

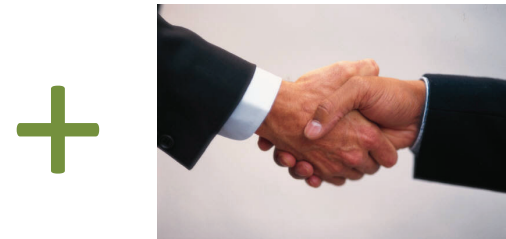
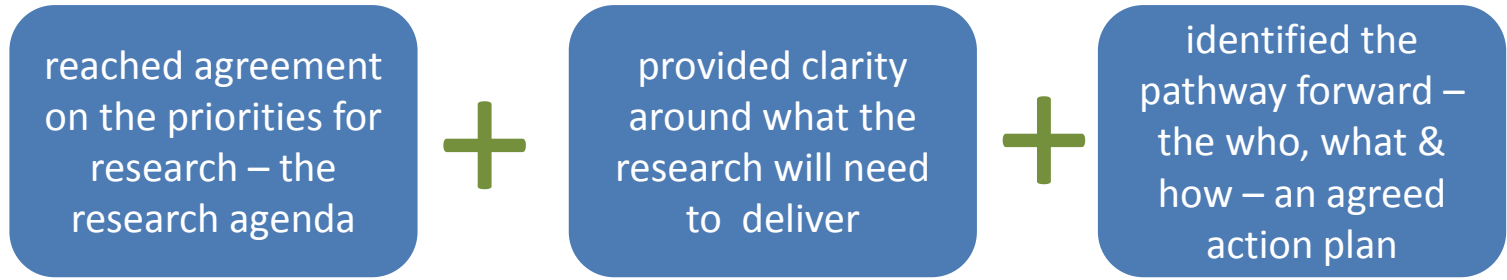


optimizing sport  
management  
research to the  
needs of the  
sport industry



welcome . . . . .

our game plan for these next two days. . . . .



a welcome from . . . . .

**Simon Hollingsworth,  
Chief Executive Officer  
Australian Sports Commission**

**Professor Alan Hahn  
Vice President  
Australian Sport Research Network**

a few things before we start. . . . .

the agenda  
'rescue' breaks  
the rules of engagement  
Fiona

and so for today. . . . .



our play book. . . . .

day one objective

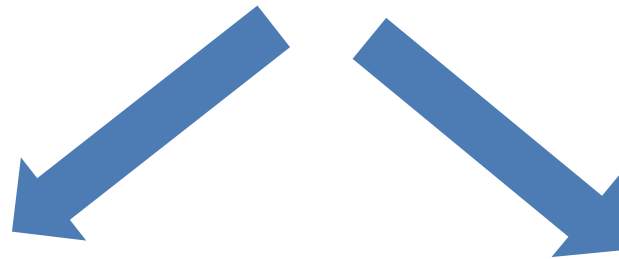
to seek consensus on sport industry research strategies in the domain of sport management

day two objective

to seek consensus on how to address sport management research priorities

day one objective

to seek consensus on sport industry research strategies in the domain of sport management



reached agreement on the priorities for research – the research agenda

provided clarity around what the research will need to deliver



the national sport  
research policy  
environment

head over the fence  
– a look at what  
the future might  
look like

the ASC-CSIRO future  
of sport study – what  
did that tell us



a presentation from . . . . .

**a vision for the future – what would sport  
management look like if we take an integrated,  
holistic view?**

**Michael Sparks  
Sportinfo**

a presentation from . . . . .

# the ASC – CSIRO Future of Australian Sport Study

Paul Fairweather  
Australian Sports Commission

a presentation from . . . . .

# the national sport research policy environment

Dr Peter Hertan  
Chair  
CASRO Research Group

the first group workshop. . . . .

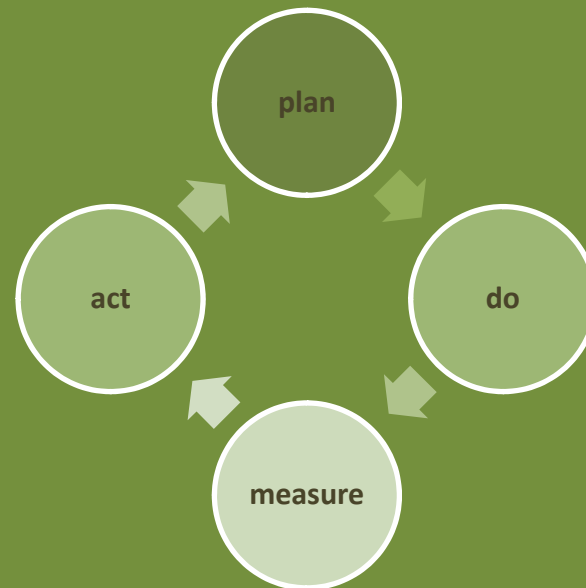
**just what are the industry research priorities?**

# Kaizen groups

Kaizen is Japanese for improvement or 'change for the better'.

We'll adopt the methodology to first 'unpack' and then 're-pack' the challenges of today's forum

## quality circles



# the Kaizen groups. . . .

## Group A

Chris Auld

Frances Crampton

Geoff Howes

David Jeffrey

Paul Jonson

Tim Kelly

Perry Tzamouranis

Lawrie Woodman

## Group B

Graham Brimage

Nick Brown

Brian Canavan

Michael Haynes

Russell Hoye

Ross Kilborn

Paige Ridgewell

Tracy Taylor

## Group C

Michelle Crisp

Allan Hahn

Greg Hill

Robert Kidston

Andrew Larratt

Keith Lyons

Mike McGovern

Machar Reid

## Group D

Vito Basile

Catherine Clark

Paul Fairweather

Anne Gripper

Peter Hertan

Colm Maguire

David Shilbury

Sue Walker

## Group E

Alun Breward

Kate Palmer

Andrew Dee

Greg Denny

Christopher Harrison

Cecilia Hemana

Warren Payne

Rosemary Perry

the first group workshop. . . . .

**just what are the industry research priorities?**

- **recruiting and retaining participants**
- **modes of participation and consumption**
- **growth, development and service quality**
- **governance systems and models**
- **sport policy/value of sport**
- **commercial challenges**



the second group workshop. . . . .

**just how will the implementation of the research priorities add value to your sport business?**

- **determine priorities for the agreed research themes**
- **prepare a research brief for one priority area**

the research brief will need to address. . . .

- 1 the underlying business need
- 2 who owns the issue
- 3 what insights / counsel are you looking for / what are your objectives for this research
- 4 what decision will you make once you have the information from the research? how you intend to use the information within the business
- 5 how you will measure the success (6mth/12mth) of this research investment

now create a research brief for the following research priorities. . . .

**Group A**



**acquisition & retention**

**Group B**



**modes or models for participation & consumption**

**Group C**



**growth development & service quality**

**Group D**



**commercial challenges**

**Group E**



**governance systems & models**

## the Kaizen groups. . . .

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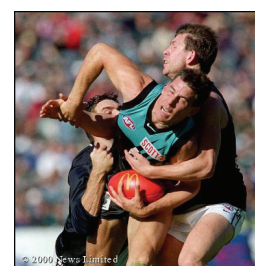
Rosemary Perry

a discussion. . . .

**reflections on the day**



# DAY TWO



day one objective

to seek consensus on sport industry research strategies in the domain of sport management

day two objective

to seek consensus on how to address sport management research priorities

a discussion. . . .

**reflections on the day**



the third group workshop. . . . .

**just how do we bring the research priorities to  
life?**

**just how do we bring the research priorities to  
life?**

**WHAT NEEDS  
TO BE DONE**

**WHO DOES  
WHAT**

**WHEN DOES IT  
OCCUR**

**WHO INVESTS**

**WHO DECIDES**

**WHO DRIVES**

a discussion. . . .

**the next steps**

