

Abstract

It is becoming a commonly accepted requirement that major sporting events should provide sustainable benefits for host communities. These benefits have previously focussed on economic, tourism and facilities outcomes. However, there is an increasing aspiration to deliver ongoing benefits for sport itself. It was previously thought that merely watching elite sporting events would encourage the general population to participate in sport, although this has not been empirically shown. The literature suggests impacts derived from events are not a passive occurrence; that they need to be leveraged. Yet there is little research examining the sport development benefits that sporting organisations may receive when hosting an event.

To examine measures of development in a sport and determine if they were affected by an event that was not intentionally leveraged, the Australian Surf Life Saving Championships (ASLSC) were profiled. The ASLSC were hosted by Scarborough, Western Australia from 2007-2009, with previous and subsequent events being held in Kurrawa, Queensland. Statistics from Western Australia between 1991 and 2010 were examined in this research. A Sport Development Event Legacy Framework based on the work of Sotiriadou, Shilbury, and Quick (2008) and Cashman (2002) was developed to allow the examination of five dimensions of sport development. The dimensions are player development; coaches, umpires and administration/management; promotions; stakeholders; and, symbols, memory and history. These were measured in four separate studies that examined membership statistics, newspaper coverage, member surveys and key stakeholder interviews.

Study 1 examined changes in Surf Life Saving Western Australia's active, junior and total membership rates during the period 1991 to 2010, including when they hosted the ASLSC. Regression analysis allowed for an adjustment to account for changes in the broader membership of Surf Life Saving Australia (SLSA) observed short term significant increases competitor numbers and performance during the hosting period, but these decreased in 2010. Analysis showed that hosting the event did not contribute to any significant changes to membership, coaching, officiating, or new member awards during the hosting period. These findings suggest there were no sustainable membership legacies created from hosting the ASLSC.

Study 2 was a qualitative content analysis of print media coverage in Western Australia during the period 1997 to 2009. Analysis of 3,378 articles showed an increase in print media coverage between 2007-2009 in the focus areas of the ASLSC, general surf sports and lifesaving. Post event media was not available, so it is difficult to determine if these elevated levels were maintained. Increased organisational awareness, the increased media attention and strengthened media relationships may allow the increased media levels to be sustained.

Study 3 was a survey conducted among 101 patrolling members from Western Australia Metropolitan surf lifesaving clubs. Information about demographics, surf lifesaving background and perceptions of change caused by the ASLSC was collected. The members' perceptions of changes to membership, competitor numbers, coaching and officiating concurred with the findings of Study 1. Survey responses showed a perceived improvement in relationships with sponsors, government and other community groups. Survey respondents have vibrant, positive

memories of the ASLSC and a strong sense of achievement and pride in the organisation resulting from hosting the event. Members reported an unanticipated, but positive, “hard” legacy in the provision of beachfront infrastructure and an amphitheatre by the local government authority. This is the first of its kind for this event, which relies on temporary facilities.

Study 4 was a series of in-depth qualitative interviews conducted with 11 key stakeholders of Surf Life Saving Western Australia. The key stakeholders identified an increase in competitors and competitive opportunities through the duration of the hosting period, better event delivery, increased media and publicity in 2007-2009, enhanced relationships with local and state government and an increased sense of pride in the organisation.

In conclusion, the conduct of an unleveraged major sporting event, the ASLSC from 2007-2009, did not leave any sport development legacies in terms of membership, coaching or officiating. Short term impacts were experienced in competitor numbers, performance and print media exposure, however long term analysis of these was outside the scope of this research. Increased pride in the organisation, stronger external relationships and better facilities were created as a result of the ASLSC. It is recommended that Surf Life Saving Australia undertake leveraging activities to provide long term benefits for ASLSC hosts. The leveraging activities that are chosen will depend on the strategic needs of the local organisation.

Recommendations for future research include: continued observation of the ASLSC’s impact in Western Australia; examining the impact of leveraging strategies

on major sport events; and, application of the Sport Development Event Legacy Framework to determine sport development legacies from other major sport events.

**Legacy by osmosis? Investigation of sport
development legacies resulting from the
conduct of a major sport event**

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A thesis proposal submitted in partial fulfilment of the requirement for
the Degree of Doctor of Philosophy

Centre for Physical Activity Studies
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Certificate of Authorship and Originality of Thesis (Declaration)

The work contained in this thesis has not been previously submitted either in whole or in part for a degree at CQUniversity or any other tertiary institution. To the best of my knowledge and belief, the material presented in this thesis is original, except where due reference is made in text.

Danya Hodgetts

22/02/2011

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22/02/2011

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List of Publications and Presentations

Below is a list of publications and presentations based on the work of this thesis at the time of binding.

Hodgetts, D., Mummery, K., & Duncan, M. (2008a, September 10-13). *An analysis of the impact on sport development resulting from the conduct of a major event*. Paper presented at the European Association of Sport Management Conference, Heidelberg, Germany.

Hodgetts, D., Mummery, K., & Duncan, M. (2008b, November 28-29). *An examination of a major event and the sport legacies produced*. Paper presented at the Sport Management Association of Australia New Zealand Conference, Fremantle, Australia.

Hodgetts, D., Duncan, M., & Mummery, K. (2010, November 25-26). *Sport Development legacies from major events: legacy by osmosis?* Paper presented at the Sport Management Association of Australia and New Zealand, Wellington, New Zealand.

Chapter 1: Introduction

The issue of sport development and increased sporting participation has had increased media attention in recent years, due largely to the publicity surrounding the health and economic consequences of inactivity. Sport is also experiencing increasing demands to deliver broader social outcomes (Coalter, 2007b; United Nations 2003). At the same time, major sporting events are attracting increased public attention and government resources. These two matters are often considered simultaneously, because there is a commonly accepted belief that major sporting events have an enduring impact on the location where they are held (Ritchie, 2000). Event impact research focuses on the areas of tourism and economic, political, physical and environmental, and social and cultural impacts (Allen, O'Toole, McDonnell, & Harris, 2005). When examining the sport events, consideration should also be given to the sport itself (Cashman, 2002).

Given the assumed health and social benefits of sport, and the resources invested in the conduct of sporting events, it is desirable for events to leave a legacy to local sport – in terms of increased participation and the capacity for organisations to handle this increased membership. However, there is a lack of evidence regarding the type and extent of impact that sporting events have on the respective sporting organisations (McCartney et al., 2010).

The majority of sport event research has focussed on the economic impact of an event (Harris, Jago, Allen, & Huyskens, 2000; Weed, 2007), without looking at the broader spectrum of benefits that may be bestowed. This narrow focus on financial returns does not allow for a comprehensive review of the possible impacts and

legacies that an event may provide. Recent findings suggest economic impacts are overstated, and that social legacies may be the a more legitimate benefit from events (Kavetsos & Szymanski, 2010; G. J. Owen, 2005).

Much of the discussion about the impact that major sport events have on sport are subjective and are not supported by empirical evidence. For example, Sydney's successful bid for the 2000 Olympic Games included a claim that, among other benefits, the event would create increased participation in sport (Sydney Olympic Games Review Committee, 1990). The Australian Sports Commission viewed the Games as an opportunity to harness motivation and to promote grassroots sport (Houlihan, 1997). Despite these good intentions and some AUD\$2.3 billion of public funds spent on the conduct of the event (The Audit Office of New South Wales, 1999), there were no programs specifically conducted to promote lasting benefits to sporting organisations, nor was any research conducted to document these anticipated changes. There were some anecdotal findings that the event created a greater interest in sport (Gordon & Hart, 2001) and also that government funding for grass roots sport increased (Farr, 2001). However, there was no evidence that the Sydney 2000 Olympic Games had any impact on sport participation or sport clubs in Australia (Armstrong, Bauman, Ford, & Davies, 2002; Cameron, 2001; Veal & Toohey, 2005).

Despite this lack of proven benefits, governments continue to make substantial investments in events, and ambitious claims about the benefits. The London 2012 Olympic Games have set targets to achieve in the area of sport legacy, which are supported by funding, intervention programs, and an evaluation process (London

2012, 2007). Despite the increased focus and resources in comparison to the Sydney 2000 Olympic Games, there is still no published research showing that a major event can generate the desired sporting and health outcomes (McCartney et al., 2010).

More recently, the Australian Federal Government provided AUD\$45.6 million for an unsuccessful bid for the 2022 FIFA World Cup, with “positive health outcomes through a healthy lifestyle” being promoted as one of the positive social outcomes arising from the event (Department of Health and Ageing, 2009; Football Federation of Australia, 2010). This demonstrates that governments and other organisations continue to rely on these outcomes as a key selling point without evidence of their impact.

Recent reports on major events and their impacts state that benefits occur through an actively leveraged process (Chalip, 2004) rather than a passive, osmosis-like manner. However, given there is little evidence showing that either process does or does not work, it is logical to first examine an unleveraged event to determine what effects can be empirically shown.

An opportunity to investigate the effect of a major event on an area occurred when the annual Australian Surf Life Saving Championships (ASLSC) were moved to Scarborough, Western Australia from 2007 to 2009 after 14 years at Kurrawa, Queensland. There were no leveraging activities conducted for legacy creation. This provides a unique opportunity to investigate the extent to which the local sport organisation itself benefits from hosting a major event. Measuring the effects an event has on the dimensions of Sport Development Event Legacy Framework

(Cashman, 2002; Sotiriadou, Shilbury, & Quick, 2008) will provide sporting organisations with an understanding of the impact a major event has on their sport.

1.1 Study Objectives

The objective of the research is to determine if the dimensions of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008): player development; coaches, umpires and administration/ management; promotions; stakeholders; symbols, memory and history, were affected by the ASLSC being held in Western Australia in 2007, 2008 and 2009.

More specifically, the research aims are to examine if the 2007-2009 ASLSC had:

- i. a positive effect on player development in Western Australia.
- ii. a positive effect on coaches, umpires and administration/ management in Western Australia.
- iii. a positive effect on promotions in Western Australia.
- iv. a positive effect on stakeholders in Western Australia.
- v. a positive effect on symbols, memory and history in Western Australia.

Determining if the ASLSC has an impact on sport development for Surf Life Saving Western Australia, will serve to empirically address the rhetoric that surrounds major events, and examine if the benefits that are frequently claimed by government and the media do actually exist. If these benefits do not exist, the reason needs to be identified, as well as strategies to overcome these barriers.

1.2 Thesis Structure

Chapter 2 of this thesis contains a review of the literature that defines the various types of sport events; explains the different types of impacts and legacies; and, defines sport development and asserts why it should be included in event legacy planning.

Each study (Chapters 3-6) is based around a different data collection method, which allows for all dimensions of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008) to be explored. Multiple studies may cover the same sport development dimension, but will use a different approach. This allows the dimension to be examined in greater depth than is permitted by any one method alone. For example, membership in Study 1 examined quantitative statistics of membership change while Studies 3 and 4 explored perceptions and explanations for membership change.

Chapter 3 (Study 1) is a long term quantitative analysis of sport development measures and whether the 2007-2009 ASLSC had any effect on these. Chapter 4 (Study 2) is a quantitative analysis of media coverage and whether the 2007-2009 ASLSC effected this exposure. Chapter 5 (Study 3) is a member survey that examines member perceptions of the impact the ASLSC had on surf lifesaving in Western Australia. Chapter 6 (Study 4) contains in-depth interviews with key stakeholders to determine their perceptions of legacy from the ASLSC. A summary of the four studies and their outcomes are amalgamated in Chapter 7 and recommendations for further research are presented. The interaction between the

studies and the dimensions of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008) are shown in Table 1.

Table 1: Overview of Dimensions of Sport Development Event Legacy Framework and Data Collection and Analysis Methods

| Sport Development Event Legacy Framework (Table 3, p. 40) | Data collection and analysis methods | | | |
|---|---|--|---|--|
| | Study 1: Quantitative membership analysis | Study 2: Print media analysis | Study 3: Member survey | Study 4: Key stakeholder interview |
| Player development | <ul style="list-style-type: none"> - Membership statistics (active, junior, total) - Competitor entries at ASLSC - Pointscore at ASLSC | n/a | <ul style="list-style-type: none"> - General member demographics - Length of membership - Member roles - Member attendance at ASLSC and State Championships - Perception of membership, competitor, coach, official and high performance change resulting from ASLSC | <ul style="list-style-type: none"> - Perception of changes in membership resulting from ASLSC and has it been sustained |
| Coaches, umpires and administration/management | <ul style="list-style-type: none"> - Coach and Official Accreditation - Bronze Medallion and Surf Rescue Certificate | n/a | <ul style="list-style-type: none"> - Perception of general change resulting from ASLSC - Perception of membership, competitor, coach, official and high performance change resulting from ASLSC | <ul style="list-style-type: none"> - What positives and negatives occurred from the ASLSC - Additional benefits from hosting multiple championships - Were there any programs conducted to leverage the championships |
| Promotions | n/a | <ul style="list-style-type: none"> - Newspaper analysis of surf lifesaving coverage in WA | <ul style="list-style-type: none"> - Perception of public awareness and publicity changes resulting from ASLSC | <ul style="list-style-type: none"> - Perception of change in public awareness and media coverage resulting from ASLSC and has it been sustained |
| Stakeholders | n/a | n/a | <ul style="list-style-type: none"> - Perception of partnerships before bid, from bid-ASLSC, after ASLSC | <ul style="list-style-type: none"> - Perception of new or improved relationships with external partners resulting from ASLSC and has it been sustained |
| Symbols, memory and history | n/a | n/a | <ul style="list-style-type: none"> - Perception of change in sense of achievement and pride resulting from ASLSC - Key memory from event | <ul style="list-style-type: none"> - Key memory from event |

1.3 Limitations

The study is subject to the following limitations:

1. The annual report data are collected from secondary sources (individual surf clubs) and collated at a club, then state and then national level. Clubs enter their data online and aggregated statistics at both a state and national level are generated from this (Surf Life Saving Australia, 2008a). The accuracy and reliability of the data cannot be verified, and there may be amplification errors.
2. The event statistics will be collected from a secondary source (SLSA's event management database). The accuracy and reliability of the data cannot be verified.
3. The response rate of surveys will be influenced by self-selection. It might be only members who compete at the ASLSC who are motivated to participate.
4. The accuracy of the survey is dependent on the cognitive ability of the participants to complete the survey.
5. Personal bias may occur during the interviews (Seidman, 1998), due to the interviewer being previously employed by SLSA.
6. Personal bias may occur during the interviews, due to the interviewer knowing some of the interviewees professionally and/or personally.

1.4 Delimitations

The study is subject to the following delimitations:

1. The period of 1991-2009 was anticipated for all analyses. This period was chosen to provide a long term perspective and to incorporate previous hosting

by Scarboro (1991) and Kurrawa (1993). However, the period of examination for the organisational and event statistics was restricted by availability of data. A summary of data availability is shown in Table 5 (page 68).

2. Surf lifesavers who are financial and currently qualified members of SLSA by 31st of December of that season, in the categories of active, active reserve or long service, will be included in the original sample pool for the face-to-face interviews. This means that only surf lifesavers that are eligible to compete (but not excluding those that do not compete) will be surveyed. This will ensure that those surveyed are familiar with current operational practice within the organisation, and that a mix of competitors and non-competitors are interviewed.
3. Surf lifesavers who are under 18 will be excluded from the original sample pool, due to difficulties in obtaining parent/guardian consent.
4. The impact will be delimited to surf lifesaving, and will not examine the ASLSC impacts or legacy on the broader community.

1.5 Abbreviations and Definitions

| | |
|-----------|--|
| ASLSC | Australian Surf Life Saving Championships. Also referred to as “the Championships”. |
| “Aussies” | The colloquial term used by surf lifesavers to refer to the Australian Surf Life Saving Championships. |
| BM | Bronze Medallion. “The Bronze Medallion is the minimum requirement for an active surf lifesaver. To obtain this award you must be over the age of 15 and demonstrate proficiency in surf |

awareness, survival, patrol and rescue procedures, emergency care plus anatomy and physiology.” (Surf Life Saving Australia, 2009e)

| | |
|-----------------------------|---|
| SRC | Surf Rescue Certificate. “The [Surf Rescue Certificate] award trains candidates in rescue skills, first aid and patient management, resuscitation, plus a theoretical component exploring safety knowledge and surf awareness.” (Surf Life Saving Australia, 2009e) |
| EIS | Economic Impact Study |
| Legacy | Irrespective of the time of production and space, legacy is all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself (Preuss, 2007a) |
| Scarboro SLSC / Scarborough | Scarboro Surf Life Saving Club was the host of the ASLSC from 2007-2009. It should be noted the name of the club is Scarboro, whereas the name of the geographical location is Scarborough. |
| SLSA | Surf Life Saving Australia |
| SLSWA | Surf Life Saving Western Australia |

Chapter 2: Literature Review

2.1 Introduction

Major international sporting events have been a prominent part of Australian society in the last decade, with the hosting of the Sydney 2000 Olympic Games, the Brisbane 2001 Goodwill Games, the 2003 Rugby World Cup and the 2006 Melbourne Commonwealth Games. With significant amounts of public monies devoted to hosting these events – such as the AUD\$2.3 billion for the Sydney 2000 Olympic games (The Audit Office of New South Wales, 1999) – it is relevant for broader society to ask: "what's in it for us?"

With the cost of major events being a key focus, it is not surprising that the majority of research focuses on the justification of expenditure through economic and associated tourism impacts and returns on investment. However, there is now some attention on the less tangible and longer term legacies gained from hosting a major sporting event, such as participation in sport and the creation of social capital (Coalter, 2004; Weed, Coren, & Fiore, 2009). While it is being mentioned with increasing frequency in industry and the media, there has been little research conducted that specifically focuses on sport development and how it might benefit from these events (McCartney et al., 2010; Weed, 2010).

This chapter will define and discuss events, legacy and impact; outline the research findings in the different impacts and legacy areas; and, introduce a theoretical framework that will allow the examination of sport development legacies resulting from the conduct of a sporting event.

2.2 Definition of Events

There is extensive literature covering the many definitions for each type of event. A review of sports event literature reveals a confusion of terminology, with the terms being used interchangeably (Getz, 1997). The results these events produce are the imperative in this study, rather than definitive nomenclature. However, it is useful to have some understanding of the definitions and their limitations.

Events are often referred to as hallmark, mega or major events (Emery, 2002; Getz, 1997; Roche, 2000). The unique features of different event types might include the quality of the competition, the volume of participants/spectators, the economic impact, the quantity of resources involved, the media attention and/or the international appeal.

With no agreed upon definition and unclear terminology, Emery's (2002) relatively generic term and definition of major event will be adopted for the purposes of this study: a minimum of 1,000 spectators and either governing body recognition, or national or international media coverage. Emery (2002), selected this term based on its prevalent use by Sport UK, who are considered a global leader in staging major sport events (C. Gratton, Dobson, & Shibli, 2000).

2.3 Event Impact and Legacy

Sporting events can have both negative and positive effects on a community, in both the short and long term. Impacts are generally described as short term effects, and occur immediately before, during or immediately after an event; whereas the longer

term change resulting from events are termed event legacies (Diamanche, 1996; Masterman, 2004).

Preuss (2007a) acknowledges these difficulties in defining legacy, and proposes a definition to address these issues: “Irrespective of the time of production and space, legacy is all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself” (p. 211). This definition can be represented as a legacy cube, which provides a visual means of holistically assessing event legacy (Figure 1).

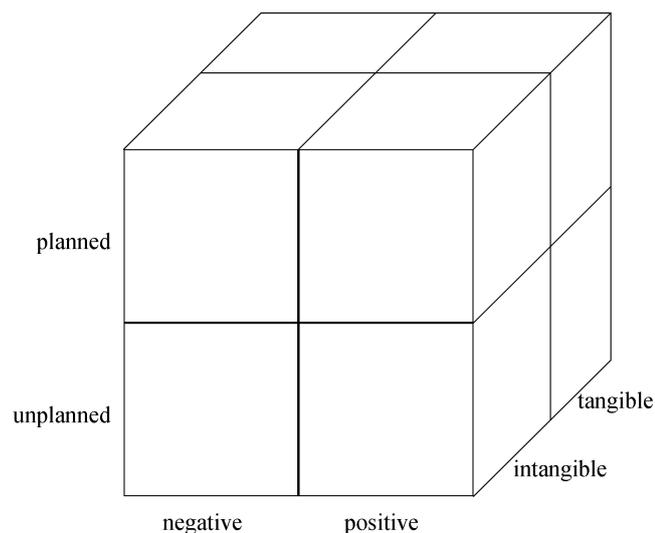


Figure 1: Legacy Cube¹

Essentially, a positive legacy should influence and improve the well-being of residents (Ritchie, 2000). Positive impacts and legacies for a community can include improved urban infrastructure, new sports stadia and facilities, and social benefits (Chalip, 2006; Chalkley & Essex, 1999; Hiller, 2006; Mules & Dwyer, 2005).

Economic benefits for the city are also proclaimed as a positive impact (Turco, 1998)

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although the legitimacy of these claims are being questioned with increasing frequency (Baade, Baumann, & Matheson, 2008; Crompton, 1995; Hudson, 2001; Porter & Fletcher, 2008; Preuss, 2007b).

Some negative impacts from an event are inconvenience and traffic disruption for the host community, antisocial behaviour of fans, and increased crime (Decker, Varano, & Greene, 2007; Delamere, 2001; Fredline, 2005; Lenskyj, 2002; Mules & Dwyer, 2005; Waite, 2003). Furthermore, the extent and effect of these impacts will vary from event to event depending on its characteristics (Barker, 2004; Ohmann, Jones, & Wilkes, 2006), with larger events more likely to have negative impacts (Higham, 1999).

The International Olympic Committee (2002) suggest that less tangible aspects of the event might include the creation of legacies that include cultural values, experiences, ideas, volunteerism, education, experience and expertise. These social legacies are believed to have an important role to play in urban regeneration and community inclusivity (Ritchie, 2000). As such, the awareness of the need to create social or less tangible legacies from major sporting events is slowly increasing, albeit without a great deal of supporting research evidence (Horne, 2007; McCartney et al., 2010). Despite this lack of evidence, greater awareness is translating into practice with several major events creating programs to manage event legacy (Manchester 2002, 2005; Vancouver 2010, 2002).

2.3.1 Types of Impact and Legacy

The effects from events and festivals generally can be classified into the four broad areas of “tourism and economic, political, physical and environmental, and social and cultural” (Allen et al., 2005, p. 32). It is important to consider that these areas can experience both short and long term change, meaning that each area may experience impacts and legacies. For example, an event might bring about an increased sense of pride in a community, which would be an impact. Whereas sustainable community networks formed from an event would be a legacy. Cashman (2002) is referring specifically to the Olympic Games when suggesting six categories of impact and legacy: economic; built and physical environment; information and education; public life, politics and culture; sport; and, symbols, history and memory. Overall, these are similar to Allen et al.’s (2005) categories, except Cashman has given sport its own category and has expanded on the social and cultural category.

The majority of sport event research concentrates on the economic and tourism categories (Harris et al., 2000; Weed, 2007), however, much of the economic research has been shown to be exaggerated or flawed (Crompton, 1995, 2006; Hudson, 2001; Mules & Faulkner, 1996; Szymanski, 2002). This has prompted event hosts and organisers to look to other areas such as social impacts to provide positive benefits (Kavetsos & Szymanski, 2010; Misener & Mason, 2006a). Social impacts are infrequently researched, are considered extraneous because they are not crucial to event success, and they are harder to measure and understand (B. Brown, 2005; Cashman, 2002; Westerbeek, Turner, & Ingerson, 2002). The difficulty in measurement arises from the fact that community or social impacts are generally qualitative and subjective in nature (Fredline, Jago, & Deery, 2003). The emphasis

on economic interests over social and cultural aspects has been attributed to the failure of Olympic Games in leaving long term cultural legacies (Garcia, 2002).

Sport is a legacy area which Cashman (2002) suggests has had little research devoted to it, and is the focus of this research. Sport legacy can be defined as “all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself” (Preuss, 2007b, p. 211). Sport legacy research is becoming a topic of greater focus due to the previous assumption that these legacies merely occurred being questioned (Shipway, 2007; Weed, 2010).

For the purposes of this study, the categories presented by Allen et al. (2005) of tourism and economic, political, physical and environmental, and social and cultural will be used. An additional category of “sport development” will be included and will incorporate five dimensions described by Sotiriadou et al. (2008) and Cashman (2002), given the research is focussing on the impact of a sporting event on the sport itself. These dimensions are: player development; coaches, umpires and administration/ management; promotions; stakeholders; and, symbols, memory and history. Sport development could possibly fit within the social category, but given its prominence in this research, it will be allocated a separate category.

2.3.2 Legacy Planning and Leveraging

Major events can play a vital role in the wider development of sport. It is important that an event should be viewed not as a discrete, isolated occurrence, but as a part of the ongoing progression of that sport (UK Sport, 2005b, p. 74).

If an event is going to act as a “shop window” for the development of sport, careful planning needs to occur to ensure that a sustainable legacy program is created (Masterman, 2004). In terms of providing legacy, recent literature suggests that a passive “legacy by osmosis” process will not work. Relying on incidental effects are predictable and difficult to direct and control (A. Smith, 2009). Rather, a conscious, sustained effort is required in order to create a legacy that will benefit sport (A. Brown & Massey, 2001; Coalter, 1999). Chalip (2006) asserts that “events are not interventions in-and-of themselves” (p. 121). Despite increasing mentions of sport development legacies, there is no published research that verifies the health and socioeconomic benefits of sport events, irrespective of whether the event is leveraged or not (Coalter, 2007a; McCartney et al., 2010; Shipway, 2007; Weed, 2010).

An example of an attempted legacy by osmosis is the Sydney 2000 Olympic Games, where the bid document cited increased physical activity levels, but the event failed to deliver programs or publish data to determine if this occurred (Australian Sports Commission, 2001; Sydney Olympic Games Review Committee, 1990). Similarly a range of sporting legacies are anticipated for the London 2012 Olympic Games, including “increased participation in sport, and this would be expected to knock-on social and physical impacts, for example, in terms of health and well-being” (PriceWaterHouseCoopers, 2005, p. 11). Coalter (2004) is dubious of these expectations, and recommends that the London 2012 Olympic Games are embedded in long term strategy at all levels of sport delivery to assist legacy delivery. The distinction between these two events is that the London 2012 Olympic Games has an

emphasis on the creation of a sporting legacy through the leveraging of key stakeholders and resources (Department of Culture Media and Sport, 2008, 2010).

It is important that event planning processes include well designed strategies in order to leverage the event successfully, and that legacy creation underpins the entire planning process (Irvine, 2007). There are no specific strategies suggested to create legacies in the literature, rather there are general recommendations focused around embedding legacy into the event and organisation's planning process. If events are going to be policy tools then consideration needs to be given as to where they can make the most difference (A. Smith, 2009). Ritchie (2000) and Bramwell (1997) both call for strategic planning for event legacies, with a participatory process that is integrated into the whole-of-event planning. The quote at the start of this section from UK Sports (2005b) suggests the event itself needs to be considered in the wider context of the sport and its goals. This is a challenge, because legacy is often seen as a non-core, low priority for event organisers, who have usually disbanded and are not around to benefit or receive credit from any initiatives (Cashman, Toohey, Darcy, Symons, & Stewart, 2004).

In line with the emphasis on embedding legacies into the planning process, a recent shift in the focus of event legacy research is away from *ex post*, or after event research to an *ex ante*, or before event approach. This provides an emphasis on active legacy creation processes during the planning process to achieve outcomes and benefits rather than merely measuring post event information (Chalip, 2004; O'Brien & Chalip, 2007).

A similar *ex ante* concept suggests using the momentum in the pre event “pregnancy period” to leverage event opportunities (Coalter, 2004; Weed & Ladkin, 2008). This is shown in practice with the 2010 Legacy Now program that leveraged the 2010 Vancouver Winter Games since 2003 (2010 Legacies Now, 2009b). This shift in focus is important to ensure that legacy strategies gain the resources and attention they need to be successful. In previous events that failed to leave a legacy, the attempts to create legacies were improvised at a time when the organising committees are about to deliver the event, or afterwards when they were in the process of disbanding (Cashman, 1999). This is particularly the case for one off events, but less of an issue for annual or biannual events such as the ASLSC.

2.4 Economic and Tourism

2.4.1 Economic

Economic impact is the “net economic change in a host community that results from spending attributed to a sports event or facility” (Turco & Kelsey, 1992, p. 9).

Economic impact receives much of the event impact and legacy focus. Given the substantial financial investment in events, both consulting firms and academics have studied economic impact extensively (Cambridge Policy Consultants, 2002; C. Gratton & Taylor, 2000; Siegfried & Zimbalist, 2006; URS Finance and Economics, 2004). Weed (2007) found that 85% of all event related research was of an economic nature. An examination of event research content found that 26.3% of Australian research was devoted to the economic impact, 10% examining community impact and the remainder focussing on planning and logistical issues (Harris et al., 2000).

The hosting of an event is promoted to the public as a high-status feat that creates prospects for economic gain, urban regeneration, and media exposure (Smales, 1996). The declared economic impact of events is used to justify the investment of public funds and resources, without which many events would not occur (Chalip, Green, & Hill, 2003; Swindell & Rosentraub, 1998). Government may also attempt to reduce the publicly perceived investment amount by attributing expenses to other areas, such as event transport and security being absorbed into regular transport, infrastructure or policing budgets (Mann, 2006; Moore, Peatling, & O'Rourke, 2002). This pressure on government to emphasise economic returns and minimise investment produces a difficult situation for the provision of accurate economic impact studies. Porter (1999) suggests the only reason for economic impact studies is this justification of government investment.

Caution is recommended when an economic impact study (EIS) is published or funded by a party with a vested interest, and most studies are funded by such parties (Hudson, 2001). Consultants who perform these studies have been likened to paying a priest for a blessing, or expert witnesses who are paid in lawsuits (Crompton, 1999; Crompton & McKay, 1994). This scepticism is warranted because economic studies may use nonstandard or inaccurate accounting practices or; unintentional mistreatment of economic theory and methodologies that guarantee the finding of large economic returns (G. J. Owen, 2005). This is illustrated by an independent analysis conducted on a number of Super Bowls, which showed no significant increase in spending, or an impact that was 75-90% less than the original economic impact study claims (Matheson & Baade, 2006; Porter, 1999). Not surprisingly, the National Football League, or the host cities initiated the original economic impact

studies. Matheson and Baade (2006) found that the host cities between 1995 and 2003 contributed \$2.2 billion or 69% of building costs, illustrating host city pressure to justify expenditure. This pressure is increased when communities argue the money could have been spent on healthcare or education (Kasimati, 2003; Waitt, 2003).

Economic analysis is a specialist financial field, and is not the focus of this study, so only an overview of this process will be discussed. It is important to note that economic impact studies, despite the exact figures often quoted, are not measurements but predictions; many economic impact studies are conducted *ex ante*, or before the event. Eleven economic impact studies were conducted for the Summer Olympic Games between 1984 and 2004. Of these, ten were conducted *ex ante* (Kasimati, 2003). It is concerning to note that while there are numerous models for predicting the economic impact of an event, the analysis methods, assumptions, approaches and calculations of an EIS are not usually revealed (Crompton, 1995; Kasimati, 2003). Furthermore, *ex ante* studies are generally based on a multiplier principle. These multipliers are imprecise and ignore the costs associated with hosting the event, which is an important consideration (Crompton, 1995). As a result of this, major academic journals tend to no longer publish economic impact studies (Porter & Fletcher, 2008).

Ex post studies on the other hand, examine material before and after the event, taking non-event related changes into account (Baade & Matheson, 2002). *Ex post* studies are suggested as a more valid method of measuring economic impact. These studies often find non-significant or lower than promoted economic impacts (Frechtling, 2006; Matheson, 2002; G. J. Owen, 2005). *Ex post* studies have reported no

significant spending associated with a city hosting the NFL Super Bowl and a negative economic impact associated with hosting a major international event, which is contradictory with figures cited in the economic impact studies that were sponsored by the organisers and government contributors (Baade & Matheson, 2002; Porter, 1999). Baade, Baumann, and Matheson (2008) conducted an *ex post* analysis based on taxable sales figures over a 25 year period to determine if professional sport franchises had an impact on Florida's economy. The authors found that these events failed to provide an economic increase, and equally, that player strikes in sport leagues, where games were not held, did not result in a decrease in spending.

The other criticism of economic impact studies is that they provide a limited perspective about the overall impact an event might have. Event impacts that focus only on economics ignore other benefits and costs the event may have. New methods incorporating social impacts, such as costs benefit analysis, are now available and evaluate the event on more than just a profit and loss basis (Andersson, Armbrrecht, & Lundberg, 2008; C. Gratton & Taylor, 2000; Mules & Dwyer, 2005). This is in line with general business reporting practices that are moving away from merely reporting economic measures and introducing accountability indicators on corporate social responsibility and other factors (Kaplan & Norton, 1992).

This move has seen the incorporation of broader reporting measures that encompass environmental, governance and social measures in reporting methods such as triple or quadruple bottom line reporting (Brenkert, 2004; Elkington, 1998). The "lines" referred to in these reporting processes are financial, environmental and social – with the addition of governance for the quadruple line. The intent of this reporting process

was to encourage corporations to consider more than economic parameters and embrace a philosophy of sustainability (Elkington, 1998). Vanclay (2004) reports that similar to the neglect of social impact studies in events in favour of economic impact studies, many organisations struggle to measure the social category outlined in triple bottom line reporting, possibly because there is still the economic origin and focus. Although these social impacts are difficult to assess, it is suggested that triple bottom line reporting is more useful for event planners as it can also be used to plan and implement an event, allowing for a more holistic approach (Hede, 2008; O'Brien & Chalip, 2007). Triple bottom line reporting was used to evaluate the impact of the 2006 Melbourne Commonwealth Games and ex ante for the 2012 London Olympic Games (Insight Economics, 2006; PriceWaterHouseCoopers, 2005).

Another model that attempts to cover a broader range of performance measures is the Balanced Scorecard. The scorecard has four perspectives: financial, customers, internal business and innovation and learning. UK Sport (2005a) has adapted this model to measure sporting event impacts. Their balanced score card criteria focuses on: economic impact, media and sponsors, location marketing and sport development. While this is a good start, the model still seems to have an unbalanced view towards the first three factors, which are easily quantified. The sport development impacts mentioned are “come and try” sessions and the training of event volunteers. The challenge of identifying and researching social legacies suggests that a holistic approach and both quantitative and qualitative processes are required for the provision of a balanced overview of the impact and legacies for events (Daniels, Backman, & Backman, 2003; Fredline et al., 2003; Jago, 2005).

In summary, the field of economic impact study is quite controversial. The precise figures resulting from economic impact studies, confidently stated by organising committees, host governments and media are usually estimates completed prior to the event. *Ex post* studies are considered more reliable, but if the methodology is not shown, they still lack transparency. Other methods such as triple bottom line reporting and the balanced scorecard provide a broader perspective on major sport event impacts and legacy; however the qualitative nature of the social impacts may be daunting.

2.4.2 Tourism

Major sport events can attract tourists and build the brand of a host destination (Chalip & Costa, 2005; Chalip et al., 2003). The reported flow on from this is an economic impact and a change in image for the location as a tourist destination (Chalkley & Essex, 1999; Lee, Lee, & Lee, 2005). This occurs through the event providing the host location with an opportunity to promote the destination to visitors (Hiller, 1998). Thus, the desired tourists are not necessarily those that attend the event, because this does not provide an ongoing benefit (Jago, Chalip, Brown, Mules, & Ali, 2003). The primary focus should be others who might visit the host city through the leveraging of an event to create a positive image of a destination (Chalip, 2002; Chalip et al., 2003; Masterman, 2004).

When Wales hosted the 1999 Rugby World Cup, an estimated 330,000 people visited. Of these 20% had been to Wales before and 70% thought they might return on holiday (Cardiff City Council, 2000), showing that events may have a considerable residual impact on tourism in the broader area post event. However,

people are often drawn to destinations because of the event itself, rather than the location, which means that subsequent travel will more likely be to the site of the next major event, rather than a repeat visit (Lee, Taylor, Lee, & Lee, 2005; Westerbeek et al., 2002). While perceptions of a destination may become more positive as a result of attending an event, the challenge is how to continue to attract people to the destination when the event is no longer there (Hede & Jago, 2005).

A major sporting event receives publicity through news coverage and the event telecast, which provides increased exposure for the location as a tourist destination (Chalip et al., 2003; Dwyer, Mellor, Mistilis, & Mules, 2000). The use of a major event as a “short cut” to gain global recognition is occurring more regularly (Hede, 2005; C. Jones, 2001). There was a general consensus that the 2007 Cricket World Cup was an opportunity to showcase the West Indies to international audiences not familiar with the region as a travel destination (Tyson, Hayle, Truly, Jordan, & Thame, 2005), albeit being limited to cricket-watching nations. However, converting positive perceptions and increased awareness into visits cannot be assumed; the challenge remains to generate visits (Chalip, 2002; Woodside, Spurr, March, & Clark, 2002).

The advantage of major sport events is that there is generally extensive media and television coverage. The telecasts often portray more than just the event; they can provide coverage of the host destination. Thirty eight percent of Australians TV viewers watching the 2004 Olympics indicated that their overall attitude towards Greece as a tourist destination changed, and elicited positive reactions about the beauty of the country (Hede, 2005). To capitalise on this valuable promotional tool,

host cities should stipulate that broadcasters present set quantities of destination imagery and include commentary that showcases key features of the destination (Chalip et al., 2003). Hede and Jago (2005) concur with this, suggesting that carefully crafted vignettes are used effectively to highlight the destination's features to television audiences. This process was used during the Sydney 2000 Olympic Games, which implemented a visiting journalists program that included story suggestions and photo libraries to both accredited and freelance journalists before and during the Olympic Games (Chalip, 2002).

Sport event tourism does not always create a positive impact. Non event-related visitors to a destination hosting an event might delay, cancel or transfer their travel to avoid the event (Chalip, 2002). The timing of the 2007 Cricket World Cup coincided with the shoulder of tourist season, which made it difficult for operators to accommodate both cricket and regular tourists (Tyson et al., 2005). Additionally, residents often perceive event related tourism as a contributor to overcrowding, noise, litter and crime (Glasson, 1994). There are also doubts that the growth levels achieved in the short term out of event tourism is sustainable over the long term (Hughes, 1993), with the belief that a "one off" major sporting event will not provide the same benefits as a regularly occurring event (Higham, 1999).

The tourism aspect of the economic impact cannot be ignored; the visitors to a town are a main source of economic impact. A range of strategies should be used to attract visitors to an area for an event, promote the host city's image and to encourage post-event visits. The measurement of tourism impacts, particularly because of the marketing of an area as an appealing destination is problematic as it is difficult to

attribute post-event visits solely to media coverage of an event. Furthermore, language difficulties in surveying tourists, the need for long term measurement and difficulties demonstrating causality are particular difficulties which have been evident in the research for some time (Ritchie, 1984).

2.5 Political

Given that major events are typically funded by government, the political implications of bidding for, and conducting major events cannot be ignored.

Westerbeek et al. (2002) argue that by the very nature of their funding source, major events are political events.

Politically, government leaders may gain favourable publicity, be seen as 'important' in the eyes of their constituency because of their fraternisation with glamorous sports stars, or be seen to be ordinary sports minded people just like the voter next door (Mules, 1998, p. 26).

Governments invest large amounts of public funds in the hosting of events, almost always incurring a financial loss (Dwyer et al., 2000; Mules & Faulkner, 1996). The government effectively subsidises events that may not generate an economic impact to promote the image of the destination, and increase tourism and business (Chalip et al., 2003). To offset this loss, it is advantageous for the government to illustrate the economic returns and other benefits for the local area to justify their financial investment. This means that great significance is placed on the economic impact studies that are conducted to demonstrate this impact, the implications of which were discussed earlier. In terms of other benefits offered by events, politicians often

attribute increases in mass participation as a legacy (Hanstad & Skille, 2010).

However, this has been refuted in the literature (Veal & Toohey, 2005).

Governments are increasingly willing to contribute funding to events (Bunce, 1995, as cited in Emery, 2002; Westerbeek et al., 2002), with Hall (1993) suggesting that cities that do not compete do so to their own detriment, such as a poor perception of the city. This is illustrated by the rivalry in Australia between respective state governments to attract major events (Harris et al., 2000), with five Australian cities expressing an interest in hosting the 2006 Commonwealth Games (Cashman et al., 2004). Another prominent case of this in Australia was when Melbourne won the Australian Formula One Grand Prix hosting rights from Adelaide (Mules, 1998). It has been reported that the New South Wales government may also challenge for this event in the future (Australian Broadcasting Corporation, 2007).

However, government motives are not always altruistic. There was a perceived misuse of political power in the lead up to the Melbourne 2006 Commonwealth Games, with the belief that the event was being used as a rationale for government to intervene in a number of public and private sector projects (Ker & Topsfield, 2005). This was similar to the anti-democratic tendencies cited in the urban development connected with the Sydney 2000 Olympic Games (K. A. Owen, 2002). This suggests that authorities might have less than altruistic motives, such as personal or political convictions, rather than the publicly espoused benefits of hosting an event (Emery, 2002; Hindson, Gidlow, & Peebles, 1994).

To conclude, governments play a major role in events, providing funding, infrastructure and other resources. Their objective is to attract events to generate economic, tourism and location brand impacts and legacies. The implications and misgivings resulting from the economic nature of this investment to produce these outcomes are documented throughout the literature.

2.6 Physical and Environmental

Pierre De Coubertin, father of the modern Olympic Games, had three objectives which are still applicable to the conduct of the Olympic Games today. These objectives were:

- to foster the goals of competitive sport
- to provide a legacy of facilities that will stimulate athletic development which would not have been possible with inferior facilities; and
- to heighten the profile of the sports involved by providing better opportunities for training as well as sites for national and international competition (Chalkley & Essex, 1999).

Of these three goals, two focus on sites and facilities in which to compete. Sporting facilities have provided mixed results for host city of the Olympic Games, with some events creating a lasting legacy of usable venues and others, such as the 1976 Montreal and 2004 Athens Olympic Games, gaining “white elephants” – under-utilised stadia that are expensive to maintain (Cashman, 2006; Mangan, 2008). The 1956 Melbourne Olympic Games produced an Olympic Park complex that is still used today for a range of sports, although two buildings were demolished because they were too costly to maintain (Chalkley & Essex, 1999). The 2010 Vancouver

Winter Games (Vancouver 2010, 2002) has a detailed planning process in place to ensure the longevity of its venues.

However, new stadia and facilities are not a panacea, with extensive empirical research questioning the efficiency of sporting facilities as catalysts for economic growth – even when hosting regular events (Friedman & Mason, 2004; Swindell & Rosentraub, 1998; Wang & Theodoraki, 2007). Yet despite these findings, local governments in the United States of America continue to subsidise facility construction, with US\$25 billion estimated to have been spent between 1990 and 2010 on the provision of facilities for premier level teams in football, basketball, hockey and baseball (Siegfried & Zimbalist, 2006).

In addition to sport specific facilities, major sport events are being used as a tool for urban development and regeneration (Misener & Mason, 2006b; K. A. Owen, 2002) with sport events becoming the vehicle to deliver a city's desire for urban regeneration. For example, Athens used the Olympics as a construction deadline for new facilities that were planned before bidding for the Olympic Games (Masterman, 2004). Roche (2000) reports Barcelona's construction of an airport and extensive communications infrastructure in the lead up to the 1992 Barcelona Olympic Games. The Manchester 2002 Commonwealth Games provided a catalyst for the rejuvenation of the city, which were leveraged for the wholesale regeneration of the city, including housing and infrastructure (M. Jones & Stokes, 2003). These parallel linkages play an important part in the identity of city post event (Hiller, 1998). However, urban regeneration driven by events is not always a positive, for it can lead to events becoming "a self-serving commercial circus of property developers,

construction companies, equipment suppliers and commercial sponsors” (Essex & Chalkley, 1998, p. 191).

Events are now increasingly scrutinised for their environmental sustainability and impact, and some events have chosen to take the opportunity to create environmental legacies through the conduct of an event. The Sydney 2000 Olympic Games took a “green” approach to its planning for the event, and this has been maintained through subsequent Games; with the Athens 2004 Olympic Games conducting tree planting, use of environmentally friendly building materials and waste management initiatives (Masterman, 2004). It was reported that 60% of the non-BOCOG (Beijing Organising Committee for the Olympic Games) budget for the Beijing 2008 Olympic Games is being used for environmental protection in areas such as “air quality, water conservation, waste disposal, green energy and ‘greening up’ of the landscape” (G. J. Owen, 2005, p. 12). This trend for green events is not limited to the conduct of the Olympic Games. UK Sport (2002) has produced a general guide for conducting environmentally friendly events on a smaller scale, highlighting the trend for events of all sizes to be sustainable.

To summarise, facilities have always been a significant part of the Olympic Games and other major events, although post-event usage requires serious consideration. Cities are taking this concept further using events as catalysts to complete infrastructure and urban renewal projects. The environmental impact of events and their ability to leave a green legacy is also a prominent feature in the planning for events.

2.7 Social and Cultural

Events can result in social and cultural benefits, allow for the exchange of ideas, entice business investment and provide a forum for continuing education and training (Dwyer et al., 2000). A positive social legacy is often espoused by event organisers as one of the many benefits an event will provide. Sport has been used as an essential facet in urban reform, with optimistic event promoters claiming that an improved image of their city and new facilities will bring about social regeneration (C. Gratton & Taylor, 2000; A. Smith, 2005). However, the literature does not necessarily support this claim. From the perspective of cities hosting professional sport franchises, Smith and Ingham (2003) determined that this is not an effective means for rebuilding any lasting sense of community.

Horne (2007) asserts that events should not be considered as a solution to social and economic problems, with large scale events like the Olympic Games generally having little benefit for social infrastructure in the community (Roche, 2002). Also needing to be considered are the social costs like congestion, litter, noise, interruption to normal business and the possibility increased crime (Decker et al., 2007; Dwyer et al., 2000). Given these often under-reported negative aspects it is little wonder that local residents often have a pessimistic perception of events (Fredline, 2000).

However, Misener and Mason (2006a) believe that the effective leveraging of an event to shape community social infrastructure may be one of the few benefits a host destination will receive. The authors highlight how effectively Manchester created social legacies as a result of hosting the 2002 Commonwealth Games through

embracing the core values of residents and offering them a voice throughout the planning process. A volunteer program, that still exists, offers opportunities for community service, personal development and work experience (A. Brown & Massey, 2001; Manchester Event Volunteers, 2009a). Subsequent events have extended the social legacies they seek to deliver with the London 2012 Olympic Games committing to infrastructure improvements in the disadvantaged area hosting the event and the creation of approximately 38,000 full time equivalent jobs (PriceWaterHouseCoopers, 2005).

Art and sport may seem an unusual combination (Good, 1999). However, many sporting events can be considered to have an artistic or cultural element. This may be through the entertainment provided at a sporting event, or it could be a specifically held event to demonstrate pride in a particular culture (Allen et al., 2005). Shipway (2007) suggests the London 2012 Olympic Games can be a stimulus for the expansion of British residents' cultural horizons and to promote the cultural diversity of the nation. However, any programs will need close integration and leveraging from the event organisers themselves (Garcia, 2001).

To summarise, events provide more than just an economic and a tourism impact, for they are able to leave longer lasting legacies through social regeneration. Some authors suggest that sporting events, or even the long term hosting of a sporting team, is not an effective solution to social reform. Social costs such as inconvenience and traffic may offset any benefits a community might experience. Despite this, events seemed to be used as a catalyst for social change with increasing frequency.

Supporters of this process recommend leveraging events beforehand and involving the community in the process.

2.8 Sport Development

The hosting of a sport event is believed to contribute to the development of the sport. This can occur in a range of areas including: education and training; improved personal skills of administrators; contact between diverse sporting individuals and groups; new technology; increased sport participation; community group involvement; event management expertise; and, increased prominence of minor sports (Bell, 2005; Dwyer et al., 2000; McKinnon, 1987, as cited in C. M. Hall, 1992; Masterman, 2004). More specifically, Cashman (2006) suggests five sporting impacts could occur as a result of the Olympic Games, which would equally apply to any sport event, albeit it on a commensurate scale: “improved national performance at the event, better sports facilities, improvement of a country’s sport systems and programs for the delivery of sport, improvement in a country’s programs and sport management and education, and greater sport participation (p. 168)”.

Sport is delivered and supported in sporting organisations by what is generally termed as sport development. In practice, the term sport development covers a broad range of activities and operational areas within a sporting organisation. This is evident through the broad range of definitions, which are summarised in Table 2. The commonalities in these definitions are: opportunities/access; processes/structures/pathways; change/performance/nurturing/improvement; all levels of sport; and, development *of* sport, and development *through* sport.

Table 2: Definitions of Sport Development

| Definition | Author |
|--|---|
| Sports development is a process by which interest and desire to take part may be created in those who are currently indifferent to the message of sport; or by which those not now taking part, but well disposed, may be provided with appropriate opportunities to do so; or by which those currently taking part may be enabled to do so with meaningful frequency and greater satisfaction, thus enabling participants at all level [sic] to achieve their full potential. | (Sports Council (North West), 1991, p. 3, as cited in Houlihan & White, 2002) |
| In the context of sporting structures and opportunities; the promotion and implementation of positive change. | (Eady, 1993, p. 8) |
| The provision of opportunities for people to increase their potential in and through sport, which can range from participating for fun and health through to elite performance and also the provision of opportunities for addressing the social issues through participation. | (Cryer, 2004, para. 1) |
| A process whereby effective opportunities, processes, systems and structures are set up to enable and encourage people in all or particular groups and areas to take part in sport and recreation or to improve their performance to whatever level they desire. | (Collins, 1995, p. 21, as cited in Houlihan & White, 2002) |
| Sport development is a dynamic process, in which <i>sport development stakeholder</i> involvement provide the necessary <i>sport development strategies</i> and pathways to facilitate the <i>attraction, retention/transition</i> and <i>nurturing</i> of sport programs. [Emphasis, in original source] | (Sotiriadou et al., 2008, p. 266). |
| Processes, policies and practices that form an integral feature of the work involved in providing sporting opportunities. | (Hylton, Bramham, Jackson, & Nesti, 2001, p. 1) |

| Definition | Author |
|---|-----------------------------------|
| From the insights of several contemporary scholars on sustainability designs, it is proposed that sustainable sports development is neither a state of the sports system to be increased or decreased, nor a static goal or target to be achieved. Sports Development concerns a process of construction, destruction and maintenance of opportunities for people to participate and excel in sports and life | (Girginov & Hills, 2008, p. 2094) |

Definitions aside, Green (2005) succinctly states that the purpose of sport development is to increase the number of participants in sport and to enhance the quality of performance. Eady (1993) places sports development into the context of sport through using continuum, which classifies participants at different levels of achievement. The levels of achievement vary from *foundation*, where basic movement and development skills are developed, through to *excellence* where the highest level of achievement is gained. The four levels are displayed diagrammatically as the Sport Development Pyramid in Figure 2. (Eady, 1993, p. 14). The relative size of each level gives an indication of the number of people participating at that particular level. That is, large numbers participating at the foundation and introduction levels with fewer achieving at the excellence level.

Hill (2007) suggests that the model acknowledges everyone has sporting potential and that the system's objective is to allow each person to achieve their potential through participating at their highest possible level, wherever that might be on the pyramid.

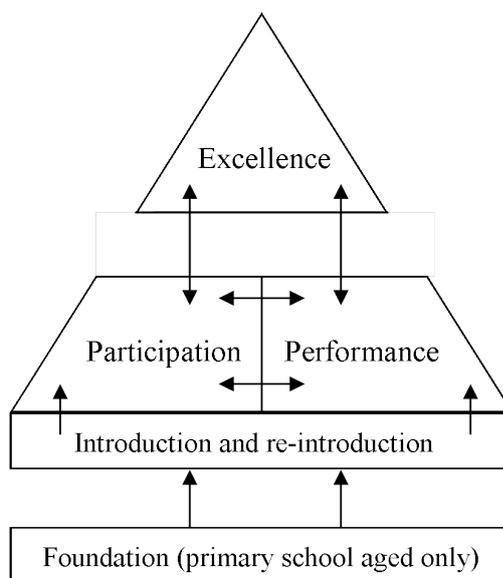


Figure 2: Sport Development Pyramid²

A report from the London Sports Council (1991, as cited in Houlihan & White, 2002) suggests that, in practice, that transitioning in the model is not as easy as depicted; that a structure of provision is needed to meet participant needs. Houlihan and White (2002), suggest that this continuum has lost prominence in current sport development planning due to the difficulty of serving two masters: governing bodies, who advocate the development *of* sport; and, social policy partners, who seek development *through* sport. This research is focussing on the former of the two: the development of sport.

The size and motivation of funding for the different levels of the pyramid is the topic of much debate. The issue lies in the assumptions about the effect one level has upon another. One suggestion is that good performance at the excellence level encourages more people to take up sport at lower levels, known as the trickle down or demonstration effect. The opposing argument is the trickle up effect, which suggests

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having a bigger pool of people at the foundation level will increase the numbers in the higher levels and will in turn provide better performance.

The trickle down argument has been used by politicians and government agencies in Australia, Great Britain and New Zealand; often to justify a larger proportion of funding going to elite, rather than community based sport (Coe, 1985, as cited in C. Gratton & Taylor, 1991; Hartung, 1983; Dale, 1993, as cited in Hindson et al., 1994; McKay, 1991). Hogan and Norton (2000) found a relationship between spending on elite sport and the number of medals won, but no relationship between elite sport funding and community participation. This confirms the findings of Hindson et al. (1994), who also report the assumption of a trickle-down effect to be questionable. It is interesting to note that for the frequency that this effect is cited, its soundness has been questioned for several decades and there is no supporting empirical evidence (Coles, 1975; C. Gratton & Taylor, 1991; Hogan & Norton, 2000; Payne, Reynolds, Brown, & Fleming, 2003). One criticism is that the model is too simplistic and generalised to translate into successful outcomes. This is evidenced by the lack of increased sports participation in Australian sports following the Sydney 2000 Olympic Games, despite some sports having programs in place to cater for additional demand (Cashman et al., 2004). Similar failures of the trickle-down effect are expected following the London 2012 Olympic Games unless a diverse range of stakeholders are considered accompanied by more strategic marketing and interventions (Girginov & Hills, 2008; Hindson et al., 1994).

Hill (2007) advocates trickle up effect, suggesting that the elite sporting success of the Australian Institute of Sport is due to the strong participation at a grass roots

level. Jackson and Nesti (2001) discuss a Sport England strategy from 1999 that was titled *More People, More Places, More Medals*, where 75% of funding from the Sports Lottery Fund went to community sport projects and the remaining 25% to world-class sport. This strategy suggests a trickle-up effect, where Sport England was attempting to broaden the base of the pyramid and increase participation levels in order to have more athletes placed at the intermediate and top levels. Given the increasing focus on sport and physical activity as a health prevention strategy, perhaps sport should follow recent trends in business and turn the pyramid upside down (Bhote, 2002) to show the foundation group at the top?

Expanding on the sport pyramid model, Sotiriadou et al. (2008) investigated sport development among 35 Australian National Sport Organisations and identified four areas that contribute to the development of sport. These areas are shown in Figure 3. They assert: “sport marketing, exposure and opportunities to increase profile resulting from events and competitions relate to general membership and participation growth, increasing sport supports, spectators and sports’ finances” (Sotiriadou et al., 2008, p. 259). This begins to demonstrate how sport events may contribute to sport development within an organisation, through the leveraging of increased exposure to community and government stakeholders, media, general public and members to grow organisation membership, community partnerships and investment. In particular, the sport development strategies provide a useful guide for measuring sport development. Underpinning the sport development strategies are stakeholders, who are the enablers of sport and are essential for strategy implementation.

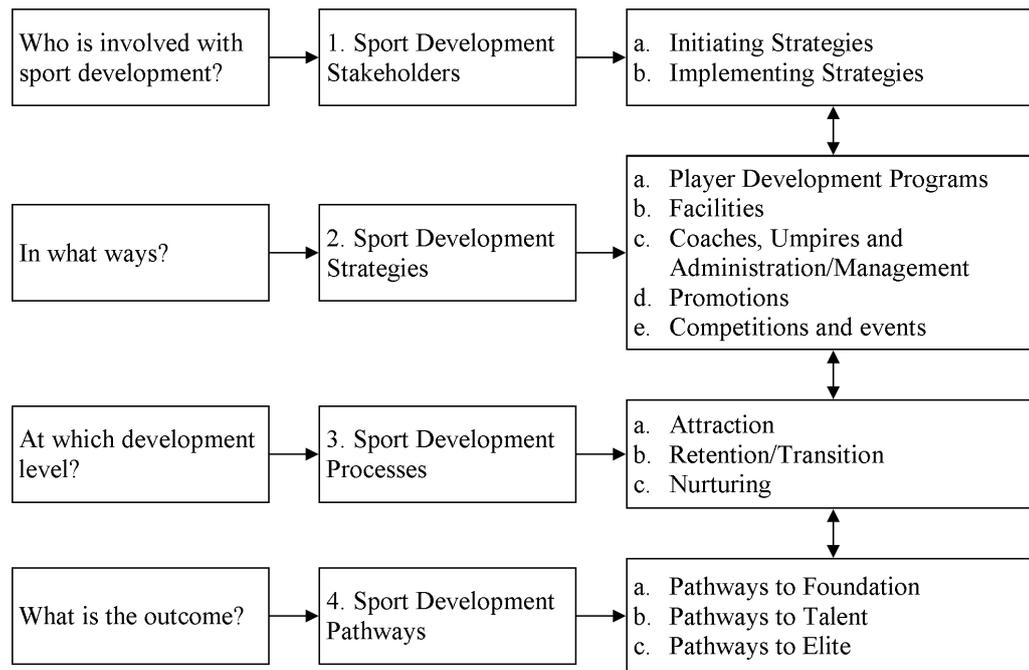


Figure 3: The Attraction, Retention/Transition, and Nurturing Process of Sport Development³

For the purpose of this research, the stakeholder and strategy areas from the model shown in Figure 3 (Sotiriadou et al., 2008) will be used for the basis of a Sport Development Event Legacy Framework. These areas cover all of Cashman's (2006) sporting impacts, but has the benefit of being specifically developed to examine sport development. The process and pathway areas of the model will not be specifically examined, but may be included peripherally. For example, by examining programs that recruit new members, the process of attraction and the pathway to foundation will be indirectly examined. The last sport development strategy of competitions and events will be excluded, given that this is the context in which this research is being examined.

Because this research is examining these impacts from a sport development and an event perspective, Cashman's (2002) other relevant categories of event impact will

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be incorporated with the previously discussed dimensions. The literature of event volunteerism outlines the benefits for the host city, but volunteerism can also have direct benefits for the sport itself. In view of this, volunteerism will be considered in the category of coaches, umpires and administration/ management. Information and education is also important specifically for sport and will also be considered in the category of coaches, officials and administration/management. Cashman's (2002) category of symbols, memory and history relates to the intangible legacy of event symbols, anniversaries and emotions. These legacies are less documented, and refer to community-wide, rather than sport specific benefits. However, this category has a role in contribution of a sport specific legacy. It does not fit with any existing dimensions so it will be considered separately. It should be noted that promotions will be reviewed in terms of promotion of the sport itself, not the event destination, which has previously been discussed as a tourism impact. This provides five dimensions for the Sport Development Event Legacy Framework, which are summarised in Table 3 (Cashman, 2002; Sotiriadou et al., 2008, pp. 256-259). These dimensions of the Sport Development Event Legacy Framework are used to structure the analysis and discussion of this research.

Table 3: Dimensions of the Sport Development Event Legacy Framework

| Dimension | Definition |
|--------------------|---|
| Player development | Programs that are for member participation, programs that are for talent identification, programs that are for elite athletes, performance of athletes. |
| Facilities | Recreational and training facilities assist the delivery of player development programs, and in particular, the preparation of elite athletes to perform successfully, as well as the increase of membership/participation numbers. |

| | |
|--|--|
| Coaches, umpires and administration/management | Training of coaches and other personnel to ensure the game is played in a good quality environment, improvement of a country's programs and sport management education, volunteerism, information and education, improvement of a country's programs and sport management education. |
| Promotions | Public profile dependent on media exposure and events or a combination of the two. |
| Stakeholders | Three main groups: national, state and local government; the sporting organisations themselves; and, significant other stakeholders, such as paid staff and sponsors. These groups either initiate strategies, or implement them. |
| Symbols, memory and history | Symbols produced by events, anniversary events, emotional legacy. |

2.8.1 Player Development

The dimension of player development has been defined to include programs for member participation, talent identification and high performance. This has parallels with the Olympic legacy, which aims to “ensure some degree of continuity between base and summit, competitive sports and leisure sport, professional and amateurs” (Veal & Toohey, 2005, p. 6). The International Olympic Committee Symposium on Event Legacy (2002) recommended that cities present a bid that includes not only elite sport, but that addresses its Sport for All philosophy (International Olympic Committee, 2009), asserting every individual's right to practice sport in accordance with his or her needs.

These aims are virtuous, although it appears event organisers pay lip service to the concept of creating sport development legacies, as was the case with the Sydney 2000 Olympic Games. The Sydney Olympic Games Review Committee in 1990

suggested that a successful Olympic Games would provide “new and upgraded sporting facilities and venues... and increased participation in sport” (Sydney Olympic Games Review Committee, 1990, p. 3). The Australian Sports Commission viewed the upcoming games “as a major opportunity to market sports participation to the Australian public” (Houlihan, 1997, p. 71). Three months prior to the commencement of the event, the Australian Sports Commission (Australian Sports Commission, 2000) wanted to ensure that the motivation from the Sydney 2000 Olympic Games was harnessed by sporting groups, but given that effective legacies need to be planned from the initial bid process, it was already too late (Masterman, 2004; McIntosh, 2002). Research conducted by Armstrong, Baumann, Ford and Davies (2002) found that the proportion of adults doing 150 minutes of walking, moderate or vigorous physical activity per week decreased from 62.2% in 1997 to 56.6% in 1999 with relatively no change at 56.8% in 2000. It should be noted that the surveys were administered in November of each year, so the 2000 data were collected about one month after the Sydney 2000 Olympic Games concluded. The authors concluded that the Olympics did not alter physical activity levels. The Australian Sports Commission conducted (but did not officially publish) research determining the impact of the Sydney 2000 Olympic Games on physical activity reporting anecdotal increases as a result of the event, but noted that they were not sustained (Australian Sports Commission, 2001). So it was a case of too little, too late to leverage the Sydney 2000 Olympic Games for the benefit of sport participation.

Conscious efforts at leveraging events to increase sport participation are emerging. For example, the 1998 Salt Lake City Winter Olympic Games’ Five Point Legacy

Plan makes no mention of sport participation or sport development (Ritchie, 2000), but host cities for subsequent Olympic, Winter Olympic and Commonwealth Games have included programs in this area (2010 Legacies Now, 2009a; Jinxia & Mangan, 2008; PriceWaterHouseCoopers, 2005).

Hosting the Olympic Games and Paralympics is no guarantee of a resulting increase in mass participation (Shipway, 2007), however some researchers recommend attaching health promotion agreements to government event funding to facilitate this (Collin & MacKenzie, 2006). The main challenge is to develop suitable and accessible sports development programs that will lead to increased participation, rather than just hoping for an osmotic trickle down. These programs need to consider behavioural change theory and physical activity adherence to address these issues (Coalter, 2007a). To increase physical activity, leveraging programs need to not merely provide activities, but to address participant's behavioural and social needs (Girginov & Hills, 2008). Payne, Reynolds, Brown, and Fleming's (2003) research confirms that people need more than a single exposure to a role model to bring about behaviour change, and these experiences need to be integrated into general ongoing programs. Sport organisations should also recognise the difficulty involved in taking up a sport that is made look easy by elite athletes (Hindson et al., 1994).

Additionally, work needs to be done to measure these programs and interventions effectively. Truno (1995) reports the number of physical activity participants in Barcelona increased from 36% in 1983 to 51% in 1995, however causality from the Barcelona 1992 Olympic Games cannot be shown. Weed (2010) advocates that evaluation must focus on the interventions themselves, rather than relying on generic surveys.

2.8.2 Coaches, Umpires and Administration/Management

This dimension focuses on the education and training of coaches, umpires, staff and other members. In the event context, this includes volunteers. The role of coaches, umpires and administrators in sport is largely invisible, yet is crucial to the ongoing success of sport and sporting organisations. From a legacy perspective, training, experience and skills gained by these support staff during events can be invaluable in contributing to the long term sustainability of sport (Tourism Training Victoria & Arts and Recreation Training Victoria, 2002).

Volunteering has been successfully promoted through events for many years, with the skills and experience gained through event volunteering providing an ongoing contribution to the local community (Misener & Mason, 2006a). However, it is crucial that there is a post-event strategy, otherwise the knowledge and experience is forgotten and participation is not maintained (MacAloon, 2003). This can be done through integrating volunteering programs with existing community programs allowing for the successful creation of a legacy (Masterman, 2004). The Manchester 2002 Commonwealth Games lead to the creation of a successful post-event volunteering program, which still has 3,000 members who have volunteered at over 400 community events (Manchester Event Volunteers, 2009b). In terms of an ongoing volunteer legacy from the Melbourne 2006 Commonwealth Games, the *Sport Development Volunteers Program* was developed. This program provided sport volunteers in areas such as coaching, talent identification and administration to Commonwealth countries (Australian Sports Commission, 2006). The successful factor in these two programs is the consideration of post-event volunteering.

However, volunteers are unlikely to volunteer again if they have a negative experience (Doherty, 2009).

In addition to general volunteering, the specific development of sport officials lends itself directly to a benefit that sport can gain from the conduct of events. At the Sydney 2000 Olympic Games this was not developed to its full potential (New South Wales Sport and Recreation Industry Training Advisory Board, 1997). This was considered to be due to different organisations having responsibility for different aspects of sports officials' training and the need to balance current training needs versus longer term strategies. However, if properly harnessed this can lead to "increased, and better equipped sport officials at the event, and an ongoing legacy for the respective sports" (New South Wales Sport and Recreation Industry Training Advisory Board, 1997) .

The education of children about an event, the history of sport and other aspects through school programs is becoming increasingly popular. For the Manchester 2002 Commonwealth Games curriculum packs were provided to 33,000 schools (Cambridge Policy Consultants, 2002). The 2004 Torino Winter Olympics developed a range of activities to promote and increase participation in winter sports, and combined this with a school education program that involved 600,000 students (Frey, Iraldo, & Melis, 2008). In conjunction with the 2010 Vancouver Winter Olympics, an *Active Schools BC* program was implemented to encourage physical activity and nutrition for school aged children (2010 Legacies Now, 2009a). Unfortunately, there is no *ex post* data available to support the success of these initiatives.

Unlike the areas of volunteers, officials and school education, coaching has received very little in the way of event legacy initiatives. A new network of coaching centres has been formed in the lead up to the 2012 London Olympic Games to develop sports support infrastructure, which is central to fostering the development of broader and higher quality participation and competition (UK Sport, 2006).

Sport development legacies are starting to occur in the area of management and governance, with UK Sport developing “funding triggers” to encourage the effective off-field management of national sporting organisations (Crawcour, 2007; UK Sport, 2006). The British Olympic Association is offering further assistance through a program that links Financial Times Stock Exchange (FTSE) companies with national sporting organisations to assist with organisational and staff development to promote more effective organisational structures and operations (British Olympic Association, 2007).

2.8.3 Promotions

The promotions dimension is the public profile of a sport organisation and is dependent on media exposure, events, or a combination of these (Sotiriadou et al., 2008). Sport organisations at all levels have a reliance on the media to promote themselves and their product to potential members, supporters and sponsors. This necessity for media support has been likened to the oxygen that sport needs to survive (Standing Committee on Environment Communications and the Arts, 2009). Newspapers play an important role for sports promotion, and in turn newspapers are reliant on sport for the content sought by their readers (Boyle, 2006).

Publicity is material published in the media that has no cost to the featured organisation (Nicholson, 2006). In contrast to advertising, publicity is particularly beneficial for sport clubs because of the expense advertising incurs. In some instances this reliance by sport on the media has led to a change of product to better accommodate the needs of media, such is the perceived need of these organisations to increase media coverage of their sport (McChesney, 1989). The difficulty with publicity is that it is controlled by the media organisation rather than the sport.

Sport events are often termed as the “shop window” of sport organisations (Masterman, 2004), providing a valuable opportunity to promote their sport and their organisation to the broader community through publicity. It is common for events to examine the amount of press and television coverage received for an event, through calculating the equivalent figure for the cost of buying the same amount of advertising. This does give an indication of publicity for an event, but it should be remembered that advertising is targeted, whereas an organisation does not have control over publicity (Getz, 2007). Dwyer, Mellor, Mistilis and Mules (2000) highlight positive publicity as being a benefit of conducting an event. The risk with publicity is that media do more than merely report results, they make judgement on the city and the conduct of the event (R. Gratton, 1999). This can be to the detriment of a sport, as was the case with the 1996 Atlanta Olympic Games where media coverage focussed negatively on organisational and transport issues (R. Gratton, 1999).

There is much written about the media and sport events (Chalip & Green, 2001; Hede, 2005; Lee, Lee et al., 2005; Xing & Chalip, 2006), but this focus was on the

destination of the event, and did not examine benefits from the perspective of the organisation. A sport organisation will benefit from publicity specific to the sport itself, rather than publicity about the geographic location.

2.8.4 Stakeholders

Sotiriadou et al. (2008) found three groups of stakeholders that contribute to sport development in Australia: national, state and local government; the sporting organisations themselves; and, significant other stakeholders, such as volunteers, paid staff, athletes and sponsors. Stakeholders work towards two major sport development goals: increased participation, or improved sporting performance (Green, 2005).

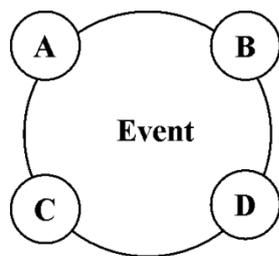
While the stakeholders involved in a sport event do not differ greatly from those involved in general sport, how stakeholders relate to and interact with each other within organisational and event structures will differ. Slack (1997) confirms that sport organisations do not exist in isolation from the other organisations in their environment, and moreover, they are reliant on external organisations for their survival. The point of difference for stakeholders within events is the unique structure of event organisations and the necessity for interaction with a range of diverse stakeholders.

Event organisation structure

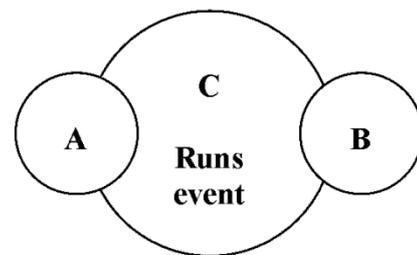
There is very little research available on the topic of organisational structure for events (Getz, 2007). However Getz (1997, p. 133) depicts four organisational event structures which can be seen in Figure 4. Larger events, such as the Olympic Games are typically a type C organisation, where there is a master organisation formed to

run the event and a range of sub-contractors. In terms of legacy, this is the worst structure to assume, because after the event, the “master organisation” no longer exists and the sub contractors have moved on to other projects. The ASLSC would be classified as a type B event, where Surf Life Saving Australia is the lead group responsible for the conduct of the event. There is some limited input from other organisations such as local government, state government and the state surf lifesaving organisation.

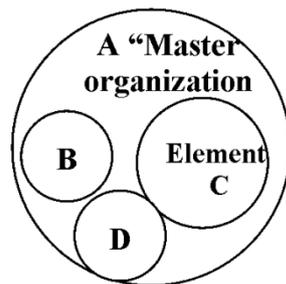
A. Loose alliance of independent organizations produces the event



B. Alliance with one lead group or specially created event production organization



C. Event organization with sub-contracted affiliates



D. Composite event embodying several sub-events with separate organizations

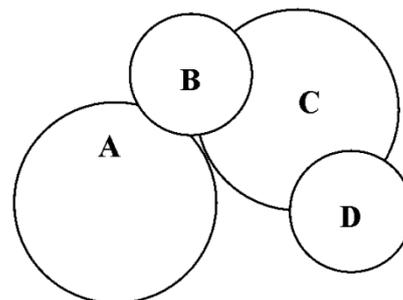


Figure 4: Multi-organisational Event Structures⁴

The transient structure of event organisations is both a defining characteristic and a major challenge. Events are project-based by nature, meaning that they have one

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<https://www.cognizantcommunication.com/>

major goal, need to be completed within a specific timeframe and to a budget (R. J. Turner, 1999). This project-based nature of events means that often the event organisation is temporary and organisational staffing is transient, or pulsating, where the staff numbers increase in the lead up to an event and then decrease (Getz, 2007; Hanlon & Cuskelly, 2002). Over time this can lead to a loss of knowledge and expertise (Chalip, 2004). This also means the structure of event organisations could be a contributing factor to events not creating legacies. This could be due to a lack of the longer term perspective required to create sustainable change and a situation where long term legacy decisions are made by organisations in the process of disbanding (Cashman, 1999; Girginov & Hills, 2008). Furthermore, there is a disconnect between the event and strategic level organisations that propose sport development legacies and the community level organisations responsible for their delivery, with competing demands and contrasting foci being a barrier for sustained sport development (Coalter, 2004; Girginov & Hills, 2008).

Event stakeholder relationships

There is increasing complexity in the relationships between local organising committees and public authorities (Andranovich, Burbank, & Heying, 2001). There is little research on this topic, but the few studies available highlight how crucial these interactions are. An examination of the networks formed around public events determined that effective interactions are a contributor to the success of an event (Erickson & Kushner, 1999). However, effective interactions are not easy to achieve because of the complex stakeholder structures within and between event organisations. A report profiling the technical officials at the Sydney 2000 Olympic Games discusses the complexity and number of stakeholders involved with their

training, recruitment and employment (New South Wales Sport and Recreation Industry Training Advisory Board, 1997). Further adding to this complexity is that stakeholders often have other commitments in addition to the event (P. Turner & Westerbeek, 2004).

The importance placed on the relationships and networks formed through events between permanent and transient organisations to create sustainable benefits is receiving increased attention. The theory of social exchange allows for closer examination of these relationships. Social exchange theory describes interactions between people as a series of tangible and intangible exchanges, and was derived from economics and behavioural psychology (Blau, 1964; Homans, 1958; Thibaut & Kelley, 1959). Social exchange is essentially the exchange of physical, financial or intangible resources, with these resources being valued by both parties (McCarville & Copeland, 1994). Consideration should be given to exchange not necessarily being an equalising process. If one party has a concentration of resources or power, then one actor has dependency on the other (Cook, 1977; Schopler, 1987).

There is a dispute in the social exchange model due to conflict between the two contributing disciplines of economics and behavioural psychology (Emerson, 1976). Social exchange derived from economic theory is based on the assumption of a perfectly competitive market, where goods and services can be exchanged effortlessly without resistance (Perroux, 1950, as cited in Emerson, 1976). If this market is examined with respect to the exchange of social “goods”, there is not an effortless, frictionless exchange – it is inhibited by relationships and personal ties (Sahlins, 1965, as cited in Firth, 1970). These personal ties are again a primary factor

when considering the unit of analysis as a point of difference. Economic exchange is a short term transaction, whereas social exchange is a long term relationship (Emerson, 1976; Firth, 1970). When considering social exchange in an event legacy perspective, a personal, long term outlook should be considered.

While social exchange theory has not been applied to the domain of event impacts or legacies, this framework has been applied to the applicable fields of sport sponsorship (McCarville & Copeland, 1994); regional sport trusts and sport development officers (Shaw & Allen, 2006); short term alliances (Bignoux, 2006), motor sport events (Erickson & Kushner, 1999); and, the social impacts of the Sydney Olympics (Waite, 2003).

Levine and White (1961) expand on exchange between individuals and apply it to an organisational setting. They assert that exchange at this level has four dimensions: the parties, kinds and quality of exchange, agreement underlying the exchange and the direction of the exchange. These dimensions begin to provide a framework for understanding the exchange between organisations. Cook and Whitmeyer (1992) examine the convergence between social exchange theory and network analysis. Network analysis is less empirically derived, and takes a structural approach to describing relationships. Das and Teng (2002) apply the social exchange theory to interorganisational alliances, and use social exchange theory to add depth to the network analysis. A recent article from Getz and Andersson (2009) suggests that the network of relationships and management of stakeholders is vital to their creation, stability and long term survival showing the validity of applying social exchange to the event context.

Event legacy can be examined using social exchange theory as a model. The exchange relationship between an event organisation and a host city is well defined and both parties have legal obligations. In terms of an exchange, cities usually provide event organisers with funding and in-kind support. The host city in turn receives an economic impact and publicity. Tied in with the publicity a host city receives is the relationship between sport and the media, where sport events receive publicity and media are in turn reliant on sport to provide content for their readers. Conversely, the relationship between an event organiser and a sporting organisation is not well defined. There is usually no formal agreement, and the sport organisation generally does not have much to offer the event organiser. Because of this disparity, the event organiser would not feel obligated to offer anything to sport organisations in terms of providing a legacy or ongoing benefits.

To summarise, while the literature is scarce on the specific topic of organisational structure and sport development legacies resulting from events, it can be deduced from the literature in similar areas that the nature of the organisational structures, and the relationships formed with other organisations may inhibit or promote the creation of legacies from major sport events.

2.8.5 Symbols, Memory and History

It's certainly true that, at the time, many people believed the [Sydney Olympic] Games would change us forever. Six months on, though, I'm struggling even to recall what the changes were supposed to be ... But why search for more than you're ever likely to find? We have acquired some pleasant memories. Shouldn't we leave it at that? (Mackay, 2001)

The dimension of symbols, history and memory is largely self explanatory. It details the emotional legacy as well as event commemoration. However, this dimension has received little attention in the event legacy literature. Cashman (2002) suggests that this area is the least discussed because of its lack of economic impact and difficulty in understanding. It is likely that this category covers the unknown factors that make sport and sporting events so memorable. Examples of legacies in this category include anniversary events and commemorative sites that cement the event into the cityscape (Cashman, 1998).

Another legacy that may result from the conduct of a sporting event can be the pride and self confidence by residents and the sporting community (Ritchie, 1984).

Positive memories and increased pride have resulted from the conduct of major events such as the Sydney 2000 Olympics and the FIFA World Cup (Maennig & Porsche 2008; Ohmann et al., 2006; Waite, 2003). Chalip (2006) describes this phenomenon as *communitas*, a decrease in social distinction that creates a sense of community and transcends an event.

Given the increasing scepticism with the economic benefits of events, it is possible that a host city will gain a greater benefit in terms of increased self confidence and image than from economic gains (Lee, 2002, as cited in Lee, Taylor et al., 2005; A. Smith, 2009). However, it must be considered that these changes have been found to have short term effects (Kavetsos & Szymanski, 2010; Ritchie, 2000).

2.9 Australian Surf Life Saving Championships

The ASLSC, known by surf lifesavers as “Aussies” was first held in 1915 and was initially held at a different venue each year (Galton, 1994). The unique element of the event is that it is what is known as an open championship, where competitors only need to be active club members to compete, rather than having to qualify through regional and state championships, as is a requirement of many other sports. As competitor numbers grew, the popular and the more lengthy events (such as the ironman and relays) became restricted and competitors were required to qualify through their respective state championships.

Historically, the event usually broke even financially, or made a small loss. In 1995 the Queensland Events Corporation offered Surf Life Saving Australia funding which led to the event becoming financially viable, and allowed it to expand. In the 10 years leading up to 2006, ASLSC competitor numbers increased by 44 percent, from 5,957 to 8,573 (Surf Life Saving Australia, 2006b).

To secure further financial support and stability for the event post-2006, Surf Life Saving Australia initiated a formal bid process in 2002. Tenders were invited for host states to apply to conduct the ASLSC in 2007-2009 and 2010-2012. This was to

make the decision process transparent and to capitalise on increasing interest from state event corporations. Harris et al. (2000) assert that state governments see value in hosting events, which creates a competitive bidding environment. This was the case with five surf lifesaving state bodies gaining support from their respective state event corporations and submitting a bid to host the 2007-2009 ASLSC.

The resulting decision was made at a Surf Life Saving Australia executive meeting in May 2003. The meeting was coincidentally held in Perth, where the Western Australia Government, Surf Life Saving Western Australia and City of Sterling bid was awarded the event for 2007-2009. The hosting rights for the 2010-2012 events were awarded to Surf Life Saving New South Wales, the New South Wales Government and Coffs Harbour City Council. The Coffs Harbour contract was annulled in April 2008 due to environmental and logistical conditions of tender unable to be met (Surf Life Saving Australia, 2008h; Weston, 2008). Following the cancellation of Coffs Harbour as a venue, the Central Coast of New South Wales was the only bidder to host the event, which led to Queensland Events Corporation being criticised for not submitting a tender (Gold Coast Bulletin, 2008). Despite this, in October 2008 Surf Life Saving Australia signed a deal giving the Gold Coast at least seven ASLSCs between 2010 and 2022 – a move that created dissatisfaction from the Central Coast (Daily Telegraph, 2008), the Sunshine Coast (Zemek, 2008) and Coffs Harbour (Moase, 2008). The Federal Member for the Central Coast expressed his disappointment at this process and a loss of income for his electorate in the House of Representatives (E. Smith, 2008).

These decisions have been met with mixed opinions at every stage, from surf lifesavers at all levels of the organisation. They are voiced through the respective local media with articles published bearing titles such as “Fears for Future of Surf Titles” (Davis, 2006), “Lost in the West” (Gleeson, 2007) “Surf Titles Boycott Threat” (Sweeney & Davis, 2006), and “Scarborough Fair?” (Manly Daily, 2007). While there was general acceptance of the move away from Kurrawa after more than a decade, there were concerns that conducting the competition for three years in Western Australia may be detrimental to the development of the sport, particularly given that New South Wales and Queensland comprise 67% of the membership (Surf Life Saving Australia, 2009a). As the first event in Western Australia approached, there was some resistance to the event moving at all, with anecdotal evidence suggesting some competitors were not willing to travel to the 2007 ASLSC because of the cost and distances involved (Stolz, 2006).

The West Australian Government conducted an Economic Impact Study in 2007. The methods used, or a detailed report are not publicly available, but an economic benefit from the event was quoted in the media as \$23.8 million (Rondganger, 2009), and “over \$23 million” by Surf Life Saving Australia (Surf Life Saving Australia, 2008c). This is significantly higher than the estimated figure of \$25 million over three years, which was given by the government one month before the first event was held (Quartermaine, 2007). Given the criticisms discussed earlier about the accuracy of economic impact analyses this is not necessarily surprising (Matheson & Baade, 2006; Porter, 1999).

Regardless of these issues, the event's relocation to Western Australia for 2007 to 2009 provides an excellent case study to use in the measurement of sport development legacies. Chalip (2004) suggests that focussing on planning processes is more effective for legacy creation than concentrating on evaluation. However, given there is little research examining leveraged sport development legacies, this project will have a largely evaluative nature. Recommendations for future planning processes based on the findings and literature will be detailed.

2.10 Summary

In summary, there is extensive literature discussing definitions of events. Hallmark events, mega-events and other terms are often used interchangeably and have similar definitions and features which make them difficult to define. The term major event will be adopted for the purposes of this study. Major events have an effect on the location where they are held. These impacts can be positive or negative, long or short term and tangible or intangible. They can occur in the areas of: economic and tourism; political; facilities and environment; social and cultural; and, sport.

The economic impacts are well documented in the literature, although there is some controversy about the accuracy of economic impact figures and whether an impact actually occurs. Event organisers hope to raise the profile of their city and create a tourism impact, although organisers need to ensure that increased awareness will translate to increased visits. Many major events require the construction of new stadia and other infrastructure, which can provide locals with tangible, long term benefits or conversely, an unusable "white elephant." Similarly, local governments are leveraging events as a catalyst for social change. A volunteering program that

was implemented for the 2002 Manchester Commonwealth Games, has successfully continued to the present day is an example of how with planning, legacies can be sustained.

Sport development is the least researched area of event legacy, and while it is starting to be discussed more frequently, it is generally just “hoped” that these benefits will occur, rather than being planned, resourced and leveraged. This is evident by the still-growing list of proponents espousing the increase of physical activity as a result of conducting a major event, with no mention of specific strategies to facilitate and measure this; the anticipated legacy by osmosis effect. A Sport Development Event Legacy Framework has been developed with five dimensions to examine a sport event from a sport development legacy perspective. This framework uses Sotiriadou et al.’s (2008) stakeholders and strategies for sport development and Cashman’s (2002) categories of sport legacy and will be used to guide the examination of sport development legacies that result from hosting a major event.

Chapter 3: Study 1 – Quantitative Analysis of Event Legacy: Beyond Economics and Tourism to Sport Development

3.1 Introduction

Hosting an event may provide other advantages for the host city, one of which is benefits to sport development. Sport development legacy benefits may include improved host performance at the event, better facilities, improvement of sport delivery, improvement in sport education and greater sport participation (Cashman, 2006). Hogan and Norton (2000) found a link between government funding on elite sport and the number of Olympic medals won, so with increased funding a host organisation may improve performance. Better facilities are a common result of hosting an event, although they are usually only used at capacity for the duration of the event (Searle, 2002). A successful example of sport event delivery and a sport education legacy is the event volunteer program from the 2002 Manchester Commonwealth Games, where the momentum from the Commonwealth Games provides ongoing event volunteer opportunities and development (Manchester Event Volunteers, 2009b). Greater sport participation by the general public is often cited as a legacy of sport events (Collin & MacKenzie, 2006; Sydney Olympic Games Review Committee, 1990). This has not been empirically demonstrated (Armstrong et al., 2002; Hindson et al., 1994; McCartney et al., 2010; Veal & Toohey, 2005; Weed et al., 2009), yet such a legacy would have numerous benefits for the individual, sporting organisations and the community, making them worthy of further examination.

In addition, without pre-event planning and leveraging these benefits are difficult to achieve (Chalip, 2006; Masterman, 2004; McIntosh, 2002). This is due to there being no legacy “guardian”, because event organisations typically disband after the event

(Cashman, 1999) and event organisations generally do not receive the recognition or benefits of any legacy (Cashman et al., 2004). With the legacy areas of sporting performance and facilities often being unsustainable in the longer term, this means that sport delivery, education and participation are important areas for legacy creation.

The International Olympic Symposium on Sport Legacy (International Olympic Committee, 2002) stated a need for further, long term research into all aspects of the Olympic legacy. It is typically Olympic Games and mega events that are associated with event legacies; however, all events from major to local events are capable of producing legacies, albeit with outcomes proportionate to the size of the event. Similarly, economic impact studies have shown that an event's impact is related to the distance from the event location (Faber Maunsell, 2004; A. Smith, 2009). Similar findings have been reported for other legacy types, such as tourism and facilities where research is typically conducted in a focussed geographical area (Gardiner & Chalip, 2006). There is little research examining the creation of legacies for player participation and coach/official development in non-Olympic events or looking at the effect of geographical proximity.

The ASLSC is a national event that offers a unique opportunity to examine the ability of an unleveraged, non-Olympic event to produce a legacy for sport development. The event was previously held in only one location (Kurrawa, Queensland) for the period 1995-2006 and moved to a new location, Perth, Western Australia, for the period 2007-2009, allowing for comparison of participation rates before, during and after the hosting period. The 2009 ASLSC was conducted over 6

days, had 157 individual events and 5,563 competitors (Surf Life Saving Australia, 2009a).

Using the Sport Development Event Legacy Framework discussed in Chapter 2 the current study will examine the relationship between hosting the ASLSC in the period 2007-2009 and the dimensions of player development and coaches, umpires and administration/management. Specifically the aims of the current study are to determine if the 2007-2009 ASLSC will have:

1. a positive effect on player development in Western Australia at a club, metropolitan and state level
 - a. through measures of gender, active, junior and total membership
 - b. through measures of competitor participation
 - c. through measures of competitor performance

2. A positive effect on coaches, umpires and administration/management in Western Australia at a club, metropolitan and state level
 - a. through measures of coaching and officials accreditations
 - b. through measures of Bronze Medallion and Surf Rescue Certificates

3.2 Methods

The current study uses the following categories from the Sport Development Event Legacy Framework to quantitatively examine the impact of hosting the ASLSC on surf lifesaving in Western Australia:

1. Player development: membership rates at club, metropolitan and state levels in the categories of active, junior and total members; competitor entries and performance (pointscore) at the ASLSC.
2. Coaches, umpires and administration/ management: number of coaching and officiating accreditations; Bronze Medallion and Surf Rescue Certificate numbers.

Any change in these measures in Western Australia during the 2007-2009 hosting period will provide an indication of the impact of the event. Western Australia is the focus of this study, because it was the host of the ASLSC between 2007 and 2009.

3.2.1 Operational Definitions

A number of operational definitions are used in this study. These are defined in this section to assist in understanding the terms that are unique to surf lifesaving.

Active Members

An Active Member “holds a Bronze [Medallion], fulfils patrol and club obligations, as provided by SLSA and the member's club constitution and qualifies in an annual proficiency test unless the member has obtained their Bronze Medallion in that season” (Surf Life Saving Australia, 2009i, pp. 67-69).

ASLSC Pointscore

The ASLSC pointscore is a tally of results from each event and provides an indication of competitor performance. The pointscore provides an indicator of the competitive success of Scarborough, Metropolitan and Western Australia at the ASLSC. A first placing in a final gets 6 points, second place gets 5 points and so on to sixth

place receiving one point (Surf Life Saving Australia, 2010b). Five bonus points are awarded for attendance at the Team Manager's briefing, and 10 bonus points for entering the Grand Parade (Surf Life Saving Australia, 2010d). The club with the most points at the end of the ASLSC is deemed the Champion Club. For a comparison of these results at a Metropolitan and Western Australia level, the final pointscore for each club in that respective area was totalled.

Junior Activity Members

A Junior Activity Member is a: "person who shall be a minimum age of five years up to a maximum age of thirteen years and such person shall be required to gain the relevant Surf Education Certificate for that person's age group" (Surf Life Saving Australia, 2009i, pp. 67-69).

Scarboro Surf Life Saving Club

Scarboro Surf Life Saving Club is located at Scarborough Beach, Western Australia and was the host club for the 2007-2009 ASLSC. In this analysis, it will be referred to as Scarboro.

Surf Life Saving Australia Membership

SLSA and SLSWA have 15 separate membership categories in their Annual Reports (Surf Life Saving Australia, 2009a; Surf Life Saving Western Australia, 2009). Not all categories provide a useful indicator of sport growth and development, therefore the current study is limited to three membership categories, active, junior and total. Active and junior memberships were examined because from a sport development perspective they are important contributors and indicators of the organisation's operational capacity, growth and development of future members.

Active members are those who perform beach patrols and contribute directly to the organisation's mission of providing "a safe beach and aquatic environment throughout Australia" (Surf Life Saving Australia, 2009a, p. 9). The junior category was examined because they are a large proportion of surf lifesaving's membership and important for the future of the organisation. In 2009, 20.8% of the SLSA membership consisted of Active members and 40.1% consisted of junior members (Surf Life Saving Australia, 2009a). Junior membership has increased at an average annual rate of 9.2% since 2004, while active membership increased by 3.5% in the corresponding period (Surf Life Saving Australia, 2004a, 2009a). High levels in junior surf lifesaving contribute to active membership via a flow through effect of juniors graduating into the senior active ranks, and through parents becoming active members (Booth, 2006).

Surf Rescue Certificate and Bronze Medallion awards

The Surf Rescue Certificate and Bronze Medallion numbers provide an indication of membership growth, as these are minimum qualifications to becoming an active surf lifesaver (Surf Life Saving Australia, 2009e). The Surf Rescue Certificate is for surf lifesavers aged 13-15 years and the Bronze Medallion is for surf lifesavers aged 15 years and over.

These entry-level awards assist in giving an approximate indication of membership growth. For example, if a club's active membership is growing by 10 members each year, but they are issuing 30 Bronze Medallions annually (i.e. training 30 new members), then they effectively have a loss of 20 members each year. This is not a

precise calculation, but can assist clubs in realising that they are not actually retaining and growing their membership – they may have 30 new members, but elsewhere in the club 20 other people have not renewed their membership.

Western Australia Metropolitan Surf Lifesaving Clubs

The definition of Metropolitan surf lifesaving clubs used in this analysis is as defined by SLSWA (Surf Life Saving Western Australia, 2008). There are 14 clubs in the greater Perth metropolitan area, covering approximately 125km of coastline from Yanchep (52 km North of Scarborough) to Secret Harbour (73 km South of Scarborough). The values for this analysis are an aggregate of the 14 clubs' totals. These clubs are referred to as Metropolitan in this analysis.

Western Australia Surf Life Saving Clubs

The state totals are the aggregate of totals from the 28 Western Australia clubs.

3.2.2 Data Sources

The variables were examined for a period of 18 years (1991-2009) to establish a long term pattern and examine the relationship between event location and these figures. This period includes both Scarboro (WA) and Kurrawa (Qld) as one off locations, before the longer hosting periods began (Table 4).

Table 4: Year and Location of the ASLSC

| Year | Event location |
|-------------|----------------------------------|
| 1991 | Scarborough, Western Australia |
| 1992 | North Collaroy, New South Wales |
| 1993 | Kurrawa, Queensland |
| 1994 | Swansea Belmont, New South Wales |
| 1995-2006 | Kurrawa, Queensland |
| 2007-2009 | Scarborough, Western Australia |
| 2010-2012 | Kurrawa, Queensland |

In some instances, the availability of records precluded data sets going back to 1991. Where this was the case, the data were collected as far back as possible in a continuous manner. For example, the member analysis was stratified by gender, however gender breakdowns were not recorded in the SLSWA annual reports prior to 1997 and so these figures could not be obtained. Additionally, some 2010 data were available prior to its official publication and has been included where available. While the ideal scenario would be to have the same duration included in all analyses, there were still a sufficient number of cases available to provide adequate statistical power (Ho, 2006). A summary of the years available for the various data sets is shown in Table 5.

Table 5: Data Analysed in Study 1

| Variable | Level and period of analysis | | |
|--|----------------------------------|----------------------------------|------------------------|
| | Scarboro | Metropolitan | States |
| Membership: Active, Junior, Total | 1991-2010 ^a | 1991-2010 ^a | 1991-2009 |
| Membership stratified by gender | 1997-2009 | 1997-2009 | 1991-2009 |
| Competitor entries in ASLSC | 2001-2010 ^a | 2001-2010 ^a | 1996-2010 ^a |
| ASLSC Pointscore | 2001-2009 | 2001-2009 | 2001-2009 |
| ASLSC Pointscore per event | 2001-2009 | 2001-2009 | 2001-2009 |
| ASLSC Pointscore per event per competitor | 2001-2009 | 2001-2009 | 2001-2009 |
| Coach and Official Accreditation | Data not available at this level | Data not available at this level | 1999-2009 |
| Surf Rescue Certificate and Bronze Medallion | 1991-2009 ^b | 1991-2009 ^b | 1991-2009 |

^a Where available 2010 statistics were used, to provide a post-event perspective

^b Data for 1995-1996, 1997-1998, 2001-2002 not available, precluding a continuous data set. Analysis not completed

The Northern Territory has four clubs, a total of 1,249 members (Surf Life Saving Australia, 2009a), but had zero competitors at the 2010 ASLSC (Surf Life Saving Australia, 2010d). Due to these low numbers, Northern Territory was excluded from all analyses. South Australia does not collect breakdowns within membership categories, so were excluded from the analysis of Active and Junior membership. South Australia was included in the total membership analysis and all other analyses. One Metropolitan club did not enter competitors into the ASLSC during this period and was excluded from the Metropolitan analysis for ASLSC competitor entries and pointscore.

Annual Report Statistics

The membership statistics from the annual reports of Surf Life Saving Australia (SLSA) and Surf Life Saving Western Australia (SLSWA) provided the majority of data for analysis. These documents contain detailed statistics on membership, accreditation and awards, with these figures providing an indication of the growth/decline of the organisation over time. The SLSA reports show a state-level breakdown and the SLSWA reports show club-level detail, which allows for the completion of analysis at the three previously defined levels of state (Western Australia), Metropolitan and Scarborough.

SLSA and SLSWA granted permission to access their annual reports and accompanying data and supplied these electronically. Hard copy reports provided data when electronic reports were incomplete or unavailable. Random selection and comparison of electronic data to original source files ensured the accuracy of the data, with no inconsistencies detected.

ASLSC Entry and Pointscore Statistics

Manual compilation of ASLSC data occurred prior to the introduction of an online entries and results portal in 2001. The 1996-2000 ASLSC entries and pointscore data were supplied by hard copy (Pears, 2000). Data from 2001-2006 were included in the 2006 Annual Report (Surf Life Saving Australia, 2006a). Data from 2007 were supplied electronically by SLSA. Data on competitor entry numbers for each Western Australian club from 2001 -2010 were obtained from the ASLSC website (Surf Life Saving Australia, 2010d) at a club level and manually tallied.

There were several increases in the number of events conducted during the analysis period (Table 6). This needs to be considered, due to the increased availability of points for the pointscore. A major increase occurred in the 2005 season, due to the introduction of two new age groups to replace one previous age group, a new event being introduced at all age groups, and additional age groups in another event (Surf Life Saving Australia, 2004a, 2005). To account for this, analysis was completed for a points-per-event ratio.

Table 6: Number of Events at ASLSC 1991-2010

| Year | Number of events |
|------|------------------|
| 2001 | 92 |
| 2002 | 93 |
| 2003 | 94 |
| 2004 | 94 |
| 2005 | 146 |
| 2006 | 146 |
| 2007 | 149 |
| 2008 | 155 |
| 2009 | 157 |
| 2010 | 157 |

3.2.3 Statistical Analysis

The statistics were entered into an electronic database and analysed using Predictive Analytics Software (PASW, SPSS, Version 18). The variables outlined in Table 5 were first graphed into sequence charts to allow for visual exploration of the time series (Statistical Package for the Social Sciences, 2006). This allowed for a preliminary examination of the research aims that the 2007-2009 ASLSC had a positive impact on player development and coaches, umpires and administration/

management in Western Australia. To further test these research aims, linear regression analysis was conducted.

To conduct the analysis, each of the variables at each of the levels outlined in Table 5, were regressed against a dichotomous variable that represented a *1* in the years the ASLSC was held at Scarborough (i.e. 2007, 2008 and 2009), and a *0* for years when it was held elsewhere. This required a series of separate linear regression analyses. For example, when examining total membership separate linear regression analyses were conducted for Scarboro, Metropolitan and Western Australia. This process provided unadjusted results, showing if the variable changed significantly during 2007-2009 when the ASLSC was held at Scarborough. The use of a dichotomous or indicator independent variable requires the regression coefficients be interpreted as relative to the comparison group, in the current study this was ASLSC being held away from Scarboro (Hair, Anderson, Tatham, & Black, 1998; Meyers, Gamst, & Guarino, 2006).

However, to examine the true effect of the ASLSC on player development and coaches, umpires and administration/ management in Western Australia, the changes in 2007-2009 need to take into account variations in the equivalent variables in the other states. To adjust for this, the regression analyses were repeated using the dichotomous variable and the equivalent membership data from other Australian states as covariates. This provided a means to account for broader trends that may have affected the membership nationally. Examination of the unstandardised regression coefficients allows the testing of the intervention effect, while considering broader trends.

To examine membership trends at a localised level, analyses were conducted looking at totals for Scarborough and at a broader level, examining aggregated totals for Metropolitan. These measures were regressed against a dichotomous variable to represent the ASLSC hosting period and the corresponding membership totals of the other states. The corresponding figures from other states were selected as co-variates because they are unlikely to experience any potential benefits from the 2007-2009 ASLSC. These co-variates also reduce the likelihood of multicollinearity, where there is a strong correlation between predictor variables (Meyers et al., 2006) which may have occurred if regional Western Australia figures were used.

3.3 Results

3.3.1 Player Development

Membership – States

This analysis looked at three key membership categories (active, junior and total) across five states from the period of 1991 to 2009. Figures 5-7 are graphical representations of active, junior and total members respectively. The membership for Western Australia when viewed independently shows quite rapid increases in membership, particularly in the years leading up to the hosting of the ASLSC. This figure is less extraordinary when seen with the other states; it appears that Western Australia's growth mirrors broader trends in membership growth. The regression analysis provides further insight (Table 7).

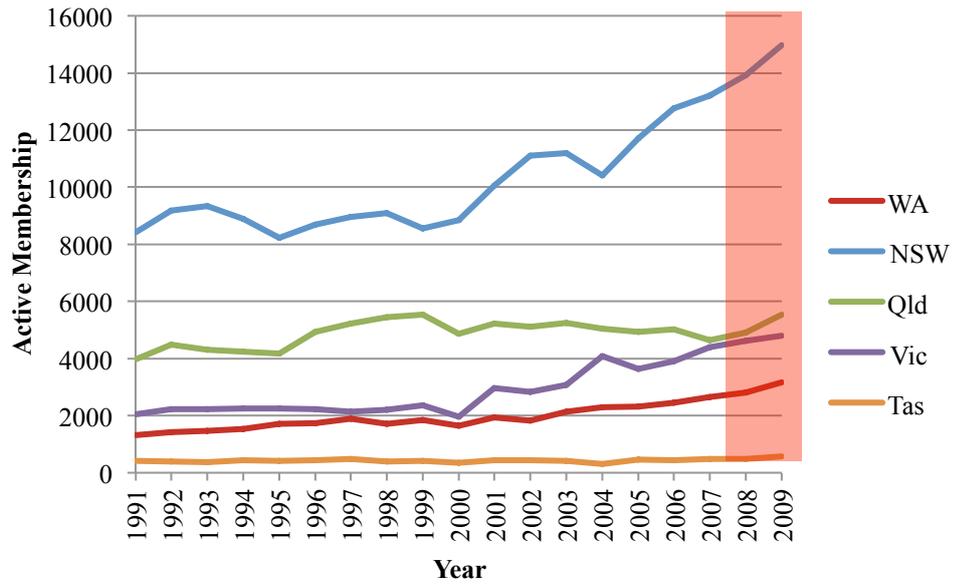


Figure 5: Active Membership 1991-2009

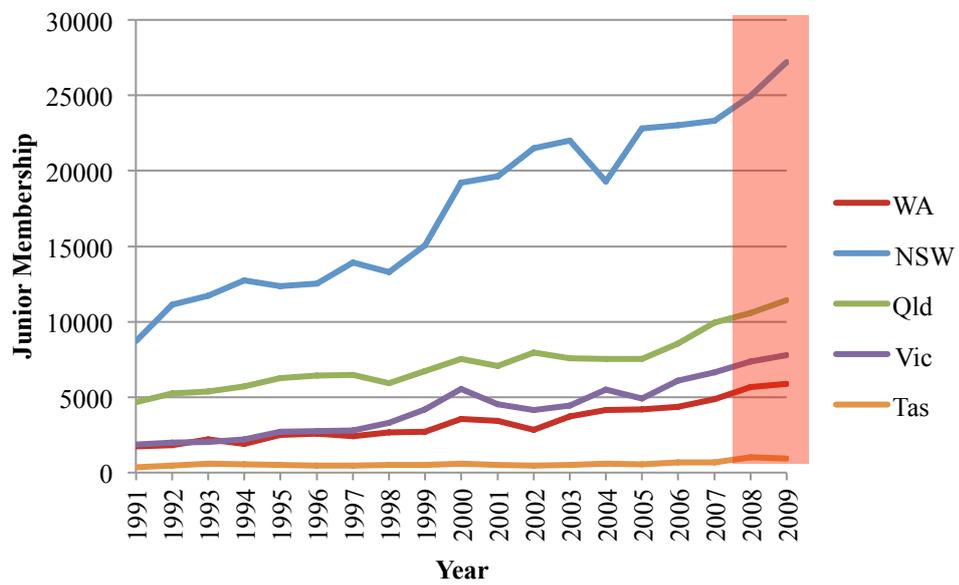


Figure 6: Junior Membership 1991-2009

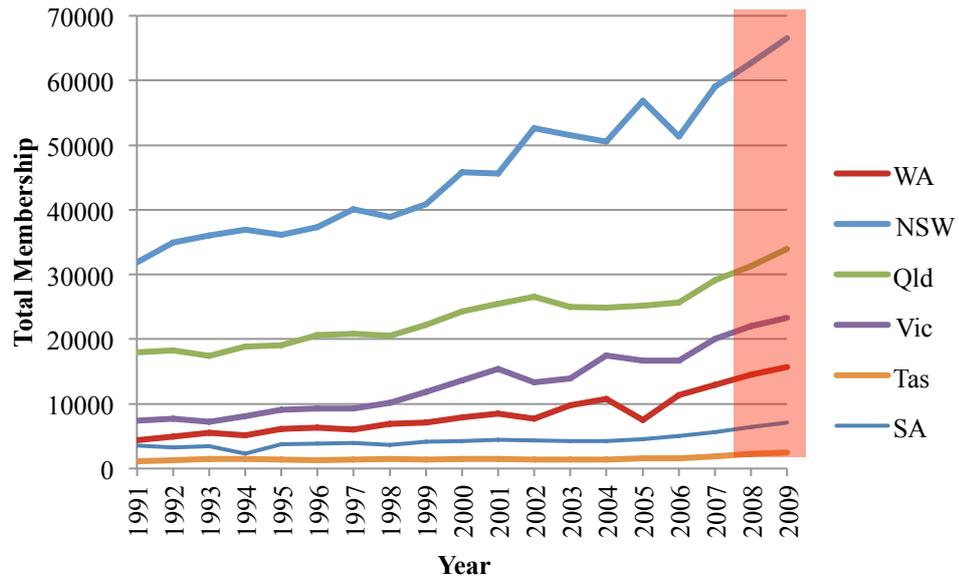


Figure 7: Total Membership 1991-2009

Table 7: State Membership – Active, Junior and Total

| State | Category | Unadjusted [†] | | | Adjusted [‡] | | |
|-------------------|----------|-------------------------|----------|----------|-----------------------|----------|--------|
| | | β | B | p | β | B | p |
| Western Australia | Active | 0.78 | 1049.19 | <.001*** | 0.10 | 131.52 | .323 |
| | Junior | 0.77 | 2561.35 | <.001*** | 0.15 | 510.38 | .288 |
| | Total | 0.81 | 7121.38 | <.001*** | 0.05 | 428.63 | .788 |
| Queensland | Active | 0.14 | 172.38 | .570 | -0.47 | -592.60 | .155 |
| | Junior | 0.82 | 3997.58 | <.001*** | 0.34 | 1638.14 | .003** |
| | Total | 0.76 | 9413.21 | <.001*** | -0.01 | -112.06 | .949 |
| New South Wales | Active | 0.79 | 4321.85 | <.001*** | 0.07 | 377.96 | .656 |
| | Junior | 0.61 | 8969.02 | .006** | -0.40 | -5892.20 | .016* |
| | Total | 0.72 | 19815.15 | <.001*** | -0.07 | -1877.48 | .068 |
| Victoria | Active | 0.76 | 1949.50 | <.001*** | -0.26 | -66.83 | .802 |
| | Junior | 0.72 | 3567.40 | .001** | -0.18 | -893.46 | .242 |
| | Total | 0.75 | 10105.08 | <.001*** | -0.02 | -268.30 | .884 |
| Tasmania | Active | 0.66 | 102.31 | .002** | 0.29 | 44.77 | .356 |
| | Junior | 0.84 | 366.00 | <.001*** | 0.24 | 101.99 | .459 |
| | Total | 0.91 | 808.83 | <.001*** | 0.56 | 496.82 | .010* |
| South Australia | Total | 0.83 | 2488.60 | <.001*** | 0.20 | 596.15 | .369 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted for equivalent variables in the other states (where available) and intervention variable.

* p<.05, ** p<.01, *** p<.001

In unadjusted analyses of membership in Western Australia significant intervention effects were observed suggesting increases of 1049 in Active membership ($\beta=0.77$, $F_{(1,17)}=25.95$, $p<.001$), an increase of 2561 in Junior membership ($\beta=0.77$, $F_{(1,17)}=25.95$, $p<.001$) and an increase of 7121 in total membership ($\beta=0.81$, $F_{(1,17)}=25.95$, $p<.001$). However, following adjustment for membership variations in other states the intervention effect was no longer significant in Western Australia (Table 7).

While states other than Western Australia are not the focus of the analysis it is interesting to note how membership has changed in these states, particularly for Queensland as a former host of the ASLSC. In unadjusted analyses of membership in Queensland significant intervention effects were observed suggesting increases of 3998 in junior membership ($\beta=0.82$, $F_{(1,17)}=25.95$, $p<.001$), and an increase of 9413 in total membership ($\beta=0.76$, $F_{(1,17)}=25.95$, $p<.001$). However, following adjustment for membership rates in other states the intervention effect remained significant only for junior membership, showing an increase of 1638 ($\beta=0.34$, $F_{(5,13)}=89.54$, $p=.003$).

Following adjustment for membership figures in other states, Tasmania total membership had a significant increase of 497 ($\beta=0.56$, $F_{(5,13)}=16.69$, $p=.01$). New South Wales junior membership had a significant decrease of 5892 ($\beta=-0.40$, $F_{(5,13)}=44.53$, $p=.016$).

Membership – Metropolitan and Scarborough

This analysis looked at three key membership categories (active, junior and total) for Metropolitan clubs and the Scarborough club from the period of 1991 to 2010. The definitions of the membership categories are the same as defined in the previous section. The regression coefficients are shown in Table 8.

Table 8: Western Australian Club Membership – Active, Junior and Total

| Region | Category | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------|----------|-------------------------|---------|----------|-----------------------|---------|-------|
| | | β | B | p | β | B | p |
| Scarboro | Active | 0.26 | 13.98 | .278 | 0.15 | 7.87 | .751 |
| | Junior | 0.48 | 71.08 | .040* | -0.01 | -1.25 | .974 |
| | Total | 0.51 | 228.29 | .026* | -0.35 | -158.35 | .039* |
| Metropolitan | Active | 0.58 | 406.06 | .009** | 0.15 | 107.67 | .618 |
| | Junior | 0.78 | 1782.42 | <.001*** | 0.11 | 256.93 | .463 |
| | Total | 0.78 | 5355.63 | <.001*** | -0.02 | -155.82 | .825 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted for equivalent variable from other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

The unadjusted membership for Scarborough, showed a significant increase of 71 junior members ($\beta=0.48$, $F_{(1,17)}=4.97$, $p=.004$) and a significant increase of 228 in total members ($\beta=0.51$, $F_{(1,17)}=5.96$, $p=<.026$). Following adjustment for membership growth rates in the other states, the intervention effect showed a significant decrease of 158 total members ($\beta=-0.35$, $F_{(5,13)}=48.30$, $p=.039$).

The unadjusted membership for Metropolitan, showed a significant increase of 406 active members ($\beta=0.58$, $F_{(1,17)}=8.66$, $p=.009$), a significant increase of 1782 junior members ($\beta=0.78$, $F_{(1,17)}=26.30$, $p=<.001$) and a significant increase of 5356 total members ($\beta=0.78$, $F_{(1,17)}=26.73$, $p=<.001$). Following adjustment for membership growth rates in the other states, the intervention was no longer significant.

Competitor Entries in ASLSC – States

This analysis examined the number of competitors from each state at the ASLSC from the period of 1996 to 2010. This is shown graphically in Figure 8. The states included in the analysis were Western Australia, Queensland, New South Wales, Victoria, Tasmania and South Australia. The Northern Territory was excluded due to the small sample size. The regression coefficients are shown in Table 9.

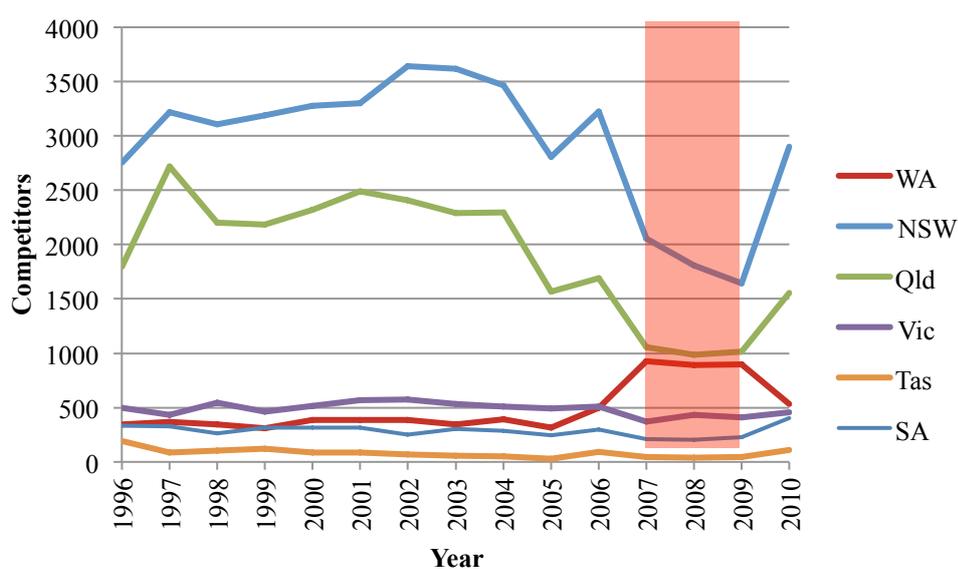


Figure 8: ASLSC Competitor Numbers 1996-2010

Table 9: Competitor Entries in ASLSC – States

| State | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------------------|-------------------------|-------|----------|-----------------------|-------|----------|
| | β | B | p | β | B | p |
| Western Australia | 521.33 | 0.96 | <.001*** | 667.35 | 1.23 | <.001*** |
| Queensland | -1107.25 | -0.80 | <.001*** | 2097.03 | 1.52 | .102 |
| New South Wales | -1375.17 | -0.91 | <.001*** | -1715.96 | -1.13 | .064 |
| Victoria | -102.67 | -0.72 | .003** | -173.53 | -1.22 | .422 |
| Tasmania | -46.83 | -0.46 | .083 | 57.00 | 0.56 | .758 |
| South Australia | -92.08 | -0.70 | .003** | -292.73 | -2.24 | .018* |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted against the equivalent variables in the other states and the intervention variable.

* p<.05, ** p<.01, *** p<.001

In unadjusted analyses of competitor numbers for Western Australia significant intervention effects were observed suggesting an increase of 521 during the intervention period ($\beta=0.96$, $F_{(1,13)}=162.38$, $p<.001$). All of the other states showed decreases in the number of competitors. All states apart from Tasmania, showed significant decreases in unadjusted competitor numbers during the intervention period. Queensland had a decrease of 1107 competitors ($\beta=-0.80$, $F_{(1,13)}=23.813$, $p<.001$). New South Wales had a decrease of 1375 competitors ($\beta=0.91$, $F_{(1,13)}=59.72$, $p<.001$). Victoria had a decrease of 103 competitors ($\beta=-0.72$, $F_{(1,13)}=13.85$, $p<.001$). South Australia showed a decrease of 293 competitors ($\beta=-0.74$, $F_{(1,13)}=12.775$, $p=.003$).

When adjusting for the co-variates, only Western Australia and South Australia had a significant change in competitor attendance. Western Australia had an increase in competitors of 667 ($\beta=1.23$, $F_{(6,8)}=42.251$, $p<.001$) and South Australia had a decrease in competitors of 292 ($\beta=-2.24$, $F_{(6,8)}=7.095$, $p=.018$).

Competitor Entries in ASLSC – Metropolitan and Scarborough

This analysis looked at competitor entry numbers for Metropolitan and Scarborough in the period 2001 to 2010. A summary of this is shown in Table 10.

Table 10: Competitor entries in ASLSC – Metropolitan and Scarborough

| Club | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------|-------------------------|--------|----------------------|-----------------------|--------|-------------------|
| | β | B | p | β | B | p |
| Scarboro | 0.90 | 45.17 | .001 ^{**} | 1.57 | 125.15 | .091 |
| Metropolitan | 0.98 | 332.33 | <.001 ^{***} | 0.75 | 406.35 | .032 [*] |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted for equivalent variable from other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

When looking at the consolidated totals for Metropolitan, they showed a significant increase of 332 competitors ($\beta=0.98$, $F_{(1,7)}=143.48$, $p<.001$). When controlling for other factors, there was a significant increase of 406 competitors for Metropolitan clubs ($\beta=0.75$, $F_{(6,2)}=202.21$, $p=.032$). In unadjusted analyses of competitor numbers for Scarborough, significant intervention effects were observed suggesting an increase of 45 competitors during the intervention period ($\beta=1.57$, $F_{(1,7)}=28.25$, $p=.001$). Following adjustment for competitor growth rates in the other states, the intervention was no longer significant.

ASLSC Pointscore – States

This analysis looked at the pointscores gained by each state at the ASLSC from the period of 2001 to 2009. The pointscore was calculated by adding the totals of points allocated for each club within that state. The states included in the analysis were Western Australia, Queensland, New South Wales, Victoria, Tasmania and South Australia, with Northern Territory being discarded due to small sample size. Due to a fatality at the 2010 ASLSC, the event was not completed, so the 2010 pointscore was excluded from analysis. Figure 9 shows a graphical representation of the pointscore. A model was developed for predicting pointscore from the conduct of the ASLSC at Scarborough and the competition pointscore in other states using regression analysis. The regression coefficients are shown in Table 11.

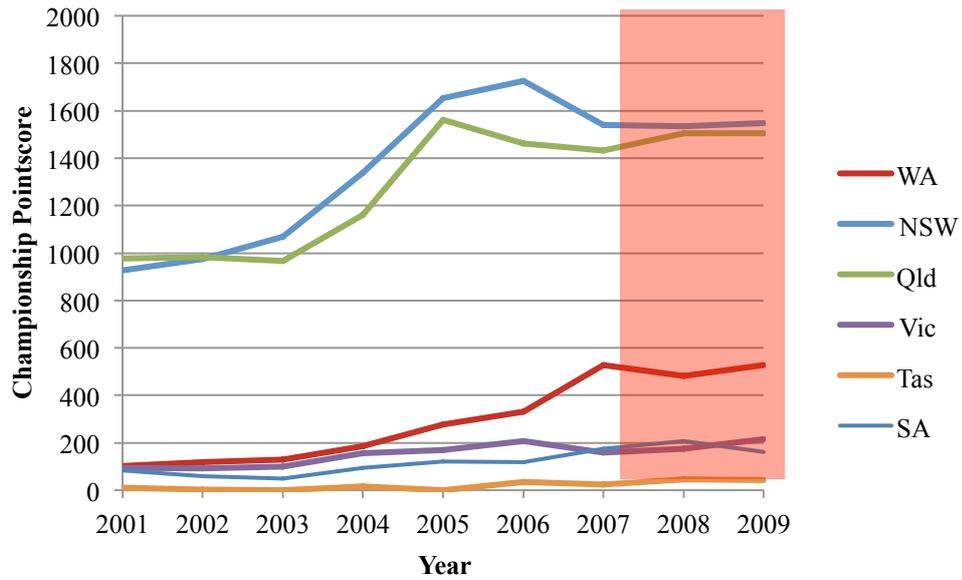


Figure 9: ASLSC State Pointscore 2001-2009

Table 11: Pointscore for ASLSC – States

| State | Unadjusted [†] | | | Adjusted [‡] | | |
|-------------------|-------------------------|--------|--------|-----------------------|---------|-------|
| | β | B | p | β | B | p |
| Western Australia | 0.91 | 322.33 | .001** | 0.82 | 290.24 | .033* |
| Queensland | 0.58 | 259.75 | .105 | -0.49 | -250.52 | .700 |
| New South Wales | 0.43 | 295.50 | .251 | -1.05 | -639.80 | .188 |
| Victoria | 0.49 | 45.58 | .185 | 0.54 | 50.23 | .705 |
| Tasmania | 0.74 | 26.33 | .024* | -1.00 | -35.81 | .630 |
| South Australia | 0.87 | 92.67 | .002** | 1.05 | 112.34 | .357 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted against the equivalent variables in the other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

In unadjusted analysis of ASLSC pointscore for Western Australia significant intervention effects were observed suggesting an increase of 322 points during the intervention period ($\beta=0.91$, $F_{(1,7)}=31.83$, $p=.001$). When adjusting for covariates the pointscore for Western Australia had a significant increase of 290 points ($\beta=0.82$,

$F_{(1,8)}=50.826, p=.033$). When controlling for the equivalent values from other states and the dichotomous variable, none of the other states had a significant pointscore.

The increase in events conducted at the ASLSC (Table 6) and the number of competitors appeared to have a confounding effect on these results. To address this, further analysis was conducted looking at the pointscore made relative to the number of events (and therefore the points available each year), and also the number of competitors. The regression coefficients are shown in Tables 12 and 13.

Table 12: Pointscore per Event in ASLSC – States

| State | Unadjusted [†] | | | Adjusted [‡] | | |
|-------------------|-------------------------|-------|--------|-----------------------|-------|------|
| | β | B | p | β | B | p |
| Western Australia | 0.91 | 1.69 | .001** | 0.62 | 0.62 | .101 |
| Queensland | -0.65 | -1.12 | .056 | 0.66 | 1.13 | .282 |
| New South Wales | -0.55 | -1.52 | .129 | -0.97 | -2.69 | .366 |
| Victoria | -0.08 | -0.04 | .833 | -0.73 | -0.33 | .351 |
| Tasmania | 0.66 | 0.15 | .053 | 0.81 | 0.18 | .371 |
| South Australia | 0.77 | 0.39 | .015* | -0.73 | -0.37 | .472 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted against the equivalent variables in the other states and intervention variable.

* $p < .05$, ** $p < .01$, *** $p < .001$

The pointscore per event ratio allows for a relative comparison over time, to allow for the increases in events during the analysis period. Showing a significant unadjusted increase in points per event during the intervention period was Western Australia with 1.69 points per event ($\beta=0.91, F_{(1,7)}=34.46, p=.001$) and South Australia with 0.39 points per event ($\beta=0.77, F_{(1,7)}=10.11, p=.015$). However, following adjustment for variations in other states the intervention effect was no longer significant for either state.

Table 13: Pointscore per Event per Competitor in ASLSC – States

| State | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------------------|-------------------------|-------|----------|-----------------------|--------|------|
| | β | B | p | β | B | p |
| Western Australia | -0.25 | 0.004 | .492 | -1.47 | -0.003 | .077 |
| Queensland | 0.86 | 0.002 | .002** | 0.45 | 0.002 | .195 |
| New South Wales | 0.91 | 0.005 | <.001*** | -0.30 | -0.001 | .592 |
| Victoria | 0.53 | 0.001 | .119 | 1.08 | 0.001 | .294 |
| Tasmania | 0.83 | 0.004 | .003** | -0.63 | -0.003 | .529 |
| South Australia | 0.89 | 0.003 | .001** | 0.64 | 0.002 | .526 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted against the equivalent variables in the other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

The pointscore per event per competitor ratio allows for a relative comparison over time, to allow for the increases in events and the number of competitors during the analysis period. This ratio gives an indication of the efficiency of competitors.

Showing a significant unadjusted increase in points per event per competitor during the intervention period was Queensland with 0.002 points per event per competitor ($\beta=0.86$, $F_{(1,8)}=22.09$, $p=.002$), New South Wales with 0.005 points per event per competitor ($\beta=0.91$, $F_{(1,8)}=36.46$, $p<.001$), Tasmania with 0.004 points per event per competitor ($\beta=0.83$, $F_{(1,8)}=17.76$, $p=.003$) and South Australia with 0.003 points per event per competitor ($\beta=0.89$, $F_{(1,8)}=29.00$, $p=.001$).

However, following adjustment for variations in other states the intervention effect was no longer significant for any of the states.

ASLSC Pointscore – Metropolitan and Scarborough

This analysis looked at the pointscores gained by Metropolitan and Scarborough at the ASLSC from the period of 2001 to 2009. The methods and analysis is the same as completed in the previous section. The regression coefficients are shown in Table 14 and Table 15.

Table 14: Pointscores in ASLSC – Metropolitan and Scarborough

| Club | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------|-------------------------|--------|--------|-----------------------|--------|------|
| | β | B | p | β | B | p |
| Scarboro | 0.73 | 34.50 | .025* | 0.36 | 17.02 | .590 |
| Metropolitan | 0.81 | 243.42 | .009** | 0.43 | 128.23 | .100 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted for equivalent variable from other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

In unadjusted analysis of ASLSC pointscore for Scarborough and Metropolitan, significant intervention effects were observed suggesting an increase of 34.5 points ($\beta=0.73$, $F_{(1,7)}=8.03$, $p=.025$) and 243.42 points ($\beta=0.81$, $F_{(1,7)}=13.00$, $p=.009$) during the intervention period respectively. When controlling for the co-variates, neither maintained a significant pointscore.

Table 15: Pointscore per Event in ASLSC – Metropolitan and Scarborough

| Club | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------|-------------------------|------|-------|-----------------------|-------|------|
| | β | B | p | β | B | p |
| Scarboro | 0.65 | 0.19 | .059 | -1.24 | -0.37 | .584 |
| Metropolitan | 0.76 | 1.21 | .019* | -0.71 | -1.14 | .280 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted for equivalent variable from other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

In unadjusted analysis of ASLSC pointscore per event, significant intervention effects were observed for Metropolitan suggesting an increase of 1.21 points per event ($\beta=0.76$, $F_{(1,7)}=9.28$, $p=.019$). When controlling for external variables, the intervention was no longer significant.

Table 16: Pointscore per Event per Competitor in ASLSC – Metropolitan and Scarborough

| Club | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------|-------------------------|----------|----------|-----------------------|----------|----------|
| | β | B | p | β | B | p |
| Scarboro | -0.002 | <-0.001 | 0.996 | 0.312 | 0.001 | 0.722 |
| Metropolitan | -0.553 | -0.001 | 0.123 | -1.252 | -0.001 | 0.339 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted for equivalent variable from other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

In the unadjusted analysis of pointscore per event per competitor (Table 16) for Scarborough and Metropolitan, no significant intervention effects were observed. The intervention effects remained not significant when adjusted for external variables.

3.3.2 Coaches, Umpires and Administration/ Management

The coaching and officiating qualifications give an indication of how healthy the event support numbers are within the organisation. The Surf Rescue Certificate and Bronze Medallion numbers provide an indication of new membership growth, as these are entry-level qualifications to becoming an active surf lifesaver.

Coach and Official Accreditation - States

This analysis looked at the number of coaching and officiating accreditations gained by six states from the period of 1999 to 2009. The coach and official statistics are reported graphically in Figure 10 and Figure 11 respectively. Table 17 shows the relationship between event location and coach and official accreditation.

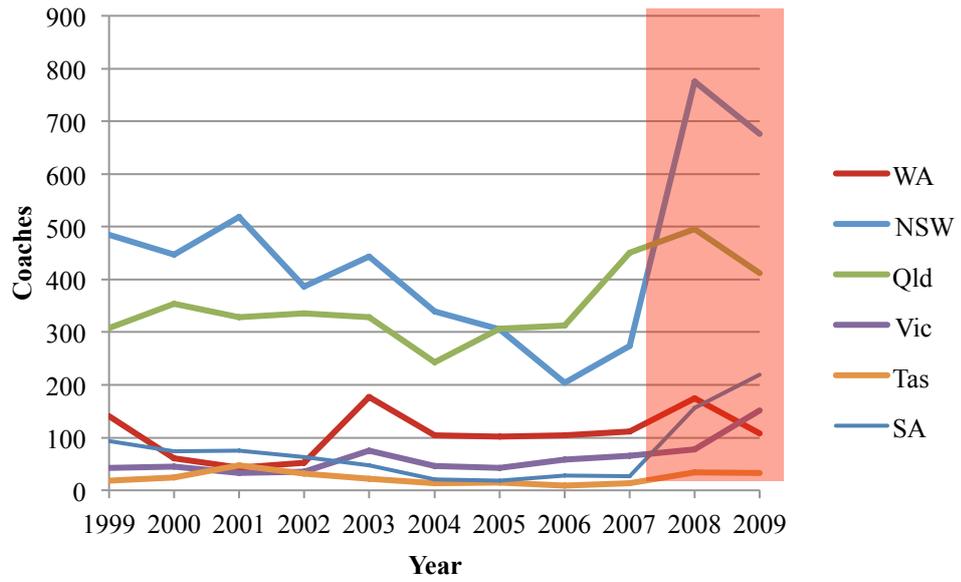


Figure 10: Coach Accreditation – States 1999-2009

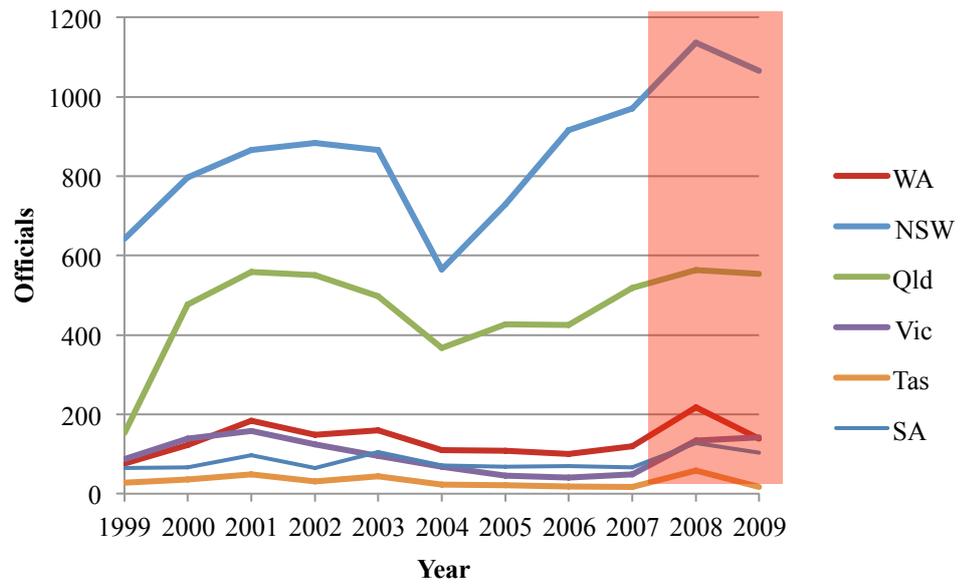


Figure 11: Official Accreditation – States 1999-2009

Table 17: Coach and Official Accreditation – States

| State | Accreditation type | Unadjusted [†] | | | Adjusted [‡] | | |
|-------------------|--------------------|-------------------------|--------|----------|-----------------------|--------|-------|
| | | β | B | p | β | B | p |
| Western Australia | Coach | 0.35 | 33.00 | .297 | -0.39 | -37.17 | .582 |
| | Official | 0.37 | 35.54 | .257 | 0.13 | 10.86 | .403 |
| Queensland | Coach | 0.89 | 138.25 | <.001*** | 1.02 | 158.77 | .019* |
| | Official | 0.44 | 113.46 | .180 | -0.26 | -67.87 | .355 |
| New South Wales | Coach | 0.50 | 183.88 | .114 | 0.15 | 53.65 | .650 |
| | Official | 0.75 | 274.46 | .007** | 0.54 | 198.19 | .180 |
| Victoria | Coach | 0.71 | 51.54 | .014 | 0.64 | 46.11 | .247 |
| | Official | 0.15 | 13.71 | .663 | 0.00 | 0.41 | .995 |
| Tasmania | Coach | 0.17 | 4.25 | .618 | -0.38 | -9.42 | .534 |
| | Official | 0.00 | 0.00 | 1.00 | -0.27 | -8.19 | .251 |
| South Australia | Coach | 0.61 | 81.63 | .047* | -0.16 | -21.01 | .661 |
| | Official | 0.50 | 23.50 | .118 | 0.02 | 1.07 | .959 |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted against the equivalent variables in other states and intervention variable.

* p<.05, ** p<.01, *** p<.001

In unadjusted analyses of coaches in Western Australia a non-significant intervention effect of 33 coaches was observed ($\beta=0.35$, $F_{(1,9)}=1.224$, $p=.297$), which remained non-significant following adjustment for coaching accreditations in other states. In unadjusted analyses of coaches in Queensland a significant increase of 138 coaches was observed ($\beta=0.89$, $F_{(1,9)}=33.626$, $p=<.001$). Following adjustment for coach numbers in other states there was a significant intervention effect of 159 coaches ($\beta=1.02$, $F_{(6,4)}=4.34$, $p=<.019$). None of the other states had noteworthy adjusted results.

In unadjusted analyses of officials in Western Australia a non-significant intervention effect of 36 officials was observed during the intervention period ($\beta=0.37$, $F_{(1,9)}=1.466$, $p=.257$), which remained non-significant in the adjusted

analysis. In unadjusted analyses of officials in Queensland a non-significant intervention effect of 113 officials was observed during the intervention period ($\beta=0.89$, $F_{(1,9)}=2.113$, $p=.180$), which remained non-significant when adjusted. None of the other states had noteworthy adjusted results, with the adjustment for officials numbers in the other states indicating the intervention effect was not significant.

Surf Rescue Certificate and Bronze Medallion – States

This analysis looked at two key training awards for active surf lifesavers across six states from the period of 1991 to 2009. The Surf Rescue Certificate and Bronze Medallion statistics are shown graphically in Figure 12 and Figure 13 respectively. The regression coefficients are shown in Table 18.

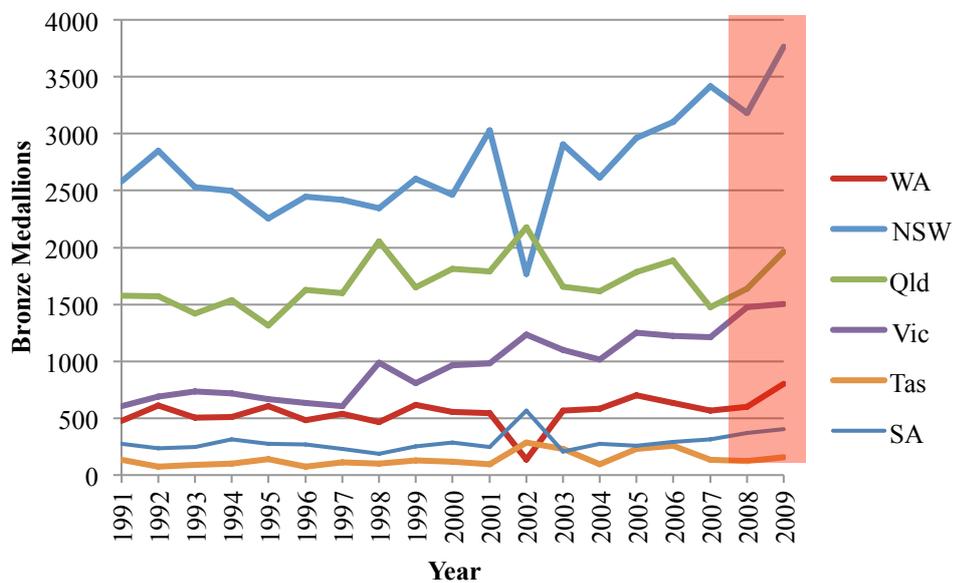


Figure 12: Bronze Medallion – States 1991-2009

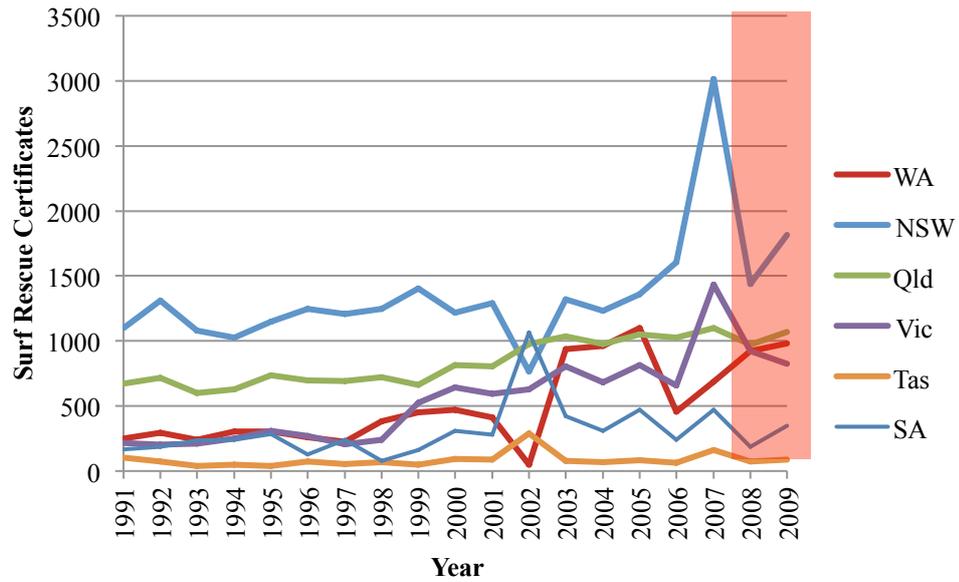


Figure 13: Surf Rescue Certificate – States 1991-2009

Table 18: Bronze Medallion and Surf Rescue Certificate – States

| State | Accreditation type | Unadjusted [†] | | | Adjusted [‡] | | |
|--------------------------|--------------------|-------------------------|--------|----------|-----------------------|---------|--------|
| | | β | B | p | β | B | p |
| Western Australia | Surf Rescue | 0.50 | 433.77 | .024* | 0.13 | 112.40 | .440 |
| | Bronze | 0.36 | 138.16 | .117 | -0.56 | -211.91 | .130 |
| Queensland | Surf Rescue | 0.54 | 257.45 | .015* | -0.04 | -19.91 | .795 |
| | Bronze | 0.03 | 15.55 | .914 | -0.80 | -477.52 | .040* |
| New South Wales | Surf Rescue | 0.71 | 880.45 | <.001*** | 0.25 | 308.48 | .204 |
| | Bronze | 0.71 | 889.92 | <.001*** | 0.57 | 714.52 | .022* |
| Victoria | Surf Rescue | 0.69 | 613.29 | .001** | 0.04 | 32.41 | .786 |
| | Bronze | 0.65 | 528.45 | .002** | 0.50 | 404.98 | .033* |
| Tasmania | Surf Rescue | 0.16 | 24.88 | .489 | 0.19 | 29.03 | .316 |
| | Bronze | -0.01 | -2.24 | .955 | -0.91 | -152.22 | .020** |
| South Australia | Surf Rescue | 0.08 | 47.43 | .732 | -0.13 | -75.24 | .505 |
| | Bronze | 0.39 | 90.00 | .088 | 0.79 | 181.83 | .042* |

[†] Unadjusted values regressed against a variable indicating an intervention in 2007, 2008, and 2009.

[‡] Adjusted against the equivalent state variables and the intervention variable.

* p<.05, ** p<.01, *** p<.001

The unadjusted analysis of Surf Rescue Certificates issued for Western Australia during the intervention period shows a significant increase of 434 ($\beta=0.50$, $F_{(1,18)}=6.07$, $p=.024$). When controlling for other predictors, the Western Australia Surf Rescue Certificates had a non-significant increase of 112 ($\beta=0.13$, $F_{(6,13)}=13.11$, $p=.44$). Unadjusted analyses of Surf Rescue Certificates for Queensland, New South Wales and Victoria also showed significant increases of 257 ($\beta=0.54$, $F_{(1,18)}=7.23$, $p=.015$), 880 ($\beta=0.71$, $F_{(1,18)}=18.66$, $p<.001$) and 613 ($\beta=0.96$, $F_{(1,18)}=16.55$, $p=.001$) respectively. When adjusting for other predictors, these values were not significant.

The unadjusted analysis of Bronze Medallions issued for Western Australia during the intervention period showed a non-significant increase of 112 awards ($\beta=0.13$, $F_{(1,18)}=13.11$, $p=.44$). The unadjusted analysis of Bronze Medallions issued for New South Wales and Victoria had significant increases of 890 ($\beta=0.71$, $F_{(1,18)}=18.39$, $p<.001$) and 528 ($\beta=0.65$, $F_{(1,18)}=12.90$, $p=.002$) respectively. When controlling for other predictors, New South Wales and Victoria had significant increases of 715 ($\beta=0.57$, $F_{(6,13)}=12.51$, $p=.022$) and 405 ($\beta=0.50$, $F_{(6,13)}=15.19$, $p=.033$) respectively.

3.4 Discussion

The aim of this study was to determine if the 2007-2009 ASLSC had a positive effect on player development, and coaches, umpires and administration/ management in Western Australia. This was achieved through quantitatively measuring sport development outcomes and determining if these measures changed in Western Australia as a result of hosting the ASLSC from 2007-2009. The study examined three levels of membership, competitor entries and performance, Bronze Medallion and Surf Rescue Certificate, and coaching and officiating awards.

The analysis conducted found adjusted competitor numbers increased significantly during the hosting period for Western Australia and Metropolitan. The adjusted pointscore for Western Australia showed a significant increase, although this was not significant for Metropolitan or Scarborough. When examining the pointscore relative to the number of events, Western Australia's adjusted result was no longer significant.

The current study focuses on the player development and coaches, umpires and administration/ management dimensions from the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008) to examine the impact of hosting the ASLSC on surf lifesaving in WA. The results will be discussed using these two categories.

3.4.1 Player Development

Neither Western Australia nor Queensland showed a significant change in any membership category during 2007-2009 when adjusted for the membership in other states. This is interesting to note, because the unadjusted figures show significant increases in every category for each state ($p < .001$), apart from the active membership in Queensland which had a non-significant decrease. This shows that the period of 2007-2009 was a period of considerable growth around Australia in the three membership categories analysed, and that while Western Australia also experienced these increases, their growth was not significantly greater than that of the other states. This suggests that Western Australia's growth in 2007-2009 cannot be directly attributed to the ASLSC. That adjusted results were significant in other states shows that they experienced greater growth rates than Western Australia during 2007-2009.

This further refutes any possibility of membership increases in Western Australia being attributable to the ASLSC.

It is difficult to identify the specific factors that have contributed to this national membership growth. However, 2007 was designated by the Australian Federal Government as the Year of the Surf Lifesaver (R. Kemp, 2004), to recognise the centenary of surf lifesaving in Australia. SLSA had a number of initiatives and strategies to capitalise on this milestone, including a history book, celebratory dinners a marketing and fundraising campaign and a range of club and community events (Surf Life Saving Australia, 2010k). It is possible that this campaign contributed in part to the increased membership. In addition to this, SLSA established an nationwide marketing and brand campaign in 2002, which has expanded and continues to flourish, evidenced by a 77% (\$11.697m) increase in sponsorship revenue between 2002 to 2009 (Surf Life Saving Australia, 2002, 2009a).

An individual club, or the immediate region's membership growth rates may be more influenced by the ASLSC, rather than the whole of Western Australia. To examine this and explore the potential of a geographical proximity effect of the event, an analysis of Western Australia Metropolitan clubs and Scarborough SLSC was undertaken. Metropolitan did not show any significant change in membership levels as a result of hosting the ASLSC. Analysis focussing on the host club of Scarborough revealed an adjusted significant decrease of 158 members in total over the ASLSC period. This is difficult to explain, but perhaps the focus of the club was on supporting and hosting the ASLSC, rather than recruiting and training new members.

Looking at the club's Bronze Medallion numbers, 17 were awarded in 2007, 32 in 2008 and 55 in 2009. The club issued 28 Surf Rescue Certificates in 2007, 33 in 2008 and 28 in 2009. The small number of Bronze Medallions in 2007 at the start of the hosting period, and threefold increase at the end of the hosting period in 2009 supports the assertion that the club may have been more focussed on hosting the event than attracting new members. If increased membership is a desired legacy, this could be addressed through aiming to recruit members in the pre-event "pregnancy period" (Weed & Ladkin, 2008), rather than legacy programs competing with the delivery of the event (Cashman, 1999).

Further analysis was conducted examining the gender within the three membership categories. While the unadjusted models revealed 27 statistically significant outcomes of the 30 variables (5 states x 3 membership categories x 2 gender), only six variables remained significant when adjusted for the other states' figures. The significant variables did not occur in any discernable pattern and none of the significant values were in Western Australia, or at a Metropolitan or Scarborough level so these were not reported.

An explanatory factor for non-significant increases in the SLSWA membership may be that the event caused membership to increase before or after the event period used in the analysis. This may be due to publicity in the lead up, or seeing the event itself and joining afterwards. So while their motive for joining may have been due to the ASLSC; they joined outside of the 2007-2009 period. This makes it hard to attribute growth related to the event as specifically occurring during the period the event was being hosted at Scarborough. However, given the analogous increase in membership

nationally, this is unlikely to have been a contributing factor to the current study's results.

While there is little literature looking at mass participation events like the ASLSC, the result of no increases in participation have been reported in studies of the Olympic Games. Veal (2003) found both increases and decreases in participation in Olympic sports after the Sydney 2000 Olympic Games, and that these fluctuations were similar to non-Olympic sports, with a subsequent decrease possibly indicating an "Olympic effect". A later paper by Veal and Toohey (2005) noted that examination over a longer timeframe showed no identifiable effect, although changes to the survey instrument prevents a consistent comparison. Similar results were found by Bauman, Ford and Armstrong (2001), who report that the Sydney 2000 Olympic Games had little impact upon physical activity across the adult population, with 4% of adults reporting physical activity attributable to the Olympics. A later paper attributes an increase in awareness of the benefits of physical activity to the Sydney 2000 Olympics, but not a transition to participation (Armstrong et al., 2002).

The findings in this study and the literature contradict popular belief, particularly among politicians, that elite sport can effect mass participation (Hanstad & Skille, 2010). While this was refuted as early as 1975 by Coles, it continues to be perpetuated. This is despite academic articles reporting no attributable sport development legacies from Olympic Games (Hindson et al., 1994; Toohey, 2008), Winter Olympic Games (Hanstad & Skille, 2010), and Commonwealth Games (MORI, 2004, as cited in Coalter, 2004; Faber Maunsell, 2004) and FIFA World

Cups (S. Brown, 2006; Collin & MacKenzie, 2006). This shows that the postulations of event organisers who believed that greater sport participation would occur as a matter of course (Australian Sports Commission, 2000; Houlihan, 1997; Sydney Olympic Games Review Committee, 1990) are overly optimistic and subsequently unfounded (Cashman, 2006; Haynes, 2001). The assumption of a legacy by osmosis has not been shown for mega events, and has not been observed in this study.

The most comprehensive reviews on this topic were conducted recently by Weed et al. (2009) and McCartney et al. (2010), who found there is not sufficient evidence to either confirm or refute expectations about the health or socioeconomic benefits for the host population of major multi-sport events. These authors assert that unless robust evaluation is included, it is difficult to justify the benefits. Specifically there is a further weakness in the survey methods often used in event legacy studies in that it does not show attribution, or why people took up sport (Weed, 2010). This flaw in methodology was confirmed by Hanstad and Skille (2010) who found a correlation between elite biathlon performance and mass biathlon participation in Norway, but could not demonstrate causality. Study 3 and Study 4 in this research were developed in order to address this issue.

Interestingly, a report by SportScotland (2004) found that winning a curling gold medal provided legacy for the sport. Curling centres that benefited the most from the elite success were those who leveraged the event through open days and other initiatives. However, with 45% of new participants citing influence from family and friends as their main reason for joining, rather than an event. This is consistent with market research commissioned by Surf Life Saving Australia, which identified that

76% of members heard of surf lifesaving through friends and family (Big Picture Consulting Group, 2000). This suggests that using the influence from family and friends through membership initiatives may be a way to leverage the ASLSC and increase membership, rather than relying on osmosis.

When looking at ASLSC competitor numbers, all states except for Tasmania had significant adjusted changes. Most tellingly, Western Australia was the only state that had an increase in competitor numbers. All of the other states had decreases in their competitor numbers. This is perhaps an obvious benefit to a host state, but it has not previously been empirically shown. A SportScotland (2004) report on curling legacy suggested the winning Winter Olympic performance had the greatest impact on members who were already active in the sport. That is, their participation time increased. This might also explain why Western Australia experienced an increase in competitors, but not membership; because current non-participating members began or resumed participation in competition. While the 2010 competitor figures have decreased, this renewed enthusiasm for competing may benefit locally held events. While this is a positive legacy, it does come at a cost, with significant decreases in competitor numbers from New South Wales, Queensland, Victoria and South Australia. This could be largely attributed to Perth's geographical isolation (Ashton-Graham, John, James, Brog, & Grey-Smith, 2002). For example it is 3294km and 3632km from Sydney and the Gold Coast respectively, two major concentrations of SLSCs (Tele Atlas, 2009). Moving to Western Australia, to the detriment of the organisation in the larger states, gives a compelling justification to leave a sustainable legacy.

Competitor entries showed a significant adjusted increase for Western Australia and Metropolitan. The 2010 figures already show a drop in competitor numbers, indicating these increases may be difficult to sustain now that the event has moved away from Western Australia (see Figure 11). This indicates that if SLSWA or SLSA deem it important to sustain the West Australian competitor numbers; continued planning and support to these clubs is required. SLSA already addresses this through a subsidy for equipment freight, and having a higher competitor to power craft staffing ratio for Western Australia (Surf Life Saving Australia, 2009b, 2010h). The competitor to power craft ratio is a mandated requirement for all SLSCs to provide a certain number of power craft equipment, drivers and crew based on the SLSC's state of origin and the number of competitors they have entered in the event. In 2010 Western Australia were exempt from providing power craft and are only required to provide a driver if they have more than 60 competitors at the ASLSC, which is less onerous than the requirement for SLSCs from other states. Another strategy could be to focus on local surf lifesaving events to meet the needs of competitors who do not wish to travel to the ASLSC.

The significant adjusted decrease of competitors from South Australia is interesting to note. Adelaide might be perceived as being geographically close to Perth, making the decrease a concern. However Adelaide is approximately 500km closer to the Gold Coast. This, combined with cheap flights and the tourist appeal of the Gold Coast (Westthorp, 2010a, 2010b), may have contributed to their decline in competitor numbers during 2007-2009.

On-field success in sporting organisations may not seem relevant or important when considering sport development. However Green (2005) defines sport development systems as having the dual objectives of increasing both participation in sport and the quality of sport performance. Improved sport performance allows the movement of athletes toward the top of Eady's Sport Development Pyramid (Eady, 1993), or progression through the sport development processes and pathways identified by Sotiriadou et al. (2008). The ASLSC pointscore is an indicator of on-field performance and was another area that experienced a significant increase for Western Australia during the period they hosted the ASLSC. The pointscore is based on performance at the event, with competitors receiving points for the first six places in each final. It is not a certainty, but it does make sense that if a state has more competitors, then they can potentially achieve a higher pointscore, which Western Australia achieved. The beach conditions at Scarborough are considerably smaller than at Kurrawa (Surf Life Saving Australia, 2010f, 2010g), but the beach conditions can be technically difficult, giving local athletes an advantage. This means results are more likely to be due to skill than to "luck of the surf" (Jaggard, 2007; Surf Life Saving Australia, 2008e), which confirms the finding. UK Sport (2009) found 73% of the events they studied provided increased performance for the event hosts. Further, events held in environmentally variable venues, as the ASLSC are, caused average performance increases of 25% for the host county. The report does not state if competitor numbers, which are typically higher for event hosts, were accounted for. When further examination of the pointscore made relative to the number of events was conducted, Western Australia no longer had a significant result, suggesting they benefited from the increase in the number of events held over time, rather than improved performance per se.

The membership figures show no increase is attributable to the ASLSC. The competitor numbers during 2007-2009 show promise with large increases during this event, but a decrease of 366 in 2010, which is almost at the 2006 ASLSC level. Because there were no legacy programs conducted in conjunction with the ASLSC, it was the event itself that provided the only possible means of providing behaviour change, either through encouraging new members to join or an increased commitment from existing members. The failure of the event to provide a legacy could be in part explained by the failure of events to consider behavioural change theory, physical activity adherence and address social needs (Coalter, 2007a; Girginov & Hills, 2008). That is, that a “one off” intervention is not likely to be successful.

3.4.2 Coaches, Umpires and Administration/ Management

The analysis of the accreditation of coach and officials had one significant adjusted increase for coaches in Queensland in 2007-2009. The coach and official accreditation possibly had so few identifiable trends because of the fluctuation from year to year. The accreditation numbers are related to the number of courses run each year, and a number of factors determine how many courses are run. In 1998, 2001 and 2006 the coaching and officiating resources were updated (Surf Life Saving Australia, 1998, 2001, 2006a). This means that in the previous years, fewer courses may have been conducted because the states were waiting for the newer resource. Courses generally also require minimum numbers to run, so if these were not met, a course would be cancelled. However, it is important to quantify this, to demonstrate

to future hosts that the event location is unlikely to have an effect on coach and official accreditation numbers, without a conscious effort to do so.

The legacy of more and better-trained event volunteers has been commonly identified in the literature (Auld, Cuskelly, & Harrington, 2009; Cashman & Adair, 2009; Koenig & Leopkey, 2009). Green and Chalip (2004) and Kemp (2002) found learning in volunteers was related to excitement and satisfaction at events.

Downward and Ralston (2007) found in younger volunteers where personal development is enhanced, there is an increased likelihood of ongoing volunteering. Specifically related to coaching and officiating, Koenig and Leopkey (2009) identified the pre-event training of coaches and officials as leaving a lasting legacy after the Calgary 1988 Winter Olympic Games, the Vancouver 2010 Winter Olympic Games and various Canada Games. Parent (2010) suggests the development of coaches and officials is one of the most obvious sport development impacts. Given one of SLSA's tactics is to "extend coach development programs" (Surf Life Saving Australia, 2009a, p. 29), this could be achieved in Western Australia, using the ASLSC as a point of interest. While specific levels of accreditation were not measured due to the unavailability of data, the organisations could have conducted higher level (Level 2 or Level 3) courses for officials and mentored them into higher order roles during the ASLSC. This would have left a legacy group of more experienced senior officials after the hosting period.

Having a Surf Rescue Certificate or Bronze Medallion is the minimum requirement for being an active member, and active membership is a requirement to compete at the ASLSC (Surf Life Saving Australia, 2009i). This provides an indicator of new

active members (excluding previous members returning to active duties). Of interest in the current study were the Western Australian figures to see what effect gaining the ASLSC had on membership and, to a lesser extent, Queensland figures to see the impact of losing the ASLSC. Western Australia's adjusted figures showed no significant change in membership. Queensland had a significant decrease of 478 Bronze Medallions being issued between 2007-2009. This is interesting, because Queensland also had a non-significant adjusted loss in their active membership. This could indicate a turnover in active membership, with not enough new members to "plug the gap".

This analysis is subject to several limitations. The analysis was conducted in 2010, just over 12 months after the last event was conducted at Scarborough. A longer term analysis incorporating post-event data would be beneficial, but not possible in the current project's timeframe. Given the timing of this research, only limited post-event statistics could be obtained for analysis. The annual reporting cycle in surf lifesaving is for a late October publication, so the 2010 national figures could not be obtained for use in the analyses for most variables. SLSA and SLSWA provided some yet-to-be-published statistics for some 2010 variables, and these were included where possible to incorporate some post-event data. However, this meant that the majority of the analysis only included figures for the duration of the intervention and not post-event, limiting the analysis of long term post-event effects. A further limitation was the inability to obtain complete data sets at a Scarboro, Metropolitan and State Level for each variable from 1991-2009. However, there were still sufficient cases to provide statistical power for the analysis (Ho, 2006), and the impact of the incomplete data is thought to be minimal.

3.5 Conclusion

This analysis examined a range of variables representing player development to determine if the 2007-2009 ASLSC had a positive impact. In the adjusted analyses, the only significant results for Western Australia were a decrease in total membership for Scarborough SLSC, an increase in competitor numbers for Western Australia and Metropolitan clubs, and an increase in unadjusted pointscore. Of these, a decrease in membership is clearly not a positive outcome, the increase in competitors at the ASLSC has not been sustained, and the pointscore relative to the number of events was found to be non-significant. Considering these results, it can be asserted that through quantitative analysis, the current study did not observe that hosting the 2007-2009 ASLSC was related to changes in player development measures in Western Australia. Analysis of coaching and officiating accreditation, and Bronze Medallion and Surf Rescue Certificate numbers showed no significant results when adjusted for the same variables in other states. This shows that quantitatively, 2007-2009 ASLSC did not provide any positive impacts on coaches, umpires and administration/ management in Western Australia. These findings are similar to those observed with Olympic Games: that without leveraging there is no legacy.

Several limitations were discussed which may have limited the discovery of a legacy. Study 3 and Study 4 will assist to provide explanations for the findings in this section.

Chapter 4: Study 2 – Quantitative Analysis of Event Legacy: Print media analysis

4.1 Introduction

This study uses the promotion dimension from the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008) to examine the impact of hosting the ASLSC on surf lifesaving's media exposure in Western Australia.

Sotiriadou et al. (2008) state that the increased profile that events provide can lead to participation growth, an increased public profile and increased marketing opportunities. Promotions has a number of sections within its mix, including publicity, Internet promotion, advertising, direct marketing, sales promotions and personal selling (Belch & Belch, 2004). Only the first two of this mix are used in sport, with publicity being the most prominent.

Sport organisations at all levels have a reliance on the media to promote themselves and their product to potential members, supporters and sponsors. This necessity for media support has been likened to the oxygen that sport needs to survive (Standing Committee on Environment Communications and the Arts, 2009). However, while newspapers play an important role for sports promotion, they are also in turn reliant on sport for the content sought by their readers (Boyle, 2006).

Publicity is material published in the media that has no cost to the featured organisation (Nicholson, 2006). In contrast to advertising, publicity is particularly beneficial for sport clubs because of the expense advertising incurs. In some instances this reliance by sport on the media has led to a change of product to better accommodate the needs of media, such is the perceived need of these organisations to increase media coverage of their sport (McChesney, 1989). The challenge with

publicity, is that it is controlled by the media organisation rather than the sport.

Dwyer et al. (2000) highlight positive publicity as being a benefit from the conduct of an event. Conversely, negative publicity would be to the detriment of a sport, as was the case with the 1996 Atlanta Olympic Games, where the organisation of the event was extensively criticised in the media (R. Gratton, 1999).

While not without its shortcomings, it is strategically desirable for sports to generate publicity, and events provide a means to do this. This study examines whether the 2007-2009 ASLSC will have a positive impact on promotions in Western Australia.

4.2 Methods

There are many components of publicity and promotions that could be examined including radio, TV, news (TV, radio, print) articles and Internet content. This study is limited to only newspaper (print and electronic) due to the high quality archives and indexing available for this medium. Newspaper articles were readily accessible via electronic means through the Factiva database. This is as opposed to television and radio archives, which require purchase through commercial organisations such as Media Monitors. At a Western Australian level, print news media articles were examined from the two major state papers: *The West Australian* and *The Sunday Times*. Prior to 1997, electronic records of these newspapers were not available; as such only the period 1997-2009 is included in the analysis. Local community newspaper (*The Stirling Times*) and five key regional newspapers were also accessed (*Albany Advertiser*, *Esperence Express*, *Geraldton Guardian*, *Broome Advertiser*, and *Bunbury Herald*). However, these publications were not available electronically for the full analysis period, so were excluded from analysis. Examination of Internet

metrics would have also been ideal, but sufficient data was not available to provide a sufficient longitudinal analysis.

The initial search terms used were broad, to retrieve all articles that relate to surf lifesaving. The search used Boolean operators to combine multiple terms and wildcards to include all possible suffixes: “surf life* OR surflife* OR lifesav* OR life sav* OR SLSWA OR life guard OR lifeguard OR surf sport”. The results were downloaded for subsequent analysis using methods described below. The elimination of articles was completed manually due to the range of terms, differing usage and spellings associated with surf lifesaving. First, any duplicate articles were eliminated. Duplicate articles can occur through multiple editions, syndication, or versions for online publication. Second, each article was scanned to see if relevant to surf lifesaving, as articles about life-saving surgery, people losing their life savings, or about the Royal Life Saving Society were included in search results and discarded as irrelevant.

Other articles were not as clearly defined. They might mention someone who is a surf lifesaver, or be a sports report featuring the results several sports including surf lifesaving. There were also numerous articles about sharks, which have quotes from surf lifesaving, but in which surf lifesaving is not the key focus of the article. These articles were kept and included in the qualitative content analysis process, to determine if direct publicity from the event had an impact on outlying publicity.

To assist in the process of classifying the remaining articles into categories, the process of qualitative content analysis was used (Riffe, Lacy, Fico, & Fico, 2005).

The qualitative content analysis process involves the inductive creation and definition of relevant categories, and then categorising the articles. Figure 14 (Mayring, 2000, as cited in Mayring 2000) details the process followed to develop the categories.

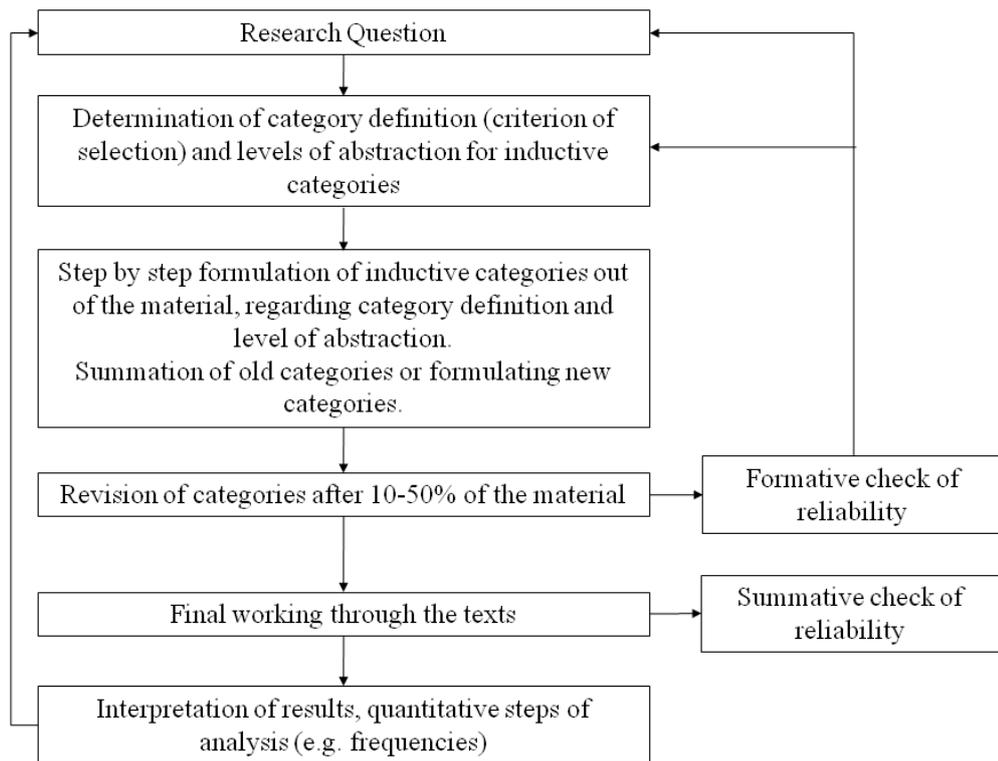


Figure 14: Step Model of Inductive Category Development⁵

A random selection of articles from 2003 was downloaded to pilot the classification process. This process allowed for the creation of definitions of each category and example articles. Three categories were initially proposed: *lifesaving*, *surf sports* and *ASLSC*. Several articles could not be adequately classified into existing categories. To address this, three first level categories called *primary focus*, *secondary* and *peripheral* were created, with *lifesaving*, *surf sports* and *ASLSC* becoming sub-

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categories under *primary focus*. An additional sub-category called *other* was created under *primary focus* to accommodate miscellaneous articles that had a focus on surf lifesaving, but did not belong in the other three sub-categories. The articles classified as *other*, were on topics like insurance, the Year of the Surf Lifesaver or detailed club profiles. The pilot sample of articles was again reclassified and the categories allowed for the satisfactory classification of all relevant articles. Table 19 shows the resulting categories, their definitions and examples that were developed using the *Step Model of Inductive Category Development* (Figure 14).

Table 19: Coding table for Quantitative Content Analysis

| Term | Definition | Examples |
|---|--|--|
| Primary focus | An article that specifically focuses on surf lifesaving. The articles will also be classified to have a focus on Aussies, surf sports, lifesaving, or other. | Classified further into the subsets below. |
| Surf sports (subset of primary focus) | An article about surf sports/competition, but not referring to the ASLSC. | <ul style="list-style-type: none"> - Surf lifesaving competition report - Pre-event article - Profile of athletes |
| ASLSC (subset of surf sports) | An article specifically about the ASLSC. | Articles about: <ul style="list-style-type: none"> - Winning the bid - Aussies results - Pre-event articles If a profile article mentions someone's performance at Aussies, e.g., Jason Singh won two medals at Aussies, but the article is specifically about Jason's surf sports performance, then this was classified as surf sports. |
| Surf lifesaving (subset of primary focus) | An article specifically about core business of patrolling the beaches. | Articles about: <ul style="list-style-type: none"> - Drowning - Beach reports - Surf safety messages |
| Other (subset of primary focus) | Miscellaneous stories that have a primary focus on surf lifesaving, but are not to do | Articles about: <ul style="list-style-type: none"> - insurance - Year of the Surf Lifesaver |

| Term | Definition | Examples |
|--------------|--|---|
| focus) | with surf sports, Aussies or surf lifesaving. | - history - volunteerism |
| Peripheral | A brief mention of surf lifesaving. | Article mentions: - a surf club as a venue - a person being a surf lifesaver, but no more detail |
| Secondary | Some mention of surf lifesaving, or quotes from the organisation, but surf lifesaving is not the key focus of the article. | Article about: - sharks, shark patrols and shark attacks, - weekend roundup with some quotes from surf lifesaving - sports results - tourism awards |
| Not relevant | No mention of surf lifesaving at all. | Article about: - life-saving surgery - losing life savings - the Royal Life Saving Society |

Once the categories were established, the documents were analysed in a random, non-chronological order, to prevent any learning effects or fatigue in the classification process. For quality control, the total number of articles for each year were cross-checked and matched with the sum of the categorised articles.

4.3 Results

As can be seen from Table 20, from the 3,378 articles downloaded from the key search terms, 423 were duplicate articles and 1498 were not relevant, leaving 1457 relevant articles over the 13 years. From this, a third (n=481, 33%) had *primary focus* on surf lifesaving and were classified into one of the sub-categories. The *secondary* articles comprised 15.9% (n=231) of the relevant articles, with 51% (n=745) having a peripheral relationship to surf lifesaving. Figure 15 shows a general, albeit irregular increase in media in the three broader categories, which suggests a long term increase in media coverage of surf lifesaving.

Table 20: Summary of Print Media Articles 1997-2009

| Year | Surf lifesaving focus | | | | Non focus | | | | Total | |
|--------------|-----------------------|-------------|------------|-----------|------------|------------|--------------|-------------|------------|-------------|
| | ASLSC | Surf sports | Lifesaving | Other | Secondary | Peripheral | Not relevant | Duplicate | | |
| 1997 | 2 | 14 | 12 | 2 | 30 | 4 | 16 | 62 | 2 | 114 |
| 1998 | 3 | 22 | 12 | 1 | 38 | 3 | 27 | 89 | 2 | 159 |
| 1999 | 1 | 13 | 12 | 7 | 33 | 8 | 40 | 83 | 9 | 173 |
| 2000 | 1 | 15 | 11 | 6 | 33 | 31 | 42 | 67 | 90 | 263 |
| 2001 | 1 | 11 | 9 | 8 | 29 | 29 | 44 | 136 | 54 | 292 |
| 2002 | 2 | 14 | 13 | 8 | 37 | 29 | 66 | 148 | 61 | 341 |
| 2003 | 7 | 13 | 15 | 9 | 44 | 20 | 60 | 126 | 56 | 306 |
| 2004 | 1 | 7 | 17 | 7 | 32 | 26 | 77 | 129 | 54 | 318 |
| 2005 | 4 | 7 | 8 | 8 | 27 | 7 | 65 | 121 | 47 | 267 |
| 2006 | 5 | 6 | 6 | 11 | 28 | 12 | 72 | 124 | 17 | 253 |
| 2007 | 17 | 19 | 9 | 10 | 55 | 10 | 72 | 110 | 25 | 272 |
| 2008 | 13 | 21 | 9 | 3 | 46 | 22 | 91 | 148 | 6 | 313 |
| 2009 | 15 | 10 | 17 | 7 | 49 | 30 | 73 | 155 | 0 | 307 |
| Total | 72 | 172 | 150 | 87 | 481 | 231 | 745 | 1498 | 423 | 3378 |

Of the 481 articles that had a primary focus on surf lifesaving, the largest subcategory was surf sports (of which ASLSC is a subset), with 244 articles and 50.7% of the total, showing that just over half of the media coverage of surf lifesaving has a focus on surf sports. The *ASLSC* is a subsection of *Surf Sports* and alone it had 72 articles and 15.0% of the total. It has been given its own category because it is the focus of this research. The next largest focus category was *lifesaving*, with 31.2% of the total, followed by *Other* (18.1%).

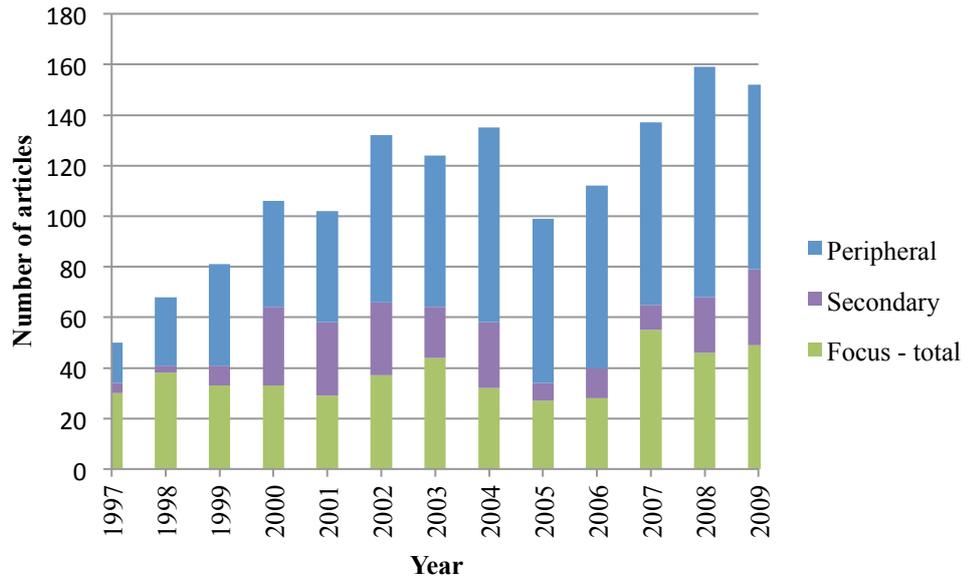


Figure 15: Number of Focus, Secondary and Peripheral Print Media Articles

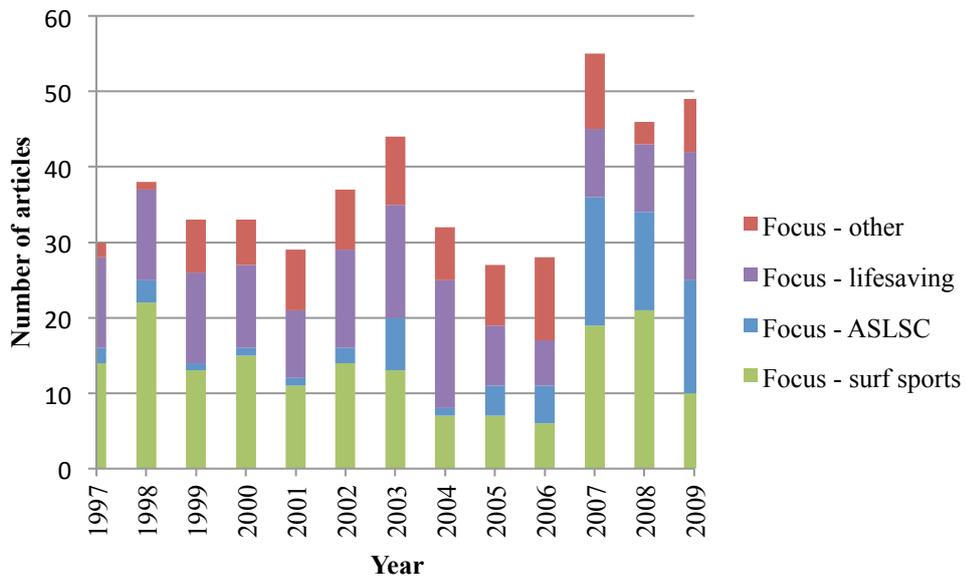


Figure 16: Number of Focus Article Types from 1997-2009

Figure 16 shows that the category receiving the largest media focus is surf sports – even without the sub-category of the ALSC included. There is year to year variation of this, yet coverage of surf sports in general increases dramatically in 2007-2009

when ASLSC was held, and increases further when the ASLSC category is included. There was a large apparent increase in lifesaving coverage in 2004 (Figure 16). However, the total number of articles only increased by 2, and the greater proportion may be attributed to a reduction of articles on surf sports and ASLSC rather than increase in total lifesaving coverage. The announcement that the ASLSC were being held at Scarborough was made in 2003, which accounts for the large proportion of coverage in the surf sports category that year.

It is not surprising to note the increase in ASLSC articles for 2007-2009. What is positive to note is the corresponding increase in surf sports articles in the same period, which show an increase from an average of 6.67 articles in 2004-2006 to 16.67 in the hosting period – a substantial increase in publicity. There was no distinct increase in the other focus areas, or in the secondary and peripheral articles during this period. Secondary and peripheral articles in general have increased over the duration of the analysis period.

4.4 Discussion

To understand the importance of the increased publicity resulting from the ASLSC, it is useful to understand the relationship between surf sports and lifesaving. The mission of SLSA is “To provide a safe beach and aquatic environment throughout Australia” (Surf Life Saving Australia, 2009a, p. 9). Surf sports is the competition element of surf lifesaving which was introduced to provide members with a way of practising their skills and maintaining the fitness required to conduct rescues (Galton, 1994). Lifesaving refers to the public safety and rescue part of the organisation. SLSA publicly recognises surf lifesaving as the core organisational focus, while

acknowledging surf sports as an important area (Surf Life Saving Australia, 2008f). However many members and clubs believe that surf sports is their *raison d'être*, and that lifesaving is the means to that end (Jaggard, 2006). Lifesaving is often regarded in this way, because competitors must meet patrol commitments specified by the organisation for surf sports eligibility (Surf Life Saving Australia, 2008e).

This focus on surf sports is beginning to be acknowledged, albeit ambiguously, by the organisation itself through changes in their strategic mission statements. Surf Life Saving Australia's current Strategic Plan has been in place since 2004 (Surf Life Saving Australia, 2004b). The strategic plan lists "Saving Lives on Beaches" as the strategic intent/driving force. The most recent Annual Report (Surf Life Saving Australia, 2009a) lists: a vision, "To provide great beach experiences" and a mission: "To provide a safe beach and aquatic environment throughout Australia". Also included are two driving forces: "To save lives in the water" and "To promote a healthy, inclusive, clean, family lifestyle" (p.9). While the differing management nomenclature are confusing, it is evident that "Saving Lives on Beaches" is no longer the core focus of the organisation, with the role that surf sports contributes to the organisation being recognised as a key rather than merely a supporting activity.

This lack of public acknowledgement by SLSA of the appeal of surf sports and its key motivation for many members is inconsistent with the brand promoted externally by surf lifesaving. The focus of public messages is on the community service and charitable nature of the organisation, evidenced by SLSA's national branding and advertising campaigns *The Life of the Beach*, with advertisements titled *Heroes* and *Whatever it Takes*. These campaigns do not mention surf sports at all and have a

strong focus on the “red and yellow”, as can be seen in Figure 17, Figure 18 and Figure 19 (Surf Life Saving Australia, 2002, 2008a). The latest *Australian for Life* campaign, and recent findings by SLSA about the “alarming” finding that only 28% of Australians knows that SLSA is a charity suggest that surf sports will continue to operate in the background (Surf Life Saving Australia, 2010e, 2010i). SLSA cannot be criticised for this positioning, with obtaining funding for sport and charitable organisations alike being a major challenge.



Figure 17: SLSA's National Branding – *The Life of the Beach*⁶

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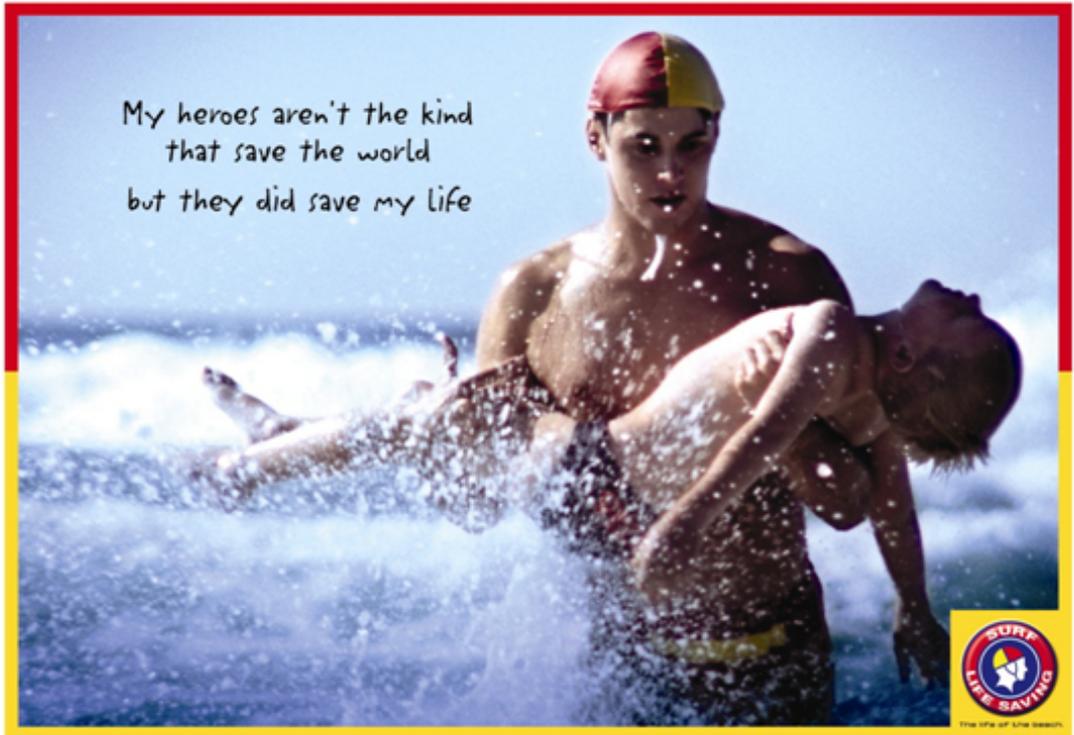


Figure 18: SLSA Advertisement – *Heroes*⁷



Figure 19: SLSA Advertisement – *Whatever it Takes*⁷

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Regardless of its lack of formal recognition in the organisation's governance literature, surf sports is often referred to as surf lifesaving's "shop front," which showcases and increases the profile of surf lifesaving as an organisation (Longhurst, 2001). Given the proportion of surf sports and ASLSC related publicity that has been quantified in this study, it is certain that the ASLSC has been an effective shopfront for Western Australia.

Despite this concerted effort by SLSA and its state entities to promote its community service profile, surf sports remains the focus of media coverage in Western Australia, and most likely in other states. The findings of this research show that publicity focusses on surf sports, while SLSA's media and advertising efforts are to highlight the community service element of the organisation. This perhaps illustrates the ease with getting results with sport-related publicity, as opposed to life saving related content.

Variations in media coverage occur due to the number of rescues conducted and the success of athletes from year to year. For example, 2004 saw a greater proportion of lifesaving focussed articles, but not a great deal of surf sports articles. Examination of the articles themselves from this year shows there were several drownings, which received a lot of media attention. So, while the lifesaving articles did not increase dramatically, the focus that year was on lifesaving.

The focus on Aussies can be seen in a small way in 2003, when the event was announced, with higher coverage in 2007, 2008, 2009. Future analysis of this will provide insight as to whether the overall increase in media interest can be sustained,

or maintained at the 2007-2009 levels. The increase in 2003 could perhaps have been capitalised on at the time, to create some momentum in the four year lead up. Given the media's independence this would have been a challenging task, but given the interest shown at the time, it could be a viable strategy for future hosts. It might be the case that now that there is greater awareness of the ASLSC in Western Australia and surf lifesaving in general, that there will be continued coverage. This could also be sustained through the relationships created and maintained between SLSWA and the producers of media, which can be a beneficial tool in creating publicity (Nicholson, 2006).

While not as prominent, the secondary and peripheral articles in general have increased over the duration of the analysis period. This may not offer the strong association and publicity like the primary focus articles, but it suggests that a general increasing awareness and consciousness of surf lifesaving.

4.5 Conclusion

There was a distinct increase in media in the ASLSC sub-category in the period of 2007-2009. There was also a parallel increase in the surf sports category during this period. It is difficult to ascertain if this increased media coverage can be maintained, however increased organisational awareness and stronger relationships with media may be able to sustain these levels. These findings suggest that the 2007-2009 ASLSC had a positive impact on promotions in Western Australia.

Chapter 5: Study 3 – Member Survey

5.1 Introduction

Preuss (2007a) defines legacy as “all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself (p. 211).” Impact and legacy can occur in a range of areas, such as economic and tourism, political, physical and environmental, and social and cultural (Allen et al., 2005). Legacy can also be left for the sport itself (Cashman, 2002). A Sport Development Event Legacy Framework was developed to examine the legacy from a major sport event on sport (Cashman, 2002; Sotiriadou et al., 2008). The framework examines sport legacy through the dimensions of: player development; coaches, umpires and administration/ management; promotions; stakeholders; and, symbols, memory and history. Studies 1 and 2 looked at the first three dimensions. This study examines all of the dimensions, with a particular focus now on the last two: stakeholders and symbols, history and memory.

Events are typically delivered by a number of stakeholders or organisations (Getz, 1997). The networks required to deliver an event provide opportunities for social leveraging and the building of social capital (Misener & Mason, 2006a). The external partnerships required for an event may allow organisations to extend their social networks to create the broader bridging social capital, as opposed to the more insular bonding social capital (Putnam, 2000). Bridging capital is important because it allows for organisations to grow and improve, rather than merely survive (Doherty & Misener, 2008).

Cashman (2002, 2006) asserts that memory is an important element of sporting ideology, and suggests that this aspect of event legacy has received too little consideration. Research has shown that with decreasing confidence in economic impact, emotional legacy may be one of the few remaining benefits from hosting an event (Kavetsos & Szymanski, 2010). Chalip (2006) uses the concept of *communitas*, the sense of community that transcends social distinctions, to describe the emotion that occurs during events and suggests five strategies that event organisers can use to focus on the social nature of the event. This will be discussed in relation to the ASLSC later in this study.

The first three dimensions of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008) were investigated quantitatively in Studies 1 and 2. However, qualitative analysis is required to examine the final two dimensions. In addition, using both a quantitative and qualitative approach will provide a better opportunity to capture all aspects of event impact (Daniels et al., 2003; Fredline et al., 2003; Jago, 2005). To gain a broader perspective of legacy, Study 3 uses both quantitative and qualitative approaches to speak to a key stakeholder group in Western Australia – the patrolling member. The information gained from these surveys will provide additional insight into the impact of the event and any legacy that might have been left from the ASLSC for members.

Using the Sport Development Event Legacy Framework discussed in Chapter 2, the current study will examine the relationship between hosting the ASLSC in the period 2007-2009 and the five dimensions from the framework. Specifically the aims of the current study are to determine if the 2007-2009 ASLSC will have:

1. a positive effect on player development in Western Australia
2. a positive effect on coaches, umpires and administration/management in Western Australia
3. a positive effect on promotions in Western Australia
4. a positive effect on stakeholders in Western Australia
5. a positive effect on symbols, memory and history in Western Australia.

5.2 Methods

The surveys of patrolling members were conducted in March 2010, approximately 12 months after the last ASLSC was held at Scarborough. A post-event survey was selected so as not to impact on the participant's event experience, and so the data collection process was not restricted or affected by the event timing (Hede & Jago, 2005). This was also important from a legacy perspective, because the short term excitement of the event may inhibit the identification of longer term legacies.

Patrolling members of Western Australia were selected for recruitment, as these are the people who contribute directly to the core business of the organisation, and completing patrol hours is a requirement for competing at the ASLSC (Surf Life Saving Australia, 2008g). For ease of recruiting, it was decided to survey surf lifesavers on the beach while they were performing their patrolling duties. All members who were on patrol on the days of data collection were invited to participate in the survey. It was important to survey members who did not attend the ASLSC, as well as those that did, in order to examine the impact of the event on the broader Western Australian surf lifesaving membership. The current sampling approach includes both competitors and non-competitors, all of whom complete

patrols. Surf lifesavers complete volunteer patrols at surf lifesaving clubs from 0830 to 1300, with a second shift patrolling from 1300 to 1700. Beach patrols are on Saturdays, Sundays and Public Holidays. The surveys were administered verbally and face to face, to allow participants to maintain visual contact with their patrol.

5.2.1 Survey Design and Instrumentation

The survey assessed members' perceptions of whether areas such as membership, coaching, publicity and sponsorship changed due to the ASLSC, and was developed specifically for the current study. The survey questions were developed using the dimensions of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008) as guidance. The survey was administered as a face-to-face interview with fixed choice response options including dichotomous (yes / no) (47 items), 5 point Likert scale (strongly agree through to strongly disagree) (10 items), and short open-ended qualitative questions (3 items).

The survey (Appendix A) allowed for the collection of both quantitative and qualitative data. The survey contained: standard demographic questions; patrolling and competition background; surf lifesaving roles; attendance at ASLSC and State Championships; perception of the surf lifesaving public profile and partnerships at the announcement of the successful championships bid, during, and after the ASLSC; and, a key memory from the event. Respondents were able to provide a brief opinion through an open-ended response to four questions. After the survey was developed, CQUniversity and SLSWA staff piloted the survey to ensure it read clearly and that any ambiguity was removed. Given the nature of the survey content, the absence of underpinning psychological constructs and lack of previously validated work in this

area, it was not possible to assess the test-retest reliability of the instrument.

However, items were generated from the literature and are related to the dimensions in the Sport Development Event Legacy Framework (Table 3).

5.2.2 Data Collection Logistics

When planning the survey implementation, a list was compiled of all surf lifesaving clubs in Western Australia and their distance from Scarborough (Table 21). These distances were calculated using the direction function on Google Maps (Tele Atlas, 2009). Because the distances are for planning purposes and not data analysis, approximate distances between were gained by calculating the distances between the suburbs the surf lifesaving clubs are located in. The distances given are driving routes, not straight distances. There are slight variations in distance between adjacent clubs and their distance to the suburb of Scarborough (Table 22) due to different route calculations.

Table 21: List of Surf Life Saving Clubs in Western Australia and Distance from Scarborough

| Surf Life Saving Club (alphabetical) | Distance from Scarborough, WA (km) |
|---|---|
| 1. Albany | 428.0 |
| 2. Binningup | 164.0 |
| 3. Broome | 2178.0 |
| 4. Busselton | 245.0 |
| 5. Champion Bay | 430.0 |
| 6. City of Bunbury | 192.0 |
| 7. City of Perth | 5.3 |
| 8. Coogee | 28.6 |
| 9. Cottesloe | 13.9 |
| 10. Dalyellup Beach | 199.0 |
| 11. Denmark | 372.0 |

| Surf Life Saving Club (alphabetical) | Distance from Scarborough, WA (km) |
|---|---|
| 12. Dongara-Denison | 361.0 |
| 13. Esperance Goldfields | 753.0 |
| 14. Floreat | 7.6 |
| 15. Fremantle | 21.3 |
| 16. Geraldton | 426.0 |
| 17. Margaret River | 237.0 |
| 18. Mandurah | 84.0 |
| 19. Mullaloo | 15.5 |
| 20. North Cottesloe | 13.9 |
| 21. Port Bouvard | 101.0 |
| 22. Quinns Mindarie | 25.0 |
| 23. Scarboro (sic) | 0.0 |
| 24. Secret Harbour | 72.9 |
| 25. Sorrento | 10.0 |
| 26. Swanbourne Nedlands | 11.1 |
| 27. Trigg Island | 3.3 |
| 28. Yanchep | 52.0 |

Surf Life Saving Western Australia has fourteen designated Metropolitan beaches (Surf Life Saving Western Australia, 2008), which were most accessible for data collection. These are shown in Table 21 and Figure 20. The southern and northernmost clubs were excluded from the data collection due to the distance between it and the nearest club (Secret Harbour SLSC, 49km and Yanchep SLSC, 29km respectively). These distances made the logistics of surveying these clubs in person logistically and economically unfeasible. This was the same case with the 14 non-Metropolitan clubs.

Table 22: Listing of Metropolitan Surf Life Saving Clubs and Distance, Direction and Time to Adjacent Club

| Surf Life Saving Club Name (North to South) | Distance from Scarborough (km) | Direction | Distance to next club (km) | Approximate driving time (mins) |
|--|---------------------------------------|------------------|-----------------------------------|--|
| 1. Yanchep | 52.0 | North | 16.0 | 29 |
| 2. Quinns Mindarie | 25.0 | North | 14.2 | 22 |
| 3. Mullaloo | 15.5 | North | 7.2 | 13 |
| 4. Sorrento | 10.0 | North | 7.5 | 11 |
| 5. Trigg Island | 3.3 | North | 4.8 | 9 |
| 6. Scarboro (sic) | 0.0 | n/a | 7.6 | 15 |
| 7. Floreat | 7.6 | South | 3.2 | 7 |
| 8. City of Perth | 5.3 | South | 6.6 | 13 |
| 9. Swanbourne Nedlands | 11.1 | South | 2.1 | 4 |
| 10. North Cottesloe | 13.9 | South | 0.9 | 2 |
| 11. Cottesloe | 13.9 | South | 7.4 | 13 |
| 12. Fremantle | 21.3 | South | 7.8 | 15 |
| 13. Coogee | 28.6 | South | 39.5 | 49 |
| 14. Secret Harbour | 72.9 | South | n/a | n/a |

The researcher started at the northernmost club, surveying this club and then moving to the next one in geographical proximity. This continued from the beginning of the patrol hours at 0900 and continued until patrols ended at 1700. The number of clubs, surveying time and travel between clubs meant that not every club was interviewed in one day. The next day's surveying commenced at the adjacent club to where interviewed concluded on the previous day, data collection was conducted over a four day period (two consecutive weekends).

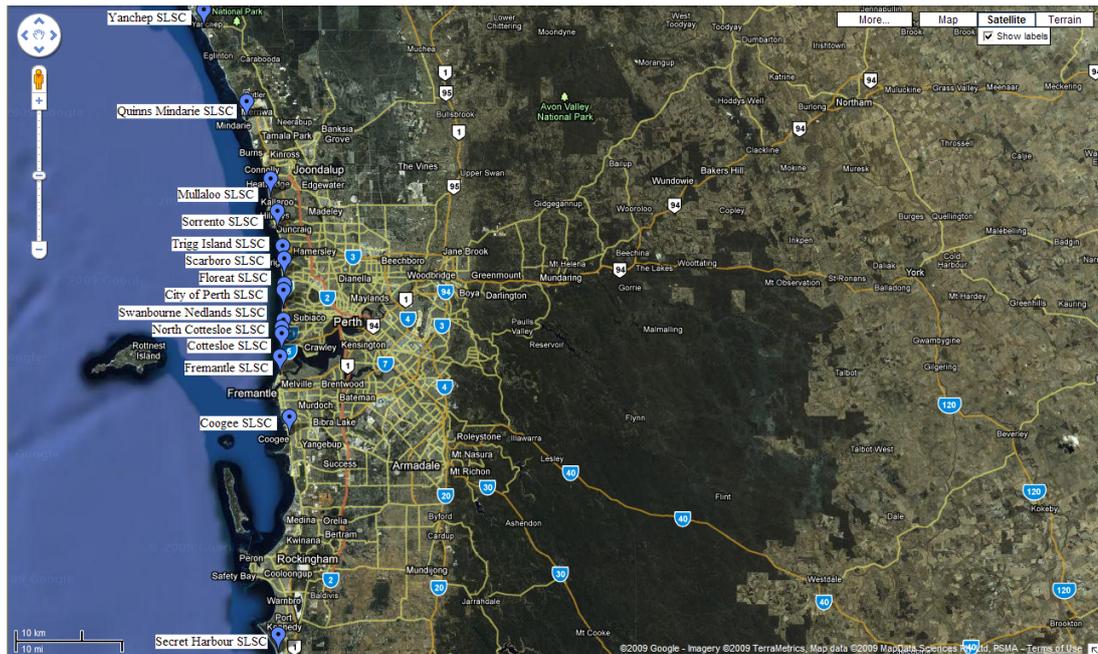


Figure 20: Map of Surf Life Saving Western Australia Metropolitan Clubs⁸

5.2.3 Survey Participants and Sampling

All members over 18 years of age on patrol were invited to take part in the survey using convenience sampling. Members under the age of 18 were not invited to participate, as it was unlikely that caregiver consent could be obtained at the time for their participation in the survey. To avoid a non-response bias from competing members, the dates of planned data collection were checked to ensure they did not clash with surf sports events. In the unlikely event that a surf lifesaver was completing a voluntary patrol more than once during the survey period, they would be excluded from completing the survey a second time. A count of patrol numbers and declined surveys was recorded to calculate a response rate.

A non-response bias is a common problem with all surveys, where the responses of those who return the surveys might differ from those who do not (Goodwin, 2005).

⁸ Reproduced within the guidelines of the copyright holder, Google Inc.
<http://support.google.com/maps/bin/static.py?hl=en&ts=1342531&page=ts.cs>

Non-responders might not respond if they do not feel the research topic is useful to them (Page & Meyer, 2000). This could occur with non-competitors less likely to feel passionate about the topic of the ASLSC. However, within surf lifesaving circles, the ASLSC is a contentious topic that members are typically quite passionate about. Survey respondents were asked if they are an active competitor to assist in identifying if there is a non-response bias from surf lifesavers who do not attend the ASLSC. No data was available on the characteristics of non-respondents.

According to membership statistics, 2,462 individuals were active members of the 12 clubs included in this study, requiring 322 responses for a representative sample (Dillman, Smyth, & Christian, 2009). Due to budgetary constraints, no attempt was made to gain a representative sample of members. Rather a sample of patrolling members was undertaken. Participants received information about the research (Appendix B) and consent was obtained (Appendix C). Ethical clearance from CQUniversity was obtained before commencing data collection (Appendix D).

Given the important responsibility of surf lifesavers on patrol, respondents were invited to complete the survey one at a time, and only if there were sufficient members to meet the patrolling requirements for that beach. Patrols must have a minimum of two people (Surf Life Saving Australia, 2003), but may have up to 10. To further minimise the impact on patrolling operations, all surveys were conducted verbally, to allow the surf lifesaver to maintain visual contact with the patrol area.

5.2.4 Quantitative Analysis

Responses to questions using dichotomous and Likert scale responses were entered and descriptive statistics conducted using Predictive Analytics Software (PASW, SPSS, Version 18) to examine perceptions of the ASLC's impact on changes in SLSWA.

5.2.5 Qualitative Analysis

Analysis of qualitative data was completed using Silverman's (2000) four phase process: data reduction, data display, conclusion drawing and verification. Data reduction involves reading the interview transcripts and highlighting passages of interest (Seidman, 1998). Data display is organising the information in order to draw conclusions (Miles & Huberman, 1994). This requires the highlighted passages to be examined for recurring themes or categories that allow the text to be grouped, or organised. Conclusion drawing is where explanations and patterns are decided upon (Silverman, 2000). The final state, verification, requires validation of the conclusions. NVivo qualitative analysis software was used to support this process (QSR International, 2009 Version 8.0.335.0).

The data reduction and data display processes using NVivo looked at the four open ended questions in unison, to develop a coding table. The data reduction phase involved reading through the comments and creating nodes to summarise passages of interest. When this was completed, the nodes were examined and consolidated if there was duplication, split into multiple categories if more detail was required, and organised into groups using the dimensions and definitions of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008). This process was

completed inductively, with no pre-specified structures or outcomes. For example, initial categories of *fun*, *social* and *party* were created from participant responses. Because of the similarity of the comments, these were later combined into one node. The nodes were then examined to determine how they aligned with the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008). For example, during this process, the previously mentioned category of *fun/ social/ party* was placed under the *Symbols, History and Memory* dimension.

A summary of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008), together with the sub-categories created during this process and coding frequencies are shown in Table 23. It should be noted that a single response may have been coded to multiple themes. The final two steps of conclusion drawing and verification were conducted separately for each question.

Table 23: Coding Table Based on Sport Development Event Legacy Framework

| Dimension from Sport Development Event Legacy Framework | Interview coding sub-categories | Coding frequency |
|--|--|-------------------------|
| Player development | Better competitive opportunities (elite and general) | 14 |
| | Increased membership | 31 |
| | Increased performance | 12 |
| | Talent identification | 3 |
| Coaches, umpires and administration/ management | Better event delivery | 12 |
| | Coaches education | 12 |
| | Increased information and education | 1 |
| | Officials education | 16 |
| Promotions | Media (newspaper) | 10 |
| | Media (TV) | 4 |

| Dimension from Sport Development Event Legacy Framework | Interview coding sub-categories | Coding frequency |
|--|---|-------------------------|
| | Bondi Rescue | 5 |
| | Public profile | 28 |
| Dimension from Sport Development Event Legacy Framework | Interview coding sub-categories | Coding frequency |
| Stakeholders | Community groups | 10 |
| | Events Corp (WA Government) | 9 |
| | Local government | 25 |
| | Sponsors (general) | 16 |
| | Staff (SLSWA) | 3 |
| | Surf Life Saving Australia | 13 |
| | Surf Life Saving Western Australia | 8 |
| | Surf clubs | 9 |
| Symbols, memory and history | Club-state unity shared purpose camaraderie pride | 11 |
| | Competing | 13 |
| | Conditions | 9 |
| | Event support and organisation | 10 |
| | Healthy | 1 |
| | High profile athletes | 10 |
| | Home beach | 2 |
| | Perspective | 4 |
| | Pride | 2 |
| | Size – scale of the event | 12 |
| | Social – party – fun | 12 |
| | Spectacle – experience – atmosphere | 13 |
| Watching events | 19 | |

5.2.6 Reporting of Quantitative and Qualitative Results

The survey used both quantitative and qualitative methods to collect data. Ideally these results would be reported separately for ease of reading and understanding. However, the qualitative questions related to the preceding quantitative questions, usually eliciting further detail or explanation. To separate them would decontextualise the qualitative results. For example, the first qualitative question was preceded by a question asking respondents to answer *yes* or *no* to different pre-defined changes they may have noticed resulting from the ASLSC. The qualitative question asked respondents to specify what, if any, *other* changes they noticed about the ASLSC. To report this separately at a later stage wouldn't have a great deal of meaning. For this reason, the results were reported following the survey question structure, which will involve moving from quantitative to qualitative reporting. Large direct quotes from survey participants will be shown in italics, to distinguish these from quotes from the literature.

5.3 Results

5.3.1 Respondent Demographics

There were 101 surveys completed, with just four surf lifesavers declining to be surveyed. This provides a response rate of 96.2%. There were an additional 62 surf lifesavers under the age of 18 on patrol who were not invited to participate due to difficulty in obtaining consent. These individuals were excluded from the calculation of the response rate as they were not included in the original sampling frame. Surf lifesavers performing operational responsibilities, such as roving patrols, shark tower observation or on-water duties were not invited to complete the survey and a count of these surf lifesavers could not be obtained. The population of active surf lifesavers from the 12 clubs surveyed is 2,462. Using an equation to calculate the number of

survey completions in order for a representative sample, 322 surveys would need to be completed at the 95% confidence level and 5% confidence interval (Dillman et al., 2009). However, given that the research aims of this study did not require a representative sample size, inferential statistical analysis was not conducted.

Table 24: Age, Gender, Education and Employment Status of Respondents

| Variable | Category | Frequency | Percentage |
|----------------------------|------------------------|-----------|------------|
| Age | 18-30 years | 43 | 42.6 |
| | 31-40 years | 16 | 15.8 |
| | 41-50 years | 28 | 27.7 |
| | 51-60 years | 14 | 13.9 |
| Gender | Male | 72 | 71.3 |
| | Female | 29 | 28.7 |
| Highest level of education | Secondary/ high school | 17 | 16.8 |
| | TAFE | 26 | 25.7 |
| | University or higher | 58 | 57.4 |
| Employment status | Employed full time | 77 | 76.2 |
| | Employed part time | 3 | 3.0 |
| | Employed casually | 4 | 4.0 |
| | Unemployed | 2 | 2.0 |
| | Retired | 1 | 1.0 |
| | Student | 13 | 12.9 |
| | Home duties | 1 | 1.0 |

Table 24 shows a summary of respondent demographics. Most surf lifesavers were in the 18-30 year category (42.6%), with the next biggest age range being the 41-50 year category (27.7). The remaining two categories were similar, with the 31-40 and 51-60 year categories having 15.8% and 13.9% respectively. There were more males responding to the survey (71.3%) than females (28.7%).

The biggest suburb represented in the survey was Scarborough with 10.9% of members surveyed residing there. The next most highly represented suburbs resided in by respondents were Innaloo/Karrinyup and Claremont/Swanbourne with 9.9% of members residing in each of these areas. The third most prevalent suburbs with 6.9% of members residing there were North Beach/Sorrento and Joondalup/Mullaloo.

The majority of surf lifesavers had a university or higher level of education (57.4%), followed by TAFE education (25.7%). The remainder of respondents had a secondary or high school education (16.8%). The majority of respondents were employed full time (76.2%). The next biggest group were students (12.9%), followed by casual (4.0%) and part time (3.0%) employment.

5.3.2 Respondent Membership and Roles within Surf Lifesaving

There was a large range of membership duration, ranging from 3 months through to 44 years. The average membership duration was 7.03 years, the median membership duration was 5 years and the interquartile range was 9.00. Membership duration is displayed graphically in Figure 21.

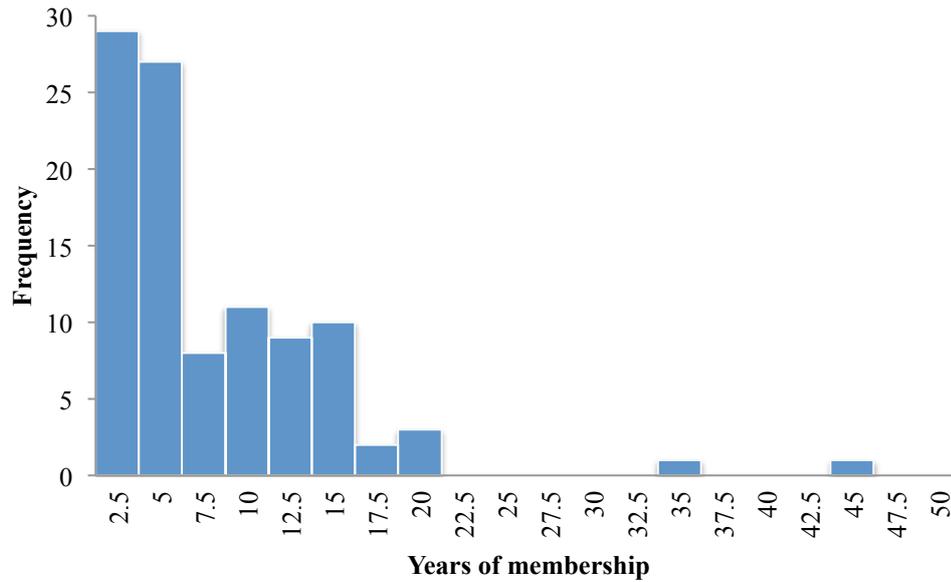


Figure 21: Length of Respondent Membership of SLSA

Surf lifesaving offers members an extensive range of membership categories, awards and roles. The major roles and member uptake are listed in Table 25. Due to the range of roles, small sample size and newness of members to the organisation, the majority of respondents had participated in few roles. The majority of respondents had not been a nipper (81.2%), a trainer/instructor (73.3%), examiner/assessor (91.1%), age manager (80.2%), or club administrator (78.2%). In terms of surf sports roles, the majority of the respondents have competed at a surf carnival (65.3%), but had not participated in other surf sports activities such as team manager (91.1%), coach (83.2%), official (91.1%), or high performance (90.1%). In terms of paid roles within the organisation, the majority of respondents have not been employed as a professional lifeguard (92.1%), or an employee of surf lifesaving (96.0%).

Table 25: Membership Roles, Frequencies and Percentages

| Membership role | Frequency | Percentage |
|-----------------------------|------------------|-------------------|
| Competitor | 66 | 65.3 |
| Instructor/trainer | 27 | 26.7 |
| Club administrator | 22 | 21.8 |
| Age manager | 20 | 19.8 |
| Nipper | 19 | 18.8 |
| Coach | 17 | 16.8 |
| High performance | 10 | 9.9 |
| Examiner/assessor | 9 | 8.9 |
| Team manager | 9 | 8.9 |
| Official | 9 | 8.9 |
| Lifeguard | 8 | 7.9 |
| Employee of surf lifesaving | 4 | 4.0 |

5.3.3 Attendance at ASLSC and SLSWA State Championships

Table 26 shows a summary of attendance at the ASLSC and Western Australia State Championships. Very few respondents had attended the ASLSC prior to 1994 (4%, n=4), which is understandable given that only 7 respondents have been involved in surf lifesaving for that amount of time. Almost a quarter of respondents (23.8%, n=24) attended the ASLC at Kurrawa, Queensland during the 1995-2006 period. The number of respondents attending the ASLSC when it was held at Scarborough increased to 41.6% (n=42) in 2007, 49.5% (n=51) in 2008 and 35.6% (n=26) in 2009. Attendance at the 2010 ASLSC at Kurrawa, Queensland showed a decrease from 2007 levels with 35.6% (n=26) attending. This figure is almost the same as the pre-Scarborough period with two more competitors travelling to Kurrawa. This figure is improved again when considering the pre-2007 figure is for an eleven-year period of possible attendance.

Consideration of attendance at the Western Australia State Championships should also take length of membership into account. While only 32.7% (n=33) attended the State Championships prior to 2006, only 59.4% (n=60) of the respondents were members in that period. The State Championships in 2007 saw 29.7% (n=30) of respondents attend, 38.6% (n=39) in 2008, 46.5% (n=47) in 2009 and 35.6% (n=36) in 2010.

Table 26: ASLSC and State Championship Attendance, Frequencies and Percentages

| ASLSC Attendance | Frequency | Percentage |
|--|------------------|-------------------|
| Attended ASLSC 1994 or earlier | 4 | 4.0 |
| Attended ASLSC 1995-2006 | 24 | 23.8 |
| Attended ASLSC 2007 | 42 | 41.6 |
| Attended ASLSC 2008 | 51 | 49.5 |
| Attended ASLSC 2009 | 59 | 58.4 |
| Attended ASLSC 2010 | 26 | 35.6 |
| Attended State Championships 2006 or earlier | 33 | 32.7 |
| Attended State Championships 2007 | 30 | 29.7 |
| Attended State Championships 2008 | 39 | 38.6 |
| Attended State Championships 2009 | 47 | 46.5 |
| Attended State Championships 2010 | 36 | 35.6 |

5.3.4 Member Perception and Type of Change in Surf Lifesaving Resulting from ASLSC

Respondents were asked the question: “On a scale of 1 to 5, where 5 is a great deal of change and 1 is no change, did you notice any change in general to surf lifesaving in Western Australia, due to the ASLSC.” The respondents were asked this for four periods in time: in 2003 when it was announced that Aussies were coming to Scarborough; from 2003 to 2007; during the Aussies from 2007 to 2009; and after 2009. These responses are shown in Table 27. There was an additional option to indicate not applicable for members who were not part of the organisation at the

time. Respondents who reported no, little, a lot, and great amounts of change also completed several additional items, which examined the direction of change (positive, negative) and the specific areas that change occurred in. A number of respondents have been involved in surf lifesaving for 5 years or less (n=57). This means that they could not answer all or some of the questions about change in surf lifesaving. This resulted in slight variations in sample sizes across the time periods with greater available samples in more recent years. The applicable responses were n=43 for 2003, n=54 for 2004-2007, n=76 for 2007-2009 and, n=76 for 2009-2010. This is shown graphically in Figure 22.

Table 27: Member Perception of Change Before, During and After the ASLSC

| Variable | Category | Frequency | Percentage | 95% CI (Upper, Lower) |
|-----------------|---------------------------------------|------------------|-------------------|--------------------------------------|
| 2003 | No change/little change | 20 | 46.5 | [0.61, 0.32] |
| | Some change | 12 | 27.9 | [0.41, 0.15] |
| | A lot of change/great deal of change | 11 | 25.6 | [0.39, 0.13] |
| 2003-2007 | No change/little change | 15 | 27.8 | [0.40, 0.16] |
| | Some change | 23 | 42.6 | [0.56, 0.29] |
| | A lot of change/great deal of change | 16 | 29.6 | [0.42, 0.17] |
| 2007-2009 | No change/ little change | 9 | 11.8 | [0.19, 0.05] |
| | Some change | 14 | 18.4 | [0.27, 0.10] |
| | A lot of change/ great deal of change | 53 | 69.7 | [0.80, 0.59] |
| 2009-2010 | No change/ little change | 37 | 48.7 | [0.60, 0.37] |
| | Some change | 25 | 32.9 | [0.43, 0.22] |
| | A lot of change/ great deal of change | 14 | 18.4 | [0.27, 0.10] |

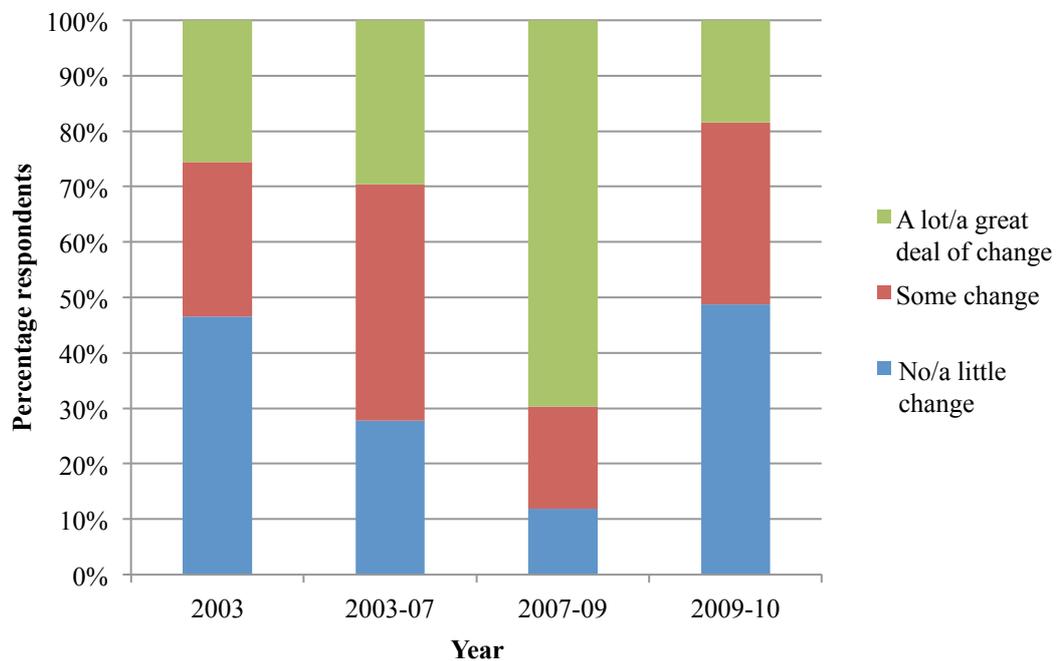


Figure 22: Member Perception of Change Before, During and After the ASLSC

The mean of perceived change as a result of the ASLSC increased from 2.74 in 2003 to 3.02 in 2003-2007. The mean peaked in the 2007-2009 period at 3.70 and decreased to 2.47 in 2009-2010. The median was at 3 (some change) for the 2003 and 2003-07 period, increasing to 4 (a lot of change) during the 2007-2009 period and decreasing back to 3 during 2009-2010.

The majority of the respondents (30.2%, n=13) believed that only a little change was experienced as a result of the ASLSC being announced as going to WA in 2003. One less person (27.9%, n=12) believed that there was some change during this period. In the lead up to WA hosting the ASLSC from 2003-2007, the majority of respondents (42.6%, n=23) perceived there was some change to surf lifesaving as a result of the

ASLSC. The next category believed a lot of change (22.2%, n=12) could be attributed to the ASLSC between 2003-2007.

During the actual hosting of the ASLSC the majority of respondents (57.9%, n=44) believed *a lot of change* could be attributed to the ASLSC, with the next largest category believing that the ASLSC resulted in *some change* (18.4%, n=14). After the ASLSC were no longer being hosted at Scarborough *some change* could still be attributed to them (32.9%, n=25), with the next biggest category believing *a little change* (25.0%, n=19) could be still accounted for by the ASLSC. A large proportion of respondents believed that no change could be attributed to the ASLSC (23.7%, n=18).

When examining the confidence intervals, significantly more respondents noticed *No change/a little change* in the 2009-2010 period compared to 2007-2009.

Significantly fewer respondents noticed *some change* between 2003-2007 and 2007-2009. There was a significantly higher response to *a lot of/a great deal of change* between 2003-2007 and 2007-2009 and between 2007-2009 and 2009-2010.

Respondents who noticed *a little change* or higher in the previous question were asked if they noticed change in areas predefined from the literature. Respondents were asked to reply *yes, no* or *unsure*. Table 28 summarises the responses to this question.

Table 28: Member Perception of Type of Change Resulting from ASLSC

| Variable | Category | N | Percentage |
|--|-----------------|----------|-------------------|
| Publicity | Yes | 76 | 75.2 |
| | No | 22 | 21.8 |
| | Unsure | 3 | 3.0 |
| Sponsorship | Yes | 35 | 34.7 |
| | No | 46 | 45.5 |
| | Unsure | 20 | 19.8 |
| Public awareness | Yes | 71 | 70.3 |
| | No | 27 | 26.7 |
| | Unsure | 3 | 3.0 |
| Better partnerships | Yes | 34 | 33.7 |
| | No | 35 | 34.7 |
| | Unsure | 32 | 31.7 |
| Increased membership | Yes | 43 | 42.6 |
| | No | 43 | 42.6 |
| | Unsure | 15 | 14.9 |
| More members competing | Yes | 52 | 51.5 |
| | No | 35 | 34.7 |
| | Unsure | 14 | 13.9 |
| Increased income | Yes | 27 | 26.7 |
| | No | 38 | 37.6 |
| | Unsure | 36 | 35.6 |
| Greater sense of achievement and pride | Yes | 66 | 65.3 |
| | No | 31 | 30.7 |
| | Unsure | 4 | 4.0 |
| Better officials | Yes | 22 | 21.8 |
| | No | 56 | 55.4 |
| | Unsure | 23 | 22.8 |
| Better coaches | Yes | 38 | 37.6 |
| | No | 46 | 45.5 |
| | Unsure | 17 | 16.8 |

| Variable | Category | N | Percentage |
|---------------------------------|-----------------|----------|-------------------|
| Better high performance program | Yes | 24 | 23.8 |
| | No | 41 | 40.6 |
| | Unsure | 36 | 35.6 |
| Other changes | Yes | 34 | 33.7 |
| | No | 67 | 66.3 |
| | Unsure | 0 | 0 |

A large proportion of the respondents believe that the ASLSC resulted in increased publicity (75.2%, n=76), increased public awareness (70.3%, n=71) and an increased sense of achievement and pride in the organisation (65.3%, n=66). About half of the respondents felt that more members were competing resulting from the ASLSC being held at Scarborough (51.5%, n=52). Respondents were less sure on questions of increased sponsorship (34.7%, n=35), better partnerships (33.7%, n=34), increased membership (42.6%, n=43) and increased income (26.7%, n=27). Respondents did not believe that the ASLSC contributed to better officials (55.4%, n=56), or better coaches (45.5%, n = 46), or a better high performance program (40.6%, n=41). Some respondents did clarify their response saying that these areas had always operated effectively and were not in need of improvement.

Respondents were asked to suggest any *Other* changes they had noticed as a result of the ASLSC being held at Scarborough. The responses were analysed as outlined in the qualitative analysis section previously, using the coding table derived for this study (Table 23). This resulted in responses being categorised into 9 nodes, which are shown in Figure 23.

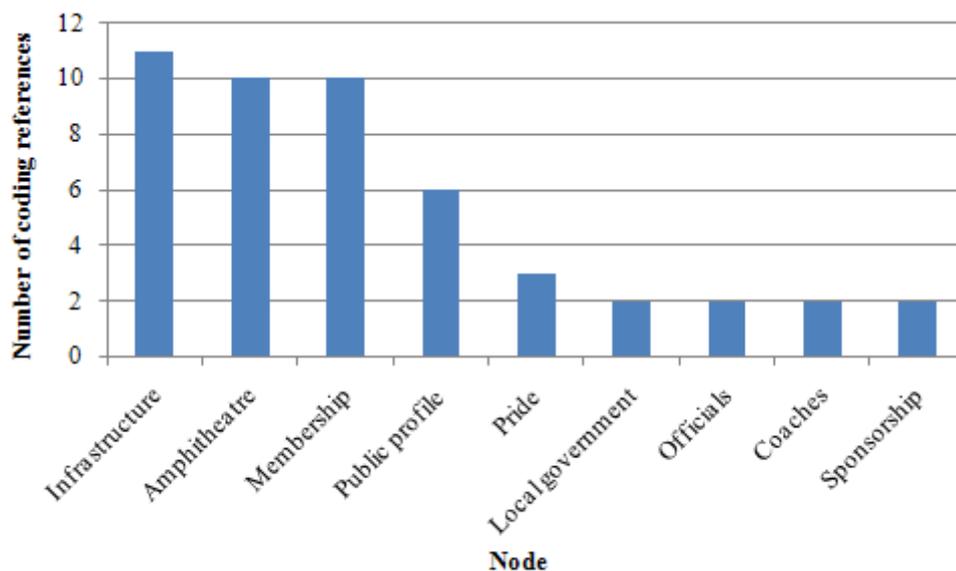


Figure 23: Other Changes Due to the ASLSC

The most frequently occurring response regarded the beachfront infrastructure and beautification, which included new convenience facilities, walkways and grassed terraces. The amphitheatre was also frequently cited. The amphitheatre responses could have been considered a sub-category of infrastructure or combined with the infrastructure theme into *facilities*, but the specific term amphitheatre was mentioned almost as frequently as infrastructure. The amphitheatre as a specific object features as a key memory for many respondents (to be discussed later), so it was coded separately. It should be noted that not all change identified by respondents was regarded as positive, with one member commenting that after the development the “soul had gone from the foreshore”.

While the question of a change in membership had been asked previously, there were 10 further responses on this topic. Six of them referred to rapid increases in junior membership, three referred to general membership increases and one to more Masters members competing.

Changes in public profile had been previously asked, but still elicited 6 open-ended responses. Interestingly, the first of several mentions in the survey of the television show *Bondi Rescue* came up, with some respondents attributing the program's popularity for their membership increases. The other answers were generally commenting on the additional awareness the ASLSC raised in the community.

[The community is] more aware of surf lifesaving and what it does. It's been a very low key thing in WA.

The comments on pride, coaching and officiating were general clarifications of the dichotomous answer questions, with some respondents clarifying that no change occurred in a particular area because they were already of a high standard. The local government responses were comments on the improved relationship with the City of Stirling. The sponsorship responses commented on recently formed sponsor partnerships. Local government and sponsors will be discussed in detail in the following section on partnerships.

5.3.5 Member Perception and Type of Change in Surf Lifesaving Partnerships Resulting from ASLSC

Respondents were asked: "On a scale of 1 to 5, where 5 is a great deal of change and 1 is no change, did you notice any change to the partnerships that surf lifesaving in Western Australia (either in the state or your club), due to the ASLSC? Partnerships could be with sponsors, government, schools or other organisations". The respondents were asked to rate this for four periods in time: 2003 when it was announced that Aussies were coming to Scarborough; from 2003 to 2007; during the Aussies from 2007 to 2009; and after 2009. These responses are shown in Table 29.

There was an additional option of *not applicable* for members who were not part of the organisation at the time. A number of respondents have been involved in surf lifesaving for 5 years or less (n=57). This means that they could not answer all or some of the questions about change in surf lifesaving. This resulted in slight variations in sample sizes across the time periods with greater available samples in more recent years. The applicable responses were n=24 for 2003, n=29 for 2004-2007, n=37 for 2007-2009 and, n=37 for 2009-2010. This is shown graphically in Figure 24.

In addition, a number of respondents answered previously that they did not think the ASLSC created any change in partnerships (Table 28). Regardless of their previous response, they were asked the question again with the additional prompt of partnership examples. This explains the higher amount of *not applicable* responses to this question and variation between total number of responses.

The perception of change to partnerships at the time of the 2003 announcement was divided showed that most respondents believed there was *No change/little change* (87.4%, n=21) (Figure 24). In the 2003-2007 period, perception of change to partnerships was almost equal between *Some change* (37.9%, n=11) and *A lot of change/great deal of change* (34.5%, n=10). In 2007-2009, *A lot of change/great deal of change* was perceived by respondents (67.6%, n=25). The period after the ASLSC was perceived by the 43.2% (n=16) of respondents as showing *No change/little change* to partnerships.

Table 29: Member Perception of Change in Partnerships Before, During and After the ASLSC

| Variable | Category | Frequency | Percentage | 95% CI (Upper, Lower) |
|-----------------|---------------------------------------|------------------|-------------------|--------------------------------------|
| 2003 | No change/ little change | 21 | 87.4 | [0.82, 0.49] |
| | Some change | 8 | 33.3 | [0.40, 0.10] |
| | A lot of change/great deal of change | 3 | 12.5 | [0.19, -0.01] |
| 2003-2007 | No change/ little change | 8 | 27.5 | [0.44, 0.11] |
| | Some change | 11 | 37.9 | [0.56, 0.20] |
| | A lot of change/ great deal of change | 10 | 34.5 | [0.52, 0.17] |
| 2007-2009 | No change/ little change | 4 | 10.8 | [0.21, 0.01] |
| | Some change | 8 | 21.6 | [0.35, 0.08] |
| | A lot of change/ great deal of change | 25 | 67.6 | [0.83, 0.52] |
| 2009-2010 | No change/ little change | 16 | 43.2 | [0.59, 0.27] |
| | Some change | 10 | 27.09 | [0.41, 0.13] |
| | A lot of change/ great deal of change | 11 | 29.79 | [0.44, 0.15] |

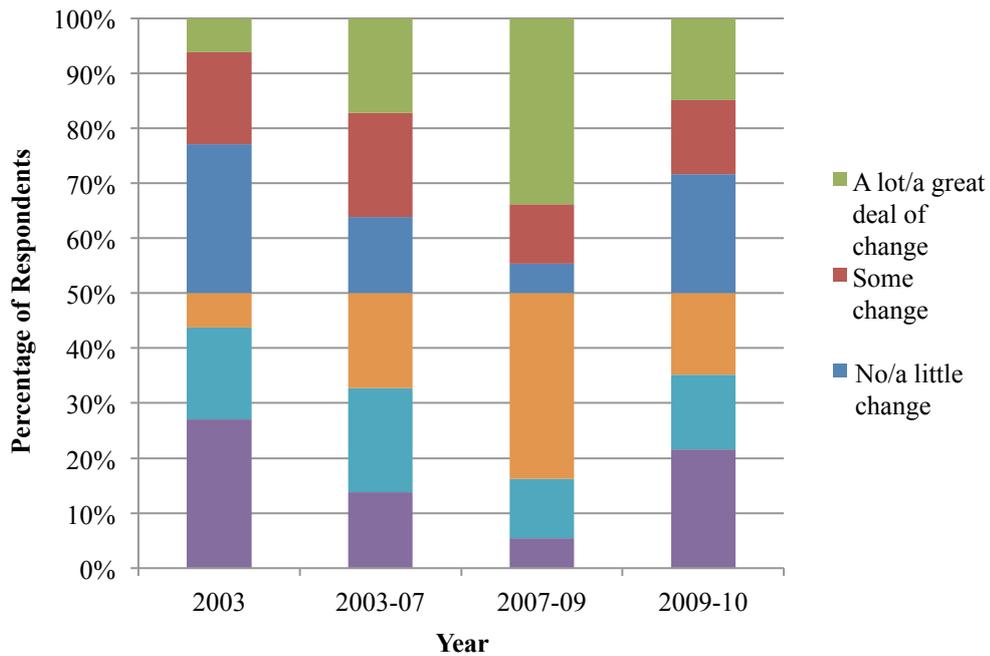


Figure 24: Member Perception of Change in Partnerships Before, During and After the ASLSC

When examining the confidence intervals, there was a significant increase in the No change/to a little change category in partnerships between 2003 and 2003-2007, indicating less respondents noticed no/little change during this period. No other significant differences were identified.

Respondents were also asked to nominate any *other* changes they had noticed in partnerships as a result of the ASLSC being held at Scarborough. These qualitative responses were analysed as outlined previously in the methods. The responses were categorised into main themes, which are shown in Figure 25.

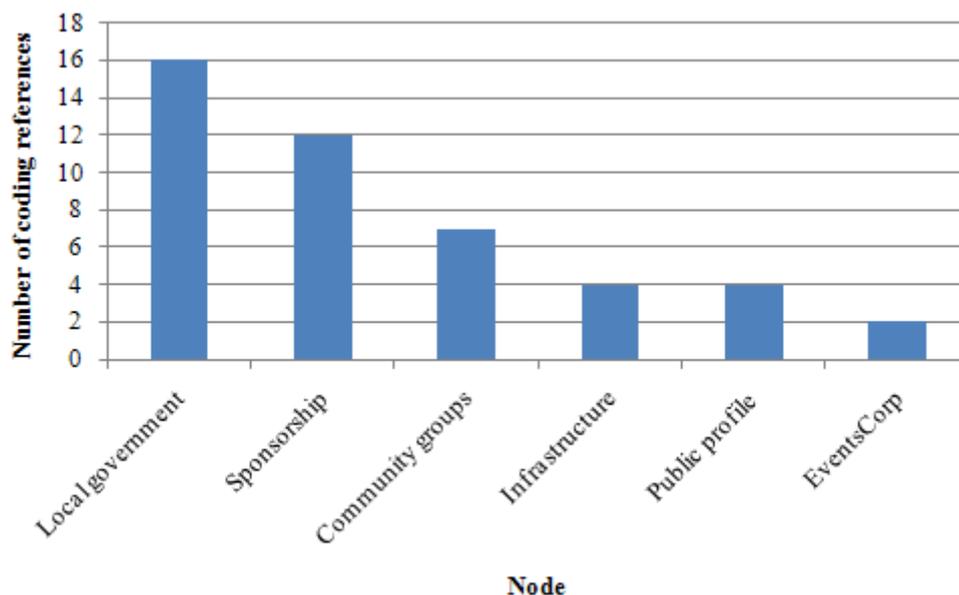


Figure 25: Partnership Changes Due to the ASLSC

The major partnership change identified was that of local government, which is not surprising given the City of Stirling’s involvement since the initial bid process and its contribution in terms of beach infrastructure. In addition to these tangible infrastructure changes, respondents recalled greater visibility from the local government authority and a better working relationship. Sponsorship was the next largest response to changes in partnerships resulting from the ASLSC. The changes in these partnerships were all positive and included the introduction of new sponsors, or improved relationships with existing sponsors. Several specific sponsors were named, including Westfarmers, Westpac and the Australian Navy. Also cited were stronger links with a range of community groups. Schools were predominantly mentioned, along with the Western Australian police.

5.3.6 Key Memory from ASLSC

Respondents were asked to share their key memory from the ASLSC. If they were unsure, they were prompted with “what is the first thing you think of when you think about the Aussies being at Scarborough?” These responses were categorised into nine themes (Figure 26). There were more themes in response to this question compared to other questions, due to its broad nature and because it was answered by more respondents: those who competed at or attended the ASLSC (n=31, 20 respectively). Many of the categories have some relationship or similarities, but were kept at the current number to show the full range of recollections from the event.

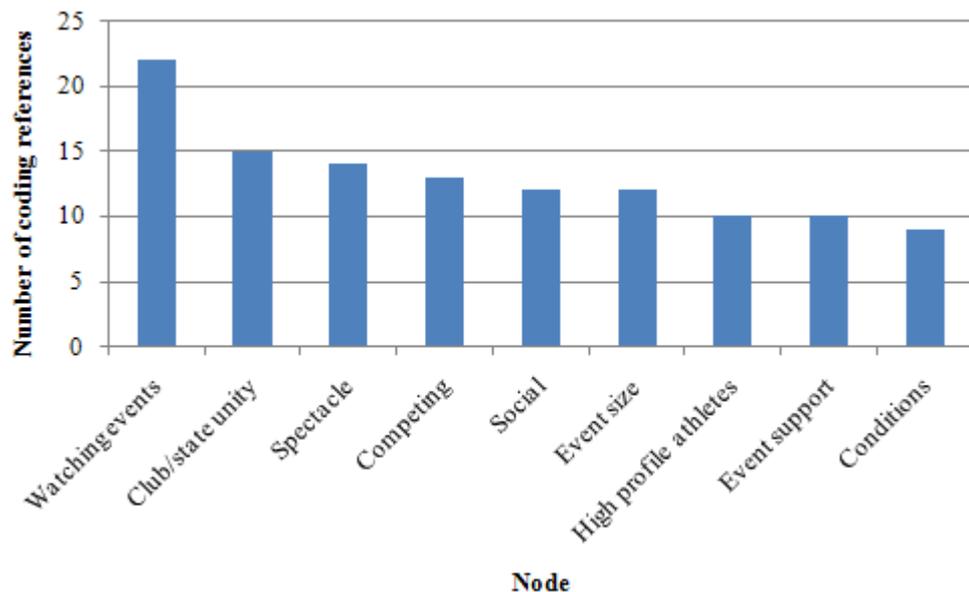


Figure 26: Key Memory of ASLSC

The most prominent memory was watching events, an activity in which both spectators and competitors would have participated. Respondents cited particular events like the surf boats or flags; or watching family, club members or high profile athletes. The next most common memory was of the event’s spectacle, experience and atmosphere. Respondents recall the “ambience” and the “buzz” of the event.

Comments on the atmosphere of the event also tended to include or relate to the amphitheatre, showing the impact the physical environment had on the event.

Unity, camaraderie and a sense of shared purpose was the second frequently shared memory, which confirms the earlier question. One response effectively encapsulates comment memories from this theme, and those of competing and fun:

Everyone was there from all over Australia with a common purpose: to compete and have fun. It was an awesome experience!

Many respondents recalled memories related to the unity experienced through the event being held in their home state and being able to share the event with their family, friends and club mates.

Best thing was being able to see almost everyone I knew in the crowd. When it is at Kurrawa, only Mum could travel over.

A shared purpose and camaraderie also relates to the unity experience by West Australians. As one respondent who was a volunteer in the workforce recalls:

[My key memory is] kicking back in the gym afterwards. A hard day's work and having a beer. The camaraderie and sharing stories. Friendship.

Related to the spectacle and atmosphere were memories from respondents about the size and scale of the event. The comments were about being “surprised” and “overwhelmed” by the number of people and the size of the event. Respondents also recall competing against or watching the high profile athletes of the sport. Seven of

the ten comments were positive about being able to watch or compete against the heroes of the sport. However, some high profile athletes criticised several aspects of the event, including a lack of challenging surf. These comments were not appreciated by the locals. One of whom who recalls:

[My key memory is] when a few of the high profile athletes said there was no surf and then got knocked out in the first rounds.

Competing figured highly, with the recollections being positive results, poor performances or “just” being a part of the event. The next most prominent memory was related to socialising, partying and fun.

Ten respondents had positive memories about the organisation of the event. There were nine positive recollections of extreme surf conditions. The memories involved athletes handling the conditions well, or “getting hammered” like the surf boat rowers in Figure 27 (Surf Life Saving Australia, 2009f).

5.3.7 Any Further Impact the ASLSC has had on SLSWA

Respondents were asked if they had anything further to add about the impact the ASLSC has had on surf lifesaving in Western Australia. There were two responses and neither of these provides additional insight.



Figure 27: Challenging Conditions at 2009 ASLSC⁷

5.4 Discussion

This study examined member perceptions of the ASLSC and any changes they believe it had on various aspects of surf lifesaving. A representative sample of all Western Australia Metropolitan surf lifesavers was not obtained. However this was not considered a limitation, given the objectives of this study.

There were more males responding to the survey (71.3%) than females (28.7%). While surf lifesaving still has a male majority in the organisation, this figure is at odds with the SLSA figures for Active male and female membership in Western Australia, which shows 54% male and 46% female membership (Surf Life Saving Australia, 2009a). Again, it must be considered that this sample was not representative. This result could be explained by other membership categories being on patrol, such as Long Service or Active Reserve, which are 81.5% and 73.6% male

⁷ Reproduced with the permission of the copyright holder, Surf Life Saving Australia www.sls.com.au/

respectively, although a pre-requisite for this membership is 10 years service and the short membership duration of survey respondents negates this.

The short membership length of the respondents (mean = 7.03 years, median = 5 years) could indicate recent membership growth, with the membership statistics from Study 1 confirming Western Australia had a 36.23% increase in Active Membership between 2005-2006 and 2009-2010. Subsequent regression analysis showed growth rates in Western Australia were not significantly different to those of other states, so this result is not noteworthy or attributable to the ASLSC and reflective of broader trends in membership growth in the organisation. While the comparable length of membership data was not available from other states, the analysis in Study 1 showed the other states have experienced similar rates of membership growth in recent years.

Comparison with industry-wide sport and physical recreation volunteer data from non-surf lifesaving show the respondents' length of membership in surf lifesaving is considerably less than the broader volunteering statistics. In the wider sport and recreation industry 34.2% of volunteers were involved for five years or less, compared with 55.4% of surf lifesavers (Australian Bureau of Statistics, 2006). This may be due to a declining rate in volunteering across the sector, with fewer new people taking up volunteering in other organisations. However, an accurate comparison over time is not available due to the different methodologies used in the Australian Bureau of Statistics' surveys. Regardless of the reason, the short association of the respondents may have affected newer members' perspectives when responding to questions about attendance and any impact the ASLSC had on surf lifesaving in Western Australia.

While respondents had relatively low membership duration, a majority of them had competed at a surf carnival (n=66, 65.3%), with a further 31 having competed at the ASLSC and 20 attended as spectators. This exposure to the ASLSC allows respondents to have a perspective that may neutralise the limitations associated with their short tenure as surf lifesavers and their ability to complete the survey. The increased attendance at Aussies is analogous with the quantitative findings in Study 1.

5.4.1 Player Development

Player development was determined through questions on membership and competitor numbers. Approximately half of the respondents felt that more members were competing because of the ASLSC. This was empirically confirmed in Study 1, with a significant adjusted increase in competitors from Western Australia in 2007-2009. The ASLSC's status as an "all comers" event, offers additional opportunities for members to compete.

Respondents were less resolute about an increase in membership being attributable to the ASLSC, with equal amounts saying yes and no. Six respondents referred to recent increases in junior membership, and that increases in membership were due to growth in this area, rather than the ASLSC. However, the results from Study 1 do not support this perception, with junior and total membership growth not differing statistically from those in other states.

A small number of respondents (n=5) commented that they felt Bondi Rescue was a contributing reason to recent increases in membership. This is an anecdotal observation, and there is little supporting or related research to support this. Media comments from surf lifesavers reveal mixed results, with some refuting its accuracy (Brady, 2009; Wenzel, 2009) and others attributing its appeal for membership increases (Squires, 2009). A similar show, *Piha Rescue*, screens in New Zealand. A surf lifesaving spokesman commented that the show had led to increased public awareness and club profile, but did not mention an increase in members (Thompson, 2008). SLSWA itself may believe in a “Bondi Rescue effect”, using the stars of the show to launch their 2010-2011 patrolling season (McPhee, 2010).

5.4.2 Coaches, Umpires and Administration/ Management

There was consensus from respondents about the impact of the ASLSC on coaching, officiating and high performance programs, with the majority of respondents saying the ASLSC had no impact on these. There were some clarifying comments about the existing high standards in these areas, indicating that it would be difficult to improve on an already high standard. Western Australia’s improved pointscore performance at the ASLSC, as shown in Study 1, might lead members to think that coaching was strong in the state. While the unadjusted pointscore showed significance when adjusted for the event and state co-variates, the result was no longer significant when adjusting for the increased number of events held at the ASLSC.

5.4.3 Promotions

The two biggest changes perceived by members were an increase in publicity and public awareness. Members commented that the changes in these areas attributable to

the ASLSC were small in 2003, increased as the event was held at Scarborough, and decreased again after it left, with there being a great deal of change during the 2007-2009 hosting period.

The increase in print media publicity can be confirmed by Study 2. In terms of public awareness, respondents reported great levels of local and community awareness that “lifted the profile of [surf lifesaving in] Western Australia.” Local media coverage can impact on the community and shape the event’s image (Getz, 2007). The media analysed in Study 2 was all of a positive nature and the resulting positive public awareness of surf lifesaving in Western Australia reported by respondents of the survey reflects this.

5.4.4 Stakeholders

The perceived change in partnerships over time due to the ASLSC followed a similar pattern to what the respondents perceived with general change: some change in 2003, an increase in change in the lead up, a lot of change during 2007-2009 and a decline after the hosting period.

The biggest changes specified by respondents were the involvement of local government, specifically the foreshore development, and a stronger working relationship. The state government’s event body, EventsCorp, was also cited as having better partnerships with surf lifesaving. This is logical given that EventsCorp was the major supporter of the ASLSC’s move to Western Australia and contributed \$5.75 million over three years (Government of Western Australia, 2007; Sunday Times, 2003).

The stronger links with schools cited by respondents is a common outcome from major events, with education programs a recommended method of leveraging events to create legacy (Weed et al., 2009). SLSA has a comprehensive suite of educational resources that are aligned with school curricula (Surf Life Saving Australia, 2007b). So leveraging the ASLSC to create sustainable school partnerships would not be a difficult task, if this was a desired strategy for SLSWA.

5.4.5 Symbols, History and Memory

“Memory, which often takes the form of nostalgia, is an important element of sport and sporting ideology” (Cashman, 2006, p. 22). Cashman (2002) lists symbols, memory and history as a separate legacy category. This is applicable to mega events such as the Olympics, however with a mass participation event like the ASLSC, the sport itself, rather than spectators or the community will be dominant in terms of retaining the memory. For this reason, rather than being a separate category apart from sport, it was added as a dimension to Sotiriadou et al.’s (2008) work, to create the Sport Development Event Legacy Framework. Respondents were asked to cite their key memory from the event, but this dimension also encapsulates the emotional legacy, which was captured through other questions in the survey.

A greater sense of achievement and pride was the second highest area of change members attributed to hosting the ASLSC. This is noteworthy because the event is owned and principally conducted by SLSA, with SLSWA and Scarborough SLSC providing support roles. SLSWA provided a local site supervisor, and after a review of the 2007 event, a local safety and emergency supervisor and media staff (Surf

Life Saving Australia, 2007a, 2008b, 2009d). The inclusion of these staff can provide exposure to new experiences and the acquisition of new skills, which can contribute to long term sustainability (Tourism Training Victoria & Arts and Recreation Training Victoria, 2002).

Scarboro SLSC provided a working party of about 50 people per day. The event had an average of 386 competition officials from around Australia and on average 12.9% of these were from Western Australia (Surf Life Saving Australia, 2007a, 2008b, 2009d). While Western Australians made up a small proportion of the event staff, the respondents appeared to have a strong sense of ownership of Aussies 2007-2009. This resulting sense of achievement and buzz the event caused was still evident when conducting the surveys 12 months after the final event. Those who did contribute to the event as members of the working party or as officials, recall a sense of achievement and camaraderie, of “a hard day's work and having a beer.”

An emotional legacy such as this is recognised by Kaplanidou and Karadakis (2010), and includes inspiration, pride, excitement and feelings of togetherness, which corresponds with the legacy category of symbols, memory and history. Cashman (2002) suggests that not enough consideration has been given to the emotional legacy created by events. Highlighting emotion during the 1996 Atlanta Olympic Games is a volunteer: “It was all over so quickly, like being in fifth gear and trying to come to a screeching halt” (Cashman, 1999, p. 190). Similar sentiment was expressed by one of the survey respondents, whose key memory was:

The atmosphere, with 5 to 10 thousand people on your beach. It almost felt wrong coming down a couple of days later with it being quiet.

This feeling of euphoria experienced by the surf lifesavers involved with the ASLSC is not a unique or undocumented response. The residents of Sydney were described as being euphoric during the Sydney 2000 Olympic Games (Waitt, 2003).

Additionally, one year after the 2006 FIFA World Cup 62% of Germans still had increased national pride from the event (Maennig & Porsche 2008). Kavestos and Szymanski (2010) also found citizen happiness was significantly linked to hosting major events, but that it was a short term effect.

A number of respondents revealed as their key memory of the ASLSC the fun of the event and its atmosphere. Green and Chalip (1998) suggest that participative sports tournaments, like the ASLSC “provide an opportunity for players to revel in their sport identity and celebrate the subculture from which it derives” (p. 287). There were several comments from members about socialising, parties and “Mad Monday”. Chalip (2006) describes this as *communitas*, the decrease or suspension of social distinction that creates a sense of community and transcends the event. *Communitas* is an increasingly important concept in event literature (Getz, 2008). Chalip suggests *communitas* can be created through enabling socialability, providing event-related social events, offering informal social opportunities, conducting ancillary events and theming.

SLSA appears to unintentionally achieve many of these strategies, although the egalitarian nature of the organisation may already provide a culture that enables *communitas* (Longhurst, 2001). This may go back to the origins of surf sports events, or carnivals as they were termed. Early surf carnivals lived up to their definition of

riotous revelry, and even today’s ASLSC nurtures a vibrant larrikin spirit (Jaggard & Galton, 2006).

Venue based sociability is a strong focus for SLSA as the event has evolved from a four day surf lifesaving competition in 1994 to a planned nine days of competition in 2011 (Galton, 1994; Surf Life Saving Australia, 2010c). There are also a variety of social activities held at the “back of beach”, which can augment and broaden the event’s appeal (Green, 2001). These activities include: street performers, live bands, big screen, markets, food and beverage stalls, children’s entertainment, merchandise stands and promotional activities (Surf Life Saving Australia, 2008d, 2009c). Figure 28 and Figure 29 show some of this colour.



Figure 28: The City of Stirling Providing Venue Socialability⁹

⁹ Reproduced with the permission of the copyright holder, City of Stirling <http://www.stirling.wa.gov.au/>

SLSA promotes sociability and engagement beyond the venue through a daily newsletter, which included suggestions of bars, cafes and restaurants (Surf Life Saving Australia, 2009f, 2009g, 2009h). SLSA had previously operated an onsite refreshment area, but members are now directed to local licensed venues (Surf Life Saving Australia, 2009c). The City of Stirling also offered members a local business directory and special event discounts (City of Stirling, 2009). Unfortunately, the local businesses were “apathetic” and did not capitalise well on this opportunity, which was partially addressed in 2008 with special permission granted for the local shopping centre to open for Sunday trading (Snook, 2010).



Figure 29: Venue Socialibility Providing Colour and Entertainment “Back of Beach”⁹

In addition to the competition itself, the ASLSC hosts a range of event-based social activities such as a life members dinner, an Australian representatives dinner, a coach

⁹ Reproduced with the permission of the copyright holder, City of Stirling <http://www.stirling.wa.gov.au/>

and official development conference, a lifeguard networking function, an Awards of Excellence and an Officials dinner (Surf Life Saving Australia, 2009c). Additional informal social opportunities, owing to their ephemeral nature were not documented or promoted. However, SLSA's venue based sociability, promotion of sociability beyond the venue and event-related social events would all promote informal social opportunities. Smaller events and functions are traditionally conducted by clubs, states and disciplines such as the surf boat rowers and ski paddlers, which could be considered informal in that SLSA does not organise or formally recognise them.

SLSA does not conduct ancillary events at the ASLSC, such as arts events that have been reported by Garcia (2001). SLSA has the capacity to do this, as evidenced by a successful partnership with the National Museum of Australia during the Year of the Surf Lifesaver in 2007 (National Museum of Australia, 2010). This collaboration resulted in a travelling exhibition that went to all states and territories in 2007.

Introducing ancillary events might provide an opportunity to offer value adding to an existing partner, such as Telstra, who have partnerships with the Sydney Symphony Orchestra and the Australian Ballet (Telstra, 2010).

Much of the on beach colour that contributes to the theming of the ASLSC is through sponsor signage and the scale of temporary infrastructure imposed on the natural environment of the beach. EventsCorp promoted the Aussies imagery through street and transport signage (Figure 30). Chalip and Leyns (2002) suggest that this form of leveraging is not difficult and provides a benefit for the business. For the 2007 event an online viral advertisement was created (Couch Creative, 2007). This advertisement maintained the corporate theme of the ASLSC, providing a humorous

invitation to the public to attend the event. Although the effectiveness of this advertisement to attract visitors is unknown, other literature suggests that such a strategy is an effective and low cost medium for advertising (Ferguson, 2008) .



Figure 30: ASLSC (Aussies) Signage¹⁰

5.4.6 Facilities

When reviewing the literature for this study, it was assumed that facilities and infrastructure would not be a legacy resulting from the ASLSC. This is because the typical infrastructure requirements of surf lifesaving events are minimal. As such, this was not included as a dimension in the Sport Development Event Legacy Framework, even though it was a Sport Development Strategy listed by Sotiriadou et al. (2008). Even at the largest surf lifesaving events, infrastructure traditionally consists of site sheds, shipping containers, club tents, temporary fencing and impermanent grandstands – all of which are dismantled at the event's completion (Galton, 1994). The temporary signage, grandstand and fencing in Figure 31, the site map shown in Figure 32 (City of Stirling, 2007a), and the aerial view of the event

¹⁰ Reproduced with the permission of the copyright holder, WA EventsCorp
http://www.tourism.wa.gov.au/events/Pages/Major_Events.aspx

shown in Figure 33 shows the impermanent nature of the ASLSC. In light of this, infrastructure was not included as possible type of change when developing the survey. However, a number of respondents who noted *other* change due to the ALSA identified infrastructure, the beachfront development at Scarborough or the amphitheatre.

Also attributable to the amphitheatre was the number of participants citing the beach flags as a key memory. The beach flags event involves participants starting out lying on their stomachs and, on a signal, turning and running 20m to gain a “flag” (Figure 31). There is one less flag than competitors, with the competitor not gaining a flag being eliminated. Rounds continue until there is one flag between two competitors and a final winner (Surf Life Saving Australia, 2010j). This event does not usually figure prominently in the ASLSC, with finals traditionally being held on the Saturday afternoon and the more prestigious events such as the Ironman being reserved for the Sunday afternoon (Surf Life Saving Australia, 2010a). Perhaps the imagery of the flags and the atmosphere was also a key memory for SLA; with the flags being moved to the prestigious Sunday afternoon time slot for the 2011 ASLSC (Surf Life Saving Australia, 2010c).



Figure 31: Beach Flags in the Amphitheatre¹¹

The City of Stirling had planned a major beachfront infrastructure upgrade prior to the successful ASLSC bid. However, the process was accelerated to be ready for the first ASLSC in 2007 (City of Stirling, 2005). This is similar to many cities, who use major events as construction deadlines (Masterman, 2004). This was an innovation for a surf lifesaving event, and SLSA expressed a desire for similar infrastructure to be built at Kurrawa (Lewis, 2009).

¹¹ Reproduced with the permission of the copyright holder, Harvie Allison Photography <http://harvpix.com/>


AUSTRALIAN SURF LIFESAVING CHAMPIONSHIPS APRIL 2008
PERTH WESTERN AUSTRALIA - EVENT PLANNING SITE PLAN



Figure 32: Site Plan for 2008 ASLSC⁹

⁹ Reproduced with the permission of the copyright holder, City of Stirling <http://www.stirling.wa.gov.au/>

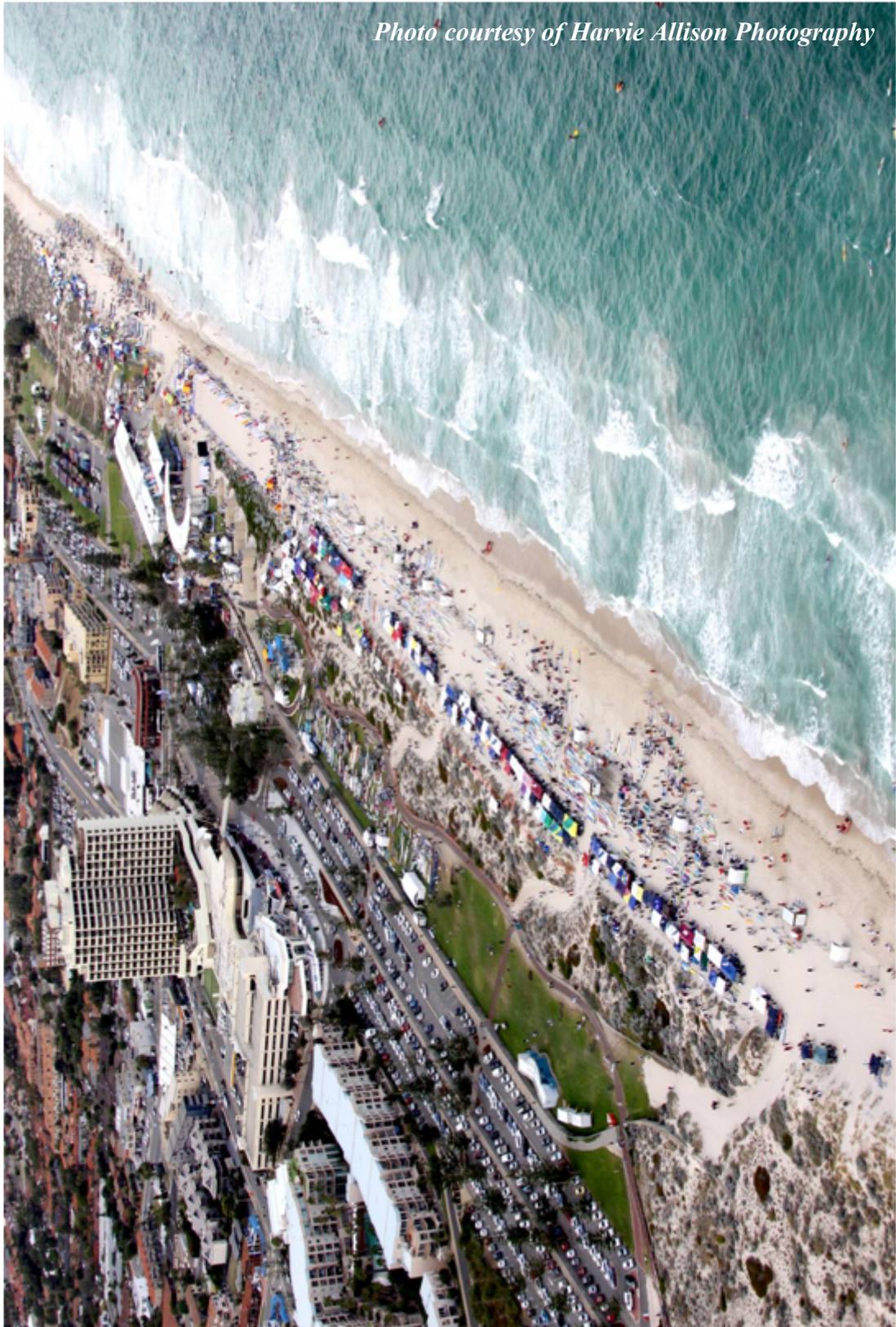


Figure 33: Aerial View of 2009 ASLSC at Scarborough¹¹

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The 5000 seat amphitheatre (Figure 35) provides an ongoing legacy, being frequently used for a range of sport and cultural events at Scarborough (City of Stirling, 2007b), so far avoiding the white elephant tag that frequently accompanies event infrastructure. The City of Stirling's decision to align the foreshore development with the ASLSC shows the organisation is leveraging the event for civic pride and to enhance their reputation (Rosentraub, 1999). However, The City of Stirling may be somewhat overzealous when claiming the development as a "national tourism asset" that will put Scarborough on the "world tourism map" (City of Stirling, 2006a, 2007b). However, while the ASLSC was the catalyst for the amphitheatre in terms of speeding up its construction, its construction was already planned. Preuss (2007a) suggests projects that were part of existing development plans cannot be considered event legacies.

Cashman (2006) emphasises that legacy involves both positive and negative change and this infrastructure example is no exception. Scarborough SLSC, who leases their land from the City of Stirling, was initially going to lose all sea views from their club house (but not their observation tower) in the development. A compromise between the club and the City of Stirling saw partial loss of sea views and a reduction in leased land (City of Stirling, 2006b). A survey respondent also commented that they felt the "soul had gone from the foreshore".

5.5 Conclusion

The interviewing of surf lifesavers provided additional insights into the legacy from the ASLSC. Of particular interest in this process were the qualitative changes that the ASLSC caused. These are known as soft, or intangible legacies. These legacies are

gaining more prominence in the event legacy literature, particularly as the validity of economic and tourist legacies are being questioned.

Respondents believe more members were competing due to the ASLSC being held in Western Australia, but that the ASLSC did not cause an increase in membership overall. These viewpoints accord with the quantitative findings on membership and competitor numbers in Study 1. The survey found respondents perceived no change in coaching, officiating or high performance programs resulting from the ASLSC.

Change was perceived by respondents in regard to partnerships with stakeholders, predominantly with government and sponsors. Other changes to partnerships were identified with schools. School programs are recommended in the literature as an effective method of creating legacy.

Respondents have strong, positive memories of the ASLSC held at Scarborough and still possess a sense of achievement and pride 12 months after the event. This aspect of the event can be described as *communitas*, where a temporary, transcendental sense of community is created. SLSA, albeit unintentionally, uses many of Chalip's (2006) strategies to create *communitas*. An unanticipated hard legacy created by the ASLSC at Scarborough was the beachfront infrastructure and amphitheatre.

In terms of the research aims, the member survey showed that the 2007-2009 ASLSC had:

- i. a perceived positive effect on player development in Western Australia, with more members competing. There were mixed responses as to the influence of

the ALSA on the increasing membership. This is not supported by analysis conducted in Study 1.

- ii. no perceived positive effect on coaches, umpires and administration/management in Western Australia, with respondents feeling these areas were already effective.
- iii. a perceived positive effect on promotions in Western Australia, with respondents perceiving increased media attention and greater public awareness. This is supported by the analysis of print materials in Study 2.
- iv. a positive effect on stakeholders in Western Australia, with members citing an increasing amount of change in this area as the time got closer to the ALSA. Improved relationships with local government, state government and schools were cited.
- v. a positive effect on symbols, memory and history in Western Australia, with respondents perceiving an increased sense of pride and unity in the organisation and positive memories about the fun and social aspect of the event.

Chapter 6: Study 4 – In-depth Qualitative Interviews with Key Stakeholders

6.1 Introduction

Legacy is more than merely something that is planned and tangible (Preuss, 2007a).

The challenge of identifying and researching the range of event legacies suggests that both quantitative and qualitative processes should be considered and implemented to provide a balanced overview of the impact and legacies for events (Daniels et al., 2003; Fredline et al., 2003; Jago, 2005). The qualitative and subjective nature of such legacy provides an additional challenge in measurement (Fredline et al., 2003).

The dimensions from the Sport Development Event Legacy Framework defined in the literature review (Cashman, 2002; Sotiriadou et al., 2008) suggest that legacy for sport can occur through: player development; coaches, umpires and administration/management; promotions; stakeholders; and, symbols, memory and history. While many of these dimensions can be quantified, some such as symbols, memory and history cannot. In addition, quantitative approaches may show the “what” of legacy, but will not necessarily explain the “why” that qualitative methods can. Cashman (1998) advocates the importance of these less tangible legacies, suggesting they provide a rich asset to host communities. With the value of economic impact being questioned, social impacts may be the only true legacy of major events (Kavetsos & Szymanski, 2010).

The purpose of this study is to qualitatively examine measures of sport development in Surf Life Saving Western Australia and determine if these measures were affected by the ASLSC being held at Scarborough from 2007-2009. More specifically, this

study qualitatively examined the following research aims that the 2007-2009 ASLSC had:

- i. a positive effect on player development in Western Australia.
- ii. a positive effect on coaches, umpires and administration/ management in Western Australia.
- iii. a positive effect on promotions in Western Australia.
- iv. a positive effect on stakeholders in Western Australia.
- v. a positive effect on symbols, memory and history in Western Australia.

6.2 Methods

Interviews with 11 key stakeholders of SLSWA were conducted in April 2010, approximately 12 months after the last ASLSC was held at Scarborough. Post-event interviews were selected so that the event experience of the participants was not affected (Hede & Jago, 2005), and because of the difficulty of scheduling interviews during the event. The time after the event also allows for increased insight and perspective on potential legacy.

The field sample technique is a recommended participant selection method in case studies, where the researcher selects individuals who are considered informed on the issues (Taylor, 2000). Nineteen stakeholders were invited to participate in the interviews: the 12 club presidents of the Metropolitan clubs from Study 3, 2 SLSWA staff, 4 SLSWA Board Members and the ASLSC Western Australia site manager. This group was selected because it was envisaged they would be able to identify, clarify and explain any changes to surf lifesaving at a strategic level in Western Australia as a result of the ASLSC being held there from 2007-2009.

All stakeholders were over 18 years of age. Prior to interviews being conducted, participants were provided with information about the interviews (Appendix E), were reassured that all responses would remain anonymous, and asked to sign a consent form (Appendix F). Ethical clearance to conduct the study was gained from CQUniversity's Human Research Ethics Committee (Appendix D). The responses of the participants have been reported in a way that provides insight into their backgrounds, but does not identify them individually.

The interview questions (Appendix G) were structured around the dimensions from the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008). Due to the in-depth nature of the interviews, the questions were left open ended. If the interviewer felt a question had not been sufficiently answered, further probing or clarifying questions were asked.

The interviews were recorded by a digital recorder and transcribed by a professional transcript service, which is experienced in interview, legal and medical transcribing. The interviewer also took written notes. Both the transcripts and interview notes were imported into NVivo for qualitative analysis.

The qualitative analysis processes described in Study 3 were used in Study 4 for analysis of the interviews. The coding table developed in Study 3 was used as the basis for the coding of the interview responses in the current study. Some categories used previously, such as *talent identification* and *social/party/fun* did not have responses and were deleted. Other categories, such as better event delivery were

given sub-categories to better cluster and report responses. A summary of the Sport Development Event Legacy Framework (Cashman, 2002; Sotiriadou et al., 2008), the sub-categories and updated coding frequencies for the current study are shown in Table 30. It should be noted that due to the in-depth nature of the answers, all interviewees had responses that were coded to multiple themes. Large direct quotes from survey participants will be shown in italics, to distinguish these from quotes from the literature

Table 30: Coding Table Derived From the Sport Development Event Legacy Framework

| Sport Development Event Legacy Framework dimension | Interview coding sub-categories | Coding frequency |
|---|--|-------------------------|
| Player development | Better competitive opportunities (elite and general) | 26 |
| | Increased membership | 19 |
| | Increased performance | 9 |
| Coaches, umpires and administration/management | Better event delivery | 20 |
| | Event fatigue | 6 |
| | Leverage | 34 |
| | Subsequent hosts | 12 |
| | Coaches education | 8 |
| | Officials education | 10 |
| Promotions | Media (general) | 16 |
| | Bondi Rescue | 2 |
| | Public profile | 32 |
| Stakeholders | Church groups | 1 |
| | Events Corp (WA Government) | 14 |
| | Interorganisational relationships | 11 |
| | Local business | 9 |
| | Local government | 12 |

| Sport Development Event Legacy Framework dimension | Interview coding sub-categories | Coding frequency |
|---|---|-------------------------|
| | Police | 2 |
| | Schools | 3 |
| | Sponsors (general) | 8 |
| | St John's Ambulance | 1 |
| | Staff | 5 |
| | Transport authority | 1 |
| Symbols, memory and history | Club-state unity shared purpose camaraderie pride | 9 |
| | Competing | 1 |
| | Conditions | 6 |
| | Event support and organisation | 5 |
| | Size – scale of the event | 1 |
| | Spectacle – experience – atmosphere | 1 |
| | Watching events | 5 |

6.3 Results

From the 19 key stakeholders invited to be interviewed, 1 SLSWA board member and 7 club presidents did not reply to the invitation to participate. As a result, 11 interviews were conducted and used in the subsequent analysis.

6.3.1 Player Development

The player development dimension was coded into three nodes: better competitive opportunities, increased membership and increased performance.

In terms of better competitive opportunities, interviewees recount an increase in people competing in surf sports events generally, and more competitors at the

ASLSC. Certain areas of competitors were believed to have increased, namely younger competitors who had not committed to travelling to an ASLSC previously, and masters competitors who may not have competed for a while. One interviewee describes a young member who had not travelled to compete at an ASLSC previously, but won a Silver medal at the ASLSC at Scarborough.

... there was more attempts to participate. There was more people training and more people aware, more competitors aware. So certainly people were trying a bit harder to actually do something – and that's on the second tier because the first tier are always going to be like that. There's a second tier that lifted their game a bit.

... there's some of that out of hibernation, and the masters helps that a little bit, or a large part. But in fact there's some classic cases of particularly youngsters who would never have thought about competing.

Obviously if you have the Aussies in your own backyard, more people are going to compete and that was evident with our numbers and then the numbers went to Kurrawa.

In addition, interviewees mentioned that events held in country Western Australia had increased competitors. Part of this was attributed to an attempt to maintain the

atmosphere and camaraderie that is experienced when travelling as a team, which did not occur when the ASLSC was being held locally.

... one of the positive impacts of not having to travel over East, is that our country carnivals which were diminishing in numbers prior to the Aussies being held here, had a significant increase. So we went to Geraldton and down to Esperence and the numbers there increased dramatically, which was fantastic.

... our numbers in country carnivals went up 500 percent, because people were looking for a team environment where they got to travel somewhere and have their team dinner and all those sorts of things, which they [usually] get out of Aussies and that was missing for them.

The ASLSC at home seems to have been used by surf lifesavers at all levels as a focal point and incentive for training. Several club presidents cited their biggest ever contingents occurred during the 2007-2009 ASLSC period. One club president attributed their largest representation at the ALSC during this period to the “momentum to increase interest and the accessibility”.

We certainly leveraged the awareness by saying look, if you'd put your head down and work really hard, you may well be in a situation where you could bring some awards back. It was a focus. So we used it as a sort of carrot, if you like.

As well as more members competing, the ALSC provided competitors, particularly younger members, with the “opportunity to compete at a higher level” and “rub shoulders with some elite competitors they learnt something from.”

There was a general consensus that performance by Western Australian athletes and clubs improved during the 2007-2009 ASLSC. Interviewees cited the clubs had the numbers to field team events and beach event performances as strong contributing factors. However, as discussed previously, several interviewees cited a loss of team spirit and focus because athletes did not travel and stay together, with some still working while competing at the ASLSC.

A majority of interviewees reported increases in membership during the hosting period of the ASLSC. Attribution of this growth to the ASLSC received mixed responses. Two club presidents in particular warned about causality and suggested that while the ASLSC may not have contributed to membership growth, the event did not detract from it. Other interviewees cited the example of several clubs who have capped their membership numbers due to operational capacity, which will impact on membership growth. A number of other factors that could have contributed to increases in membership during that period were suggested, such as the 2007 Year of the Surf Lifesaver, the establishment of emergency response units (helicopter, jet skis), a growth in junior membership, and a general trend nationally of increased membership.

5.3.2 Coaches, Umpires and Administration/ Management

While there were not any specific programs conducted to improve or support coaching at the ASLSC, several stakeholders reported changes in coaching practices. Three stakeholders reported an increased focus on coaching and coach development.

There was a dedicated attempt by a number of clubs to capitalise on the Aussies being at home by focussing on coaching and focussing on younger athletes to give them the opportunity that they haven't had in the past.

Other stakeholders believe that holding the ASLSC locally provided coaches with the opportunity to network with other coaches and share information.

I think what it did do was gave our clubs the opportunity to speak to some of the larger clubs on the East Coast in our own backyard to find out what they do from a coaching point of view and that type of thing, which has paid benefits in some aspects of some clubs.

The interviewees reported those who officiated at the ASLSC at Scarborough were generally the same officials who are willing to travel to the ASLSC regardless of location, with few other officials from Western Australia volunteering at the event. There was an overall disappointment expressed by the stakeholders regarding the use of local officials at the ASLSC. There was consensus amongst interviewees that officials from Western Australia were generally not treated well, and that this did not change when the ASLSC were held at Scarborough. Some officials were given more meaningful roles during the event's tenure at Scarborough, but were performing

lower duties in 2010 when the event moved back to Kurrawa. One stakeholder suggested that this experience might even decrease the number of Western Australia officials who attend the ASLSC in the future.

... from the official's point of view, that they've had the higher roles then to sort of go back [to Kurrawa] and go, you're gone again. So it's not really an indictment of their skills, it's just that you were here.

... the following year at Kurrawa, they got nothing again. So they when from having a role at this level, but as soon as it left this state and went back to Queensland there was a feeling that we're again WA officials, we're sort of back into that position.

What I don't like, though, is that a lot of the local people I find I don't know if they're respected by the guys that come across, but they always seem to end up with these crap jobs.

There also seems to be some consensus that not leveraging the ASLSC to develop existing officials and recruit new ones was a lost opportunity. The stakeholders made it clear that there was no improvement or development of officials resulting from the ASLSC, although they indicated that it could have been an area where a legacy might have been created.

... that's one of the reasons I'm critical of SLSWA by not recognising the opportunity and growing an official cohort as part of the Australian Championships.

I'm sure they do get some developmental opportunities, but I don't think we really exploit the opportunity.

We spoke about [sic] in 2006 about sustainability [and] that one of the legacies that we wanted out of the Aussies was that we had officials that would have been exposed at that higher level.

When examining *administration/ management*, four coding sub-categories were created. These were *better event delivery*, *event fatigue*, *leverage* and *subsequent hosts*. *Better event delivery* refers to improvements in local Western Australia events as a result of the 2007-2009 ASLSC. *Event fatigue* refers to a unique aspect of this event, in that the ASLSC was not a “one off” event, but was held in the one location for three years. The *leverage* node covers discussion about any activities that may have been conducted to leverage the ASLSC. The node *subsequent hosts* refers to learning, or transfer of knowledge, that occurred from the 2007-2009 ASLSC that could be applied to future events, regardless of venue. While this is not necessarily a legacy for surf lifesaving in Western Australia, it is a potential legacy for surf lifesaving generally.

In terms of event delivery, interviewees felt the change of venue and involvement of new personnel provided some major innovations to the event. In addition to this, the interviewees felt the ASLSC being at Scarborough has had a positive effect on subsequent events held in Western Australia.

Certainly running a state championship or a major event at Scarborough is a more pleasant experience in that environment and I think [also] using our last state championship as an example, which was held at a not-quite-country, but near-country location.

I think that SLSWA has certainly learnt some good lessons and is much better prepared at setting up arenas and setting up a championship because of it.

The comments on event delivery are closely related to the responses that were coded to *subsequent hosts*. Several interviewees commented on an event manual that was developed by the 2007-2009 ASLSC Site Manager. The manual is a set of standard operating procedures and nothing of this kind had been produced previously. This manual was attributed to improvements in event delivery, but also credited with being a transfer of knowledge legacy from the 2007-2009 ASLSC. However, comments coded to *subsequent hosts* suggest the manual was not used at the 2010 ASLSC.

I think there's major lessons to be learnt. It's disappointing, particularly given what happened at Kurrawa this year [2010] that the lessons learnt at

Scarborough and a lot of processes and methodologies used at Scarborough weren't in fact – I think there was a good attempt to pass them on – but they weren't taken on by the organisers at Kurrawa, who were possibly arrogant in their belief they knew how to do it and couldn't learn from the previous host.

The need to capture and share this knowledge with subsequent hosts was recognised by the majority of interviewees, with many commenting on the need for an effective handover process.

... one of the most significant things that's come out of the Olympics is why do we have to go through complete learning curves every time we stage an Olympics. Now they're actually developing a process whereby there can be handover and some sort of continuity between Olympics. There's no reason why the same process couldn't exist with this.

As mentioned earlier, the ASLSC is unique in that it is usually held at the same venue for numerous years. From 1995-2006 the event was held at Kurrawa, Queensland. The topic of this analysis is the ASLSC at Scarborough from 2007-2009. Given the distance from the main population of Australia and logistical challenges in transporting competitors and their craft, it is not surprising that event fatigue was a factor – even with the interviewees from Western Australia. The nature of the environment in which the event is held in means that it is challenging to move to a new venue.

There was a general feeling from interviewees that hosting the event for three years was too many, but that it was necessary for the event to be held at a venue more than once to allow for learning, familiarity with the venue and the building of the infrastructure.

WA was over it. I think our competitors wanted it to go. Initially it was great that it did come out of Queensland and we were all for it. I think probably three was too long, two was good. That was probably what we'd all say. It was just that one year too long.

The competitors “wanted it to go”, based on the same reason it was “great that it did come out of Queensland”, and this is, as noted by another interviewee, that “surf lifesavers love to travel”.

In terms of leveraging the event, some interviewees mentioned clubs who attempted to recruit members and increase their coaching programs to capitalise from the event. One interviewee reported their club using the ASLSC in their planning.

In terms of competition goals we set some specific targets and our resourcing in terms of administration and sponsorship, we definitely used it as a pitch for sponsorship, that the profile would dramatically increase. So it's fair to say it had a significant influence on club thinking.

However, overall the response to leveraging was that it was not used with the ASLSC and responses varied in terms of who should be responsible for leveraging and legacy creation: SLSA, SLSWA and the clubs themselves.

But I don't believe as an association we put anything in place near worthwhile to capitalise on that.

If I had my time again and I had some say in the matter, I'd be looking at forming a couple of committees that would be focussed on achieving association goals as a result of the championships, and among those goals would be the relationship build that we had between Scarborough and the local authorities and agencies – to try and achieve that across all clubs. Now how you achieve that I don't know, but these are goals I'd like to see explored and see what you can put in.

I reckon we don't take good advantage that would be my overall position... I probably had about 10 things in this area that I was thinking, we should do that, we should do that.

It's the prime opportunity. If you've got the biggest surf lifesaving event in the world right there on your beach, yeah, great opportunity to spin off secondary benefits...

... I haven't really thought too much about it, but as I talk I think we should leverage the power of this championships in an awareness campaign. We probably shouldn't be – well we definitely shouldn't be just existing off media coverage.

The preceding interview quotes, and in particular the last one, all indicate that leveraging the event had not been thought of prior to being interviewed for this study. One interviewee commented that any momentum has a short half-life, highlighting a need for the prior planning of legacy programs, rather than them being an afterthought.

There was concern expressed that the event in itself was a large concern to deliver, and that legacy initiatives are difficult to deliver in addition to this challenge.

I just think the Aussies is so big these sorts of thing that can really leave an impact, or can take it to the next level, because you're just trying to get the event up and running, they get lost.

There's an opportunity here, I know it would be hard for a lot of people involved because they're under a lot of stress as well at the time.

6.3.3 Promotions

The promotions category was coded into three nodes: *general media*, *public profile* and *Bondi Rescue*. The *general media* node included comments from interviewees about media, whether it was TV, radio or newspaper. The *public profile* node was the

interviewees' observations about the response of the general public to the event. The *Bondi Rescue* category includes comments about the TV show.

The interviewees' overall perception of media coverage of the ASLSC was that there was an increase during the 2007-2009 period, but that this has returned to pre-2007 levels.

No, the media coverage of surf lifesaving has gone back to where it was two years ago, which was almost bugger all.

There was an increased media attention leading up to it immediately and for the duration... The things like the media attention, that's back to normal.

Some interviewees felt that there might be some sustained levels of coverage through the enhancement of ongoing relationships with the media.

There's been, I think, the relationships with Surf WA and the media is a bit stronger. I know with our local newspaper too, there was quite proactive news stories. Whether or not it will be Aussies or not, but before we had to push to get stories in whereas now, they'll ring us and ask if anything's going on.

... certainly in the media, I think, know us better, and that helps, that definitely helps.

One interviewee stated that they had expected more media than was received, but admitted this might have been a high expectation based on the extensive media coverage received when the ASLSC was held on the Gold Coast. This may have influenced responses from other interviewees as well, with many interviewees believing they receive very little media coverage. This perception is at odds with the results shown in Study 2. Another issue highlighted in terms of media was the News Limited sponsorship of the event. The News Limited paper in Western Australia is the *Sunday Times*, which is published weekly. Several interviewees felt that potential coverage in the only daily newspaper, *The West Australian*, was impacted negatively as a result of this.

There was an overall positive response to public profile surrounding the ASLSC, with most interviewees believing the event and surrounding media contributed to a strong public profile for surf lifesaving generally. Interviewees spoke about increased interest and questions about surf lifesaving through their workplace and schools.

There was a renewed, or certainly a greater interest public wise in surf lifesaving generally.

... there was definitely in this local community a great awareness it was on, because people talked about it.

There's just a huge awareness now in the community about surf lifesaving generally and what we do just as a spinoff I guess... I had ten or so friends ask me about things about the Aussies. What is it and can we get our kids into surf clubs, that kind of thing... just people from school I guess, other parents.

Certainly, in my workplace people were more aware of it... Certainly friends and family were going, you are involved in that, aren't you?

Bondi Rescue was mentioned by two interviewees in terms of media and public awareness – attributing the show with providing additional exposure to surf lifesaving.

... that's the only exposure anybody has really had in Western Australia... it carried on the advertising after the championships.

6.3.4 Stakeholders

The local business community was identified by interviewees as not being engaged in the ASLSC, particularly in the first year of the event, with some businesses not even being aware the ASLSC was being held.

The local community didn't get that engaged... Some of the local restaurants weren't open, the bar ran out of beer.

This was rectified in subsequent years with the local business community getting on board “once they realised what was happening.”

The apathy from the local business community was offset by proactive support from the local government authority – the City of Stirling. Seven of the interviewees cited a strengthened relationship with the City of Stirling because of the ASLSC, which they believe will be sustained beyond the 2007-2009 hosting period.

It was a good chance to lift that up to the next level... There's a lot more interest from all those people coming down and being part of it. I think that's been sustained too.

I was at a presentation, an opening of a completely unrelated building last week [1 year after the event], the local mayor was there talking about the beachfront and actually threw in there about holding Aussies for three years and how good it will be when it comes back.

I was at the states [State Championships] this year and there was a councillor there and they had come down to see the Aussies and then they came down to our states this year, so I think some of those you know just a local councillor sort of thing became aware of it and is still supporting by coming down to things whereas before they wouldn't.

Historically we have had a very good relationship with the City of Stirling anyway. I think the Aussies did enhance that. We had to work a lot closer with them and I think there's been a little bit of a rub off there.

The state government had a similarly strong involvement with the ASLSC, with eight interviewees citing a positive impact on the relationship between SLSWA and EventsCorp. It should be noted that interviewees stressed that an excellent working relationship was already established; however the ASLSC enhanced the partnership. This enhancement was described by interviewees as being due to the government having a better understanding of the scale and impact of the ASLSC, which they had not been aware of previously.

When we go to Government, agencies people still talk about the Aussies... So they understand the event. That's been good, there's no doubt about that.

The seven interviewees who spoke about sponsorship were unanimous in their opinions that the ASLSC had minimal impact on sponsorship at a state or club level. SLSWA did take the initiative to conduct a river cruise for their state level sponsors on the Friday of the event. At a state level, SLSWA was reported as being in a strong situation regarding sponsorship, but interviewees cited a range of other reasons for this, with little attribution to the ASLSC.

A range of community organisations were engaged as a result of the ASLSC. These include St John's Ambulance, the police, local transport authorities, church groups and schools. These relationships were initiated as a necessity to "get people from the

outside to help”, and while some interviewees report ongoing involvement, there was no strategy in place to ensure an enduring relationship.

Interviewees at a state level reported that some SLSWA staff were given opportunities to be involved in the event in the areas of marketing, media and safety services. Interviewees expressed a desire for the provision of greater opportunities of this kind in the future, to provide professional development opportunities for their staff and for SLSA to better use “local knowledge” to their advantage.

In terms of overall relationships between organisations, the interviewees reported that it was something that was not prominent at the 2007 ASLSC, but improved in the subsequent events. The main issue cited was that there were not any short or long term benefits for Western Australia in the relationships. SLSWA felt they could assist in brokering relationships between locals and SLSA and that their staff and key volunteers could contribute more to the conduct of the event. At a club level, some clubs felt they were not well informed about the ASLSC planning process and that the first communication they received was a request for equipment. Interviewees suggest that stronger relationships be built between SLSA and Western Australian stakeholders, rather than the resulting perception of the relationship of SLSA as being “fly-by-nighters”.

6.3.5 Symbols, Memory and History

The memories of the interviewees were relatively consistent, with nine of the interviewees citing unity/shared purpose/camaraderie/pride as a key memory from

the event. Interviewees used terms such as vibe, positive, pride, cohesion, magic and excitement.

I think the volunteers, they got a great deal of pride in, community pride in, the fact that they'd staged what was considered a really good event and they all gained skills that can be passed down to our local carnivals.

I think there was a certain amount of pride in the way that we had run it. That just helps from an internal community pride point of view within the organisation.

As with any event reliant on the environment for its conduct, conditions featured as a key memory for many interviewees. In particular, a severe storm during the 2008 ASLSC was a vivid memory. Other memories of conditions were about large surf and swell. Interviewees recall this memory with some malevolence, because the event location was criticised in the media for lacking challenging surf conditions. The challenging conditions relate closely to the comments regarding event support and organisation node. Most of the interviewees speak of event support and organisation in regards event organisers to doing a good job under the pressure of the adverse environmental conditions.

We had the 50-year storm in 2008 and we had a month's rainfall in four hours on the Saturday. At the north end of the beach, trying to prevent one of our demountables being washed into the ocean from a river that had broken

itself through the sand dunes ... Inside the demountable there were two women in there who were going about their job. One was busily – as the ocean rushed in the front door – she was sweeping it out with a broom. The other was sitting on top of the table with a computer, busily putting in results of the event.

The comments on event conduct were not all positive. One interviewee recalled events running behind time and that this reflected poorly with external attendees.

Four of the interviewees recall watching events as an enduring memory from the ASLSC. Related to the infrastructure and amphitheatre, two of these specifically mentioned the Beach Flags event held in the amphitheatre.

But I guess the biggest positive memory would be when we were sitting in the grandstand and the beach flags came on. Just the sheer volume of people ... it was just incredible the amount of colour on the beach.

Two stakeholders recall the quality of competition and high profile athletes as their key memory. The remaining memories had one interviewee citing each in the categories of competing, the size of the event and the spectacle.

6.3.6 Infrastructure

Five interviewees recalled the infrastructure as being a key benefit from Scarborough hosting the ASLSC. The interviewees say the infrastructure has had a positive impact on surf lifesaving, because state carnivals are conducted there. Figure 34 and Figure

35 depict the main infrastructure on the beach used during the ASLSC. Interviewees also recognised an impact on the local area, with the venue being used for a variety of sporting and community events. There was sentiment among interviewees that the only ongoing benefit was the infrastructure.

Certainly the infrastructure that the City of Stirling put in place is outstanding, so if nothing else, we've got some pretty good infrastructure down there now ... That for me is about it, I don't genuinely believe there's a lingering legacy there other than by and large the infrastructure elements.



Figure 34: The Amphitheatre and Temporary Grandstand¹¹

¹¹ Reproduced with the permission of the copyright holder, Harvie Allison Photography <http://harvpix.com/>



Figure 35: The Amphitheatre, Big Screen and Temporary Site Infrastructure¹¹

6.4 Discussion

The responses to the interview questions are likely to be influenced by some cultural bias or parochialism from the interviewees. As the interviews illustrated, the interviewees have a strong sense of pride in their state and were protective of their ability to deliver a quality event. This defensiveness is justified to a certain extent, with criticism from other states of the ASLSC being held in Western Australia (Davis, 2006; Manly Daily, 2007). However, these were in the minority and were largely from the Gold Coast, where there was some bitterness at having lost the event for three years (Gleeson, 2007; Meers & Callaghan, 2007; Wason Moore, 2007).

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6.4.1 Player Development

In terms of player development, the ASLSC allowed younger Western Australian members who do not have the resources to travel and older competitors who may no longer have been able to justify travelling to compete “in their own backyard”. The account of a young member who won a silver medal is compelling, although the lasting impact of these occurrences cannot be ascertained. The same can be said for increased attendances at local carnivals. Interviewees attributed this as fulfilling the need to travel, so again the sustainability of increased competitor numbers at local carnivals cannot be assured. However, given the 2010 ASLSC entries for Western Australia are back to 2006 levels, there may still be a number of members who have been motivated to recommence competing and continue to compete in local carnivals. Performance also increased during the ASLSC hosting period in Western Australia, largely due to having additional numbers in events and being able to field teams. This is again a benefit that is unlikely to continue when competitors need to travel again and Western Australian entries in the ASLSC subsequently decrease.

There were interesting responses to the question of increased membership. Many interviewees reported increased club membership, but were reluctant to give any credit for this to the ASLSC. This is validated by the findings in Study 1, which found no significant increases in membership during the 2007-2009 period when accounting for equivalent changes in other states. That some clubs are operating at capacity and are closed to new members may have had some influence on these figures and perceptions.

6.4.2 Coaches, Umpires and Administration/ Management

While there were not any specific initiatives to develop coaches, the ASLSC provided a focus for local coaches, who used it as a goal for themselves and their athletes. Interviewees believe that the opportunity to talk to other coaches and share information was another benefit of the ASLSC for them.

Discussion on the officials was quite passionate and the overall attitude was that more could have been done to create some ongoing, positive legacies for officials. Elevation to higher roles was regarded as a positive, but losing these duties in 2010 was not received well. While it may be difficult to offer continued elevated responsibilities for officials; this process may need to be managed more sensitively. While there was much discussion on the negatives of this topic and a clearly identified need to do something, there were few suggestions on what should be done to develop Western Australian officials.

On the topic of administration/management, interviewees expressed pride in improvements made on previous ASLSCs, and the continued impact these have on local events. The site manager has extensive sport administration and event management experience in a range of sports and created a manual, which had the potential to create a legacy resulting from the 2007-2009 ASLSC, however the subsequent hosts did not adopt the resource.

6.4.3 Promotions

The interviewees all felt that the media from the event was good, but that it had decreased since the event. The timing of the study means that post-ASLSC data

could not be collected; however a return to 2006 levels would still be over double the number of overall articles published in 1997. The number of focus articles in 2006 was similar to the number in 1997; however the number of articles may improve given the enhanced relationship that SLSWA now has with the media, and the reported increase in awareness of surf lifesaving.

While there was not any comparison of media in other states, Study 2 shows an increasing amount of media coverage since 1997. Interviewees were somewhat negative about the pre-2007 level of media coverage and some were critical of *The West Australian* newspaper. They recounted reluctance from *The West Australian* to publish articles in light of the national sponsorship arrangement with News Limited who publish a weekly paper in Western Australia, *The Sunday Times*. While a comparison of media sources was not completed, it was not obvious that *The Sunday Times* was the sole publisher of articles, even when taking publication frequency into account.

Interviewees reported an increase in public profile for surf lifesaving and greater public awareness as a result of the ASLSC. Interviewees spoke of a heightened awareness about the event from work colleagues, through schools, or friends and family. Dwyer et al. (2000) report that increased community interest in sport can result from events. While Study 1 showed that the ASLSC did not lead to greater participation, this awareness may benefit in other areas, such as a greater awareness of beach safety messages, an increased willingness to donate to the organisation, or a more favourable view of surf lifesaving.

6.4.4 Stakeholders

While the interviewees stated that there was already a strong relationship between surf lifesaving and the state government, many believed the relationship became stronger as a result of the ASLSC. The Western Australia State Government reported a successful return on their \$5.75 million investment (Government of Western Australia, 2007), with an independent study showing an economic impact of \$23.8m from the 2007 ASLSC alone (Rondganger, 2009). This was substantially more than the estimated \$25.7m that all three ASLSCs were originally predicted to generate (Gregory & Reid, 2003). In addition to this, and testament to the event's quality, the ASLSC won the Major Festivals and Events Category in 2007, 2008 and 2009 (Tourism Council Western Australia, 2008, 2009, 2010). Given the economic and tourism successes the ASLSC generated, the interviewees' perception of increased government understanding and enthusiasm for surf lifesaving seems valid.

However, caution should be used when judging an event's success based on economic impact alone (Dwyer et al., 2000), particularly when the organising body has a vested interest in showing a positive outcome (Hudson, 2001). Owen (2005) suggests the misapplication of economic theory can lead to large projections, with *ex post* studies showing little evidence of actual economic impact matching predicted impacts. A report from EventsCorp on the Economic Impact Study could not be located, and subsequently details on the methods used were not obtained, with figures being supplied by media reports and SLSA. In light of the previously published research highlighting the flaws in the measurement of EIS (Porter & Fletcher, 2008), it is interesting to note that the 2007 ASLSC's EIS alone was almost equal to the predicted EIS of the three ASLSCs combined, which is the opposite of

Owen's (2005) argument. There is no suggestion that the figures were intentionally inflated, although without accessing the original study, there is no way of evaluating this. Another unknown is why an EIS was only completed in the first year of a multi-year agreement.

Interviewees believe there was an improved relationship with the City of Stirling as a result of the ASLSC. Again, it was emphasised that a strong working relationship was in place prior to the ASLSC, but that this relationship was improved through the ASLSC. This is consistent with previous literature where major events were used as deadlines for the construction of facilities and infrastructure (Masterman, 2004; Roche, 2000). The City of Stirling invested \$2.7m in infrastructure works, which has revitalised the beachfront at Scarborough (City of Stirling, 2005, 2007b). This refurbishment was already planned, but some stages were moved forward so they were complete for the ASLSC. The ASLSC seems to have had a lasting effect, with an interviewee hearing the mayor talking about the event a year later and expressing desire for its return. This improved relationship with the City of Stirling and their increased high regard for surf lifesaving may have been a contributing factor to a successful application for additional funding for Scarborough and Trigg Island Surf Life Saving Clubs (City of Stirling, 2010), demonstrating the importance of events to facilitate strong stakeholder relationships.

Interviewees do not believe that state sponsors were positively or negatively impacted by the ASLSC. The national nature of this event dictates that sponsors at a national level received acknowledgement, rather than state based sponsors. SLSWA did conduct activities for their sponsors during the ASLSC, which is a positive

leveraging initiative. There was probably not anything further that SLSWA could have done given the commercial restrictions with these events, and this leveraging may have prevented any negative consequences from state sponsors feeling left out from the publicity and activities surrounding the ASLSC.

There were a range of other stakeholder relationships with the community that were either initiated or elevated as a result of the ASLSC being held at Scarborough.

These relationships do not seem to have been formed or maintained with any long-term outcomes; it was more a matter of necessity to deliver the event. Recognition of the importance of these alliances in assisting the organisation in the long term, and a more strategic approach would provide a lasting legacy with external stakeholders.

The failure of the local business community to engage in the event was highlighted by interviewees. This is not a novel occurrence, with Chalip and Leyns (2002) reporting that many local business owners fail to recognise leveraging opportunities from major events. It appeared that businesses were not prepared for the scale of the event; these expectations were not managed. In addition to these businesses not profiting financially, it was a lost opportunity for the ASLSC to create *communitas* through venue based sociability (Chalip, 2006).

Opportunities for SLSWA staff and key volunteers to be involved with the event in a mutually beneficial way were not capitalised on in the lead up to the first event, but were improvised as the hosting period progressed. The local knowledge of media, marketing and safety staff were recognised and utilised by SLSA, although this was not initially the case. In fairness to SLSA, this was the first time the event had been

moved since 1994. The staff responsible for moving the ASLSC to Scarborough in 2007 had extensive familiarity with the Kurrawa event site, but not with Scarborough. While there was a local site manager for the event, the remaining staff from SLSA were from Sydney and did not have the site, supplier and marketing knowledge that can assist when delivering the logistics of a large event (Allen et al., 2005). This situation could be alleviated in the future if local staff are better utilised. This would allow for SLSWA staff to be valued and receive professional development, and for SLSA to benefit from their local knowledge. Establishing a program to facilitate this would take some pre-planning, but would provide local staff with increased event management expertise (Masterman, 2004).

These new and enhanced partnerships arguably led to the creation of social capital. The commonly accepted definition of social capital is: “the aggregate of the actual or potential resources which are linked to possession of a durable network or more or less institutionalised relationships of mutual acquaintance and recognition” (Bourdieu, 1986, p.51).

While Lawson (2005) does not mention events specifically, he believes sport can enhance sustainable and integrated social and economic development in five areas: the production of social networks, the development of collective identities, improvements to health, improvements to well-being, and the development of human capital. In terms of this study, the interviewee responses focus on three of these areas. First, the responses suggest the creation of new and the improvement of existing social networks, such as those cited with local government, sponsors and schools. Secondly, a collective identity seems to have been created with West

Australian surf lifesavers, through their perception of an increased pride and sense of achievement in the organisation. Finally, respondents did not believe there was any development of human capital (knowledge, skills and competence) with the coaches or officials, with the majority of respondents saying that they noticed no change in coaching, officiating or high performance.

Putnam (2000) describes two ways that social capital is constructed; bonding social capital is created within a like-minded group, bridging social capital is generated through diverse networks of individuals. Due to the homogeneity of bonding social capital, it can be more limiting, although easier to maintain than bridging social capital. Doherty and Misener (2008) suggest that sporting organisations are often sites for bonding social capital, which might only assist an organisation to “get by”, rather than using bridging social capital to “get ahead”. This suggests that surf lifesaving in Western Australia will benefit from the formation, renewal and enhancement of partnerships with external organisations.

Misener and Mason (2006a) believe events may provide opportunities for community development, offering the impetus and opportunity for sport organisations to engage in social leveraging. The congruence between the alliances and coordination that are essential for the creation of social capital (Kellett, Hede, & Chalip, 2008), and the alliances and coordination required to conduct a major event might provide a vehicle for the creation of bridging social capital. This creation of bridging capital appears to have occurred with the ASLSC through partnership creation and enhancement occurring with the Western Australia Government, the City of Stirling, corporate partners and local schools. Given government and

sponsors are major revenue sources for surf lifesaving these partnerships are already in place, but there is the suggestion they may have been improved due to the ASLSC.

6.4.5 Symbols, Memory and History

Most of the interviewees remember the pride instilled in the organisation through the conduct of the 2007-2009 ASLSC, and this was still evident 12 months after the event. A number of major sporting events have generated increased pride and a stronger sense of community (Maennig & Porsche 2008; Ohmann et al., 2006).

Community pride has been considered more important than economic impacts (Kavetsos & Szymanski, 2010; Ritchie, 2000; A. Smith, 2009). While pride is an important outcome (Dwyer et al., 2000), consideration should be given as to whether it is important enough itself, or if it should translate to more tangible legacies.

Ultimately, the decisions regarding the sufficiency of this benefit will be up to the organisations involved in the event. Unfortunately, the literature showed that the feel good factor is not maintained, so event hosts need to question if short term happiness is a worthwhile outcome.

Interviewees also recall some of the extreme weather conditions experienced during the ASLSC. Perhaps due to the criticism that had been levelled at Scarborough as being a boring venue (Callaghan, 2007; Wason Moore, 2007), this was almost expressed with a sense of pride: our state can provide challenging conditions too.

6.4.6 Facilities

Infrastructure appears to be the only legacy that was explicitly acknowledged as such by participants: “I don’t genuinely believe there’s a lingering legacy there other than by and large the infrastructure elements.” These sentiments are not out of character with event research focussing on the tangible aspects of the built environment (K. A. Owen, 2002). Given that the concept of legacy is a novel one for the organisation, this is understandable. An intangible benefit of facilities is also the community use of facilities before and after an event (Dwyer et al., 2000). While this is not solely a benefit for surf lifesaving, the continued use of the venue for other sporting and cultural events provides continued value to the community and justification of the expenditure to local government authority (City of Stirling, 2007b). This continued use of the facility by other organisations is similar to previous events that are considered to leave a positive legacy for the host location, rather than attracting the “white elephant” tag that can result from poor facility planning (Getz, 1989).

There was again the sense of pride that the amphitheatre delivered a true innovation for an ASLSC. One interviewee described the temporary amphitheatre at the 2010 ASLSC with a degree of *schadenfreude*: “They had a bit of a scratch at it in Kurrawa in March but didn’t pull it off”.

6.5 Conclusion

Key stakeholders from SLSWA identified a number of benefits arising from the 2007-2009 ASLSC at Scarborough. Only the tangible benefit of infrastructure was consistently designated by interviewees as a legacy. However, other benefits were mentioned by the interviewees that were not necessarily labelled as legacies. These

included: increased numbers of competitors and better competitive opportunities; better event delivery; increased media and public awareness; enhanced relationships with local government, state government and community groups; and, an increased sense of pride in the organisation. Event delivery, government partnerships and pride appear to be the only benefits that have been sustained beyond the event hosting period. The new and enhanced partnerships produced by the ASLSC led to the creation of social capital, and specifically bridging capital, which can allow organisations to prosper, rather than merely survive.

Interviewees do not believe there were any enduring benefits in terms of membership increases, improvements to coaching and officiating, sponsorship and subsequent host handover. Key stakeholders agreed that legacy creation and leveraging strategies were not considered *ex ante*, and that this was a lost opportunity thereafter.

In terms of the research aims, the key stakeholder interviews showed that the 2007-2009 ASLSC had:

- i. a positive effect on player development in Western Australia, with more members competing. Interviewees cited an increase in junior and master competitors and an anecdotal increase in local Western Australia events.
- ii. a negative effect on coaches, umpires and administration/ management in Western Australia. Interviewees, cited some programs concerning coaching, but this was related to the coaching of athletes, rather than the development of coaches themselves. The management of officials was considered a lost opportunity for SLSWA, with the potential for this to be a key legacy area in

the future. This finding is in agreement with Study 1, where no changes were found in these areas.

- iii. a positive effect on promotions in Western Australia, with respondents perceiving increased public awareness. Media coverage was not considered to be particularly good by interviewees, but this was refuted in Study 2, with large increases of ASLSC print media and surf sports media shown during 2007-2009. It is believed that an improved relationship with the media can sustain media coverage.
- iv. a positive effect on stakeholders in Western Australia, with members citing improved relationships with local government, state government, schools and a range of other stakeholders. The social capital created from the event is likely to be sustained for the future.
- v. a positive effect on symbols, memory and history in Western Australia, with respondents perceiving an increased sense of pride and unity in the organisation and positive memories about the challenging conditions and watching events.

Chapter 7: Summary, Recommendations and Conclusions

7.1 Overall Summary

These studies examined the dimensions of the Sport Development Event Legacy Framework (player development; coaches, umpires and administration/ management; promotions; stakeholders; and, symbols, memory and history) to determine if the Australian Surf Life Saving Championships held in Scarborough, Western Australia from 2007-2009 had a positive effect on surf lifesaving in Western Australia. This event was not leveraged in an attempt to create legacy, which provided an ideal case study to examine how such an event impacts upon Sports Development.

Study 1 was a qualitative analysis that examined measures within the dimensions of player development and coaches, umpires and administration/ management. These measures included: active, junior and total membership; ASLSC entries and results; coach and official accreditation; and, Surf Rescue Certificate and Bronze Medallion figures. These measures were examined over an 18 year period at a State, Perth Metropolitan and Scarboro SLSC level. The analyses examined the effect of the ASLSC in 2007-2009 on player development and coaches, umpires and administration/management variables when adjusted for change in the equivalent variables from other states. Following linear regression, the adjusted analyses showed a decrease in total membership for Scarboro SLSC, an increase in competitor numbers for Western Australia and Metropolitan clubs and an increase in raw pointscore. Of these, a decrease in membership is clearly not a positive outcome, the increase in competitors at the ASLSC has not been sustained, and although the raw points score increased, analysis of points score relative to the number events did not display a significant change. This indicates that the increase in raw points score was

not a result of hosting the event, rather a governing body decision to increase the number of events prior to Scarborough hosting ASLSC. Analysis of coaching and officiating accreditation, and Bronze Medallion and Surf Rescue Certificate numbers showed no significant results when adjusted for the same variables in other states. Considering these results, it can be asserted that through quantitative analysis, the 2007-2009 ASLSC did not provide any positive impacts on player development or coaches, umpires and administration/ management in Western Australia. Analysis of player, coach and official data in this way has not been previously applied in event legacy literature and may be useful as a tool for preliminary assessment of event impact for other sporting events.

Study 2 quantitatively examined print media to provide insight into the promotions dimension of the Sport Development Event Legacy Framework. There was a distinct increase in media in the ASLSC sub-category in the period of 2007-2009. There was also a parallel increase in the surf sports category during this period. The scope of this study makes it difficult to ascertain if this increased media coverage can be maintained. However, increased organisational awareness and stronger relationships with media may assist in sustaining these levels. These findings suggest that the 2007-2009 ASLSC had a positive impact on promotions in Western Australia.

Study 3 looked at quantitative and qualitative measures across all of dimensions of the Sport Development Event Legacy Framework. Of particular interest were the qualitative dimensions of stakeholder and symbols, and memory and history. These are known as soft or intangible legacies and are gaining more prominence in the event legacy literature, particularly as the validity of economic and tourist legacies

are being questioned. This study was a survey administered to frontline surf lifesavers and asked their perceptions of general change and partnership changes resulting from the ASLSC. Respondents were also asked for their key ASLSC memory.

Respondents believe more members were competing due to the ASLSC being held in Western Australia, but that the ASLSC did not cause an increase in membership overall. The survey found that respondents perceived no change in coaching, officiating or high performance programs resulting from the ASLSC. These findings concur with the quantitative findings on membership and competitor numbers in Study 1. Respondents identified an unanticipated legacy: the beachfront infrastructure and amphitheatre. Change was perceived by respondents in regard to partnerships with stakeholders, predominantly with government, sponsors and schools. Respondents have strong, positive memories of the ASLSC held at Scarborough. Key memories included spectating, unity and pride, and the spectacle and size of the event. Respondents still possessed a sense of achievement and pride 12 months after the event. These findings show ambiguous results of a perceived positive effect on player development and coaches, umpires and administration/management. Positive effects were found for promotions, stakeholders and symbols, memory and history. Event legacy literature has an increasing focus on these “softer” legacies, so this study makes a useful contribution to the methods and findings in the broader event industry.

Study 4 was a series of in-depth interviews with key stakeholders across all dimensions of the Sport Development Event Legacy Framework. The interviewees

identified a number of benefits arising from the 2007-2009 ASLSC at Scarborough. The only benefit that interviewees designated as legacy was the beachfront infrastructure and amphitheatre, possibly due to its tangible nature. While infrastructure and facility improvements are commonly identified legacies, due to the nature of the ASLSC, they were not included in the Sport Development Event Legacy Framework. However, given that the infrastructure was identified as an ASLSC legacy, this demonstrates the need for a broad approach to identify potentially unexpected legacies. Other benefits were recognised by the interviewees, but they did not necessarily label them as legacies. These included: increased numbers of competitors and better competitive opportunities; better event delivery; increased media and public awareness; enhanced relationships with local government, state government and community groups; and, an increased sense of pride in the organisation. Event delivery, government partnerships and pride appear to be the only benefits that have been sustained beyond the event hosting period. The new and enhanced partnerships produced by the ASLSC led to the creation of social capital, and specifically bridging capital, which can allow organisations to prosper, rather than merely survive. Social capital and *communitas* have not been considered widely in the broader event literature, but have been shown to be among the few legacies observed in the current study, albeit fleeting. Consequently the measurement of social capital and *communitas* is encouraged in future event legacy studies. Interviewees did not believe there were any enduring benefits in terms of membership increases, improvements to coaching and officiating, sponsorship and subsequent host handover. Key stakeholders agreed that legacy creation and leveraging strategies were not considered, and that this was a lost opportunity.

7.2 Conclusion

In terms of the research aims, this research suggests that the 2007-09 ASLSC in Western Australia had mixed effects on player development. Quantitatively, no positive effects were found. This finding adds to the limited academic literature on this topic and refutes popular belief that events generate increased participation. However the qualitative investigation suggested impacts in areas outside of the quantitative scope of this research, such as more masters and junior athletes competing and an increase in competitor numbers at local events occurred. This has implications for future research in this area, in terms of assisting in the identification of what measures should be examined.

There were mixed effects on coaches, umpires and administration/ management. Quantitatively, no positive effects were found. The qualitative findings suggested some benefits to coaches. Officials were believed to have received some benefits, but this area was regarded overall as a lost opportunity. Leveraging in this area could have increased the number of officials in Western Australia, or increased the skills of existing officials.

A undoubtedly positive effect on promotions in Western Australia was found to occur due to the ASLSC. The media analysis showed an increase in ASLSC articles during the hosting period, and also an increase in surfs sports articles. Survey respondents' perceived publicity and public awareness to be the biggest two changes resulting from the event. Interviewees perceived poor media coverage, but this was refuted in Study 2. However, interviewees believed that an improved relationship

with the media was a positive impact. The continued benefit of this publicity may continue through these improved relationships, even after the ASLSC has moved.

Stakeholder relationships in Western Australia were found to have had a positive effect resulting from the ASLSC. Members and stakeholders cited improved relationships with local government, state government, schools and a range of other stakeholders. Given there is no leveraging of these relationships in place, and the unknown efficacy of the social capital created from the event is unlikely to be sustained for the future.

A positive effect on symbols, memory and history was found to have occurred due to the ASLSC. Respondents perceived an increased sense of pride and unity in the organisation, with positive memories of watching events, the spectacle of the event, a fun social experience and challenging conditions. Unfortunately, this is again a transient benefit, with the long term effect of the *communitas* not being known.

7.3 Future Research Directions

On the basis of the results from this research, the following directions are provided for future research:

1. As this investigation was limited by the timing of analysis, repeat analysis to incorporate more post-event data will provide a better perspective on the quantitative measures, particularly the newspaper coverage, to determine if the benefits shown can be sustained.

2. Many of the social benefits observed in the current study have been shown in the literature to be transient. Further measures of stakeholder relationships and symbols, memory and history could examine the sustainability of these impacts.
3. This investigation was of an unleveraged event to determine if there was any “legacy by osmosis”. While very few legacies have been identified, the literature and findings from this research suggest leveraging strategies could assist in providing greater benefits for sport development. Interventions of this kind should be implemented and investigated to determine their effectiveness. In particular, SLSA should work with future ASLSC hosts to create sustainable legacies.
4. The Sport Development Event Legacy Framework developed for this research provided a means to investigate sport development legacies arising from a sporting event. A facilities and infrastructure dimension should be incorporated to allow for the observation of both soft and hard legacies. Internet metrics and other areas of promotions should be incorporated to expand on this dimension.
5. Validity and reliability testing of this framework should be conducted to determine its universal applicability for measuring sport development event legacies in a range of event types in various locations.

6. Communitas and social capital were found to be among the few positive impacts from the ASLSC being held in Western Australia. However, the longevity and applicability of these benefits is not known. Further research examining how long these concepts remain and how they can be used should be conducted.

7. This research focussed on a participation-based, national event. Further research in this area should investigate events of other sizes to determine their benefits to sport, including conduct of a reliability study for the member survey.

This research demonstrated that an unleveraged event generates very few sport development benefits for the host organisation. Additionally, it is not known if any of these benefits will be sustained beyond the host period. If major events are to live up to their expectations of being a catalyst for change and improvement, leveraging activities need to be planned and implemented before the conduct of the event itself.

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Appendix A: Questions for Participants in Study 3 (Survey)

Office of Research



SURVEY

- D1. What is your age range?
- 1. Less than 18 years **Discontinue if under 18**
 - 2. 18-30 years
 - 3. 31-40 years
 - 4. 41-50 years
 - 5. 51-60 years
 - 6. Over 60 years
-

- D1. What is your gender? Male Female
-

D3. What is your postcode? _____

- D4. What is your highest level of formal education?
- 1. No formal education
 - 2. Pre-school
 - 3. Infants/Primary school
 - 4. Secondary/High school
 - 5. Technical or further educational institution (e.g. TAFE)
 - 6. University or other higher educational institution
-

-
- D5. Are you currently
- | | |
|-----------------------|--------------------------|
| 1. Employed full-time | <input type="checkbox"/> |
| 2. Employed part-time | <input type="checkbox"/> |
| 3. Employed casually | <input type="checkbox"/> |
| 4. Unemployed | <input type="checkbox"/> |
| 5. Retired | <input type="checkbox"/> |
| 6. Student | <input type="checkbox"/> |
| 7. Pensioner | <input type="checkbox"/> |
| 8. Home duties | <input type="checkbox"/> |
-

D6: What is your primary occupation and position title? _____

SLS1. Which of the following activities have you participated in through SLSA? Select as many as applicable.

- | | Yes | No |
|--|--------------------------|--------------------------------|
| 1. nipper | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. patrolling member | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. instructor/trainer | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. examiner/assessor | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. age manager | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. club administration (secretary, treasurer) | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. team manager | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. coach | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. official | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. competitor | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. high performance | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. lifeguard | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. employee of club, state or SLSA | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. other (please specify) | <input type="checkbox"/> | <input type="checkbox"/> _____ |
-

SLS2. How many years have you been you a member of SLSA? _____

| | | Yes | No |
|--|--------------------------------------|--------------------------|--------------------------|
| SLS3. Have you attended the following events? | 1. 1994 Aussies (Swansea) or earlier | <input type="checkbox"/> | <input type="checkbox"/> |
| | 2. 1995-2006 Aussies (Kurrawa) | <input type="checkbox"/> | <input type="checkbox"/> |
| | 3. 2007 Aussies (Scarborough) | <input type="checkbox"/> | <input type="checkbox"/> |
| | 4. 2008 Aussies (Scarborough) | <input type="checkbox"/> | <input type="checkbox"/> |
| | 5. 2009 Aussies (Scarborough) | <input type="checkbox"/> | <input type="checkbox"/> |
| | 6. 2006 WA State Champs or earlier | <input type="checkbox"/> | <input type="checkbox"/> |
| | 7. 2007 WA State Champs | <input type="checkbox"/> | <input type="checkbox"/> |
| | 8. 2008 WA State Champs | <input type="checkbox"/> | <input type="checkbox"/> |
| | 9. 2009 WA State Champs | <input type="checkbox"/> | <input type="checkbox"/> |

| | | Yes | No |
|--|---------------------------|--------------------------|--------------------------|
| SLS4. Will you attend the following events? | 1. 2010 WA State Champs | <input type="checkbox"/> | <input type="checkbox"/> |
| | 2. 2010 Aussies (Kurrawa) | <input type="checkbox"/> | <input type="checkbox"/> |

| | | |
|--|---------------------------|--------------------------|
| SLS5. What is your main role attending Aussies? | | |
| | 1. To compete/officiate | <input type="checkbox"/> |
| | 2. For the social aspect | <input type="checkbox"/> |
| | 3. To travel | <input type="checkbox"/> |
| | 4. To spectate | <input type="checkbox"/> |
| | 5. Other (please specify) | <input type="checkbox"/> |
| | _____ | |

Leg1. It doesn't matter if you haven't been a member of surf lifesaving since 2003, just answer this based on your opinion.

On a scale of 1 to 5, where 5 is a great deal of change and 1 is no change, did you notice any change in general to surf lifesaving in Western Australia, due to the Aussies.

a) In 2003 when it was announced that WA would host Aussies

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

b) Between 2003 and 2007 in the lead up to the first Aussies

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

c) Between 2007 and 2009 while hosting the Aussies

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

d) Between the last Aussies in 2009 and now

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

e) [If answered "not much change" or higher in previous question] What sort of changes did you notice?

| | Yes | No | D K | | Yes | No | D K |
|---|--------------------------|--------------------------|--------------------------|---|--------------------------|--------------------------|--------------------------|
| 1. Increased publicity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 7. Increased income | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Increased sponsorship | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 8. Sense of achievement/pride in the organisation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Increased public awareness of surf lifesaving | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 9. Better officials | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Better partnerships (government and other organisations) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 10. Better coaches | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Increased membership | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 11. Better high performance program | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. More members competing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 12. Other (please specify) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Leg2. It doesn't matter if you haven't been a member of surf lifesaving since 2003, just answer this based on your opinion.

On a scale of 1 to 5, where 5 is a great deal of change and 1 is no change, did you notice any change to the partnerships that surf lifesaving in Western Australia (either in the state or your club), due to the Aussies. Partnerships could be with sponsors, government, schools and other organisations.

a) In 2003 when it was announced that WA would host Aussies

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

b) Between 2003 and 2007 in the lead up to the first Aussies

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

c) Between 2007 and 2009 while hosting the Aussies

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

d) Between the last Aussies in 2009 and now

| Not applicable/ Not a member then | No change | Not much change | Some change | A lot of change | A great deal of change |
|---|--------------|--------------------|----------------|--------------------|---------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 |

e) [If answered “not much change” or higher in previous question] What sort of partnership changes did you notice?

Leg3. [If attended Aussies at Scarborough in 2007, 2008 and/or 2009] What is your key memory from the event?

Leg4. This concludes the survey. Thank you very much for your time. Do you have anything further to add on how Aussies at Scarborough affected surf lifesaving in WA?

Appendix B: Information for Participants in Study 3 (Survey)



Investigations and recommendations for sport development legacies resulting from the conduct of major sporting events

INFORMATION SHEET

Project Overview

It is thought that major sporting events should provide ongoing benefits, including increased participation in the sport and physical activity in general. This is becoming an increasingly important aspect of hosting a major sporting event and it is commonly recommended that event organisers consider how a major event can benefit the development of the sport.

The Australian Surf Life Saving Championships (Aussies) were held in Kurrawa, Queensland from 1995-2006. From 2007-2009, the event was held at Scarborough, Western Australia. This provides an opportunity to study the interactions between an event and sport in terms of legacy.

Participation Procedure

You are being invited to complete a short survey. It will take less than 5 minutes. Participating or not participating will not affect role as a surf lifesaver.

Benefits and Risks

The survey will benefit event hosts and organisers though highlighting the need to create event legacies. Participating in this survey is a low risk activity. However, if you feel any uncomfortable about the questions, please feel free to withdraw. You can also contact, the number below if you have any continuing concerns.

Confidentiality / Anonymity

You cannot be identified through the completion of this survey. All responses are anonymous. Completed surveys will be securely stored for five (5) years in accordance with the CQU policy.

Publication of Results

The results of this project will be disseminated through a Doctoral Thesis, conference presentations, academic journals and industry/media reports.

Consent

After reading this information sheet, you will be asked to read and sign a consent form prior to completing the survey.

You have the right to withdraw your consent at any time, without any penalty or consequence.

Feedback

If you are interested in the results of this study, you can provide your email address on the consent form to receive a copy of the results.

Questions/ Further Information

If you would like to find out more, please contact Danya Hodgetts. Phone: 0405 109-019. Email: d.hodgetts@cqu.edu.au

Concerns / Complaints

Please contact CQUniversity's Office of Research should there be any concerns about the nature and/or conduct of this research project. Phone: 07 4923-2607. E-mail: research-enquiries@cqu.edu.au.

Ethics approval: H10/02-020

Appendix C: Consent for Participants in Study 3 (Survey)



Investigations and recommendations for sport development legacies resulting from the conduct of major sporting events

CONSENT FORM

I consent to participation in this research project and agree that:

1. An Information Sheet has been provided to me that I have read and understood;
2. I have had any questions I had about the project answered to my satisfaction by the Information Sheet and any further verbal explanation provided;
3. I understand that my participation or non-participation in the research project will not affect my academic standing or my employment.
4. I understand that I have the right to withdraw from the project at any time without penalty;
5. I understand the research findings will be included in the researcher's publication(s) on the project and this may include conferences and articles written for journals and other methods of dissemination stated in the Information Sheet;
6. I understand that to preserve anonymity and maintain confidentiality of participants that fictitious names may be used any publication(s)
7. I am aware that a Plain English statement of results will be available via email if I request
8. I agree that I am providing informed consent to participate in this project.

9. I am over 18 years of age.

10. I have not completed this interview previously.

Signature: _____ Date: _____

Name (please print): _____

I wish to have a Plain English statement of results emailed to me at the address I
provide below

E-mail Address: _____

Appendix D: Ethical Clearance from CQUniversity Human Research Ethics Committee



Secretary, Human Research Ethics Committee
Ph: 07 4923 2603
Fax: 07 4923 2600
Email: ethics@cqu.edu.au

3 March 2010

Ms Danya Hodgetts
P O Box 11
CQUniversity QLD 4701

Dear Ms Hodgetts

HUMAN RESEARCH ETHICS COMMITTEE APPROVAL: PROJECT H10/02-020, INVESTIGATIONS AND RECOMMENDATIONS FOR SPORT DEVELOPMENT LEGACIES RESULTING FROM THE CONDUCT OF MAJOR SPORTING EVENTS

The Human Research Ethics Committee is an approved institutional ethics committee constituted in accord with guidelines formulated by the National Health and Medical Research Council (NHMRC) and governed by policies and procedures consistent with principles as contained in publications such as the joint Universities Australia and NHMRC *Australian Code for the Responsible Conduct of Research*. This is available at http://www.nhmrc.gov.au/publications/synopses/_files/r39.pdf.

On 23 February 2010, the committee met and considered your application, and congratulates you for a well considered proposal. The committee is pleased to tell you that they have granted approval for your research project, *Investigations and recommendations for sport development legacies resulting from the conduct of major sporting events* (Project Number H10/02-014).

The period of ethics approval will be from 6 March 2010 to 31 March 2011. The approval number is H10/02-020; please quote this number in all dealings with the Committee. HREC wishes you well with the undertaking of the project and looks forward to receiving the final report and statement of findings.

The standard conditions of approval for this research project are that:

- (a) you conduct the research project strictly in accordance with the proposal submitted and granted ethics approval, including any amendments required to be made to the proposal by the Human Research Ethics Committee;

- (b) you advise the Human Research Ethics Committee (email ethics@cqu.edu.au) immediately if any complaints are made, or expressions of concern are raised, or any other issue in relation to the project which may warrant review of ethics approval of the project. *(A written report detailing the adverse occurrence or unforeseen event must be submitted to the Committee Chair within one working day after the event.)*
- (c) you make submission to the Human Research Ethics Committee for approval of any proposed variations or modifications to the approved project before making any such changes;
- (d) you provide the Human Research Ethics Committee with a written “Annual Report” by no later than 31 January each calendar year and “Final Report” by no later than one (1) month after the approval expiry date; *(A copy of the reporting pro formas may be obtained from the Human Research Ethics Committee Secretary, Sue Evans please contact at the telephone or email given on the first page.)*
- (e) if the research project is discontinued, you advise the Committee in writing within five (5) working days of the discontinuation;

Please note that failure to comply with the conditions of approval and the *National Statement on Ethical Conduct in Human Research* may result in withdrawal of approval for the project.

You are required to advise the Secretary in writing within five (5) working days if this project does not proceed for any reason. In the event that you require an extension of ethics approval for this project, please make written application in advance of the end-date of this approval. The research cannot continue beyond the end date of approval unless the Committee has granted an extension of ethics approval. Extensions of approval cannot be granted retrospectively. Should you need an extension but not apply for this before the end-date of the approval then a full new application for approval must be submitted to the Secretary for the Committee to consider.

The Human Research Ethics Committee is committed to supporting researchers in achieving positive research outcomes through sound ethical research projects. If you have issues where the Human Research Ethics Committee may be of assistance or have any queries in relation to this approval please do not hesitate to contact the Secretary, Sue Evans or myself.

Yours sincerely,

Associate Professor Lorna Moxham
Chair, Human Research Ethics Committee

Cc: Professor Kerry Mummery, Dr Mitch Duncan (supervisors)
Project file

Application Category: A

MEMORANDUM
From the Office of Research



Secretary, Human Research Ethics Committee
Ph: 07 4923 2603
Fax: 07 4923 2600
Email: ethics@cqu.edu.au

12 March 2007

Ms Danya Hodgetts
School of Health and Human Performance
Building 18
CQU

Dear Ms Hodgetts,

**HUMAN RESEARCH ETHICS COMMITTEE ETHICAL APPROVAL
PROJECT: H07/01-006, INVESTIGATION AND RECOMMENDATIONS FOR
SPORT DEVELOPMENT LEGACIES RESULTING FROM THE CONDUCT OF
MAJOR SPORTING EVENTS.**

The Human Research Ethics Committee is an approved institutional ethics committee constituted in accord with guidelines formulated by the National Health and Medical Research Council (NHMRC) and governed by policies and procedures consistent with principles as contained in publications such as the joint Australian Vice-Chancellors' Committee and NHMRC *Statement and Guidelines on Research Practice*.

On 12 March 2007, the Human Research Ethics Committee of the Central Queensland University acknowledged full compliance with the conditions placed on ethics approval for the research project, *Investigation and recommendations for sport development legacies resulting from the conduct of major sporting events*. (Project Number H07/01-006).

The period of ethics approval will be from 12 March 2007 to 31 December 2009. The approval number is H07/01-006; please quote this number in all dealings with the Committee.

The standard conditions of approval for this research project are that:

- (a) you conduct the research project strictly in accordance with the proposal submitted and granted ethics approval, including any amendments required to be made to the proposal by the Human Research Ethics Committee;
- (b) you report immediately anything which may warrant review of ethics approval of the project, including:
 - (i) serious or unexpected adverse effects on participants;
 - (ii) proposed changes in the protocol;
 - (iii) unforeseen events that might affect continued ethical acceptability of the project;

(A written report detailing the adverse occurrence or unforeseen event must be submitted to the Committee Chair within one working day after the event.)

- (c) you provide the Human Research Ethics Committee with a written "Annual Report" by no later than 28 February each calendar year and "Final Report" by no later than one (1) month after the approval expiry date;

(A copy of the reporting pro formas may be obtained from the Human Research Ethics Committee Secretary, Sue Evans please contact at the telephone or email given on the first page.)
- (d) if the research project is discontinued, you advise the Committee in writing within five (5) working days of the discontinuation;
- (e) you make submission to the Human Research Ethics Committee for approval of any proposed variations or modifications to the approved project before making any such changes;
- (f) you comply with each and all of the above conditions of approval and any additional conditions or any modification of conditions which may be made subsequently by the Human Research Ethics Committee;
- (g) you advise the Human Research Ethics Committee (email: ethics@cqu.edu.au) immediately if any complaints are made, or expressions of concern are raised, in relation to the project.

Please note that failure to comply with the conditions of approval and the *National Statement on Ethical Conduct in Research Involving Humans* may result in withdrawal of approval for the project.

You are required to advise the Secretary in writing within five (5) working days if this project does not proceed for any reason. In the event that you require an extension of ethics approval for this project, please make written application in advance of the end-date of this approval. The research cannot continue beyond the end date of approval unless the Committee has granted an extension of ethics approval. Extensions of approval cannot be granted retrospectively. Should you need an extension but not apply for this before the end-date of the approval then a full new application for approval must be submitted to the Secretary for the Committee to consider.

The Human Research Ethics Committee wishes to support researchers in achieving positive research outcomes. If you have issues where the Human Research Ethics Committee may be of assistance or have any queries in relation to this approval please do not hesitate to contact the Secretary, Sue Evans or myself.

Yours sincerely,



Associate Professor Ken Purnell
Chair, Human Research Ethics Committee

Cc: Project File
Professor K Mummery (supervisor)

Application Category: A

Appendix E: Information for Participants in Study 4 (In-depth Interviews)



Investigations and recommendations for sport development legacies resulting from the conduct of major sporting events

INFORMATION SHEET

Project Overview

It is thought that major sporting events should provide ongoing benefits, including increased participation in the sport and physical activity in general. This is becoming an increasingly important aspect of hosting a major sporting event and it is commonly recommended that event organisers consider how a major event can benefit the development of the sport.

The Australian Surf Life Saving Championships (Aussies) were held in Kurrawa, Queensland from 1995-2006. From 2007-2009, the event was held at Scarborough, Western Australia. This provides an opportunity to study the interactions between an event and sport in terms of legacy.

Participation Procedure

You are being invited to complete an interview. It will take 45-60 minutes. Participating or not participating will not affect role as a surf lifesaver.

Benefits and Risks

The survey will benefit event hosts and organisers though highlighting the need to create event legacies. Participating in this survey is a low risk activity. However, if you feel any uncomfortable about the questions, please feel free to withdraw. You can also contact, the number below if you have any continuing concerns.

Confidentiality / Anonymity

You will be linked to your interview transcript for the purpose of researcher recall. For example, if the research remembers that you said a quote that would be useful to use, they will be able to open your transcript. However, this link will only be known by the researcher (Danya Hodgetts). All quotes will not be attributed to a particular respondent. Any mentions of club names, other people, position titles etc. will also be deleted in published research findings. Interview recordings and transcripts will be securely stored for five (5) years in accordance with the CQU policy.

Publication of Results

The results of this project will be disseminated through a Doctoral Thesis, conference presentations, academic journals and industry/media reports.

Consent

After reading this information sheet, you will be asked to read and sign a consent form prior to completing the survey.

You have the right to withdraw your consent at any time, without any penalty or consequence. Given that the researcher can link your transcript back to you, your transcript may also be destroyed and not included in analysis if you wish.

Feedback

If you are interested in the results of this study, you can provide your email address on the consent form to receive a copy of the results.

Questions/ Further Information

If you would like to find out more, please contact Danya Hodgetts. Phone: 0405 109-019. Email: d.hodgetts@cqu.edu.au

Concerns / Complaints

Please contact CQUniversity's Office of Research should there be any concerns about the nature and/or conduct of this research project. Phone: 07 4923-2607. E-mail: research-enquiries@cqu.edu.au

Ethics approval: H10/02-020

Appendix F: Consent for Participants in Study 4 (In-depth Interviews)



Investigations and recommendations for sport development legacies resulting from the conduct of major sporting events

CONSENT FORM

I consent to participation in this research project and agree that:

1. An Information Sheet has been provided to me that I have read and understood;
2. I have had any questions I had about the project answered to my satisfaction by the Information Sheet and any further verbal explanation provided;
3. I understand that my participation or non-participation in the research project will not affect my academic standing or my employment.
4. I understand that I have the right to withdraw from the project at any time without penalty;
5. I understand the research findings will be included in the researcher's publication(s) on the project and this may include conferences and articles written for journals and other methods of dissemination stated in the Information Sheet;
6. I understand that to preserve anonymity and maintain confidentiality of participants that fictitious names may be used any publication(s)
7. I am aware that a Plain English statement of results will be available via email if I request
8. I agree that I am providing informed consent to participate in this project.
9. I am over 18 years of age.

Signature: _____ Date: _____

Name (please print): _____

I wish to have a Plain English statement of results emailed to me

E-mail Address: _____

Appendix G: Questions for Participants in Study 4 (In-depth Interviews)



Investigations and recommendations for sport development legacies resulting from the conduct of major sporting events

IINTERVIEW QUESTIONS

- 1a. What positives have you noticed from Western Australia hosting the Australian Surf Life Saving Championships?
- 1b. How could these positives be sustained for the organisation?
- 1c. How could these positives be passed on to subsequent hosts?

- 2a. What negatives have you noticed from Western Australia hosting the Australian Surf Life Saving Championships?
- 2b. How could these negatives be addressed for subsequent hosts?

- 3a. Do you anticipate additional benefits from hosting multiple championships, or would the same benefits be received through hosting one?
- 3b. Do you anticipate more negatives from hosting multiple championships, or would the same benefits be received through hosting one?

- 4a. Did you notice a change in media coverage and public awareness during the championships?
- 4b. Has this been sustained?

5a. Did you notice new or improved relationships with external partners (government, sponsors, schools or community groups) during the championships?

5b. Has this been sustained?

6a. Did you notice any changes in the membership during the championships?

6b. Has this been sustained?

7a. Were there any specific programs conducted by clubs, SLSWA or SLSA to leverage the championships? By leverage, I am referring to using the momentum and the focus of Aussies as a catalyst to achieve other goals within the organisation.

7b. If not, how do you think the event could be leveraged to create improvements in sport development (membership, coaching, officiating, administration)?

8. What is your key memory from the Australian Championships held at Scarborough between 2007 and 2009?

9. Is there anything else you would like to add in terms of the impact that these championships will have on surf lifesaving in Western Australia?