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bulletin

OF SPORT AND CULTURE



FOOTSCRAY FOOTBALL CLUB
"CEDE NULLIS"

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FIXTURES FOR 1951

Date	Club	Ground
April 21	Richmond	Richmond
" 22	Carlton	Footscray
July 6	South-Melb.	Footscray
" 15	Hawthorn	Footscray
" 14	St. Kilda	Footscray
" 21	Hawthorn	Hawthorn
" 27	South Melb.	South Melb.
" 27	Geelong	Footscray
" 28	Melbourne	Melbourne
" 30	Collingwood	Collingwood
Aug 4	Geelong	Footscray
" 11	Richmond	Footscray
" 11	Carlton	Carlton
" 18	South Melb.	South Melb.
" 18	St. Kilda	Footscray
" 25	Hawthorn	Footscray
" 25	South Melb.	Footscray

Final Matches at M.G.G., September 8th, 15th, 22nd, 29th.
Interstate Matches:
Mc. v. Sth. Aus., at M.G.G., May 26th.
Mc. v. West Aus., at Perth, June 30th.
Mc. v. Sth. Aus., at Adelaide, July 24th.



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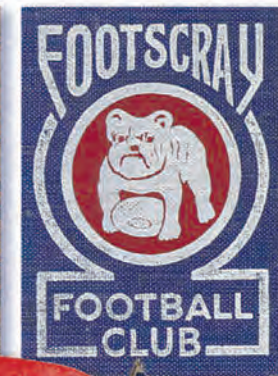
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FIXTURES FOR 1954

Date	Club	Ground
April 17	St. Kilda	Footscray
" 24	Richmond	Richmond
May 1	South Melb.	Footscray
" 8	Carlton	Carlton
" 15	North Melb.	Footscray
" 22	Essendon	Footscray
June 5	Hawthorn	Hawthorn
" 12	Fitzroy	Footscray
" 19	Geelong	Geelong
" 26	Melbourne	Footscray
July 3	Collingwood	Collingwood
" 10	St. Kilda	Footscray
" 17	Richmond	Richmond
" 24	South Melb.	South Melb.
Aug 7	Carlton	Footscray
" 14	North Melb.	North Melb.
" 21	Essendon	Essendon
" 28	Hawthorn	Footscray

Final Matches at M.G.G., September 4th, 11th, 18th, and 25th.
Sth. Aus., at M.G.G., June 30th.
Sth. Aus., at Perth, July 24th.



FOOTSCRAY FOOTBALL CLUB
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FIXTURES FOR SEASON 1960

Date	Club	Ground
April 1	Footscray	Footscray
" 8	North Melb.	North Melb.
" 15	Hawthorn	Hawthorn
" 22	Footscray	Footscray
May 7	Essendon	Footscray
" 14	Fitzroy	Fitzroy
" 21	St. Kilda	Footscray
" 28	Richmond	Richmond
June 4	Melbourne	Melbourne
" 11	Collingwood	Footscray
" 18	S.A.	M.G.G.
" 25	South Melb.	Footscray
July 2	Carlton	Carlton
" 9	Victoria	W.A. South
" 16	Footscray	Footscray
" 23	North Melb.	Footscray
" 30	Hawthorn	Footscray
Aug 6	Essendon	Essendon
" 13	Fitzroy	Footscray
" 20	St. Kilda	Footscray
" 27	Richmond	Footscray

Final Matches at M.G.G.: 7th August, 14th September, and 17th September.

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Football Heritage

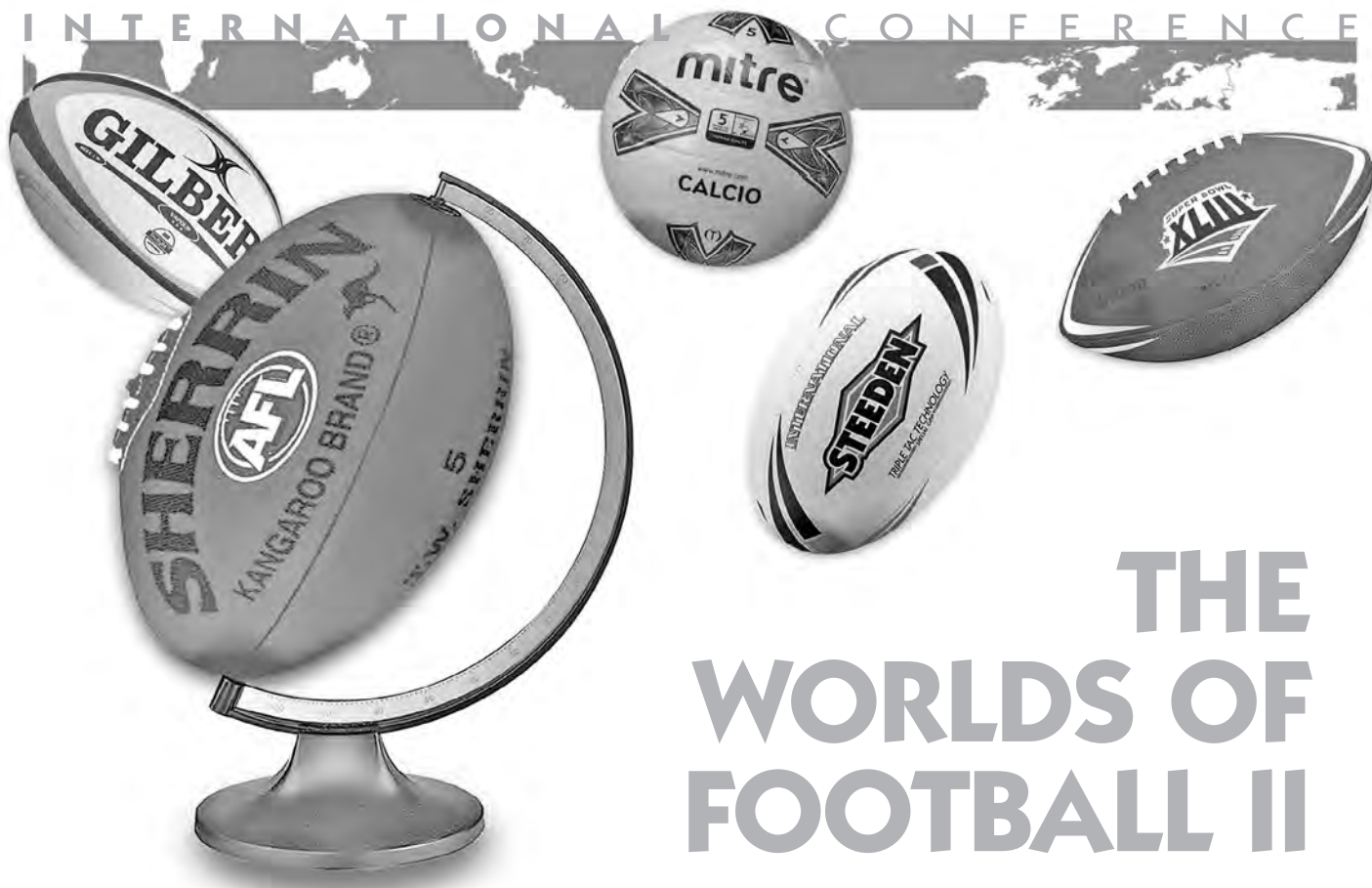
Conference Abstracts

Book Reviews

ISSN 1328-8997



INTERNATIONAL CONFERENCE



THE WORLDS OF FOOTBALL II

An international,
multi-disciplinary, multi-code
conference hosted by
Victoria University's
Football Studies Unit.



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** 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.

ABSTRACTS EDITED BY
BRIAN MORONEY AND
MELISSA WALSH

**VICTORIA UNIVERSITY, MELBOURNE,
13–15 NOVEMBER 2012**

HERITAGE, COMMUNITIES & CULTURES

Keynote Speaker

DR KEVIN MOORE, *Director, National Football Museum, England*

Dr Moore has been the National Football Museum Director since the beginning of the project in 1997. The Museum initially opened in Preston in 2001, and a new National Football Museum was launched in Manchester in July 2012.

Kevin has published widely in museum studies and cultural studies, including the books *Museums and Popular Culture*, and *Museum Management*. He is also one of the editors of the forthcoming book, *Sport, History and Heritage: An Investigation into the Public Representation of Sport*. From 2004 to 2007 Kevin was the first Director of the International Football Institute at the University of Central Lancashire.

He is currently the Chair of the Sports Heritage Network, the professional organization of the United Kingdom's sports museums.





KEVIN MOORE

*National Football Museum,
Manchester, England*

The Future of the Past: FOOTBALL HERITAGE IN A NEW MILLENNIUM

'Football' in all its codes is an increasingly key part of global popular culture yet museums have until recently largely ignored it. Sport, as part of popular culture, was (and to a significant extent is still) regarded as 'other' in terms of the dominant ideological position of museums, which, despite some democratisation in recent years, remain 'temples' of high culture.

This is of course culturally relative, in the way that sport is. Just as the codes of football have developed in very different ways around the world, so the heritage of these codes has not developed uniformly. How else are we to explain that the American Pro Football Hall of Fame opened in 1963 and the US Soccer Museum and Hall of Fame in 1979 but the National Football Museum for England only in 2001? While museums and archives may have only relatively recently become interested in 'football' many of those involved in the codes – fans, clubs, media – have long been engaged in preserving and reflecting its history. There is a sense in which every fan is a walking, talking archive of their team and almost every sports club has a form of 'community museum', with displays and archives, reflecting a strong sense of tradition, history and belonging. Who does the heritage of the football codes belong to?

This paper will explore how those with a stake in the heritage of football can best work together to preserve and interpret this. This includes fans, private collectors, clubs, museums and archives, academics, campaigning groups, specialist organisations and governing bodies. What of the 'hidden' aspects of the heritage of football, from those who have been marginalised through discrimination? The newly opened National Football Museum in Manchester, England, will be used as a case study.

DEB AGNEW

Flinders University

The 'Perfect Life': THE AUSTRALIAN FOOTBALL CULTURE, RETIREMENT AND THE RECONSTRUCTION OF MASCULINE IDENTITY

The Australian football culture has been argued as being a key area through which fundamental aspects of masculine identity such as competitiveness, strength, toughness and emotional neutrality are developed. Football requires significant commitment in terms of time, diet, sleeping, discipline and social practices. The camaraderie between team mates leads to the perception that the football club is a 'second' family due to the close bonds that are formed. Footballers spend much of their time with team mates.

Upon retiring from the sport a sense of loss is common. Retiring footballers must rebuild a sense of community away from the sport as well as reconstruct a masculine identity. Given that the hero status of footballers allows social opportunities that many not have otherwise been offered, loneliness is another concern for retired footballers once they are no longer part of the football community. This research was an investigation into the retirement experiences of elite Australian Rules footballers. It was a qualitative research project which utilized a social constructionist and life history perspective. The 20 retired footballers who took part in this study had retired from Australian Football for between three months and over fifteen years. This presentation will focus on the meaning of football in the lives of elite Australian Rules footballers, the difficulties that are faced upon leaving the football community and the reconstruction of masculinity following retirement from football. It will aim to identify the importance of sport in the development of masculine identity and what happens to this identity when football is no longer prominent in the men's lives.

STEPHEN ALOMES*Globalism Research Centre, RMIT University***Australian Football:
A SUPERIOR ART FORM OR A ROLLING
MAUL?**

In the study of sport there are questions of art and philosophy as well as those of community and physical exercise. The meeting point is the idea of play. This paper explores the changing character of Australian Football over time, from the initial matches in Yarra Park and beyond. It notes changes through several different eras and in different forms of the indigenous game, from junior to local and from older patterns of play to those which have been emerging.

The paper argues that at its best Australian Football is a superior art form to other sports, for reasons of its multiplicity, its potential for 360 degrees play, its lack of an offside rule, and its opportunities for different body sizes. But, as in the ways that the sport can be coached in terms of the old game of stone, scissors, paper, at times the game has gone in different ways. At its best, it values speed and creativity as well as endeavour and strength. At certain times and in certain forms, it can prioritise the physical over the creative.

Disfiguring moments have happened, on and off the field, as in all sports. In community and culture, and even nature, the game has varied. From muddy grounds to perfect surfaces, from Queenstown gravel to tropical humidity, it has been influenced by its physical environment. Community, culture and time and place have all influenced its character on the sacred ground of the footy oval.

IAN CUNNINGHAM*Charles Sturt University***PETER SIMMONS and
DUNCAN MASCARENHAS***Charles Sturt University**Glyndŵr University***Sport Officiating
Communication:****'DEVELOPING A FEEL FOR THE GAME'**

Sport officiating requires reflexivity and flexibility in interactions with players and coaches to both influence and obtain cooperation and compliance. It is important that officials enforce the laws of the game and communicate in ways that establish expectations of player behaviour, encourage safe and free-flowing play, and maintain social control. There is limited research available for understanding sport official communication and player management, or evidence to support the training and development of these skill areas in officials.

Sport officials traditionally develop communication skills through a 'hidden curriculum', comprising personal experience and advice from peers, assessors and mentors. Most of the published studies that explore communication in sports officials have focused on the communication of decisions as discreet techniques or behaviours. Limited attention has been given to understanding 'skilled' communication as interactive and adaptive to the context of the game or the moment.

One review of sport official communication studies argues for an approach that treats communication as holistic, and better integrates communication in the training of officials. This paper will report a study of national governing sport body attitudes to the training of communication and player management skills for officials. It will address three main research questions: (a) How do sport bodies conceptualize official communication and player management? (b) How do sport bodies believe that officials improve communication and player management skills? (c) What do they feel is the role of the sport body in helping



officials to improve communication and player management skills? Eight semi-structured interviews were conducted with development managers across seven sports (including four football codes) from national and state-levels in Australia. Thematic analysis was used to code and classify interview data.

**MURRAY DRUMMOND
CLAIRE DRUMMOND and
SAM ELLIOTT**

Flinders University

Nutrition and Physical Activity in Low Socioeconomic Schools:

**A FLINDERS UNIVERSITY AND
SOUTH ADELAIDE FOOTBALL CLUB
COLLABORATIVE HEALTH-BASED MODEL**

Australian football and sport more broadly, plays a unique role in galvanising low socioeconomic (SES) communities while increasing social inclusion. This presentation provides an overview of a community based initiative between Flinders University and the South Adelaide Football Club in the southern regions of metropolitan Adelaide where low SES communities exist. The program, funded through a Commonwealth Knowledge Exchange Grant was designed to implement a nine-week physical activity and nutrition program in schools in low SES communities. The importance of focusing on physical activity and nutrition in low SES communities is crucial to develop health literacy with a view to impacting long term health based decision making. Utilising Flinders University Health and Physical Education students together with the South Adelaide Football Club players the 'Perfect Life' project was designed to enhance the overall perception and legitimacy of the program in the eyes of the participants. The presentation reports on the qualitative evaluation and highlights the positive nature in which the program was received as well

as the several encouraging unintended outcomes associated with developing positive attitudes towards education and specifically, higher education.

These findings are significant in terms of this collaboration with a high profile football club and a local University potentially becoming a model to positively influence a range of educational outcomes for other collaborative programs in low SES areas.

**MURRAY DRUMMOND
DEB AGNEW
SHANE PILL and
JIM DOLLMAN**

Flinders University

SANFL Football Youth Retention Project

This presentation will report on an investigation into the reasons why junior South Australian footballers are disengaging with Australian football. It will attempt to understand the reasons why junior footballers continue to register to play Australian football in South Australia, and the reasons why others do not continue their participation in the sport.

According to the Australian Bureau of Statistics (2009) over one third of Australian children do not participate in organized sport. One of the highest proportions of non-participants in organized sports is in the age group 14–18. Therefore two key age groups will be investigated; under 14 and under 18, as these are crucial stages in the development of youth and young adults where there are many factors that influence continuing participation in junior sport.

Questionnaires, focus groups and in-depth interviews with children, adolescents, parents, coaches and key stakeholders have been utilized to gain an understanding of the reasons surrounding participation and disengagement in Australian football. This research has not previously been conducted in South Australia and therefore provides crucial insight into South Australian football

participation rates and adds to the body of literature on junior sport development and participation in Australian football. More broadly this research will lead to an in depth understanding of the reasons why Australian children participate in organized sport and the factors that influence withdrawal from sport. This will enable strategies to be developed in order to retain participants in one of the most popular sports for children as well as encouraging those who have withdrawn from Australian football to reengage with the sport.

DANIEL EDDY

Victoria University

The Rise of a Hero:

DICK REYNOLDS AND THE ESSENDON FOOTBALL CLUB, 1929–34

According to some commentators, Dick Reynolds was to the Essendon Football Club what Don Bradman was to cricket and Phar Lap was to horse racing. A footballer without peer, he captured the imagination of a generation and became an icon at Windy Hill. In the early 1930s, when Australia was mired in the midst of a Great Depression, the importance of and reverence for sporting heroes was perhaps at a peak. Dick Reynolds was one of those figures around whom the code of Australian Rules football seemed to turn, yet he has rarely featured prominently in the corpus of literature on the history of the code.

Reynolds played through some of the most significant periods of social stress and upheaval that the city of Melbourne, and municipality of Essendon, experienced in the twentieth century. From a struggling club during the Depression years of the 1930s, Reynolds won a record-equalling three Brownlow medals; then, through his own stellar performances on the field, he led Essendon into one of the most dominant eras in the history of the Victorian Football League/Australian Football League during the 1940s. His standout display in the 1942 Grand Final ensured Essendon would break an eighteen-year premiership drought, and at their peak, in the years directly following

the end of the Second World War, 1946–51, Essendon would play in seven successive Grand Finals, which included three premierships and the first drawn decider. This paper, which is part of a larger project, aims to explore the rapid rise of Reynolds from a promising junior footballer, through to him becoming the youngest winner of League football's highest individual honour, the Brownlow Medal, in just his second season.

CHRIS EGAN

Independent Scholar

4 Votes for Glory

This paper presents the history of Perth Glory's foundation years as part of a broader fifteen year history book that is currently being worked on. This paper explores the reasons the club caused such an impact in both the state and nation's culture.

On 1 December 1995, Perth Glory was launched by Richard Court, the Premier of Western Australia at the Burswood Casino. By 13 October 1996, the sports editor of the *West Australian* was heralding the new arrival of the State's 'most multi-cultural team'. By the end of the season the *Sunday Times* declared it the State's 'most loved' sporting team while Terry Venables declared it a 'success story unlike we have ever seen before'. This paper will explore the establishment of Perth Glory FC into an entity that moved Australian football towards professionalism.

It will also look broadly at the juxtaposition of a conservative society battling race issues, but embracing a team designed to harness 'multi-culturalism'. The crowd became the central story in the inaugural season and leads the author to consider the consequences for Perth's sporting landscape due to the unprecedented success of the club.



SAM ELLIOTT

Flinders University

The Ugly-Parent Syndrome:

A QUALITATIVE INVESTIGATION INTO PARENTAL INFLUENCE IN JUNIOR AUSTRALIAN FOOTBALL ACROSS SOUTH AUSTRALIA

According to the contemporary Australian media, there is a growing concern that parental behaviour in children's sport may be problematic. Although Australian football continues to be a popular sporting preference for boys and girls across the national landscape, it also comprises the chief backdrop for reports around the 'ugly parent syndrome'.

Beyond anecdotal accounts and recent media reports however, there remains a limited understanding of parental influence in the junior Australian football experience, presenting an understudied, yet culturally significant lacuna in the parent-sport literature. This research draws on rich, descriptive interview data obtained from focus groups with over 80 children, parents and coaches across remote, regional and metropolitan South Australia.

Based on a preliminary analysis of the data, this paper will attempt to illuminate a better perspective around this socio-cultural problem.

STEPHEN FRAWLEY

*Australian Centre for Olympic Studies,
UTS Business School*

Rugby Participation Legacy and the Hosting of the 2003 Rugby World Cup

For many years now governments from around the world have been spending large sums of money on the hosting of major sport events. Governments decide to stage these events for many varied reasons. One rationale often provided by them to justify this investment is that the hosting of the event will encourage their population to play more sport and therefore to become more physically active.

This precise agenda has been central to the organisation of the London 2012 Olympic Games. The purpose of this research is to explore the impact hosting major sport events has on sport participation for a host nation. To address this question an event hosted nearly a decade ago in Australia, namely the 2003 Rugby World Cup, is investigated. The findings from the study show that rugby participation in Australia increased following the hosting of the 2003 event. The collected data suggests that the recorded increases post-event followed a positive trend that started in 2000. Over the 2003–04 period junior registrations increased by 20 per cent, while senior registrations increased by five per cent.

However, while there were increases across both categories only in the junior age cohort did Australian Rugby Union meet its target of increasing participation by fifteen per cent in 2004. Over the longer period from 2000 to 2008, junior participation also outperformed the senior category. Across this time frame, junior registrations increased by 68 per cent while senior registrations increased by just eleven per cent. While junior rugby grew across most parts of Australia including Australian Football League states, the growth of senior rugby was concentrated in traditional rugby playing states such as New South Wales and Queensland.

ABDEL HALABI*Monash University***MARGARET LIGHTBODY and***University of South Australia***LIONEL FROST***Monash University*

Player Payments and the Accounting Reports of Victorian Football League Clubs Before 1910

Payments to players were not allowed under Victorian Football League (VFL) regulations until the end of the 1910 season, but anecdotal evidence suggests that many clubs paid their players before this. Player payments were hidden in club accounting reports as items such as 'Training, Travelling or Entertainment Expenses'. By inflating these reimbursements clubs could, in effect, pay their players.

These 'secret payments' were an outcome of the increasing level of club ownership by non-playing members who saw their clubs as sources of civic pride and insisted that their committees put competitive teams on the field. This was at the expense of club founders and original owners who were amateur playing members. The appointment of coaches to train, select and motivate players was also a reflection of the 'win at all costs' notion which prevailed at nearly all VFL clubs.

In this paper the accounting reports of a number of VFL clubs for the 1908-12 seasons are analysed to assess whether players were paid and to identify the various ways in which player payments were hidden. The authors also consider whether these payments kept pace with club revenue and whether a link between payment levels and on-field success can be established.

LAURA HALE*University of Canberra*

Filling an Information Void:

USING WIKIPEDIA TO DOCUMENT AND PROMOTE THE STATE OF WOMEN'S SOCCER IN AFRICA

In many parts of Africa, the development of women's national soccer teams has been limited by a variety of local conditions including political instability, historic societal discrimination against women, sport institutions focus on the men's game, and economic issues. For English language researchers based outside of Africa, researching African women's soccer is difficult because of language issues, the lack of Internet sport infrastructure inside Africa, and other factors that create source limitations.

Drawing attention to women's sport, and women's soccer in particular, is important because sport reflects on broader women's health, human rights and education issues. One of the most visible public spaces to address this topic with sustained attention and longevity is Wikipedia. Efforts were made to systematically improve the quality of African national team articles on Wikipedia. This paper will explore the issues of using Wikipedia to promote women's soccer in Africa by working to document the above issues in articles about national team.

MATT HARVEY*Victoria University*

Having the Blues

As a lifelong Carlton supporter, the author explores the role of Carlton Football Club in his life, and in his professional fields of law and politics. Although apparently a club of the Anglican ascendancy (navy and white are also the colours of the Anglican Church and the State of Victoria), Carlton successfully attracted the waves of immigrants, especially Italians, Greeks and Jews. It has also attracted politicians



and academics. From the earliest years of the Victorian Football League, it developed a winning culture and a sound financial base and in the 1960s led the greater professionalization of football by buying the best players and coaches.

After Barassi, the success continued under colourful president George Harris. Carlton tasted success again in 1979, but then Harris was deposed. The recruitment of David Parkin as coach again showed Carlton's professionalism and consolidated its success; however the 1980s belonged to Hawthorn. Carlton won in 1987 under Robert Walls and John Elliott, but Elliott's reign reflected the corporate excesses of the 1980s. He dragged Carlton into debt and disaster after success in 1995. As a leftish academic, I bitterly resented Carlton being identified with Elliott. I welcomed the 'socialism' of the draft and salary cap, but Carlton has been notably unsuccessful under the new regime and indeed has been punished for salary cap violation.

The acquisition of Chris Judd suggests Carlton still has a 'buy a messiah' complex, and the presidency of Stephen Kernahan, a former messiah, may contribute to this. Carlton has lost part of its soul for it no longer plays at Princes Park and looks like tasting a seventeenth season without a flag. It is time for a new era of developing talent in-house, perhaps even an academic model. That would please this academic Blue!

ROY HAY and

Sports and Editorial Services Australia

LES MURRAY

Editorial Supervisor, SBS Sport

Proving a Negative in History:

THE NON-APPEARANCE OF THE HUNGARIAN FOOTBALL TEAM AT THE MELBOURNE OLYMPIC GAMES IN 1956

Several years ago three members of the society did a combined paper to the Australian Society for Sports History conference in Adelaide on the celebrated 'Red water match' in the water polo

competition at the Melbourne Olympic Games. At the tail end of one contribution it was pointed out that the most important 'silence in the record' of the 1956 Games was the absence of the Hungarian football team, then the best national team in the world, and the first author canvassed very briefly why it did not appear.

Since then more evidence bearing on the matter has come to light with the partial opening up of the Soviet archives and academic research therein, and the second author recently interviewed one of two survivors of the 1956 team. While it will probably never be known beyond doubt why the Hungarians did not defend their Olympic Games title in 1956 there is now sufficient warrant for another look at the matter. The second author will contextualize the Hungarian 'Golden Team' and its place in the world game and outline the broader political context in which it was operating in the 1950s.

TIM HOGAN

State Library of Victoria

Reading the Game: AN ANNOTATED BIBLIOGRAPHY FOR AUSTRALIAN RULES FOOTBALL

Reading the Game: An Annotated Guide to the Literature and Films of Australian Rules Football, the first comprehensive bibliography of Australian Rules football, was published in 2005. Work to complete a new edition is almost complete.

This paper will provide an overview of works in the new edition, and the array of resources used to prepare a new edition. The impact of new publishing and research trends since 2005 will be considered, as well as the growth of social media and digital platforms for the creation and dissemination of football writing and commentary. Some of the challenges for libraries, museums and other collecting institutions in identifying, collecting and preserving born digital material will also be explored.

CHRIS KANDUNIAS

University of South Australia

The Impact of the 1985 VFL Task Force Report and its Role in Driving the Creation of a National Football Competition in Australia

The release of the 1985 VFL Task Force report into the parlous financial state of the Victorian Football League (VFL) culminated in much internal reflection by the VFL, both in the future direction and operation of the VFL. The report's findings were ultimately seen as the formative steps driving the creation of a national football competition. History revealed that the underwhelming financial performance of the VFL in the 1980s accelerated the introduction of the interstate teams (namely, the West Coast Eagles and Brisbane Bears in 1987 and Adelaide Crows in 1991).

Their introduction was seen as a means of generating much needed cash-flow for the VFL, through the issuing of licenses (for significant fees) to the interstate clubs. The impetus for the Task Force report lay in the perception that the majority of VFL clubs focused their resources on achieving on-field success in the belief that this underpinned perceptions of the overall 'success' of a VFL club. This emphasis on on-field performance, largely to the detriment of off-field performance (the financial health of the club), reached its zenith in 1985 by which time the VFL was underwriting seven of the twelve VFL clubs to the total of \$2,531,654, including one club which was operating under a Scheme of Arrangement.

Given the precarious financial state of the VFL in the 1980s and the resultant need for a significant cash injection, these factors brought into sharp focus the importance of financially underpinning the VFL competition to ensure both its short-term

and long-term viability. This paper will examine the extent to which the Task Force report drove the formation of what is now acknowledged as a financially healthy and vibrant National Football Competition.

BRUCE KENNEDY

Independent Scholar

Geelong Football Club's Recovery from World War II:

NEW RESEARCH YIELDS NEW LIGHT

The Geelong Cats withdrew from the then Victorian Football League (VFL) competition in 1942–43, returned in 1944 and endured their worst-ever season, before building steadily to win consecutive premierships in 1951–52. That journey had many twists and turns, from the general belief that the team pulled out of the VFL 'due to transport restrictions', through its non-unanimous readmission to the competition and on to the construction of a brilliant, well-coached outfit that were two-time premiers and played 26 games without defeat over the 1952–53 seasons. A

number of giants of Australian football, including Bernie Smith, Bob Davis and Fred Flanagan were the products of that era. Two years of research and writing by Bruce Kennedy and Michael Rogers have led to the publication of *Classic Cats: The Story of Geelong's Premiership Years, 1951–52*. Through the use of a range of source materials, including on-line issues of the VFL *Football Record*, the authors unearthed many facts and details that have long been forgotten. They have challenged some of the views that have become firmly established in the interim.



PAUL KENNEDY

ABC News 24

Ghosts of Australian Football:

THE MAKING OF A FOOTBALL DOCUMENTARY

This presentation explores the making of a documentary about a significant event in Australian colonial football history. The drowning of the Mornington Football Club team (fifteen men and boys) is a little known tragedy, and the author, an ABC journalist, wanted to raise awareness of the incident for the accident's 120th anniversary. In researching the film he discovered writings from regional newspapers that spoke of the origins of 'country football', which included controversy and passion that would not be out of place today. These findings also portray the lives of the 'sons of pioneers', searching for fun and adventure in an increasingly depressed Victoria.

PAUL MAVROUDIS

Victoria University

Against the Run of Play:

THE EMERGENCE OF AUSTRALIAN SOCCER LITERATURE

The creative writing thermalizing soccer in Australia (Australian soccer literature) though a marginal literary genre, is not as marginal as previous bibliographical works have suggested. There are several literary texts dealing mainly or in large part with Australian soccer. The texts span from the early twentieth century until the present. These encompass three broad eras: 'Pommyball', 'Wogball' and 'Individual Ball'. While few works portray club soccer in a 'naturalized' Australian state, recent works have emphasized the ability of individual participants to write about their own experiences in a naturalized setting.

The paper discusses the similarities and differences between the literary and critical representations of Australian soccer. The paper discusses the methodologies used

and the difficulties encountered in trying to find this often obscure material. It also suggests that analysis of the many children's and young adults' texts dealing with soccer could add to the understanding of the popularity of soccer among young people in Australia. While noting the apparent isolation between the various works of Australian soccer literature, this paper notes the broader trends to which the majority of the works contribute.

**CHRIS MCCONVILLE and
ROB HESS**

Victoria University

Australian Rules Football in New Zealand Prior to the Great War

Preliminary studies of the diffusion of Australian Rules football to New Zealand, South Africa, Great Britain and the United States, indicate that the game exhibited considerable growth in those countries during the Federation period. In effect, 'Aussie Rules' achieved its zenith at the first national championship for the game in August 1908, an event where teams from all Australian states and New Zealand competed together for the first time. In examining the reasons for the initial flowering of the code outside its cultural origins in Melbourne, this paper traces the power and influence of the Australasian Football Council, an institution formed in 1906. There are no general studies of the code that adequately explain how trade relations, economic imperatives, and expatriate Victorians all played some part in fostering the international expansion of the Australian game. In particular, there are no football histories that contextualize the expansionist agenda of the Council at this time. An analysis of the documents of the Council, which indicates how its financial support was crucial to the health of the code in so-called 'enemy territory', is a major contribution to knowledge of the development of Australian Rules football outside of Victoria during this period.

BRENT MCDONALD*Victoria University***Getting on the Field:
PARTICIPATION IN FOOTBALL**

In the past decade, government at all levels has attempted to utilize sport as a vehicle for achieving a range of social ends including improved public health, intervention for 'at risk' youth, and inclusion and integration of various migrant groups. A key premise behind the belief in the power of sport is its capacity to create social capital for those who play it. Pacific Island and Maori men are grossly over-represented at most levels of rugby in Australia suggesting the sport's enormous success at achieving its aforementioned aims.

Drawing on life histories, this paper investigates the stories of these migrant men and their experiences of rugby union in Australia. Specifically the author examines how they account for their own and other Pacific Islanders' involvement and success. It is found that the central theme of 'blood' is variously utilized either in terms of biological determinism or cultural history to make sense of Pacific Islanders' performance in rugby. As bodies inscribed from a variety of contexts, we suggest that rugby reproduces a relatively narrow and short term species of capital from the perspective of Australian society whilst simultaneously producing more enduring power and identity within the field of Pacific Island Diaspora.

When performance in sport is underpinned by a bio-racist logic and specific cultural history the overwhelming common sense that ensues is experienced at an embodied level.

BRIAN MORONEY*Victoria University***The UltraS of Italian
Football:****A JUSTIFIED VIOLENCE?**

The Italian UltraS have been associated with a number of violent events in recent times. In 2007, Serie A matches accounted for 104 police and 62 civilians injured, 129 people arrested, 409 people cautioned by magistrates, and 38 matches in which people were injured. Over the years there have been 74 deaths. Some of these incidents occurred outside stadia. Rome UltraS threw explosives at the local police station in 2009, whilst in the same year Cagliari F.C. UltraS attacked the city prison and threatened prison officers. It has been estimated there are currently 63 UltraS groups in Italy.

Despite the UltraS representing an impressive, sustained, some would say dangerous force in Italian society there has been very little research conducted. Vital questions relating to the origin, history, development, values, reputation for violence, political ideology, and claims of racism, ethnocentrism and misanthropy, together with police and State attempts at control and a myriad others have remained, until very recently, unanswered. No doubt the perceived danger of approaching the UltraS with a research or investigative agenda in mind has contributed to the neglect of research.

The present author has made numerous unsuccessful attempts to talk to UltraS groups over the years and was regularly cautioned that the likely result of any such approach would be criminal assault. This changed in July of this year when admission to the private club of the Romas UltraS, the Boys (approached via Via Machiavelli) was granted. This paper comprises a very tentative attempt to address some of the questions raised above. The analysis of interviews, fanzines, web sites, and literature review led to, at the very least, unexpected, indeed startling, results.



DAVE NADEL

Monash University

The On-Going Story of Victoria Park

Victoria Park was built on an indigenous corroboree site that became known as Dight's Paddock in the second half of the nineteenth century. It has been a recreation and sporting facility for over 140 years and was the home of the Collingwood Football Club from 1892 to 2000.

During the final decades of the 20th century it became the subject of some dispute between the then Collingwood Council and the Football Club with different groups of residents split between the two organisations. Subsequently Collingwood Football Club moved its matches to the Melbourne Cricket Ground and its administrative and training facilities to East Melbourne. Victoria Park decayed during the first decade of the 21st century but in recent years the ground has been revived as both as a community centre and as the venue for the Collingwood Victorian Football League (i.e. Seconds) team.

Both the Club and the Yarra Council have been involved in this project although there is some dispute as to who should be credited with the revival of Victoria Park. This paper will attempt to canvas all the issues referred to in this abstract although the major emphasis will be on the recent revival of Victoria Park. Disclosure: The author has been a supporter of Collingwood Football Club since 1950 and a Member since 1989.

PETER OCHIENG

Victoria University

Rule of Three:

HOW RESOURCES SEPARATE WINNERS FROM LOSERS AT THE AFRICA CUP OF NATIONS

A growing number of studies from USA and United Kingdom now attest to the positive and significant link between strategic use and application of resources to sports performance. However, there has been a serious lack of studies from Africa even though African nations such as Cameroon and Nigeria are now world ranked. This study attempts to explore the link between football resources and football performance at the African Cup of Nations.

Using Resource-based theory, the study aims to: (a) evaluate the impact of human resources (measured as the number of professional players and agents) on performance at the Africa Cup of Nations (b) explore the impact of physical resources (measured as the number of stadiums) and (c) evaluate the impact of organizational resources (measured as the number of clubs and teams) on performance.

The study uses archival data from newspapers and websites. Football performance was measured as high achievement from 1996–2012 indicated by the number of qualifiers at the African Cup of Nations while low achievement was indicated by the number of non-qualifying attempts. Using non-parametric statistics the results indicated that high achieving African nations do possess a significantly higher number of football resources and have also hosted more football tournaments as compared to the low achievers.

To accomplish a football performance strategy, African nations which seek to succeed at the Africa Cup of Nations or the FIFA World Cup, may need to first invest in adequate football resources such as stadiums, qualified staff and then organize themselves into leagues, teams and clubs.

GARY OSMOND and
University of Queensland
MATTHEW KLUGMAN
Victoria University

The Histories of a Transformative Racial Image:

MEMORY, METHODOLOGY AND FORM

In April 1993 the Indigenous Australian Rules football player Nicky Winmar responded to racial abuse by lifting his jumper and pointing with pride to his black skin. It is Australia's most important popular image of recent times. It helped facilitate the transformation of attitudes towards racism within the Australian Football League. It quickly became an enduring symbol of Australia's problematic race-relations beyond the sporting field; and it continues to be reprinted again and again, as well as inspiring countless reproductions.

We are currently working on a book tracing the history of this image along with a 2013 exhibition marking its 20th anniversary. This paper will chart the challenges and contrasts in writing a history of a now-iconic image and curating an exhibition on that history. At issue are matters of methodology and form, and the different ways that words and images may, and may not, be twined together. Underlying this are questions of representation, memory, and the complex social and cultural impact of specific sporting moments captured in visual form. An emerging body of literature points to the power of sports images, in particular racial images. But the affective dimension of these images remains underexplored, as does the windows these images provide into the social and cultural practice of sport, and race relations more generally. Like many other iconic images of race, the photographs of Nicky Winmar's gesture revealed something entrenched but rarely discussed. The unveiling of this football racism had a transformative effect. And yet the image retains a demand for change that points beyond sport to Australia's still problematic race relations. How, we want to ask, do we tell and exhibit this story.

MARK PENNINGS
Queensland University of Technology

Researching the Origins of Australian Football

This paper will address my four-volume book series, *Origins of Australian Football*. This covers the history of football in Victoria between 1858–96 and represents a wide-ranging assessment of this period in Australian sports history. It presents material about seasonal football contests and the cultural context that surrounded the game, as well as an extensive statistical account. During the twelve-year research period that went into its development many lessons were learned about researching sport in this period, and was undertaken during a time when new research sources became available.

This paper will address these experiences by explaining the landscape of football history when research into this era was begun. It will describe the processes and detective work involved in working through existing resources, and the measures taken to secure new and previously overlooked sources. The impacts of digital on-line resources on research directions and the advantages and disadvantages they offered will also be examined. The paper will also relate how my research approach to sources can be applied to other sports such as cricket during this period, and how it can assist in locating new stories and statistics that provide fresh insights into the nature of nineteenth century sport.



SHANE PILL

*Flinders University Sport, Health and
Physical Education Research Group*

Richard Nowell Twopenny:

SHOULD HE BE RECOGNIZED AS ONE OF THE 'FATHERS' OF AUSTRALIAN FOOTBALL?

Devaney (2010) suggested Richard Nowell Twopenny might well be considered the father of Australian Football, while Pill (2011) claimed Richard Nowell Twopenny was worthy of similar status in the history of Australian football as Victorians Tom Wills and William Hammersley and should similarly be included in the Australian Football League Hall of Fame. Richard Nowell Twopenny's prominent role leading Adelaide Football Club endeavours to achieve a single code of football in South Australia and its involvement in the first official matches between teams from different colonies at the end of inaugural SAFA and VFA seasons, are central to these claims. This paper considers the evidence of Twopenny's historical role in establishing Australian football through document review (newspaper reports) and secondary sources indicating his game development influence in and beyond South Australia.

SHANE PILL

*Flinders University Sport, Health and
Physical Education Research Group*

New Football Given a Tryout:

AUSTRALIAN FOOTBALL IN THE USA, 1910–13

The *San Francisco Call*, 20 February 1910, suggested Australian football might replace the 'old game' as locals took to the 'new game' introduced to California by Columbia Park Amateur Athletics Club. This paper will present the results of a preliminary document search of the newspaper reporting of this first entry of Australian football into North America.

FRANCESCO RICATTI and

University of the Sunshine Coast

MATTHEW KLUGMAN

Victoria University

'Connected to Something':

SOCCER AS A SITE OF TRANSNATIONAL PASSIONS, MEMORIES, AND COMMUNITIES FOR ITALIAN MIGRANTS

This paper draws on 32 oral history interviews conducted with Italians who settled in Sydney in the 1950s and 1960s to explore the importance soccer can play in the lives, identities and memories of migrants.

Sport can provide an illuminating lens for analysing the experience of migrants, because not only are sports sites of individual, regional, national and transnational identities, they can also facilitate social inclusion or, conversely, become sites of exclusion. Soccer in Australia is often celebrated as a supposedly multicultural game. At the same time, the expressions of the complex histories of migration, colonialism, exploitation and racial and ethnic discrimination that have shaped the game have often been silenced.

Our interviews show that soccer has been a key site of negotiation, agency and at times resistance for first and second generation migrants. We also argue that, while is the de-ethnicisation of soccer that understandably dominated media, political and academic debate, the concern of these migrants in recent years has been mostly with the loss of memory and with the removal of an important history made of shared relationships and bonding experiences.

TREVOR RUDELL

Melbourne Cricket Club Library

DAVID STUDHAM

Melbourne Cricket Club Library

AND HELEN WALPOLE

National Sports Museum

Representing a Divided Australia:

UNIFORMS OF AUSTRALIA'S NATIONAL FOOTBALL TEAMS

The major exhibition at the National Sports Museum (NSM) from August 2013 to April 2014 is 'Green and Gold: Australia's Sporting Colours.' The Melbourne Cricket Club Library is assisting the NSM's curatorial staff research the development and use of Australia's national colour scheme in a variety of sports, including the uniforms of Australia's national football teams.

No one football game can claim to dominate Australia's national landscape in the same way as soccer does in Brazil or gridiron in the United States. A football code may be said to hold sway within a city or a segment of the community, but Australia's football passions have been divided among a variety of codes since the colonial era. Although some national football teams have not captured the hearts of many Australians, the administrators of Australia's football codes created and promoted football teams to represent the entire nation.

This paper will discuss the early development of green and gold as Australia's 'sporting colours' and then examine the scheme's historical application (or lack of application) in the uniforms of Australia's national rugby union, rugby league, soccer, Australian rules (international rules), and gridiron teams.

KATHRYN SINCLAIR

Monash University

Examining the Relationship Between Mentoring, Networking and Work Identity for Women in Male-Dominated Organizations

This paper will explore the impact that mentoring and networking has on the formation of work-identity for women who occupy or aspire to occupy leadership positions in traditionally male-dominated environments. It will report preliminary findings based on interviews with men and women occupying senior and middle management positions in the Australian Football League (AFL).

The AFL was chosen for this case study because it is generally thought to typify a traditionally male-dominated environment. Findings will be analysed through the application of theoretical elements of work-identity, social identity, networking, role congruity and power relationship frameworks. In the literature several benefits are claimed for the use of mentoring and networking, but little explanation is offered of how and why these processes work. Mentoring is intended to facilitate the professional and personal growth of employees at various stages of their careers.

By determining and understanding how work-identity, mentoring and networking are linked the research will add to our knowledge of what makes mentoring and networking successful. Women might not have full access to the benefits associated with mentoring due to the impact of gender-based barriers to career development. An application of the research may lie in informing and improving the design of mentoring programs that allow women in senior and middle management complete access to any associated benefits.



BOB STEWART

Victoria University

Drug Control Policies in Australian Football:

A CRITICAL RE-VISIT

This paper examines the drug control policies of Australia's four professional football codes, which are Australian-rules football, rugby league, rugby union, and world football. They have, in the first place, all adopted the World Anti-Doping Agency (WADA) template, which provides for a long list of banned substances, provision for therapeutic exemption, a distinction between performance enhancing drug use and illicit drug use, a further distinction between in-competition drug testing and out-of-competition drug testing, the imposition of a player-whereabouts rule, and the creation of a biological passport for all players.

Their drug controls also mimic the WADA arrangements in having a graded bundle of penalties that begin with a caution, and end with a lifetime suspension. The assumptions that underpin the controls are also based on WADA's template, which says that its goal is 'drug free sport' because drug use is not fair, it corrupts athlete values and beliefs, it goes against the spirit of sport, and it endangers the health and well-being of its participants. For many — and, maybe even most — people who engage with sport as officials, commentators fans, and casual observers, these controls are legitimate, since they send out the very strong signal that anyone who uses, and having thereby undermined sport's good-name, will be punished to within an inch of their sporting lives.

However, a deeper analysis of footballs' drug controls suggest that they come with a hefty price-tag attached, which includes the restriction of player's civil liberties, the loss of personal benefit arising from allowable use, the additional resources needed to make the controls work, and reliance on heavily coercive rules, and a dangerously paternalistic ideology, to secure compliance.

LES STREET

University of Technology Sydney

Soccer in the Suburbs:

A COMPARATIVE ANALYSIS OF NINE FORMER NATIONAL SOCCER LEAGUE GROUNDS IN SYDNEY, AUSTRALIA

Academic research on football (soccer) in Australia has developed alongside the game over the last 30 years with particular attention on ethnicity and governance. Whilst scholarship has grown, certain aspects such as physical environment have been neglected. Stadiums, in particularly venues in Australia used for the National Soccer League (NSL) — Australia's first national sporting competition — are an area which has not had the attention it deserves.

Football revolves around stadiums, without them there is no game. Whilst internationally there has been work on this topic by scholars such as Bale and Gaffney, to date there has been no comprehensive social study on the history and development of football stadiums in Australia. Unlike other local football codes, the NSL had no consistency with the number of competing teams or grounds used.

Between 1977 and 2004, the years in which the competition ran, 100 recorded venues had been used for regular season games or finals adding to the rich tapestry and complexity of the league. This paper by way of a comparative analysis of nine former NSL venues in Sydney provides a snapshot of selected grounds detailing their growth using a primary and secondary data approach. The key findings highlight a contrast and change in the evolution and expansion of stadiums with an aim to provide the core evidence as a base for future research.

Since the commencement of the A-League, the NSL has often been portrayed in a negative light and relegated to a football afterthought. The path taken here is that the NSL and its stadia are worthy of awareness in the current football climate. Whether the audience is 'old soccer', 'new football' or somewhere in between, without the NSL the sport would not be in the shape it is today.

IAN SYSON*Victoria University*

The Calm and the Storm:

SOCCER REPORTING IN MELBOURNE, 1908–14

When soccer reformed in Melbourne in 1908, after its long hiatus, the Australian football environment had changed. An age of relative innocence was over and competitive, professionalized football codes had emerged from the mists of amateurism. The rhetoric of nation and nationalism had changed the way football codes were perceived and reported. The promotion of Australian rules in Melbourne and beyond shifted from being a simple cultural preference to an act of political duty, a duty that some journalists started to take seriously.

A series of nasty inter-code battles in Perth added a layer of ideological and political objections to the previously aesthetic or taste-based journalistic judgments of soccer that predominated in Melbourne football coverage. This paper traces the reporting of soccer in Melbourne from 1908 to 1914, a period in which the journalism transforms from brief reports to feature articles noticing the awakening of a sleeping giant.

HELEN WALPOLE*National Sports Museum*

Displaying Football Heritage

In this session a number of display methods for common types of football heritage items are discussed and demonstrated, showing ways to safely and securely exhibit guernseys, balls and medals.

TONY WARD*Independent Scholar*

Who Watches the Australian Football League Grand Final?

TV RATINGS PATTERNS ACROSS AUSTRALIA

The last Saturday of September 2012, some 3 million people across our five major cities watched on TV as the Hawks and Swans battled it out for the Australian Football League (AFL) flag. However, TV ratings in each city across the country vary considerably. This paper discusses the patterns over the past thirteen Grand Finals, since 2000. Viewer strength differs between cities. Since 2000, 1.25 million Melburnians have typically watched the Grand Final each year — well ahead of the 400,000+ Sydneysiders.

The other three major cities have each averaged around 350,000 viewers, though that is a smaller share of Brisbane's population than for Adelaide or Perth. The weather has an effect — but not always the expected one. While many fans prefer an open running game rather than a dour struggle in the mud, TV viewer numbers climb as clouds gather and the temperature drops — and outdoor pursuits away from the TV become less attractive. Contested struggles generally rate much better than one-way traffic. Many viewers switch off after half time in one-sided Grand Finals. But by far the biggest influence on the numbers is whether or not a home town team is in the Grand Final. This is especially so away from the AFL's heartland, with big numbers in Sydney, Brisbane and Perth when the local team is playing. But even in Melbourne and Adelaide, the crowds grow for home teams.