




Sport and the Pacific Region

Cross-Cultural Currents

SAMOA was the host nation for the **South Pacific Games** (25 August–17 September 2007) and the National University of Samoa (NUS), located in the capital city of Apia, was part of the Official Games Village.

NUS, WITH the support of major sponsors and partners, including the School of Human Movement, Recreation and Performance at Victoria University (Australia), will also host its inaugural international sport studies conference from 1–3 October 2007.

THE BROAD theme of the conference is 'Sport and the Pacific Region: Cross-Cultural Currents', although papers dealing with more specific themes and topics are welcomed. The full program for the conference is listed at <http://www.staff.vu.edu.au/RobHess/>. What follows is a selection of the edited abstracts from the conference.

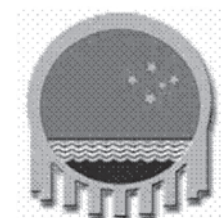
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NATIONAL UNIVERSITY
OF SAMOA
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ABSTRACTS AND DELEGATES

edited by Rob Hess



KEYNOTE ADDRESS

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RICHARD CASHMAN is an Adjunct Professor in the School of Leisure, Sport and Tourism and Director of the Australian Centre of Olympic Studies at the University of Technology, Sydney. In 2006 he published *The Bitter-Sweet Awakening: The Legacy of Sydney 2000 Olympic Games* and he is completing a book (with Simon Darcy) on the impacts of the Sydney 2000 Paralympic Games. He has published extensively on the history of Australian and Asian sport, and some of his recent research includes work on the branding of Australian cricket. A former president of the Australian Society for Sports History and former editor of the journal *Sporting Traditions*, his address at the International Sports Studies Conference in Samoa is entitled “Swimming with the Big Boys”: Global Games in the Asia-Pacific’.



Narelle Bedford

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How Sporting Accidents or Disputes Have Assisted in the Development of Law in the Pacific

SAMOA, AUSTRALIA and many other Pacific nations share a common legal tradition and system. Court cases which arise from sporting endeavours have assisted in the development of the legal system since the 1800s. In this paper, a small selection of historical court cases arising from sporting accidents or disputes will be featured, with a particular emphasis on the facts of each case. It will be shown, for example, how a yachting accident in 1897 helped in the development of contract law, how golfing accidents likewise assisted in negligence law, and how the sport of kings, or horseracing, has greatly promoted the legal doctrine of natural justice. This linkage between sport generated court cases and the development of law can be expected to continue into the future. For instance, a current case from a Fiji-based rugby dispute and its impact on internet domain name rules will also be discussed. As sport assumes an increasingly important place in modern society, and as sporting disputes or accidents inevitably continue to occur, this link can be relied upon to be sustained for many years to come.

Peter Burke

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Trans-Pacific Football: Austus Football During the Second World War

SPORT HISTORY is littered with failed attempts at creating hybrid codes of football. During the Second World War, local footballers in Melbourne competed against military servicemen from the United States in a hybrid game called 'Austus'. This code, combining features of Australian and American football, emerged following the 'invasion' of Australia by many thousands of servicemen from the US. The game was established in response to pleas for military assistance from the Australian government. As the paper makes clear, Austus was invented against a background of increasing tension and outbreaks of violence and bloodshed between servicemen from Australian and the US, as attempts were made to foist the Australian game upon the American visitors. Australian sponsors were keen to expand the game, increase sporting contact with the US and promote Australian football. Like most hybrid codes, however, Austus quickly faded despite the enthusiasm of the founders to expand the game. Although perhaps just a curio in football history, an examination of Austus raises a series of issues about the development of Australian football and provides an opportunity to dwell upon the fate of other such hybrids. The key questions revolve around the fact that Australia's sporting traditions and games were British in origin, so why was there a sudden shift to find a trans-Pacific playing field and why did the code ultimately fail?

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Tourism, Sport and Economic Development in the South Pacific: Towards a Regional Approach

THE LINKS between tourism, sport and economic development are of increasing interest to policy makers around the world. Governments at all scales are creating strategies to leverage the undoubted benefits that can stem from the effective development of sport-led tourism activity. The South Pacific is no exception to this trend — with a number of nations in the region beginning to pay more attention to the sports sector as a tool to build destination awareness, enhance community and cultural attributes, and generate economic returns. This paper begins with a review of the role that sport-related activities play in current national tourism policies in the South Pacific. The focus then shifts to the 2003–13 *Regional Tourism Strategy for the South and Central Pacific*. Given the regional nature of much policy development in the South Pacific, and the multi-national context within which much of the region's tourism development and sporting events take place, the following key questions are asked:

- Can the links between tourism, sport and economic development be strengthened through a regional approach?

- What challenges and prospects lie ahead for such an approach?
- What is a potential research agenda that can underpin the development of such an approach.

THE PAPER builds on recent work conducted by the New Zealand Tourism Research Institute for the European Union and South Pacific Tourism Organisation on the review and development of national and regional tourism strategies in the region. The paper relies on three methodological approaches: analysis of secondary material including strategy documents, interviews with key stakeholders, and a web-survey of attitudes towards regional tourism strategy development.

Andrew Minoque

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The South Pacific Games: Sport, the Island Way

THE SOUTH Pacific Games were first held in 1963 in Fiji and then approximately every three years until the 1970s when they moved to a four year cycle. The XIIIth edition of the Games has just been completed in Samoa; with the XIVth edition scheduled for 2011 in New Caledonia. From that time the Games will be known as the 'Pacific Games', to better reflect the inclusion of participants from the Northern Pacific region. In Samoa there were over 4500 athletes and officials representing a number of nations and territories in 33 sports. The size of the Games has been growing steadily but they may be checked in future years, as a maximum of 28 sports



has been imposed in an attempt to keep the hosting of future games within reach of as many island nations as possible. In this paper, the numerous unique features of these Games will be analysed, including governance, participating entities and involvement of international and regional sporting organisations. Another aspect that will also be covered is the attempts to bring sponsorship and commercial considerations into the Games to ensure its continued economic viability. The major lessons to be learnt from the Samoan experience will be in the future use and viability of expensive venues constructed to host this event.

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and Rob Hess*

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Lessons From Pakistan: Historical Influences on the Development of Elite Sport in an Islamic State

THE ISLAMIC nation of Pakistan came into existence when it gained independence from Britain in 1947. Initially, the Pakistani government failed to formulate any specific policies relating to the administration of sport, and, instead, relied on ancient sporting traditions to maintain its culture of sports, games and recreations. Despite the lack of direct government involvement, Pakistan was still able to achieve some notable international successes in sports such as cricket, hockey, wrestling, and squash. However, from the 1960s, Pakistan's sporting achievements in the international arena were marked by a

steady, and in some cases, dramatic, decline. In response, the government of Pakistan constituted the National Sports Committee in 1967, and through the Pakistan Sports Control Board began to formulate policies arising from the recommendations of a number of conferences and committees that were overseen by military personnel who were officials of the Board. Based on an analysis of these recommendations, this paper seeks to outline the reasons for the decline of international sporting achievements for Pakistan, and assesses to what degree any subsequent policy changes have been responsible for limited successes that have been attained in recent times. The complex relationship between politics, religion and the military not only provides the contextual basis for this discussion, but generates some worthwhile aspects of international comparison for South Pacific nations.

Dawn Rasmussen

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The Development of Sport in Samoa: The Role of Women and Education

THE DEVELOPMENT of sport in Samoa began in the mid-nineteenth century when British and New Zealand immigrants settled in Samoa. Organised sport was played mainly by the European and part-European residents. Sport was largely an elitist affair, but change occurred when amateur sport became more organised and professionalized for international competition. This paper looks at the development of sport in Samoa with a particular focus on the role

of women and education. Information was collated from three sources, namely data collected from a questionnaire circulated to administrators of the major sports played in Samoa, interviews conducted with prominent sports people and senior citizens of Samoa, and the author's own personal knowledge gained through many years of involvement in various sports dating back to the early 1950s.

Rob Regent

Sport for Development Consultant, Pacific Region-Australian Sports Commission

Developing Sport Programs by Applying Quality Aid Principles Through the Australian Sport Outreach Program

UNDER THE Australian Sports Outreach Program (ASOP), a collaboration between the Australian Agency for International Development and the Australian Sports Commission, Samoa is one of four countries that are being offered an opportunity to receive support to initiate a sport for development program that will have a long term impact. In the ASOP strategy, it is recognised that quality sport development has inherent value. The goal of the ASOP is to achieve 'increased capacity to deliver inclusive sports based programs that contribute to social development'. If it can be shown that quality sports programs increase individuals' ability to organise, lead, network, communicate, co-operate, administer, evaluate, self determine, become more active, inform each other and develop a sense of responsibility and fair play, then there is a strong

argument for the support of sport from a development perspective. The three key elements of the ASOP are:

1. A commitment to ensuring high quality aid programs that have appropriate objectives, commitment to quality designs, effective project management, and a focus on sustainability.
2. Ensuring a participatory approach (appreciative inquiry) to program design is used to identify local issues and priorities, confirm stakeholders likely to participate in project activities, develop shared objectives and implementation mechanisms.
3. Contributing to increasing the evidence base of the various benefits of sport by collecting quantitative and qualitative information about sport related outcomes in a development context.

Suzie Schuster

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The Fiafia Sport Program in Primary Schools: Taking Steps Towards Developing the Future Athletes of Samoa

ALTHOUGH SPORT exists in Samoa from village level to international representation, there continues to be an apparent lack of structured sport development and physical movement programs for primary school-aged children. A secondary school physical education curriculum was introduced into the government schools in 2006, but a primary school physical education program has yet to be fully developed



and implemented. Until there becomes a full realization of a structured physical education curriculum for primary schools, physical education, movement and sport will rely heavily on the discretion of individual principals. However, in the 1990s, an initial attempt to bring sport to schools was carried out through the Australian Sports Commission (ASC) under the Fiafia Sports Program. Over ten years later, the Fiafia Sports Program has been revived, re-written and contextualized to meet the need for sport in primary schools. This paper will explore the initial Fiafia Sports Program, examine the contributing factors leading to its demise, and explore how the new Fiafia Sports Program idea re-emerged in 2006 and why it aims to serve as the model for movement and physical activity for primary schools in Samoa. Additionally, this paper will outline the current research being done for the Ministry of Education, Sport and Culture and the ASC, which sets out to determine, through various methodologies, the overall efficacy of the new Fiafia Sport Program and decidedly the program's fate when it comes time for Samoa to introduce physical education into the primary school curriculum.

Clark Tuagalu

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Fight or Flight? Confronting Obesity the Samoan Way!

THE WORLD Health Organisation recently identified the Pacific Island nations as having the most overweight people in the world. In fact, Samoa was ranked sixth in the world as the most overweight and obese nation. The immediate cause of obesity was attributed to the imbalance between the intake of energy contained within food, and its expenditure in activity. Chronic diseases related to obesity such as Type 2 diabetes, affects over 52% of the population in Samoa today. This study takes a snapshot of the current situation in Samoa and the rate of physical activity of its population. Further, this paper explores the attitudes and opinions, nature and extent of the physical activity habits of primarily young Samoans in urban settings. It will also examine the responsibility of the Ministry of Health, Ministry of Education and Samoan Association of Sport National Olympic Committee in strengthening their management initiatives in preventing obesity, and will also consider opportunities to promote physical activity in places where people gather regularly such as schools, workplace, hospitals, prisons, churches and villages. Although physical activity itself accounts for only a small contribution in achieving energy balance, it does promote many other benefits. This justifies efforts to promote physical activity at all ages and is consistent with the findings from this report.