



INTERDISCIPLINARY COLLOQUIUM ON SPORT

COLLABORATION IN SPORT:
Activating Shared Responsibilities
to Address Sport-Related Challenges

Friday, 14 February 2025



We are delighted to invite you to join us at the 2025 Bond University Interdisciplinary Colloquium on Sport. The theme this year is 'Collaboration in Sport: Activating Shared Responsibilities to Address Sport-Related Challenges'.

The Colloquium began in 2010 as a 'round table' event, initiated by Emeritus Professor Jim Corkery from the Faculty of Law and founder of the Centre for Commercial Law. Now in its 15th year, it has evolved into a significant forum for the presentation and discussion of contemporary sport-related topics. Our aim is to exchange ideas and create collaborative opportunities across jurisdictions, disciplines and institutions.

We encourage the submission of Colloquium papers for peer review and potential publication in the Bond University Sports Law and Governance Journal. The Colloquium provides valuable opportunities for networking and building lasting professional relationships.

The truly interdisciplinary nature of our event is reflected in the broad institutional support we receive from by:

- Faculty of Law
- Bond Business School
- Health Sciences & Medicine
- Faculty of Society and Design
- Centre of Commercial Law and Governance
- Centre for Professional Legal Education
- Office of Research Services
- Office of Learning and Teaching
- Microcredential Unit



Friday, 14th February 2025

8.30am - 8.45am	Registration and Morning Coffee Lounge and Hallway, Level 3, Faculty of Law (Building 4), Bond University
8.45am - 9.00am	Opening Address Professor Tim Brailsford Vice-Chancellor and President, Bond University Case Study 1, Level 3, Faculty of Law (Building 4), Bond University
9.00am - 10.00am	Keynote Speaker Dr Mathew Dowling, School of Sport, Exercise and Health Sciences Loughborough University <i>Sport as a Polycentric Governing System</i>
10.00am - 10.30 am	Morning Tea Lounge, Level 2, Faculty of Law (Building 4)
10.30am - 12.00pm	Professor Jack Anderson, University of Melbourne <i>AI and the future of sport, law, and sports law</i> Professor Karen Sullivan, Queensland University of Technology, Brisbane <i>Sport-concussion and the live-sport commentator: how can we support best practice for public health messaging?</i> Dr Stephen Townsend, The University of Queensland <i>Between the Lines: Uncovering Concussion Narratives in Australian Sporting Biographies</i> Leon Harris, University of Sunshine Coast <i>Brain Game: The High-Stakes Reality of Adventure Sports</i>
12.00pm - 1.15pm	Lunch Lounge, Level 2, Faculty of Law (Building 4)
1.15pm - 2:15pm	Keynote Speaker Ross Ashcroft, National Integrity Manager, Australian Sporting Alliance for People with a Disability <i>Intentional Misrepresentation in Para-sport: What is it and Is Enough Done?</i>
2.15pm - 3.00pm	Professor Rick Burton, Syracuse University, New York <i>The Governance Role of a League Commissioner</i> Michael Connelly, CPR Group <i>Transforming Grassroots Sport Governance - Is a Volunteer-Based Structure Sustainable for the Long Term?</i>
3.00pm - 3.20pm	Afternoon Tea Lounge, Level 2, Faculty of Law (Building 4)
3.20pm - 4.30pm	Karen Powell, Deakin Law School, Victoria <i>A Case Study Analysis of Sport Climbing Victoria Governance Approach in preparing for the Tokyo Olympic Games</i> Assistant Professor Gaelle Brotto, Bond University <i>The Impact of Sports Programs on Women Experiencing Gender-Based Violence: A Meta-Analysis</i> Associate Professor Danny O'Brien, Bond University <i>Using Sport to Combat Gender-Based Violence in Papua New Guinea</i>
4.30pm - 5.00pm	Panel - Global Sport University Network <i>Interdisciplinary Collaborations - A wrap-up of the 2024 GSUN Conference. Future collaborations.</i>
5.00pm	Concluding Remarks
5.00pm - 6.00pm	Closing Reception with Drinks and Nibbles Lounge, Level 2, Faculty of Law (Building 4)

KEYNOTE PRESENTATIONS

DR MATHEW DOWLING

SCHOOL OF SPORT, EXERCISE & HEALTH SCIENCES, LOUGHBOROUGH UNIVERSITY

Dr Mathew Dowling is a Senior Lecturer in Sport Management within the School of Sport, Exercise and Health Sciences at Loughborough University, UK. Mathew is an internationally recognised expert in sport policy and governance and his research focuses on sport governance and organisational and systemic change within not-for-profit sport organisations. He has an established track record of publishing in leading journals within the field and has co-authored books within sport management, sport governance, and comparative methods in sport.

Keynote Title: Sport as a Polycentric Governing System

ROSS ASHCROFT

NATIONAL INTEGRITY MANAGER, AUSTRALIAN SPORTING ALLIANCE FOR PEOPLE WITH A DISABILITY

Ross Ashcroft is globally-minded, boasting a unique educational and professional journey across five countries—Australia, Singapore, China, Germany, and Canada—earning nine tertiary qualifications. His expertise spans Law and human rights, Chinese language and culture, Islamic studies, OHS, and High-Performance Sport, complemented by vocational qualifications in sports massage, personal training, strength & conditioning, and athlete well-being. Utilising his varied educational and professional experiences, Ross continues to advocate for human rights, inclusion, accessibility, justice, and procedural fairness in the sporting world, ensuring that both an individual's wellbeing as well as integrity lay at the heart of decision-making processes. His curiosity about the world, along with diverse education and experience, drives his dedication in his day job as National Integrity Manager at the Australian Sporting Alliance for People with a Disability (ASAPD), so that ASAPD and its member organisations can fulfil their purpose to create opportunities for inclusion of people with disabilities in all aspects of the sports ecosystem.

Aside from his role as National Integrity Manager of ASAPD, Ross currently serves as a Member of the International Paralympic Committee's Independent Board of Appeal of Classification and Independent Anti-Doping Tribunal, a Member of the Paralympic Australia Intentional Misrepresentation Independent Panel, a National Director of Floorball Australia, and is a National Level referee in the Para-sport of Boccia.

Ross regularly contributes to local, national, and international events, serving in athlete support roles, including as a consultant massage therapist to NRL, A-League, NBL and BBL teams, as well as visiting international rugby union teams. Ross' highlights working in sport include having massage roles at two Commonwealth Games, and roles with the Australian teams at the INAS Global Games 2019, Oceania-Asia Virtus Games 2022, and Virtus Global Games 2023 in Vichy. In 2024, Ross was awarded the Australian Sports Medal for his contribution to Australian sport for his work with athletes with intellectual impairments.

Keynote Title: Intentional Misrepresentation in Para-sport: What is it and Is Enough Done?

PRESENTERS

PROFESSOR JACK ANDERSON, UNIVERSITY OF MELBOURNE

Abstract Title - AI and the future of sport, law, and sports law

This paper seeks to address four points. The first is to give an overview of the current uses of AI in sport and including: stadium surveillance, ticketing, and the immersive fan experience; sports marketing, personalised content and fan engagement; talent identification, skill enhancement and development; data analytics; umpiring technology; and sports administration. Second, the paper will speculate on how the use of AI in conjunction with other technologies such as VR will likely change the way we play, consume and view sport in the future. In both sections reference will be made to the IOC's AI Agenda. Third, the paper will account for some of the regulatory, ethical, and legal issues engendered by the increasing use of AI in sport such as privacy, cyber security, intellectual property, data protection and even human rights law. Finally, the paper will speak briefly on the disruptive impact that AI has already had on the legal profession generally, and specifically on what to expect from, and for, the AI-enhanced sports lawyer of the future.

Jack Anderson is a Professor of Law at the University of Melbourne where he specialises in sports law. Jack is the Ethics Commissioner for World Boxing, and a member of the International Tennis Federation's Ethics Commission and the integrity unit of the International Hockey Federation (FIH). Formerly a CAS arbitrator (2016-2019), Jack is an arbitrator on World Athletics' Disciplinary Tribunal and for Sport Resolutions UK, Football Australia, and the National Sports Tribunal of Australia.

PROFESSOR KAREN SULLIVAN, QUEENSLAND UNIVERSITY OF TECHNOLOGY

Abstract Title -Sport-concussion and the live-sport commentator: how can we support best practice for public health messaging?

Sport-concussion is a major public health issue. Large audiences are exposed to this injury through the footage and commentary of live mass media broadcasts of professional sports such as the Australian National Rugby League (NRL). Past studies have found sport-concussion commentary underplays this injury, and it is unclear if this situation has changed. The present study used a publicly accessible database to obtain broadcast footage and commentary for 15 randomly selected suspected concussions from the 2024 NRL season. A suspected concussion was defined as any event leading to activation of the concussion protocol (Head Injury Assessment). The associated commentary for these 15 events was transcribed. Next, the transcripts were scored by two independent people against guidelines for sport-concussion commentary. Six of the 15 events received no or limited commentary at the time of injury. Of the remaining commentaries, while several transcripts were scored average or higher, several strengths and weaknesses were also identified. The recommendations to improve sport-concussion commentary include increased focus on player safety. Improving sport-concussion commentary could support improved sport-concussion awareness by members of the public. Greater knowledge of the practices that feed into accurate and responsible sport-concussion reporting could also support broadcasters who want to improve their commentary.

Professor Sullivan completed her PhD in clinical neuropsychology at the University of Melbourne in 1998, after earning a Bachelor of Arts in psychology and criminology. She has worked in clinical neuropsychology across various settings, including stroke wards, memory clinics, and rehabilitation. A registered psychologist with a clinical neuropsychology endorsement, she was also a Board-accredited supervisor from 2007-2021. Her research focuses on stroke, Alzheimer's, and mild traumatic brain injury, exploring the impact of health conditions on cognition and psychological states, as well as how psychosocial factors and therapies can aid recovery.

PRESENTERS

DR STEPHEN TOWNSEND, THE UNIVERSITY OF QUEENSLAND

Abstract Title: Between the Lines: Uncovering Concussion Narratives in Australian Sporting Biographies

Abstract: The concussion crisis in sport presents multiple challenges for sporting organisations, not least of which is eliciting cultural change. Many sports in Australia, particularly the football codes, have entrenched attitudes which valorise bodily sacrifice and make it difficult for players, coaches, and parents to adopt safer behaviours around concussion. Understanding the historical development of the values, attitudes, and beliefs which underpin these risky behaviours is an important part of challenging them in the present. However, locating historical evidence of athlete attitudes is a difficult task, owing partially to the lack of importance that many athletes assigned to concussion in the past.

The data for this project comes from a collection of approximately 50 biographies written by former and current Australian athletes, to identify descriptions of brain injuries and other relevant passages. From these data, I have constructed a database of quotes and stories which reveal the historical foundations of contemporary attitudes toward concussion in Australian elite sport. These stories augment our understanding of the current crisis by revealing what has changed and what has stayed the same about how elite Australian athletes approach brain trauma risk. These narratives also provide some insight as to how these icons of their respective codes may be influencing current debates about concussion.

Dr Stephen Townsend is an historian at the University of Queensland and a Research Fellow at the Queensland Centre for Olympic and Paralympic Studies. His research is focused on the historical development of the sport-health-nexus, with a particular focus on concussion and brain trauma in sport. He has published widely on concussion in academic outlets, including a 2024 special issue of the *Journal of Sport History* and a forthcoming edited book titled *Head in the Game* (Manchester University Press, 2025). He was an invited expert witness before the Australian Senate's 2023 inquiry into Concussion and Repeated Head Trauma in Sport and is a frequent media commentator on issues related to brain trauma in sport.

LEON HARRIS, UNIVERSITY OF SUNSHINE COAST

Abstract Title: Brain Game: The High-Stakes Reality of Adventure Sports

Abstract: The risks of concussion and other traumatic brain injuries have become accepted as an unfortunate part of the sport landscape, particularly in contact and combat sports.

But what about "adventure" sports such as surfing, skiing or snowboarding? There is growing unease that participants in these sports may be exposed to greater risk than might immediately be apparent from repeated subconcussive impacts to the brain (RSBIs) that do not result in a concussion but still cause long-lasting damage to the brain health of those involved. With a greater societal focus on brain health generally, it is important that activities like these are part of the conversation when mitigation measures and regulation are considered to reduce the risks of brain injury. The potential responsibility of governmental and inter-governmental agencies in sports that may not have a governing body for recreational participants for example needs to be considered. Additionally the important role of emerging and innovative technologies in order to better understand and then mitigate these risks should be examined.

Greater awareness of the actual risks arising from participation in adventure sports is needed and a willingness to reconceptualise the possible roles of government and private industry in partnership is required to ensure the continued safe enjoyment of these sports continues as important parts of Australian life.

Leon Harris practised law for over a decade in several of the Sunshine Coast's biggest firms. He experienced a wide variety of legal practice but has special interest and focus on Commercial Law and Litigation, Contract Law, Property Law and Succession Law. He has also taught extensively in secondary education and administration both in Australia and the United States and is the current lead author of the University of Cambridge Legal Studies text for Queensland. Leon presently teaches Evidence and Advocacy in the School of Law and Society at the University of the Sunshine Coast where he works as a Clinical Legal Educator. He is also a PhD student with UniSC in the area of contact sports and concussion with a focus on potential liability of governing bodies particularly with reference to women and children.

PRESENTERS

PROFESSOR RICK BURTON, SYRACUSE UNIVERSITY, NEW YORK

Title: The Governance Role of a League Commissioner

Abstract: While the public role of a commissioner may appear to a fan as one of the easiest jobs in sport, the fact is that commissioners wear multiple hats. This presentation looks briefly at the history of sport commissioners, why they were created/needed and what they do. The presentation then examines the role of a league commissioner, highlighting cases where decisions need to balance the best interest of the sport while also protecting the team owners investments.

Rick Burton is the David Falk Distinguished Professor of Sport Management at Syracuse University. He is the former chief marketing officer for the U.S. Olympic Committee (for the Beijing 2008 Summer Olympics) and Commissioner of Australia's National Basketball League. A graduate of Syracuse University's S.I. Newhouse School of Public Communications (BS) and Marquette University's Business School (MBA), Rick Burton has also served as a visiting professor at Kufstein University in Austria and was Syracuse's Faculty Athletics Representative (FAR) to the ACC and NCAA from 2014-2022. He is a regular columnist for several sports-related journals and news outlets. Burton is the co-author of multiple sport business books including *Business the NHL Way* and forthcoming *The Rise of Major League Soccer* (due out in May from Lyons) both with Norm O'Reilly.

MICHAEL CONNELLY, CPR GROUP

Title: Transforming Grassroots Sport Governance - Is a Volunteer-Based Structure Sustainable for the Long Term?

Abstract: Grassroots sports clubs in Australia face mounting challenges due to declining volunteerism, rising operational costs and evolving community expectations. This session will explore opportunities to transition from traditional, volunteer-run models to sustainable business frameworks, combining paid and volunteer roles. By addressing professionalisation and alternative governance structures, participants will gain insights into future-proofing clubs. Recent media scrutiny, including studies by the Australian Sports Commission and UNICEF, has highlighted the rising costs of community sports, often without fair comparison to other discretionary household expenses like music lessons or commercial recreation. This session challenges that narrative, arguing that such critiques rely on outdated, unsustainable volunteer-based operations and fail to account for the substantial support already provided by local Councils, state and national bodies, as well as the significant impact on the diminishing pool of volunteers. Because amendments to the Commonwealth Charities Act could be difficult to make and major changes to government funding structures for sport remain unlikely, clubs (or, more appropriately, not-for-profit sports businesses) must embrace sustainable business practices. This is needed to shift public perceptions of user-pays models and address the role of a shrinking volunteer base.

Michael Connelly is the Managing Director of CPR Group, bringing over 27 years of expertise in guiding sporting organisations through governance and strategic development. He has worked extensively with grassroots clubs and major sporting bodies, helping them implement strong governance frameworks and efficient practices. Michael's achievements include leading CPR Group's clubMENTOR program and developing the Club IQ educational resources and training videos for the Queensland Government. Known for his dynamic and practical approach, Michael has empowered literally thousands of clubs to build resilience, improve volunteer retention, increase profitability, expand facilities and ensure long-term success. His passion lies in helping sporting organisations thrive through good governance and strategic leadership.

PRESENTERS

KAREN POWELL, DEAKIN LAW SCHOOL, VICTORIA

Title: A Case Study Analysis of Sport Climbing Victoria Governance Approach in preparing for the Tokyo Olympic Games

The Tokyo 2020 Olympics introduced three new 'urban' sports to the Olympic Games - sport climbing, BMX and skateboarding - designed to energise and engage younger viewers. In the lead-up to its first Olympic entry, Australia's sport climbing federation sat outside the Australian government's high-performance funding systems. This case study analyses sport climbing volunteers' strategic use of Australia's governance frameworks, despite limitations of Australia's resource-dependence funding model.

A Victorian-based team of volunteers developed and implemented an innovative legal framework to allow high performance athletes to safely train for Olympic qualifiers during Covid-19 outbreaks. The small team of volunteers included a legal professional, climbing industry high-performance coach, international climbing official, licensed physiotherapist, and virologist. The resulting safety protocols allowed legal access to industry training facilities previously restricted under Victorian covid-related laws. These 'return-to-work' safety protocols were subsequently adapted by the state sporting organisation to provide industry guidelines for public to return-to-sport. Access to training demonstrated positive impacts to athletes and sport climbing in Australia in the subsequent Olympic cycles.

Karen's research focuses on regulatory legal practice and policy, examining how legal doctrines and frameworks shape highly regulated markets. She explores public accountability measures for businesses using regulatory systems for financial gain, with publications on licensing systems, corporate tax measures, and tax fairness. Currently, she is studying public accountability in mega-sporting organizations and their contractual obligations to host countries, sports organizations, and governments. With over 15 years as a practicing attorney, including roles as a tax judge, civil litigator, and executive manager in regulatory institutions, Karen has managed state tax trials and served as a mediator and Justice of the Peace. She holds a Juris Doctorate from Stanford Law School, an MSc in Tax Policy from Oxford, and a BA from Wesleyan University. Licensed in Montana and US federal courts since 2001, she also volunteers in sports governance at various levels.

ASSISTANT PROFESSOR GAELLE BROTT, BOND UNIVERSITY

Title: The Impact of Sports Programs on Women Experiencing Gender-Based Violence: A Meta-Analysis

Gender-based violence against women is a pervasive issue with significant negative impacts. Although various prevention interventions have been developed and tested, limited research has explored the potential benefits of sports programs for women facing gender-based violence. This study aims to provide a comprehensive overview of the existing evidence on the effectiveness of sports programs in reducing the negative impact of gender-based violence.

Driven by a strong commitment to fostering societal change, Gaelle is an accomplished academic with a solid foundation in Psychology and Criminology. Holding a Bachelor's degree in Psychology from the University of Lille 3 in France, along with both a Master's (by research) and a PhD in Criminology from Bond University in Australia, [Name]'s scholarly journey is marked by a deep interest in human behaviour and societal interactions. Their research focuses on victimology, criminal motivations, the dynamics of victim/offender overlap, intimate partner violence, and the use of typologies in understanding crime. Notably, their doctoral research was the first empirical investigation into the psychological characteristics that increase the risk of victimisation, particularly among female victims of interpersonal violence.

In addition to academic pursuits, Gaelle has a strong passion for sports, viewing it as a powerful tool for societal transformation. They are eager to combine this enthusiasm with their professional expertise to support initiatives aimed at reducing gender-based violence. By leveraging the universal appeal of sports, Gaelle seeks to promote a more inclusive and empathetic society where fairness, respect, and equality are actively practiced.

ASSOCIATE PROFESSOR DANNY O'BRIEN, BOND UNIVERSITY

Title: Using Sport to Combat Gender-Based Violence in Papua New Guinea

Since 2017, the Surfing Association of Papua New Guinea (SAPNG) initiated an innovative program called "The Pink Nose Revolution" that uses surfing to raise community awareness about gender-based violence (GBV), which while a scourge worldwide, is particularly rampant in the PNG context. This research uses qualitative methods to analyse this program and current efforts to expand its scope by collaborating with other stakeholders to broaden the program's positive societal impacts. The overarching research question is: What are the challenges and opportunities in growing a community-level sport-for-development program in a deeply resource-deprived context?

Sport-for-Development (SFD) scholars have recently borrowed a theoretical concept from the entrepreneurship literature, called bricolage, to understand managers' adaptive behaviour in resource-constrained environments. Essentially, bricolage is where managers "repurpose and flexibly engage existing resources to accomplish their goals" (Andersson, et al., 2024, p. 77). Or, as Baker and Nelson (2003, p. 330) put it, how managers "make do with whatever is at hand" to accomplish goals. Thus, it makes sense for SFD researchers to explore how social entrepreneurs can, "overcome and perhaps change resource-constrained environments by reconfiguring and leveraging the resources on hand" (McSweeney et al., 2024, p. 301).

While the data from this research are still being analysed, emerging results suggest some interesting outcomes. Innovative strategic thinking, which has manifest in bricolage behaviour, has resulted in the repurposing of scarce resources to create more equitable access to surfing equipment for women and girls, higher participation rates for women and girls, the attraction of high-profile international stakeholders such as the US State Department to support the cause, and the simultaneous initiation of community dialogue and increased awareness about GBV.

Dr. Danny O'Brien is an Associate Professor, Sport Management, and Higher Degree Research Director in the Bond Business School, Bond University, Gold Coast, Australia. His primary research interests explore event leverage, strategic management, and sustainable surf tourism. Danny's work appears in top-tier journals like *Journal of Sport Management*; *Sport Management Review*; *European Journal of Marketing*; *Annals of Tourism Research*; *Journal of Sustainable Tourism* and others. He is a Visiting Professor in the Center for Surf Research, San Diego State University, United States; and, the Plymouth Sustainability and Surfing Research Group, University of Plymouth, United Kingdom.



Together

by Imogen Clarence
Bachelor of Business / Bachelor of Social Science
(CRICOS 088309G)

The artwork represents the different communities coming together at Bond University. It is a diverse University and when we all come together, we shine.

Imogen Clarence is a proud Kamilaroi descendant of Kamilaroi people, raised on Bigambul Country (Goondiwindi).

Bond University

Gold Coast QLD 4229
Australia

Ph: +61 7 5595 3090

Email: centralevents@bond.edu.au



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