Australian Centre for Olympic Studies
Newsletter
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THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES

Media Blogs
Published blogs became even more prominent feature at London, compared to previous Games, and respectable outlets, such as The Conversation, provided an outlet for informed commentary. An advantage of blogs is that they remain on their sites and can be accessed long after the Games. Below is a list of some articles written by ACOS staff. Below is a list of some articles published in The Conversation, Open Forum and Crikey.

Olympic Games Blogs:
Daryl Adair


Richard Cashman

Stephen Frawley


Paralympic Games Blogs:
The Conversation assembled a team of academic bloggers, which included Richard Cashman, Simon Darcy and ACOS Associate Tracey Dickson (who produced the impressive number of nine blogs).

Richard Cashman
‘The Paralympics are more Popular than Ever — But What’s it For? The Conversation, 4 Sept., http://theconversation.edu.au/pages/Paralympics-2012


Simon Darcy


Media Interviews
ACOS staff received many requests to comment on the Games in the local, national and international media.
Richard Cashman was interviewed on BBC Television and Radio, BSkyB Television, ABC Television, Radio Australia, ABC radio, SBS radio, various regional and various commercial stations.

Simon Darcy gave numerous interviews on the Paralympic Games to ABC national and regional stations and to Radio Australia.

Stephen Frawley was interviewed on ABC Television (Channel 24) and gave numerous radio interviews.

**London Reflections**

ACOS members Tracy Taylor and Kristine Toohey were at the London Olympics-doing their duty and linking theory and practice by volunteering for the Australian Olympic Committee at the Uniform Distribution Centre. Their volunteering role included hands on supply chain operation — sorting, distributing and then repackaging the 100,000 pieces of Australian Team gear shipped over from Australia. The ever-courteous athletes and officials filed through the Centre, located in East London, to collect an amazing array of shoes, socks, hats, bags, and sport related gear. Some things fit, some had to be tailored on the spot as obvious weight gains or losses rendered pre-ordered sizes irrelevant. Folks came in all shapes and sizes from XS to XXXL.
We donned our Australian shirts and beige did marshalling duties for the welcoming celebration for the Australian athletes was hosted by Westfield, MC Eddie McGuire, opening address by Kate Lundy and a John Farnham performance.

On a more academic note we conducted crowd-based research at the Live Sites (such as they were). We also attended Austrade functions looking at business opportunities in Rio. We even got to attend a few sport events (tickets were expensive for too many).

As a nice recognition for the AOC volunteers a BBQ (with high quality champagne) was hosted in London, and we were invited to the Prime Minister’s Welcome Back celebration at Kirribilli House.

Report on the conference on Olympic Centres, 25 and 26 July at Loughborough University by Richard Baka, ACOS Associate

I attended the first International Colloquium of Olympic Studies and Research Centres at Loughborough, which was hosted by Professor Ian Henry and the Centre for Olympic Studies and Research there. The conference proved to be a highlight of my UK trip.
Conference members came to two conclusions: that there should be a similar conference before every Olympics; and, that there was a need to develop a series of seven key research areas: Olympic Education, Olympism and Interculturalism, Olympic Athlete Welfare, Paralympic Games, New Media, Olympic Knowledge and Memory Management and Youth Olympic Games/Youth and Olympism.

With just over 50 attendees, the conference had excellent accommodation, networking opportunities and a stimulating social program. The two IOC representatives learned about the varied activities of the Olympic Study Centres around the world. An interesting presentation was the opening of the new Russian International Olympic University in Sochi. (http://www.olympicuniversity.ru/web/en) Professor Lev Belousov has offered to host a colloquium before the 2014 Sochi Games.

I also spent time at the London Games and wrote several pieces for the online resource The Conversation http://theconversation.edu.au/games-over-its-time-to-focus-on-rio-but-dont-forget-sochi-8904. My research at the Games was on NOC Olympic Houses, which are like 'Embassies of Sport' set up at each Olympics. As the AOC did not have one, I will share my research with them. A paper on this topic will be presented at the ICOS conference at the University of Western Ontario in October. (http://www.uwo.ca/olympic/conference.html.)

GENERAL NEWS
Publications and conference reports

NEW REPORT


Note on the cover: Westfield Stratford City occupied a strategic position at the gateway to London Olympic Park. It will ensure a strong commercial legacy for East London after 2012.

• 132 pages • 32 colour plates • tables
THE AUSTRALIAN OLYMPIC CARAVAN
FROM 2000 TO 2012
A UNIQUE OLYMPIC EVENTS INDUSTRY

RICHARD CASHMAN, Director, Australian Centre for Olympic Studies
ROB HARRIS, Director, Australian Centre for Event Management

MANAGEMENT DISCIPLINE GROUP, FACULTY OF BUSINESS
UNIVERSITY OF TECHNOLOGY, SYDNEY

with a Foreword by Sandy Hollway AO

EXECUTIVE SUMMARY

There is no actual Australian Olympic caravan as such. The Australian Olympic caravan is a convenient term to describe the continuing presence of a number of Australian Olympic experts and consultants at various Games — Olympic, Paralympic, Asian, Commonwealth, Pan-American as well as related mega sporting and cultural events, including World Cups and World Expos. There is also no single caravan, which all these experts and consultants board, because members of the caravan move from one Games city to another independently of each other. Each individual, group and firm has the task of negotiating their own respective niche in the next event. While members of the caravan operate independently of each other, there is often considerable overlap between various Games-related services providing many opportunities for members of the caravan to meet.

The caravan is aptly described as an Olympic one because it is a direct outcome of the successful Sydney 2000 Olympic and Paralympic Games. The acclaimed success of the Games is the prime reason why Australian Olympic expertise continues to be so highly valued internationally — though it seems inevitable that such an impact will recede in time. Although there have been a number of summer and winter Olympic Games since 2000, arguably Australian expertise continues to be more valued in 2012 than that of any other country.

The word caravan has been chosen because of the peripatetic nature of work for those who are part of the caravan, which literally travel from one large-scale event to another. Although the caravan is a loose collection of individuals and companies, its members share a sense of belonging to a common enterprise. Many also have a sense of being part of a unique club, one that seeks to advance the reputation of Australia as a clever, innovative and professional dispenser of Olympic event-production knowledge.

Australia is the first country to benefit from an international Olympic caravan. Many people who worked for the Sydney Olympic Organising Committee or other Sydney Olympic body before 2000, or a company involved in the organisation of the Games, have continued to work in the large-scale event production area, mostly on a paid basis but occasionally on a pro bono basis. While each person and company quite naturally advances their own respective interests, a commitment is nonetheless evident to advancing the national cause at the same time.
STRUCTURE

This book seeks to document the development of this unique legacy of the Sydney 2000 Olympic Games. Divided into three sections, it explores the evolution of the caravan, major events in which it has played a significant role, the outcomes flowing from its operations and what has been learnt from its operations, which may have implications for other similar caravans emerging from future host cities and nations. In exploring these matters, the authors first reflect on the origins of the caravan, including the emergence of various specialist roles linked to large-scale event planning and delivery in the decade preceding the Sydney Games. The major participants, both organisations and individuals that have been instrumental in its development are then identified, along with the services and products they have contributed to the operation of many of the world’s largest events in the 12 years since 2000. The significance of government and public sector instrumentalities in the caravan’s development and continued operation are then explored, in particular the important roles played by the Sydney-Beijing Olympic Secretariat and the Australian International Sporting Events Secretariat. These bodies have been identified as being of central importance to facilitating access to information, officials and staff in event organising committees, government agencies and principal contractors. The implications for the caravan’s future of the decision to withdraw the bulk of this government support in 2012 have also been explored.

A significant part of the book is taken up with an examination of how the caravan has operated across a number of events over the period since the Sydney 2000 Olympic Games, specifically the Salt Lake City 2002 Winter Olympic Games, the Manchester 2002 Commonwealth Games, the Athens 2004 Olympic Games, the Torino 2006 Winter Olympic Games, the Melbourne 2006 Commonwealth Games, the Doha 2006 Asian Games, the Beijing 2008 Olympic Games, the Vancouver 2010 Winter Olympic Games, the Shanghai 2010 World Expo, the Singapore 2010 Youth Olympics, the Delhi 2010 Commonwealth Games, the Guangzhou 2010 Asian Games and the London 2012 Olympic Games. In some of these events the involvement of the caravan has been minor, however, these examples show that over time the caravan grew and became more complex and multifaceted, with a stronger government involvement.

FUTURE CHALLENGES

The last section of the book explores the economic value of the caravan to Australia, the issues affecting its future, along with the challenges it faces and how it might chart a future course without the aid of significant government involvement. This section also explores the lessons learned from the caravan’s operation, some of which, including the significance of private and public sector co-operation, provide useful insights for future host cities/nations seeking to establish their own major event caravans.
ANOTHER PUBLICATION

CONFERENCE REPORT

NEW OLYMPIC PHD
Tracey Holmes, the well-known sport broadcaster, and one of Fox Sport's anchors during the London 2012 Olympics, has started a part-time PhD in Sport Management at UTS, with Daryl Adair and Tracy Taylor her supervisors. Tracey’s topic is provisionally titled ‘FIFA, the IOC and Geopolitics’.

On-Line Olympic Games bibliography
Tony Veal reported that this Bibliography was updated at the end of August and now includes some 2500 entries. It can be accessed at www.olympic.uts.edu.au/olympic/online_biology.html

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