

ANZALS

Australian and New Zealand Association for Leisure Studies

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Contents

ANZALS Patrons	2
Editorial	3
President's Piece - the Leisure Research Agenda	3
ANZALS Membership	5
ANZALS Thesis of the Year	5
<i>Annals of Leisure Research</i>	6
Around the Campuses	10
Edith Cowan University	10
Lincoln University	10
University of Technology Sydney	11
University of Waikato	12
Victoria University	13
<i>Australasian Parks and Leisure</i>	15
Fact file 13: Swimming	16
ANZALS Board Meeting	18
Conferences	19
Conference Report	19
ANZALS Membership Form	24
ANZALS Board Members	25

The views expressed in this Newsletter are not necessarily those of the Board and the Board reserves the right to publish material as it sees appropriate in furtherance of the objectives of the Association.

ANZALS Web-site: www.staff.vu.edu.au/anzals

Patrons of ANZALS

School of Marketing, Tourism and Leisure, Faculty of Business and Public Management, Edith Cowan University, Western Australia

School of Leisure Studies, Griffith University, Queensland, Australia

**Leisure and Tourism Studies, School of Social Sciences,
The University of Newcastle, Callaghan, NSW, Australia**

School of Tourism and Leisure Management, University of Queensland, St Lucia, Queensland

**School of Leisure, Sport and Tourism,
University of Technology, Sydney, NSW, Australia**

**School of Human Movement, Recreation and Performance,
Victoria University, Melbourne, Victoria, Australia**

Editorial

Dear readers, welcome to the July issue of your ANZALS newsletter. On behalf of myself and the ANZALS Board, I would like to thank everyone who has contributed material toward this edition. Your updates, stories and reports are greatly appreciated. The next ANZALS newsletter is scheduled for early 2005. We welcome any submissions concerning conferences, books, journals, websites, and any other matters that may be of interest to ANZALS members. Please send any materials to one of your friendly Board members.

Happy reading
Megan Revitt

President's Piece

The Leisure Research Agenda

In September many members of ANZALS will be taking part in the World Leisure Congress to be held in Brisbane. This is the second such congress to be held in Australia, and is hosted by Parks and Leisure Australia, with ANZALS as a partner and ANZALS members heavily involved in the planning of the program. The 2004 ANZALS Annual General Meeting will be held during the congress (while members are encouraged to register and attend the congress, it is not necessary to do so to attend the AGM). The program includes over 200 papers (see www.parks-leisure.com.au) and, while it is dominated by academic contributions, it contains a significant number of papers contributed by practitioners and dealing with management and policy issues. This prompts consideration of the practitioner-researcher relationship in leisure studies, a well-worn topic, particularly in closing plenary sessions of conferences, but one which should still be periodically revisited.

In 1995 ANZALS, together with the project sponsors, the Australian federal Office of Recreation Development, published *An Australian Leisure Research Agenda*, by two former ANZALS presidents, Rob Lynch and

Peter Brown.¹ While the study was based on a survey of Australian practitioners and researchers, it is likely that most of the findings were equally relevant to New Zealand. The priority areas for research were as shown in Table 1. While the topics arise from the concerns of practitioners, it can be seen that, for research to be undertaken seriously, most would require theoretical input.

The question arises: in the period of almost ten years since the *Agenda* was published, how responsive has the leisure research community been to the suggested list of research priorities? There is, of course, no reason why this practitioner-based agenda should determine the whole of the research agenda for academics but, given the importance of policy and management issues in the leisure field, the applied nature of virtually all the degree programs which leisure studies academics service and the role of ANZALS in developing the *Agenda*, it would be odd indeed if no account were taken of it by ANZALS members.

Answering this question fully would require a research project in its own right, encompassing not only academic publications but also government/corporate publications and unpublished consultancy reports. The main contribution of ANZALS to the leisure research effort in Australia and New Zealand is represented by its journal and its biennial conference papers. Time has precluded an analysis of the papers presented at six biennial conferences, but the more manageable 75 articles published in *Annals of Leisure Research* and its predecessor *ANZALS Leisure Research Series*, some of which pre-date the publication of the *Agenda*, present an encouraging picture.²

According to my subjective classification, of the 75 articles, about half are significantly concerned with policy, planning, management or training issues and the other half are theoretical or historical. Theoretical articles include those with empirical content, but in which the main aim is to use data to explore theoretical issues - although nearly all of such articles have applied implications.

Table 1. Australian Leisure Research Agenda: Priority Research areas – in order of priority

Priority		ANZALS
1.	Leisure service delivery: program quality, equity, cultural appropriateness and demand	●●
2.	Social benefits, significance and impacts of leisure	●
3.	Developing appropriate research methodologies and research indicators for use in industry sectors	●●
4.	Attitudes, values, meanings and decision making in relation to leisure	●
5.	Research related to urban planning and the provision and development of infrastructure related to leisure facilities and amenities	●
6.	Government role, responsibility and effectiveness with regard to leisure	●
7.	User demand surveys relating to leisure	●
8.	Human resource issues and training needs in the leisure industry	●●
9.	Economic impact, significance and benefits of leisure	●
10.	Issues relating to organisational structures and management performance	●
11.	Barriers and constraints relating to leisure behaviour	●
12.	Research relating to leisure needs	●
13.	Impact of communication technologies on leisure	●
14.	Industrial and union issues relating to leisure	●
15.	Research relating to major hallmark events (eg Olympics & major festivals)	●
16.	Risk management & issues relating to accidents and insurance	●
17.	Home-based leisure	●
18.	Research into leisure facility/ amenity design	●
19.	The tourism/leisure nexus	●

Source: See Note 1. Content in ANZALS refereed publications: ●● Significant ● Minor ● Little or none

The final column in Table 1 indicates my, again subjective, assessment of the extent to which the agenda items have been addressed in the journal articles. It is clear that the emphasis of the ANZALS output broadly reflects the *Agenda* priority.

The two omissions in the top half of the table (items 2 and 9) are both concerned with the benefits, significance and impacts of leisure - a topic which academics perhaps take for granted, but which practitioners face daily. In the early days of leisure studies, economists could be relied upon to address this issue, at least from one perspective, but those economists involved in the sector at all are now mostly focussed on tourism and tourism-related events. The issue of benefits and impact is still alive and involves not just economic concerns, but issues of wellness, quality of life and 'triple bottom line' accounting. There is clearly scope for renewed academic effort in this area.

The fact that the subject-matter of our research broadly reflects practitioner concerns does not necessarily mean that it is reaching practitioners, few of whom read ANZALS publications. Because of the university per-

formance appraisal system, there is a tendency for academics to become more and more focussed on publishing in refereed media which communicate mainly with other academics. But academic 'performance' includes three elements: teaching, research *and* community service. Writing a 1000-word summary of the essence of your research and its implications for practice and submitting it to a practitioner journal or newsletter (they are always desperate for material!) is an effective way of building links with the leisure practitioner community. More of us should be doing it more often!

A. J. Veal
President of ANZALS

Notes

1. Lynch, R. and Brown, P. (1995) *An Australian Leisure Research Agenda*. Canberra: Office of Recreation Development, Dept of the Environment, Sport and Territories & Australian and New Zealand Association for Leisure Studies (Some copies still available from ANZALS, c/o School of Leisure, Sport & Tourism, UTS, PO Box 222, Lindfield, NSW 2070). See also: Lynch, R. & Brown, P. (1997) Stimulating the production of knowledge via an Australian Leisure Research Agenda. *ANZALS Leisure Research Series*, 3, 56-71.
2. Note that a full listing of journal contents and abstracts was published in *Annals*, Vol. 3, No. 2, 2003 and is also available on the ANZALS web-site (www.staff.vu.edu.au/anzals).

ANZALS Membership

I encourage you all to check your membership and, if you haven't already done so, please send your subscription to the Treasurer - at the address given at the end of this newsletter. If you are not sure whether you are financial, please email me for confirmation.

Please remember that payment is only by cheque and in Australian dollars, no more credit cards please.

Sally Methven, Treasurer
(s.methven@unisa.edu.au)

ANZALS Thesis of the Year

Thesis of the Year, 2003

The ANZALS Student Thesis of the Year prize for 2003 was to **Coralie McCormack** for her thesis: *The Times of Our Lives: Women, Leisure and Postgraduate Research*. University of Wollongong.

Abstract. This study explores the interconnections between leisure and postgraduate research in the lives of six women. The author and the text draw the reader into interactions to create meanings as the women tell their stories. The value of this thesis derives from its time perspective - the simultaneous view of the women's everyday lives 'across time' (across each woman's lifetime) and 'in time' (during her time as a postgraduate researcher).

This research develops and documents a process I term storying stories as an alternative way to approach and re-present interview transcripts. In this three-stage process interview transcripts were viewed through multiple lenses - active listening, narrative processes, language, context and moments - to highlight both the individuality and the complexity of a life. The views highlighted by these lenses were then used to write interpretive stories. Finally the interpretive stories were brought together to form a personal experience narrative. These narratives portray how each woman resolved compet-

ing demands on her identity to reflexively construct a sense of self over time.

Each woman's process of storying leisure revealed a more detailed picture of leisure as 'My Time' - time just for me - than has been revealed in the literature to date. The narratives highlighted the storylines (cultural fictions) each woman drew on to construct her leisure around the tension between 'time for me' and 'time for others'. Some women identified and challenged the existing storylines to make time and create spaces for leisure in their busy postgraduate lives.

The innovative process of storying stories revealed that postgraduate study itself could be experienced as leisure, or at least tantalisingly leisure-like. Also revealed were the structures and strategies each woman drew upon to balance her life in this context. Some women's stories challenged the pattern of narrative closure suggested by the storylines most often available to women postgraduate researchers. This thesis provides the personal and collective knowledge of the postgraduate experience that is missing from both the texts currently available to postgraduates as well as from universities' postgraduate support programs.

Thesis of the Year, 2004

Universities are invited to submit entries for the ANZALS Thesis of the Year 2004. The closing date for submissions is November 30 2004. The guidelines are as follows:

1. The ANZALS Thesis of the Year Award will be administered by an Award Panel, appointed by the Board and consisting of three people.
2. The Award will be awarded to the author of the Honours, Masters or PhD thesis which, in the opinion of the Panel, makes the most valuable contribution to the development of leisure studies in Australia and/or New Zealand.
3. Honours, Masters and PhD theses produced in Australian or New Zealand universities are eligible to be entered for the award.
4. Separate awards will be made for Honours, Masters and PhD theses, but an award may not be made in every category every year.

5. The Awards will consist of a certificate/ plaque and three years individual membership of ANZALS.
6. Award recipients will be encouraged to submit an article to *Annals of Leisure Research*.
7. Theses for consideration should be submitted by the appropriate university department, together with evidence of the date that the degree was awarded and the written agreement of the student for the thesis to be entered for the award.
8. In any one year, the Award may not be made if the Panel is of the view that none of the theses submitted is of sufficient merit.

Submissions should be sent to Lisa Hayes, Vice-President (for address see back cover).

Annals of Leisure Research

Editors

Following the call for expressions of interest which appeared in the last *Newsletter*, the ANZALS Board has recently approved the following appointments to the *Annals of Leisure Research* editorial team:

John Jenkins, University of Newcastle - Managing Editor
 Coralie McCormick, University of Canberra - Co-Editor
 Ian Paterson, University of Queensland - Co-Editor.

Volume 7, 2004

The journal was successfully launched as a quarterly in 2003 and production of Volume 7, 2004, is now in hand. One general issue and three special issues are planned, as follows:

- 1: Special issue on Environmental Interpretation - Eds Rosemary Black & Betty Weiler
- 2: General issue
- 3: Special issue on Leisure and Disability - Ed. Simon Darcy
- 4: Special issue on Leisure and the Arts - Ed. Christine Burton.

Issue 1 is currently in press and the contents are as follows:

- Guest Editors' Introduction - Rosemary Black and Betty Weiler
- Diffusion and adoption of thematic interpretation at an interpretive historic site - Sam H. Ham and Betty Weiler
- Constructing, presenting and interpreting nature: a qualitative study of a nature-based tour to Malaysian Borneo - Kevin Markwell
- Dolphin-human interaction: changing pro-environmental attitudes, beliefs, behaviours and intended actions of participants through management and interpretation programs - Gayle Mayes, Pam Dyer and Harold Richins
- Is educational leisure a contradiction in terms? Exploring the synergy of education and entertainment - Jan Packer and Roy Ballantyne
- Conference report : Interpretation Australia Association, *Refreshing the Interpretation Toolkit*, Melbourne, Sept, 2003 - Liam Smith
- Book reviews
 - *Enriching the Experience: an Interpretive Approach to Tour Guiding*, by John Pastorelli - Kate Armstrong
 - *Heritage: Management, Interpretation, Identity*, Peter Howard - Paul Kloeden
 - *Interpreting the Land Down Under*, Edited by Rosemary Black & Betty Weiler - David Archer and Stephen Wearing
 - Book Notes

Archive

A complete listing of articles published in the first six volumes of *Annals* and the three volumes of its predecessor, *ANZALS Leisure Research Series* was included in Vol. 6 No. 4 and is posted on the ANZALS website.

Call for Papers – Special World Leisure Congress Issue: 'Leisure: People, Places, Spaces, Impacts'

There will be no published proceedings of the 8th World Leisure Congress, 'Leisure Matters', to be held in Brisbane, September 12-17, 2004, but presenters have been invited to submit papers to the journals of the sponsoring organisations: *Annals of Leisure Research*; *World Leisure Journal*; or *Australasian Parks and Leisure*.

Contributions are invited to a special issue of papers from the World Leisure Congress 2004. Authors who wish to submit their Congress paper for review for this special

issue should submit an abstract by **20 August 2004** to John.Jenkins@newcastle.edu.au.

John Jenkins will be attending the World Congress and will be happy to discuss the special issue with individual presenters.

Final papers are now due **30 September, 2004**. Authors should submit their final papers in the normal way (see guidelines below) or to the Congress registration desk: three hard copies and a disk (using Microsoft Word for Windows or Rich Text Format IBM compatible), addressed to: John Jenkins, Managing Editor, *Annals of Leisure Research*.

Papers will be subject to the normal *Annals of Leisure Research* double-blind refereeing process.

Call for Papers: Special Issue: Urban Parks: Theory and Practice

Urban parks are among the most widely used and long-established public leisure services, but they are relatively neglected in the leisure studies literature when compared to other types of leisure provision. Urban parks are important features in the physical landscape of towns and cities, and are significant elements in cultural and social life. Urban parks provide a refuge from the hustle and bustle of city life and have a role to play in sustaining physical, mental and social health. Trends in public policy and public sector management practice are causing urban park providers and managers to look to social research for information on and insights into the diversity of user needs and outcomes. This special issue of *Annals of Leisure Research* will seek to raise the profile of urban park research and to reflect the diversity of cultural, physical, social, economic, political, planning and management issues facing urban parks and their communities. Proposals for papers are invited, covering topics such as:

- Needs, perceptions and values of urban park users and non-users;
- Economic values and impacts of urban parks;
- Physical and cultural significance of urban parks;

- Roles of urban parks in towns and cities;
- Urban park planning, management and performance;
- Management and design implications for patterns of urban park use;
- Case-studies of diverse urban park forms (e.g., linear developments such as trails; community gardens; harbourside developments; urban bushland);
- History of urban parks.

It is anticipated that some papers will arise from presentations at the World Leisure Congress to be held in Brisbane in September 2004, but other offers of papers are also invited.

Abstracts of 150-200 words should be sent to Tony Veal (at Tony.Veal@uts.edu.au) by 30 September 2004. It is anticipated that the deadline for receipt of full versions of papers will be in December 2004. For submission details, see below. Papers will be subject to the normal *Annals of Leisure Research* double-blind refereeing process.

Annals of Leisure Research: Submission Guidelines

Submission of a paper will be taken to imply that it presents original, unpublished work, not under consideration for publication elsewhere, and that the author agrees that the copyright is transferred to ANZALS if and when the paper is accepted for publication. Copyright covers the exclusive rights to reproduce and distribute the paper, including reprints, photographic reproductions, microfilm or any other reproduction of a similar nature, and translations.

Submission

Submit as an attachment in an email to the managing Editor, at: John.Jenkins@newcastle.edu.au or three hard copies and a disk (using Microsoft Word for Windows or Rich Text Format IBM compatible) to: Dr. John Jenkins, Leisure and Tourism Studies, University of Newcastle, Callaghan. NSW. 2308. Australia.

Format

Submissions should be in English, typed in A4 page format, with a 2.5cm margin all round, and in 12pt Times Roman font. Papers should normally be 5000-6000 words in length and should be accompanied by a 100-150 word abstract, setting out the objectives, methods and main findings of the paper. Sexist language should be avoided, as should jargon or highly specialised

language where possible. All tables must be discussed in the text, not merely inserted. Each table/figure/illustration should be numbered and placed at the end of the text file or in a separate file; a clear note in the text should indicate the appropriate position.

The author/date system is used for referencing. In the text, make reference to authors in the following manner: Greig (1982); (Glyptis and Chambers, 1982: 42-3). If there are more than two authors: Henderson *et al.* (1989). References should be collected at the end of the paper in alphabetical order, by the first author's surname. If references to the same author have the same year, they should be differentiated by using 1990a, 1990b, etc. The style should follow the examples below.

- Rojek, C. (1995) *Decentring Leisure: Rethinking Leisure Theory*. London, Sage.
- Batten, J. (1989) Art and identity. In D. Novitz and B. Willmott (eds) *Culture and Identity in New Zealand*. Wellington, G.P. Books, 221-42.
- Hamilton-Smith, E. (1992) Work, leisure and optimal experience. *Leisure Studies*, 11(3), 243-56.

For further details consult the ANZALS website at: www.staff.vu.edu.au/anzals

Proposals for Special Issues

Proposals for future special issues of *Annals of Leisure Research*, particularly if accompanied by an offer to edit, will be welcomed by the Editors. Please contact managing Editor John Jenkins (John.Jenkins@newcastle.edu.au) for details, including means of justifying your proposal.

Reflections on stepping down as Editor of *Annals of Leisure Research*

As I am stepping down as Managing Editor and from the editorial team of *Annals of Leisure Research*, it seems timely to offer some comments on the last few years of involvement with the journal and its predecessor. So, at the risk of sounding like a lecturer giving comments to the class on this semester's assignments, I offer the following advice for those contemplating submitting papers to the journal.

Justifying the research

1. The *literature review* should have a *conclusion* which establishes the rationale for the paper - typically indicating what:
 - is not currently known; or
 - has hitherto not been researched; or
 - is inadequate about existing research.
2. This requires an *evaluation* or *critique* of existing research, not just a summary of it. It should be clear just how the submitted paper is *contributing to knowledge* in light of this review.
3. The fact that there has been little or no research in an area is not, of itself, sufficient justification for a paper. There are, after all, massive numbers of topics, activities, locations, groups, etc. which have been the subject of 'little or no research' - some for good reason. It is necessary to give additional reasons - based in theory or practice - why this particular un-researched topic is worthy of research.
4. Research which simply sets out to *confirm a well-established and tested theory* which has already been confirmed by others may be a very useful exercise for a student undertaking a project as part of a taught course but is hardly sufficient justification for publication of a research paper in a refereed journal, which should be contributing *new knowledge*. However, testing/confirming an existing theory in a novel geographical, demographic, social or temporal context, particularly where there might be good reason for doubting its likely applicability in such contexts, is worthwhile.
5. Authors should be very careful when submitting work adapted from theses or consultancy. In the case of work from theses, authors should be aware of the likely sophistication of the readership of a refereed journal, particularly in regard to the literature review - the purpose of which is to establish the rationale for the research, not demonstrate how widely read the author is. In the case of a paper arising from consultancy work, the need is to establish the *generic* contribution to knowledge which the research makes.

Style/format

6. Sprinkling references as add-ons at the ends of sentences without indicating how the referenced source relates to the foregoing sentence is not always helpful.
7. When an author is referred to extensively in a paper it is not necessary to 'reference' that author every time his or her name is mentioned!
8. It is well understood that a *page reference* is required when quoting directly from a published source, but a specific page reference should also be provided when referring to a *specific item or section* in a book, as opposed to the book as a whole or its major thrust.
9. Although journal articles are not written in report format, the *objectives* of an article should be clearly stated at some point near the beginning and the following *analysis* and *conclusions* should explicitly address those objectives.
10. The *reference style guidelines* for the journal are minimal, but should be followed! The guidelines have changed over the years, so the *most recent* should be used.
11. If you are not a good *proof-reader*, get someone else to proof-read your paper before submitting it!
12. An *abstract* is not the same as an *introduction*! The abstract should summarise the *whole* of the paper, including the literature review, the approach/methods used, the findings and the conclusions - a big ask in 150-200 words, but it can be done!
13. It is good practice to ensure that any papers previously published in *Annals of Leisure Research* which are particularly relevant to the research topic are not ignored.
14. Presenting statistical data 1: There seems to be little point in simply repeating in the text statistical data which are also presented in a table or diagram.

The text/discussion should be used to highlight notable key features and to relate them to the research objectives.

15. Presenting statistical data 2: The above point relates particularly to the results of statistical tests. In some disciplines/journals it is required practice to include actual statistical test results in the text, even when they are also available in a table - eg. 'There was a significant difference between the result for group A and group B ($X^2 = 13.5$, $p \geq 0.1$, $N = 120$)'. *Annals of Leisure Research* is read by a broad readership, reflecting the 'broad church' of leisure studies. In the interests of 'readability', our practice has therefore generally been to delete the information in brackets if it is available in a table and, if there is a number of these sorts of tests, to encourage them to be presented in a table, rather than cluttering up the text.

Referees' and Editors' comments

16. Bear in mind that referees and editors will generally have spent a number of unpaid hours reading and commenting on your paper. All *referees' and editors' comments* should be taken seriously and fully responded to - even, in some cases, in the form of a note to the editor indicating why you have *not* responded to particular points. There are, however, very few referees' comments which do not merit some response. If a referee has a doubt or query about a particular aspect of the paper, it is likely that other readers will too. In many cases what is required is a clearer and fuller explanation. A note to the editors indicating just how and where referees' comments have been responded to in the revised paper is always appreciated.

A. J. Veal
University of Technology Sydney

Around the Campuses

Edith Cowan University

www.business.ecu.edu.au/profile/schools/mtl/

Things are going well at ECU. I'm actually starting to enjoy being Head of the School of Marketing, Tourism and Leisure (Did I say that out loud?). Our Sport Management enrolments have increased significantly so soon we will be advertising for a new lecturer for next year. Spread the word! It is great to have Sue Colyer back half-time. Sue has just celebrated her 60th birthday but, rather than slowing down, she recently almost broke the hour for a 3 kilometre swim in aid of the Motor Neurone Disease Association. She is also busy in her new role as Chair of a Curriculum Council working party for the development of new curriculum framework for the Recreation and Environment Course of Study for Post-Secondary Education. - Kandy James

Lincoln University

www.lincoln.ac.nz/hs/default.htm

- In May, *David Simmons* visited Madrid, Spain, to attend the World Tourism Organisation Education Council (as a council member). He was also an invited panellist at the European Science Foundation Conference on climate change, the environment and tourism. In October David presented an invited keynote paper at the Bio-Tourism conference in Miri, Sarawak.
- In June, *Pip Lynch* heard that she had won one of nine National Tertiary Teaching Excellence Awards for 'Excellence in Innovation'. Pip attended the Australian Outdoor Education Conference in Adelaide and presented seminars on risk, liability and recreation to Yachting NZ and to the Canterbury Rowing Association.
- *Clare Simpson* gave a keynote address to the Australian Society for Sports History Conference in Sydney in July on cycling in New Zealand (a new sports history).
- *Carol Stensrud* was an invited speaker at ANZALS Biennial Conference in Sydney. Her presentation culminated in an

all-conference theatre performance by ATC (the Access Theatre Company).

- *Alison McIntosh* gained a research contract with Te Papa National Services - National Services Te Paerangi, to evaluate the effectiveness of Te Papa's communication with its audience (including all museums, art galleries, kiwi, related heritage organisations and local and central government in New Zealand).
- *Mike Hamlin* helped organise the Sport Medicine and Science in New Zealand conference in November, November and delivered five co-authored papers at that conference on topics ranging from the effect of simulated altitude training on the performance times of multi-sport endurance athletes to the effect of hot-cold water therapy on the performance recovery of rugby players. He also secured a \$29,000 contract with Sport and Recreation New Zealand (SPARC) to analyse recent research data.
- *Jenny Ross* was appointed to a steering group to help prepare a Canterbury West Coast Regional Physical Activity plan, facilitated by the Canterbury West Coast Sports Trust. Jenny is also assisting a group of stakeholders, including Christchurch City Council, the Canterbury District Health Board and Environment Canterbury, to prepare an 'Active Living Strategy' for Christchurch city. Jenny and Mike Hamlin prepared a paper entitled 'New Zealand active children/ Active schools?' for the National Physical Activity Conference held in Fremantle in November.
- *Greg Ryan* delivered a paper reflecting on the historiography of the 1905 and 1924 All Blacks to the New Zealand Historical Association Conference in Dunedin in November.
- *Dave Lamb* presented a paper on community cohesion at the New Zealand Recreation Association (NZRA) conference and attended the Sport Management Conference of Australia and New Zealand, giving papers on the professionalisation of sports coaches and on the key determinants of young adult

women's participation in sport and leisure.

The SSPRT Group hosted a visit by a Vietnamese delegation, following their request to meet staff involved in tourism teaching at Lincoln. Our visitors wished to discuss ways of teaching and learning and to see how Lincoln could tailor its courses to match the demand of entrepreneurs in the Vietnamese tourism industry.

This 'review' of SSPRT Group activities is not exhaustive, but it will hopefully convey something of the activities undertaken in the Group during 2003 and not covered in earlier ANZALS newsletters.

- Bob Gidlow

University of Technology, Sydney

www.business.uts.edu.au/lst

New Year, New Students

The enrolments for 2004 have been broadly consistent with the last two years. In total, 286 first year students enrolled across the four major programs of the School. UAI scores all remain above 80 with the Bachelor of Management in Leisure being particularly strong. In addition, 138 new postgraduate coursework students also enrolled. The postgraduate numbers are particularly pleasing given the 'competition' for students within our Faculty.

The research student program continues to grow. We currently have 10 full-time PhD and 13 full-time Honours students enrolled.

Australian Centre for Olympic Studies

The School is currently negotiating to establish the Australian Centre for Olympic Studies (ACOS) at UTS. This centre was formerly established at the UNSW but, with the retirement of its Director, Richard Cashman, UNSW decided to close it down. Richard will join the School in June as an Adjunct Professor and will play a significant role in moving ACOS forward.

Tsinghua University Program

The Master of Management in Sport Management program taught in collaboration

with Tsinghua University in Beijing, commenced in January with 70 students. To date, Shayne Quick and Paul Jonson have both taught on the course in Beijing. The facilities and support from our Chinese partners have been outstanding. A second cohort of students is due to commence in October/November this year.

Behind the Gloss - the Lows and the Highs of Sport

The alumni of the School (The Leisure, Sport and Tourism Network) organised a very successful evening panel discussion, *Behind the Gloss - The Lows and the Highs of Sport* in May. Over 60 staff, students, and interested members of the public were in attendance to hear the panel discuss the issues arising from the evening's theme. Members of the panel were:

- Steve Robilliard - ABC Sports Commentator (Chair)
- Louise Sauvage - Paralympics Gold Medalist
- Gavin Robertson - Australian Test Cricketer
- Fiona Hanes - Softball Olympic Bronze Medallist
- Bo Hanson - World Champion Rower & Olympic Bronze Medallist

Each member of this panel of elite athletes has successfully represented Australia. They discussed the other side of sport - where their real lives meet with their sporting lives - and the intense physical and emotional pressure that sport at the elite level places upon them. Among the issues raised in the free flowing panel discussion included: the role of athlete education and athlete management; the need for effective sport marketing and sport management; the 'price' of fame; and planning for careers beyond sport.

Building Communities: the Kokoda Track

Stephen Wearing visited Papua New Guinea (PNG) in April to conduct a range of workshops for the Kokoda Track Authority and the World Wide Fund for Nature. The focus of the workshops was to involve local communities in sustainable tourism development. The workshops used social mapping techniques to explore what communi-

ties on the Kokoda Track could gain from visitors trekking on the track.

By way of background: the Kokoda Track Foundation was established by a group of Australians determined to acknowledge the invaluable assistance given to our armed forces during the Pacific War by the people of Papua New Guinea, especially the beloved 'Fuzzy-Wuzzy Angel'. The foundation aims to promote education, health and sporting initiatives, initially for the local communities living along the track, and later for Papua New Guineans generally. NSW state parliamentarian, Charlie Lynn, is the driving force behind this initiative. He is conducting an on-going campaign to establish an eco-tourism industry which will give long-term security to the people who live there.

A Natural Partnership – Making National Parks a Tourism Priority

Tony Griffin and Stephen Wearing had a successful launch of their report: *A Natural Partnership – Making National Parks a Tourism Priority* in early June. Ralf Buckley from Griffith University was also involved in the study. The project was a joint initiative of TTF Australia and the CRC in Sustainable Tourism. The launch took place at the Sydney Aquarium and was attended by people from all over Australia.

PhD Scholarship

The School has been awarded a PhD scholarship jointly funded by the CRC in Sustainable Tourism and TTF Australia. It will be advertised nationally in the second half of the year.

Bruce Hayllar
Head of School

University of Waikato

www.waikato.ac.nz/education/

After ten years as the Director of Sport and Leisure Studies, *Bevan Grant* has stepped aside. Bevan was the first appointment to the department and, thanks to his energy and enthusiasm, the various qualifications were introduced to help prepare students for a variety of pathways into the sport and leisure industry in New Zealand. At the end of

2003 Bevan was appointed to a full professorship within the department and a part of his new role is mentoring colleagues and students into research as well as pursuing his own research interests in leisure and gerontology.

Dr Margaret Scratchley has been appointed as the new Head of Department. Margaret's background is in teaching and curriculum with an emphasis on health education and promotion.

Restructure

As so often happens, the School of Education in which the Department is located recently 'enjoyed' a restructuring. This resulted in a positive merger of the staff involved in Health and Physical Education with those in Sport and Leisure Studies. The restructuring increased the size of the Department to 26 staff (including full-time, part-time and administration) and involves us contributing to three undergraduate degree programmes, - Sport and Leisure, Teaching and Tourism.

New Staff

- *Professor Douglas Booth* came from the University of Otago to take up a senior position in the Department and amongst his many duties is being the Coordinator for the Graduate programme. Doug is well published in the area of sport and popular culture.
- *Katie Fitzpatrick* joined us to teach in the curriculum area of health and physical education. Katie comes to Waikato from teaching in a secondary school where she was involved in implementing the new HPE curriculum and teacher development.
- *Marg Cosgriff* came from the Wellington College of Education and teaches in health and physical education as well as papers related to the outdoor education/ recreation/ adventure.

Staff moving on

- *Dr Sally Shaw* will be leaving us at the end of the year to take up a position in the School of Physical Education at the University of Otago.

PhD completions

Congratulations to two staff members who have completed their PhDs:

- Dr Margaret Scratchley (2003): *Hearing their voices: the perceptions of children and adults about learning in health education.*
- Dr Richard Pringle (2004): *Doing the damage? Masculinities and men's rugby experiences of pain, fear and pleasure.*

Graduate Studies

The Department continues to witness continued growth in students undertaking post-graduate diplomas and masters degrees. This year has seen more students enrolling in research-focused higher degrees as distinct from course work-based masters degrees. The general interest is spread across the department, including youth culture, media, management, outdoor education and health. The School of Education has invested heavily in support for postgraduate students including scholarships, computer facilities and space.

Congratulations

- *Dr Clive Pope* has been invited to take part in the Socratic Debate at the 2004 Pre Olympic Congress in Thessaloniki, Greece.
- *Brett Smith* is the New Zealand assigned sports scientist to the 2004 NZ Olympic rowing team.
- *Dr Karen Barbour* has been selected to represent New Zealand at the 11th International Va'a Federation World Outrigger canoe sprint championships in Hawaii.
- *Kirsten Petrie and Dr Richard Pringle* have just prepared a study guide for schools to be used in conjunction with the social studies and health and physical education curriculum. This guide will complement a television documentary on the connections between war and rugby.

Margaret Scratchley PhD
Sport and Leisure Studies

Victoria University

www.staff.vu.edu.au/hmrp/divisions/recreation_division.htm

Recreation Internships

The School of Human Movement, Recreation & Performance at Victoria University has invited 23 recreation organisations to participate in a new initiative. Last year, in partnership with Frankston City Council's Recreation and Environment Department, and @Leisure (a recreation consulting company) the Recreation Division of the School was able to offer to three of our third-year Recreation Management students the opportunity to undertake a 380-hour recreation internship working with the council and the business. All three interns produced very successful projects that benefited the agencies where they were based. It is hoped that in 2004 more organisations will consider becoming a host for a Recreation Management intern. An internship may be 340 hours or more over a five to seven month period and will start in July or August this year. The intern is paid by the recreation organisation at a band three or equivalent hourly rate. (A\$16.20 ph) Recreation management students will be in the final year of their course and so will bring well-developed recreation knowledge and skills to the organisations. Hosting an intern will allow the organisation to complete a significant project and canvass for future employees.

We have initiated the Recreation Management Internship program to facilitate and improve education, employment prospects and retention of recreation graduates within the profession. Graduates who have had substantial work experience managing a significant project are more employable and overcome the 'not enough experience' hurdle when applying for jobs in the recreation industry. The 'Recreation Management Internship Program' was launched in conjunction with the 'Parks and Leisure Australia Mentorship Program' at Victoria University on June 18th. The Honourable Minister for Sport and Recreation Justin Madden was guest of honour. This was also the day that all new intern host organisations presented their internship projects, with a job description, to 60 third-year recreation students eligible to apply for an internship. Host supervisors also had an opportunity to meet

students interested in their particular projects and conduct an initial interview with those students. We hope that this initiative will benefit both the recreation industry and the next generation of young recreation professionals.

Special Events

The students in Recreation Event Management have conducted two special events this semester. The first, The VU Melton Meltdown, was held on Monday, 3 May at the Melton Campus. The event featured a free BBQ for all, entertainment provided by a DJ and break-dancers and a variety of competitions. Students and staff from the Recreation Division, Education and TAFE programs all enjoyed the lunchtime break from classes. The second event, Alumni & Staff Family Fun Day, was held on Sunday, 16 May at the Footscray Park Campus. Participants enjoyed a BBQ on the aquatic centre terrace which included fairy floss and ice cream for dessert, entertainment provided by a small jazz band and roving entertainers, and a chance to experience the new aquatic centre where there were competitions held as well as time for free swimming. The stadium area was open where attendees could play in a jumping castle, compete in a variety of old-fashioned relay races, and basketball, soccer and footy skills competitions. Both events were successful and provided two very different learning environments for the students in the subject.

New Web Site for the School

Getting the website for the School of Human Movement, Recreation, and Performance that adequately reflected all that we do has been a significant challenge over many years. Recently the School has decided to develop its own site within the University's structure. Please visit www.staff.vu.edu.au/hmrp to get a better understanding of what the School offers and to get an update on the range of activities in the Recreation Division (if you want to go directly to the Recreation Division go to this web site www.staff.vu.edu.au/hmrp/divisions/recreation_division.htm). However, don't expect a Google search to find the recreation information. We are working on this but at this stage we have to inform people that this is the web site that

has the best information about the School's operations.

WebCT in the Recreation Courses

Victoria University has adopted WebCT as our web based platform to support teaching of our subjects. Within the Recreation Division WebCT is currently being used as a support mechanism for subject information including access to lecture notes and background documents as well as interactive quizzes and discussion groups. The feedback from students so far indicates that they value WebCT as a support for the delivery of subjects but they do not expect it to replace the face-to-face interactions.

As an addition to the general procedure whereby all subjects in the Bachelor of Recreation Management degree are delivered, in part, through the University's online system, Denis Coleman has created a generic website for all recreation students. The site, called 'Recreation All', is automatically accessed when students at both undergraduate and postgraduate levels log on to the University's online web to view material for their subjects for the current semester. The online web is set up using a WebCT course delivery facility. The aims of the Recreation All site are to deliver general information (e.g. news, advice, notices) to all students of recreation and to help develop a strong recreation studies culture at Victoria University. The site is in a development phase but already carries a news page, pages for displaying student achievements, pages for each of the courses, a set of pages with study hints, a student portfolio page, processes with partner student exchange universities, pages for recreation careers and voluntary & paid positions, student pages that will carry student ideas and memorabilia (e.g. photos). The site allows students to conduct discussions and to contact individual students across all recreation courses and years.

Turnitin takes on Plagiarism

Melinda Craike and Peter Kalmund trialled the software package *Turnitin* with a group of first year and postgraduate students. Turnitin is a plagiarism prevention system that makes it easy to identify students who submit unoriginal work, and also acts as a pow-

erful deterrent to stop plagiarism before it starts. After a few initial 'teething problems' were sorted out, the use of Turnitin was seen as valuable tool to help deter and detect plagiarism.

Research grants

- Auld, Chris & Coleman, D.J. (2002-2003). Review of the Benefits of Community Sport to the Community. Funded by Hong Kong Sports Development Board. Conducted for the Griffith University Australian Centre for Leisure and Gaming Research; \$HK100,000
- Coleman D.J., Hanlon, C. & Tower, J. (2003 continuing). Study of the Determinants of Active Recreation of Horn of Africa and Vietnamese People living in North Western Melbourne. Funded (2003) by VicHealth (\$10,000) and Victoria University (\$10 000).
- Hanlon, C. & Coleman D.J. & Tower, J. (2003 continuing). Study of the Recruitment and Retention of People from special Populations (Ethnic, disabilities) in Sport and Recreation Clubs in North Western Melbourne. Funded by VicHealth (\$10,000) and Victoria Univ. (\$10, 000).

Reports

- Auld, C., Coleman, D.J & E. Tsai (2003) *The Community Benefits of Sport*, Australian Centre for Leisure and Gaming, Griffith Univ.
- Tower, J., Gaskin, C., Morris, T., & Spittle, M. (2003) *Evaluation of the 2001 Active Recreation Scheme - Final Technical Report*. Victoria University. Melbourne.
- Tower, J., Gaskin, C., Morris, T., & Spittle, M. (2003) *Evaluation of the 2001 Active Recreation Scheme - Community Report*. Victoria University. Melbourne.

Refereed Publications

- Zimmermann, J.M., et al.(2003) DIRECTIONS Nonprofit resource assessment model: A tool for small nonprofit or-

ganizations. *Nonprofit Management and Leadership*. September.

Professional Journals

- Zimmermann, J.M. (2003) The use of performance measurement in the United States: A case study of the City of Central, South Carolina recreation department. *Australasian Parks & Leisure*, Vol 6, No 4.

Conference Presentations

- Coleman, D. J. (2003) The nature of leisure self-determination: development of a LSD scale. ANZALS Conference, July, Sydney.
- Tower, J., Gaskin, C., Morris, T., & Spittle, M. (2003) Developing recreation programs for disadvantaged sectors of the community. ANZALS Conference, July, Sydney.
- Tower, J. (2003) Building partnerships in recreation programs. Vic Health Partnerships Forum March, Melbourne.
- Tower, J. (2003) Building partnerships in recreation. Partnerships & Possibilities Conference Nov. S. East Regions Recreation Reference Group. City of Casey, Victoria
- Zimmermann, J.M. & Allen, L.R. (2003) Administrator belief systems in the United States: a comparison of perceived roles in the administration of public recreation services and the administration of public services in general. ANZALS Conference, July, Sydney.
- Zimmermann, J.M. & Stevens, B.W. (2003) The real world classroom: utilizing professional resources for instructing students. Faculty of Human Development Research Conference, Melbourne.
- Zimmermann, J.M., Stevens, B.W. & James, J.J. (2003) The real world classroom: utilizing professional resources for instructing students. ARNOVA, Denver, Colorado.

Australasian Parks and Leisure

At recent meeting of the Editorial Committee of *Australasian Parks and Leisure*, the professional journal of Parks and Leisure Australia and the New Zealand Recreation Association, it was agreed that some of the 'Fact Files' published in the journal might be re-published in the ANZALS Newsletter, along with information on the rest of the

journal contents, as a means of fostering links between the academic and practitioner communities in Australia and New Zealand. Fact File 13, on swimming in Australia, is reproduced below, from Autumn 2004, which was a special issue on aquatics. The current issue of the journal, Vol. 7, No. 2, Winter 2004, is a special issue devoted

mainly to the theme of the World Leisure Congress: Leisure Matters. A number of academics contributed short pieces on this theme – details are listed below. Further details of the journal can be found on the APL web-site at: www.parks-leisure.com.au.

Australasian Parks and Leisure, Vol. 7, No. 2, Winter 2004

- Whither leisure? - Elery Hamilton-Smith
- Why leisure matters to women in the new millennium - Karla Henderson
- Does leisure matter to youth? - Peter Witt
- Leisure matters to the environment: the era of ecoleisure - Yu-Fai Leung
- Why leisure matters to local government - Byron Douglas
- Why leisure matters to adventure seekers - Damian Morgan
- Does leisure matter to retirement-age women in the new millennium? - Heather Gibson & Candace Ashton-Shaeffer
- Frankston Waterfront: recreated for everyone to enjoy - Joanne Elvish
- Leisure in a globalised society: the Sao Paul Declaration - Paul Jonson
- Rocks Riverside Park – Brisbane City's most significant park development for a generation - Ian Hunter
- Leisure matters – but what about the data? - A. J. Veal
- Leading the way – councils create healthier communities - Kellie-Ann Jolly & G. Dibley
- The Otago Central Rail Trail - bringing the past into the future - Owen Graham
- Gore Multisport complex wins gold - Gordon Bailey

Fact File 13: Swimming: number 2, but should try harder

[This is an abridged version of a paper, re-published with permission from *Australasian Parks and Leisure*, Vol. 7, No. 1, Autumn 2004, pp. 45-47)

Introduction

Among the ten most popular activities recorded in the Australian 2002 'Exercise, Recreation and Sport Survey' (ERASS)¹, swimming comes second only to walking, as shown in Table 1. Swimming attracts 14.9% of the adult population, or 2.28 million people aged 15 and over².

Unfortunately the ERASS does not tell us whether participation takes place in a home pool, a public pool or at the beach but, nevertheless, those involved in the provision and management of aquatics facilities and programs can feel gratified that the main activity for which they cater is the second most popular activity on the ERASS list. However, it is surely surprising that the participation rate for swimming is not higher, given Australia's climate and coastal living pattern, not to mention its active 'image', the fact that Australians are generally taught to swim at school and little equipment or organisation is required to participate. If 15% of the population participates in swimming this means that 85% do not do so - that is, more than 8 out of 10, or 13 million, Australian residents aged 15 and over *did not swim, even once*, in the year 2002.

The overall low percentage participation rate is even more notable when it is considered that the criterion for 'participation' is engaging in the activity *at least once in the previous year*. What constitutes engagement is defined by the participant, so it is only necessary to have perhaps 'splashed around in the water' for five minutes on one occasion while on holiday to be counted as a 'participant' - alongside the individual who swims 50 laps twice a week all year round.

Table 1. Top ten 'exercise, recreation and sport' activities, Australia, 2002

Activity	Population aged 15+ participating at least once in last year	
	%	Millions
1. Walking*	30.8	4.72
2. Swimming	14.9	2.28
3. Aerobics/ fitness	14.6	2.24
4. Cycling	9.3	1.42
5. Golf	8.7	1.34
6. Tennis	8.2	1.26
7. Running	7.6	1.16
8. Bushwalking	5.6	0.85
9. Soccer (outdoor)	4.5	0.69
10. Basketball	4.0	0.61

* Excludes competitive walking (included in athletics) and bushwalking (separately listed). Source: ERASS, 2002

The 15% participation rate (and 85% non-participation rate) might seem implausible to aquatics centre manager faced with masses flocking to their centres on hot days, and comparing annual visit numbers to the size of the local population. This paradox is explained by another statistic from the survey: that the average participant claims to swim 66 times a year. Thus an average 1000 adult population will generate almost 10,000 pool or beach visits a year -

but these visits are undertaken by only 150 of the 1000 people - the other 850 make no visits at all.

The swimming participation rate varies considerably by state/territory, as Table 2 shows, the highest rate being, surprisingly, in the ACT, the only non-coastal jurisdiction in the country. This high ACT figure might be thought to be due to the absence of surfing, so that frustrated surfers take to pool-swimming. But Table 2 also includes data on surfing and, even if we discount as many as 2% of the ACT's 18% swimmers as 'frustrated surfers', the swimming rate is still above the national average. But even the ACT figure is not particularly impressive - 8 out of 10 ACT residents do *not* swim.

The ACT participation rate is nevertheless double that of South Australia, which takes the wooden spoon - over 90% of South Australians do not swim! Again, surfing is not the explanation - South Australia does not have a particularly high level of participation in surfing to account for its low level of swimming.

Table 2. Participation in swimming and surfing by State/Territory, 2002

	% of population aged 15+ participating in last year	
	Swimming	Surfing
ACT	18.1	1.4
W. Australia	17.5	2.5
NSW	17.0	2.9
NT	15.0	-
Queensland	14.0	2.5
Victoria	13.5	1.5
Tasmania	12.7	1.1
S. Australia	8.9	1.6
Australia	14.9	2.2

Source: ERASS, 2002 (- = sample too small)

Explaining low participation

Who is not swimming? Are there particular groups who make up the 85% of the population who are non-participants? It might be thought that the issue is age - young people swim but older people do not. But the age-related participation rates are, if anything, even more remarkable than the overall figures. Only 17.7% of the youngest age-group (15-24 years) claims to swim - that is, 82% of 15-24 year-olds did not swim once in 2002! There is no significant fall-off in participation until the 45-54 age-group and then a further drop-off at age 65 and over.

Swimming is an activity which can be participated in by all age-groups and is particularly beneficial for older people for whom more vigor-

ous exercise might be too demanding. But even if the participation rate of everyone aged 45 and over could somehow be brought up to that of the youngest age-groups, there would still be an 80% non-participation rate overall. There are more non-swimmers aged under 35 (4.6 million) than there are aged 55 and over (3.7 million).

Neither is gender a significant explanation: the female participation rate in swimming is 15.5%, while the male rate is 14.2%. In this case, surfing does account for the difference, with 3.9% of males participating in surfing, but only 0.6% of females. Age and gender are the limits of the social explanation we can pursue using published ERASS data. While the ERASS report relates sport participation as a whole to capital city/regional residence, employment status, marital status, the presence of children in the household, and level of education, and earlier ABS survey reports have included country of birth, data on the relationships between these variables and participation rates for *individual* activities such as swimming are not provided.

Knowing in detail who the low and high participant groups are does not of itself 'explain' low participation - for that it is necessary to know *why* people do not participate. Are the non-participants expressing a preference - ie. they do not *wish* to participate - or do they wish to participate but are subject to external constraints which prevent them from doing so? There are no data on preferences and perceived constraints in ERASS, but a DASETT survey conducted in Summer 1991⁴ indicated a certain amount of frustrated demand which, if met, would increase swimming participation by a quarter. Of the frustrated swimmers, however, almost half said the reason for not participating was lack of time. Only one in 50 blamed lack of facilities. These findings are 13 years old, and should be updated, but it would not be surprising to find them substantially unchanged in 2004.

A.J. Veal
University of Technology Sydney

Notes/sources

- (1) ERASS - see: Standing Committee on Recreation and Sport (2003) *Participation in Exercise, Recreation and Sport 2002*. Canberra, Australian Sports Commission, available at: www.ausport.gov.au/info/statistics.htm.
- (2) Children aged 14 and under are not included in the survey but, if they were, it is likely that swimming would have an even higher overall participation rate and would at least hold its own as the second most popular activity. See Fact file 12 (APL, Vol. 6, No. 3, Spring 2003) for discussion of lack of data on children's leisure participation.

- (3) For discussion of evidence, see: Veal, A. J. (2003) Tracking change: leisure participation and policy in Australia, 1985-2002. *Annals of Leisure Research*, 6(3), 245-77. (see ANZALS website: www.staff.vu.edu.au/anzals).
- (4) Department of the Arts, Sport, the Environment,

Tourism and Territories (DASET) (1991) *Recreation Participation Survey: February 1991*. Canberra, DASET.

ANZALS Board Meeting - March 2004: Summary

The meeting was held on Friday, 12th March 2004 and took the form of a teleconference.

Attendance: Tony Veal (AV) President, Russell Hoye (RH), Megan Revitt (MR), Sally Methven (SM), Ian Patterson (IP), Bob Gidlow (BG), John Jenkins (JJ).

Apologies: Lisa Hayes (LH) - absence due to teaching commitments (LH sent written comments on the agenda, which were noted where appropriate in the discussion.)

Treasurer's report

The Treasurer reported that the association's financial situation was healthy, with a current account balance at the end of February of \$A16,029. Three years' of copyright fees (from Australian university copying of ANZALS publications via Copyright Agency Ltd) had recently boosted income. It was agreed that legal advice be sought on aspects of the disposition of copyright fees

2005 Conference report

LH indicated that the Conference would be held at Waikato University in late November-early December 2005 to complement other conferences.

ANZALS Archives

Following discussion it was agreed that legal advice be sought in regard to archiving requirements and paper vs electronic format.

2004 AGM Planning

It was agreed that the 2004 AGM would be held at the World Leisure Congress in Brisbane on Thursday 16th September at lunch-time and the next Board meeting be held on Wednesday, September 15th.

Proposed change to financial year

It was agreed that a motion be put to the next AGM to amend the ANZALS Constitution to change the ANZALS financial year to

a calendar year (currently February - January).

Annals of Leisure Research

- Editors: Following the resignation of Clare Simpson and, shortly, Tony Veal, expressions of interest in becoming an editor had been sought in the Newsletter.
- Editorial Advisory Board: The managing Editor undertook to review the Editorial Advisory Board membership and, in consultation with Board members and co-Editors, to seek new membership
- CABI: There was further discussion of the proposal from CABI to re-publish the journal electronically for libraries, pending receipt of an updated proposal from CABI.

ANZALS Website

Funds were allocated to facilitate design work on the association's web-site by students at Waikato University. The site would continue to be hosted by Victoria University and managed by Denis Coleman. [Subsequent email discussion among Board members has resulted in moves to establish an ANZALS domain name (such as www.anzals.org.au) to be linked to the VU site.

Membership

It was agreed to conduct a membership drive in Australia and New Zealand during 2004.

Thesis of the Year award

It was agreed that the duration of the year-free membership award be: PhD: 3 years; Masters: 2 years; Honours: 1 year.

ANZALS Code of Ethics

The question of whether ANZALS' published *Code of Ethics* should be updated and/or lodged on the association's web-site was discussed. It was suggested, however, that since the code was published, the situation with regard to professional ethics and liability

ties had moved on. University staff are covered by in-house codes. Further research was to be undertaken to inform discussion

at the next Board meeting. Sales of the existing code will be suspended.

Conferences

7th Biennial ANZALS Conference

17th - 20th November 2005
(To be confirmed).

Hosted by the Department of Sport & Leisure Studies, School of Education, University of Waikato, Hamilton, NZ

Conference Theme:

Kangaroo and Kiwi Kulture: Impacts on the Leisure Experience.

The conference theme is aimed to raise awareness of the impact of culture on the leisure experience within both Australia and New Zealand. (This is not exclusive, so people from outside Australia and New Zealand are welcome to present papers). We are inviting you to start thinking about papers that could be presented at this conference -whether works in progress, case studies, exploratory or ethnographic studies. We ideally want papers across the broad spectrum of leisure, from leisure experiences of the aged, indigenous leisure, to youth sport, environmental and outdoor adventures and performance-based leisure. It is hoped that conference papers will have appeal to both leisure academics and leisure providers.

A Call for Papers will be made in December 2004. Arrangements will be made for papers to be submitted for refereeing and inclusion in *Annals of Leisure Research*.

Accommodation will be available on campus. For students home-stays will be arranged. Further information will be posted on the ANZALS website and distributed via Leisurenets.

Lisa Hayes ANZALS Conference Convenor:
lisa@waikato.ac.nz

Leisure Studies Association 2004 Conference

Napier University, Edinburgh.
www.leisure-studies-association.info/LSAWEB/2005/Main.html

Proposals for parallel session presentations are invited from academics, researchers and practitioners to address main conference themes (and 'open stream' papers are also invited). The deadline for proposals is January 15, 2005, and registration details (along with program developments) will be available on the LSA website later in 2004.

- Jane Ali-Knight (Chair)
(j.ali-knight@napier.ac.uk)

Conference Report

Key Themes for the Future of Sport Management

9th Annual Sport Management Association of Australia and New Zealand Conference, Otago University, Dunedin, New Zealand – November 2003

Report by David Lamb, Senior Lecturer in Sport and Leisure Studies/Management, Lincoln University, New Zealand.

The conference was organised around 12 themes, which are discussed in turn below.

Theme 1 Sport Policy

Joe Piggin (Otago Univ.) focussed on the sport policy process using SPARC (Sport

and Recreation New Zealand). His early findings so far indicate that there are a number of challenges facing New Zealand sporting policy, in particular how policy is best implemented for the improvement of top-level sport.

Terry Woods (Southern Cross Univ.) again focussed on the role of stakeholders in sport. He looked at the implications of athletic selection disputes and recommended that guidelines be provided by the governing bodies of sport to aid autonomy and therefore clarity.

Theme 2 – Commodification and Commercialisation

Within this theme Mckerrow and Arthur (Southern Cross Univ.) presented research on the response of Rugby Union in Australia to the continued commercialisation of the sport. They concluded that commercialisation in sport is inevitable and needs to be well managed to save the game from further exploitation.

Chiba and Jackson (Otago Univ.) were concerned about the trend for Rugby players leaving New Zealand to seek their fortunes elsewhere, which they termed 'sport migration'. Such player movements had consequences for future national sporting selection policies and procedures.

Theme 3 – Consumer Behaviour

The paper by Voges (Univ. of Canterbury), Skinner (Griffith Univ.) and Edwards (Univ. of Qld) on sport sponsorship highlighted two key findings. 1. Individuals subjected to a sponsorship prompt prior to evaluating the brand are more likely to rate that brand more favourably. 2. When a sponsorship prompt is given, the brand's physical attributes are increased.

Hsieh (Univ. of N. Colorado, USA) and Chen (Nat. College of PE & Sports) used the same theme to explore buying behaviour in athletic footwear. They used statistical formulae, to ascertain whether or not different buying patterns could be attributed to gender differences and concluded that marketing communications has a key role to play in the sport marketing process.

Murray (Griffith Univ.) focussed on the degree of customer involvement with the product/service. His study based on fitness centres in Australia, concluded that the level of involvement related directly to customer satisfaction, but the relationship between involvement and 'customer advocacy' was much weaker or non-existent. However, the level of customer involvement could not by itself predict consumer behaviour.

Theme 4 – Curriculum

Wiersma (Auckland Univ. of Tech.) and Bradbury (Massey Univ.) identified the emerging profession of Sport Management in NZ and the need to revisit competencies required for managers of the future. Utilising job advertisements, they identified a range of required competencies for managers in sport-related industries and argued that identification of competency gaps would aid sport management education and lead to better-focussed industry training.

Dickson (Central Qld Univ.) and Zakus (Griffith Univ.) took a more specific approach in identifying the key determinants of sport marketing course content, arguing that such content was biased towards a view of sport marketing as primarily concerning corporate sport. Consequently 'lower levels of sport' were often neglected or not studied at all.

Similarly, Emery, King and Marchal (Northumbria Univ., UK) identified the key competencies required in managing professional sports clubs based on seven sports clubs in North East England. Their goal was to build what they termed 'educational bridges' between professional sports clubs and universities that offer sport management education.

Santomier (Sacred Heart Univ., USA) and Hogan (N. Michigan Univ., USA) examined the notion of 'noetic (pertaining to the intellect) partnering' and its possible use in the sport management curriculum. This is a problem-based approach to the teaching and learning process, designed to promote critical reasoning and thinking, in which the lecturer plays the role of designer and collaborator in learning.

Theme 5 – Gender

Daley (Univ. of Canberra) investigated the presentation of female athletes in the print media using the 'new media tool' ALPHA (analysis of text, location, photographs, headings of athletes), a technique which she believed would be useful research for both sport management students and those in positions of responsibility within sport management.

Brown, Otago and Swan (Univ. of Ballarat) were concerned about the lack of women in sport leadership roles and the key barriers responsible for this. This three-year project has so far indicated that men are advantaged in a number of ways, for example, in having more connections in the field with established networks.

My own presentation on this theme reported on research undertaken in the UK on young adult women and their experience of sport and leisure whilst undergraduates students. Using focus groups to identify some of the key issues impacting upon their sport/leisure. Among the major findings of the research were:

- Single women had more choice and opportunity for active sport/leisure than partnered women
- Cultural expectations and gender roles were significant to women's choice and engagement
- Access to money and mobility were key factors determining opportunity and access to sport/leisure
- Partners controlled and limited sporting/leisure choice and resulting opportunities
- Gender was used by many men as a tool for control over women
- Engagement in sport/leisure was experienced differentially by men and women

Theme 6 – Governance

The issue of governance was identified by Ferkins (UNITEC, NZ) and Shilbury (Deakin Univ.) as an important aspect of sport management, yet an area that has been neglected. Utilising work from the field of organisational theory, corporate and governance theory they, emphasised the important role of strategic management of sporting organisations through sport boards.

Rauter (ASC), Carroll, Booker and Arthur (Southern Cross Univ.) reviewed the work of the Australian Sports Commission in relation to improved governance for national sporting organisations. The path to improvement, they concluded, was through tertiary educators and in encouraging more research in this area.

Hoye's (Griffith Univ.) research on 34 Queensland State Sporting organisations concentrated on leader-member exchange theory and board performance. Preliminary findings emphasise the key role of quality in relationships between members (most likely to be volunteers) and those in charge (board chairs and paid executives). (see *Annals of Leisure Research* Vol. 6 No. 2 - Ed.)

Gilbertson (Victoria Univ., NZ) proposed a participative action research approach in order to better manage change in the Olympic movement of New Zealand and argued strongly Olympism to be more central to the movement's work.

On the same theme of change, Zakus (Griffith Univ.) was concerned with structural and governance issues in the development of the International Olympic Committee (IOC), and traced the historical antecedents of the I.O.C. in order to better understand its present structure and governance.

Theme 7 – Sport Fans

This is seen as a fruitful area of research that is at present under-researched in NZ and Australia. Pentecost and Spence's (Bond Univ.) research on levels of fanship utilised a personal fanaticism scale (PFS) to better understand the motivations, involvement and future intentions of tennis fans.

Fairley (Griffith Univ.) focused attention on six groups of Australian Football League fans travelling to away venues and their experiences in terms of social support, social identification and camaraderie.

Theme 8 – Sponsorship

Birk, Dawson, Tomlinson, and Murray (Univ. of Bath) gave a presentation on the interrelationships of the various parties involved in the Manchester Commonwealth Games in 2002. Their focus was on the main sponsors

of the event and the process by which they became sponsors and the nature of the negotiations that took place.

Hsiao's (National Hualien Teachers College, Taiwan) paper on sports sponsorship, centred on spectator perceptions of the Taiwanese Athletic Games. It was found that the recall of sponsors improved in direct relation to the improvement of corporate image in 60% of all cases reported. Furthermore, as a result of sponsorship, event identification was increased .

Jiang, Chadwick, Thwaites and Jin (Leeds Univ., UK) discussed corporate sponsorship of the Beijing 2008 Olympics bid. They analysed corporate sponsor motives, management issues and sponsor evaluation techniques.

Simpson (Otago Univ.) examined small firms in sport sponsorship and early findings suggest sport marketers need to play a more important role in assisting small firms to bring more sponsorship money into sport.

Shaw's (Univ. of Waikato) presentation likewise highlighted the important role of marketing in all sport organisations and the financial imbalance that exists in long-term sponsorship deals with athletes. She urged sponsoring companies to adopt a more critically-based approach, based on equitable funding and moral sensitivity.

Theme 9 - Structures (Professional Sport)

Dickson (Central Qld Univ.) and Cousens (Brock University, Canada) were concerned with development and performance in inter-organisational networks. By using concepts such as tracks (direction, nature and incidence of change) combined with archetypes (ideas, beliefs and values connected to change) they sought to determine and explain structural change in Australian Football and Rugby League since the 1980s.

Booth's (Monash Univ.) paper on the same sport analysed the effect of cash sales and trades where team owners were win maximisers (try to win as many games as possible subject to breaking even financially) compared with teams that were primarily profit maximisers. Early findings indicate

that cash sales work to undo the effects of player draft and high salaries cause problems in fairness when trading players.

Davies' (Victoria Univ., NZ) research on provincial rugby in New Zealand and its emerging professionalism looked at key changes in the game in order to assess the major changes that have occurred. In his study he suggests a number of ways in which competitive performance and balance could be measured to assess such change.

Theme 10 – Planning and Programs

Howat and Adamson (Univ. of S. Australia) and Murray (Griffith Univ.) were concerned with female drop-out in sport and focussed on attitudes and behaviours amongst secondary school girls and women rugby players. Findings indicated that promoting Rugby Union as exciting and fun would help with the emphasis on team aspects of the game, friendship and personal empowerment. Modification of the sport to avoid body clash would encourage less able players and introducing new players through touch would help wean them into the 'full' game.

My own paper within this theme explored the outcomes of the UK Coaching Task Force July 2002 report on the future of sport coaching. I reviewed a number of national and local coaching initiatives in the UK and further explained some of the key issues that have impinged upon the development of sports coaching in the UK and the lessons that can be learnt for the development of sport coaching in New Zealand.

Theme 11 - Marketing

Craw's (Nat. Inst. of Education, Singapore) research on Internet marketing compared over 100 sporting organisations in different regions of Australia to discover that regions differed in their use and effectiveness of Internet marketing, but stressed the importance of updating, re-development and re-implementation of web sites on a regular basis.

Using a case-study approach, Chang (Chengchi Univ., Taiwan) compared cooperation models in two named sports events. Transaction cost theory and alliance/network perspectives were used to understand

this relationship between the event stager and sponsor. Chang proposed a number of suggestions to event stagers in developing more autonomy in cooperation with sponsors.

Turner and Shilbury (Deakin Univ.) based their presentation on work undertaken on professional sporting league broadcast agreements. Comparing free-to-air and Pay TV broadcasting, they were able to determine how clubs perceive the exposure received from the two types of broadcast.

Theme 12 Trends and Issues

The link between competitive intelligence, strategy planning and performance in the sports industry was the context of a presentation offered by Hughes, S. and Shank, M.D. (North Kentucky University, USA). Surveying over 1,800 sport industry professionals they sought to determine the strength of this relationship and suggest ways in which such companies could improve their economic performance.

Danylchuk (Univ. of W. Ontario) and Weese (Univ. of Windsor) presented research on 12 Canadian universities, which offer sport management curricula and highlighted a number of concerns, including that; many programs are under threat of disappearing; in many cases there appears to be a lack of understanding and appreciation for this area of study; and there is an under-supply of specialist academics in the field.

Adopting a radical perspective, Smith and Westerbeek (Deakin Univ.) suggested a number of policy concerns and strategic options for the future of the sporting industry. Using a 'triangulated approach' they presented a number of possible scenarios for the future. They painted a very dark picture of artificial intelligence and nanotechnology influencing every aspect of our daily lives. In concluding they emphasised the importance of future thinking for all involved in sport management as vision could be the solution to potential issues that the future will surely bring.

SMAANZ web-site: www.gu.edu.au/school/ist/services/smaanz).

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