

# Lecture One

Monday, 17 July 2017 1:19 PM

## What is Sport?

Sport may be defined as 'a human activity involving physical exertion and skill as the primary focus of the activity, with elements of competition where rules and patterns of behaviour governing the activity exist formally through organisations and is generally recognised as a sport' (Australian Government, 2011).

## Key Elements - Defining Features

- Embodied experience-exuberance, pleasure, strong mind & body.
- Social variables-gender, race etc.
- Context-culture and commerce

## Chess

- IOC see it as a sport
- Goal is to win.
- Lacks physicality.

## Darts

- Concentration, highly competitive. Pub game to sport. Pre ritual-pie and a pint. 1990s.
- Is a World Darts Federation
- Alcohol to water.
- Training

## Motor-Racing

- Motor racing-no body contact
- Acceptable risk

## Olympics

- 5 core sports at every one-athletics, cycling, gymnastics, fencing, swimming
- 1992-25 sports. 33 sports.
- Baseball and softball, karate, sport climbing, skateboarding and surfing added.
- Criteria-added value; youth appeal; attractiveness for TV, media and the general public; gender equality.

## E-Sports

- Counter Strike
- Video games on YouTube vs sport on ESPN
- 14-34-attractive to advertisers

## Social Variables - Race and Gender

- Gender inequality and social change-2012 basketball-travel arrangements.
- AFLW and Women's cricket.
- Lingerie Football League
- Men-depression
- Racial inequalities-indigenous as 'natural' athletes.
- Lack of in coaching roles.
- Elimination of segregation

## Rules

- Evolution from play to highly organised
- Spontaneous play of pre-modern into games via rules
- Rules make modern sports

- Rules are constantly recreated and refined by organising bodies
- Level playing field-fairness and justice.

#### Post-Modern Rules

- Postmodern-write your own rules-Parkour
- Non-competitive-rules from ground up

#### Netball

- Netball changing rules to make for faster game-injury stoppages to 30 seconds, pass directly after a penalty
- Partnership with broadcaster.
- Appealing product-Sponsorship

#### Body Projects

- Tradition
- Body projects-regulate regimens. Working out involves commitment.
- Boxing-weight, mass
- Professionalism-income; training; bureaucratisation.

#### Commerce

- Instrumental-income. E.g. Tomic.
- NBA-highest paid sports league in the world-small roster. Average salary of \$4 million.
- IPL-most lucrative 20-20 league. 1 million pounds. Base salary cricket Australia-\$1.5 m. After retirement. M.S.Dhoni
- MLB
- EPL

#### Statistics

- Winning-measurement.
- Record keeping-distances, speeds, times.
- Popularity of data driven decisions-NBA player tracking. Billy Beane-sabermetrics. More than just runs scored. Found recruits undervalued in the market (Moneyball, Michael Lewis, 2003).
- Quantification-goal assists, hard ball-gets.

#### Rule-Breaking

- Rule breaking-corruption, match fixing, drug-taking, gambling-horses, boxing.
- Unpredictable outcomes-gambling.
- Corruption of regulatory bodies e.g. US Justice Department re FIFA-2015 FBI inquiry.
- Awarding 2022 World Cup to Qatar.

#### Corruption of Regulatory Bodies

- Accept bribes from bidding countries. 1999 report-bribery goes back decades. E.g. vote buying. 25 for \$1.8 million (Conversation-1/8/16)
- IOC-previously undetected doping.
- Incentives to cheat-rig venue selection, drugs etc (nypost.com-21/5/16)

#### Australian Attitudes

- Every year Australians spend \$8.4 billion on sporting goods and services.
- Run or walk with headphones rather than play a sport.
- Personal trainers, personalised gyms etc.
- Busy, regimented lives.
- Play sport to get fit rather than vice versa.
- Sport for personal fitness vs competition.
- Rise of lifestyle and adventure.
- Sports with higher salaries may draw those away from those with lower salaries.
- Cost of participation is rising-barrier (Future of Australian Sport report)

