



International College of Management Sydney

In association with



**MACQUARIE
UNIVERSITY**

FACULTY OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS

GRADUATE STUDIES OFFICE

Sport in Australia
ICMS841

UNIT OUTLINE
Semester 2 - 2009

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit.

Lecturer: Michael Matthew

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1 About this Unit

1.1 Overview

This unit examines the nature of Australia's international reputation for sporting excellence that derives from a strong sport-orientated culture complimented by world-class capacities in sport science, sport coaching and sport management.

Sport science and management is an important and growing knowledge industry and sport administrators who understand all the relevant aspects of the business of sport will enhance the economical benefits of their organisations.

This unit is offered exclusively at the International College of Management Sydney (ICMS) at Manly.

Topics

- Introduction to sport in Australia
- History of sport and mass culture
- Ideologies of sport
- The rise of organised sport in Australia
- The social and political implications of sporting institutions
- Sport in the time of war
- Australian heroes
- Developments in Australian sport after WWII
- Research mythologies in sport
- Impact of globalisation on Australian sporting culture

1.2 Teaching Staff

The unit is taught by visiting lecturer Michael Matthew

Full details of Michael's background and his contact details are included in 5. Visiting Lecturer Information.

Michael is contactable before or after lectures as well as via email and phone at other times.

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mandm@bigpond.net.au

1.3 Classes - Unit Timing and Location

Friday mornings commencing at 10 a.m. in:

Week	Friday	Location
1	7 August	Great Hall
2	14 August	Great Hall
3	21 August	Classroom 1
4	28 August	Classroom 1
5	4 September	Classroom 1
6	11 September	Classroom 1
7	18 September	Great Hall
8	9 October	Great Hall
9	16 October	Great Hall
10	23 October	Great Hall
11	30 October	Great Hall
12	6 November	Great Hall
13	13 November	Great Hall

The weekly lectures/seminars will involve approx. 3 hours

1.4 Required Textbook

Cashman, Richard, *Paradise of Sport (The Rise of Organised Sport in Australia)*, Walla Walla Press, Sydney, reprinted 2009.

Note: Copies are available in the College bookshop.

Note: The author is in the process of writing a new edition of this book. He has very kindly allowed us to use a 'soft copy' of the new chapter: 13 Australian Sport in a Global Era.

1.5 Unit Web Page

A Blackboard site has been set up for this Unit at:

<http://learn.mq.edu.au>

Students log into Blackboard using their Student ID Number and myMQ Portal Password.

Click on ICMS841 to access this unit's resources.

This site contains copies (PowerPoint shows) of all the lecture notes / presentations.

It also contains other relevant presentations and other information.

1.6 Unit Learning Objectives and Learning Outcomes

The learning objectives and outcomes of the unit are many and varied. Primarily it is to get students familiar with the history of Australian sport and how we came to the current environment.

Students will understand the history of sport in Australia and have a detailed knowledge of its workings and place in Australian society: historical and today.

We also look at the current 'state of play' and likely future for Australian sport.

Specifically, during the unit we will:

- explore and debate the evolution of sport in Australia
- examine the evolution of numerous sports and sporting bodies including in detail:
 - Horseracing
 - Tennis
 - Swimming
 - Rugby League
 - Australian Rules Football
 - Cricket
- look at how sports are governed and administrated including contributions from current and former administrators.

The unit makes extensive use of the book's case studies as well as the lecturer's experience and that of his clients and friends.

1.7 Teaching and Learning Strategy

This lecture-based unit will use textbook readings, supplemental readings and extensive class discussion supported by 'homework' assignments.

The weekly lectures/seminars will involve approx. 3 hours:

- 'answering' the questions assigned from the previous lecture,
- discussion of the current lecture's topics and

- a detailed look at a particular sport

1.8 Unit Schedule – Summary

Week	Friday	Chapter	Topics
1	7 August	1	The British Inheritance Horse Racing – Part 1
2	14 August	2	An Unlikely Paradise Horse Racing – Part 2
3	21 August	3	City Games Tennis – Part 1
4	28 August	4 5	Amateur Vs. Professional Gender Tennis – Part 2
5	4 September	6	Community and Place Swimming – Part 1
6	11 September	7 8	Politics Aborigines and Issues of Race Swimming – Part 2
7	18 September	9	Ethnicity Rugby League – Part 1
	n/a	w/c 21 and 28 Sept.	College Break = no classes

Week	Friday	Chapter	Topics
8	9 October	10	The Media Rugby League – Part 2
9	16 October	11 12	Big Business Australia: A Paradise of Sport? Australian Rules Football – Part 1
10	23 October	13 2 nd edition	Australian Sport in a Global Era Australian Rules Football – Part 2
11	30 October	n/a	History of 'X' Sport in Australia – student presentations – Part 1 Cricket – Part 1
12	6 November	n/a	History of 'X' Sport in Australia – student presentations – Part 2 Cricket – Part 2
13	13 November	n/a	Final Exam 10 a.m. (same as lecture time) Venue = TBA

1.9 Unit Grading – Summary

Students will be graded as follows:

- Class Participation - 20%
- Class Presentation 10%
- Individual Research Paper - 20%
- Final Examination - 50%

Note: Students must pass the final exam to pass the Unit

- TOTAL 100%

Failure to pass the final exam will result in the student being given a mark commensurate with their exam mark.

2 Unit Schedule – Detail

2.1 Lecture 1 – 7 August

2.1.1 The British Inheritance

The European colonisation of Australia took place at an important juncture in the development of organised sport in Britain. It coincided with the reshaping of sporting culture, which was becoming more fashionable and more popular than before. Although this culture in Britain evolved progressively from the twelfth century, organised sport proper emerged in the second half of the eighteenth century, when a new wave of popularity gave rise to a more urban and commercial culture of sport.

The changes in sport at this time laid the groundwork for the spectacular expansion of sporting culture in the second half of the nineteenth century, variously referred to as the 'games revolution', the 'great sports craze' and the 'scramble for sport'

This lecture / chapter examines this background.

2.1.2 Horse Racing – Part 1

We have a detailed examination of a sport that has been part and parcel of Australian culture basically since 'Day 1'.

2.2 Lecture 2 – 14 August

2.2.1 An Unlikely Paradise

Australia was an unlikely paradise when Europeans first settled there with the ostensible objective of establishing a penal colony.

Survival in an alien and seemingly hostile environment was a primary concern. Recreation was far from the minds of those who arrived on the First Fleet. Very few bats, clubs, racquets, balls and racehorses were brought to Australia in the first decades of European settlement.

It may be that the dearth of sporting opportunities in the first penal settlements created a greater appetite for sport and leisure.

This lecture / chapter looks at these early days of Australian 'sport'.

2.2.2 Horse Racing – Part 2

We continue our detailed examination of a sport that has been part and parcel of Australian culture basically since 'Day 1'.

2.3 Lecture 3 – 21 August

2.3.1 City Games

Australia, from the 1850s, provided an ideal environment - economic, social and physical - for the creation of a sporting nation.

The discovery of gold in the 1850s brought great wealth and a rapidly increasing population and stimulated the development of a more sophisticated urban society with enough money to spend on sport.

Improvements in technology, communications and transportation and the rise of the mass media also laid the basis for a more organised culture of sport.

This lecture / chapter looks at how sports grew as our cities grew.

2.3.2 Tennis – Part 1

We have a detailed examination of a sport that started as a social pastime for the upper classes but went on to become one of Australia's most commonly played sports.

2.4 Lecture 4 – 28 August

2.4.1 Amateur Vs. Professional

Amateurism became the core and enduring ideal which dominated Australian sport for over a century.

With its emphasis on playing for fun rather than for pecuniary gain, the ideology of amateurism stressed the values of fair and spontaneous play, including respect for the rules and the opposition. The apostles of amateurism regarded money as the great evil which had much potential to debase sport.

This lecture / chapter looks at how amateurism evolved and dominated Australian sports for so long. We also look at its sudden and largely non-lamented 'death'.

2.4.2 Gender

Sport has played an immense role in Australia in the socialization of men and women, in discourse within and between the sexes.

It has been influential in dictating attitudes towards the body and desirable body shapes, and it has also, of course, enhanced male misogyny and female oppression.

Studying sport provides many insights into what it is to be male and female in Australia,

This lecture / chapter looks at the role of gender in sports and how male and female sports and sporting attitudes have evolved.

2.4.3 Tennis – Part 2

We continue our detailed examination of a sport that started as a social pastime for the upper classes but went on to become one of Australia's most commonly played sports.

2.5 Lecture 5 – 4 September

2.5.1 Community and Place

The association of sport with an aggressive tribalism was an important factor in the rise of organised sport in Australia.

Loyalty to the local sporting tribe, a suburban or country sporting team, was a crucial bond in many communities.

Sport was a form of social glue that helped men, women and children, identify with a particular territory (or territories), real or imagined, allowing them to emphasise with its political and economic system and to identify more with its history and desired future.

This lecture / chapter looks at the role of community and place in sports – how it evolved and also how relevant it is today.

2.5.2 Swimming – Part 1

We have a detailed examination of a sport that was a 'natural' for Australians given our coastal origins and climate.

It is one of Australia's favourite sports - or at least it is every 4 years when the Olympics are on!

Many of our national heroes and heroines have come from this sport.

2.6 Lecture 6 – 11 September

2.6.1 Politics

The belief that ‘sport and politics should not mix’ has been reiterated so consistently and frequently in Australia, both by people within sport and those who comment on it, that it is still widely accepted. Yet it is a very curious assertion. It does not take very long to demonstrate that sport has always been deeply enmeshed in all manner of politics, ranging from team selection, access to preferred grounds, disputes between one sport and another, and conflicts between players and officials.

There have been continuing debates about sports boycotts and acceptable sponsorship, about the indirect and direct involvement of politics in sport.

This lecture / chapter looks at the role of politics in sport – and sport in politics.

2.6.2 Aborigines and Issues of Race

Aborigines have participated more readily in sporting culture than in any other form of Australian culture. They have been overrepresented in some sports - notably boxing, some of the football codes and pedestrianism.

For better or worse, sport is immensely important to Aboriginal communities, who have developed their own traditions and champions within the framework of organised sport.

Sport also provides a popular theatre where the issue of racism has been raised.

This lecture / chapter looks at how Aborigines have been affected by sport and vice-versa.

2.6.3 Swimming – Part 2

We continue our detailed examination of a sport that was a ‘natural’ for Australians given our coastal origins and climate.

It is one of Australia’s favourite sports - or at least it is every 4 years when the Olympics are on!

Many of our national heroes and heroines have come from this sport.

2.7 Lecture 7 – 18 September

2.7.1 Ethnicity

Undoubted sport has had some part in reducing ethnic tensions within Australia and creating a broader common ground of Australian identity.

Whether sport, and soccer in particular, has helped or hindered non-English-speaking immigrants in establishing themselves in Australia and in relating to other communities is still a matter of lively debate.

Media focus on 'ethnic' sports and ethnically based sports clubs may have caused them to lose sight of an opposite process: the ease and speed with which sons (and to a much lesser extent, the daughters) of immigrants gravitate to established Anglo-Celtic sports.

It is likely that future Australian sport will become more international and multicultural than before.

This lecture / chapter looks at the effect of immigrants on sport and vice-versa.

2.7.2 Rugby League – Part 1

We have a detailed examination of this popular (at least in NSW and Queensland) football code. We look at its origins in its split from Rugby (Union) in the early 20th century through to the current NRL.

2.8 Lecture 8 – 9 October

2.8.1 The Media

Organised sport was and is virtually a child of the media: the media gave and continue to give sport its shape, form and appeal.

The arrival of the mass media, along with the emergence of photo journalism and the visual media, provided sport with new forms, images, ideologies, and greater popularity than before.

The media have played a pivotal role in the rise of organised sport, creating the familiar images of sport and the moral universe in which sports operate. They have helped to popularise sport, extend its influence in Australia and create virtually a separate moral and cultural world.

Sport, the sports pages and the sports segments on radio and television are a separate and distinct area of Australian life.

This lecture / chapter looks at the effect of the media on sport and vice-versa.

2.8.2 Rugby League – Part 2

We continue our detailed examination of this popular (at least in NSW and Queensland) football code. We look at its origins in its split from Rugby (Union) in the early 20th century through to the current NRL.

2.9 Lecture 9 – 16 October

2.9.1 Big Business

The nexus between sport and big business has become readily observable in recent decades with the display of company logos on costumes, the sponsorship of teams, cups and competitions, and the renaming and commercial branding of contests, such as the Foster's Melbourne Cup which became the Emirates Melbourne Cup.

Many have assumed that this is a new phenomenon, but there have been close links between sport and business for more than a century.

This lecture / chapter looks at the effect of big business on sport and vice-versa.

2.9.2 Australia: A Paradise of Sport?

A short lecture / chapter which discusses the question as to whether Australia is a 'Paradise of Sport'.

2.9.3 Australian Rules Football – Part 1

We have a detailed examination of Australia's home grown football code. The most popular football code in Australia it has an amazing popularity in the Southern states and Western Australia.

We look at the game's origins in the mid 19th century through to the AFL of today.

2.10 Lecture 10 – 23 October

2.10.1 Australian Sport in a Global Era

Australian sport has undergone massive changes since the late 1960s and the pace of global change has intensified with each passing decade. Globalisation has been one of the key factors in the changed quantity and quality of sport, it has led to many new relationships and altered the structure and shape of Australian sport. It has also challenged many of the values and traditions that have been accepted in the past as the rationale for the promotion of sport in the community.

In the past few decades there has been greater interconnectness between Australian and global sport. The process has vast implications for the future of Australian sport. By placing greater emphasis on the top levels of competition, globalisation has weakened many suburban and rural leagues and created a significant gap between the elite and lower tiers of sport.

This lecture / chapter discusses the state of Australian sport today – in this age of globalisation.

Note: this chapter (13) is not in the current edition of the textbook but the author, Richard Cashman, has very kindly provided us with a draft copy from the forthcoming 2nd edition of his book.

2.10.2 Australian Rules Football – Part 2

We continue our detailed examination of Australia's home grown football code. The most popular football code in Australia it has an amazing popularity in the Southern states and Western Australia.

We look at the game's origins in the mid 19th century through to the AFL of today.

2.11 Lecture 11 – 30 October

2.11.1 History of ‘X’ Sport in Australia – Part 1

This lecture involves student presentations of the History of ‘X’ Sport in Australia.

Refer 3.2 Research Assignment and 3.3 Class Presentation.

2.11.2 Cricket – Part 1

We have a detailed examination of Australia’s most popular ‘Summer’ sport: cricket which is popular over the length and breadth of the land.

The game is steeped in tradition and is often seen as integral to Australia’s development and history.

2.12 Lecture 12 – 6 November

2.12.1 History of ‘X’ Sport in Australia – Part 2

This lecture involves continued student presentations of the History of ‘X’ Sport in Australia.

Refer 3.2 Research Assignment and 3.3 Class Presentation.

2.12.2 Cricket – Part 2

We continue our detailed examination of Australia’s most popular ‘Summer’ sport: cricket which is popular over the length and breadth of the land.

The game is steeped in tradition and is often seen as integral to Australia’s development and history.

As this is the last lecture for the course it will also cover revision of the semester and ‘critique’ of the assignments.

3 Unit Grading

3.1 Class participation

'Class Participation' will consist of both a student's actual participation (contributing to discussion, answering questions etc.) during the formal 'lectures' combined with the quality of their 'homework' which will be required to be submitted each week.

3.1.1 'Homework'

At the conclusion of each lecture, students will be given their 'homework' assignments, which will consist of answer a series of 'questions at the end of each chapter as set by the lecturer.

A full list of the homework questions is included in the Unit's Blackboard site.

Students should bring two copies of their homework to the following week's lecture. One of these copies is for the student to use during discussion etc. The other will be handed in to the lecturer for assessment. Your name, student id and signature should be on the front page.

An example 'front page' is included on the Unit Blackboard site.

3.1.2 Assessment

This is an evaluation of your contribution in class to the discussion of the lectures/textbook and questions set along with your submitted formal (written) answers.

Of the 20% allocated to class participation, half will be based students' marks for homework.

Contributions in class will be prorated weekly with the following being an indication of the marks a student can expect to receive:

- 10 - Asks good questions, makes valuable observations and answers questions effectively on an ongoing basis.
- 7.5 - A frequent participant, but all questions, answers or observations are not always effective.
- 5 - Only participates infrequently or questions/answers do not reflect adequate preparation.
- 2.5 - Very rare preparation or questions/answers reflect little or no preparation or very late to class.
- 0 - Displays no sign of life or absent for the entire class.

Students are expected to attend class and participate.

Not attending class will have an influence on this portion of a student's grade since they can't participate if they don't attend.

Students are also expected to provide homework on the scheduled dates (the lecture following). Failure to provide homework will mean that students cannot earn marks for those weeks missed.

3.2 Research Paper

This paper is worth 20% of assessment and is to be submitted following Lecture 10 (23 October).

3.2.1 The required paper: The History of 'X' Sport in Australia

In the unit we cover 6 sports in detail and numerous others in varying depth.

There is obviously not enough time to cover all sports in depth.

This assignment and the associated student presentations will enable us to examine in more detail other sports that are of particular interest to students.

You are to select a sport of interest to you and to write a paper on it e.g.: The History of Professional Wrestling in Australia.

Note: papers on what is today called 'Sports Entertainment' are also acceptable.

Exclusions: Horse Racing, Tennis, Swimming, Rugby League, Australian Rules Football and Cricket which are already covered in class.

3.2.2 The 'rules' for undertaking this project

The paper is to be written individually.

Please note the following:

- The paper should not exceed 6000 words
- You are able to use any e.g. graphics you want. Feel free to be creative.
- 2 copies of the paper should be submitted. The 2nd should be 'electronic' – on e.g. CD.
- The student id and signature of the student should also be on this cover sheet.
- Whilst the assignment should follow academic standards in relation to non-plagiarism, recognition of sources etc.; the report presented should be of a professional standard in terms of content and layout. It should include:
 - A Table of Contents
 - An Executive Summary
 - Appropriate use of headings, sub headings etc.
 - **Single spacing** and no 'widows and orphans' (paragraphs that go over a page)

3.3 Class Presentation

This presentation is worth 10% of assessment and will be presented during lectures 11 (30 October) and 12 (6 November).

3.3.1 The required presentation: The History of 'X' Sport in Australia

For the sport selected in 3.2 Research Paper students will also give a class presentation.

The presentation should be of roughly 15 minutes length plus 5 minutes for questions.

Students can use any media they want.

Feel free to be as creative as you want to be!

3.4 Examination

The examination is worth 50% of the unit's assessment.

Note: Students must pass the final exam to pass the Unit

Failure to pass the final exam will result in the student being given a mark commensurate with their exam mark.

The exam will be held at 10.00 a.m. on Friday 13 November. It will be held at the International College of Management's Manly campus.

If it is a 'manual' (handwritten) exam it will be held in the Great Hall.

It may be an 'online' (typed on a computer) exam whereupon it will be held in a computer lab.

Calculators are not necessary and are not permitted in the exam.

Normal paper dictionaries are permitted in the exam. No electronic dictionaries or electronic devices of any type are permitted in the exam.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at www.reg.mq.edu.au/Forms/APSCon.pdf

You are advised that it is Macquarie University policy not to set early or delayed examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official University examination period, and can attend the exam at the designated time and place.

4 University Policies and Support Services

4.1 University Policy on Grading

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

4.1.1 Grade definitions

HD	High Distinction 85-100%	<i>Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.</i>
D	Distinction 75-84%	<i>Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.</i>
Cr	Credit 65-74%	<i>Denotes performance which is substantially better than would normally be expected of competent students in the unit.</i>
P	Pass 50-64%	<i>Denotes performance which satisfies unit objectives.</i>
PC	Pass Conceded 45-49%	<i>Denotes performance which meets unit objectives only marginally.</i>
F	Fail 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily.</i>
FA	Fail Absent 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination</i>
W	Withdrawn	<i>No grade as student withdrew with permission prior to final examination</i>
I	Incomplete	<i>Grade yet to be determined as all assessment tasks have not yet been completed</i>
IS	Incomplete Supplementary	<i>Supplementary examination approved and yet to be completed</i>

4.2 Plagiarism

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at:

<http://www.student.mq.edu.au/plagiarism>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

4.3 Student Support Services

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at <http://www.student.mq.edu.au>

5 Visiting Lecturer Information

Michael Matthew, Principal, Matthew and Matthew

mandm@bigpond.net.au

Formerly a partner with a 'Big 4' accounting firm responsible for their Risk Management practice in Sydney, Michael left in September 1998 to form his own Business Consulting practice, Matthew and Matthew with his similarly qualified wife.

Matthew and Matthew is a niche business consulting firm whose range of services includes providing outsourced finance department services (accounting) to a range of companies including Australian subsidiaries of foreign companies.

They also specialise in writing customised training courses for organisations on things like:

- Leadership and teamwork
- Report writing
- Sales and proposal writing
- Finance for non-finance executives

Michael's clients during his career have included numerous sporting bodies and clubs.

These clients include the Sydney 2000 Olympics, the AFL (nee VFL), the Australian Rugby League Foundation, Premier Media Group (Fox Sports), News Limited and numerous sporting clubs.

His work with them has included accounting/audit and systems (IT) work as well as general counsel.

Numerous of Michael's former staff and many of his friends hold senior positions in sporting organisations and related companies.

Despite being certified as uncoordinated by the Australian Institute of Sport Michael has a passionate interest in this area, particularly in relation to his beloved Collingwood Football Club and the Melbourne Storm.

He believes in the ethos espoused by H.G Nelson and Rampaging Roy Slaven in that: **“Too much sport is not enough”**

Michael is described as an 'interesting' and entertaining speaker who has won numerous best paper awards. He 'lives' by the creed of his hero: Jesse 'The Body' Ventura (ex-WWE wrestler, former Governor of Minnesota and perennial U.S. Presidential aspirant): **“You've gotta tell it like it is”!**