sheila, Pamm and Paul were awarded the Innovation and Development grant (Teaching and Learning) to address ways to improve our program and delivery. Aside from research, Sheila has been enjoying her regular visits to the 1,000 steps (Ferntree Gully, VIC) and she was ecstatic to attend her first Melbourne Ice hockey game with the newly formed Deakin Post-Graduate Sport Management Society (they are on facebook now)!

Deakin staff (Sheila and Pamm) and society students (Nicky Lightstone and Andreas Klump) with Sheranne Fairley (visiting from UMass Amherst, USA) at the Melbourne Ice hockey game.

Professor David Shilbury's attention has been focused on research and special projects that set up opportunities for the sport management program and field generally in the next 10 years or so. David has continued his work on journal quality concentrating on analysing the impact of the journals in our field. He is doing this via an analysis of citation patterns both within the field of sport management and outside. In other words, he is examining how previous research informs future research through an examination of which manuscripts (and journals) are cited most frequently. Outcomes from this work are important in that it prompts journals' editors and senior staff in the field to consider how we organise our field intellectually and the impact our work is having on developments in the field. David has also been a key contributor to another major project - the bid to establish a Collaborative Research Centre in Sport Participation (CRCSP). The CRCSP is a joint initiative of 8 universities across Australia, and if successful, represents the most coordinated approach to sport participation research ever launched in this country. A key feature of the CRC is that it is end-user focused, which means, research conducted for and on behalf of Australian sport. If the bid is successful, the CRC would have an initial seven year life during which an extensive research program has been prepared. Decisions on CRC application are expected in December. David continues to publish with the 4th edition of "Sport Management Australia" (Allen & Unwin) released in 2010. Co-authored with Pamm Kellett, the text is a detailed overview of the organisation and delivery of sport in Australia and it is used as a prescribed text at a number of universities. David has also published work in Journal of Sport Management with Paul Turner and with Lesley Ferkins in Sport Management Review. Details of these publications are included in the staff updates of Paul and Lesley. In addition, a manuscript entitled "Using Grounded Theory in Sport Management Research" was published in the International Journal of Sport Management & Marketing co-authored with Popi Sotiriadou. ■



Sport Management Executive Workshop Series

By Katie Rowe

DEAKIN'S MASTERS OF SPORT MANAGEMENT PROGRAM IS RECOGNISED AS ONE OF THE FINEST POST GRADUATE SPORT PROGRAMS IN AUSTRALIA AND AS SUCH, THE SPORT MANAGEMENT TEAM ARE ALWAYS LOOKING FOR WAYS TO STAY AHEAD OF THE GAME AND PROVIDE STUDENTS WITH INNOVATIVE, UNIQUE AND VALUABLE LEARNING OPPORTUNITIES.

A recent key addition to the course format includes an Executive Workshop series, offering students from different Sport Management units the opportunity to interact with each other and sport industry professionals. A series of three, two-hour Executive Workshops are being offered to students enrolled in the Masters of Sport Management program this trimester, with a focus on baseball throughout the series. Guest speakers from within baseball have been invited to present and provide valuable insight on issues relevant to their particular area of baseball, with activities and directed group discussions further enhancing student engagement.

The first workshop, which was held in July this year, provided the Australian Baseball League (Peter Wermuth, CEO) with an opportunity to showcase their plans to launch a new National League this year. Students were given an opportunity to ask questions and provide feedback to representatives from the Australian Baseball League in this session, and also benefitted from seeing theoretical principles learned in lectures and tutorials, being put into practice, with real, sport industry examples on show (see photos). The final two presentations will address the development of a new strategic plan for Baseball Australia, with the final workshop of the series, explaining how this strategic plan has been translated into practice by Baseball Australia. The value of the Executive Workshops series was recognised by the University recently when the Sport Management team received a Teaching and Learning Innovation grant to be used to enhance student engagement in the workshops, ensure maximum student benefit and ultimately, add value to the Masters of Business (Sport Management) program. This grant will allow researchers to analyse student engagement in the workshops and gather feedback from presenters, facilitators and students, regarding the effectiveness of the Executive Workshop series and finally, propose strategies for ongoing refinement and enhancement of the program. ■

Staff (Paul, Pamm and Sheila) with Gary Schueller (ABL) and Peter Wermuth (CEO, ABL)

SPORT EMPLOYMENT AUSTRALIA OFFERS RECRUITMENT EXPERTISE TO THE SPORTING INDUSTRY IN AUSTRALIA. MATCHING INDUSTRY KNOWLEDGE, WITH SPORTING CONNECTIONS AND TALENTED CANDIDATES, WE ARE WELL PLACED TO SERVICE THE EMPLOYMENT OPPORTUNITIES IN SPORT. RECRUITMENT ACTIVITIES INCLUDE WORK WITH NATIONAL SPORTING ORGANISATIONS SUCH AS CRICKET, NETBALL, BASKETBALL, HOCKEY, BOWLS AS WELL AS STATE SPORTING BODIES.

SPORT EMPLOYMENT AUSTRALIA

Please call, in strict confidence, to discuss your recruiting needs, or your next career step.
Contact Michael Catlow Claudia Fatone or Penny Heron Tel: 03 **9620 2766**
or email your expression of interest to: jobs@sportemploymentaustralia.com.au
For more details access our website on www.sportemploymentaustralia.com.au

Alumni Notes

Kate Balme (MB-SM 07)
Marketing & Communications Executive
Tennis Australia

Ryan Quek (MB-SM 08)
General Manager
Fencing Singapore

Beck Roy (B Com. 08)
Competition & Events Coordinator
Touch Football Victoria

Rebecca Sturgeon (nee Egan) **(B. Com. 97)**
Director
Green Wave International Pty Ltd

Andrew Weiss (MB-SM 08)
Promoted, General Manager
Motorcycling Victoria

Andrew Whillas (MB-SM 06)
Sponsorship Manager
SuperSprint Events

Jayne Lusk (Nee Field) **(B. Com. 00)**
Brand Manager
Women's Training for Nike UK & Ireland

Justin Gillingham (B. Com. 01)
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Claudia Fatone (B. Com. 96)
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Kristen Gardam (nee Dacey) **(B. Com. 96)**
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Peter Roach (B. Bus. 96)
Manager
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Jane Tulloch (MB-SM 09)
Senior Recreation Officer
Bayside City Council

Lucan Creamer (B. Com. 03)
Promoted, Commercial Manager
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Adele McIntosh (B. Bus 93)
National Relationship Manager
Ronald McDonald House Charities

Nadine Cohen (MB-SM 99)
Deputy Director
Sports Development Division
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Change of Address and/or Employment Details

We appreciate advice on changing circumstances.

Please return to Prof. David Shilbury, Sport Management Program, Deakin University, 221 Burwood Highway, Burwood 3125, or e-mail to shilbury@deakin.edu.au

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