

#SMAANZ2014

A summary of the Sport Management Association of Australia and New Zealand Conference hosted by Deakin University at Melbourne from 26 to 28 November 2014.



Olan Scott
@OlanScott

I'll do my best to give you (and those following [#smaanz2014](#)) some interesting content. Cheers, Olan [@sportmarketing1](#)

7 DAYS AGO



James Brandner
@JamesBrandner1

Anyone attending the student session tomorrow? [#smaanz2014](#)

7 DAYS AGO



Jonathan Robertson
@jfrobertson_85

Yeah mate, I'll see you there. Expecting a sharp outfit from [@JamesBrandner1](#) [#smaanz2014](#)

7 DAYS AGO



Jason Doyle
@Jason_Doyle1

On route to [#smaanz2014](#) Looking forward to the industry day and some great presentations!

6 DAYS AGO



SMAANZ
@SportScholars

A big welcome to those arriving in Melbourne today for [#SMAANZ2014](#). We'll update you from Melbourne Park later today!

6 DAYS AGO



SMAANZ
@SportScholars

@Jason_Doyle1 See you soon, Jason. #smaan2014

6 DAYS AGO



SMAANZ
@SportScholars

We have word the #SMAANZ2014 golf day is underway at Waterford Valley. We'll update results later today.

6 DAYS AGO



Ben Corbett
@SevensPhD

Heading to #SMAANZ2014 conference today in Melbourne. Presenting on ARU #Sevens high performance changes. #centralisation

6 DAYS AGO



Daniel Lock
@Daniel__Lock

Right then, Melbourne for the week. Looking forward to #SMAANZ2014 and catching up with some @SportScholars

6 DAYS AGO





Katie Rowe
@RoweKL

1 sleep until [#smaanz2014](#) - I'm looking forward to Chairing the [#2020participation](#) session tomorrow - see you there!

6 DAYS AGO



Jason McCurry
@JPMcCurry

Looking forward to volunteering at [@Deakin's](#) [@SportScholars](#) Sport Mgt Conference on Thursday. Hopefully pick up some key lessons [#smaanz2014](#)

6 DAYS AGO



Halley Corbett
@HcKPhD

[@RoweKL](#) thanks for your helpful insight on what it takes to finish a PhD at the student session. [#smaanz2014](#)

6 DAYS AGO



Halley Corbett
@HcKPhD

@Jason_Doyle1 Great job on the PhD student session panel.
#SMAANZ2014

6 DAYS AGO



Katie Rowe
@RoweKL

Happy to help @HcKPhD. I look forward to catching up with you and other students at the #smaan2014 conference!

6 DAYS AGO



Ian O'Boyle
@DrianOBoyle

3 years ago I was presenting at SMAANZ as a student. On Thursday I'll be watching my own PhD student present. #SMAANZ2014
#lifemovesquick

6 DAYS AGO



Olan Scott
@OlanScott

It was great hanging out with [#smaanz2014](#) NZ folks at JamesSquire Brewhouse in [#melbourne](#). Going to be a fun week

6 DAYS AGO



Emma Sherry
@emmaesherry

So many people to catch up with at [#smaanz2014](#) - I'm looking at you [@danya](#) !

5 DAYS AGO



Jason Sharp
@more2sport

Looks like things are off to a cracking start [#smaanz2014](#) can't wait to join you tomorrow. [@Deakin](#)

5 DAYS AGO



James Brandner
@JamesBrandner1

Thanks [@GeoffSchoenberg](#) and [@AlisonDoherty1](#) for yesterday's student session. Bring on the next 3 days! [#smaanz2014](#) [@Deakin](#)

5 DAYS AGO



SMAANZ
@SportScholars

See the new [smaanz.org](#) for all the [#smaanz2014](#) news, award winners and photos of the conference over the next few days.

5 DAYS AGO



Sally Shaw
@ShawShaw27

[#SMAANZ2014](#) great to be in Melbourne for Smaanz [@SportScholars](#)

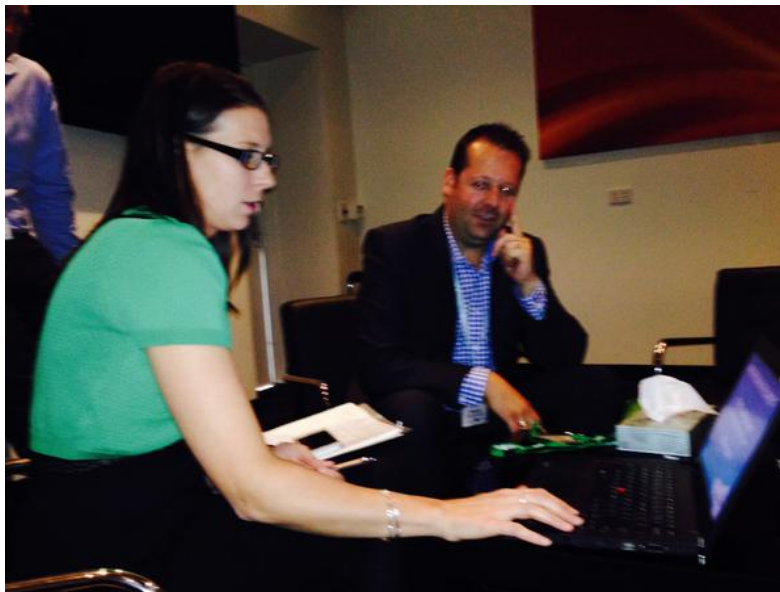
5 DAYS AGO



Kylie Wehner
@KylieAWehner

Waiting for the SMAANZ delegates to arrive for [#smaanz2014](#) Industry Day! See you at the [#2020participation](#) workshop with [@RoweKL](#)

5 DAYS AGO





Stephen Shapiro
@sshapiro44

Had a great time in Sydney. On the way to Melbourne for [#smaanz2014](#). Looking forward to a great conference!

5 DAYS AGO





Geoff Schoenberg
@GeoffSchoenberg

Finished my last @SportScholars board meeting as a student rep. Learned lots and, hopefully, made a difference. Time to enjoy #smaanz2014 :)

5 DAYS AGO



Robert Barnes
@robertmbarnes

#smaanz2014 - where sport industry & evidence-based research meet. As NSOs need evidence for their biz case, @SportScholars delivers.

5 DAYS AGO





Anthony Costa

@costasports

Helping out at [#smaanz2014](#) this week. Looking forward to some great [#sportsbiz](#) insights.

5 DAYS AGO



Danya Hodgetts

@danya

One concert in Melb Olympic Park brings in the same income as a season of football, Brian Morris talks sport/entertainment nexus [#smaanz2014](#)

5 DAYS AGO



Olan Scott

@OlanScott

One concert at [@AAMI Park](#) brings in as much money as one sport team's entire season. - Brian Morris CEO MOP [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Morris: Melbourne & Olympic Park income - AO 36%; Arenas 37%; AAMI 19%; functions 4%; other 4% [#smaanz2014](#)

5 DAYS AGO

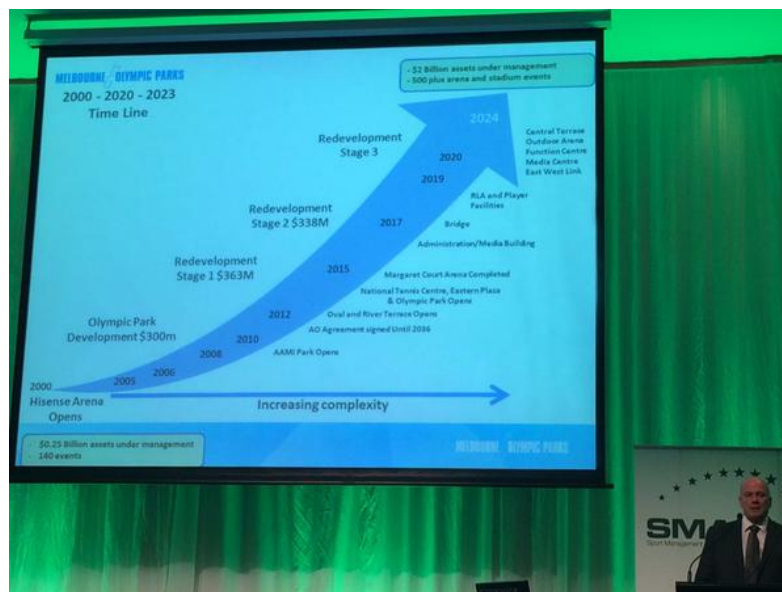


David Culbert

@Culbert_Report

Conference season continues. Today it's [@Deakin](#) hosting Sport Management Association of Australia & NZ. 20:20 Vision for Sport. [#smaanz2014](#)

5 DAYS AGO



SMAANZ

@SportScholars

MOPT CEO Brian Morris getting us underway for [#SMAANZ2014](#).
Keynote on the development of MOPT, home for the week. ow.ly/i/7lyA5

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Morris; \$240 mil to be spent on Rod Laver Arena refurb [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Morris: balancing elite, recreation and entertainment use at Melbourne & Olympic Parks - a big challenge [#smaanz2014](#)

5 DAYS AGO



Jonathan Robertson

@jfrobertson_85

Bill Morris: our objective is to have all Melb & Olympic Park buildings LEED gold certified [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Looking forward to @CraigTiley's keynote during today's [#smaanz2014](#) industry day event. [#tennisphd](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Craig Tiley now up at [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Tiley - discussing the future growth of the global middle class [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Tiley - social media - biggest change for Australian Open [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Tiley - broadcast blue - now the critical colour at the Australian Open [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Great scenes from [@CraigTiley](#) showcasing the evolution and change of the [#AusOpen](#) [#smaanz2014](#)

5 DAYS AGO



Tim Murdoch

@tim_murdz

Tiley: The Australian Open is no longer just a sporting event. It is a tourism and entertainment event. [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

[#AusOpen](#) recognise the importance of enhancing fan experience [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Social media in sport is about conversation and engagement [#AusOpen](#) [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

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Tiley - 70 million unique users through AO website [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Tiley - great decision to brand the AO as the Grand Slam of the Asia-Pacific [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Tiley - expansion into Asia via qualifying, ball kids, partners etc. [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Tiley - rising player costs - quadrupled since 1996 [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Rising player costs is one of the significant challenges facing the [#AusOpen](#) [#smaanz2014](#)

5 DAYS AGO



Jonathan Robertson

@jfrobertson_85

Tiley: [#AusOpen](#) virtual advertising will soon allow live adverts in multiple languages & locations [#smaanz2014](#)

5 DAYS AGO



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Tennis Australia CEO @CraigTiley expanding on key themes of change in 20 years of the Australia Open #SMAANZ2014

5 DAYS AGO



The Lindfield Group
@LindfieldGroup

Tiley - security costs to rise significantly #smaanz2014

5 DAYS AGO



Tim Murdoch
@tim_murdz

@CraigTiley Balance between value and price an ongoing commercial challenge for the AO #smaanz2014

5 DAYS AGO



The Lindfield Group
@LindfieldGroup

Tiley - broadcast rights - dramatic change over the past decade #smaanz2014 TA now the host broadcaster

5 DAYS AGO



Ashleigh Thompson
@ashton99

Tiley: the #AusOpen will now broadcast and produce it's own content #smaanz2014

5 DAYS AGO



The Lindfield Group
@LindfieldGroup

Broadcast strategy - bold but a bit risky according to Tiley #smaanz2014

5 DAYS AGO



Ashleigh Thompson

@ashton99

Tiley: challenge to overcome is taking the [#AusOpen](#) to the public 52 weeks a year [#smaanz2014](#)

5 DAYS AGO



Alister L

@al_nz

[@ashton99](#) does that say as much about the players over-inflated expectations. It's a concern if this is an issue for Grand Slams [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

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Tiley - the future = data control; mkt seg; content production; innovation; and global expansion [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Tiley: [#AusOpen](#) now competes not just with other sports but also other entertainment options for people's time [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

History of poorly managing data - Tiley [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Tiley: Colonial attitude is redundant - multicultural partnerships the way forward [#smaanz2014](#)

5 DAYS AGO



Jonathan Robertson

@jfrobertson_85

Tiley: there is a need to monetise, commercialise and control data from 300k individual data points to over 1m [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Tiley: partnerships are a way of the future [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Tiley: five pillars for the future - data control, market segmentation, content production, innovation, & global expansion [#smaanz2014](#)

5 DAYS AGO



Tim Murdoch

@tim_murdz

@CraigTiley asks will consumers still want to pay for an in stadium experience in the future? #smaanz2014

5 DAYS AGO



Jonathan Robertson

@jfrobertson_85

Tiley: #AusOpen piloting autonomous cameras for future coverage #smaanz2014

5 DAYS AGO



Ashleigh Thompson

@ashton99

Tiley: speaking to global expansion - #AusOpen launches the sport and entertainment season for the world #smaanz2014

5 DAYS AGO



Tim Murdoch

@tim_murdz

Tiley: @roderfederer the #1 athlete in Australia, ahead of even @MClarke23 and @pat_rafter #smaanz2014

5 DAYS AGO



David Culbert

@Culbert_Report

Great keynote by @TennisAustralia & @AustralianOpen boss @CraigTiley. Innovation, content, data, global expansion key pillars. #smaanz2014

5 DAYS AGO



The Lindfield Group
@LindfieldGroup

7 governing bodies in international tennis - 6 too many according to Tiley [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson
@ashton99

Thanks to [@CraigTiley](#) for his insightful look at the evolution of the [#AusOpen](#): Grand Slam of the Asia Pacific [#smaanz2014](#)

5 DAYS AGO



Katie Rowe
@RoweKL

Welcome to those attending the [#2020participation](#) session at the [#smaanz2014](#) conference. We look forward to your tweets!

5 DAYS AGO



Ashleigh Thompson
@ashton99

Tiley: Have to have the attitude that anything is possible and challenge the status quo. [#smaanz2014](#)

5 DAYS AGO



Steven Gatt
@Jadestone_Steve

[#2020participation](#) About to kick off session on challenges with growing participation in sport. [#smaanz2014](#)

5 DAYS AGO



Kylie Wehner
@KylieAWehner

#2020participation session is about to start with @RoweKL
@BowlsAustralia and Triathlon Victoria #smaanz2014

5 DAYS AGO



Ashleigh Thompson
@ashton99

#smaanz2014: Engaging through media, technology and analytics
session about to kickoff.

5 DAYS AGO



Ashleigh Thompson
@ashton99

Roberts: Play, go, live - three key engagement pillars #smaanz2014

5 DAYS AGO



James Brandner
@JamesBrandner1

First to tweet in this workshop?! #2020participation #smaanz2014

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Roberts - 115 people now work in AFL Media [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Roberts - 19 websites and mobile sites [@AFLMedia](#) [#smaanz2014](#)

5 DAYS AGO



Kylie Wehner

@KylieAWehner

Challenges for [@BowlsAustralia](#) include governance, club facilities, perceptions of the sport & products [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



James Brandner

@JamesBrandner1

Cultural diversity and changing demographics will challenge future participation in AFL? [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



tracy taylor

@ttaylor59

The challenge of rugby is rugby sevens [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Roberts: No such thing as a disconnected experience, i.e., can tweet selfie at a live match [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Roberts: Content needs to be credible and engaging [#smaanz2014](#)

5 DAYS AGO



Brianna Newland

@brinewland

Bowls could focus attracting the aging pop, not necessarily the young.
Focus inside the box [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



The Lindfield Group

@LindfieldGroup

Roberts - content; credible and engaging content - critical for
[@AFLMedia](#) [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Roberts: building blocks for digital strategy - content, fans, data and
time [#smaanz2014](#)

5 DAYS AGO



Erica Randle

@ejrandle

[#smaanz2014](#) [#2020participation](#) community perceptions of sports
and sporting clubs can be difficult to shift [#bowls](#) [#tennis](#) [#icehockey](#)

5 DAYS AGO



Erica Randle

@ejrandle

[#smaanz2014](#) looking forward to hearing more from Yoshi [#immigrants](#)
and [#ice-hockey](#) 4pm Friday! [#Canada](#)

5 DAYS AGO



Kylie Wehner
@KylieAWehner

[#triathlonaustralia](#) is currently introducing their new program "TryStars" for juniors [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson
@ashton99

Mahir: have to keep fans engaged [#smaanz2014](#)

5 DAYS AGO



Kylie Wehner
@KylieAWehner

[@BowlsAustralia](#) "no data, no decision!" Changing perceptions, "JackAttack" is coming! [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



James Brandner
@JamesBrandner1

Jack Attack - sign me up! [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



Kylie Wehner
@KylieAWehner

"Jr.JackAttack" currently being trialled in schools to be part of the AASC program [@BowlsAustralia](#) [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



Marijke Taks
@MarijkeTaks

challenges in fitness industry; growth of governing body UK for quality control and internationalization? [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



Jonathan Robertson

@jfrobertson_85

Major: [#AusOpen](#) generates 100TB of data in 14 days [#bigdata](#)
[#smaanz2014](#)

5 DAYS AGO



Erica Randle

@ejrandle

Adapt activities to suit juniors. Consider time, fun, transport
[#2020partipation](#) [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Mahir: important to engage with sports fans in real time [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Mahir: goal to move casual fan to avid fan, using data analytics to help with this [#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson

@ashton99

Mahir: apps continue to dominate the mobile Web. [#smaanz2014](#)

5 DAYS AGO



James Brandner

@JamesBrandner1

Why don't sports stick to their strengths? [#2020participation](#)
[#smaanz2014](#)

5 DAYS AGO



Kylie Wehner

@KylieAWehner

Some sports moving towards healthy/active lifestyle programs
[#boxingbowls?](#) [@BowlsAustralia](#) [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



Erica Randle

@ejrandle

[#2020participation](#) clubs can chance membership structures and
improve access to club facilities [#smaanz2014](#)

5 DAYS AGO



Ben Corbett

@SevensPhD

How to deal with decreasing participation due to concussions in contact
sports? [#2020participation](#) [#smaanz2014](#)

5 DAYS AGO



Olan Scott

@OlanScott

[#ausopen](#) uses data for [#fanengagement](#) and also high performance
[#smaanz2014](#)

5 DAYS AGO



Kylie Wehner
@KylieAWehner

Kids/teenagers, young adults & active retirees are the forecast growth age groups for 2023 @BernardSalt #2020participation #smaanz2014

5 DAYS AGO



Tim Murdoch
@tim_murdz

"No Data, No Decision" great mantra if you can get the data. Not always as easy as it looks. #2020participation #smaanz2014

5 DAYS AGO



Erica Randle
@ejrandle

#2020participation experienced words from #bowlaustralia #academics and #sportorganisations have a #coffee and work together #smaanz2014

5 DAYS AGO





Ashleigh Thompson
@ashton99

Mahir: [#AusOpen](#) Enriching content through social analytics
[#smaanz2014](#)

5 DAYS AGO



Ashleigh Thompson
@ashton99

[#AusOpen](#) 92% increase on 2013 for apps and second screen
[#smaanz2014](#)

5 DAYS AGO



Kylie Wehner
@KylieAWehner

Don't forget to check out "Junior Jack Attack" during the afternoon break
[#2020participation](#) [#smaanz2014](#) [@BowlsAustralia](#)

5 DAYS AGO





James Brandner
@JamesBrandner1

@RoweKL @KylieAWehner thanks for the awesome session!
#2020participation #smaanz2014

5 DAYS AGO





Adam Karg

@AJKarg

Big thanks to @RobertsCraigM & Samir Mahir for delivering an excellent #smaanz2014 session on digital/data strategy. Hearing great feedback.

5 DAYS AGO



Erica Randle

@ejrandle

Sport organisations realised in 1990s "if people are going to play and participate we need to present ourselves better" #smaanz2014

5 DAYS AGO



Merryn Sherwood

@mes_sherwood

Biggest change in 20 years of sport? IMG's Brian Cooney & @KatePalmer_CEO, professionalisation in governance & administration. #smaanz2014

5 DAYS AGO





Erica Randle
@ejrandle

[#katepalmer](#) telling it like it is, for sport to grow we need to know what Aust looks like [#diversity](#) [#netball](#) [#smaanz2014](#) [#reducebarriers](#)

5 DAYS AGO



Tim Murdoch
@tim_murdz

Being inclusive requires knowledge, understanding and patience, not just action. - [@KatePalmer_CEO](#) [#smaanz2014](#)

5 DAYS AGO



Merryn Sherwood
@mes_sherwood

Some honest stories from Brian Cooney and [@KatePalmer_CEO](#) in this [#smaanz2014](#) session, sometimes the best learnings are in the failures.

5 DAYS AGO



Erica Randle

@ejrandle

#Listen #learn #treatpeoplewithrespect and then pass it on to create good succession within your NSO #smaanz2014 @KatePalmer_CEO

5 DAYS AGO



SMAANZ

@SportScholars

@KatePalmer_CEO & IMG Senior VP Brian Cooney talking 20 years of change in sport #smaanz2014 ow.ly/i/7IE1P

5 DAYS AGO

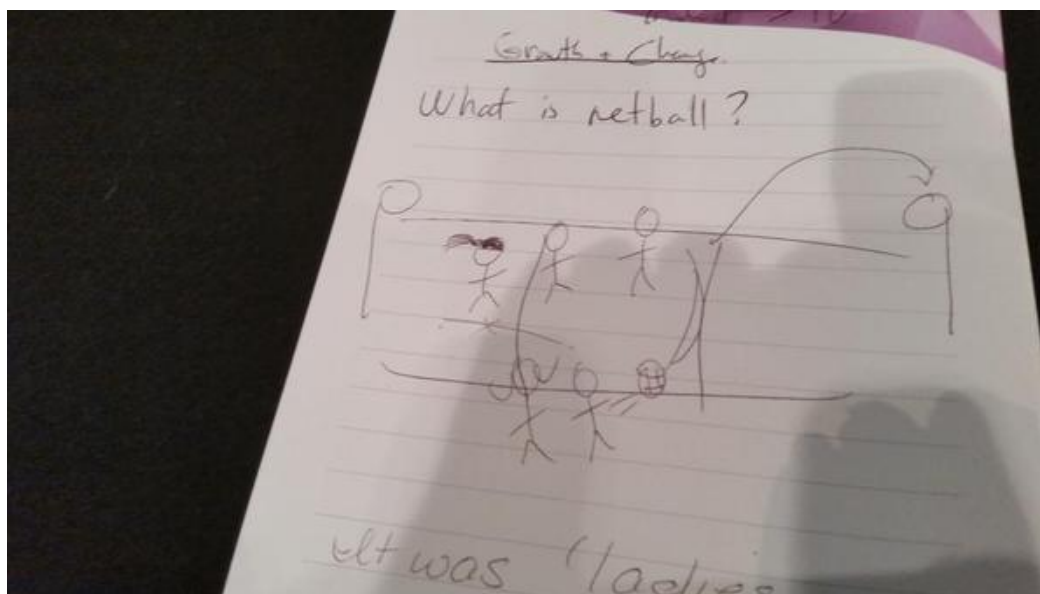


David Culbert

@Culbert_Report

Always learn something when I hear @KatePalmer_CEO @NetballAust speak. Humble about achievements, honest on challenges ahead.
#smaanz2014

5 DAYS AGO











Ashleigh Thompson
@ashton99

Congratulations @RoweKL on your #smaanz2014 industry engagement award!

5 DAYS AGO









Katie Rowe
@RoweKL

The entertainment begins with a selfie with guest presenter Malcolm Speed [#smaanz2014](#) [#whatsaselfie?](#)

5 DAYS AGO





Kevin Kniffin
@KevinKniffin

Research talks on Thanksgiving? Yes, in Australia -- bit.ly/1rtCPtp
#smaanz2014

5 DAYS AGO



Geoff Schoenberg
@GeoffSchoenberg

'Sport is inseparable from human society' - Joon-ho Kang #smaanz2014

4 DAYS AGO



Geoff Schoenberg
@GeoffSchoenberg

Kang: "Sport has shifted through 3 waves. Started as 'school driven', moved to 'govt driven' and is now 'market driven'." #smaanz2014

4 DAYS AGO



SMAANZ
@SportScholars

Dr Joon-ho Kang opening Day 2 of #SMAANZ2014 ow.ly/i/7Jm9D

4 DAYS AGO



Geoff Schoenberg
@GeoffSchoenberg

"No professional teams in Korea have made money." - Kang.
[#smaanz2014](#) amazing contrast to some other world leagues.

4 DAYS AGO



Geoff Schoenberg
@GeoffSchoenberg

Kang: By far, the biggest part of the sport market in terms of \$ is participation in recreational/fitness type activities. [#smaanz2014](#) (1/2)

4 DAYS AGO



Geoff Schoenberg
@GeoffSchoenberg

(2/2) With so much of the market in participation, I wonder why our focus (research and teaching) is on elite/pro sport [#smaanz2014](#)

4 DAYS AGO



Tim Murdoch
@tim_murdz

Korea-Japan Olympic rivalry similar to Australia-GB. Superior performance by one motivates other to improve HP structures
[#smaanz2014](#)

4 DAYS AGO



Katie Rowe
@RoweKL

Big thanks to @Gcosgriff1967 @Jadestone_Steve - @TriVictoria & Tony - @BowsAustralia for a great #2020participation pres yday!
#smaanz2014

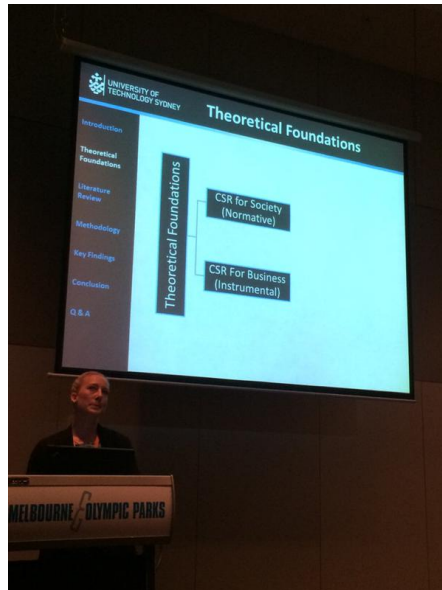
4 DAYS AGO



Ashleigh Thompson
@ashton99

.@ae513 kicking off day two #smaanz2014

4 DAYS AGO



Geoff Schoenberg
@GeoffSchoenberg

Iversen: many facilities may be booked but no shows means there is more facility space available than perceived. [#smaanz2014](#)

4 DAYS AGO



Danya Hodgetts
@danya

Colours: Philadelphia Eagles generate enough electricity to be sustainable on game days and sell back to the grid on others
[#smaanz2014](#)

4 DAYS AGO



Ashleigh Thompson
@ashton99

.@ae513 YouTube and Facebook new media platform of choice for masters gymnasts [#smaanz2014](#)

4 DAYS AGO



Geoff Schoenberg
@GeoffSchoenberg

Iversen: Should we measure facility use by # of participants? % of Space used? Intensity of activity? How does that affect mgmt? [#smaanz2014](#)

4 DAYS AGO



Danya Hodgetts
@danya

Cobourn: corporate social responsibility is seen by Oz sports as point of differentiation, strengthening to their brand [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Sitting at Melbourne Park tweeting about [#smaanz2014](#) while also following [#jeraa14](#), happy Twitter conference headache.

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Up next at [#smaanz2014](#), initial public perceptions of the successful 2018 Commonwealth Games bid.

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Chris Auld detailing his project rationale. Started reading the comments on newspaper stories 'this is really interesting!' [#smaanz2014](#)

4 DAYS AGO



Ashleigh Thompson
@ashton99

Up next: Nairn on taking public opinion by Storm [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Overall there was a lot of negativity in bid comments. 53% negative, 39% positive. More positive in GC. Auld on [@GC2018](#) [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Comment themes on [@GC2018](#) bid success, costs, legacy, infrastructure, politicised process, event & location quality. [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

But an interesting category of 'anti-whingers' on [@GC2018](#), commenters who jumped in and said 'get over it.' Auld at [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Overall initial comments were negative, but mostly support does grow as event nears. (Some recent research contradicts this). [#smaanz2014](#)

4 DAYS AGO



Ashleigh Thompson
@ashton99

Nairn: Storm used advertising to establish a positive identity for the club during the salary cap crisis, creating common ground [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Interesting point, will public perception be included in major event bidding in Australia in the future? Auld doesn't think so. [#smaanz2014](#)

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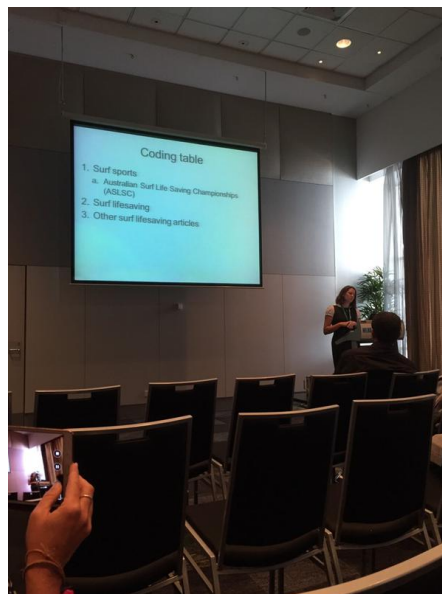
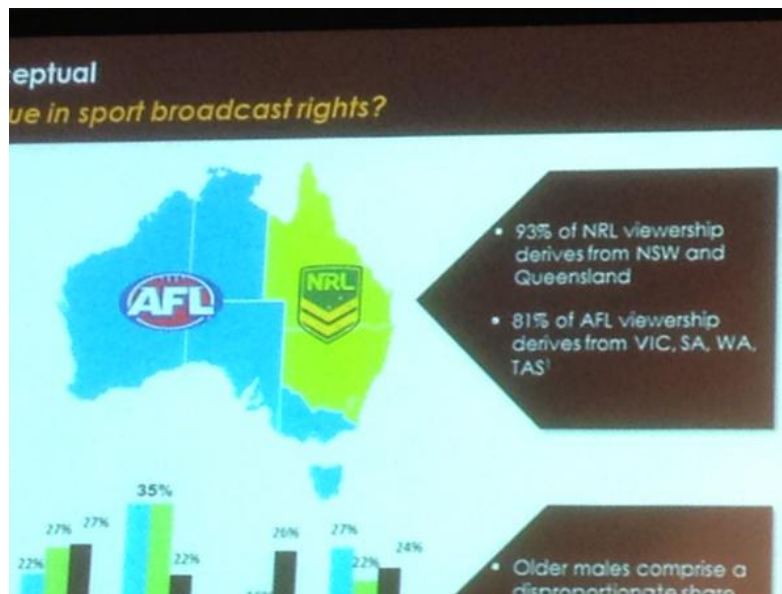


Merryn Sherwood
@mes_sherwood

.@danya presenting, is there a media legacy from sports events? Media coverage of surf life saving championships [#smaanz2014](#)

4 DAYS AGO







Rochelle Eime
@R_Eime

Great hearing about social responsibility in sport with [@jfrobertson_85](#) [@westerbeekHANS](#) at [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

Surf lifesaving surprised at actual level of media coverage, [@danya](#) says this is why this research is needed. [#smaanz2014](#)

4 DAYS AGO



Rochelle Eime
@R_Eime

Great to share our research on provision of sport facilities and [#sport](#) participation with [@MeghanMCasey](#) at [#smaanz2014](#)

4 DAYS AGO

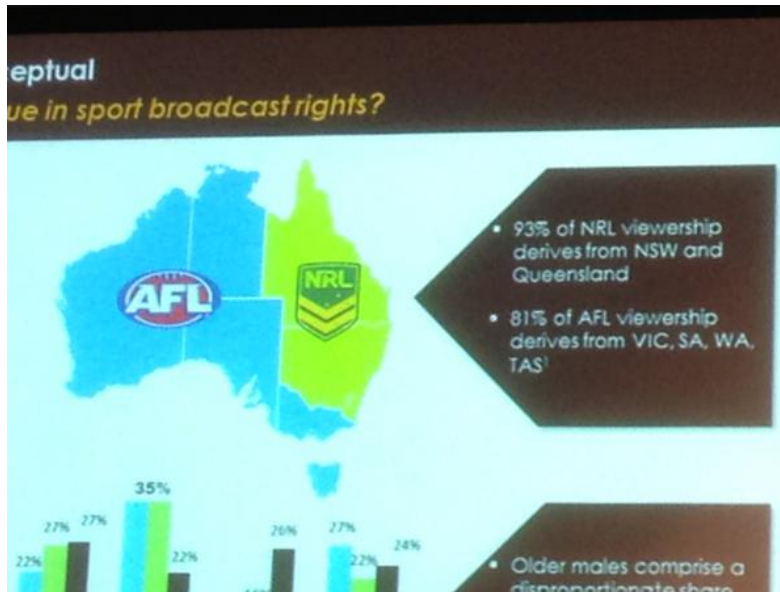


Merryyn Sherwood

@mes_sherwood

.@danya states creating relationships with sports journalists is a key to get coverage. Also what I've found in my PhD. #smaanz2014

4 DAYS AGO



Tim Murdoch

@tim_murdz

Fujak: Broadcast winners, non-Victorian AFL clubs and the Brisbane Broncos. Losers NSW NRL teams, Melb Storm and Nth Melbourne. #smaanz2014

4 DAYS AGO



Katie Rowe

@RoweKL

Great to hear @jfrobertson_85 presenting PhD results around CSR in sport - perceptions of both academics and industry #smaanz2014

4 DAYS AGO



Rochelle Eime

@R_Eime

Sport and Recreation Spatial [#smaanz2014](#) it's about [#sport](#) participation and facilities. Evidence informing program and policy developments

4 DAYS AGO



James Brandner

@JamesBrandner1

[@HanMacdougall06](#) Can't wait for your presentation. Good luck!
[#smaanz2014](#)

4 DAYS AGO





Katie Rowe
@RoweKL

@HanMacdougall06 explains the challenges associated with defining the term well-being in the context of Aus para sport athletes
#smaanz2014

4 DAYS AGO





Merryn Sherwood

@mes_sherwood

.@HanMacdougall06's highlights package. Washing machine of emotions post event. Stress associated with sport/life balance. [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood

@mes_sherwood

Also a theme of perfectionism in para sport athletes, danger of burn out trying so hard to be perfect. @HanMacdougall06 at [#smaanz2014](#)

4 DAYS AGO



Stephen Shapiro

@sshapiro44

Good presentation on big Twitter data with Larena and Orland Hoeber [#smaanz2014](#)

4 DAYS AGO



Danya Hodgetts

@danya

Think we need to have a [#smaanz2014](#) tweet up! Lunch time in the front corner opposite the registration desk?

4 DAYS AGO



Merryn Sherwood

@mes_sherwood

There are also many well being strengths, incl resiliency and strong relationships with family and friends. @HanMacdougall06 at [#smaanz2014](#)

4 DAYS AGO



Ann Pegoraro
@SportMgmtProf

@danya keep Tweeting - for those of us who can't be there!!
[#smaanz2014](#)

4 DAYS AGO

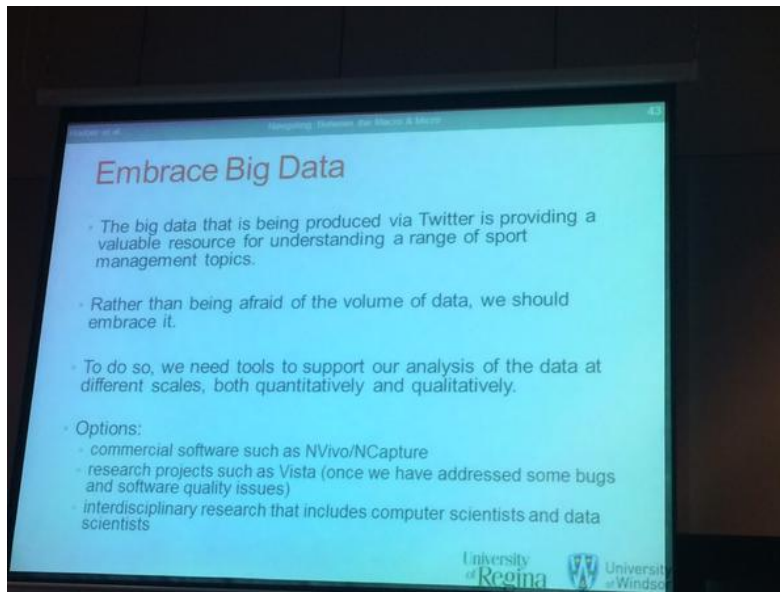


Merryn Sherwood
@mes_sherwood

An increase in para sport competition level is mirrored by an increase in well being strengths. @HanMacdougall06 at [#smaanz2014](#)

4 DAYS AGO





Dangerous Minds

@dangerous_minds

Great job @danya showing her updated PhD research! Top shelf work & applicable to industry. danyahodgetts.com for more #smaanz2014

4 DAYS AGO



Erica Randle

@ejrandle

Designing a future wellbeing program for para athletes based based on needs and strengths. Worthwhile research @HanMacdougall06 #smaanz2014

4 DAYS AGO



Matthew Nicholson

@Prof_Nicholson

.@HanMacdougall06 just improved my subjective well being with her para athlete well being study. Great job Han #smaanz2014

4 DAYS AGO



Milena Parent
@MilenaParent

This @NASSM2015 Co-Chair is having a great time at #SMAANZ2014

4 DAYS AGO



Ashleigh Thompson
@ashton99

Great presentation by Hoeber et al on their VISTA tool and big data analysis #lovetwitterdata #smaanz2014

4 DAYS AGO



Merryn Sherwood
@mes_sherwood

At another #smaanz2014 sports media presentation, loving my field being well represented. Looking at media coverage of NZL masters games.

4 DAYS AGO





Danya Hodgetts

@danya

Barnett: 24% of local sports coverage was NZ Masters Games, peaking at 30%, provided better gender balance than regular coverage
[#smaanz2014](#)

4 DAYS AGO



Hannah Macdougall

@HanMacdougall06

[@mes_sherwood](#) thanks [@LaTrobe_HDR](#) - great to be able to share some insights with [@SportScholars](#) delegates [#smaanz2014](#)

4 DAYS AGO



Merryn Sherwood

@mes_sherwood

NZL masters games media coverage saw a gender difference compared to general sports coverage. More women, more mixed.
[#smaanz2014](#)

4 DAYS AGO



Hannah Macdougall

@HanMacdougall06

[@ejrandle](#) thanks for your support!!! [#smaanz2014](#)

4 DAYS AGO



Sally Shaw

@ShawShaw27

[@SportScholars](#) Diversity group [#smaanz2014](#) will meet Friday lunch in Yarra1 not tonight!

4 DAYS AGO



Ashleigh Thompson
@ashton99

Harnett: central themes in ODT masters games coverage reflected mission of the event. [#smaanz2014](#)

4 DAYS AGO





Ashleigh Thompson
@ashton99

Bruffy et al: Facebook most frequently used SM site by survey respondents [#smaanz2014](#)

4 DAYS AGO



Hannah Macdougall
@HanMacdougall06

An opportunity exists to grow the inclusive nature of coaching frameworks related to disability sport says [@paul_kitchin](#) [#smaanz2014](#)

4 DAYS AGO



Ashleigh Thompson
@ashton99

Bruffy et al: social media can be used to nurture growth of fan base & op. to increase fan commitment [#smaanz2014](#)

4 DAYS AGO



Danya Hodgetts
@danya

As often found in all areas of sport, [@paul_kitchin](#) reports mainstreaming with disability sport was achieved through funding [#smaanz2014](#)

4 DAYS AGO



Hannah Macdougall
@HanMacdougall06

Change facilitated for Para athletes by strong inter-organisational linkages within English cricket [@paul_kitchin](#) [#smaanz2014](#) [#relationships](#)

4 DAYS AGO





Danya Hodgetts

@danya

.@emmaesherry & @schulenkorf talking sport for devel. Refreshing partnership with @NetballAust evaluating Pacific Partners prog #smaanz2014

4 DAYS AGO



Geoff Schoenberg

@GeoffSchoenberg

.@emmaesherry and Nico Schulkorf have helped @NetballAust to create measurable outcomes for projects in the pacific islands. #smaanz2014

4 DAYS AGO



Jason Sharp

@more2sport

@RoweKL @GeoffSchoenberg #thecrew #smaanz2014

4 DAYS AGO



Russ Hoyer
@RussHoyer

Hi @drsportbiz missing you at #smaanz2014 - still food left for others at the lunch line...

4 DAYS AGO



Jason McCurry
@JPMcCurry

Great day so far at the #smaanz2014 conference. Interesting learning about CSR, education and sport development! #sportsbiz

4 DAYS AGO



Stephanie Waters
@S_A_Waters

Fantastic day at the SMAANZ 2014 Conference #smaanz2014 #Deakin

4 DAYS AGO



Jo Welford
@jwelf

Great that @FREE_project_eu research with disabled fans well received here in Melbourne. And the sun is finally out! #smaanz2014

4 DAYS AGO



Russ Hoyer
@RussHoyer

Quote of the day "comb your paper before you submit" tips from @AlisonDoherty1 SMR editor #smaanz2014 #Seinfeld ?@Prof_Nicholson

4 DAYS AGO



Katie Rowe

@RoweKL

@emmaesherry & @schulenkorf empower women in developing nations through netball - data/evidence gives you power #smaanz2014

4 DAYS AGO

