

The Long Arm of the Law: Extending the Reach of US Counter-Terrorism Policy Through the National Football League's Super Bow

Dr Kimberly Schimmel

Institution: Kent State University
 Department: Sport Studies
 Street: 264 Gym Annex
 Town/City: Kent
 Country: United States

Authors: Kimberly Schimmel,

Keywords: Mega-events, security, counter-terrorism

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 92

Submitted: 2013-10-01

Abstract synopsis:

US counter-terrorism policy now extends through sport in ways not seen, and not possible, in a pre-9/11 context. The extra security demands of hosting a Super Bowl, for example, have been leveraged by all levels of US government and police to forge linkages across various agencies and expand capabilities of tracking and surveillance. In addition, legal structures now appear to equate the NFL with a government defense contractor and sport spectators with soldiers at war.

Full Abstract:

The National Football League's (NFL) annual Super Bowl game is an extraordinary incursion into urban civic life – it alters traffic patterns, restricts movement throughout the city and commerce in NFL “clean zones” that extend a mile out from the stadium, and subjects citizens to military operational and security procedures that they do not encounter anywhere else, including in US airports (the NFL even prohibits “running” in NFL zones). US counter-terrorism policy now extends through sport in ways not seen, and not possible, in a pre-9/11 context. The extra security demands of hosting a Super Bowl, for example, have been leveraged by all levels of US government and police to forge linkages across various agencies and expand capabilities of tracking and surveillance. In addition, legal structures now appear to equate the NFL with a government defense contractor and sport spectators with soldiers at war. Through Super Bowl security planning, local police gain access to Pentagon-level private security firms and have the opportunity to obtain specialized tactical equipment, training, and other tangible resources at a reduced cost. At the federal level, in addition to extending the reach of the Department of Homeland Security, agencies such as the Immigration and Naturalization Services have used the cover of the Super Bowl event to search for undocumented workers. Transportation and Safety Administration (the agency overseeing US airport security) has used the Super Bowl to expand its security methods into civilian settings. The Federal Bureau of Investigation as used the event to check its “most wanted” list. The linkages between government, security entrepreneurs, and the National Football League expands yearly to include multiple partners across multiple scales; planning for Super Bowl security currently begins two years prior to the event and can involve 70 agencies. These security strategies connect sport entrepreneurs and the US government in mutually beneficial ways that help secure sport events profits and help implement and secure consensus for the US's counter-terrorism policies. In this presentation I extend my own work (Schimmel, 2011, 2012) and Jon Coaffee's (2009, p. 9) recent work on urban resilience that contends that in the present historical moment, “security is becoming more civic, urban, domestic, and personal.”

References:

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Schimmel, Kimberly S. (2011). From “violence complacent” to “terrorist ready”: Security discourses at the Super Bowl. *Urban Studies*, 48(15): 3277-3292.

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Schimmel, Kimberly S. (2012). Major sporting events and global threat/responses. *Criminal Justice Matters*, 88(1), 20-21.

WORLD STADIUM INDEX – A LASTING LEGACY OR A SPORTING FAILURE?**Mr Jens Alm**

Institution: Danish Institute for Sports Studies/Malmö University

Department:

Street: Kanonbådsvej 4A

Town/City: Copenhagen K

Country: Denmark

Authors: Jens Alm,

Keywords: Stadiums, legacy, utilisation, major sporting events

Topic/Workshop: Theme 5. Sports facilities: Who are we building for?

Abstract Number: 91

Submitted: 2013-08-29

Abstract synopsis:

The aim of this study is to examine whether stadiums built for a major international or continental sporting event are utilised after the event and to what extent. The results of the study show that numerous stadiums have had major legacy problems after hosting a major international or continental sporting event. Several stadiums have had poor attendance figures and external needs and requirements, which are temporary, are often prioritised over the local sporting needs.

Full Abstract:

Previous research (Solberg & Preuss 2007) has shown that several major sporting events do generate revenue in the area(s) in which they are staged, but they also result in major costs for the host cities and countries (Andreff & Szymanski 2006) and the public expenditure on sports facilities for major events rarely creates a stimulus and/or a net impact on the overall economy (Siegfried & Zimbalist 2007). But do the new stadiums result in a lasting sports legacy?

Since major international sporting events have grown over the last two decades to become more globalised, commercialised and commoditised, these events are now no longer only a matter for Western countries. Several countries and cities around the world are hoping to host a major event, but instead of examining economic, political and social effects, we turn our focus to whether there is an existing internal sports legacy and a local sporting need for new sport facilities. Do stadiums get utilised after the event and is there a need for international sports federations to improve and change stadium requirements for major events?

To examine the utilisation of the stadiums, The Danish Institute for Sports Studies/Play the Game used an index - 'The World Stadium Index', which is based on the relation between attendance figures and the stadium's capacity. The index has made it possible to visualise the utilisation of the stadiums and look beyond construction costs when comparing stadiums.

RESULTS, DISCUSSION AND CONCLUSIONS

The results of the study show that numerous stadiums have had major legacy problems after hosting a major international or continental sporting event. Several stadiums have had poor attendance figures resulting in a low index and external needs and requirements, which are temporary, are often prioritised over local sporting needs. There is an need for more flexible stadium requirements in relation to hosting a major event. The international sports federations have to decrease stadium capacity requirements and be more observant of legacy issues when awarding a country and city an event. Due to present stadium requirements, only a few countries have the ability to host an event without making substantial investments in sports facilities, and it is neither sustainable from a sports nor an economic point of view for cities to have empty stadiums. It must be in the interest of both international sports federations and host countries and cities to create a lasting sports legacy

References:

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- Siegfried, John and Zimbalist, Andrew (2006) The Economic Impact of Sports Facilities, Teams and Mega-Events. The Australian Economic Review, vol. 39, no. 4 pp. 420-7
- Solberg, Harry Arne and Preuss, Holger (2007) Major Sport Events and Long-Term Tourism Impact. Journal of Sport Management, 2007, 21, 213-234. Human Kinetics.

The trickle-down effect revisited: Who find elite sport inspirational?**Mr Trygve Laub**

Institution: Danish Institute for Sports Studies

Department:

Street: Kanonbådsvej 4A

Town/City: København K

Country: Denmark

Authors: Trygve Buch Laub, Rasmus K. Storm, Frederik Thomsen,

Keywords: elite sport, mass participation, trickle-down effect, elite inspiration, sport for all, Denmark

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 90

Submitted: 2013-08-28

Abstract synopsis:

Focusing on Danish sport participation data, the study adds to the existing literature on the much debated 'trickle-down effect' by demographically mapping where inspiration from sports stars might translate into broader participation. Results suggest that elite inspiration occurs among some young people, mainly male, in certain sports. Still, though, it remains to be proven that the inspiration materializes itself in increased sport-club membership figures following for instance international elite events or elite sporting success.

Full Abstract:

Whether elite sport 'trickles down' into mass sport participation has been a topic of debate internationally for several years (e.g. van Bottenburg 2002, Girginov & Hills 2008, Dawson & Downward 2011). Advocates of investment in elite sport and events argue that money spend on the elite also benefits mass participation, as the wider population is inspired by sport stars to take on sports activities themselves. However, numerous studies have questioned a direct 'trickle-down effect' from elite sport on to mass participation, and even when mass participation figures do correlate with elite events, several intermediate variables needs to be taken into account (de Bosscher et al. 2013).

One such intermediate variable is susceptibility to elite sports as a motivational factor. In short: Who find elite sports inspirational for their own participation? This issue was part of the agenda of a recent large survey on sports participation in Denmark (2,000 children and 6,000 adults answered in 2011). Young people, boys and men from 7 to 29 years of age in particular, relatively often credit their own sporting activities, at least in part, to sports stars in the media. The study looks further into, which sporting activities the elite-inspired participants favor, and thus in a somewhat backwards manner suggests where one might look to find evidence of a trickle-down effect from elite sports to mass participation. These activities include football, handball and table tennis.

Following these findings, the study goes on to examining whether an actual increase in club membership numbers among the relevant demographic groups can be traced to elite events or international sporting success. Based on this, the paper discusses whether elite inspiration is an actual starting point for sports participation or a motivational factor (possibly leading to increased activity) by the already active part of the population.

Ultimately, the study concludes that a subjective (personal) support of a trickle-down effect exists among Danish children and adolescents, but it questions the strength of the elite inspiration when it comes to objective participation numbers in the specific relevant sports. Further investigation is planned to examine such possible correlations. It seems that the effortlessness with which policy makers and elite event advocates proclaim the beneficial effects of elite sports on mass participation is to some extent mirrored by a tendency in the younger part of the population to attribute their participation to sport stars in the media.

References:

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Girginov, V. and Hills, L. (2008). A sustainable sports legacy: Creating a link between the London Olympics and sports participation. International Journal of the History of Sport, 25(14), 2091-2117.

Is time running out for clubs?

Mr Peter Forsberg

Institution: Danish Institute for Sports studies

Department:

Street: Kanonbådsvej 4a

Town/City: København K

Country: Denmark

Authors: Peter Forsberg,

Keywords: Running, sports participation, events, clubs, self organized,

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 89

Submitted: 2013-08-26

Abstract synopsis:

Despite many adults (16+) doing recreational running, only few are member of a club. Also, in the market for recreational running events clubs are challenged by commercial actors. So are running clubs threatened on their existence despite so many people doing recreational running? And how can clubs in recreational running survive? These questions are explored in the presentation.

Full Abstract:

In other words the club scene does not appeal to runners'. This partly reflect, that for many years recreational runners have not been of any interested for running clubs. But in many clubs this has changed over the last 10-15 years alongside many people have taken up recreational running. But so far efforts to get more members in clubs have been without success on a large scale.

Also when looking at running events clubs are challenged. Unlike the case with getting recreational runner's as club members, clubs have a long tradition for hosting events, and clubs have by that played a significant role for recreational running. But during the last five years or so, commercial actors have entered the event-market in recreational running with success and some club events have been outdone or taken over by commercial actors.

All in all, clubs are very much challenged in recreational running. The effort to get members have despite an bigger interested not succeeded on large scale, and the traditional club-owned market for running-events are under attack from commercial actors. This raises the questions as to whether the whole existence of recreational running clubs is threatened? And in that respect, if it will be a problem if no clubs with recreational running exist? And if, what can clubs do to stay in the game?

References:

Doping and Diving Aren't Two sides of the Same Coin – The Need for a New Compartmentalization on the Public Debate on Sports Cheating

Mr Lassi Jyrkkö

Institution: University of Helsinki
 Department: Faculty of Law
 Street: Maininkitie 12 B 36
 Town/City: Espoo
 Country: Finland

Authors: Lassi Jyrkkö,

Keywords: Cheating, Doping, Diving, Ethics, Rule-breaking, Rules, Legal theory, Criminal law, Public sphere, Communication studies

Topic/Workshop: Theme 3. The anti-doping dilemma: Saving sport, sacrificing athletes?

Abstract Number: 88

Submitted: 2013-08-24

Abstract synopsis:

The public debate on “cheating” in sports is in crisis. Doping is regularly juxtaposed with acts of gamesmanship such as “diving”. In worst case, doped athletes in need of internal justifications are provided with encouragement for their acts. This presentation sums up the problems. As a remedy a new, simple three-level “cheating categorization” is suggested, utilizing metaphors from the field of (and the debate involving) criminal law.

Full Abstract:

What actually constitutes cheating in sports by an athlete? Playing football with one's hand? How about diving in the same sport? Surely doping is included? Currently, important sports-ethical discussions are routinely carried out utilizing the same vague umbrella term. Consequently, the status of doping as the “crown jewel” of sports cheating has, dangerously, ended up blurred. (As one practical, symbolic simplification, the “Hand of God” (Diego Maradona in World Cup 1986) is implicitly considered a more serious act of cheating than playing in the World Cup while doped with ephedrine (Maradona, 1994).) For now, the existence of this conceptual anti-doping problem remains unacknowledged. This presentation identifies typical embodiments of the phenomenon in the media and academic articles. Recently such examples have flourished in contemporary contexts having to do with the downfall of Lance Armstrong. When the premises are this false, false conclusions are granted. The presentation illustrates the ensuing problems: in the worst case scenario the misconceptions trickle down to the individual athlete level, even providing them with psychological justifications to utilize PEDs. (These aspects are illustrated via athletes' comments in e.g. interviews and autobiographies. The presentation also recognizes and builds on previous academic theorizations on e.g. cheating, rule-breaking and fair play, rooted in existing (sports ethical) scholarship.) How can we fix this? Do we actually need new words in our vocabulary? Or could the problem be tackled with the tools we already have? The key contribution of this presentation is a new three level compartmentalization to categorize and contextualize athletes' cheating. Its simplicity renders it a realistic option to be entrenched onto the minds of the general public too. The relevant parameters stem from the factors that traditionally define acts as “cheating”: their level of deceptiveness, whether they trigger gaining an advantage vis-à-vis competitors, as well as their relation to rule-breaking. Myth-killing metaphors are introduced from the rhetoric arsenal already routinely used in everyday communication dealing with rule-breaking in the rest of the society - notably from the context of criminal law, as well as society's unwritten rules. (For example: it will be demonstrated how speaking of doping in the same breath with diving is as pointless as identifying cheating one's partner with money forgery.)

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 Dewey, John: “Public and its problems”, New York: Holt 1927
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 Green, Stuart P. “Cheating”, Law & Phil. 2004, 23(2), 135-187
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Community (and School Sport)in Scotland - a misunderstood lost cause,or an important aspect of community life needing nourishment?Many questions and a few answers.

Mr Charlie Raeburn

Institution:
Department:
Street: 5 Drumsheugh Gardens
Town/City: Edinburgh
Country: United Kingdom

Authors: Charlie Ross Raeburn,

Keywords: social capital;sports governance;costs and inequalities; investigative journalism;corporate leadership;sport and a sense belonging

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 86

Submitted: 2013-08-22

Abstract synopsis:

Focusing on competition and performance sport infrastructures in the community, the paper highlights and questions the spectrum of activity- taking account of government initiatives; social capital; costs and inequalities of participation; research and Parliamentary Inquiries; democracy and accountability;commercial enterprise

The paper concludes with some possible solutions- including the Scottish government interventions - Community Sports Hubs and Active Schools. But adds others - clarity of purpose;recognition of volunteers; access costs; social bases;local governance and local government involvement; investigative journalism; corporate and education leadership

Full Abstract:

Sport in Scotland is enjoying an unprecedented public profile – on account of the London Olympic Games; the 2014 Commonwealth Games in Glasgow; and the 2014 Ryder Cup golf in Gleneagles. The costs of staging these events together with the investment in elite athlete support are considerable. This part of sport and the associated media involvement comes under the heading of Mega Events, with Sport linked with entertainment and national prestige.

Meanwhile the physical inactivity of the Scottish population has been recognised by Scottish governments. Various Reports and subsequent initiatives, including the Report laudable Lets Make Scotland More Active have been launched. In addition the Scottish Government has determined that all stages of Scottish schooling will include compulsory Physical Education.

But – there are major questions about the national policies and direction of travel for community sport in Scotland. Scottish legislation for sport is very limited.

Local Government – that is faced with unprecedented cuts in finance who have the major role in supporting community sport –have a statutory responsibility 1)the duty to support the wellbeing of the citizens; and 2) to provide adequate and appropriate sports facilities in the community.

As you can see this legislative requirement is open to interpretation and commitment. The results are now becoming obvious- much of community sport is now only for those in the country who have the financial resources to participate, and we have a “white van “ approach to sports provision (viz. as long as there is some physical activity on offer – it doesn’t matter!). This deliberate obfuscation is clear from the recent short sportscotland report on the use of school facilities (July 2013).

Surely it is important to establish a consistent and continuing support system to develop the social capital required of sport – to manage, to coach, and to officiate. To support community self - management of facilities to keep costs really low for all vulnerable groups in society. To develop local sports strategies (including facilities) for all kinds of sports and activities for ALL the population.

In the recent Scottish Parliament Inquiry into Support for Community Sport – it was significant the most significant challenge facing community sport – viz. cost of participation was not included in the remit of the Inquiry. The Scottish Government to relook at the cost of access to sport- and ways to reduce these costs. Is sport a major component of community life? Is participation in sport being measured accurately to learn and understand the complexity of participation? Are the club and school volunteers who often give their so much time to the community recognised and supported? Have we forgotten that sport has the potential to play a significant role in the strengthening the sense of community, the feelings of belonging to the extended families of clubs and schools?

The governance and purposes of community sport matter. There is a place for all kinds of physical activity and recreation. This paper unashamedly only focuses on competitive and performance sport in the community. There are other physical activities that are not based on competition and performance. In

Scotland, and indeed in the UK, most sports have a governing body. These are not normally federations, and are often led by those involved with the elite and professional end of the sports spectrum. Indeed the funding usually reflects this. Where are the voices of the volunteer to be heard in the governance of sport? Often the volunteers are derided as the blazer brigade in their annual budgets

The Scottish Government and its agency sportscotland have developed a number of major schemes to support Physical Activity participation, and sports development in the communities. These include Active Schools, and more recently Community Sports Hubs. Active Schools has evolved over the years of the scheme, and principally employs active school coordinators, usually to cover a secondary school and its associated primary schools. Amongst the challenges is supporting the volunteers who teach and coach the children – especially in many areas that have few clubs in the community or the school. The community sports hubs are commonly based around a secondary school, and support the opening of the facilities to the community. Major challenges here include the costs of opening the facilities (in the absence of community self management) and the competition for the use of the facilities from the commercial sector often against the fragility of the voluntary sector. There is clearly a need for investment in social capital. There have been two Scottish Parliamentary Inquiries into community Sport over recent years. In my view these have been lacking in any real substance – the remits, the evidence offered, the visits, and the Reports themselves have been woeful in their commitment to change and improve. Rather they appear designed to simply support the Scottish government policies and practices.

The paper concludes with some practical suggestions, which are listed for discussion. The ideas include

1. Clarifying the purposes of community sport and school sport – to reflect community development and the whole school curriculum.

2. Measure and Investigate participation and governance of sport in the community and school sport – through hard evidence gathered by independent research organisations; and with more investigative journalism targeted at local sport.

3. Bring down the costs of participation in sport for young people

4. Consistently develop and support the social capital of sport – the volunteers who make it tick

5. Establish a community sport think tank led by the leading members of the Scottish Corporate establishment.

References:

Manageable Sports Governance: the Case of Swiss Based European Sports Federations**Mr Michael Mrkonjic**

Institution: IDHEAP
 Department: University of Lausanne
 Street: Quartier Unil Mouline
 Town/City: Lausanne
 Country: Switzerland

Authors: Michael Mrkonjic,

Keywords: Sports Governance, Indicators, European Sports Federations

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 85

Submitted: 2013-08-16

Abstract synopsis:

This contribution aims at comparing European sports federations that have their legal seat in Switzerland using BIBGIS Light, a lighter version of the governance indicators provided by Chappelet & Mrkonjic (2013). The outcome of this contribution maps differences and similarities between these federations and provides substance for deepening their understanding in a governance perspective.

Full Abstract:**FEDERATIONS**

This contribution aims at comparing European sports federations that have their legal seat in Switzerland using BIBGIS Light, a lighter version of the governance indicators provided by Chappelet & Mrkonjic (2013). The outcome of this contribution maps differences and similarities between these federations and provides substance for deepening their understanding in a governance perspective.

Sports governance is a theme that transcends disciplines and socio-political fields. It can learn from the corporate, non-profit and public sectors in order to generate a comprehensive understanding of complex organisations embedded in a system and surrounded by a diverse range of stakeholders. Normative approaches to sports governance have become a mantra among NGOs, governments and sports organisations themselves in order to cope with the increasing expectations of a globalized and complex society towards billionaire and millionaire sports organisations.

While international sports organisations (ISO) deserve much attention in the literature on sports governance, only a handful of studies have developed an interest for a set of European Sports Federations (ESF). Like many ISO, these are mostly non-profit associations incorporated under Swiss Law (e.g. UEFA, European Athletics, Tennis Europe, UEG or UEC), but, except UEFA, do not have similar financial resources.

A recent trend of research aims at deconstructing the concept of sports governance into measurable indicators (e.g. Arcioni & Bayle, 2012; Chappelet & Mrkonjic, 2013; Play the Game/Danish Institute for Sports Studies, 2013). Produced for the analysis ISOs, these indicators seem too numerous and too complex to be fulfilled by a heterogeneous set of ESFs. This lack of adaptability raises the question of the manage-ability of sport governance.

Therefore, this contribution aims at comparing ESFs that have their legal seat in Switzerland using BIBGIS Light, a lighter version of the governance indicators provided by Chappelet & Mrkonjic (2013). The outcome of this contribution maps differences and similarities between these federations and provides substance for deepening their understanding in a governance perspective.

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Arcioni, S., & Bayle, E. (2012). La gouvernance des ONG : Le cas des fédérations sportives internationales. In F. Roth (Ed.), *La gouvernance des entreprises* (pp. 175–211). Hermès-Lavoisier.
 Chappelet, J.-L., & Mrkonjic, M. (2013). *Basic Indicators for Better Governance in International Sport (BIBGIS): An assessment tool for international sport governing bodies*. Lausanne.
 Play the Game/Danish Institute for Sports Studies. (2013). *Sports Governance Observer*. In J. Alm (Ed.), *Action for Good Governance in International Sports Organisations*. Play the Game/Danish Institute for Sports Studies.

Football can make you a President.

Mr Daniel Chung

Institution: Canal 13 Radio Cardinal
Department: Sport
Street: Italia 1212
Town/City: Asuncion
Country: Paraguay

Authors: Daniel Chung,

Keywords: Football, power, management, success, influence.

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 84

Submitted: 2013-08-15

Abstract synopsis:

How sport, specifically football in Paraguay, can influence so many aspects of the society. It's well known the story of heroes and villains according to the results of a game. This is the story and focus of someone becoming the President of the country because of the management and the image that was projected in the world of football and the paraguayan society.

Full Abstract:

Speaking about Horacio Cartes 13 years ago in Paraguay, country ranked 150th out of 176 by Transparency International, was basically speaking about a mysterious person. Owner of a dark and confusing past, he has spent 60 days in jail during a currency fraud investigation in 1986 and was named in Wikileaks' reports of money laundering, and several successful businesses from soft drinks to bank to tobacco, he was the less known person from a group that took charge of Libertad, a very traditional club in Paraguay, yet in a discouraging sport moment in the second division of the local league.

In only 5 years of administration, he got rid of his former partners and became the President of the Club, which turned to the most winning team of the last decade. Libertad won 8 titles from its foundation 1905 to 2000. Under Cartes' administration they added another 8 in 12 years, the last one last year.

In 2005, during the celebration of the centenary anniversary of the club, he remodeled the stadium with the best illumination system and doubling the capacity from 5000 to 10000. And he renamed the venue "Doctor Nicolas Leoz", a gesture to the then president of Conmebol and former president of the club. Not a bad decision for a stadium that used to have the name of former dictator Alfredo Stroessner, fan of the club.

His success at the club made him the strong man in the Paraguayan FA. He took his coach, Tata Martino, current FC Barcelona's coach, to the national team and got to a first ever quarter final's presence. The national team gave him the popularity from the majority of sports' fans since Libertad is far away from being one of the more popular ones.

After South Africa's World Cup with his political ambition set, he chose, not the other way, the most traditional party in the country changing its own rules and requirements and overcame basically all the experts' prediction and won the election this year with a very important margin, 46% to 37% according to the Supreme Electoral Justice of Paraguay. Not bad for someone who voted for president for the first time of his life.

Many factors can be analyzed in that presidential victory but nobody can ignore the positive image he got from his time in sport.

In third world countries such as Paraguay, where, according to the annual report of the Economic Commission of Latin America and Caribe(Cepal), 49.6% live in poverty, the impact of sport goes beyond the pitch or an economic boost. It creates an image. It's not a coincidence that the last two presidents are outsiders coming from the Church and Football. The world talks about Nicolas Leoz's late corruption cases. Doing it there is taboo. Because society understands that it's the image that is being attacked of someone who has done so much good for the country like building the Headquarter of the Conmebol or a fancy hotel in his country.

Cartes still could be one of the wealthiest and powerful man in the country had he not entered in Libertad

or the Paraguayan FA. But he would never have been what he is now. It is the power of sport. A good administration based on successful results has projected an image that made people believe in him.

And in countries with desperate needs such as jobs, security issues, etc, a good management of football seems to fulfill all those needs. No wonder why so many countries that can't satisfy basic needs of its people are candidates and potential hosts of mega events.

References:

THE CHALLENGES OF HOSTING MAJOR SPORTS EVENTS - THE BRAZILIAN EXPERIENCE**Mr BRENNO DE SOUZA**

Institution: CGU - CONTROLADORIA-GERAL DA UNIÃO - OFFICE OF THE COMPTROLLER GENERAL OF BRAZIL

Department: COORDINATION-GENERAL'S AUDIT AREA SPORTS AND TOURISM

Street: SETOR DE AUTARQUIA SUL, QUADRA 1, BL A, SALA 418 - ED. DARCY RIBEIRO

Town/City: BRASÍLIA

Country: Brazil

Authors: BRENNO DAGUIAR DE SOUZA,

Keywords: INSTITUCIONAL EXPERIENCE

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 83

Submitted: 2013-08-13

Abstract synopsis:

The main activities and strategies adopted by the CGU, along with other public bodies, are described with a view to assisting the appropriate progress of major sporting events that take place in Brazil. Despite many difficulties and risks, control measures and proactive preventative control are being made in order to ensure the adequate progress of works, good management of public money and hence the satisfaction of taxpayers and the general population.

Full Abstract:

Given the massive investments to be made, the 2014 World Cup, the Olympics and Paralympics in 2016 are events that provide diverse policies, economic and tourist opportunities to Brazil. Along with these opportunities, the right to host events of this magnitude also involves grandiose responsibilities to public entities, many public managers, as the public bodies responsible for monitoring and monitoring of public actions.

To take opportunities of these events, it is necessary to mitigate risks and difficulties encountered and to ensure that planning is adequate and that the costs and deadlines are met. Thus, control agencies play a vital role in ensuring these elements.

By being in contact direct with the managers, internal control, increasingly gains strength and power to act under the public acts. Furthermore, in order to act proactively and avoid corruption and embezzlement of public spending, the concomitant control previous and become more effective and more required in the public sphere.

Given this scenario, the Comptroller General of the Union (CGU) by various institutional functions, is strengthened in terms of performance, seeking to counter the risk through advice and monitoring of public administrative acts related to major sporting events together managers, conducting control actions (inspections and audits) previous, ongoing and "a posteriori", and especially, the disclosure of data by means of transparency and publicity of the acts relating to major sporting events, through the "Transparency Portal".

In this context, will be verified the existence of various control actions already implemented by the Comptroller, through the Secretariat of Internal Control, focusing on the 2014 FIFA World Cup and the 2016 Olympics and Paralympics. These actions were related to surveys, the inspections and audits, which brought financial savings to the public purse and, consequently, its taxpayers.

Thus, the role of the Internal Control System is critical is to ensure the transparency of actions, is to ensure compliance with deadlines and budgets, assisting managers to get the desired success.

The Internal Control System, in conjunction with other control entities (TCU, PF, ABIN, MPF, Member of Audit Courts, State Prosecutors, ...) should act effectively in order to ensure the success of events, so that public spending be held to fix, transparency, publicity and accountability. Avoiding thus the financial wastage, misappropriation of resources (financial, property, people, materials, ...) and especially corruption.

The performance of these entities control, together with loved performers / managers should be held in a synergistic manner. These stakeholders must act in order to ensure not only the legacy of improving the control area public (including through enhanced methodologies of audit works and events), the development of infrastructure, improvement of resources and modernization of country to the next generations, but mainly, these agents should act to perpetuate the legacy of ethics and efficiency for future generations.

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TECHNICAL

Who are ya? How social media is used to exploit young players

Mr Steve Menary

Institution:
Department:
Street: Forest Reach, Shappen Hill Lane, Burley
Town/City: Ringwood
Country: United Kingdom

Authors: Steve Menary,

Keywords: FIFA licensed agent football young players

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 82

Submitted: 2013-07-31

Abstract synopsis:

This presentation focuses on how criminal gangs use social media, such as Facebook and LinkedIn, to exploit gaps in FIFA's online agents' directory and swindle aspiring young players in developing countries out of money.

Full Abstract:

This presentation focuses on how criminal gangs use social media, such as Facebook and LinkedIn, to exploit gaps in FIFA's online agents' directory and swindle aspiring young players in developing countries. The presentation focuses on the story of a Guyanese international who was approached via Facebook by what he believed was a legitimate Spanish agent, who was licensed by the RFEF. The Guyanese player checked the agent out on Fifa.com directory and found that this agent listed there. Crucially, the details of this agent on Fifa.com did not include email or telephone contact. Unable to do any more (apart from flying from Georgetown to Madrid) the Guyanese player accepted that this person he was in contact with via Facebook was a real agent and agreed to pay £500 towards the costs of a trial in the UK. After paying this money (equivalent to three months' salary in Guyana) with help from his family, the player was sent a confirmation letter of the trial by a then Championship club – and then asked for more money. The player refused to pay and the 'agent' disappeared into the ether, though he/she remains on Facebook and is "friends" with many aspiring young players from developing countries. There are multiple listings for this agent and a handful of others posing as legitimate agents, allegedly based in Spain, the UK and further afield, on Facebook and also LinkedIn; in each case, the surname and Christian name have been reversed from the Fifa.com listing - only a small detail but enough to trick the Guyanese player. On further investigation, a large number of these duplicate listings of agents on Fifa.com were uncovered. In each case, the agent had not listed an email or telephone number, meaning that any young player contacted via Facebook or LinkedIn could not use the Fifa.com directory to verify the identity of an agent. In the presentation, the author reveals details on a country-by-country basis of the hundreds of agents on Fifa.com who appear without any email or telephone number, leaving themselves open to identity crime. The presentation will also detail the highly negligent governance and response to this identity crime by FIFA, national associations and agents' organisations and how, despite warning, this continues with one of Vurlon Mills' own-team mates approached by the same online criminals.

References:

Sporting events and sportparticipation: a realistic view

Dr Koen Breedveld

Institution: Mulier Instituut
Department:
Street: Herculesplein 269
Town/City: Utrecht
Country: Netherlands

Authors: Koen Breedveld, Paul Hover, Jerzy Straatmeijer,

Keywords: Sportparticipation; sporting events; Olympic Games; sportpolicies

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 81

Submitted: 2013-07-30

Abstract synopsis:

Policy makers defend investments in sporting events by pointing at the beneficial effects of these investments in raising sport participation levels. Based on our analyses of the London 2012 Games, we will conclude that promises for sporting events in raising sport participation are in general unrealistically high and farfetched. At the same time, sporting events do play an important role in creating conditions that are favourable to raising levels of sport participation.

Full Abstract:

Summary: Policy makers defend investments in sporting events by pointing at the beneficial effects of these investments in raising sport participation levels. Based on our analyses of the London 2012 Games, we will conclude that promises for sporting events in raising sport participation are in general unrealistically high and farfetched. At the same time, sporting events do play an important role in creating conditions that are favourable to raising levels of sport participation.

All over Europe, policy makers are struggling with attempts to raise levels of sportparticipation, as well with the question on how to legitimize investments in large sporting events. The two questions come together when policy makers defend investments in sporting events by pointing at the beneficial effects of these investments in raising sport participation levels.

The belief that sporting events can be of help to raise sportparticipation levels, is widespread and seems difficult to erase. However, different authors (e.g. Weed 2009, Girginov and Hills 2010) have pointed to the fact that sporting events in itself appear are ill suited to change behavioral patterns among citizens.

Generally, if there are any effects at all, the literature shows that sporting events may induce sportsmen and women to raise their frequency levels or to switch to new sports, rather than induce non-participations to do sports.

Does that mean that sporting events have no meaning what so ever when it comes to raising levels of sportparticipation? In this paper we will argue that this is not the case. For this, we first and for all turn to what is undoubtedly the most ambitious attempt to alter sportparticipation by means of a sporting event, and that is London 2012. Based on the different data and the great number of reports, we will show how London 2012 did and did not influence sport participation in the UK. In addition, we will turn to analyses on sporting events in the Netherlands, to see how these events have altered sport participation, and highlight a theory on sport participation that can help explain the role of sporting events in raising sport participation.

Based on these facts and theories, we will conclude that promises for sporting events in raising sport participation are in general unrealistically high and farfetched. At the same time, sporting events do play an important role in creating conditions that are favorable to raising levels of sport participation.

References:

Sport participation and the role of sport facilities

Mr Remco Hoekman

Institution: Mulier Institute

Department:

Street: PO BOX 85445

Town/City: Utrecht

Country: Netherlands

Authors: Remco Hoekman,

Keywords: sport participation, sport facilities, sport policy

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 79

Submitted: 2013-07-16

Abstract synopsis:

The study shows that sport participation rates in the Netherlands are stable at 65%, based on a sport participation of at least 12 times a year. A wide variety of facilities and environments are used by the sport participants. The provided opportunities to participate in sport in the area people live are satisfactory. Only a few respondents indicate that additional sport facilities would persuade them to participate in sport or to participate more frequent.

Full Abstract:

The beneficial aspects of sport have resulted in an ambition of the Dutch government and the Dutch sports organisations to raise the sport participation level from 65% to 75% in 2016, based on a sport participation of at least 12 times a year. An analyses of sport policy documents showed that policy initiatives mainly focus on increasing the opportunities to participate in sport in the area where people live. However, the Eurobarometer 2009 indicated that the Netherlands has in European perspective the highest satisfaction of citizens with regard to the opportunities to participate in sport in the area where people live; the Netherlands 95% with an EU-average of 75%. This questions the evidence-base of sport policy and the effectiveness of policies that focus on increasing the opportunities to participate in sport.

Based on two representative national sport participation surveys (OBiN 2006-2011 survey, age 6-79 years, about n=11.000 each year; SportersMonitor 2011, age 5-80 years, n=4.151) outcomes are presented on the development of sport participation rates, the use of different sport facilities and the satisfaction with the current opportunities to participate in sport or be physical active in the area where people live. Furthermore, attention is paid to the effect of additional sport facilities on sport participation.

Outcomes indicate that sport participation rates are stable, about 65% through time (2006-2011) and that a variety of facilities and environments are used. The provided opportunities to participate in sport in the area people live are satisfactory. Only a few respondents indicate that additional sport facilities would let them participate (more frequent). Hence, increasing the opportunities to participate in sport do not seem to be the right measure to increase sport participation rates.

References:

Sexualization or empowerment? - A study on the self-presentation of tennis players and Arab athletes in the Social Web

Dr Joerg-Uwe Nieland

Institution: German Sport University
Department: Institute of Communication and Media Research
Street: Am Sportpark Müngersdorf 6
Town/City: Köln
Country: Germany

Authors: Joerg-Uwe Nieland,

Keywords: Sexualization; Self-presentation; Social Media; Content analysis; "Kournikova-syndrome"; female tennis stars, arba athletes

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 77

Submitted: 2013-07-10

Abstract synopsis:

The paper explains the different ways that sports stars can use social media to promote their brand. Starting point is the so called "Kournikova-syndrome" which is often cited by literature, and describes a process in which the external attractiveness of a female sport star can become more important for marketing and promotion measures than their performance on court / track / field. The paper presents the analysis of social media-performance (on Facebook and Twitter) form of the WTA top ten tennis players. These results are compared with a study on the performances of athletes in the Arab Social Media. The comparison of the self-presentations from these athletes shows the potential of social media for the empowerment of female athletes.

Full Abstract:

When measuring the self-presentation of female sports stars globally, a question that arises often deals with the issues of empowerment and sexualization. Many of these females are more than just sports stars and are also beautiful and attractive figures.

Due to this, it is not surprising that the most attractive stars grace the cover of magazines such as Sports Illustrated in only a bikini.

This marketing strategy seems to be the most effective way to sell, and has become common making it difficult for young female tennis stars to gain the attention of the media in any other way.

Today such strategies can not only be practiced through traditional media (like the press and television), there are new ways of connecting with fans and media. For example, Facebook and Twitter are perfect tools to connect with fans, and display a side of their personality that is more private and intimate.

The paper explains the different ways that sports stars can use social media to promote their brand. Starting point is the so called "Kournikova-syndrome" which is often cited by literature, and describes a process in which the external attractiveness of a female sport star can become more important for marketing and promotion measures than their performance on court / track / field. The paper presents the analysis of social media-performance (on Facebook and Twitter) form of the WTA top ten tennis players. These results are compared with a study on the performances of athletes in the Arab Social Media. The comparison of the self-presentations from these athletes shows the potential of social media for the empowerment of female athletes.

References:

RACISM IN RUSSIAN FOOTBALL AS A CHALLENGE TO WORLD CUP 2018**Miss Elizaveta Zhuk**

Institution: Lomonosov Moscow State University
 Department: International law, Law faculty
 Street: Admirala Lazareva 63-3-24
 Town/City: Moscow
 Country: Russia

Authors: Elizaveta Zhuk,

Keywords: Football, racism, xenophobia, World Cup 2018, Russia

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 75

Submitted: 2013-07-05

Abstract synopsis:

For quite a long time racism in Russian football has been a problem ignored or denied by Russian football officials. Things would probably stay the same for much longer if it were not for the FIFA World Cup 2018, which gave a powerful incentive to launch the campaign against racism in Russian football. This paper is aimed to analyze whether the measures taken by Russian football authorities are sufficient to fight this problem or not.

Full Abstract:

The Russian Federation has always been and is still considered to be a multinational country. Together with the country's history, this could theoretically promote and imply tolerance, but unfortunately, it doesn't. According to the surveys of the Moscow Bureau for Human Rights, xenophobia is prevalent in 50% of Russians nowadays.

The reasons of racism have been explained by Max Weber, Anthony King and other scholars through concepts of collective identity formation, the idea of hierarchy in the society, globalization and, as a part of it, migration, etc. Racism intruded into all spheres of life, including sport in general and football in particular. Nowadays, football is not only the most popular sport in the world but also a social, cultural and political phenomenon, which takes a unique position in different settings of identity formation and can play both inclusive and exclusive roles.

FIFA, UEFA, FARE and other organisations launch campaigns to tackle discrimination. Nevertheless, racist incidents continue to occur. And Russia is not an exception. Neither the strategy of football development in the Russian Federation for 2006-2016 nor the concept of the preliminary program "Development of football in the Russian Federation for 2008-2015" contained any provisions on racism or discrimination prevention. The problem was denied. However, in October 2010 the Russian Football Union adopted a memorandum which approved a program of prevention and combating of racism. The program presumes a few stages, each shall be fulfilled by the time fixed in the

Memorandum (the common term of the program is 2011-2015).

The purpose of this paper is to analyze whether the measures taken by Russian football authorities are sufficient to fight the problem of racism or not.

At the moment it's possible to make a few conclusions. First, after the collapse of the USSR racism in Russia

became quite a common phenomenon and is often combined with other forms of discrimination, one of which is

intolerance toward LGBT people. Secondly, officials tried to deny the existence of racism in Russian football and the

scope of the problem for quite a long time. Things would probably stay the same for much longer if it were not for the

World Cup 2018, which has made it absolutely necessary to take measures to combat racism without any further delay.

The perspective to host the championship and further selection of Russia as the location for the World Cup 2018 gave a

powerful incentive to launch the campaign against racism in Russian football. Thirdly, even though relevant provisions

have been included into the main football regulatory acts in compliance with UEFA and FIFA rules and in accordance

with a new anti-discrimination policy, the actual and current state of things is unfortunately still very

disturbing (Zenit, a football club owned by the government-controlled company Gazprom, supporters' manifesto against black and homosexual players is one of the latest examples). Fourthly, while racism in Russian football is being addressed and fought against, the crucial problem of homophobia is still pending and usually ignored or avoided by the officials.

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Russian Football Union website (www.rfs.ru)
FARE Network (www.farenet.org)

**The Last World Cup?: Slavoj Žižek and the
(Im)Possibility of Democratic Reform of FIFA.**

Dr Tim Walters

Institution: Okanagan College
Department: English
Street: 2552 10th Ave NE (TCH)
Town/City: Salmon Arm
Country: Canada

Authors: Tim Walters,

Keywords: FIFA, Governance, World Cup Finals, Russia, Qatar, Brazil, Slavoj Žižek, Reform, Democracy

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 74

Submitted: 2013-06-16

Abstract synopsis:

This presentation uses the theories of the Slovenian philosopher Slavoj Žižek to assess the much discussed need for sweeping institutional reform of FIFA, and to propose that the current emphasis on democratic reform is misguided and insufficient to the real challenges facing the organization.

Full Abstract:

This presentation uses the theories of the Slovenian philosopher Slavoj Žižek to assess the much discussed need for sweeping institutional reform of football's international governing body, FIFA, an organization whose reputation is (rightly, I argue) at an unprecedented low. I will use the process that controversially awarded the 2018 and 2022 World Cup finals to Russia and Qatar respectively as being particularly indicative of the myriad structural problems that compromise world football governance today, and suggest that this widely criticized moment marks a genuine turning point of historical significance for FIFA. I contend that regardless of what happens on the field—and precisely as a symptom of what ails FIFA—Brazil 2014 will be the last World Cup of the sort with which we are familiar for at least a decade, and possibly for all time. The coming decade will be the most critical in FIFA's history, the one in which its future role in world sports governance will be decided.

The second half of my analysis explores the road(s) ahead for FIFA, and particularly the chances of real transformation occurring as a result of the organization's much-heralded recent commitments to widespread democratic reform. President Blatter is fond of (somewhat nonsensically, it must be said) claiming that football is not and must not be "political," but acknowledges—typically in an apologetic mode—that it cannot help but reflect the ways of the world of which it is a part. In this regard, I will suggest that, like most Western liberal-democratic capitalist institutions, the only real long-term solutions to FIFA's endemic problems lie beyond what Žižek calls the prevailing *denkverbot*, or 'prohibition against thinking' beyond certain (hegemonically useful) parameters. All of the widely discussed solutions and proposed reforms are inadequate to the existential challenges that presently face FIFA specifically and world football more generally, and are given serious attention for precisely this reason (it is not a coincidence that an almost identical dynamic underscores UEFA's recent Financial Fair Play regulations). Following Žižek and other contemporary radical philosophers, I will explore the perverse possibility that, in football today (as in the world at large), an excess rather than a paucity of democracy might be the very problem FIFA ultimately needs to reckon with if it is to meaningfully revolutionize itself 'for the good of the game.'

References:

Towards level playing fields? A time trend analysis of the social stratification of club organised sports participation among adolescents from 1989 to 2009

Ms Hanne Vandermeerschen

Institution: University of Leuven, Belgium
 Department: Policy in Sports and Physical Activity Research Group
 Street: Tervuursevest 101
 Town/City: Leuven
 Country: Belgium

Authors: Hanne Vandermeerschen, Jeroen Scheerder,

Keywords: organised sports, adolescents, social stratification

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 72

Submitted: 2013-06-15

Abstract synopsis:

The aim of this study is to investigate how the social stratification of youth participation in organised sports has evolved over time. Has the impact of socio-economic background effectively been reduced? The study is based on a large scale repeated cross-sectional survey among adolescents in Flanders, conducted in 1989, 1999 and 2009. Preliminary results indicate that, even after approximately forty years of Sport for All policies, inequality in organised sports persists. Policy implications are mentioned.

Full Abstract:

The importance of sport participation among adolescents is recognized by policy makers and receives a rather large deal of attention. This interest can be explained by the considerable health benefits as well as social advantages attached to sport participation (see e.g. Nielsen et al., 2013). In addition, participation in organised sports during adolescence is found to significantly predict participation in sports and physical fitness activities in adult life (Perkins et al., 2004; Scheerder et al., 2006; Telama et al., 2006), which makes youth sports a valuable investment in the future. However, research has shown that participation in organised sports is not equally common among all adolescents: club sport participation is socially stratified. Research findings indicate that there are important differences according to age (Laakso et al., 2008), gender (De Knop et al., 1996; Vilhjalmsson & Kristjansdottir, 2003) and family background (Laakso et al., 2008; Nielsen et al., 2012; Santos et al., 2004; Telama et al., 2009). Adolescents from families with a lower socio-economic status are less likely to be a member of a sports club as compared to their counterparts from families with a higher socio-economic status (Laakso et al., 2008; Nielsen et al., 2012; Santos et al., 2004; Telama et al., 2009). Many European countries have been trying to democratize sports participation for several decades through their Sport for All policies, both in and outside the club context. It is not clear, however, how the impact of social background characteristics on the likelihood of club sport participation has evolved over time. The aim of this study is to investigate whether, or to what extent, the influence of social background has effectively been reduced. The study is based on a large scale repeated cross-sectional survey among adolescents in Flanders, conducted in 1989, 1999 and 2009. Multiple logistic regression analyses are carried out, and the impact of socio-economic status and school orientation (general versus technical and vocational) is compared over time. Preliminary results indicate that, even after approximately forty years of Sport for All policies, inequality in organised sports is far from eradicated and social differences in participation persist. Policy implications are deduced from the results. There remains a considerable challenge ahead for both governments and sport organizations to provide real sport opportunities for less privileged adolescents. Given the benefits attached to sports, as well as the fact that sport is recognized as a social right for all, it is of paramount importance to continue striving for a more inclusive sports sector.

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Truth, Lies and History: John Furlong and Canadian Sports' Moral Vacuum

Ms laura robinson

Institution:
Department:
Street: Box 1249
Town/City: Southampton, ON
Country: Canada

Authors: laura jane robinson,

Keywords: John Furlong, residential school, Indigenous peoples, child abuse, secrets, lies, Own The Podium

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 70

Submitted: 2013-06-15

Abstract synopsis:

This is about how John Furlong used the Olympics to create a revisionist history concerning his relationship with First Nations people. It explains how propaganda was swallowed by an unquestioning Canadian sport community that demonstrated its complete lack of morals and how deeply racist it really is; a particularly abhorrent demonstration as Canada is conducting a Truth and Reconciliation Commission into the very issues Furlong was trying to bury.

Full Abstract:

During the bid phase of the 2010 Winter Olympics, the IOC made it clear to Canada they would not entertain a bid that was not supported by the First Nations people on whose traditional land the Games were to take place. Thus, the Four Host First Nations became the first Indigenous organization to partner with an Olympic Games organizing committee (VANOC).

Leading all of this was Bidco COO John Furlong, who would become CEO of VANOC. What Furlong did not disclose in his Olympic CV, the hundreds of interviews and lectures he gave, or in his book, "Patriot Hearts: Inside the Olympics that changed a country", was his involvement in Canada's horrendous legacy of colonizing Indigenous people through religious day and residential schools. Presently there is a five year Truth and Reconciliation Commission into Indian Residential Schools being conducted. People tell stories of extreme abuse, experiments on children, starvation, rape and epidemic levels of disease and death.

Furlong's official story started in 1974 when he said he came from Ireland as a high-school athletic director. In fact, Furlong came in 1969 as a high-school drop-out and Catholic missionary. With no teaching experience whatsoever, he "taught" First Nations children. Two years after the Olympics ended, those students, have spoken out. As of 2013 over forty are on-the-record about Furlong's physical, psychological and racial abuse. Three women have signed statements about the sexual abuse they endured at his hands as girls, and others have signed statements about his violence against his wife while he was a resident supervisor at Prince George College in Northern B.C.

How can a man with such a secret history become one of the most powerful sports figures ever in Canadian history? The Canadian public is on the hook for a nearly billion dollar Olympic security bill, yet it appears that Furlong was either never investigated or, was investigated and given a green light. What kind of a job did security agents actually do?

After my investigative story on Furlong, he had to admit that he did come to Canada five years before he said he did. Chief Wilf Adams of Lake Babine First Nation went on-the-record with the media about Furlong's abuse of him after the story came out. Four of the eight students who signed affidavits were hereditary chiefs. The Canadian Olympic Committee, Canadian Centre for Ethics in Sport, Own The Podium, Sport Canada, AthletesCAN, and the many organizations for which Furlong was a board member, could have asked him to step down until an independent investigation is complete. Instead they rushed to his rescue, ignoring the pleas of First Nations people to do something about Furlong.

In the 1930's Canada's sport community were silent on our participation at the Berlin Olympics where Canadians marched under a swastika flag, and clamoured for Hitler's autograph. Plus ca change. Athletes and administrators continue to lack ethical or moral understanding of the dangers of sport, power, propaganda and myth. The Canadian Olympic Association failed Jews when they refused the Canadian

Jewish Congress' request for a debate on boycotting the 1936 Games. Today the entire Canadian sport community failed, not only those brave First Nations people who spoke up, but all Canadians, proving that truth and reconciliation means nothing to those who prefer myth.

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4. Laura Robinson, Response to Civil Claim, Supreme Court of British Columbia, January 21, 2013, S128358
5. Affidavits written by: Beverly Abraham, Cathy Woodgate, Ronnie Alec, Ronnie West, Pius Charlie, Richard Perry, Maurice Charlie, Ruby Adams, Terry George
6. Signed, dated statements from nearly three dozen more former students of John Furlong's
7. October 4 statement by Own The Podium, and statements from similar time period from Rocky Mountaineer, Canadian Tire, Whitecaps FC, Whistler-Blackcomb, B.C. Premier Christy Clark supporting John Furlong
8. Email exchanges between this author and Own The Podium
9. "More Than Just Games: Canada and the 1936 Olympics", Vancouver Holocaust Education Centre, http://www.vhec.org/1936_olympics/
10. "Truth and Reconciliation Commission of Canada" <http://www.trc.ca/websites/trcinstitution/index.php?p=3>

Is it Really A New Era for Women's Sport? The International Canoe Federation's Dirty Little Secret**Ms Pamela Boteler**

Institution: WomenCAN International

Department:

Street: 1614 Dogwood Dr

Town/City: Alexandria

Country: United States

Authors: Pamela Boteler, Elaine Keene

Keywords: Olympics, gender equality, discrimination, women,

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 69

Submitted: 2013-06-15

Abstract synopsis:

The International Canoe Federation has kept female canoeists out of the Olympics for 89 years. While London 2012 was touted as "the Women's Games", dig a little deeper and you will find about 1,100 fewer athlete quota spots for women overall. Canoeing has one of the poorest gender equality ratios of any Summer Olympic sport. For a sport recently in the IOC's "bottom 5" chopping block, failing to immediately address the issue is indefensible.

Full Abstract:

Men's canoe and kayak were added as exhibition events in 1924, full events in 1936. Women's kayak was added in 1948. Still no women's canoe events – the ICF's dirty little secret. The secret to their success? The term "Canoe" internationally stands for both disciplines - kayak (double blade) and canoe (single blade). When they market the sport, they discuss "canoeing" –and feature "women canoeists", but they are really kayakers. It's all in the name. And journalists – and perhaps the IOC – overlooks it every time.

There are about 36 countries currently competing and developing women's canoeing, but progression has stalled because until they achieve Olympic status, women canoeists will be denied the same environment for success that their teammates enjoy, and national federations will continue to suppress and obstruct further development with impunity.

The ICF seems determined to leave female canoeists in the "development" category for as long as possible to avoid confronting the issue of IOC imposed athlete quotas which dictate that to add women, men must lose. But without affirmative action, generations of neglect and ignorance are difficult to overcome. While the IOC has mandated women's commissions, they have no power to affect change. The ICF's Women's Commission has yet to produce any meaningful recommendations that will take female canoeists off the slow track to equality at the world level let alone the Olympics. Sprint Canoe women have only 2 World level events and they are at the mercy of ICF members who vote whether or not to grant more – even though the current participation levels of women would easily exceed published minimum standards for holding races at Worlds. If the ICF cannot claim control over adding women's canoe events to the World Championship Program, they have no credible development plan to add women's canoe to the Olympics.

WomenCAN International started a petition in order to increase public awareness about the issue and to give a voice to those who want the ICF and the IOC to include women's canoe for Rio 2016. In less than 4 weeks, the petition was signed by more than 5600 people from 60 nations across all 5 continents. Over 1000 comments are included - many expressing shock and disbelief that in 2013 this petition is even necessary.

Canoeing officials seem oblivious to the widening disconnect between leadership and membership and stakeholders. For now, they appear to be trying to stay under the radar with their secret, at least until after the IOC makes its final decisions in September 2013 regarding events for Rio 2016.

References:Website: www.womencanintl.comPetition: <https://www.change.org/petitions/lift-the-ban-on-women-s-canoeing-at-the-olympics-for-rio-2016>

Media: British Canoeist Takes Olympic Inequality to Court

<http://womencanintl.com/wordpress/2012/07/20/media-re-british-female-canoeist-takes-locog-and-olympic-inequality-to-court/>

Social media usage in Beijing and Sochi Olympic Games: a delicate balance between power and communication imperatives**Professor Roy Panagiotopoulou**

Institution: University of Athens
 Department: Communication and Media Studies
 Street: 5 Stadiou
 Town/City: Athens
 Country: Greece

Authors: Roy Panagiotopoulou, Françoise Papa,

Keywords: Social media, Communication, Olympic Games, Beijing 2008, Sochi 2014

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 68

Submitted: 2013-06-14

Abstract synopsis:

Web 2.0, digital networks, diversification and customization of communication practices have made communication more complex. The Olympic movement has to protect the exclusiveness and control of access to the Games, and to guarantee new communication demands by providing open access to content and interactivity.

The main features of media coverage since 2008 and the limits of implementing control, in terms of social communication content will be presented in the cases of Beijing and Sochi Games.

Full Abstract:

The process of production and of broadcasting of global sport events has changed rapidly during the last decade: the growth of web 2.0 and digital networks, new actors coming from digital economy competing with audio-visual media, diversification and customization of communication practices and devices have made it more complex. As a consequence, sport events organizers had to adapt their media coverage to this new techno-economic configuration. These developments in the ICT reveal the dual task of the Olympic movement, which is challenged on the one hand by the need to protect the premise of exclusiveness and the control of access to the Games, and on the other hand, to catch up with new demands of people for communication by providing open access to content and interactivity.

However, control of information and the rapid development of social media cause conflicting imperatives. The policy followed by the International Olympic Committee (IOC) deployed in two levels: first, implementation of technical and economic innovations (web platforms; new negotiations of broadcasting rights), second, offer of multiple channels and platforms as well as complementary channels within a given territory to the public.

Considering the global evolution of relationships between communication and power, political and organizational issues turns out to be more complex than they were before. The emergence of new modes of social communication requires more transparency in decisions and actions. These prerequisites may cause contradictions in countries where free flow of communication is under control. Additionally, they may affect negatively the image of IOC and the symbolic values of the Olympic movement and Olympic ideals.

These challenges are presented in the case of Beijing 2008 Olympics and the upcoming Sochi 2014 Games. In both cases Games are (or will be) broadcasted in a fully digital networked society in a sensitive political context. For both cases staging the Olympics is a part of a broader communication strategy. In Beijing, this strategy was intended to help the integration of China on the international stage as an emerging modern world power enhancing its global image. By contrast, the Sochi Games appear as a personal victory for Putin and a leverage to strengthen Russia's interests in international negotiations, and... Putin's image. In both cases, we argue, that Beijing and Sochi Games are (or will be) power games rather than people's games.

We will recall, first, the main features of media coverage of the Games since 2008 and underline the limits of implementing control, in terms of practices of social communication content. A range of digital resources (web sites, social network sites including Tweets and Facebook posts), gathered since 2008, will be analysed. Further, the attitudes of Olympic sport fans, which are sensitive in symbolic and ideological messages, will be presented.

Additionally, we will examine the contradiction between the imperatives of global social communication, and restrictive communication policies as they exist in authoritarian societies. This entails new challenges for the Olympic movement regarding its global aims to achieve them during the Olympics in such political contexts.

References:

All abstracts - Play the Game Conference 2013

The Fight against Doping - An Agent-based Analysis

Dr Sascha Hokamp

Institution: Institute of Economics
 Department: Brandenburg University of Technology Cottbus - Senftenberg
 Street: P.O. Box 101344
 Town/City: Cottbus
 Country: Germany

Authors: Sascha Hokamp, Daniel Westmattmann, Marcel Goelden, Gerhard Schewe,

Keywords: Doping; Sport economics; Agent-based modeling; Prevention; Cheating; Performance enhancing substances; Risk behavior

Topic/Workshop: Theme 3. The anti-doping dilemma: Saving sport, sacrificing athletes?

Abstract Number: 67

Submitted: 2013-06-14

Abstract synopsis:

Doping in elite-sports has a long history, but it is still unknown how many elite-athletes use banned drugs. We find non-negligible similarities between income tax evasion and doping behavior. Therefore we adapt a recent agent-based income tax evasion model to create a scientific framework for analyzing the Anti-doping-dilemma. We show that lengthen the prosecution of cheating behavior and other anti-doping-measures lower the usage of doping. Finally we provide policy recommendations for the fight against doping.

Full Abstract:

As long as competitive professional sports exist the phenomenon of using condemnable and illicit methods like doping does maintain. However, in modern terms doping has gained more and more public attention since the death of cyclist Knud Jensen at the Olympic Games of 1960. The rate of adverse analytical findings is about 2% in the recent years according to the World Anti-Doping Agency (WADA, 2012). But not all banned substances and methods are detectable and encompassing doping controls are not feasible because of causing enormous costs. Therefore, figures of WADA do underestimate the true extent of doping behavior in elite-sports (Striegel et al., 2010; Petróczi & Haugen, 2012). Previously, research activities are based on various methods to approximate a doping rate but these estimates differ essentially; for instance 72% (Anshell et al., 1991), 25.8%-48.1% (Pitsch et al., 2007), and 6.8% (Striegel et al., 2010).

Since we recognize a lack of reliable empirical data we do think that agent-based modeling permits to explore and elucidate doping behavior patterns in professional sports (Petróczi & Aidman, 2008). Hence this paper compares two at the very first view wholly different fields – income tax evasion and doping behavior in elite-sports – but we do find non-negligible similarities. It is fundamental for both topics that there is a system of rules passed by the government concerning income taxes, respectively WADA as central authority in the fight against doping. A tax auditor or doping laboratory, as the case may be, represent supervisory bodies which have to ensure that taxpayers or athletes, respectively, act honestly within the structure. Further, pecuniary incentives like income maximization and non-pecuniary incentives, e.g. reputation, may induce persons to cheat. Thus, related psychological factors may lead these misbehaviors. Perpetrators must fear a prison sentence in addition to fines according to national law. The central authority has then to find an economic way to uncover these cheaters. Therefore, we adapt a recent agent-based income tax evasion model (Hokamp & Pickhardt, 2010; Hokamp, 2013) to create an analytic framework for analyzing the Anti-doping-dilemma. In particular, we consider four agent types, that are, (i) rational, (ii) suggestible, (iii) compliant, and (iv) erratic. Rational sportsmen may use doping substances with respect to an expected utility maximizing approach (Becker, 1968; Allingham & Sandmo, 1972). A suggestible athlete is strongly influenced by doping behavior committed in her/his social network. A compliant agent accepts and strictly follows the rules of the system. An erratic player wants to act rule-consistent but may commit doping unintentional because of his ignorance of relevant anti-doping rules or other misbehaviors.

We test effects of various anti-doping-measures by using agent-based computer simulations. Among other things, our results reveal that increasing the extent of anti-doping controls and raising the penalties for usage of doping leads to a lower extent of doping behavior in elite-sports. In addition lengthen the prosecution of cheating behavior contributes substantially to the fight against doping. Finally, we discuss policy implications of our findings and provide an agenda for future research activities.

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NOC and Sports Confederation of Denmark adopts strong regulations against match fixing

Mr Casper Hollerup

Institution: NOC and Sports Confederation of Denmark (DIF)
Department: DIF Communication
Street: Broendby Stadion 20
Town/City: Broendby
Country: Denmark

Authors: Casper Hollerup, Mads Boesen, Jesper Frigast Larsen, Steen Dahl Pedersen,

Keywords: Match fixing, betting, regulations, unethical, information, manipulation, values, sport, sanctions, prevention, code of conduct

Topic/Workshop: Theme 1. Match fixing: Fair game for gangsters?

Abstract Number: 65

Submitted: 2013-06-13

Abstract synopsis:

The NOC and Sports Confederation of Denmark (DIF) has adopted regulations on a prohibition against manipulation of sporting competitions (match fixing) and similar unethical conduct (e.g. betting on your own competition).

The purpose of the regulations is to protect the spirit and integrity of sport by counteracting, controlling and sanctioning and to influence the values and conduct of the many children, youngsters and adults in DIF sport.

DIF very much hope to inspire other sports confederations in the fight against match fixing.

Full Abstract:

Match fixing is a growing problem in the international world of sports. Match fixing and certain forms of similar unethical conduct undermine the values of sports and may evolve into a serious threat to the world of sports as we know it.

On 4th May 2013 at its annual meeting, the Board of Representatives of the NOC and Sports Confederation of Denmark (DIF) adopted new regulations against match fixing. The regulations are in effect from this date. A working group composed of representatives of DIF's Executive Board and administration as well as several federations under DIF was appointed in the preparation of the draft regulations.

The purpose of the regulations is to protect the spirit and integrity of sport by counteracting, controlling and sanctioning manipulation of sports competitions (match fixing) and certain forms of similar unethical conduct within DIF's member federations.

In addition, the regulations are to provide the foundation for taking a clear stance against match fixing and similar unethical conduct in the world of sports. This applies especially to DIF's member federations and their member clubs. Influencing the values and conduct of the many children, young people and adults who participate in sports activities under DIF by providing information and education is the joint responsibility of everyone involved in DIF.

Athletes, referees, coaches, team managers and a number of other stakeholders in the sports community are covered by the regulations.

The regulations cover and prohibit both match fixing (actions resulting in an irregular alteration of or impact on the course or results of a sporting competition to achieve an advantage or gain for yourself or others or to remove all or part of the uncertainty normally associated with the course or results of sporting competitions) and three other forms of similar unethical conduct (e.g. betting on your own competition, regardless of whether the bet is placed on you winning the event).

The rules provide for different types of sanctions, depending on the nature of the violation and the competition involved. The available sanctions include temporary or permanent suspension, fine or other pecuniary sanction, withdrawal of prize money and disqualification (cancellation) of results achieved and similar disciplinary sports sanctions. An independent 'Match Fixing Tribunal' decides whether the regulations have been violated, and, if this is the case, which sanction is to be imposed. The chairman

and the ordinary tribunal members are all of the legal profession.

Everyone who is covered by the rules has a duty to notify the 'Match Fixing Secretariat' if they obtain information or have reason to assume that the rules have been violated. A hotline is being established for this purpose.

You also have a duty to appear and tell the truth if requested to do so as part of the investigation of a case. Generally, this also applies to people who are suspected of having violated the regulations.

DIF very much hope that these new strong regulations and the organisational setup will inspire other sports confederations from around the world to strengthen their fight against match fixing in sport.

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REGULATIONS VIII: PROHIBITION AGAINST MANIPULATION OF SPORTS COMPETITIONS (MATCH-FIXING) AND SIMILAR UNETHICAL CONDUCT

Sport Legacy and the Hosting of Mega-Sport Events

Dr Stephen Frawley

Institution: University of Technology, Sydney
Department: UTS Business School
Street: 100 Eton Road
Town/City: Lindfield, Sydney
Country: Australia

Authors: Stephen Frawley,

Keywords: Olympic Games, Mega-Sport Events, Participation, Sport Legacy

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 62

Submitted: 2013-06-09

Abstract synopsis:

The legacy of a mega-sport event, such as the Olympic Games, in a host nation or city can take many forms. These can include non-sporting gains such as new urban infrastructure, increased tourism, and associated economic development. Sport related benefits can include the development of new facilities, reinvigorated sporting organizations, modern sports equipment and potential increases in community sport participation.

Full Abstract:

The legacy of a mega-sport event, such as the Olympic Games, in a host nation or city can take many forms. These can include non-sporting gains such as new urban infrastructure, increased tourism, and associated economic development. Sport related benefits can include the development of new facilities, reinvigorated sporting organisations, modern sports equipment and potential increases in community sport participation. This paper is focused on this last idea, exploring the impact hosting mega-sport events have had on sport participation in Australia over the past 12 years. The study explores three recent events, the Sydney 2000 Olympic Games, the 2003 Rugby World Cup, and the 2006 Melbourne Commonwealth Games. With reference to Sydney 2000, the study found that there appeared to be a positive effect on adult sport participation, but with non-Olympic sports witnessing stronger growth than Olympic sports. Conversely, in the case of junior sport (under 15) sport participants, Olympic sports witnessed greater growth than non-Olympic sports. Examination of data on the 2003 Rugby World Cup, hosted in Australia, showed a clearer relationship between hosting of the event and increased grassroots participation, albeit in the context of earlier growth. The study also explored the hosting of the 2006 Melbourne Commonwealth Games, but found no post-event increase in adult sport participation in Australia or in the host state of Victoria. On the other hand, however, some evidence was presented that showed junior sport participation grew at a modest level.

References:

Legal legacy of the Olympic Games – an emerging issue

Dr Karolina Tetlak

Institution: Warsaw University
Department: Law
Street: Krakowskie Przedmiescie 26/28
Town/City: Warsaw
Country: Poland

Authors: Karolina Tetlak,

Keywords: Lex Sportiva, Olympic legislation

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 61

Submitted: 2013-06-08

Abstract synopsis:

The legacy of the Games comprises not only the traditional legacies, but also the emerging supranational Lex Olympica and the impact of Olympic legislation on legal systems of host countries. Event-specific legislation becomes part of a uniform Olympic legal regime designed by the IOC and implemented by hosts worldwide.

Full Abstract:

To protect the interests of the Olympic Movement and its official sponsors, the International Olympic Committee (IOC) requires host countries to introduce special Olympic legislation as a condition for hosting the Games, and to partly suspend the general domestic laws during the Olympics. While it is understandable that the existing legal systems of host countries may often be insufficient to provide the necessary regulations for the Olympics, the evolving strategy of creating a favorable legal environment for the Games raises legitimacy concerns. Such event-specific legislation becomes part of a uniform Olympic legal regime designed by the IOC and implemented by hosts worldwide. This proposed paper analyzes such legislative interventions in terms of Olympic legacy and discusses the Games legal impact on host countries.

The legacy of the Games comprises not only the traditional legacies, but also the emerging supranational Lex Olympica and the impact of Olympic legislation on legal systems of host countries. A full tax immunity for the Olympics is an example of a legal carve-out, whereby the existing general laws do not apply to the Games. Instead, special Olympic regulations implement the IOC's own tax policy, imposed uniformly worldwide, despite differences in legal systems of the hosts. Currently, governments de facto cede fiscal rule-making authority to the IOC, without public disclosure or meaningful review. Even though legal acts are formally issued by the legislative authority, they are drafted under the dictation of the IOC within the framework imposed by the host city contract. On the one hand, such practice disintegrates the domestic legal systems of the host countries, which are partly suspended and supplemented for the period of the Games. On the other hand, it develops a stable fiscal framework for the Olympics, secured by the IOC's bargaining power and obligations imposed under the host city contract.

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potential model for other international games.

References:

<http://gaygames.org>

A Pride House at the Olympics: How some people play

Ms Louise Englefield

Institution: Football v Homophobia

Department:

Street:

Town/City:

Country: - Select -

Authors: Marc Naimark, Les Johnson, Sébastien Datiche,

Keywords: LGBT, lesbian, gay, bisexual, transgender, Olympics, Winter Olympics, Pride House, Sochi

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 58

Submitted: 2013-05-30

Abstract synopsis:

Since the 2010 Winter Olympics, Pride Houses have been hosted at several major international sporting events. These corollaries to national houses provide a meeting point for mainstream sport and LGBT sport, elite sport and sport for all, competitive sport and recreational sport. In the heart of the world's most visible mainstream sporting events, they offer a confrontation with a mode of sport that provides a powerful alternative to the dominant model.

Full Abstract:

The Olympics and similar mega-events promise great benefits for the cities and countries that host them. But the net economic benefit of such events is contested, and it is clear that personal liberty of local people is substantially constrained before and during the event. Residents are evicted, neighborhoods torn down, businesses are restricted in their sales practices, travel patterns disturbed, the freedom of circulation is inhibited, rights to protest attacked. At the Olympics, the event and its institutional and corporate stakeholders are a pervasive presence.

The Pride House movement, born at the 2010 Winter Olympics, is an attempt to give visibility to non-corporate, non-institutional stakeholders in sport.

A nation-state model has been imposed on sport, a phenomenon that is far from inevitable or logical. This is all the stranger in the Olympics where a nation-based structure is in contradiction with the mission of peace and harmony through sport. Despite this, the nation-based structure is seen as a given, and manifests itself, among many other ways, in national "houses" at the Olympics; All the major countries in international sport have their "house" where they carry out PR and sport development.

But nations are not the only valid community for the organization of sport, as can be seen in international games for religious, cultural, linguistic, disability, or professional communities. A community that is particularly well structured is the LGBT (lesbian, gay, bisexual and transexual sports movement, in large part born of the Gay Games, whose first edition took place over 30 years ago, and which now includes many other international games and tournaments and a myriad clubs.

The intent of the creation of Pride Houses at events such as the Olympics is to provide a space for LGBT athletes and sports fans and their allies, to come together. Above all, they are places for like-minded men and women to enjoy the event. But these are also spaces for debate and for education aimed in two directions: to promote LGBT sport and its specificities to interested LGBT and ally athletes, and to engage with mainstream sport on issues of homophobia in sport.

Pride Houses have now been held in Vancouver/Whistler for the 2010 Winter Olympics, in Warsaw for the 2012 UEFA Cup, and in London for the 2012 Summer Olympics. Plans are underway for Pride Houses at the 2014 Commonwealth Games in Glasgow, the 2015 Pan American Games in Toronto, and the 2016 Summer Olympics in Rio.

Missing from this list are the 2014 Winter Olympics in Sochi, a victim of rising homophobia in Russia. The groups involved in past and future Pride Houses are intent on ensuring some form of Pride House in Sochi, despite the refusal of the IOC to take any action on this matter.

Why should a community of millions of athletes and sports fans be excluded from an event that is intended to bring the world together? Can the model of the Pride House interest other communities keen

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to come together at mega-events like the Olympics?

References:

<http://gaygames.org>

<http://pridehouse2012.org>

Making the World Safe for Capitalism: A Critique of Global Sport and "Development"**Professor John Nauright**

Institution: George Mason University
 Department: The Center for the Study of Sport and Leisure in Society
 Street: 10900 University Blvd.
 Town/City: Manassas, VA
 Country: United States

Authors: John Nauright,

Keywords: Neo-imperialism, Capitalism, Neoliberalism, Olympic Games, FIFA, Development

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 56

Submitted: 2013-05-30

Abstract synopsis:

Sport, while having the possibility of promoting resistance and individual and social transformation, has become more and more enmeshed in a global system based on growth and inequality at the expense of sustainability and social and economic justice. Sports, at elite and grassroots levels, are increasingly less about health and more about the creation of consumers in and through sports and generating profit from related products and services.

Full Abstract:

With elite commodified sports having such large economic values, they become significant power players in regional and national political economies. Local community interests and democratic practices are often subverted as business and governments align in support of events-driven economies as part of pro-growth strategies. In substance, business and political leaders view sports mega-events as significant channels for local and regional economic development and as a way to facilitate urban redevelopment using the event as a catalyst to leverage additional resources that they argue might not otherwise be as forthcoming.

This strategy is justified through projecting tourism growth, touting resulting infrastructural improvements, and the generation of short-term employment opportunities. Tourism and envisaged new investment in the specific locality or nation are key aspects of the heightened interest in hosting mega-events as they are thought to be the most expedient way to attract media interest in a host city or nation, which, it is hoped, will translate into an influx of outside capital through tourism and new investment. Sports critic, Marc Perelman suggests there is now an entire mode of production that has emerged around globalized sport. Several sociologists of globalization and sport, notably George Sage, make a similar if slightly less bold argument about the increasing potency of sports in global capitalism.

In its current practice at elite professional and mega-event level and as promoted a sold as 'development', sport(s) offers little that challenges neoliberal economics and, as operated in the developing world (mostly in the Global South), promotes a neo-imperialism that perpetuates inequalities generated in the era of imperialism/colonialism. While I am skeptical about the possibility of real change in and through sport, I suggest there are alternatives whereby sport can promote sustainable futures and challenge the status quo. I hope to at least open up debate whereby challenges to the practice of accepted norms such as 'olympism', 'development', and 'character building' might be decoded and recast particularly in terms of how we view sport pedagogically and how we envisage sport as a vehicle for social and economic "development" in spaces of the Global South and marginalized spaces of the Global North.

Note

M. Perelman, *Barbaric Sport: A Global Plague*. London: Verso, 2012.

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**Sports Reforms: Fact or phantom
Is integrity 'optional'**

Ms Bastien Wallace

Institution: Basketball Australia
Department: Game Development
Street: 2, 191 Botany Road
Town/City: Waterloo
Country: Australia

Authors: Bastien Lynette Wallace,

Keywords: Integrity, equality, sportsmanship, drugs, supplements, gender, performance, participation, health

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 54

Submitted: 2013-05-24

Abstract synopsis:

Match-fixing, doping, violence, racism, criminal links and 'tanking' issues are a providing call to sport to examine its integrity issues. Examples of challenges, failings and successes in the UK and Australia highlight the challenges faced opportunities to choose stronger and more effective structures and processes.

Full Abstract:

Media 'revelations' about cheating, doping, bullying and violence in sport are nothing new, but the refreshing change is that the conversation has begun to shift to a larger notion of integrity. As policing agencies join the dots between the supply of drugs and peptides to athletes, the laundering of money through match-fixing and the business of organised crime it is timely that sport steps back and looks at the whole picture.

Can integrity be an 'optional' thing paid lip-service to in the wake of media or government attention, in the hopes that the focus will move on? Is it enough to be seen as 'coming down tough' on doping and cheats, but to sweep racism and gender equality into the 'too hard basket'? Examples from Britain's Amateur Swimming Association, Surf Life Saving Australia, Basketball Australia and the fitness industry call for more than issue-based or short term attention.

At many levels sport faces challenges to balance the bottom line and the argument from scarce resources is a popular one. Players, volunteers, contract and low-paid staff often have no protection should they choose to speak up and may lose their livelihood and the chance to remain involved in something they care deeply about. As the cheating, match-fixing, doping and stories of mismanagement play out in the media globally, sport stands to lose the interest and revenue of fans and sponsors. More sinister still is that these 'weak links' are now being exploited by organised crime in ways that sport will need to come to terms with and respond to rapidly.

Sport is often used by governments as a tool to address inactivity and improve public health, challenged to lead, and provide role-models for an array of issues. This is at odds with the 'win at all costs' motivation of top competitors, funding models and sponsorship that only reward medals and neglecting to hold sport accountable for good governance. The failure of some sport-based interventions and success of others serves not only as a lesson in 'what works' to transform health, but often highlights areas for improvement in the structure and administration of sports organisations.

If sport reform is to become fact then an honest appraisal of weaknesses and admission of current inadequacies is essential. The next stage is to implement structures and choose behaviours that work. Long-standing organisations, extreme sports, mass participation events and the fitness industry all have lessons to teach if sport is prepared to listen. Finally a commitment to action and change is critical. Many would point to change as nigh impossible in the business world but it's a critical feature of any sporting performance. Sport already embodies the qualities and structures essential to embrace change and deliver reform.

References:

The presence of ex-athletes in advertising. A study of Spanish case.

Dr Joaquin Marin Montin

Institution: Universidad de Sevilla
Department: Comunicación Audiovisual y Publicidad
Street: Av. Americo Vespucio s/n
Town/City: Seville
Country: Spain

Authors: Joaquin Marin Montin,

Keywords: ex-athletes; advertising; brand; Spain.

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 53

Submitted: 2013-05-19

Abstract synopsis:

Nowadays sports are present in many advertising messages. Traditionally most of these type of ads are made by famous sports icons that are active. But in these rough times of crisis many of ex-athletes are playing a new role on this advertising atmosphere. This paper analyzes their role or presence in the recent Spanish advertising scenario. The main purpose of this research is focused in recognizing different features of these messages. The analysis was performed on a total of 8 advertisements broadcasted between 2011 and 2013, focusing on eight mayor brands. This research showed what mostly of former athletes values are and how they present them in commercials and advertising field.

Full Abstract:

Nowadays sports are present in many advertising messages. But in these rough times of crisis many of ex-athletes are playing a new role on this advertising atmosphere. This paper analyzes their role or presence in the recent Spanish advertising scenario. The main purpose of this research is focused in recognizing different features of these messages. The analysis was performed on a total of 8 advertisements broadcasted between 2011 and 2013, focusing on eight mayor brands. This research showed what mostly of former athletes values are and how they present them in commercials and advertising field.

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SPORT FOR DEVELOPMENT OR UNDERDEVELOPMENT: A CASE EXAMPLE OF THE MATHARE YOUTH SPORT ASSOCIATION (MYSA)**Dr Oscar Mwaanga**

Institution: Southampton Solent University
 Department: Faculty of Business, Sport and Enterprise
 Street: East Park Terrace
 Town/City: Southampton
 Country: United Kingdom

Authors: Oscar Mwaanga, Kurt Wachter,

Keywords: Sport for Development and Peace (SDP); critique of North – South partnership, postcolonial theory, Mathare Youth Sport Association (MYSA)

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 52

Submitted: 2013-05-16

Abstract synopsis:

The Sport for Development and Peace movement has taken an uncritical posture of the ideological underpinnings of SDP programmes and approaches. The paper looks at the case of the Kenyan SPD NGO MYSA and the discourse which evolved around the current conflict with Strømme Foundation. Postcolonial theory will be applied to understand hegemonic and alternative development perspectives.

Full Abstract:

With over 400 projects and organisations officially registered on the International Platform on Sport for Development and Peace (www.sportanddev.org, 2012), sport is now held as a legitimate means to progress global health, education, development and peace (UN, 2006). However, at close examination SDP still follows the traditional trajectory of international development which predominantly involves the supposedly apolitical transposition of resources from donors (Global North) to implementers (Global South) (Briggs, 2008). These include the less tangible resources that include Global Northern knowledge, ideologies and practices which are transposed in unidirectional pattern from the North to the South. Undoubtedly, the transposing of the above listed less tangible resources consequently normalizes the legitimate ways of thinking about and doing development (Sidaway, 2008). This disparity could be seen as extending a notion of colonial discourse: that truth about development is constructed in the Global North and implemented in Global South. This tendency within SDP, argues Darnell, is 'based on racialised and spatialised notions of superiority' and expertise whereby Northern characteristics are taken to signify the *raison d'être* of development (2007, p. 562).

Within the current SDP paradigm NGOs have become the dominant organisational form for advancing development through sport (Mwaanga 2013). During the past decade the Kenyan Mathare Youth Sport Association (MYSA) formed in 1987 has been glorified as the best global shining example for the potential power of sports for attaining development goals. MYSA evolved into arguably the most renowned SDP NGO in the Global South. It received international acclaims and has been nominated for the Nobel Peace Prize and is host for a FIFA Football for Hope centre.

However, a recent report by Norwegian Strømme foundation, a key MYSA donor since 1996, has exposed a number of allegations ranging from misappropriation of funds, corruption and sexual harassment and abuse of girls and young women (Strømme 2012). These serious allegations by Strømme foundation have evoked much debate in the SDP field. Notwithstanding, this report has brought to the fore more important questions about the dominate discourse in terms of who benefits and who it marginalises from it and whether it promotes development or underdevelopment

The paper will draws extensive literature review and interviews to be conducted with vested interests in the MYSA saga. The aim is to unpack some key questions around the legitimacy of SDP as promoter of (under)development and also the meaning of development. The vested interest include donors, supporters, and partners in the Global North and also a range of indigenous actors in Kenya.

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United Nations, 2006. Sport and Peace: Report on the International Year of Sport and Physical Education. Geneva: UN

On the Piste: the challenges facing the voluntary sport of petanque in the United Kingdom**Dr David Hindley**

Institution: Nottingham Trent University
 Department: School of Education
 Street: Clifton Lane
 Town/City: Nottingham
 Country: United Kingdom

Authors: David John Hindley,

Keywords: governance; voluntary sports organisations; volunteering; non-profit; management

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 50

Submitted: 2013-05-15

Abstract synopsis:

A critical examination of some of the governance challenges facing the voluntary sport of petanque in the United Kingdom. This paper, which has been informed by empirical research involving key stakeholders, will bring to light some of the nuances associated with this amateur, member-led sport, and the developing relationships between the governing bodies and the clubs.

Full Abstract:

Results, discussion and conclusions: This paper examines some of the governance challenges facing not-for-profit, voluntary sports organisations through an empirical account of the organisation and administration of the amateur sport of petanque in the United Kingdom. The emerging literature on sports governance has tended to focus on sports governing bodies managing professional sports at an international and/or national level, and as such research on organisations which promote and provide sports activity at grassroots level is under-developed (Skille, 2008). This study was motivated by this apparent gap in the literature, as well as a growing interest from government in ensuring that NGBs are 'fit for purpose' and have an appropriate level of both sport specific expertise and independent representation to be able to meet governance challenges.

It is widely recognised that the sport policy landscape has changed dramatically over the past decade, and in turn the management of the voluntary sport sector has come under increased scrutiny (Robinson and Palmer, 2011). As such, this paper needs to be viewed in the context of the government strengthening its capacity to set strategic direction, with increasingly contractual arrangements, from the DCMS to the Sports Councils, down through the spine of accountability to CSPs, to NGBs, to local authorities (Houlihan and Green, 2009). As one of the key deliverers of government policy, NGBs have as a consequence had to grapple with complex governance issues, sparked by instances of managerial failure, financial difficulties, and scrutiny over public funding for sport that together have contributed to a greater need for greater professionalism (Walters et al. 2010). This has been manifest through a period of modernisation programmes with the aim of improving NGB governance. The most recent example of this is the introduction of a government-supported Voluntary Code of Good Governance by the Sport and Recreation Alliance in 2011.

This paper is informed by an empirical study which seeks to provide some rich insights into the governance challenges facing the volunteer-run, member-led sport of petanque in the United Kingdom. As part of the investigation key administrators involved in the sports' governing bodies were interviewed, as well as seeking the views of club officials from across the home nations. The latter was collected using a web-based survey of volunteers responsible for the running of petanque clubs.

The study provides a timely account of the governance challenges, as well as bringing to light some of the nuances associated with this minority sport and its governing bodies, which are still in their infancy. In particular, one of the key themes that have emerged from the empirical research is the resource constraints facing voluntary sports organisations, which can make implementing change difficult. In addition, issues around insurance for members; tensions between promoting national competitions and recreational opportunities; and volunteer recruitment and retention were identified as key challenges facing the future development of the sport.

References:

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All abstracts - Play the Game Conference 2013

TYPE OF ABSTRACT:

- Academic
 - Journalistic
- (both)

THEME:

- Sports reforms: Fact or phantom?

AUTHOR:

Katarina Pijetlovic

PRESENTER AT PLAY THE GAME:

Katarina Pijetlovic

AUTHOR: INSTITUTIONS & JOB TITLES

Associate Professor, Tallinn Law School

AUTHOR: E-MAIL ADDRESSES

pijetlovic@hotmail.com

ABSTRACT KEYWORDS (Max. 15)

Tennis, match-fixing, Daniel Köllerer, ATP, WTA, ITF, Tennis Integrity Unit, corruption, fundamental rights

TITLE OF ABSTRACT

TENNIS: Kafkaesque Enforcement of Uniform Tennis Anti-Corruption Programme

ULTRA SHORT SUMMARY OF ABSTRACT (max 75 words)

In 2008/9, the four tennis governing bodies (ATP, WTA, ITF, and Grand Slam Committee) adopted Uniform Tennis Anti-Corruption Code (UTACP), established Tennis Integrity Unit to investigate corruption offences, and appointed Anti-Corruption Hearing Officer in charge of adjudicating on such offences. Whereas this institutional change is a welcome improvement, it is merely a smokescreen rather than an indication of a true concern for finding workable solution for problem of match-fixing that has plagued tennis for long.

ABSTRACT/STORYLINE: RESULTS, DISCUSSION AND IMPLICATIONS/CONCLUSIONS

In 2008/9, the four tennis governing bodies (ATP, WTA, ITF, and Grand Slam Committee) adopted Uniform Tennis Anti-Corruption Code (UTACP), established Tennis Integrity Unit to investigate corruption offences, and appointed Anti-Corruption Hearing Officer (AHO) in charge of adjudicating on the corruption offences in tennis on the basis of UTACP. Whereas this institutional change is a welcome improvement, it is merely a smokescreen of external appearance rather than an indication of a true concern for finding workable solution for problem of match-fixing that has plagued tennis for long. Furthermore, for more than one reason, the established system of (in)justice in prosecuting corruption offences violates fundamental rights of every single male and female tennis player currently on the Tour. Case illustrations are provided, including the guidelines for the tennis players on how to get their competitor fellow player banned from tennis for life without a single piece of hard evidence. In particular, however, we will take a closer look into the Daniel Köllerer and David Savic decisions before AHO (the two tennis that players received a life-time ban on the basis of match-fixing charges) that have been kept confidential by the tennis governing bodies, to outline some of the major shortcomings of the system and suggest amendments. Some of the suggestions concern the bargaining powers and representation of tennis players in the tennis governing bodies, which is currently highly inadequate and incompetent, as well as the need to consolidate the financial solidarity mechanisms that exist between the best and the rest.

TECHNICAL REQUIREMENTS

Computer /PPT

**The Democratization of Athletes:
What if athletes determined who governed their sports?**

Dr Peter Donnelly

Institution: University of Toronto
Department: Kinesiology and Physical Education
Street: 55 Harbord Street
Town/City: Toronto
Country: Canada

Authors: Peter Donnelly,

Keywords: democratization, sport governance, human rights

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 45

Submitted: 2013-05-15

Abstract synopsis:

Reform of the crisis in sport governance is painfully slow. This paper considers reform from the athletes' perspectives, considers what sport may be like if the players controlled the game, and suggests a human rights approach to the democratization of athletes to determine who governs their sports.

Full Abstract:

For the past several years, while researching and thinking about the crisis in sport governance and observing the painfully slow progress of reform, I have been speculating about a more radical solution to the crisis: what if the players controlled the game? My starting point has been to review sports where the players are in control (e.g., Roller Derby, Ultimate), but also to examine the struggles that emerge in player-controlled sports as some athletes develop Olympic aspirations and the sports cede control to one of the International (Sport) Federations (e.g., Snowboarding and FIS).

As I have presented these ideas to academic audiences (e.g., Donnelly, 2013), I have been challenged by comments to the effect that top athletes and professional athletes have such a short career, and need to be so disciplined in order to retain their status, that they have no time to be involved in self-governance. These comments echo our media-driven images of athletes who fit into rather narrow stereotypical roles, ranging from 'childlike' and 'hedonist' to disciplined 'automaton' – in fact, such athletes appear to manifest what Milgram referred to as "obedience to authority." In media interviews, they invariably avoid political comment, and answer questions with media-trained clichés – how could such people be relied on to govern, or determine the governance of their own sports?

My own experience of conversations with elite and professional athletes is that they are often very thoughtful about their sport, they are very aware of problems such as corruption and abusive coaching, and they may feel conflicted as they are drawn into post career positions as coaches and administrators, finding that they are beginning to reproduce all of the negative patterns that they experienced as athletes. How do we take the next step, where athletes are able to give voice to their thoughts and experiences, and their own proposals for reform?

Some recent research from Sweden (Eliasson, 2013) suggests that, as part of the enculturation process of sport, young athletes learn quite early to deny their human rights to, for example, freedom of expression. This paper will take a human rights / athletes' rights perspective to consider the democratization of athletes.

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Global Sports Political Power Index - how much international influence does Danish sport have?

Mr Poul Broberg

Institution: NOC of Denmark
Department: Secretariat
Street: Brøndby Stadion 20
Town/City: Brøndby
Country: Denmark

Authors: Poul Broberg,

Keywords: International sports policy, international representation, the composition of executive committees in sports organizations

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 44

Submitted: 2013-05-15

Abstract synopsis:

The international strategy of the NOC of Denmark as it is used today is not showing if Danish sport on a comparative level is more or less represented in significant international positions than the sports organisations, which the NOC of Denmark is normally comparing its self to. The NOC of Denmark has decided to make a Global Sports Political Power Index, which will give the NOC of Denmark more knowledge about how many European or International positions a country with the size of Denmark can expect.

Full Abstract:

The idea of collecting data to be used in a Global Sports Political Power Index has three main objectives

1. To provide the knowledge to the NOC of Denmark if Danish sport is currently represented below level, at level or above level in decisive positions.
2. To map the nations in the world with most political power due to their representation in significant sports organizations in order for the NOC of Denmark to strengthen its relations to the NOC of these countries
3. To create awareness about the international sports political work being done by the NOC of Denmark

The composition of the executive committees in the international sports organizations has been analyzed by identifying the nationality of all members. When it comes to the IOC all IOC members are registered, because being an IOC member is fundamentally a position, which gives access to a fair deal of influence on the international sports policy agenda. Also relate to the Olympic world, Danish sports international influence has been related to the composition of the executive committee in ANOC and the executive committee in the European Olympic Committee.

Apart from looking at the most influential nations in the Olympic World, the Global Sports Power Index does also take the temperature on Danish sports international influence in the individual sport federations. Here the index both looks at the influence in the international federations and the European federations. All 61 member federations of the NOC of Denmark are being analyzed by identifying the nationalities of the executive committee members internationally and at a European level.

The index is recognizing that some sports do have more international influence and prestige than other. To have a member of the FIFA or UEFA executive committee is regarded more beneficial than have a member of the executive committee of the World Ninepin Bowling Association. To make this difference in importance of Danish representation at global or European level, the Olympic sports are weighted higher than the non-Olympic sports.

To summarize the Global Sports Political Power Index do operate with different weightings based on the relative power and influence of the organizations where Danish political representation is possible. These weightings are based on the importance of the events or sports that are organized by the organization, the wealth and economic fortunes of the organization, the number of members (in the Danish federation), the media coverage and if the organization is Olympic/non-Olympic.

References:

The Doom Loop of Intercollegiate Athletics and Its Parallels to the IOC and FIFA

Mr Benjamin Bendrich

Institution: Georg-August-University Göttingen
 Department: Sports Science
 Street: Sültebecksbreite 7
 Town/City: Göttingen
 Country: Germany

Authors: Benjamin Bendrich,

Keywords: Intercollegiate athletics, NCAA, student-athletes, reform, IOC, FIFA, corruption, monopoly, commercialism, oversight, power structure

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 43

Submitted: 2013-05-15

Abstract synopsis:

Shocking scandals and cover up stories involving American college athletics have been exposed by the media over the last couple of years. These scandals have triggered an outcry for reform and put the NCAA and its affiliates under the microscope. Evidence for certain parallels between the different sports associations can be found. The presentation aims to present the current state and future of the NCAA as well as compiled parallels to global sports associations.

Full Abstract:

In recent years big associations like the IOC and FIFA have made corruption of sports a constant front-page news worldwide. In the United States the National Collegiate Athletics Association (NCAA) is battling serious issues of corruption as well and rather gets little international attention.

Shocking scandals and cover up stories involving athletic departments of esteemed American universities have been exposed to the public eye and triggered an outcry for reform. Financial and athletic successes seem to rule the world of US college athletics of today.

Within this system the student-athletes themselves generate huge amounts of money for their universities, the NCAA and private big-time companies, while not receiving any kind of financial compensation. The NCAA itself financially depends on basketball and its TV revenues. The general position taken by the NCAA regarding the compensation of student-athletes, is its principle of amateurism. Despite the important role of the term amateurism, the NCAA never has defined what an amateur is. Clear evidence can be found that the term amateurism is used as a camouflage for its monopoly practice. In the business of college athletics, student-athletes and their academic performance often get lost in the whirlwind of athletic success. Prestigious institutions spend millions of dollars for their athletic enterprises and use them as their flagships and trademarks. The argument that most universities treat student-athletes like business assets rather than important scholars can be advanced.

Scandals like Reggie Bush/ University of Southern California Scandal, the Penn State Scandal, Cam Newton/ Auburn University Scandal or the University of Miami Scandal show the different facets of corruption within the NCAA. The association continues to struggle with these current problems and deals like the FIFA and IOC with serious forms of corruption. Especially the non-existent independent oversight and immoral and unjust payment and enrichment of chief executives reveal the serious problems of reform.

This presentation is aiming to analyze the current state of the NCAA and its intention to reform. Based on the versatile problems, an analysis and comparison with other associations like the FIFA and IOC will help to approach these issues. The apparent structural problems of today's NCAA and other associations show that considerable improvement is necessary. The question arises, what kind of measures can be taken to improve the integrity of associations and federations and how to learn from experiences and mistakes of these different entities. The author uses his own scientific data to show the problems of intercollegiate athletics. To assess the crisis in college sports, the author has collected quantitative and qualitative data in 2012-2013. Experts like athletes, administrators, advisors, professors and vice-presidents were surveyed and interviewed about problems and possible ways to reform. After the assessment of college sports the author is going to elaborate on the compiled parallels of the NCAA to FIFA and the IOC, regarding power structures and corruption within the respective federation.

References:

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Andrew Jennings – several publications -investigating and writing about corruption in the IOC and FIFA. He has written four books on these issues

Lipsyte, R. (2007). Descent into March Madness, April 2, 2007 Edition , The Nation; Stand: 31.10.2011, URL: <http://www.thenation.com/article/descent-march-madness>

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Relevant persons: Dave Zirin, Mark Emrett, Blatter

The Author has also conducted research at the University of Oregon and University of Texas at Austin (under the supervision of Prof. Janice Todd) for 6 month as a graduate student

Hosting major sporting events

-

The challenge of utilizing stadiums after the party is over**Professor Harry Arne Solberg**

Institution: Trondheim Business School

Department:

Street: Jonnsvannsveien 82

Town/City: Trondheim

Country: Norway

Authors: Harry Arne Solberg, Jens Alm, Rasmus Storm, Eva Umancova,

Keywords: Major sporting events, economic impacts, post-event stadium utilization

Topic/Workshop: Theme 5. Sports facilities: Who are we building for?

Abstract Number: 41

Submitted: 2013-05-15

Abstract synopsis:

The paper analysis the utilization of stadia built for major sporting events, in the post-event period. It shows that stadia funded by the public sector had lower utilization, and that stadia in low-income nations had lower usage than stadia in wealthier nations, which is alarming from a welfare economic perspective. In some cases the stadia built for the events had lower usage than older stadia which alternatively could have been used at the main event.

Full Abstract:

This paper will analyse the post-event utilization of stadiums that were built or substantially renovated for major sports events. It will be measured by means of the Stadium Utilization Index (SUI), which is the total annual demand divided by the capacity.

The empirical data presented in Table 1 shows the top-five and bottom-five stadia, according to this ranking. The top-two stadia are both multisport arenas, while number three (the Allianz arena) is the home ground of two professional football clubs. At the other end of the scale, more than 20% of the stadiums had indexes lower than 2, which indicates very low usage. Some teams preferred to continue using the old stadiums instead of moving to the new ones. One reason for this was that the capacity of the new stadiums have exceeded their needs. Such patterns were observed in Japan and South-Africa, two of the FIFA World Cup final hosts in this century. Many of the stadi built for Euro 2004 in Portugal also had low indexes.

Regression analyses showed that privately funded stadiums were more utilised than stadiums funded by the public sector. A rationale for public funding exists if activities at the stadia generate externalities, such as for example by motivating people to exercise. On the other hand, public funding can create principal-agent relations, where local stakeholders operate as free-riders towards the federal government. This, in turn, can reduce cost discipline and also result in stadia with overcapacity.

Stadiums in low income nations had lower utilisation, which is alarming from an efficiency perspective. Some stadiums were built to improve the chances of attracting future events, but without being aware of the events they aimed for.

South-Africa hosted the Rugby World Cup some years before the 2010 FIFA World Cup, and some of these would have required minor renovations to meet FIFA's requirements to be used at the 2010 World Cup. Nevertheless, it was decided to build several new stadia. It is a paradox that those old venues have had higher average attendance figures than the newly built World Cup venues.

With all these findings in mind, UEFA's decision that Euro 2020 will take place across a number of cities on the continent rather than in a single country or two host nations is encouraging, and a strategy other international sport governing bodies should consider to adopt .

References:

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Law's contribution to Youth Sport: Over Regulating and Undermining Participation?

Professor Guy Osborn

Institution: University of Westminster
Department: Westminster Law School
Street: 4 Little Titchfield Street
Town/City: London
Country: United Kingdom

Authors: Guy Osborn, Steve Greenfield,

Keywords: Youth Sport- Volunteer Culture- Vetting-Governing Bodies-Law- Negligence- Litigation- Participation- safeguarding

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 40

Submitted: 2013-05-15

Abstract synopsis:

This paper considers the role of law in regulating youth sport in the UK and the extent to which an increased role for law has led to an undermining of the organization of youth sport and ultimately contributed to a decline in participation by both volunteers and players. An alternative perspective is that legal intervention has created a protective regime and safer environment for participation to flourish.

Full Abstract:

Law has become increasingly intertwined with sport at all levels. At the elite level commercial issues are significant and these may be represented through contractual and intellectual property disputes for example, and both domestic and European Law may have a role to play in arbitrating between conflicting positions. This paper is primarily concerned with the position in the UK, but many of the issues and findings are transferable.

Recreational sport, whilst generally lacking the commercial dimension, still faces increasing regulatory interference on a number of levels and this affects a host of relationships. For example, Governing Bodies are required, through funding mechanisms, to set up a rigorous system of education and training for a range of personnel from coaches to other post holders. This is coupled with statutory requirements to carry out 'intrusive' vetting through enhanced criminal records checking. This stringent regulation has been introduced to embed child protection within the operation of youth sport as a result of revelations of serious sexual abuse within a number of sports and direct Government legislation. This legislation has since been viewed as too onerous and subject to amendment. The Government is struggling to determine the legitimate balance between a protective regime and encouraging participation and volunteering within sport.

One key question to explore is how legitimate regulation can promote rather than deter participation in recreational sport. There are a number of different groups to consider; organizers, volunteers, players and parents and the effect the increasing intervention of law may have on each. This paper begins to provide a framework for answering this question

Discussion Questions

The paper will draw out the following questions:

- Does youth sport benefit from an imposed and stringent form of regulation?
- What lessons can be learned from the UK's recent experience in terms of promoting volunteering within youth sport?
- What are the consequences for the role of parents within a system of stringent regulation?
- What realistic alternatives, to legal intervention, exist to protect participants and promote participation?

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This is an indicative list

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The Meaning of Medals: A Study on Social Costs and Benefits of National Sporting Success**Dr Jan Haut**

Institution: Goethe Universität
 Department: Institut für Sportwissenschaften
 Street: Ginnheimer Landstr. 39
 Town/City: Frankfurt
 Country: Germany

Authors: Jan Haut, Robert Prohl, Eike Emrich,

Keywords: medal index, elite sports, Olympics, identification, representation, nationalism

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 39

Submitted: 2013-05-15

Abstract synopsis:

State-funding of Olympic elite sport in Germany aims at optimizing the position in the medal index. Is that necessary to achieve national identification and international representation? Or does such policy rather provoke unsportsmanlike behavior and nationalistic attitudes? The study presents results on how important the population does consider national success and which measures are accepted for it.

Full Abstract:

In the social sciences of sport, elite sport competition between nations has been described as a „global sporting arms race“ (de Bosscher et al., 2008). States intervene increasingly in financing and organization of Olympic sport, mobilizing more and more resources in order to guarantee success in terms of medals (Allison & Monington, 2002; Beamish & Ritchie, 2006). In Germany and in many other countries that includes practices which, during the Cold War, had been criticized as being unacceptable for Western democratic societies (Prohl, 2012): funding only or primarily for medal-promising sports, regardless of their popularity or tradition; early selection and specialization of young athletes in sport schools, leading to increased dependency to the sport system (Emrich & Prohl, 2009); acting of sport policy leaders in a manner of closed society authorities, refraining from giving public information about criteria for funding etc. Before 1990, the medal index was used as a means of demonstrating the superiority of the communist or capitalist system. Nowadays the struggle for medal success is politically legitimized with assumed benefits for the country, such as international prestige, national identification and solidarity, or a role-model function for the sport participation of the population (Grix & Carmichael, 2012).

In a survey carried out in 2012 (N=899) we wanted to know if the German population considers the medal index as important as the sports policy makers do; what they expect from their athletes and which role the state should have; how they see the meaning of national success, especially compared to the values of sport; and with which more general political attitudes (e.g. nationalism) these perspectives on elite sports are linked. First results (Haut, Prohl & Emrich, 2013) showed that medals are indeed perceived as important for a large share of the population, but much more important is that results are produced without doping and according to the rules of fair play. Those who consider medals as very important not only show a harmless sport-related patriotism, but have a limited understanding of fair play and nationalistic political attitudes. More detailed analysis of these relations and further results shall be discussed.

References:

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The winner takes it all? Changing ideals of winning in amateur (youth) sport in the Netherlands**Dr Marjet Derks**

Institution: Radboud University
 Department: Cultural History
 Street: PO box 9103
 Town/City: Nijmegen
 Country: Netherlands

Authors: Marjet Derks, Inge Claringbould,

Keywords: Winning, competitiveness, youth sport, sport culture, sport history, internationalization

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 37

Submitted: 2013-05-15

Abstract synopsis:

This paper focuses on the culture of winning and performance in amateur youth sport, assuming that an increased international competitiveness in elite sport interacts with amateur youth sport as well. The results of this study indicate how values and norms that construct youth experience in competitive sport reflect an organizational and cultural context that produces and organizes these constructions, and how these constructions have developed from a historical perspective.

Full Abstract:

'Winning isn't everything, it's the only thing' is an often quoted maxim to typify contemporary sport culture that (financially) honors, praises and admires winners in sport.

In this study we assume that the process of internationalization throughout the 20th century has increased the international competitiveness in sport resulting in a 'global medalist race'. Although scholarly attention has been paid to a broader impact of emphasizing performance and winning in elite sport, this has hardly been done within the context of amateur youth sport. This can be seen as a gap, since the latter is not an independent entity but closely tied to elite sport.

Due to this close relationship a changing climate in elite sport may also mean that amateur sport is in a state of flux. Several research results seem to affirm this. Children now start playing a sport at an increasingly younger age. In addition, their selection and categorization into different levels of competition based on their level of play also takes place at an increasingly younger age. They are taught that the development of their skills and performance can only occur if they engage in serious practice.

Based on scholarly literature, this paper intends to make a cultural analysis of the historical processes that underlie the culture of winning and performance in sport in combination with their actual consequences for the practice of youth sport.

Important in this study is our perspective of sport as an essentially contested concept that has undergone processes of transformation and diversification throughout the 20th century and well into the 21st. It is stated that this model affects numerous young girls and boys from an early age onward who are involved in competition and deal with its demands to perform and improve, and that there is a connection with current problems within youth sport like an increased level of aggression, unfair behaviour and drop-out. The basic assumption is that these problems cannot merely be ascribed to individual athletes' mentality and thus be separated from the wider cultural context in which these changes have taken place. Rather, the emphasis is on the long-term and contemporary fluxes and interaction between culture, the (sport) system and individual participants. The results indicate the relationship between values and norms youth experience in competitive sport and the organizational context that produces and organizes these meanings, values, knowledge and possibilities, and how this relationship has developed from a historical perspective.

The practical purpose of this study is to contribute to a better sport climate for all youth participating in (competitive) sports, assuming changes in aggression and unsporting behaviour can be organized and realized through a better understanding of the processes that underlie the current competitive club sport. In addition these changes may also contribute to lessen the drop out of youth membership in sport clubs from youth older than 12 years.

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Match-fixing: Criminalisation vs. the Ultima Ratio Principle**Dr Salomeja Zaksaitė**

Institution: Mykolas Romeris University
 Department: Postdoctoral researcher at Research centre
 Street: Ateities g. 20
 Town/City: Vilnius
 Country: Lithuania

Authors: Salomeja Zaksaitė,

Keywords: match-fixing, ultima ratio, criminalisation

Topic/Workshop: Theme 1. Match fixing: Fair game for gangsters?

Abstract Number: 36

Submitted: 2013-05-15

Abstract synopsis:

The abstract analyses current issues stemming from the criminalisation of match-fixing in the light of the draft international COE convention to combat the manipulation of sports competitions. Firstly, a concept of manipulations is investigated laying out that quite a broad concept implicates different kinds of responsibilities. Further, a question is raised as to what forms of manipulations are dangerous enough to be criminalised, why and when disciplinary liability does not suffice.

Full Abstract:

This abstract analyses current issues stemming from the criminalisation of match-fixing (manipulation of sports competitions) in the light of the draft international COE convention to combat the manipulation of sports competitions. Firstly, a concept of manipulations is investigated laying out that quite a broad concept implicates different kinds of responsibilities. The presented comments on the draft Convention also stress that this is a general definition, not intended to define the scope of criminal offences. Further, a question is raised as to what forms of manipulations are dangerous enough to be criminalised, why and when disciplinary liability does not suffice. The main reasons attracting criminal liability are as follows: match fixing causes certain harm and betting operators might suffer certain damages; also, match-fixing sometimes might be not only the form of corruption, but also the form of organized crime; disciplinary institutions are not able to ascertain and prove the fact of match-fixing without the help of the police; disciplinary law and the scope of its application might be relatively narrow, covering only sport's community; disciplinary law is not always punitive enough. So what should be the features of a match-fixing violation that make it a crime? It is stipulated that, firstly, it should be a great harm, while, for example, such criteria as "abuse of the game" or "rough play" should not be sufficient for criminal liability. In this context, the most doubtful is the corpus delicti of Manipulation of sports competitions through coercion (Art. 16) in the draft Convention. If coercion is understood very broadly (for example, not only as blackmail, poisoning, abduction, but also as abuse of power or of a position of vulnerability), then it comes to a question of what should not be regarded as coercion. For example, does coach's advice to his/her players not to show the best efforts in order to get more favourable opponents in the next round constitute a kind of coercion in sports sense? Why does disciplinary liability not suffice for such acts? Thus, one must be cautious: if "harm" is understood too broadly and applied too vaguely, then criminalisation of match-fixing can become a selective measure for overly discretionary punishment. In turn, the principle of ultima ratio is potentially violated.

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MANAGING SPORTS EVENT VOLUNTEERS**Miss G Gavrilov**

Institution: Ryerson University
 Department: School of Urban and Regional Planning
 Street: 1156 Chada Avenue
 Town/City: Mississauga
 Country: Canada

Authors: G Gavrilov,

Keywords: Sporting Events, Volunteers, Management, Olympics, Motivation, Expectations

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 35

Submitted: 2013-05-15

Abstract synopsis:

What motivates volunteers to assist with sporting events? How can their expectations be managed, resulting in a satisfied team and a successful event? Exploring the motivations and expectations of London 2012 Olympic Games Makers, one can use the results to develop appropriate recruitment policies as well as improve volunteer retention, leading to a positive volunteer experience.

Full Abstract:

This paper identifies a lack of research in volunteer motivation at mega-events, particularly the Olympics. The study examined the main motives of volunteers assisting with the 2012 Olympic Test Events in London, England from April to June 2012. Previous studies and motivation theories were utilised to create a theoretical framework from which to structure the research. A two-page questionnaire was completed by 229 volunteers. Respondents selected their primary and secondary motives for volunteering as well as specified their agreement on a five-point psychometric scale in relation to the topics of: career, expectations, achievement and prestige. Seven semi-structured interviews were also conducted, which explored motivation, expectations, career, volunteer history, and satisfaction. The findings revealed that Olympic-related motives were the overwhelming factor and that younger volunteers are more motivated by career-related reasons than older participants. Expectation also emerged as an important topic connected to motivation. The findings indicate that if expectations are not met, motivation decreases, in addition to there being a preference to learn and be challenged in their voluntary roles. The results are beneficial in understanding what motivates people, which would assist in creating appropriate recruitment policies and training future volunteers, particularly as differences were noted between demographic groups. This may lead to increased levels of volunteer retention and satisfaction, in addition to establishing a lasting volunteer legacy. Drawing upon data collected from London 2012, future Olympic host cities will also be better prepared to implement effective volunteer programmes in order to create a strong volunteer workforce. As a result of this study, recruitment policies and levels of volunteer retention can be improved. This study has important implications for sporting events, as volunteers are a key element in staging large-scale events. Follow-up studies focussing on volunteer legacy may be of interest.

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events, 4th
edition, Frenchs Forest: Pearson.
Primary research conducted by the author in London, in 2012.

TECHNICAL REQUIREMENTS (Computer and Power Point projector will be
None

Playing in the Main Game

Ms Bonita Mersiades

Institution:
Department:
Street: 21 Heathcliff Crescent
Town/City: Balgowlah Heights
Country: Australia

Authors: Bonita Mersiades,

Keywords: gender diversity, football, gender representation

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 34

Submitted: 2013-05-15

Abstract synopsis:

The participation of girls and women in football is a significant competitive edge for the sport in Australia and globally. But despite this, and despite the international competitive structure for women who play the game, football does not attract women in significant numbers as attendees, and nowhere near population or participation share in administration and governance. Why, and what can be done about it?

Full Abstract:

The participation of girls and women in football is a significant competitive edge for the sport in Australia and globally. But despite this, and despite the international competitive structure for women who play the game, football does not attract women in significant numbers as attendees, and nowhere near population or participation share in administration and governance.

Notwithstanding the recent move by FIFA to include 'designated' women's positions on the FIFA Executive Committee as a 20th Century quote-style system, there is a structural, attitudinal and cultural bias against women in positions of influence and power in football. Those who do succeed have generally – but not always - done so because they:

1. don't have a profile
2. don't rock the boat
3. don't have a reform agenda
4. don't expect work-life balance
5. are prepared to compromise their principles.

Without the most senior level input from 50% of the community, it is little wonder that there are so many issues wrapped up in women and sport in general but also women and football.

- Who is going to argue for more money – or even any money – for women in sport at executive level?
- How does a club attract more women, as attendees or members?
- How do broadcasters get more women viewers?
- How do we improve, or hopefully reverse, the significant attrition rate in participation from girls to young women?
- How does the woman's version of a sport get treated on a par with the men's version?
- How does women's sport ensure it gets more than 10% of media coverage?
- And how does a woman sports administrator, who has vision and energy, get an opportunity to get things done when male dominated management prefers a quiet life and the status quo?

While it is accepted policy and practice in western nations that there ought to be gender balance in other sectors of the economy, it has not yet translated to sport. Just as it is now conventional wisdom to tap a more diverse talent pool by having more women on Boards and in senior management positions in business and wider society, then so should there be a similar policy imperative in sport.

This presentation will look at football as a case study and propose ways in which the role of women at all levels of the game can be enhanced and improved.

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<http://www.sportsbusinessdaily.com/Global/Issues/2012/10/09/Leagues-and-Governing-Bodies/Mersiades.aspx>

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Playing the Game: Australia's Bid to Host the World Cup

Ms Bonita Mersiades

Institution:
Department:
Street: 21 Heathcliff Crescent
Town/City: Balgowlah Heights
Country: Australia

Authors: Bonita Mersiades,

Keywords: World Cup Bid, 2018, 2022, FIFA

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 33

Submitted: 2013-05-15

Abstract synopsis:

The race to host the 2018/2022 World Cup tournaments was like no other and FIFA's bidding process meant it was a 'free-for-all'. This is an inside account of how one country conducted its Bid and a look at what went wrong based on the author's book to be published in 2013.

Full Abstract:

The race to host the 2018/2022 World Cup tournaments was like no other.

Two tournaments up for grabs in the one bidding process; unprecedented interest with eleven bidders from six regions of the world involving three of FIFA's confederations; a requirement for bidders to leave a legacy from both bidding and as potential winners; and the decision left in the hands of 24 men.

It was a recipe for a free-for-all.

One of the countries bidding was Australia, a nation recognised around the world for playing and loving all sports. A country that had hosted two Olympic Games, four Commonwealth Games, the cricket World Cup, the rugby World Cup, two U-20 FIFA World Cups, home to one of the four Grand Slam tennis tournaments and a Formula 1 Grand Prix.

No-one doubted Australia's capacity to host the FIFA World Cup from an organisational and logistical perspective. But in football terms, Australia was still a newcomer to the 'big table' of world football and, importantly, world football politics.

What would you do?

With the enthusiastic backing of the Australian Government, Football Federation Australia's billionaire Chairman, Frank Lowy, engaged the services of three international consultants: Peter Hargitay, Fedor Radmann and Andreas Abold.

Radmann and Abold had been intimately involved in the securing of the 2006 World Cup and part of the close coterie of Munich-based people who have traditionally held power in the game in Germany; the other was close – very close – to Sepp Blatter, Jerome Valcke and Mohammed Bin Hammam as well as being a longstanding personal friend to 'brother' Jack Warner.

The best they could manage after two years and more than \$50 million of Australian taxpayers' expenditure was one vote.

Hargitay said the Bid was lost because Australia "played it clean" – despite revelations that the Australian Bid 'played the game' as much as other bidders with gifts, financial contributions, entertainment and donations – a \$0.5 million one of which was pocketed by Hargitay's friend, Warner, in September 2010.

The author believes FIFA's bidding rules were flawed and another example of FIFA's disregard for governance, accountability and probity.

This presentation is based on the author's book on Australia's World Cup Bid which is look at the Bid from the inside and outside. It is an honest and courageous account written from a unique perspective. The book will be published by Transparency Books in 2013.

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References:

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WANTED! Reward for Injury: Bounty Scheme in the NFL as a form of Match-fixing – A US and European comparative model

Ms Karen Jones

Institution: T.M.C. Asser Instituut
Department: Asser International Sports Law Centre
Street: R.J. Schimelpennincklaan 20-22
Town/City: The Hague
Country: Netherlands

Authors: Karen Lynn Jones,

Keywords: NFL, bounty, match-fixing, sports, corruption, European, United States, comparison

Topic/Workshop: Theme 1. Match fixing: Fair game for gangsters?

Abstract Number: 29

Submitted: 2013-05-14

Abstract synopsis:

In March 2012, an NFL investigation concluded that the New Orleans Saints had engaged in an illegal bounties scheme. Greatest attention is often placed on Europe and Asia, especially with the recent Europol investigation that uncovered a direct link to much of the match-fixing in Europe operating through a single network out of Singapore. Perhaps this recent issue of US bounties can provide some benefit and insights for addressing the problem of match-fixing in Europe.

Full Abstract:

It is well established that sports corruption is an international problem. However, more recently, the focus has been on European football as a major contributor to incidences of sports corruption in the area of match-fixing. In March 2012, a National Football League (NFL) year-long investigation concluded that the New Orleans Saints had engaged in an illegal bounties scheme led by Saints defensive coordinator Greg Williams. Although in the past there have been several notorious sports corruption activities in United States sports history (ex. Black Sox Eight) in more recent discoveries around sports corruption the greatest attention is often placed on Europe and Asia, especially coming off of the recent Europol investigation that uncovered a direct link to much of the match-fixing in Europe operating through a single network out of Singapore. With no end in sight to the problem of match-fixing and few solutions to the problem on the horizon, perhaps this recent issue of US bounties can provide some benefit and insights for addressing the problem of match-fixing in Europe. Therefore, this article will examine the US NFL illicit bounties scheme, how in many ways this can be considered a form of match-fixing, and why this discovery shocked the US sports law community; as the idea of match-fixing is not a common experience in US sports. I will then compare and contrast the US NFL bounties scheme with match-fixing in European football with the hopes of discovering similarities and differences that might assist in better understanding ways of preventing and/or addressing the continuing problem of match-fixing in international sports.

References:

Turkish Match Fixing Scandal in 2010-2011 and Beyond: Fair Play or Fairy Tale?**Miss Gamze Bal**

Institution:
 Department:
 Street: Gaziosmanpasa
 Town/City: Istanbul
 Country: Turkey

Authors: Gamze Bal,

Keywords: Definition of match fixing; Fixing methods; FIFA/UEFA and other sports groups; International rules and law enforcement; Turkish football corruption scandal

Topic/Workshop: Theme 1. Match fixing: Fair game for gangsters?

Abstract Number: 27

Submitted: 2013-05-14

Abstract synopsis:

Turkish football was rocked by one of the most devastating match fixing scandal of Europe in 2010-2011 season. The police investigation uncovered a sophisticated organised crime syndicate of which Fenerbahce SK was at the center, charged with fixing 12 matches. Dozens of officials and players were arrested and sentenced for manipulating the results of the games. Meanwhile, with the political interventions, laws, regulations and instructions regarding match fixing sanctions were amended and clubs were cleared.

Full Abstract:

Turkish football was rocked by one of the most devastating match fixing scandal of Europe in 2010-2011 season. The police investigation uncovered a sophisticated organised crime syndicate of which Fenerbahce SK was at the center, charged with fixing 12 matches. Dozens of officials and players were arrested and sentenced for manipulating the results of the games. Meanwhile, with the political interventions, laws, regulations and instructions regarding match fixing sanctions were amended and clubs were cleared.

Following the end of 2010-2011 season, Turkish football was rocked by one of the most devastating match fixing scandal ever in Europe. The police investigation uncovered a sophisticated organised crime syndicate that has been involved in fixing in several games. Fenerbahce SK was at the center of the scandal, charged with fixing 12 matches in spring 2011 which resulted with 16 wins of its last 17 games to crown champions ahead of Trabzonspor. Dozens of officials including Aziz Yildirim, chairman of Fenerbahce SK, were arrested and several players, managers and agents were also charged in match fixing probe. After a whole year, the criminal court gave its verdicts and sentenced 21 officials and players for manipulating the results of matches in 2010-2011 season. [1] In the meantime, with the political interventions, laws, regulations and instructions regarding match fixing sanctions were amended, activities of individuals and legal entities were differentiated and thereby the clubs benefited from its officials' fixing activities were cleared. [2] The questionable amendments also secured the relevant individuals from getting heavier sentences. Although it has always been repeated by authorities, Zero Tolerance Policy of UEFA and FIFA concerning corruption in football has been severely damaged in two-years-period with the delay of UEFA Disciplinary Committee's verdict. The evidential corruption and the clubs getting away with their actions have caused a major ambiguity over the integrity of football entities and authorities among Turkish football fans. Tension is running high day by day in and outside the stadiums between opponent supporters and it leads to irreversible consequences. [3] This article examines the role of political authorities and federation officials in handling the allegations of match fixing, which threatens the integrity of football that has been under corruption shadows particularly in recent years. By exploring the turning points of the process, I aim to outline the disapproved steps during the probe within a comprehensive approach covering all parties. Was it really a detox for corrupted Turkish football or merely another smoothing over the cracks?

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THE TENSION BETWEEN SPORT MEGA EVENTS AND EVERY DAY SPORT VIOLENCE IN LATIN AMERICA

Mr Javier Szlifman

Institution:
Department:
Street: Cuba 2628 4º A
Town/City: Buenos Aires
Country: Argentina

Authors: Javier Szlifman jszlifman,

Keywords: sports mega events, football violence, fans organization

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 26

Submitted: 2013-05-14

Abstract synopsis:

Latin America will host two of the most important world sport mega events: the Soccer World Cup 2014 and the Olympic Games 2016. However, the fair play values implied in these events contrast vividly against every day violence seen in the soccer games in the region. This paper reviews the recent sport tragedies and offers an original view of possible measures to solve this problem.

Full Abstract:

Latin America will host two of the most important world sport mega events: the Soccer World Cup 2014 and the Olympic Games 2016. However, the fair play values implied in these events contrast vividly against everyday violence seen in the soccer games in the region. This paper reviews the recent sport tragedies and offers an original view of possible measures to solve this problem.

Abstract:

The world sport focus will be in the next years located in Latin America. Brazil will host the Soccer World Cup in 2014 and the Olympic Games in 2016. However, the usual practice in the soccer milieu in the countries of the region is very different from the values of fair play, solidarity and honesty proclaimed by these great sport events.

In the past two years, soccer fans died in Argentina, Brazil, Uruguay, Ecuador, Peru, Paraguay, Colombia, Chile and Bolivia. Brazil has the record of deaths: 23 people died in soccer events only in 2012. In the same period, Argentina had 12 fatalities and the Bolivian soccer had its first victim. In the beginning of 2013, the Paraguayan soccer suffered two deaths.

This same year, the "Libertadores Cup", the most important soccer tournament in the continent, was the scene of frequent incidents. The death of the young Bolivian Kevin Espada in the hands of Brazil's Corinthians fans was the most serious. The 2012 South American Cup, the other continental tournament, had to suspend its final game at halftime due to incidents between Tigre's players from Argentina and Brazilian policemen. In the meanwhile the organized groups of violent fans increase their power in these countries.

When tragedies like these occur, Latin American Governments usually start a process that includes media campaigns against violence, new laws with more severe penalties and allocating more policemen to guard soccer matches. However, are these measures the best solution to preserve the values of fair play?

Facing these major sports events, this paper proposes a different view on the issue of violence in Latin America to move towards its solution. Measures such as creating communication channels between Sport Federations and peaceful fans, provide them with institutional representation, greater participation in organizing entertainments and the enactment of new laws. The main goal is to make the fans feel part of the sporting event, involving themselves in its organization to achieve a festive show, without violence or casualties to regret.

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Sports As a Paradox: Between Winning and Ethical Practices**Professor Clement Fasan**

Institution: Lagos State University
 Department: Physical and health Education
 Street: Ojo
 Town/City: Lagos
 Country: Nigeria

Authors: Clement Oluseun Fasan, none none none,

Keywords: Paradox, Ethical, Sportsmanship, Economic Advantage, Cheating, doping, match fixing, integrity, fair play, governance, African culture and Moral Values

Topic/Workshop: Theme 1. Match fixing: Fair game for gangsters?

Abstract Number: 25

Submitted: 2013-05-14

Abstract synopsis:

Despite the positive aspect of sports like promotion of peace, healthy living, gainful engagement during leisure time, youth development in all ramification, upward social mobility, education and economic empowerment, why then do have the negative aspect. Issues like age cheating, violence, match fixing, use of banned substances, betting and others are inimical to the development of sports. How We can tackle these unethical issues if we go back to moral education as promoted by Olympic Values.

Full Abstract:

Sports has been seen from a multi-faceted point of view with the attempt to paint the good image and hide the bad image so as to make people believe in the positive side. Sports has been seen as a vehicle for economic advancement and empowerment which contributes to the Gross Domestic Product of a country. It has been seen as a tool for upward social mobility. It has been seen as physical activities contributing to the health of individuals and nations. It can also be seen as a tool for promoting peace and reducing tension.

Despite all these positive aspects of Sports, why are there some negative aspects which tend to damage the picture above. These negative aspects are the potential threats of materialism and economic glorification that tend to make people employ unsportmanlike behaviour to achieve success, violence, substance abuse and gambling to mention a few. This is where the notion of sports and paradox comes in. If we go down the memory lane, we shall discover that the history of Olympic Games shows that the emphasis is on amateur where athletes can take part and not necessarily winning. Due to economic challenges facing International Olympic Committee and the need to expand the professionals were brought in and the stage was raised. This brought in competitive bidding and gigantism in hosting of Sports competitions. The recent revelation by athletes as to their involving in the use of substance to exploits in sports is a source of serious concern to sports events organizers.

There is the need to deemphasize winning and reduce the remunerations given to athletes so as to stem the dangerous trend of economic exploitation with attendant effect of winning at all cost syndrome. If ethics is taken away, sports will be useless.

Success in sports hangs on the preservation of ethical standards. Sports ethics is the use of moral values which are found in every society and principles like fairness, fairplay, respect for others, sportsmanship, integrity and equity in the conduct of sport affairs by athletes, managers and government.

Recommendations/Summary

Ethical practices as exemplified in sports which includes doping and substance abuse, age cheating, gambling, match fixing and others. They are beclouding the beauty of participating in sports. The solution to this is to adhere to Daly suggestion that the progress in sports in 21st century is a function of honesty, loyalty and sense of fairplay. Also Olympic values as propagated by IOC which are joy of effort, fairplay, respect for others, pursuit of excellence and balance between body will, will and mind should be emphasized.

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MATCH-FIXING IN LONDON OLYMPIC YEAR SCANDALS, LESSONS & POLICY DEVELOPMENTS

Mr Kevin Carpenter

Institution:
Department: Sports Lawyer
Street: 4 Harwood Drive
Town/City: Sheffield
Country: United Kingdom

Authors: Kevin Carpenter,

Keywords: Match-fixing; integrity

Topic/Workshop: Theme 1. Match fixing: Fair game for gangsters?

Abstract Number: 24

Submitted: 2013-05-13

Abstract synopsis:

2012 was predicted to be the year when match-fixing became the principal issue of sporting integrity worldwide with London hosting the Olympic Games. As it transpired there was only one such scandal at the 2012 Games. Developments in the field of match-fixing during 2012 came instead from outside of the Olympics with the progression and revelation of numerous instances of match-fixing and the advancement of new public and private policies to detect, deter and educate.

Full Abstract:

Some will say that great strides have been made in 2012 to lessen the impact of match-fixing on sport worldwide, and they would be right. This is a result of a variety of stakeholders taking new and innovative ways to tackle what is still an issue really in its infancy in terms of research an understanding.

The threats that remain moving into 2013 are many and wide ranging however. This is despite the fact that the global sports communities' view of match-fixing appears to have become nuanced over the past 12 months. The principal example of this is a greater awareness of the difference between betting and non-betting (sporting) related match-fixing. Undoubtedly there has been far greater focus on the former, which is understandable given the overarching and menacing presence of 'organised crime', a term which has a greater impact on key stakeholders (particularly politicians) than 'match-fixing', and that it is suggested by INTERPOL that sports betting has become a \$1 trillion industry. This will still be the focus of all those interested and affected by match-fixing because transnational criminal organisations continue to take advantage of changes in regulations, flaws in legal and judicial systems, the opening-up of borders and the growth of free trade, all of which are direct consequences of globalisation. Not to mention that the world of sport, as we have seen by the number of scandals detailed at the beginning of this article, is still not as familiar as it should be with the risks to which it is exposed because it does not always fully understand the world of betting and gambling.

With the grim economic climate showing no signs of abating, not just for 2013 but for some years to come, people will look to make a quick buck from sports betting (particularly illegal sports betting) which will fuel its growth. More significantly the economy will provide the biggest challenge in finding the necessary resources that all actors need to effectively tackle match-fixing. This is undoubtedly the largest issue yet to be resolved or even properly addressed.

For all the good work being done by INTERPOL, the COE and others, the key broker in the continuing progress against this crucial threat to the integrity of sport is the IOC because it is seemingly the only body with the necessary political, social and sporting clout. All other stakeholders should heed the experience the IOC gained during the London Olympics, particularly with the JAU, to provide a coherent, powerful and above all effective strategy for 2013 and beyond.

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'Fifa determined to tackle international match-fixing', Bill Wilson, BBC News Business, 10 October 2012

'Study - Sports betting and corruption: How to preserve the integrity of sport' at page 55, IRIS, University of Salford, Cabinet Praxes-Avocats & CCLS, 13 February 2012

Club magazine or Facebook? – An analysis of media usage patterns in professional football**Mr Christoph Grimmer**

Institution: Faculty of Economics and Social Science / Institute of Sports Science
 Department: University of Tübingen
 Street: Wilhelmstraße 124
 Town/City: Tübingen
 Country: Germany

Authors: Christoph Gerrit Grimmer, Verena Burk, Tim Pawlowski,

Keywords: Public Relations, media usage, participation, social media, football

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 23

Submitted: 2013-05-13

Abstract synopsis:

Interactive Web 2.0 media features enable a dialogic communication between organizations and their stakeholder groups. In sports, these possibilities force professional clubs to constantly deal with the needs of their fans. A unique data set of an online survey among members of a professional football club in the German Bundesliga shows media usage patterns and other related issues. The representative survey offers various information on how members inform themselves about their club and, in doing so, also draw on the offered PR-information.

Full Abstract:

Professional football clubs have numerous internal and external stakeholder groups. In the field of communication, in addition to sponsors, media, fans, and the general public, particularly the own members play an important role (cf. Szyszka, 2009, p. 142). Next to mass media as an intermediate target, this reference group is addressed directly by the clubs through specific public relations instruments.

Studies on the subject of research in the field of sports are rare. Ellert (2006), Jungels (2007) and Ziegler (2008) have undertaken empirical studies, but in each case focused on different aspects of public relations in sports. However, from a user perspective the acceptance of club publications does not play a relevant role in their work. The scientific debate on corporate communication in sports is not yet well developed. The Internet, with its interactive Web 2.0 media features, marks a digital change, which has brought a new level of getting in contact: The feedback channel from receiver to sender enables a dialogic communication, which a printed-only club magazine (as common media instrument since the mid-1990s) could not afford. In communication theory this development marks the evolution from one-way communication to two-way dialogue (cf. Grunig & Hunt, 1994, p. 22).

While this opens new communication possibilities for professional football clubs, it also forces them to constantly deal with the needs of their members. Relevant questions in this regard that we try to answer in our paper are: Which role do club media play in competition – respectively in addition – to traditional information channels? How satisfied are members with club publications and what content are they most interested in? What chances do social media have as PR platform for communication about the club?

2. METHODS

To answer those questions we make use of a unique data set based on an online survey among members of a professional football club in the German Bundesliga, i.e. Hamburger SV. Between 23rd July and 5th August 2012 all members eligible to vote (N=57,612) were surveyed about their media usage patterns and other related issues. The final adjusted net sample of respondents (n=11,302) consists of 19.6% of the voting-eligible population and is representative with regard to the geographic distribution of the club members as well as their age and gender.

This data set offers various information on how members inform themselves about their club and, in doing so, also draw on the offered PR-information. The data is used to analyze the media usage patterns of the members of Hamburger SV by employing correlation and regression techniques.

3. PRELIMINARY RESULTS AND DISCUSSION

Preliminary results suggest that the members are rather satisfied or very satisfied especially with the club's own media. In the assessment, the HSV website performs best. However, only a small proportion of

the members know mobile services such as the HSV-app, HSV TV / HSV total! and HSV's tweets. Accordingly, these channels are, so far, less important for gathering information about the club. Moreover, the deeper the interest of the members in the professional team, youth teams and club policy is, the higher the frequency of use of the requested media and opportunities. Furthermore, around 70% of the members often inform themselves on the HSV website, respectively more than 80% on websites of newspapers and sports magazines. The majority of respondents frequently talks primarily with friends (> 80%), colleagues, employees, co-students, schoolmates (> 60%) and family members (60%) about the HSV. Hence, the personal form of communication plays an important role, while Internet forums and social networks so far are less popular for the exchange about the favorite club (<20%).

The focus of our ongoing analyses is put on differentiating these results in terms of socio-demographic parameters. Furthermore, the paper will provide an in-depth discussion on the implications that can be drawn from our analysis.

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**Secure Mega Sport Events in High-Crime Societies?
Implications of the Meeting of the Global Security Models of Sport Mega Events with the Brazilian Public Security at the FIFA World Cup 2014**

Mr Dennis Pauschinger

Institution: University of Hamburg
Department: Graduate School; Faculty of Business, Economics and Social Science; Institute of Criminological and Social Research
Street: Daimlertwiete 5
Town/City: Hamburg
Country: Germany

Authors: Dennis Pauschinger,

Keywords: Sport Mega Events, FIFA World Cup 2014, global security models, human-rights, democracy, Brazilian public security, organized crime, violence

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 22

Submitted: 2013-05-13

Abstract synopsis:

The FIFA and the IOC developed highly standardized security models as pre-conditions to host the football World Cup and the Olympic Games. Brazil, the next host for both, struggles with massive problems in its public security. The gathering between the global security models and the problems in the Brazilian public security raises several questions about human rights, the realisation of such events in high-crime societies, and the immediate and long-term consequences for the Brazilian society.

Full Abstract:

Since the terrorist attacks on 9/11 the securitization of Sport Mega Events (SMEs) has drastically augmented (Coaffee et al. 2011, 3311). The FIFA and the IOC developed new security governance and a standard model of permanent security (Coaffee et al. 2011, 3323), and consider its application as a pre-condition for countries to host the games (Eick 2011, 3338). The preparations involve a wide range of interests, mostly of economic background (Samatas 2011, 3348). The main preoccupation of the SMEs organizers is how to secure the World Cup finals and the Olympic Games and guarantee sponsors and partners their high incomes through branding and image improvements (Benett/Haggerty 2011, 7). Furthermore, they use the games as a strong vehicle to expand in new markets and to provide, sell, and post the footprint of the newest security and surveillance technologies (Boyle 2011, 182). These security measures put the civil liberties in jeopardy (Giulianotti/Klauser 2011, 3159), lead to a militarization of the public security (Benett/Haggerty 2011, 2), and are more generally called the "security legacy of the games" (Taylor/Toohey 2011, 3262).

Brazil, as the next host of the FIFA World Cup 2014 and the Olympic Summer Games 2016, has subjugated itself to the global security regime of SMEs, too. The Brazilian preparations in their public security for the World Cup reveal serious social implications and already register human rights abuses that deepen the democratic weakness (Heinrich Böll Foundation 2012, 10; 11) such as the implementation of the Peace Keeping Police Units in Rio de Janeiro, which are nothing more than the militarized instruments to realize "security games" (Bennett/Haggerty 2011, 5).

So it is even more important to consider that although experts discuss democratic consolidation in Brazil, the Brazilian democracy has failed in the public security (Zaluar 2007, 44) and fights with dramatic problems in the field of the police, the justice system, and the penitentiary sector (Zaluar 2004, 141). At the moment Brazil has to cope with one of the highest crime rates globally of almost 50.000 homicides per annum, leaving behind most of the world's declared conflict zones (Waiselfisz 2011, 18; 22). The Brazilian government consequently fails to provide security and reacts with populist policies (Misse 2006, 88). The common assaults and homicides, the drug traffic, the corruption, and the organized crime lead to the definition of a so-called "ill public security" (Soares 2006, 11).

Brazil has its very own Brazilian Crime Complex composed by a Culture of Crime, an Economy of Crime, and a State of Crime. The Brazilian state abandoned its power relations and rule of law sovereignty. This has been seen through the actions of the biggest Latin American organized crime group Primeiro Comando da Capital (PCC), when in 2006 they paralyzed the City of São Paulo (Biondi 2010, 75), recently fought with the military police in the last months of 2012 (Economist 2012, 43), and established a parallel justice system in the Brazilian peripheries (Feltran 2010, 125).

Regarding these circumstances, my main research question is: How does the global security model of Sport Mega Events affect the Brazilian public security, and its problems? Already now we can observe the clash between a highly standardized model of global security with specific local and cultural conditions in a high-crime environment that lead to the question, what price the Brazilian society, democracy, and the international community need to pay to realize the World Cup in a country like Brazil.

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Realising Mega-Event Legacy: Lessons from the 2010 FIFA World Cup South Africa Stadium Programme

Ms Trish Audit

Institution: University of Oxford
 Department: Pembroke College (c/o Dr Eamonn Molloy)
 Street: Pembroke Square
 Town/City: Oxford
 Country: United Kingdom

Authors: Trish Audit, Eamonn Molloy,

Keywords: Mega-Event; Stadiums; Legacy; Project Management, Major Programme Management, South Africa 2010 World Cup; Leadership; Benefit Realization; FIFA

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 20

Submitted: 2013-05-13

Abstract synopsis:

Using the case study of the 2010 World Football Cup stadium programme (encompassing all ten stadiums) the paper demonstrates the need for a single authority at government level, similar to London 2012 Olympic Delivery Authority, to programme manage the development of stadium venues required for future football mega-events. Without such authority the research found these venues, as evident in South Africa, left themselves vulnerable to a number of issues that contributed to a negative legacy.

Full Abstract:

This paper describes how the management and organisation of the 2010 Fédération Internationale de Football Association (FIFA) World Cup South Africa stadium programme, and the ten stadium projects that constituted it, shaped the current stadium legacy. It finds that the stadium legacy is an oversupply of overdesigned stadiums that did not need to be built for the World Cup in the first place. Five out of the six new stadiums continue to burden the taxpayer with excessive maintenance costs and none of the new stadiums built specifically for the event are likely to pay back the substantial pre-event capital investment made by the taxpayer in the expected time frame. The paper argues that the main contributory factor to this legacy was a lack of national government direction and leadership with respect to taking ownership of the stadium programme that resulted in a de-facto over-projectification at local level. This absence of leadership allowed for a number of problematic issues and practices to perpetuate, including: Overoptimistic estimation of development costs and benefits of future demand for the stadiums; unclear direction on funding arrangements at the national level; political decisions taking precedence over informed economic decisions; ambiguous requirements of FIFA exacerbated by limited knowledge regarding the organisational complexity of hosting the World Cup event; an emphasis on the 'TV Show' rather than the development needs of the country; opportunities for collusion and corruption; and a failure to engage key stakeholders. The paper recommends that for future World Cups, host country governments establish a World Cup Delivery Authority (WCDA) similar to London 2012 that is responsible for the leadership and coordination of the stadium programme.

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Sports and Recreation South Africa. (2011). 2010 FIFA World Cup country report. Pretoria: Author.

Euro 2004: success, white elephant's and other ideas**Dr Francisco Pinheiro**

Institution: University of Coimbra
 Department: CEIS20 – Centro de Estudos Interdisciplinares do Século XX
 Street: Rua Filipe Simões, 33
 Town/City: Coimbra
 Country: Portugal

Authors: Francisco Pinheiro,

Keywords: Keywords: Football, Portugal, Euro 2004, white elephant's, success

Introduction

In 2004, Portugal organized the European Football Championship. Ten new stadiums were constructed, which represented more than 650 million Euros of investment. From this I

Topic/Workshop: Theme 5. Sports facilities: Who are we building for?

Abstract Number: 19

Submitted: 2013-05-13

Abstract synopsis:

In 2004, Portugal organized the European Football Championship. Ten new stadiums were constructed, which represented more than 650 million Euros of investment. From this large asset, approximately 317 million was public money (76 million directly from the Portuguese state; 241 million from six City Councils). After this glamorous sport event, what happened to these ten stadiums? Are the ten stadiums a success case or a big white elephant? This communication will try to bring some light to these questions.

Full Abstract:

After the glamorous Euro 2004, in Portugal, what happened to the ten new stadiums? Are the Euro 2004 a success case or a big white elephant? This communication tries to respond these questions.

Introduction

In 2004, Portugal organized the European Football Championship. Ten new stadiums were constructed, which represented more than 650 million Euros of investment. From this large asset, approximately 317 million was public money (76 million directly from the Portuguese state; 241 million from six City Councils). After this glamorous sport event, what happened to these ten stadiums? Are the ten stadiums a success case or a big white elephant? This communication will try to bring some light to these questions.

Methods

Comparative analysis between investment and sportive use in each stadium since 2004.

Results

Identification of the positive and negative aspects of the ten stadiums of the Euro 2004, (relation between public costs and sportive use).

Conclusion

The nation invested lots of public resources to organize popular sport events. It cost the Portuguese state approximately 317 million Euros to organize the Euro2004. However, after the event, some sportive infrastructures had little use and became white elephants. Portugal has several of these white elephants, reminders of the Euro 2004.

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500 days to the 2014 World Cup –What is in the Brazilian media agenda?**Mrs Tatiane Figueiredo**

Institution: State University of Rio de Janeiro
 Department: Communication
 Street: São Francisco Xavier
 Town/City: Rio de Janeiro
 Country: Brazil

Authors: Tatiane Hilgemberg Figueiredo, ,

Keywords: World Cup 2014; Media; Agenda

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 18

Submitted: 2013-05-12

Abstract synopsis:

These study aims to verify which themes were approached by the Brazilian media at 500 days missing to the World Cup. Preliminary conclusions point that The Construction Works to the World Cup and the Economics Issues related to the World Cup are the two prevalent categories in our data. This shows that the economic impact and the infrastructure for the event are the biggest concerns of the analyzed Brazilian media.

Full Abstract:

In the last century we testify the quick sport's dissemination in the world. In Brazil, football had a prominent position in this dissemination, being the most important sport. And more than that, in Brazil, football has become the national sport, and it is the one that has the ability to represent the country and the

Brazilian in all the circumstances (Guedes, 2009). This sport, as a global phenomenon and one of the most important sports in the planet, has been established in a privileged field of debates about the nation and its people. The social interest by football during the World Cup is taken by the media, that produce news, create special products and services, in which we can find matches coverage, special sections in newspapers and magazines, special reports on television, special programming dedicated to the World Cup, advertisements, and others.

Besides that, a great number of researchers state that we live a unique moment in Brazilian history with the 2014 World Cup and 2016 Olympic games carried out in, and by, the country, in this sense the analyses of the matters involving these events have a privilege moment of investigation. Helal (2011) point out that this is the moment in which the sport reach its apex of importance as an object of study, as a mean to understand culture and/or the relation between them, or as an end in itself, to acquire knowledge about the universe.

So, these study aims to verify which themes were approached by the Brazilian media at 500 days missing to the World Cup. For this, we analyzed four websites: Globo, Terra, Estadão e UOL, and a total of 67 news. The period of time was just one day, the day that the Brazilian celebrate 500 days to the World Cup. The material was organized and interpreted according to the Content Analysis techniques, and six categories were codified: The Construction Works to the World Cup; Economics Issues related to the World Cup; Commemorative Event Cancellation; Security; Issues Relate to the Stadiums; Others Themes.

Preliminary conclusions point that The Construction Works to the World Cup and the Economics Issues related to the World Cup are the two prevalent categories in our data. This shows that the economic impact and the infrastructure for the event are the biggest concerns of the analyzed Brazilian media.

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Diversifying, targeting, investigating and cooperating: anti-doping after US Postal**Mr Herman Ram**

Institution: Anti-Doping Authority the Netherlands

Department:

Street: Cypresbaan 21

Town/City: Capelle aan den IJssel

Country: Netherlands

Authors: Herman Ram,

Keywords: Anti-Doping; Diversification; Targeting; Investigation; Cooperation

Topic/Workshop: Theme 3. The anti-doping dilemma: Saving sport, sacrificing athletes?

Abstract Number: 16

Submitted: 2013-05-11

Abstract synopsis:

The US Postal case has made it clear that sophisticated forms of doping cannot be addressed by testing alone. In order to tackle complicated and deliberate doping violations, Anti-Doping Organizations need to diversify their approaches, to target specific problems, to develop and implement investigating skills, and to cooperate with (semi-)governmental agencies.

Full Abstract:

The publication of the Reasoned Decision regarding US Postal certainly is a milestone in the development of the fight against doping in sport. It is a major step forward, but also a decision that puts new questions on the table.

First of all, the Decision itself raises a number of legal questions. The Decision was not appealed and from a legal point of view, it is a pity that numerous issues have not been and will not be discussed by a panel of independent arbitrators. However, the author will not focus on this kind of legal issues in this presentation.

The US Postal case gives many examples of well organized and purposeful violations of the WAD Code. It must be feared that this level of 'sophistication' is not unique to US Postal. But at the same time, it is certainly atypical, because the majority of doping violations involve little or no sophistication. These 'common' kind of doping cases can be addressed rather satisfactorily by traditional testing methods.

Having said this, the Decision proves that the fight against doping must diversify its approach to dopers. The structure that was developed in US Postal asks for a different approach than, for instance, inadvertent use or contaminated food supplement cases. This may cause tensions, because it may seem contradictory to the harmonization as aimed for.

Diversification means nothing if there are no tools to distinguish between the different types of doping and dopers. More and better tools must be developed that can put the spotlight on specific doping risks (concerning individual athletes, or teams, or even whole sports). Once identified, these risks should be targets for further investigation. The Dutch model will be explained as an example of such an approach.

When targets are identified further investigation is needed, and such investigations may go (far) beyond the traditional tools that anti-doping organizations have. The testing programs have already been expanded over the years by adding Out of Competition testing, Whereabouts obligations, the Biological passport, Retrospective analysis, etc.. These additions have doubtlessly made the testing program more effective. But sophisticated dopers can only be caught by applying methods that have traditionally been used by law enforcement agencies. Intelligence gathering, data analysis and interviewing techniques are to be added to the toolbox if we want to be successful in uncovering sophisticated doping schemes.

Notwithstanding the steps forward that thus can be set, ADOs will never be equipped for large scale (semi-) criminal investigations, and ADOs should not wish to copy law enforcement agencies. What ADOs must do is liaise with Customs, Police, Health Inspections, Tax Offices and other (semi-) governmental agencies, in order to cooperate closely, and to coordinate the efforts for the common goal. Such a development is beyond the scope

References:

Hosting Sporting Mega-Events in the BRICS - Labour Law Concerns

Mr Ryan Gauthier

Institution: Erasmus University Rotterdam
Department: International and European Law
Street: Burgemeester Oudlaan 50
Town/City: Rotterdam
Country: Netherlands

Authors: Ryan Gauthier,

Keywords: Olympics; Host City Selection Process; Employment/Labour Law; Human Trafficking

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 15

Submitted: 2013-05-09

Abstract synopsis:

Sports mega-events are increasingly hosted outside of Western Europe and North America. These new hosts raise concerns about the protection of workers' rights. The sporting authorities do not address these issues in the host selection process for their mega-events, but have an imperative to do so. The research will make concrete recommendations for the sporting authorities based off of a qualitative analysis of the Olympic Bids for the 2012-2020 Games.

Full Abstract:

The movement of sporting mega-events to the BRICS (Brazil, Russia, India, China, and South Africa) and other states that are not "traditional" hosts of sporting mega-events comes with a unique set of concerns, such as infrastructural, cultural, and legal. Amongst the legal concerns is the protection of labour and employment rights for those who work on the construction of mega-event-related infrastructure. Reports from Sochi strongly suggest the use of forced labour on the construction of Olympic sites, while reports from Qatar seem to indicate a high presence of human trafficking and forced labour, which may be used on FIFA World Cup-related sites. The practices of human trafficking and forced labour are generally seen as violations of core international human rights norms and laws. However, the international sporting bodies are only beginning to consider the problem. For instance, the International Olympic Committee ("IOC") does not address labour and employment rights in the bidding process to host the Olympic Games. My research will argue that the international sporting federations should address labour and employment rights in the bidding processes for their mega-events. This imperative is even stronger in cases where there is suspected human trafficking/forced labour involved. This research builds off prior research which involved a qualitative analysis of the Olympic host city selection questionnaires and responses from the 2012-2020 Olympic Games. The results of the research show that there is a gap in addressing labour and employment rights by the IOC. A comparison to the host selection processes of other events may be made. The research will make concrete recommendations to the IOC, and other international sporting federations, in how to address labour and employment issues in the bidding process, and following the awarding of the hosting rights. Additionally, questions of accountability, liability, and whether or not the Court of Arbitration for Sport has any role will be considered.

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Killing for you: How Brazil is preparing for the World Cup and the Olympics

Ms Elizabeth Martin

Institution: Brazil Police Watch
Department:
Street: P.O. Box 369
Town/City: Roslindale
Country: United States

Authors: Elizabeth Martin,

Keywords: Police brutality, Brazil, opportunity, human rights, change, legacy, World Cup, Olympics

Topic/Workshop: Theme 6. From Russia to Rio: Power games or people's games?

Abstract Number: 14

Submitted: 2013-05-08

Abstract synopsis:

My American nephew was killed by a policeman in Brazil. My father was a policeman in the US and I appreciate the complexity of the relationship between police and citizens. What I thought was my private pain was in fact the result of a chronic and institutionalized problem in Brazil. I plan to use the World Cup and Olympics as a vehicle to educate people about police brutality and encourage changes in policing in Brazil.

Full Abstract:

In 2007 while in Rio de Janeiro, my American nephew was killed by a Brazilian policeman. Coincidentally, my father was a policeman in the United States for over 30 years. I decided to launch this campaign precisely because I have strong feelings about the police, their role in society and the horror that exists in Brazil. The campaign slogan is "Don't Kill for Me, Safe Games for All". The premise is that the police are killing to clean house, to prepare for the games. And this of course means, they are killing for you. The goal of the campaign is to improve policing. Like my nephew, I fell in love with Brazil, so this campaign is not rooted in anger, but hope.

Despite the fact that organizations throughout the world and within Brazil recognize that the Brazilian police are one of the most murderous in the world, few people outside of Brazil or the field of human rights, appreciate the gravity of the situation. Police, media and the Brazilian government mask the rate of civilian deaths at the hands of police as an inevitable outcome of crime. This is not the case. The year my nephew was killed, 15% of all the murders in Rio were committed BY the police.

This campaign was developed with the kindness of strangers, people who have heard of or were moved by the situation in Brazil. The campaign slogan, "Don't Kill for Me, Safe Games for All" was developed working with the students at the Northeastern University Sport in Society Program. I collaborated with Boston College Law School on the creation of the organization and the Harvard University Human Rights and Law Program on strategic planning. I met with faculty at the MIT Sloan School about business and human rights in Brazil, and many more people have contributed. It is important to note I have the support of the 2 groups in Rio de Janeiro and Sao Paulo who represent the families of victims of police violence, Rede de Comunidade Contra Violência and Maes de Maio.

As a resident of Boston, the possibility sport offers was glaringly illustrated with stories of heroism during the bombing. I believe the tragedy was all that more difficult because it contrasted so starkly against the belief that sports can be a unifier and challenges us to do our personal best. Human rights and sports are not in contrast to each other but both are parts of a whole. Both speak to possibility, both strive for what we can be.

I would like the opportunity tell my story, a microcosm of the larger story of police brutality in Brazil. Through a combination of narrative and reporting, I convey the facts and tragedy of the situation. An important aspect of this campaign is that it also offers solutions. The petition outlines recommendations various organizations have proposed to reduce police brutality. It is indeed a perfect storm, the economic rise of Brazil and its quest to be a regional and global leader, hosting the World Cup and the Olympics, and now this, a compelling campaign designed to create change.

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David Dixon, Brazil country specialist, Amnesty International USA
Daniel Wilkinson, deputy director of the Americas division, Human Rights Watch
James Cavallaro, then executive director, Human Rights and Law Program, Harvard Law School, and now founding director of Stanford Law School's International Human Rights and Conflict Resolution Clinic

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Doping, Sports and Control: An athletes view!

Dr Nils Zurawski

Institution: University of Hamburg
Department: Institute for Criminological Social Research
Street: Allende Platz 1
Town/City: Hamburg
Country: Germany

Authors: Nils Zurawski, Marcel Scharf,

Keywords: doping, control, surveillance, biography, fairness, practices, empirical research, integrity of sports, privacy, citizens' rights

Topic/Workshop: Theme 3. The anti-doping dilemma: Saving sport, sacrificing athletes?

Abstract Number: 13

Submitted: 2013-05-04

Abstract synopsis:

From interviews with athletes on doping and doping control practices we will re-construct the athletes' perspective and discuss the dynamics between sports, the conditions and the pressure the athlete is put under and the impact and consequences of the control system. We will argue for a alternative perspective on control practices and research on doping, paying attention to athletes' narratives and experiences.

Full Abstract:

Regarding the theme concerning doping one could alter the phrase and ask whether the fight against anti-doping sacrifices citizens rights on the basis of something that is may be framed as the „true“ spirit or the integrity of sports? As much as doping practices are a problem to a culture of fairness and good sportsmanship, so are the controls. Not least because they touch on issues such as data protection, citizens rights of informational self-determination, privacy and the right to be let alone. For professional athletes it may also be argued that doping controls are a form of workplace surveillance, which is underlying strict rules in many countries and touched rights may be enforced by unions and through contracts.

However, what is missing in the discussion is the view of the athletes. The athlete is the object of the public debate, rather than the subject. Athletes that are convicted (or even only suspected) of doping practices are blamed and condemned - often by the same people that were generating the pressure under which the decision to take illegal performance enhancing substances was made.

Marcel Scharf and I have started a small study that precedes a larger research project on doping control practices. From the first interviews with athletes, officials and doping controllers, we want to take a look at the intertwining dynamics of sports, the athletes life and sport biography and their assessments of those control practices. From those interviews we like to present some findings that will show how embedded doping practices may be in an athletes daily life, how close legal and illegal performance enhancing measure may be and how external aspects may impact on decisions for doping. What we will present is an athletes view beyond moral debates around fairness or legal proceedings. We assume that doping is a practice deeply embedded within the sporting biographies, the necessities of sport itself and hence controls are part of this. However, we would like to know how athletes are negotiating these infringements on their personal lives and the invasion of their privacy (at least when viewed from a civil rights perspective). We will show and discuss how doping controls do affect athletes' life and their rights as a citizen beyond legal regulations that exist for other citizens by default. The presentation wants to draw the attention to other issue within the debate on doping, one that has not received wide attention and is not likely to, as athletes more and more are put under a general suspicion within the system that is generating a massive pressure and puts athletes at risk. Eventually we will try to answer the question whether sport may be saved, when athletes are sacrificed.

References:

Sports journalism ethics in broadsheet newspaper organisations in India, Australia and the UK**Mr Peter English**

Institution: University of the Sunshine Coast
 Department: Faculty of Arts and Business
 Street: 6 Attunga Cres
 Town/City: Buderim
 Country: Australia

Authors: Peter English,

Keywords: sports journalism, sports journalists, ethics

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 12

Submitted: 2013-05-04

Abstract synopsis:

The ethics of sports journalism and its practitioners are an increasingly important issue to contemporary sports media. This paper discusses the results from a comparative study involving six sports desks from broadsheet/quality news organisations in the UK, Australia and India. Two ethical issues are key: the practice of plagiarising; and commercial influences in editorial stories. Each nation's ethical guidelines are compared with the results from 36 in-depth interviews, and a content analysis of 4103 articles.

Full Abstract:

The ethics of sports journalism and its practitioners are an increasingly important issue to contemporary sports media. It is through the actions and decisions of sports journalists and their organisations that the industry is viewed, and the way in which audiences are informed. The ethical or unethical practices of sports journalists in their reporting routines therefore have a considerable impact on the wider community. The proposed paper discusses the results from a comparative study involving six sports desks from broadsheet/quality news organisations in the United Kingdom, Australia and India. The organisations are: the Guardian and The Daily Telegraph; The Hindu and The Times of India; and The Australian and The Sydney Morning Herald.

Two ethical issues are key to the research: the practices of plagiarising or crediting articles; and the influence of business in editorial stories, such as advertising, sponsor or product mentions. To a lesser extent, the use of anonymous sources, which can be considered ethically doubtful in some news environments, are also explored. Each nation in the study has its own ethical guidelines: "National Union of Journalists Code of Conduct" (2013) in the United Kingdom; "The Media Alliance Code of Ethics" (2013) in Australia; and India's "Norms of Journalistic Conduct" (2010). These guidelines are compared with the results from 36 in-depth interviews with sports journalists from the six news organisations, and a content analysis of 4103 print and website articles. The content analysis was conducted between August 20, 2012 and November 10, 2012, totalling 12 days over two constructed weeks. Combining these approaches allows for the comments of the sports journalists to be analysed alongside actual story content.

The results indicate the levels of commercial influences on sports journalists and the ways company or product mentions creep into print. They also help explain the varying approaches in the media systems of the three nations, which include a comparison of two Western countries and a developing one (Chaudhary 2001; Yin 2011). As a result, differences in circulation, competition, financial capital and ownership models can lead to contrasting approaches to ethical issues.

While the findings may be reflective of an increase in the number of sponsorship elements in sport generally, they reveal the levels in which newsrooms accept commercial inclusions. In this way, it suggests a shift from "pure", more traditional, independent news reporting (see Benson & Neveu 2005). Further, the results also explain individual journalists' attitudes towards these practices, which show the merging of sports business into print and online sports media. For example, there were 1195 stories in the content analysis with at least one commercial mention, representing more than a quarter of the overall sample. Passive commercial mentions in the study included items such as: stadium names (for example, Allianz Stadium in Sydney); tournament, match or series names (Barclays Premier League); or team names (BMC Cycling). Active mentions of these interests, where journalists specifically printed corporate elements for editorial benefit or financial gain to the organisation, were also coded. Categories included: sponsored columns; sponsor mentions; product mentions; and articles with descriptions such as "this interview was provided by ..." with the company name inserted.

The analysis of sports journalists' comments regarding plagiarism and crediting of stories is also revealing. Some journalists admit to stealing material from rivals without attribution – or any regrets. Others insist on crediting at all times.

While it is unclear if unethical practices are increasing in sports journalism, it is relevant to explore this

issue in the current environment. This is particularly pertinent in today's financial climate, including falling circulation and advertising in newspapers in Western nations (for examples see Donsbach 2012, McChesney 2011). These issues can create extra pressure on the journalists and their employers, and possibly lead to ethical breaches.

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An Evaluation of the FIFA Reform Process

Professor Roger Pielke

Institution: University of Colorado
Department:
Street: 1333 Grandview Ave - UCB 488
Town/City: Boulder
Country: United States

Authors: Roger Pielke,

Keywords: Following years of allegations of corruption and cronyism, in 2011 FIFA embarked upon an ambitious program of governance reform. The process was championed by the organization's President, Sepp Blatter, and centered on the creation of a new body, the FIFA

Topic/Workshop: Theme 2. Sports reforms: Fact or phantom?

Abstract Number: 10

Submitted: 2013-04-25

Abstract synopsis:

This paper evaluates the FIFA reform effort rigorously in two parts: it evaluates the overall reform process as well as the performance of the FIFA IGC as an advisory body.

Full Abstract:

Following years of allegations of corruption and cronyism, in 2011 FIFA embarked upon an ambitious program of governance reform. The process was championed by the organization's President, Sepp Blatter, and centered on the creation of a new body, the FIFA Independent Governance Committee. This paper evaluates the FIFA reform effort rigorously, drawing upon the well-developed academic literature on policy evaluation, which has been extensively applied to the appraisal of organizations in the public, private and non-profit sectors. A formal evaluation consists logically of four distinct parts: goals to be achieved, metrics of attainment with respect to goals, data with respect to the metrics and finally, judgments of responsibility for successes and shortfalls with respect to goal attainment. This paper conducts a two-part evaluation of the FIFA reform process as implemented from 2011-2013. A first evaluative perspective considers the overall reform effort according to three different sets of objective criteria. These criteria are drawn from internal recommendations produced by FIFA and its IGC, with a third set of criteria distilled from recommendations for FIFA governance reform put forward by Transparency International, an external governance watchdog. A second evaluative perspective focuses on the performance of the FIFA IGC as an advisory body, applying more general criteria distilled from appraisals of advisory bodies across policy settings. The paper concludes with a comprehensive summary "report card" on the FIFA reform effort and its IGC, and presents broader recommendations for governance reform efforts in sports organizations drawn from the FIFA reform experience.

References:

Gender policy and organizational change in Disability Sport in UAE

Mr Dawood Hashem

Institution:
Department:
Street: lansbury drive
Town/City: London
Country: United Kingdom

Authors: Dawood Ali Hashem, ,

Keywords: organizational,Disability ,Gender, UAE ,Sport

Topic/Workshop: Theme 4. Recreational sport: A lost cause for sports organisations?

Abstract Number: 6

Submitted: 2013-04-17

Abstract synopsis:

The purpose of this study is to examine the gender policy between female and male board members in disability sport organizations in UAE . By using contextualist approach (Pettigrew theory).The paper is based on a case study of the three organization of sports in UAE over more two decades.

Full Abstract:

UAE has undergone significant changes due to the increase in oil prices between 1970's and 1980's which greatly impact the rate of economic development of the country. This economic development has also brought several social changes(Al- Abed,2001) . Both economic and social changes have not been shared equally by all UAE states, some states are more developed than others in terms of the facilities and services; for example, universities, hospitals, and disability clubs. Nevertheless, it is mentionable that one group has started to gain from the blend of the economic growth and government policies. Through this combination, rising numbers of Emirati women have been capable to create an lengthened set of gender roles which once looked well beyond achievement. The UAE government gives the Emirati women a opportunity to enhance and expand their roles in the society in different fields. particularly in sport. Whether participation in sport or to be aboard members in sport organization. These encouraging changes have been taking place in what used to be a very conventional Islamic and conservative rural society whereby the roles of men and women were very restricted or prohibited.

The purpose of this study is to examine the gender policy between female and male board members in disability sport organizations in UAE . By using contextualist approach (Pettigrew theory).The paper is based on a case study of the three organization of sports in UAE over more two decades.

Method: Case study method for a long term analysis of change over the past two decades.

Results : The study is ongoing and the results will be presented at the conference

References:

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COLD HARD FACTS: Physical Activity and Sport as a tool for crime and poverty alleviation and unemployment in the Caribbean

Ms Nova Alexander

Institution: Sacred Sports Foundation Inc
Department:
Street: June Street
Town/City: Gros Islet
Country: St. Lucia

Authors: Nova Alexander, Delroy Alexander,

Keywords: Caribbean, crime, violence, unemployment, sport, physical activity, sports for development

Topic/Workshop: Theme 7. Open Forum/Other themes

Abstract Number: 4

Submitted: 2013-04-08

Abstract synopsis:

The Caribbean region is facing up to a shockingly violent future. Its youth must address a range of social challenges, including few job opportunities and crime underpinned by some of the highest per capita murder rates in the world. As these small island developing states search for answers to a myriad of social issues, sport and physical activity has become an increasingly attractive option for policy makers. But what is the reality, challenges and truths of sport for development programmes in the region.

Full Abstract:

The beautiful images of sandy beaches and idyllic vacation spots is being overshadowed by a new, far more troubling reality. The Caribbean region is facing up to a shockingly violent future. Its youth must address a range of social challenges, including few job opportunities and crime underpinned by some of the highest per capita murder rates in the world. As these small island developing states search for answers to a myriad of social issues, sport and physical activity has become an increasingly attractive option for policy makers. But what is the reality, challenges and truths of sport for development programmes in the region. This paper will look at the experience of the Sacred Sports Foundation, one of the few sports for development NGO's in the region and how it has tried to help tackle the challenges through a series of programmes. The paper will outline successes, failures and new collaborative efforts, including new research to establish the impact of its programmes.

References:

Project Websites (Created, Designed, Added All Content)
Ms. Marcia Symphorien
The Secretary-General
The Saint Lucia National Commission for UNESCO
Waterfront
Saint Lucia
Tel : 1758 452 7286;468 5272;468 5273;468 5274
Fax: 1758 451 7633
E-mail :slunatcom@yahoo.com

Professor John Nauright, PhD
Co-Director, The Center for the Study of Sport and Leisure in Society
Director, Academy of International Sport
George Mason University
Email : jnaurigh@gmu.edu

Tanzia Toussaint
Deputy Director (Ag.) Social Transformation
Ministry of Social Transformation, Local Gov't And Community Empowerment