SPORTING TRADITIONS XXI
Sydney, 3–6 July 2017

Conference dates: Monday 3 July to Thursday 6 July.

The conference will begin with the President's reception on Monday evening, 3 July. This will mark the 40th anniversary of Sporting Traditions conferences, first held in Sydney in 1977.

Conference aims:

1. To attract new presenters, particularly women and students, to the conference; and
2. To commemorate the 40th anniversary of Sporting Traditions.

Venues: The first two days of the conference will be held on the 8th floor of the Dr Chau Chak Wing Building at the University of Technology (UTS), Central Sydney. The building, designed by internationally acclaimed architect Frank Geary, was opened in 2015.

The final day of the conference will be held at the Moore Park sporting complex, at the Rugby League Central museum and at nearby rooms operated by the Sydney Cricket and Sports Ground Trust. Delegates will have the opportunity of undertaking a tour of the Sydney Cricket Ground.

Conference themes:

‘The business of sport’ will provide a focus for discussion of private and public sector funding of sport, sponsorship, IT and how sports users engage with new media and social media, women in a male-dominated business and the media as a business stakeholder.

The business of sporting museums in Australia will be a subsidiary theme.

Monday, 3 July, 6 pm
The President's reception, UTS

Provisional program

DAY 1 Program

Tuesday 4 July, 9 am
Max and Reet Howell keynote address 'New values for sport governance in the 21st century'
Professor Roger Pielke Jr
University of Colorado USA

1pm: Round-table on ‘Equal payment for women in sport — a pipedream?’
(Panel to consist of players, administrators and media)

Conference dinner will be held in the evening
DAY 2 Program

Tuesday 5 July, 9 am
ASSH address: ‘Ruminating on Australia's Asian Sporting Context’
Professor Sean Brawley, Head, Department of Modern History, Politics and International Relations, Macquarie University
5 pm: ASSH Annual General Meeting
Tom Brock Lecture: ‘Leadership insights from the National Rugby League and Australasian sport’
Ms Raelene Castle, CEO, Canterbury Bulldogs

DAY 3 Program
The Business of Sports Collecting and Museums

Thursday 6 July

Round-table on ‘The core mission of sports museums’ and two streams relating to Australian sports museums and memorabilia collecting within the broader conference theme: ‘the business of sport’.
Panel to consisting of:
- Murray Philips (University of Queensland)
- Michael Fahey (Sports Memorabilia Australia)
- Leah Domanski (SCG Museum)
- Matthew Klugman (Victoria University)
- Jed Smith (National Sports Museum)

Stream A (‘Collecting’)

Club versus country: a variety of sports collectors with different agendas.
A review of three very different collecting models: individuals who collect, sporting clubs who collect and governing bodies/sporting codes that collect. How do they differ in their approach and can they be of mutual assistance?

An Un-Holy Alliance: the ever-evolving relationship between sports museums and ‘the market place’.
The shifting interaction between sports museums and auction houses / memorabilia dealers. Are museums clients or competitors? From the new and mutually beneficial relationship of the 1980s, through the boom in prices (via the entry of investors/super wealthy collectors) since the late 1990s and onto the current scramble for the most important material.

Something Old, Something New: the challenges of contemporary collecting
Collecting sports objects that relate to current (i.e. very recent) events/athletes and the events of the immediate future. The challenge of predicting what might be considered ‘valuable’ in the future from within an industry that is constantly generating more and more material culture. Success stories, marked failures and models for all interested parties to consider.
Stream B ('Sports museums')

Complexity: sports museum governance models.
The wide variety of sports museum ownership models, from private ownership to the payroll of a sport's governing body. How the nature/mission of the relevant governing body and how relationships with key stakeholders might influence the telling of history or impact on funding.

Title Fights: object ownership battles.
The confusion and legal/copyright/IP web that surrounds the ownership of contemporary sporting equipment. Does the player, their management agency, their teammates, their club or their code own the article of uniform that the player wore during a significant game? Many different examples exist, with international law also providing a variety of answers.

Location, location, location: the high street versus the stadium.
The key influence of location on a sports museum’s success as a business venture/visitor attraction. This topic also covers ‘split sites’ such as Adelaide Oval and the SCG where a variety of heritage destinations exist in proximity but not under the same roof.

CALL FOR PAPERS AND SESSIONS

A general call for papers and sessions for days 1 and 2 and a miscellaneous of day 3 will be issued in September 2017.

Day 3 Call for Papers
However, there will be an earlier call for papers for the two streams on the business of sport collecting and museums (see below).

If you are interested in presenting on one of the six topics listed above, please provide a possible title and an abstract of no more than 150 words. Due to the specialist nature of these subjects and the desire to construct the best possible program for the day, preference will be given to submissions received prior to December 1, 2016. If you would like to discuss the themes listed above please contact Jed Smith (jeds@mcc.org.au) for further information.

Please send your completed proposal to Michael Fahey and/or Jed Smith.
Michael Fahey (Sports Memorabilia Australia)
michael@sportsmem.com.au
Jed Smith (National Sports Museum)
jeds@mcc.org.au
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<th>Registration fees</th>
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Payments can be made through the nominated registration company (see ASSH website) or by credit card at the conference itself.

General enquiries to Erik Nielsen (asshsydney@gmail.com)