



ASSA (SA) Newsletter

Newsletter July 2018

In This Issue

- President's Report
- Sports cartels
- Website
- Sports Quiz
- Book reviews
- Membership form

Check out our web page
<http://communitywebs.org/assasa>

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President's Report

Are we kidding ourselves to even contemplate bidding for the Commonwealth Games in whenever? I think most of us as sports administrators know the reality that most of our facilities are tired and outdated and would require a massive cash injection to build new or refurbish existing facilities. We perhaps gave away West Lakes Stadium too easily and the surrounding areas that could have been developed into a sporting hub ideal for the Commonwealth Games? We put all our eggs in one basket (aka Adelaide Oval) but maybe an area catering for more sports and greater flexibility could have been money better spent? Too late now!

The other concern I would have was the state of some of our sporting associations. The local Equestrian body has come under fire for bullying and now members' private information has been sent to a third party without their permission – is n't that Sports Administration 101? That member information and its privacy is sacrosanct! Who in their right mind would think that was a) acceptable and b) members would not complain once they knew what had happened? Then we have Netball SA struggling with their Super Netball team, the once mighty Thunderbirds, and a fairly messy sacking of their coach (sorry – not renewing or extending his contract, not sacking!). Of course, don't even start me on the Adelaide Crows and their appalling lack of transparency in recent weeks about training programs and pre-season camps. Whether they were right or wrong with these measures just be 'man' about it and don't treat your fans and members with contempt. For me the 'cloak and dagger' stuff is the issue – be upfront and do not try to hide things – it always comes out in the end (or the next retired footballers autobiography!)

Then in the final current doom and gloom we have our new Recreation and Sport Minister, Corey Wingard M.P. (former sports presenter on Channel 10) who seems to suffer from a serious malaise of 'foot in mouth' disease. What do you think of our state of affairs or is it just me?

Nigel Jamieson
President ASSA (SA)

Sports ‘cartels’.

With the struggling Netball SA Thunderbirds being centre stage recently some sporting organisations, and particularly Netball SA, need to consider their position and their future. The Thunderbirds had a brief liaison with Port Power but that seemed to fade away quickly and without much coverage. Perhaps they were too precious about their roles and sport (I know the Board seems top heavy with Netball people – we discussed good governance a couple of newsletters ago) – who knows? But whatever the cause perhaps they need to closely look at overseas (and increasingly Australian) trends.

“More is better” or the “sum of the parts is greater” are two well-worn business phrases that could have increasingly greater meaning in our sports environment as the year’s progress. Recent reports that the Adelaide Football Club have taken control of the Adelaide Bite Baseball team and the club has revealed ambitious plans to give the national baseball franchise a major boost in SA, while pursuing opportunities in Asia and the US is the first real foray into this shared relationship that may become common practice. We have had similar attempts (Port Power and the Thunderbirds as mentioned seemed to have some tenuous arrangement several years ago that went nowhere) but nothing as definite and exciting as this development.

The Advertiser reported *“In a significant step in its off-field operations, the AFC is also registering a new entity called Adelaide Sport and Entertainment that will oversee the Bite, its eSports team and its video and media content production division as it looks for new markets and revenue streams.”*

The Bite was previously run by Baseball SA and the state’s sporting body will reportedly continue to be involved with a pathway for emerging talent. *“There are a few reasons we liked it — the first thought was baseball has a rich history here in South Australia and a passionate supporter base and we can provide them with security and confidence that they will be represented in a national league,”* Adelaide chief executive Andrew Fagan said.

“When we looked for some of the broader opportunities there was fan development, market development and commercial development.

“Four of the top baseball playing nations in the world are also four of the top 10 trading partners of Australia — Korea, Japan, US, Taiwan, and the MLB is investing significantly into the growth of baseball in China as well.

“As we’re looking to diversify our business, that’s not just the product but also the markets and we saw this as a great vehicle to develop relationships with brands, organisations and the like in countries that are of interest to us. So it’s a significant evolution of our club and there will be some real

learnings coming back for us being part of the international baseball family.”

Having several sports teams, the Adelaide 36ers were involved in talks apparently earlier in the year makes a lot of sense. There exists a greater chance to promote your community, share expertise and facilities and use the economy of scale found in several sports teams. Provided schedules and logistics could be worked out (no problem for a good sports administrator) imagine the benefits of having a “super” conditioning area instead of several smaller and less well-resourced individual areas spread across the metro area.

While some still use the classic line to ward off investors *“I would tell my clients the fastest way to become a millionaire is to become a billionaire and then buy a sports team,”* there are many benefits of a multi-sport franchise, conglomerate or cartel (take your pick on what to call them!) Real Madrid, one of the most successful teams in the world and in the top 3 in terms of worth and brand most highly valued, successfully manages teams in a variety of sports.

Owning several sports teams can help the ‘mother club’ connect with communities they might have business interests in, and owning several teams can also open the door to other business opportunities. What sports have is a very loyal customer base that can be grown with connections to the major team. Viewing a wide range of sports on a mobile device has grown immensely in recent times and a number of sports and teams in the USA have their own networks – the cross promotion benefits are enormous.

Adelaide chairman Rob Chapman said growing the club’s portfolio beyond football was about diversifying its revenue streams.

“We don’t have a gaming operation and I think it is clear that even clubs which do have poker machines are looking elsewhere and that revenue will have to be replaced, so you look at your internal capabilities, experience and expertise — we know sports administration,” Chapman said.

“It’s a wonderful opportunity for us to expand our reach, you’re going to have to think and act globally and we thought this is the next step after eSports.”

“There is upside in a US company, Korean or south east Asian that wants to get into the Australian market — here’s a platform with 700,000 supporters, large membership, TV audience, that is an avenue.”

Imagine a portfolio of the Crows, Thunderbirds, Bite and 36ers? Food for thought!

Apologies regarding website

As mentioned last newsletter ... It seemed like a good idea at the time – change your website host, use a community website that utilises University of South Australia student designers and their server – what could go wrong? Well it seems the ‘hackers’ penetrated the supposedly impenetrable firewalls and security measures of a major University and we (and all the other community groups) got inadvertently embroiled in a ‘mess’ (a polite way of describing it!). The good news is its back up and running and hopefully we are free from any more interruptions.

Check it out at <http://communitywebs.org/assasa>

Privacy and Sport

With the recent reports of Equestrian SA allegedly passing on member’s details without their consent it may be worth re-visiting the privacy laws in Australia. The Privacy Act 1988 is an Australian law that regulates the handling of an individual’s personal information reports the NSW Office of Sport. This includes the collection, use, storage and disclosure of personal information, as well as access to and correction of that information. Sporting clubs and organisations have an obligation to properly manage the personal information of members.

<https://sport.nsw.gov.au/clubs/ryc/legal/privacy>

What club committees should do

Talk to your governing national or state body first to see if they have a privacy policy and related procedures in place that your club and members are bound by.

More information

To find out what you can do to protect member privacy, head to the Office of the Australian Information Commissioner and review the privacy resources.

Legal issues and grassroots sport - a collection of sport and the law articles by Play by the Rules in a good resource - <https://www.playbytherules.net.au/>

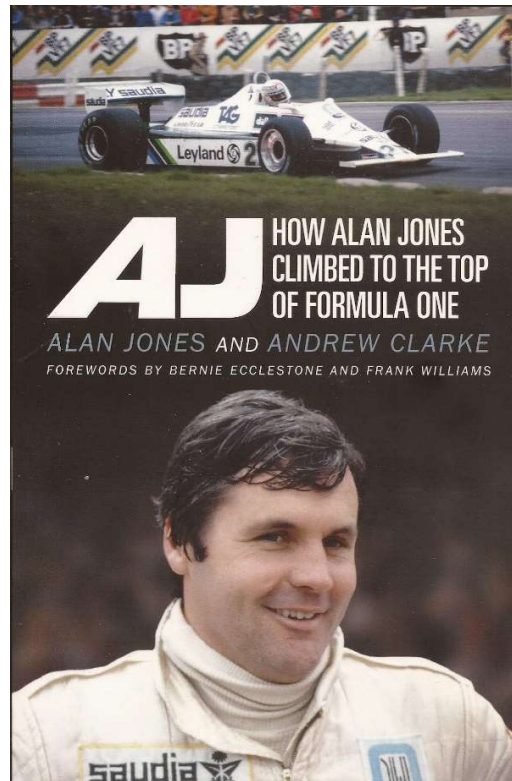


Sports Quiz

1. Who won the 2018 NBL Championship?
2. Jack Braham's son recently unveiled a new sports car built in Adelaide – what is the son's name?
3. Who won the NBA's rookie of the year award for 2017-18 season?
4. England recently beat Australia in the 5 game one day series in the UK ... What was the score line in that series? 3-2, 4-1, or 5-0?
5. Name one of the male Australian athletes who won the Men's Singles at Wimbledon in the past twenty years?
6. Which country/countries won the right for the 2026 Soccer World Cup?
7. Who captained the Australian Netball team in the 2018 Commonwealth Games?
8. Name the recently sacked coach of the Adelaide Thunderbirds netball team?
9. Who won the 2018 Women's French Open tennis championship?
10. Who was the Socceroo's Captain in the ill-fated World Cup campaign?

Answers on page 10

Book review



AJ – How Alan Jones climbed to the top of Formula One by Alan Jones and Andrew Clarke (Ebury Press)

As the blurb suggests "Few names in international motorsport are treated with the same reverence as Alan Jones. When he speaks, they listen. He is one of only two Australians to win the Formula One World Drivers' Championship, and the first driver to do it for the now famous Williams team. His efforts brought Formula One to Australian TV screens, and today he is the voice of Formula One on Network Ten and a board member of the Australian Grand Prix. He is also a Formula One Steward at a couple of Grands Prix a season.

AJ is the son of Stan Jones, the winner of the 1959 Australian Grand Prix, and from an early age he wanted to follow in his father's footsteps and race cars. He started with billycarts in Balwyn and climbed to the top of the motorsport tree in Formula One. His career was potted with highs and lows, the latter coming mainly from a lack of financial support compared with his rivals.

But when he hit the big time with Williams, he turned that into the 1980 World Championship and all the fame and fortune that brought with it. But he stopped enjoying himself, the cars were painful to drive and he didn't feel he could give it his all, so he quite at the height of his powers.

He did return to F1, but he wasn't the same driver and it wasn't the same team

and it didn't last. He finished his racing career in touring cars in Australia.

His no-nonsense style brought him both admirers and detractors, but he always spoke as he saw it. He still does that today. There are many stories to tell from his racing career, his personal life and business. Some stories that only time allows them to be told."

He certainly calls it as he sees it! He must have a lot of money or very good lawyers! Passages like "Gentleman Jim Richards – what a load of shit that is" or "I didn't see a penny out of 'my' Bob Jane T-Mart though, then he sold it and I got even less. I felt completely screwed." Or perhaps "As you might have guessed, the whole test gave me the shits". Then of course there are many passages being less than complimentary about former team mates or contemporaries.

It is entertaining if somewhat cringe worthy. Did he really need to chronicle his marriage infidelities or pass judgement on the virtues, or otherwise, of his team owners over the years? Being a bit of a F1 tragic I actually liked the insights and the warts and all approach. He does look, and probably act, like a used car salesman but it is not a watered down, bland look at his sport over quite a period. I am not sure if I could venture out into the next racing paddock for fear of retribution but in the long run it has probably helped to sell more copies and make the book quite an enjoyable read if you like motor racing. Maybe borrow it from the library (do people still do that?) before you buy it!?

Review by Dr. Nigel Jamieson, In the ZONE Sports Management.



Sports Quiz answers

1. Melbourne United
2. David
3. Ben Simmons
4. 5-0
5. Lleyton Hewitt (Pat Cash won in 1987)
6. USA, Canada and Mexico

7. Caitlin Bassett
8. Dan Ryan
9. Simona Halep
10. Mile Jedinak.

Upcoming events

Sports Analytics

Sports Analytics World Series are the global leading Sports Analytics Sports Technology Conferences providing a forum for industry professionals worldwide, including executives and researchers, to discuss the increasing role of analytics and the global sports industry with up to 5,000 attendees across the global conferences in Australia, India, Japan, Netherlands, UK, Canada and USA. Founded in 2016, it's the largest sports technology conference program in the world.

Date: 10 August 2018

Location: Melbourne

Further details: <https://www.analyticsinsport.com/australia>

National Sports Convention

The National Sports Convention 2018 is now integrated with the Australian Sports Commissions' Our Sporting Futures Conference from 2018. With the key support of VicHealth, the Victorian Government, Sport New Zealand, Community Sport Australia and more than a dozen peak bodies this year's event continues to grow and has moved to the Melbourne Convention and Exhibition Centre.

Date: 16-18 July 2018

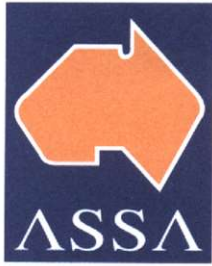
Location: Melbourne

Further details: <https://nationalsportsconvention.com.au/>

Office of Recreation and Sport SA

2018 Coaching & Officiating Course Calendar

[Download the 2018 Coaching and Officiating course calendar \(PDF, 161 KB\)](#) at



**Australian Society of Sports Administrators
Membership Form**

July 1st 2018 – 30 June 2019

Tax Invoice: ABN 55 145 839 837 (GST not applicable)
Please complete and return to Membership Director of ASSA (SA)
By email assa_sa@hotmail.com
or 10 Palm Ave, Royal Park, 5014
phone: 0412 711 156

BENEFITS

- Networking opportunities at our functions
- Subscription to Australian Leisure Management magazine (Gold Members only)
- Regular ASSA Newsletters
- Free attendance at two ASSA (SA) Functions, one with meal

FREE MEMBERSHIP

Thank you for applying / renewing your membership of ASSA (SA) Inc. Please complete the form to update your membership details. Information you provide is confidential and will only be used for the purpose of administering your membership of ASSA SA Inc.

MEMBERSHIP: Please add yes to box that applies, complete form and email/post to ASSA

	FREE Membership plus subscription to ALM Magazine = Gold membership		
Gold	\$75		
Normal	FREE		

All Gold Memberships Include GST

Title	First Name	Surname	DOB
Occupation		Employer	
Sport Association / Club Involvement			
Address		Suburb	P/C
Phone (h)	mobile	Phone (w)	
email		fax	

PAYMENT: Use BSB & account number for convenient EFT & identity transaction by stating your name and membership code from table above and return form by email or post

EFT	BSB: 065008	Account No: 00902626	Add name and membership code
Cheque	Post to: membership Director ASSA (SA), 10 Palm Ave., Royal Park, SA, 5014		

Office Use only

Date received:

Membership No:

Receipt No: