

New Zealand's National
School of Physical Education

International Symposium:

The Future of Sport in Small Nations

November 21 - 23 2012

<http://physed.otago.ac.nz/sportinsmallnations2012/>



Ministry
for Culture
& Heritage





Welcome

Welcome to the University of Otago and New Zealand's National School of Physical Education -- the oldest and largest interdisciplinary research centre (in the areas of sport, exercise science, health and physical education) in Australasia.

This year's International Research Symposium draws experts from around the world to discuss *'The Future of Sport in Small Nations'*. We are honoured to host such a strong group of internationally renowned keynote speakers. Some of the questions to be discussed over the next three days are:

- How should small nations measure the 'value' of sport?
- What are the unique strategies, policies and programs put in place by small nations in order to be successful?
- Does sport play a more significant role in the formation of national identity in smaller nations and if so what are some of the potential consequences both positive and negative?

In addition to gleaning the valuable perspectives of our keynote speakers, the symposium will feature two discussion panels to reflect the expertise of national sport chief executives, media experts, coaches and academics. We therefore hope to engage with all delegates to help our collective understanding of sport in small nations.

Acknowledgments

We would like to extend our thanks to staff from the Division of Sciences, Marketing and Communications Division, and School of Physical Education for their technical, logistical and administrative support. Thank you also to the numerous volunteers who have helped ensure a successful event.

Finally, our thanks to *Orbit Travel*, *Sport NZ* and the *NZ Ministry for Culture and Heritage* for their sponsorship of the symposium.

Dr. Mike Sam
Professor Steve Jackson

CONFERENCE PROGRAMME
DAY ONE – Wednesday, 21 November 2012

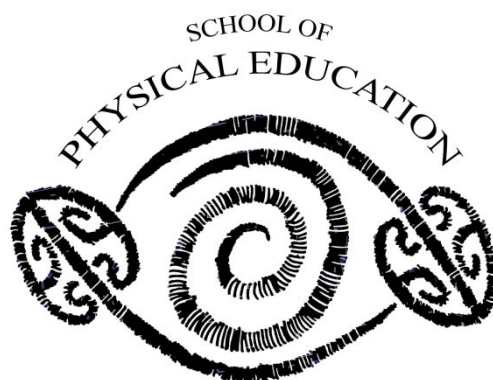
8:00 – 9:00	Registration	
9:00 – 9:15	Conference Opening	
9:15 – 10:30	Keynote Address: Professor Barrie Houlihan <i>“Small states, sport and politics at the margin”</i>	Chair: Dr. Mike Sam
10:30 – 11:00	Morning Tea	
11:00 – 12:00	Keynote: Peter Miskimmin, Sport NZ <i>“Opportunities and challenges for sport in New Zealand”</i>	Chair: Mr. John Brimble
12:00 – 1:00 pm	Lunch	
1:00 – 1:30	Spotlight Presentation: Hugh Lawrence Ministry for Culture and Heritage <i>“Sport as cultural policy”</i>	Chair: Dr. Mike Sam
1:30 – 3:00	Keynote: Professor Fred Coalter <i>“The value of sport: the complex relationship between evidence, policy and politics”</i>	Chair: Prof. Steve Jackson
3:00 - 3:30	Afternoon Tea	
3:30 – 4:45	Panel Discussion: <i>“High performance sport in small nations: Is it sustainable?”</i> <u>Speakers:</u> Barry Houlihan Fred Coalter Peter Miskimmin Richard Liu Lars Tore Ronglan	Chairs: Dr. Mike Sam Prof. Steve Jackson
5:00 – 6:00	Welcome Reception	

CONFERENCE PROGRAMME
DAY TWO – Thursday, 22 November 2012

9:00 – 10:30	<p style="text-align: center;">Panel Discussion:</p> <p style="text-align: center;"><i>Contemporary perspectives on sport in New Zealand</i></p> <p style="text-align: center;"><u>Speakers:</u></p> <p style="text-align: center;">Heath Mills (Chief Executive, NZ Cricket Players Association)</p> <p style="text-align: center;">Alex McKenzie (Coach Accelerator, New Zealand Academy of Sport)</p> <p style="text-align: center;">Richard Boock (Journalist, <i>Sunday Star-Times</i>)</p>	<p>Chair: Associate Professor Rex Thomson</p>
10:30 – 11:00	<p style="text-align: center;">Morning Tea</p>	
11:00 – 12:15	<p style="text-align: center;">Keynote:</p> <p style="text-align: center;">Dr. Pasi Koski</p> <p style="text-align: center;"><i>“David among Goliaths – Finland as a sport nation”</i></p>	<p>Chair: Prof. Steve Jackson</p>
12:30 – 1:30	<p style="text-align: center;">Lunch</p>	
1:30 – 2:30	<p style="text-align: center;">Keynote:</p> <p style="text-align: center;">Dr. Lars Tore Ronglan</p> <p style="text-align: center;"><i>“Elite sport in Scandinavian social democracies: Legitimacy under pressure”</i></p>	<p>Chair: Dr. Tania Cassidy</p>
2:45 – 3:15	<p style="text-align: center;">Afternoon Tea</p>	
3:15 - 4:30	<p style="text-align: center;">Keynote:</p> <p style="text-align: center;">Dr. Mafoud Amara</p> <p style="text-align: center;">Sport policy in small nations: Insights from the Middle East and North Africa region</p>	<p>Chair: Prof. James Higham</p>

CONFERENCE PROGRAMME
DAY THREE – Friday, 23 November 2012

9:30 – 10:15	Symposium Perspective: Mike Sam and Steve Jackson <i>“Sport in small nations: Between and beyond culture, politics and policy”</i>	
10:15 – 10:45	Morning Tea	
10:45 – 12:15	National Perspectives <i>“Future of sport in small nations: Challenges, opportunities and the way forward”</i> Speakers: Barry Houlihan (UK) Fred Coalter (UK) Pasi Koski (Finland) Lars Tore Ronglan (Norway) Mafoud Amara (UK) Richard Liu (Taiwan)	Chairs: Dr. Mike Sam Prof. Steve Jackson
	Symposium Closing	



University of Otago
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Professor Barrie Houlihan

Professor of Sport Policy
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Small states, sport and politics at the margin

The paper begins with an examination of the domestic and international relations interests of small states and examines whether they constitute a set of interests distinctive from those evident among the medium and major states. The paper continues with a discussion of the range of diplomatic resources that small states have at their disposal, how sport does or might fit into that repertoire and the consequences for domestic sport policy. This discussion is followed by an examination of a selection of examples of the deployment of a range of small state diplomatic strategies linked to participating, boycotting and hosting (or bidding to host) international sports events. The paper concludes with an assessment of the utility of sport in managing the international relations of small states and argues that it has considerable value as a low risk, low cost and high visibility resource, but that it distorts, or has the potential to distort, domestic sport policy.

Professor Fred Coalter

Visiting Professor, Carnegie Research Centre,
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The value of sport: The complex relationship between evidence, policy and politics

Using material from *The Spirit Level* (Wilkinson and Pickett, 2009) the presentation will question the UK Government's Game Plan strategy and its use of certain Scandinavian countries as comparators and as a basis for setting aspirational targets for sports participation. The robust and consistent relationship between sports participation and social class in the UK will be illustrated and the importance of sports clubs and provision in explaining different levels of sports participation will be questioned. I will illustrate the substantial differences between these countries and the UK on key factors such as the distribution of wealth, income inequality, general inequality, educational access and social mobility and gender. These data will be used to argue that such differences mean that such countries are not true comparators, and that economic and social features in these countries, which may help to explain the higher sports participation rates, are well beyond the control of sports policy. No immediate solutions for sports policy will be offered.

Dr. Pasi Koski

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David among Goliaths – Finland as a sport nation

By almost any measure you use Finland has been a successful sporting. This is true not only historically but in light of a wide range of political, economic and cultural considerations. Sport played an important role in the birth of the nation, the construction of its national identity as well as in the process of Finnish independence. At the beginning of the past century it was said that “Finland ran onto the world map”. In reality Finland *was* running to Finnish people. Even from early days sport spread throughout the sparsely populated country and to all social classes. It was well suited to a Protestant culture characterized by modesty and hard work. The myth of Finnish “*sisu*”, which loosely translates into English as an enduring strength of will, determination and perseverance in the face of adversity, supported the development. The nation which had to push itself from a lower level found a suitable tool to climb its way into the world’s group of respected nations.

Finnish success in the Summer Olympics was exceptional until the Finn's hosted their own games in Helsinki in 1952. After that, the competition tightened, with more nations participating in a serious way and in Heinilä’s terms the totalization process of international sport accelerated. Along with increased levels of education and welfare, the role of sport as a pathway to one’s personal future was put into a new perspective especially because individual talent and hard work was not necessarily a guarantee of success anymore.

Competitive sport held a hegemonic position in the Finnish sport system until the 1970’s. After that it had to make room for a broader view on physical activities. Finland has always been among the most physically active countries and the importance of sport for all has long been well understood. This has been evident in Finnish sport policy and its sport system during the past few decades. However, Finland, like many nations, large and small, is at a crossroads with respect to its future direction.

For example, the markets and possibilities for professional and elite sport in the small country are relatively limited. Along with changes in the nature of top sport, the demographics and in particular the national age structure in Finland is shifting in a direction which is not favorable from the perspective of competitive sport. The smaller, younger generations have become more increasingly involved in team sports and as a result it means that there is a much smaller talent pool for international success in traditional individual sports. People working for Finnish sport success have not been satisfied in recent years. This is one of the reasons why the Finnish sport system is currently under review and is particularly interested in the systems of successful small countries such as Norway and New Zealand.

Professor Lars Tore Ronglan

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Elite sport in Scandinavian social democracies: Legitimacy under pressure?

The Scandinavian countries – Sweden, Denmark and Norway – are in many respects quite similar. They have all small populations and comparable social, economic and political systems. They are among the wealthiest countries in the world, with strong welfare states and strong emphasis on egalitarian values. Integrated in this societal context organized sport has developed as large ‘popular movements’ within broad based voluntary sport organizations. Compared to most other countries, the level of participation in sports and physical activity is high (Ibsen & Seippel, 2010). The characteristics of Scandinavian sports can be seen as a result – or a reflection – of Scandinavian welfare policies after the Second World War. Three features are especially salient; the state has left the organizing and running of sports to civil organizations, mass and elite sport are not organizationally separated, and a substantial part of the labour put into this field is of non-salaried, voluntary type (Helle-Valle, 2008).

In this way, both mass and elite sport development have the same broad voluntary movement as its basis. Multi-sport community based clubs form the foundation for athletic development as well as local integration and identity. This does not mean that elite sports have no role to play in these societies. According to Bairner (2010), looking at the region from a British point of view, Scandinavian countries have done much to establish a balance between mass participation and elite performance. He concluded that a valuable feature of Scandinavian elite sport was the strong links between sport and community and that “elite performers retain close ties to their roots” (ibid: 740). These strong links have over time ensured a solid societal legitimacy surrounding the sport movement as a whole.

Several trends related to modern elite sport may be regarded as threats to this Scandinavian model. The role of professional and scientific knowledge, full-time paid athletes and extensive commercialization are some examples. Recent research has demonstrated how targeted elite sport systems have been implemented in many Western countries over the last decades, including increased funding, centralized talent development programs, strict priorities, and comprehensive professionalized support systems (DeBoscher, De Knop & van Bottenburg, 2009). Such trends are clearly visible also in Scandinavian elite sport, as these countries seem as eager as anyone else to compete in the “global sporting arms race” (Storm, 2012). The consequences are increasing tensions between the values of the broader sports movement and the values, requirements and external supporters of modern elite sport.

This paper takes a closer look at how the increasing distance between the voluntary based broad sport movement and the demands of modern elite sport has been handled in the Scandinavian countries over the last decades. A comparison across the three countries demonstrates that apparently similar challenges have resulted in different developments and organizational outcomes. The debates and different institutionalization processes are specifically discussed in relation to societal legitimacy. Sufficient legitimacy seems to be crucial not only for elite sport support but also for the popular confidence and involvement in the Scandinavian sport model as such.

Dr. Mahfoud Amara

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Sport policy in small nations: Insights from the Middle East and North Africa region

The presentation first examines sport and nation state formation and ideologies of development in the Arab world. In turn, the paper explores the strategic use of sport by Arab countries to achieve a range of objectives including: bidding for/ and staging of mega-sport events as a scheme for urban regeneration, strengthening internal and external political legitimacy, integration of global sporting infrastructure as well as the commercial values of sport. Qatar in the Arabian Peninsula and Tunisia in North Africa will be used as case studies to illustrate the challenges of sport policy making and implementation, particularly at elite sport level. Both countries offer some unique characteristics that are relevant to the general theme of the Conference.

Qatar, with a population of 1,722,438, the majority of whom are immigrants, has the ambition to be the centre of sport excellence in the region. It will be the first country in the Middle East to stage the FIFA World Cup, in 2022, and is also bidding to host the 2028 Summer Olympic Games.

Despite Tunisia's smaller population (10,549,000), in comparison to neighbouring countries in North Africa, it is one of the leading countries in the Arab region in terms of elite sport performance, both at regional and international levels. It is also a country that is currently undergoing a significant political transition which will undoubtedly have an impact on its national sport system in the future.

Panel Speaker Bios

Richard Boock

Richard Boock has been a columnist with the *Sunday Star-Times* since 2007, having previously worked as the *New Zealand Herald's* chief cricket writer for 10 years. He wrote Stephen Fleming's autobiography *Balance of Power*, ghosted Daniel Vettori's autobiography *Turning Point*, and last year penned *The Last Everyday Hero*, a biography of former New Zealand cricketer Bert Sutcliffe, nominated for the MC C Book of the Year. An award-winning journalist, he was voted the country's best sports columnist for three consecutive years by the New Zealand Sports Journalism Association and in 2009 was named the Qantas Sports Columnist of the Year. Boock, who served a decade-long apprenticeship on the *Otago Daily Times* before transferring to Auckland, was born and raised in Dunedin and attended Kings High School.



One of his brothers, Stephen, played 30 Tests for New Zealand and took 399 wickets for Otago, and his sister Paula is a well-regarded television scriptwriter and author. Boock is married to Brodwyn and the couple have two adult children, Hailey and Elliot.

Dr. Ruotao Huang

Deputy Dean of Management and Communication College at Capital University of Physical Education, Beijing, China. She has been a visiting scholar at Oxford Brookes University and the International Olympic Committee Museum in Lausanne. One of her most recent projects has been: "Olympic values and their dissemination in China form 1978-2008: The industrialization of sport and media and the development of the Olympic movement". Dr. Huang is a member of the International Sociology of Sport Association.



Hugh Lawrence

Hugh Lawrence is Senior Advisor, Sport and Recreation at the Ministry for Culture and Heritage. Previously, he spent over a decade at the Office for the Community and Voluntary Sector. There he led work on developing resources to strengthen government's third sector funding arrangements including the Government Code of Funding Practice. He also led an extensive programme of sharing good practice on government engagement with communities. Some of his previous roles include CEO of Basketball New Zealand, and teaching positions at secondary and tertiary level. Hugh has served on the boards of education organisations and numerous national sport organisations such as Sport Science New Zealand, Coaching New Zealand and SkillsActive New Zealand. He has coached and trained athletes in several sports to Olympic and world championship level, and specialises in coaching junior basketball. Hugh earned his undergraduate



qualifications at Loughborough University, holds a Masters degree from Waikato University and is a former Visiting Teaching Fellow at University of Otago. His current work includes the development of social investment as means of unlocking private capital for New Zealand cultural organisations.

Heath Mills

Heath is the current Chief Executive of the New Zealand Cricket Players Association (NZCPA) and sits on the Board of the Federation of International Cricketers Association. Heath worked with the players to establish the NZCPA in 2001 and was a key part of negotiating the first collective agreement between New Zealand Cricket (NZC), the six Major Associations and the players in 2002. The NZCPA has grown considerably since that time and in addition to its player advocacy work it has established the following programmes: a past players membership category and associated event and activities, the Cricketers Hardship Trust, the Hooked on Cricket community development programme, the Masters Series and the NZC merchandise and licensing programme. Heath is also a Director of the New Zealand Athletes' Federation which brings together all player associations in New Zealand, sits on the Board of the New Zealand Swimmers Association and assisted the New Zealand Hockey Players Association in negotiating their first Memorandum of Understanding with Hockey New Zealand. Heath is also the current Chairman of technology company CricHQ Limited and is a committee member of the New Zealand Community Trust. Previously Heath was Physical Education teacher and Director of Sport at Mt Albert Grammar School where he established the sport academy programme at the school. Heath gained a Bachelor of Physical Education from the University of Otago and a Diploma in Teaching from the Dunedin College of Education.



Dr. Alex McKenzie

Dr Alex McKenzie manages High Performance Sport NZ's *Coach Accelerator* Programme which aims to develop New Zealand coaches capable of producing World, Olympic, and/or Paralympic champions. He is a graduate of the University of Otago's School of Physical Education and obtained his PhD in Sport Psychology from the University of Victoria (Canada). Alex has an extensive background in high performance sport, having spent 10 years as a lecturer in sport psychology at the School of Physical Education at Otago University prior to working as the Professional Development Manager for both the Highlanders and Hurricanes Super Rugby franchises.



Alex was an inaugural Board Member of the former New Zealand Academy of Sport South Island, and has consulted with numerous elite athletes and teams from a variety of sports as a Mental Skills Trainer. He worked as a Team Development Specialist for New Zealand Post, where he worked on numerous initiatives designed to achieve the strategic goal of 'creating a high performance culture' within the Postal Services Group.