The Football Studies Unit is part of the Sport and Culture Group, a collaborative group of scholars based in the School of Sport and Exercise Science and associated with the Institute of Sport, Exercise Science and Active Living at Victoria University.

The unifying aim of the Group is to advance critical understanding of sport through individual and collaborative research and writings that explore the role of sport in local and global communities from a multi- and cross-disciplinary framework.

The Group is renowned not only for hosting international conferences and local seminars, but for engagement in media presentations to promote informed and public debate on sport issues and policies, and the publication of the Bulletin of Sport and Culture.

THE WORLDS OF FOOTBALL

is an international multi-disciplinary and multi-code conference bringing together football researchers from all over Australia and around the world to share their research with like-minded colleagues.
Keynote Speakers

ERIC ANDERSON  from the University of Bath
has written widely on sport, masculinities, sexualities and homophobia, including the award-winning *In the Game: Gay Athletes and the Cult of Masculinity*, as well as *Sport, Theory & Social Problems*, and *Trailblazing: America’s First Openly Gay High School Coach*.

JAYNE CAUDWELL  from the University of Brighton
has written widely on matters of sport, sexuality and gender, and is the editor of *Sport, Sexualities and Queer/Theory* and the co-author (with Sheila Scraton) of the forthcoming book, *Out of Play: Women, Football and Sports Feminism*.

ROB HESS  from Victoria University
has published extensively on the history of Australian Rules football. He is the co-author of the award-winning *A National Game: The History of Australian Rules Football*, and has recently been appointed as the co-Academic Editor of the *International Journal of the History of Sport*.
DEB AGNEW
Flinders University

‘Life After Football’:
THE CONSTRUCTION OF MASCULINITY FOLLOWING A CAREER IN ELITE AUSTRALIAN RULES FOOTBALL

This research is an investigation into the construction of masculinity following a career in elite Australian Rules football. It is a qualitative study utilising a social constructionist and life history perspective. Twenty footballers took part in individual semi-structured interviews which lasted between 35–90 minutes. Through these interviews, an in-depth understanding of the experiences of these men and how they construct masculinity since retiring from Australian football was gained. Seven themes emerged from the research: the reinforcement of orthodox/hegemonic masculinity; the ‘perfect’ life; always a footballer; distrust of the media; staying in shape; the denial of pain; moving on; and life is brilliant.

Despite living with long term pain and discomfort that can often be debilitating, the men in this research argued that since retiring from football they have been ‘lucky’ or ‘fortunate’ that they did not sustain more serious injuries during their careers. The men commonly denied the severity of their pain or justified it as something all people experience. The denial of pain is one of the defining characteristics of hegemonic masculinity and this was a key concept emerging from the current research. Therefore, this presentation will focus on the theme of the denial of pain and how retired Australian Rules footballers construct masculinity while living with long-term pain and/or injury.

SADIQ KHALED ALHAYEK
University of Jordan

Thinking Skills that Beginner Soccer Players Develop Through Participating in Summer Camps

The purpose of this study was to identify thinking skills that beginner soccer players develop by participating in soccer schools camps in Jordan. The participants in this study were 75 beginner soccer players (14–16 years old) in summer soccer school camps in Amman, Jordan, in 2008. To answer the study’s questions, the researcher developed a survey on thinking skills that beginner soccer players used in training and competitions. Appropriate statistical tools were also utilized. The results of data analysis indicated that beginner soccer players develop many thinking skills through participation in school camps. This study recommends that coaches should concentrate more on thinking skills when they plan training programs.

STEPHEN ALOMES
Deakin University/World FootyNews.com

As Natural as King Island Brie:
FOOTY IN FRANCE

In the past, people used to think of Australia as nature and France as culture. To the French, Australia was a ‘terre sauvage’, a wild frontier, and to many Australians France was wine, castles, fashion, perfume and art and architecture. To many people at both ends, Australia would not export ‘culture’ to France, especially Paris. Over the past 20 years, Australian Football has been successfully exported to Europe as locals have discovered the world’s best game, as well as one of the world’s most geographically-marginalised games. This analysis demonstrates the other side of global culture (beyond McDonalds, Coca-Cola).
Cola, celebrity and metropolitan sports) through delineating the emergence of Australian Football in France, from Paris to Toulouse, and the Australian Football League’s discovery of international Australian Football.

CATHY BASTERFIELD

Key Word Sign Australia/Communication Resource Centre, Scope, Vic Ltd.

Football — Let’s Talk About It …

Football crosses boundaries — all codes, all boundaries. There are different codes, different countries and different cultures, but it still links people. We can have socio-economic and political differences, yet we can still converse about it. There are opportunity differences, yet we can still have fun with football. It does not matter whether it is a global or local brand, talking about the activity you enjoy enhances social inclusion, participation and well being. However, what happens when you cannot talk about the activity you enjoy the most? There are many people with communication difficulties who love their football. This paper will describe some case studies, where people with communication difficulties can use different ways to communicate about one of their favourite pastimes, the football. Case studies will discuss how augmentative and alternative communication can:
- enhance an individual’s social inclusion,
- increase motivation,
- have something of value for themselves to communicate about,
- have more people to communicate with.

Memories and identities are forged over joint activities, and joint communication. New and recently developed resources will be shown with ideas about how they can be used with a variety of adults and children who love their football.

BILY BOSEVSKI

Victoria University

One Flew Over the Lions Den — the Entrepreneur Versus the Lions Pride:

A CASE STUDY OF ETHNIC IDENTITY WITHIN THE PRESTON LIONS FOOTBALL CLUB

This study examines the aggressive commodification and corporatisation strategies experienced by a Macedonian-based club in the north-western suburbs of Melbourne. The administrative acquisition of the club by a quasi-corporate consortium colloquially referred to as the ‘Silver Lining’ emphasised an abated model of its cultural heritage in favour of a newly fashioned corporate identity. Further evidence obtained via fieldwork observations and interviews documents the evolution of the power relationship between the club’s supporters and its administrators over a five-year period. We draw on Bhabha’s construct of cultural identity and internal differentiation to analyse the expressive forms of social resistance appropriated by football (soccer) supporters as agency toward preservation of a particular socio-cultural identity.
JESSICA CARNIEL  
*University of Melbourne*

**Australia, Asia and the Geopolitics of Soccer**

In 2006, the Football Federation of Australia moved from the Oceania Football Confederation (OFC) to the Asian Football Confederation (AFC). It was hoped that the move would improve the standard of Australian football and improve competitiveness in international tournaments, such as the FIFA World Cup. Australia's original bid to join the AFC was denied in 1964, leading them to form the OFC with New Zealand in 1966. This paper examines how Australia seeks to position itself economically and politically through an analysis of these shifting affiliations with regional and global soccer federations. It does not seek to challenge the practical reasons given by the FFA for the shift in 2006; rather, it explores the possibilities of reading this shift within the context of Australia's broader shift into rethinking itself as part of Asia, while also interrogating the initial bid to be part of the AFC in the 1960s from within that historical context. In particular it questions whether there are other strategic benefits for Australia in the move and considers what this means for Australia's geopolitical identity.

MONITA CAROLISSEN  
*University of Stellenbosch*

**The Popular Arts, Identity and Culture in Contemporary Africa**

This study examines football fandom as one of the contemporary football cultures in three Sub-Saharan African countries, namely Kenya, Cameroon and Zimbabwe. It aims to do a comparative analysis of how these football fandoms form and play out. Within this framework we focus on how the unique contextual realities in the selected countries influence the construction and performance of these football fandoms. The thesis of this study is that the nature of football fandoms in the selected countries reflects on the societies that produce them, an argument that has also been proposed by Stanley Eitzen. Football fandom is a modern practice that also incorporates local cultural beliefs and practices. The focus on the geographical and socio-cultural
templates of football fandoms of the selected countries is important to our study because it provides a window through which we can perceive and appreciate the political and socio-cultural situations and tensions that inform the supposed popular cultural trend of football fandom.

The study proceeds on the premise that the practice of modern football fandom is global and examines the similarities and differences that play out across the three countries selected. In this way the study problematizes the view that popular cultural forms are homogenous and predictable. In Kenya the modern football fandom base is Euro-centric and is defined by a shift of the fan-base from local football to the English Premier League and European Champions League football. Most of the Kenyan football clubs virtually have no fans but English clubs such as Arsenal, Manchester United and Chelsea have a wide fan-base. In Zimbabwe there seems to be a balance between the support of local football and that of English and European football. In Cameroon there is a developed culture of local football that has been motivated by the success of the national team in international football. As a result fandom culture plays out in different ways in these three countries, nonetheless there are still similar fandom practices.

JOHN CASH AND JOY DAMOUSI
University of Melbourne

Dropping the Ball:
HOW PAST PLAYERS HAVE NEGOTIATED THEIR RETIREMENT FROM FOOTBALL

In this paper we report on the first stages of an investigation into the various ways in which Australian Football League (AFL) players experience and negotiate their retirement from football. We explore how an identity that, typically, has been in formation since childhood and which is consolidated at the moment of selection by an AFL club, is finally negotiated; i.e. is preserved and/or compromised and/or surrendered. Factors such as family, education, reason for retirement (voluntary as against involuntary), financial planning, other job opportunities and the degree of support provided by the club, the AFL Players’ Association and the AFL are evaluated through the analysis of life-histories of retired players.

One emphasis of the research is the type and range of emotions that retired players experience and how this varies across groups (voluntary as against involuntary retirees, for example). Retirement, or ‘dropping the ball’ as we have termed it, challenges an identity that has been formed and completed, often with intense family involvement, from childhood through to adult life. The transition to a life and career after football is replete with risks as well as possibilities. This transition throws new personal responsibilities and new requirements for self-reflexivity upon former players whose life and career experience until then has taken shape in the shadow of a sporting trajectory typically supported by family, friends and powerful institutions such as the AFL and the AFL clubs. Our study investigates how former AFL players negotiate, manage, cope or fail to cope with this new situation and the demands it places upon them.
Can I Play Too?
THE EXPERIENCES OF PLAYERS FROM MIGRANT BACKGROUNDS IN AUSTRALIAN RULES FOOTBALL

Australian Rules football players from a non-English speaking background have endured substantial barriers to their participation and success in football. These barriers have included on-field and off-field racism, violence, exclusion, parental resistance and financial disadvantage. Some have been able to overcome these obstacles, playing the game at the highest level and a few have gone on to become household names and representatives for the game. This paper reports on the early findings of my PhD research, exploring the experiences of a number of migrant background players, looking at questions of how they took up the game, how they were received and trials and traumas they faced in playing the game they love.

‘Full Credit to the Opposition’:
ANALYSING THE LANGUAGE OF POST-MATCH INTERVIEWS — SOME PRELIMINARY FINDINGS

One of the consequences of sport becoming a global phenomenon is the increase in the numbers and types of media, and the media requirements of the players. One such media requirement is the post-match interview, where players are asked a series of questions at the end of the game to elicit (amongst other things) their reactions and feelings about the result. Despite the increasing number of these interviews, and their well-established integration into the professional sports package, a detailed analysis (from a linguistics perspective) of the language used in these interviews has yet to be carried out. A limited amount of research is available on post-match media interviews however this has focused on historical surveys of team managers in the media (Carter, 2007), or the language in radio interviews (Caldwell, 2009).
In this presentation, I will share some initial results from an analysis of the language used by players and interviewers in a small sample of televised post-match rugby interviews. While the focus here is on rugby interviews, the data comes from a larger data set/project that aims to examine the language of televised post-match media interviews in four major global sports: golf, tennis, rugby and football. While it is the aim of this presentation to provide an overall feel for the language used by both interviewers and interviewees, special attention will be given to the forms and functions of the questions asked by interviewers. The forms and functions of the language used will also be explored by looking out to situational features that impact on the use of these language forms.

SEAN GORMAN
Curtin University

The Indigenous Team of the Century, 1905–2005

In August 2005 the Australian Football League (AFL) announced its first ever Indigenous Team of the Century. The team consisted of Australian Football’s elite Indigenous players from across several decades. As Australian football is seen as one of the very few pathways to social inclusion in Australian history the team presented a unique opportunity to engage with specific themes and issues that have impacted upon First Nations Australians.

The author has travelled across Australia to compile an oral history archive of all the members of the AFL’s Indigenous Team of the Century. He will discuss what issues he found were significant to the collective but also discuss individual struggles and how they were overcome.

LISA GYE
Swinburne University of Technology

From Cakestalls to Cost-Benefit Analysis:
THE CORPORATISATION OF THE WOMEN’S COTERIE IN AFL FOOTBALL CLUBS

The Australian Football League (AFL) has made extensive efforts in the past decade to ensure that Australian Rules football is an inclusive culture that both acknowledges and desires the presence of female supporters in its membership base. Many AFL clubs have subsequently followed suit, courting female members through the promotion of female supporter groups and special club functions for women. However, given that women have constituted a significant proportion of the football spectating audience since the inception of the game in the mid 1800s, it would seem that this show of support for women has come rather late considering women's long history of support for the game. This paper, based on qualitative interviews with both administrators and female supporters from a number of Melbourne based clubs, will explore the motivations behind these recent attempts to incorporate women into AFL football culture and will interrogate the sincerity of the AFL clubs’ suddenly vitalised courtship of the women who support them.

KATHERINE HAINES
Victoria University

The Inaugural Match of the NSW Ladies Rugby Football League in 1921:
A MALLEABLE MOMENT IN CODE-BASED NARRATIVES OF THE GAME

In 1921, two female rugby league teams, the Metropolitan Blues and Sydney Reds, played their inaugural match before a reported crowd of over 30,000 people at the Sydney Showgrounds — in all likelihood the
biggest crowd to attend a women's sporting event in Australia at the time. Although the NSW Rugby League (NSWRL) had been originally supportive of the women playing, just three days before the match they moved to place a ban on any member or affiliate participating in the event, on the grounds it was being funded by a private promoter — successful sporting equipment retailer, Mick Simmons.

The NSWRL's 'czarish threat' was strongly criticised in the Sydney press and their edict was subsequently defied by combined teams of the Sydney and Country Juniors and the code's most celebrated pioneer player, Dally Messenger, who launched the famous Dally M Ball at the match. Newspaper reports suggested significant resentment among affiliates and grassroots supporters towards the NSWRL's draconian action. For example, a charity carnival, hosted by the Eastern Suburbs Rugby League Football Club in competition to the women's match, attracted a mere 2,000 people despite the staging of a schoolgirls' game later disparaged in the Sydney press as a 'burlesque'. The women's match, in contrast, was reported in generally positive terms by the Sydney press, including high profile sports journalists who had previously criticised the initiative. In examining the palimpsest of cultural, socio-historical and interpersonal factors that underpinned the sensational story of women's first serious bid to play rugby league, this presentation moves beyond gender to also consider the role of class, commercialisation, inter-code rivalries, affiliate unrest and sporting heroes in the cultural narratives that framed this groundbreaking event.

ROY HAY
Sports and Editorial Services Australia and Deakin University

Shaping the Game:
200 YEARS OF REPORTING ON FOOTBALL IN AUSTRALIA, 1810–2010

Varieties of football were played in Australia within a few years of the arrival of European settlers. We know because journalists began writing about the games and helping shape the ways the games were understood. This they continued to do for the next 200 years for better or worse. In the early days as the games were codified there was much confusion about rules and practice and it took the best part of a generation before Australian Rules, rugby union and rugby league and Association football went their separate ways. The last of these was quickly pigeonholed as a migrants' game, British football, to distinguish it from the Victorian game and league, despite the fact that it had an equally long, if not longer, history in Australia. In the post-Second World War era, it became wogball, riven by violence and European politics in the hands of the domestic media. Now, thanks in part to SBS, it is the World Game and part of a global culture, but also a distinctive part of Australian sporting identity, with a support base drawn from the domestic population. The relationships between the media and the game in Australia are significantly, if subtly, different from those which exist in the United States and the United Kingdom.
CHRISTOPHER HICKEY AND PETER KELLY
Deakin University/Monash University

The Struggle for the Body, Mind and Soul of Indigenous Footballers

Over the past ten to fifteen years the Australian Football League (AFL) has played a lead role in developing relations with Australia’s indigenous communities, and with developing pathways into the elite level of this major sports entertainment industry for indigenous players. While Indigenous people make up only 2% of the Australian population, they comprise over 11% of the current population of AFL players. This over-representation can be at least partially explained by the changing nature of the game and the increasing emphasis on the physical attributes of speed, skill and evasion. However, while the evolution of the game may be favourable to the physical attributes of Indigenous players a stigma of risk and vulnerability continues to be attached to key aspects of the Indigenous identity. As well as tensions around their relocation from family, in often remote localities, there is wider industry concern about their ability to fit in to the mainstream AFL environment.

In this paper we discuss an enduring perception that, despite their obvious athleticism, recruiting Indigenous players poses ‘particular’ risks in a playing environment regulated by restrictions on playing lists, drafting and salary caps; and in a sports entertainment environment that places elite performers under increased surveillance and scrutiny. Drawing on a range of interviews and media commentaries — and a framework that incorporates a claim that elite performance involves a struggle for the body, mind and soul of players — we discuss an industry perception that recruiting Indigenous players remains a risky proposition.

BRETT HUTCHINS
Monash University

A Media Sport Phenomenon:
TWITTER AND CHANGING NORMS OF COMMUNICATION IN FOOTBALL

There has been an explosion in use of the microblogging and social-networking platform Twitter (http://twitter.com) by professional athletes, sports clubs, leagues and fans. For instance, ‘tweets’, or messages of up to 140 characters, offer high-profile male footballers like Harry O’Brien (Australian football), Karmichael Hunt (rugby league, union and now Australian football), Lote Tuqiri (rugby union and now league), Darren Bent (English Premier League football), and Chad Ochocinco (American football) the ability to communicate instantaneously with fans, friends and fellow players, bypassing the gate-keeping functions of journalists, publicists and sports officials.

‘Tweeting’ has added an unpredictable and occasionally controversial dimension to the types of public expression, promotion and representation associated with media sport. This paper argues that Twitter fits within a range of internet-based and mobile communications practices, including text messaging and instant messaging, that are evidence of an accelerated information order in which telepresence — ‘keeping in touch’ without literally being in touch — is a pervasive feature. The existence of this order highlights important changes in both the production and consumption of media content, and necessitates a shift away from broadcast-centric understandings of media sport towards those that properly acknowledge the increasing significance of networked digital communications.
The Ben Cousins Saga: WHAT, EXACTLY, DOES ‘BRINGING THE GAME INTO DISREPUTE’ MEAN?

The paper explores how globalised developments in the sports entertainment environment have changed the expectations that competition administrators, clubs, sponsors, fans and the wider public/audiences have about the behaviours of elite performers in these industries. Our focus is on the ways in which the Australian (rules) Football League (the AFL) scrutinises and regulates player behaviours in relation to the reputation of the game. We illustrate these concerns with an account of what we call the Ben Cousins saga. In 2007 Cousins was suspended for 12 months for bringing the game into disrepute.

In the paper, we introduce and develop a framework for making some sense of this heightened concern with the reputation of an industry in an increasingly globalised sports entertainment environment. Drawing on the work of Scott Lash and Celia Lury, we identify the AFL’s concerns about repute as being principally about the management of risk in the management of brand relations. We conclude with a suggestion that these particular risk management rationalities and practices energise, and emerge from, the surveillance and scrutiny of the body, mind and soul of elite performers in the competition. In that discussion we raise concerns about the present and future consequences of this surveillance and scrutiny of all aspects of the person as elite performer. Our concerns here relate to the ways problematic ideas about repute (and its value) can be used to regulate and sanction player behaviours.

Under Represented, Under Estimated and Under Suspicion: BRITISH ASIANS, RACISM AND EXCLUSION IN ENGLISH FOOTBALL

This paper examines the potential barriers facing British-Asians in English professional football. At present there is a vast under representation as there are only six playing professionally despite there being a population of over 3.4 million. This under achievement is further highlighted when we consider the 1.8 million black demographic who represent over 250 players at professional level. Hence, this begs the question, ‘Where are the British-Asian football players?’ Thus the research will highlight possible ‘barriers’ such as physicality, cultural difference, lack of role models and social segregation through providing a mixture of empirical work (semi-structured interviews with professional Asian players) and a literature review. The aims of the paper will be to (a) provide a brief historical account of British-Asians and then contextualise the argument by placing the community in contemporary society, (b) highlight their relationship with sport and in particular, football (c) critically examine their under achievement and the potential ‘barriers’ using interviews and relevant academic theory and (d) relate this problem to wider society and indicate how football can act as a tool in bringing diverse communities together which currently live ‘parallel lives’ with little communication. Football in Britain is ‘our’ most popular cultural practice, played and enjoyed by millions. Football can be a great opportunity to integrate communities in a bid to achieve social cohesion. After all, culture and sport are the glue that holds communities together. Thus it is imperative that we address and tackle such ‘barriers’ that have excluded British-Asians from English professional football.
MATTHEW KLUGMAN AND FRANCESCO RICATTI
Victoria University/
University of the Sunshine Coast

‘Roma non dimentica i suoi figli’:
LOVE, SACRIFICE AND THE EMOTIONAL ATTACHMENT TO FOOTBALL HEROES

Italian football is renowned as much for the passion of its spectators as for the quality of its players, yet these spectators are understudied. Studies that have been conducted have focussed on the problems of violence and racism associated with some of the more extreme supporters, the so-called ultràs. This paper aims to complement that research by analysing a different aspect of the passions of Italian spectators, namely the emotional tie they create with particular players, upon whom they confer a special, hero-like status. Our interest lies not in questioning the legitimacy of this status, but in looking at what the history of these attachments reveals of the supporters themselves, and of their relationship to the football club they support.

Football is at the centre of the emotional life of many Italians. Exploring how certain players come to be granted hero-like status provides a window into the place of love, passion and emotional attachment in Italy. This paper focuses on the recent history of supporters of Roma — the most popular of Rome’s football clubs — and their relationship with three key players: Agostino Di Bartolomei, Paulo Roberto Falcão and Francesco Totti. Drawing on a large body of texts, including tattoos, graffiti, songs, jokes, books, newspaper articles, blogs and Internet websites, we trace the way each of these players was granted a particular heroic status that evolved and changed over time. In particular we see the great impact a football team can have on the emotional life of a city, and the way local memories and identities are remembered, retold, invented and forgotten through passionate engagement with the football players who represent them on the broader national and international stage.

JORGE KNJNIK AND PETER HORTON
University of Western Sydney/
James Cook University

‘Only Beautiful Women Need Apply’:
HUMAN RIGHTS AND GENDER IN BRAZILIAN SOCCER

Soccer in Brazil has always been a ‘man thing’ and historically women were actually excluded from playing it formally until 1979, when the law was repealed. Since then, women have gradually become more prominent in the sport. Despite this, obstructive prejudices still permeate women’s soccer in Brazil, with the most prevalent form of discriminatory marginalization being in relation to their physical appearance. In 2002, one of the biggest sporting bodies in Brazil, the Soccer Federation of Sao Paulo (FPF) organized a women’s soccer championship with much fanfare and huge television coverage. It was required by the Soccer Federation of Sao Paulo that the players were to be aged between 17 and 23 years old, with long hair, and preferably were beautiful, white skinned with blond hair.

This paper, which demonstrates how arcane paternalistic concepts of gender in Brazilian soccer still continue to restrain the human rights of women players in the 21st century, derived from an ethnographic study conducted involving three semi-structured interviews with three of the players following the FPF championship. Prior to the interviews, the FPF cautioned the interviewees to restrict discussion of matters concerning their own sporting history and their thoughts about the games played in the championship. Further the players were told that if they disparaged the organization and conduct of the competition or soccer in Brazil per se their teams would lose competition points. Despite this the interviews revealed that the male hegemony that rules Brazilian soccer is rife with discrimination, racism and the sexualization of women players.
You Kick Like a Girl … Good for You!

At no other time has the history of the on-field participation of women and girls in Australian football been more changing. Whilst references to female football have been noted since 1876, very little growth occurred until the establishment of the Victorian Women’s Football League in 1981, and even then, not much shifted. Somewhere around the year 2000 female participation started to spike. Since then, female playing participation has become the fastest growing segment of Australian football.

With nearly 90,000 girls and women now playing school and community football across Australia, female football is an annually evolving species, creating landscapes that become obsolete not long after they are created. Female umpires are now regulars amongst the ranks, whilst women are starting to emerge from the shadows to take up opportunities in coaching. Additionally, behavioural and cultural change programs now exist at elite and community levels, striving to ensure that Australian football is a safe, supportive and inclusive environment for this emerging market of women and girls to participate in. What has created this shift? Where has the demand come from? What does female football look like in Australia today? What does the future hold for the involvement of women and girls as players, coaches, umpires and administrators? How are current trends driving this future and what part will history play in our future? As AFL Victoria’s Female Football Development Manager, the author will share her analysis of this new territory and discuss the future direction of the female game.

Girl Patriots: CASE STUDIES OF FEMALE PLAYERS IN AUSTRALIAN RULES FOOTBALL IN 1943

Australian Rules football historically attracts large numbers of female spectators, proportionally more than any other football code in the world. However, this latent interest by women in football has taken considerable time to translate itself into a strong and viable female competition. This paper charts the beginnings of a multi-vocal narrative based around selected historical case studies, and seeks to contextualise the media coverage of female Australian Rules players within the broader sporting and social framework evident during World War II. In 1943, several matches involving women took place in rural Victoria and metropolitan Melbourne. All of these games were treated as public spectacles in order to raise funds for the Australian war effort. However, the matches were not always taken seriously, and an interrogation of multitudinous press and film sources reveals a rich variety of reactions to the patriotic efforts of these female pioneers.

Virtual Communities in Australian Rules Football

Communities were of central importance to the game of Australian Rules football at its inception. Early football teams represented local communities, had local athletes play for them and local businesses sponsor them. Over the years, community values have largely taken a backseat to the corporate interests of the game, which are mainly to make it attractive to television broadcasters and sponsors. Vestiges of these original communities have remained, with for example, a person following Collingwood because their grandmother did. Now these
communities are re-emerging in the virtual world. This paper will explore what their re-emergence means for the Australian Football League (AFL), AFL players and AFL fans. It will look at the issue of the increasing globalisation of sport, and the role that virtual communities can play in assisting the AFL in this movement and assisting fans. The paper will look at how virtual communities are changing the positive and negative interactions that players have with fans, and how this relationship might be changing as a result. It will also look at the motivations that fans have for joining these virtual communities, and what their motivations mean for the game of Australian Rules football and the AFL. This paper will present a picture of how the role of community within the game of Australian Rules football has changed, and what the ramifications of this are for the future of the game.

KEN MANSELL
Football Research Collective

From Tripod to Website — The Hidden History of the Boyles Photo

From the early Depression years to the 1960s, the photographer Charles Edward Boyles (1888–1971) with his Thornton Pickard camera and tripod was a welcome and familiar presence at football matches and training nights. Boyles photographed hundreds of assembled teams and individual players — from the Victorian Football League (VFL), Victorian Football Association and other competitions. Crippled since childhood, Boyles overcame physical and financial hardship, and supported by wife Vera, built up a respectable family business. Boyles was accountable to no one but himself and exercised absolute control of his product (production, distribution, sale). He neither sought nor required VFL permission, and in stark contrast to the mediated relationships of the latter-day football industry, approached the individual clubs directly, and sold to individual players and the consuming fans directly. The State Library of Victoria's collection of Boyles' glass plate negatives is now available to the public as a digitised online resource.

This paper will explore, with reference to idiosyncratic features of selected images, how this historic and remarkable collection adds significantly to the social history of the game in twentieth-century Victoria. The paper will also outline an extensive interview with Harley Boyles. Harley, then an intrepid youngster with earnest but unsophisticated marketing strategies, began hawking his father's prints as an eight-year-old, 70 years ago. He tells a story of vast changes in football culture, and details the 'hidden history' of the glass plate collection as it moved from the dark corners of suburban back sheds to the National Sports Museum and the State Library.

BRENT MCDONALD
Victoria University

The Politics of Polynesian Identity: WHITE MULTICULTURALISM MEETS ‘PACIFICA EXOTICA’

Sport, particularly rugby, has long been perceived as a 'natural' vehicle for Polynesian boys to integrate into Australian society and presents an identity defined as naturally gifted, aggressive, powerful, lacking discipline, lazy and potentially violent. This biologically determined construct of Polynesian identity becomes self-evident and is highlighted through the 'White' discourses of mainstream Australia which sees Polynesian men occupying spaces in rugby union and league, security and manual labour, and an absence from areas of further education. This paper examines
how ‘Pacifica exotica’ is constructed and understood from the position of ‘whiteness’. Based on ethnographic work within school boy rugby in Victoria, the paper uncovers and examines some of the discourses and narratives that help shape ‘white Australian’ understanding of ‘other’.

BRIAN MORONEY
Victoria University

Football Corruption: JUVENTUS FC AND MELBOURNE STORM — WORLDS APART?

Despite, possibly because of, its conservative bias, microcosmic theory has been used in a wide range of contexts to interpret sport. Inter alia, it has been used to offer understandings of feminism in Iran, violence in the business world, nationalism in Catalonia, the culture wars in the United States, soccer in Scotland and Canada, racism in baseball, post colonialism in Indian cricket and collectivism in Zimbabwean cricket.

Using interviews, observations in situ and newspaper analyses this paper attempts to understand corruption in Italian football. The scandals of 2006 involved prosecutors in Naples charging that there was a group at the top of the Italian soccer world that formed an organization aimed at influencing matches through bribes and kidnapping. They pinpointed 19 Serie A games and investigated 41 people including team owners and managers, players, player agents and referees. The penalties included loss of premierships, match point deduction, relegation, and led to the resignations of the Chief Executive of the Italian Football Federation and his deputy as well as senior members of the Referees Association. At the same time prosecutors in Naples, Parma and Rome conducted a criminal enquiry into sports fraud, illegal betting and false bookkeeping.

In interpreting the scandals it is useful to consider how Italian society is structured and how ethical standards and morality in broader society are ‘mirrored’ in football. Accordingly, this paper will detail an analysis, which draws upon certain fundamental values in Italian society. Finally, a question is raised relating to salary cap breaches by Australian Football League team, Carlton and National Rugby League team, Melbourne Storm. It would seem that there is a similar cynicism and contempt of law present in these breaches. If so, from where does it derive and how should it be investigated?

DAVE NADEL
Monash University

Football in Gippsland — Surviving Change

This paper examines Australian Football in the Gippsland Region. Despite major industrial and demographic change during the 20th century football remains in a healthy state throughout most of Gippsland. The dairy industry has been reorganised, logging has been transformed from timber cutting to clear felling, the State Electricity Commission has been disbanded leading to massive redeployment in the Latrobe Valley, but local football survives. This paper surveys the strategies adopted by football clubs and Leagues in Gippsland to cope with the demographic changes. Gippsland football and the survival of its clubs will be compared with football in South West Victoria which has seen greater loss of clubs and leagues and some conclusions will be suggested to explain the different outcomes. This paper builds on previous research that I have presented on this topic and comprises new research including interviews with football administrators throughout Gippsland.
SOPHIE NAKUEIRA  
University of Cape Town

Playing by the Rules:  
TRiumphs, Trials and Traumas of  
the 2010 World Cup

The pre-event period of many mega events is usually the most turbulent. Football World Cups everywhere always have academic scholars from various disciplines and journalists crying foul! The subject of discussion (or objection) is the Football governing body Fédération Internationale de Football Association (FIFA) and the perceived unfairness of how it conducts business with hosting nations. Little is known about how FIFA governs and how it ensures that host countries not only comply with its regulations but also play an active role in ensuring that all people are playing according to the rules of the FIFA game. Concentrating on issues of governance and how this affects our understanding of the notion of state sovereignty and power, this paper will address the topic of the conference from a legal and social scientific perspective. It will illustrate how FIFA governs and ensures compliance during the 2010 World Cup, which has just been held in South Africa. The paper will explore the triumphs, trials and traumas of hosting the 2010 world cup by illustrating how power is negotiated between FIFA and South Africa.

GLORIA NAMUKWAYA  
Kampala School of Excellence Ministries, Uganda

Football and Gender:  
TRacing the Missing Link

The development of football in Africa has been lauded with much euphoria associated with the rise in Africa’s performance at the youth World tournaments and the improvements in world standing of various national teams in the Fédération Internationale de Football Association rankings. These laudable strides have fallen short in major aspects; misrepresenting a few successes in the male-dominated sport and failing to mention the rise of women’s football in Africa as constituting a major factor in the development of the game on the continent. In the paper I attempt to highlight the forgotten role of women’s football in the development of the sport in Africa.

The paper also explores the various impediments to the development of women's sports in Uganda, particularly urban areas contrasted with barriers in rural conditions. It looks at culture and traditions as barriers to the development of women's football and how they are being broken by various methods instituted by different organisations working with girls’ football in Uganda. It also explores corporate perceptions towards marketing women’s football and links football and education in the empowerment of the girl child, within the context of achieving millennium development goals.

The paper ends by proposing ways to develop women’s football in Africa with particular emphasis on the role of educational institutions, National football associations, civil society and the media.

ALPARSLAN NAS  
Sabancı University

Mehmet Aurelio and Festus Okey Controversies:  
REFlections on Outsider-Footballer Body’s Subjectification  
and Performativity in the Consumer Society in Turkey

This article intends to analyze two controversies in Turkey surrounding football player Marco Aurelio’s admission to Turkish citizenship in 2006 and Nigerian refugee-footballer Festus Okey’s death in a Police Station in 2007. The controversies are essential in underscoring the ways in which desirability and undesirability of an outsider body (either migrant or a refugee) is constituted due to the distinct types of
subjectification of the individuals. This article also discusses the ways in which subjectification paves the way for various kinds of performances of citizenship.

This paper begins by exploring the implied two-way relation between subjectification and performativity of citizenship. Secondly, this article argues that the degree to which the individuals are expected to perform the acts to which they’re subjectified is connected to their consumption potentials in the host society they reside in. On the one hand, the migrant body's performance of his/her occupation in the host society with success brings along the award of his/her admission to citizenship. In order for the individual to become an essential part of the society, he/she is obliged to perform the acts of his/her subjectification on the basis of 'common cultural values' of the society. All in all, the individual ‘deserves’ to be a part of the society and further awarded with a manifestation in which it is declared that the particular citizen is a proper consumer.

On the other hand, the individual who lacks the credentials to become a prosperous consumer in the society is exposed to institutional violence by the state, whose sole purpose is to reproduce its dominating power over the individuals. Eventually, the fates of two migrant/refugee football players in Turkey are determined: the former (Aurelio the migrant) being glorified in the consumer society while the latter (Okey the refugee) dies in a state of exception.

PETER OCHIENG AND MAJED ALAHHMAD
Victoria University

Saudi Arabia Soccer: SUCCESSES, BARRIERS AND POSSIBLE STRATEGIC SOLUTIONS

In general, Saudi Arabia has a population of 24.29 million with an average age of 18.8 years, GDP per inhabitant of 10,500 and a life expectancy of 68.73 years. Specific to sport the nation has 438,644 players (15,144 registered and 423,500 unregistered), with 153 clubs and 1,292 officials. The nation currently (by 2010) had a professional league (Zain Saudi Professional league) comprising of 12 teams. This desert state's average Fédération Internationale de Football Association (FIFA) World ranking is 40, with its 2009, 2008, and 2007 ranking being 63, 48 and 61 respectively. Its highest FIFA ranking was 21 in July 2004 and the lowest being 81 in July 2006 (FIFA.com).

This paper has three objectives:
1. evaluate the successes of Saudi Arabia in international soccer competitions,
2. analyse the barriers affecting the Saudi Arabian soccer delivery system, and
3. offer plausible possible strategic options based on ‘global benchmarks’.

Retrospective archival data was used in the analysis. Expert opinions from current and former Saudi Arabian soccer players, managers and supporters were sought from mass media outlets to authenticate the findings.

The results of the study demonstrate that Saudi Arabia is currently on a 'soccer reform path' with several initiatives planned for the near future. However, further and deeper transformations are needed for Saudi Arabia to compete favorably on the world stage. The Saudi Arabian model of soccer successes may be ‘borrowed’ by other Arabian nations who share the same passions and societal attributes such as politics, culture and social. However, more is still needed at the level of overall soccer governance.
Jordanian Soccer: Successes, Barriers and Future Strategic Possibilities

Jordan’s average position in the annual World Fédération Internationale de Football Association (FIFA) ranking is 101 with its best ranking having being realized in August 2004 at 37 and the lowest being 152 in July 1996. The national league (Mansir Jordan ProLeague) has twelve teams with the favourite possible winner being Al Wahdat and Al Faysall. FIFA records show 121,191 players with those registered being 4941 and unregistered players being 116,250. All these belong to 102 clubs and 6231 officials (FIFA.com). Other mega factors include a population of 5.46 million, GDP per inhibitor of 4300 with an average age of 21.8 and a life expectancy of 77.88.

This paper has three objectives:
1. to evaluate the successes of Jordan in international soccer competitions,
2. analyse, the barriers affecting Jordanian soccer, and
3. offer plausible strategic options based on ‘global benchmarks’.

Retrospective archival data was used in the analysis. Expert opinions from current and former Jordanian soccer players, managers and supporters was sought from the mass media to authenticate the findings.

The study demonstrates that Jordan has great potential to improve, but the soccer-loving nation has to ‘re-position’ itself for greater future successes. This research underscores the specific negative effects of barriers to soccer. These results highlight the need to ‘professionalize’ and ‘modernize’ the soccer delivery system in Jordan. Borrowing from current ‘benchmarks’ Jordan can enhance their success — only if they strategically adopt to change!

African Soccer Successes: A Human Resources View of Agents

African nations have become important players in the field of world soccer. Senegal, Nigeria and Cameroon have had impressive impacts at the Fédération Internationale de Football Association World Cup. In 2002, Senegal achieved the unimaginable by defeating the world ranked France (its former colonizer) to proceed to the quarter finals. At the individual talent level, George Weah from Liberia become the second best world player in 1996 and Samuel Etoo of Cameroon was the third best world player in 2005. Many more African talents ply their trade in top European clubs. At the same time players are deemed as the most important human resource for clubs and teams as opposed to the lower value attributed to referees, managers, trainers and coaches. However, no study to date has investigated the role of soccer agents as human capital resources as a contribution to the potential success of African nations. This study attempts to remedy this gap.

This paper has two objectives:
1. to evaluate the role of agents in the soccer-players successes of African nations, and
2. offer strategic-based policy options (based on ‘global benchmarks’) that may benefit African nations.

Retrospective archival data was used in the analysis, followed by correlation analysis of the human capital resources to individual national performance.

The results of the study indicate that agents make a significant contribution to national soccer performances in the following ways: (a) identifying talent, (b) training and managing talent, and (c) enhancing the financial capability of players by ‘upward’ negotiations. However, for African nations
to take advantage of the role of soccer agents, both policy and legal frameworks governing their conduct may be necessary. Although players, coaches, administrators and trainers are an important human capital resource, agents are quickly becoming the ‘new’ human capital. To develop a sustainable competitive advantage through agents, a new look at policy and legal frameworks may be warranted.

SHANE PILL

*Flinders University*

**The Sport Teacher/Coach as Educator: SPORT LITERACY AND FOOTBALL**

This paper is premised on the notion that learning serves as the core project of sport teachers and coaches. I argue that the finest sport coaches are teachers and the finest sport teachers are coaches because both at their best are essentially about creating learning environments that encourage connectivity, interaction and personal investment in sport. This environment is grounded on the teacher/coach definition of ‘sport’, which influences content and pedagogical decision making.

In Australia, sport learning has frequently centred on definitions of competence founded on stylised ‘textbook’ notions of performance because of a narrow mechanistic definition of sport. Critical observers suggest that this design and enactment perspective leads many people to learn what they cannot do, rather than what they can do, in sport teaching and learning contexts; and in particular, during school physical education. It has created a scenario whereby sport has been undervalued as a form of ‘knowing’ because of its contextualisation as simply the demonstration of physical skill and physical education has been marginalised in the school curriculum. Sport literacy has been proposed as an alternative and expanded paradigm of knowing in, through and about sport to enhance sport as a learning environment and to foreground sporting intelligence. This paper will examine how this new relationship between Sport Education and TGFU-Game Sense is being applied at one university to teach football for understanding. This will include consideration of the teaching of ‘game intelligence’ in football and reflect on the necessity of personal-social skill development and socio-cultural understanding in the development of football understanding.

**The Genesis of Australian Football and its Founding Tribes**

This paper will present the findings of the authors’ latest research into the social and cultural contexts of footballers in colonial and federation Victoria. First, Pennings will present his motivations and research methods informing his forthcoming book on the first 40 seasons of the game, a text that provides a definitive statistical account of the period and a chronicle of events. This book provides an overdue chronological coherence to the game’s genesis and subsequent formation, as well as challenging some of the mythologies about football at this time.

Second, Pascoe will discuss some of the key research methods and findings in the authors’ current book, *The Big Men Fly in Marvellous Melbourne*. Building on the work of urban historian Graeme Davison, this book uses the technique known as prosopography to yield significant insights into the identity of Melbourne (and country Victoria) through the accumulation of data extrapolating the occupational, social and cultural lives of footballers from the 21 senior clubs that were the founding tribes of the Australian game.
Harnessing the Power of Local Football and Higher Education Within the Community

Flinders University and the South Adelaide Football Club (SAFC), locally-known as the Panthers, have long histories of being bold and inspiring in developing and implementing new ideas and better ways to engage. Given both parties’ dedication to excellence and innovative thinking, a partnership has commenced to build and strengthen their combined community activities within the southern Adelaide region.

The SAFC-Flinders partnership covers a range of club and community engagement initiatives that includes educational and professional development opportunities for Panthers staff, players and members, and support for the club’s outreach and mentoring programs in the southern Adelaide schools. These programs will foster young people’s engagement with positive role models in football and education, and will focus on ‘healthy mind, healthy body’ connections.

The messages that this partnership sends are very positive and provide aspirations for young people (who have) to become successful despite hardships. The cooperation also aims to provide ‘real world’ work experience opportunities for Flinders students in the fields of Education, Health Sciences and Humanities and will work with football player on ‘life after football’. The paper will explore the relationships forged with and between the individual players, their teams and coaches, the wider community who support the teams and their families, the university and the regional/local and State governments. Case studies supported by data and profiles will demonstrate a new model of engagement across many aspects of football, community and education.

‘Fleet Feminines’:
WOMEN FOOTBALLERS IN 1947 — A CASE STUDY APPROACH

This paper considers how, where, when and why women played Australian Rules football in Melbourne during a five month period in 1947. The experiences of female players as reported in the press are examined in detail, and four linked themes, namely: ground control and access, opposition to Sunday sport, the role of carnivals and fundraising events, and the trivialization of female participation in sport, will be discussed. Overall, the evidence reveals that this period in 1947 possibly represents the pinnacle of on-field female participation in the code, with several high-profile matches, extensive media coverage, and significant levels of spectatorship. The conclusion is that the media representation of female footballers, and their activities was not monolithic. In fact, media coverage (including rare archival newsreel footage) was perhaps surprisingly diverse, allowing not only space and time for the creation and development of multiple narratives, but for these perspectives on the women's game to be presented in different forums.
IAN SYSON
Victoria University

How Lost Was My Archive?
NEW NARRATIVE POSSIBILITIES IN AUSTRALIAN FOOTBALL HISTORIES

The recent developments in the digitization of library archives have profoundly affected the researching of sport history in Australia and beyond. Some images, facts and data once buried are now easily accessible via simple on-line searches. We no longer need to trust the factual accuracy of the Turners, Hesses, Blaineys and Hays because we are able to check their facts in the blink of an eye. This has compromised some long held suppositions and has opened the door for new arguments and narratives. This paper explores three such compromised narratives: the origins of soccer in Australia; Aboriginal footballers; and Tasmanian football 1876–79. The explorations raise far-reaching questions about the histories of football in Australia.

CARL THOMEN
Victoria University

Anatomy of Triumph:
FERGUSON, MOURINHO AND SUN-TZU

Alex Ferguson's glittering career marks him as arguably the greatest football manager of all time. In his 23 years in charge of Manchester United, the Scot has built a footballing dynasty in the north of England, standing head and shoulders above his contemporaries in the English game. If Ferguson is king, Jose Mourinho is his heir-apparent. The enigmatic Portuguese stunned the football world by winning the UEFA Champions League with minnows Porto in 2004; subsequently he has guided Chelsea and Inter Milan to their most successful seasons ever. So how have both these men been able to win so consistently? What are their tactical, motivational and man-management secrets?

In his classic book on the philosophy of warfare, Sun-Tzu lays down guidelines that must be followed if any general is to be successful in battle. Unsurprisingly, the book has become extremely popular amongst business and political leaders in the West. In this paper, however, it is my aim to demonstrate that winning in football management is remarkably similar to leading a successful army in the pitched-battle warfare of the Chinese military commander's time, by comparing the stratagems devised by Sun-Tzu with the management philosophies of Ferguson and Mourinho. Some parallels, such as knowledge of the enemy and of your own strengths and weaknesses would seem obvious; others, such as commanding with civility in order to win respect, and skillful and deceptive diplomacy (read: media manipulation, mind games, establishing a siege mentality etc.), less so. Still others, like the primacy of defensive invulnerability, control of the feudal lords (read: senior players) and ensuring a beneficial relationship with one's sovereign (read: club chairmen and owners) are what distinguish the great managers and coaches from the merely good ones. Ultimately, this paper is an exposition of the philosophy of winning consistently in the unforgiving environment of professional football.

MARGARET TRAIL
Victoria University

Feeling, Sounding, Knowing:
APPROACHING FOOTBALL THROUGH PHILOSOPHIES OF AFFECT

This paper examines the potential value of radical empiricism, or the philosophies of affect, for contributing to our understandings of football. It considers the applicability of a Nietzschean ‘intelligere’ — a style of understanding in which the philosopher feels lamentation, laughter and detestation all at once — for the study of the game.

This theme will be developed through consideration of Brian Massumi’s analysis of football as, essentially, a field of inventive
play. I will focus particularly on the distinction he makes between the ‘event dimension’ and ‘event spaces’ of football games, an analysis that grants access to dimensions of play that are difficult to quantify and describe: the immanent, singular and ephemeral. I will also discuss Deleuze and Guattari's idea of the 'haecceity' — a particular style of collective individuation — seeking an understanding of the affective role of those group or swarm structures that may be seen to underpin football — families, clubs, teams, crowds, cultural commentators.

As each of these philosophers (Nietzsche, Deleuze and Guattari, Massumi) has shown, embracing the imperatives of such a philosophical style entails a degree of experimentation with techniques of writing and other forms of re/presentation in order to effectively (or affectively) communicate. I will share some such experiments made in the course of my own research, including how I have used sound recording, mixing and compositions in sound to exemplify particular sporting concepts, and an approach to research-as-swarming that conceives the researcher and her reader as players in a staging of knowing, with a range of possible outcomes, rather than aspiring to direct one-on-one transmission of already-resolved understandings.

MELISSA WALSH
University of Melbourne

‘The Chardonnay Set’ and the Team From the Docks:
PERCEPTIONS ABOUT CLASS AMONGST FOLLOWERS OF THE AFL IN PERTH

A lot of the fun in Australian Rules football discourse depends on there being a shared sense of what the different football teams represent. Shared understandings about clubs are referred to on an everyday basis, and underpin many of the ways in which we communicate with one another as football followers. In this presentation, I will explore the notion of ‘club cultures’ in more detail by presenting material from a series of interviews with Australian Football League followers conducted in 2007 and 2009. I will argue that expressions of social class were central to the ways interviewees understood club cultures.

This was particularly heightened amongst supporters of the West Coast Eagles and Fremantle. Phrases such as ‘chardonnay set’ and ‘wharfie culture’ were used by the informants, but often contested as not fitting with their own perception and experience about the culture of teams. The ways in which supporters negotiated these ideas provides valuable insight into the football cultures of Perth, as well as highlighting the constructed nature of a club’s identity.

DEB WATERHOUSE-WATSON
Monash University

When the Club Won’t Protect You:
ANDREW LOVETT AND THE LIMITS OF TEAM BONDING

Over the last decade, sexual assault cases involving elite Australian Rules and rugby league footballers have been reported with continued frequency. Two notable features of many high-profile cases are the fact that they involve multiple players, and the clubs’ instant, unequivocal support for the players accused. As I will show, football representatives’ declarations indicate the supreme importance of the team bond, a bond that is actively defined against outsiders, particularly against women.

Many football clubs’ bonding practices reportedly centre on sexually abusing and humiliating women, inscribing masculine superiority. However, in the most recent case to attract public attention, the Australian Football League’s Andrew Lovett did not benefit from the team bond, but was instead sacked by his new club, St Kilda. It would seem that, unlike earlier cases, St Kilda subordinated the sanctity of the bond to the interests of others, including the alleged victim.

However, I will show that St Kilda’s treatment
of Lovett is in fact entirely consistent with the ideologies of bonding that previous cases reveal, and his different treatment can be attributed to the significant differences between the circumstances of Lovett's actions and players in previous cases. These include: the identity of the alleged victim, and her relationship with another footballer; Lovett's status as a 'newcomer' to the club; and the fact that he acted alone. I will show that Lovett's actions could thus be considered an attack against the team of which he was not yet a part. Lovett's case only highlights the masculinist nature of the bonds within football clubs, and thus provides no reassurance that attitudes towards women and sexual assault have changed in any way.

STEVE WATTERS
New Zealand History Online

The ‘Battle of Solway’:
WAIRARAPA VERSUS HAWKE’S BAY, 9 JULY 1927

According to rugby historian Lindsay Knight ‘no other game in New Zealand before or since has excited the same acrimony and argument’. Noted rugby commentator Keith Quinn weighed into the debate describing it as a ‘vicious, spiteful affair’. Many of the players involved recalled differently. Hawke’s Bay’s Jackie Blake maintained years later it ‘wasn’t the battle it has been painted’. Wattie Barclay, the player at the centre of the main controversy spoke 50 years later about how ‘stupid and disappointing’ the reaction had been. ‘As far as I was concerned it was only a game’.

How did a match that as a game rarely rose above ‘mediocre’ become one of the Ranfurly Shield's most infamous? Five weeks earlier Wairarapa had ended Hawke’s Bay's five year stranglehold on the shield, New Zealand rugby's most prized domestic trophy. Questions were raised as to whether rugby's amateur status had been breached in the build up to the match. As if this wasn't enough this was also the remarkable story of one family. Two McKenzie brothers coached the opposing teams while a third was the referee. Thousands of Bay supporters made the trip to Masterton's Solway Showgrounds for the match ensuring the venue was at bursting point. On the field there was early controversy when both skippers were sent off. Crowd disruptions marred the game which Hawke's Bay won 21-10. But it was not over. The eventual destination of the shield was determined not by what happened on the field. Wairarapa challenged the eligibility of Hawke's Bay's Wattie Barclay to play that day. The final outcome ensured that this game would become to domestic rugby what the Wales-All Blacks match of 1905 had become for international rugby.

NICK WILSON
Victoria University of Wellington

Talking Territoriality in the Huddle:
THE LINGUISTICS OF LOCALITY AND TEAM IDENTITY IN A NEW ZEALAND CLUB RUGBY TEAM

All codes of football are imbued with notions of territory. From the division of the pitch into halves, to the supposed home team advantage, territory is a fundamental part of football. Rugby Union is a prime example of this with a rigidly enforced offside line and players kicking for territory, not to mention the ties to the locale that exist at grassroots level. In New Zealand club rugby, as elsewhere, team identity is inextricably linked with the locale of the club's home ground. For the team itself, this territorial identity is created through language, in particular the language used in the team huddle, both on the field of play and in the locker room.

Focusing primarily on the speech of coaches and captain, this paper will demonstrate how language is used to situate the team in the local context, thus creating a territorial identity and sense of place in the build-up to both home and away matches. To accomplish this, extracts will be presented from transcribed recordings gathered from ethnographic fieldwork which took place over the course of a season with a
premier club rugby team in New Zealand. The analysis of these extracts shows how territoriality is evident in the build-up to matches, most notably in the pre-match huddle. While territoriality is clearly evident in the build-up to home matches, the analysis demonstrates that it is also present prior to away matches, but constructed in a subtly different manner. This paper shows that the tie to the team's territory can be considered a cornerstone of the team's identity and one that is reified through the discourse of the team members.

RACHEL WINTERTON AND CLAIRE PARKER
La Trobe University/University of New England

‘Football in the Water’:
PERSPECTIVES ON THE DEVELOPMENT OF WATER POLO IN NINETEENTH-CENTURY AUSTRALIA AND BRITAIN

Initially referred to as ‘football in the water’, the evolution and development of water polo in Britain and Australia during the late nineteenth century can be attributed to two primary factors. Firstly, the expansion in the number of swimming clubs in this period, and the subsequent increase in swimming entertainments that were held, created a need to provide something innovative at swimming galas which would draw spectators.

Secondly, water polo provided a valued opportunity for the swimmers themselves to develop and exhibit different ‘styles’ of swimming and in particular, to obtain ‘command over the water’. However, little in-depth research has been conducted into the origins and initial development of the game or its subsequent adoption by several Commonwealth countries, and how it was received by the public. Using archival materials, manuals and a range of nineteenth century texts from both Britain and Australia, this paper will trace the evolution and some of the triumphs, trials and traumas of the game’s early history.

NATALIE VERNUCCIO
Victoria University

Building Learning Through Football:
A PARTNERSHIP BETWEEN VICTORIA UNIVERSITY, THE WESTERN BULLDOGS AND 40 PRIMARY SCHOOLS

Australian Football has been described as a significant common denominator within Melbourne communities. Recognition of this commitment to the game, combined with the local nature of club loyalties, underpinned the rationale for an innovative partnership between Victoria University (VU), the Australian Football League (AFL), AFL Victoria and the Western Bulldogs Football Club.

VU is located in the Western Metropolitan Region of Melbourne, where school students are documented as having the lowest aspirations, school attendance and school completion rates of all regions in metropolitan Melbourne. Its Mission Statement commits the institution to the transformation of young people’s lives in Melbourne’s Western Region by increasing both access to and success in schooling and post compulsory pathways to afford greater choices about their future.

The Access and Success project at VU spearheads this objective, working collaboratively with schools to develop partnership-based projects on school-identified issues to enhance the learning of both school and university students. Some projects, such as the focus of this case study, leverage the productive energy generated by a three way partnership between strong community organisations, an engagement focussed university and schools.

This case study draws on data derived from research meetings, site documentation and student surveys which highlight positive responses from all stakeholders in the program and provide new knowledge about how university-community partnerships can contribute to the educational and social capacity of a region with mutually beneficial outcomes for all involved.
CIHAN YILMAZ
Sabancı University

Becoming Turkish:
A CRITICAL ANALYSIS OF MEHMET AURELIO’S CITIZENSHIP AND TURKISH NATIONALITY

Mehmet Aurelio, formerly known as Marco Aurélio Brito Dos Prazeres, is now an integral and a celebrated part of the Turkish national football team. Yet this was not always the case. His process of becoming a Turkish citizen — and getting rid of his foreigner status as a Brazilian in order to help his former club Fenerbahçe SK which enabled him to be a part of the national football team later — was an enormous topic of discussion, especially in the media, and raised controversial issues, even protests about Turkish national identity, what it meant and more specifically how it is performed. As a ‘black’ individual, not only his looks was the centre of attention, but also his compassion, his suitability, his loyalty after his move to Real Betis F. C. Even whether he is circumcised or not, was questioned enthusiastically. However, in the end, as it is mentioned, he became a renowned member of Turkish football. At this point, Aurelio’s steps during this journey will be the main point of departure to discuss the nature of his citizenship on the basis of Turkish nationality, its inclusive and exclusiveness, the issue of class and its benefits for him as an economically productive and merchandisable individual and race, as an obfuscated element in an hierarchy of admissibility concerning the citizens — so to speak — of Turkish Republic.