



Sport and Alcohol: Understanding the Mix (Conference)

The Centre for Studies in Sport and Exercise at Massey University are running a conference entitled '*Sport and Alcohol: Understanding the Mix*' on February 8–10, 2005, in Palmerston North, New Zealand. The Conference is a joint undertaking between Massey staff involved in sport and exercise teaching across the colleges of Business, Science and Education.

The Conference will critically analyse and debate the relationship between New Zealand sport and alcohol especially in relation to:

- Social issues (eg, youth, gender, culture, socialisation)
- Health issues (social marketing, holistic health issues)
- Performance issues (the effects of alcohol on sport performance)
- Business issues (sponsorship, management, marketing, legal issues, event management, media)



Speakers include:

- *Peter FitzSimons* – ex-Wallaby, author, and rugby commentator
- *Dave Currie* – NZ Olympic team Chef De Mission
- *Bernice Mene* – ex-Silver Fern Captain
- *Professor Wray Vamplew* – Researcher from Stirling University in Scotland
- *Greg Cox* – Australian Institute of Sport
- *Professor David Gerrard* – Scholar and former NZ Olympic team Chef De Mission
- *Andrew Martin* – Former All Black Manager
- *Glenda Hughes* – Sports Agent and former sport manager
- *Professor Gary Hermansson* – NZ Olympic team sport psychologist
- *Andrew Dawson* – Sydney Olympic Stadium Manager

- *Dr Farah Palmer* – Scholar and dual World Cup Winning Captain of Black Ferns
- *Graham Seatter* – Commonwealth Games Athlete/Coach and Lion Nathan Sponsorship Director
- *Norm Hewitt* – Former All Black
- *Doug Rollerson* – Former All Black and North Harbour Rugby CEO
- *Hugh McGahan* – Kiwi Rugby League Great and former administrator
- Representatives from other relevant groups like Alcohol and Liquor Advisory Council (ALAC), the New Zealand Rugby Union (NZRU), and Lion Nathan.

A light-hearted debate between high-profile athletes, sports management personnel and media personalities is being organised for the conference dinner.

Full Cost: NZ\$680 GST inclusive.

Single Day Registrations: NZ\$300 GST inclusive.

Group registration discounts will be negotiated depending upon specific details.

For more general and registration information please check out our website:

<http://www.sport-alcohol.co.nz>

Proudly sponsored by: ALAC, The Institute of Food Nutrition and Human Health, Massey University Department of Management, Lion Nathan, Kingsgate Hotels and Resorts, Origin Pacific, The New Zealand Rugby Football Union