

2011 Rugby World Cup Research Workshop (90-minute workshop)

Contact details

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Aim of paper and research questions

Rugby New Zealand 2011 Ltd (RNZ2011) is the company responsible for the delivery of the 2011 Rugby World Cup (RWC). The purpose of this workshop is to 1) share the first-hand experiences of scholars that negotiated the formation of a Research Advisory Board (RAB) and a Research Consortium (RC); and, 2) explore research collaborations and synergies between and amongst researchers.

The purpose of this presentation is to examine the issues regarding their efforts to develop a program of research for the RNZ2011 and its stakeholders that provides 1) a basis for informed decision-making before the event; and, 2) an evidential basis for determining the extent to which the outcomes/legacies of the event were achieved. On the other side of the equation, the presentation also examines initiatives of New Zealand based researchers to engage with the RNZ2011 to ensure a multi-disciplinary, multi-dimensional, multi-faceted, systematic and coordinated approach to RWC2011 research. There is an increasing amount of scholarly research being conducted on both major and mega sporting events, as part of a growing interest in events research (Getz, 2008). Despite this growth, there is no published research suggesting the existence of a systematic and coordinated approach to research one of these events that has involved the academic community. The purpose of the RAB is to 1) engage with RNZ2011 Ltd, the Government RWC Office and their respective stakeholders to develop, maintain and review a comprehensive RWC2011 research agenda; 2) encourage researchers, consultants, scholars and graduate students, both nationally and internationally, to conduct research relevant to the events; and, 3) provide research-related advice to RNZ2011 Ltd and its stakeholders. The purpose of the RC is to conduct research that provides 1) a basis for informed decision-making by the RNZ2011 Ltd, and its stakeholders; and, 2) an evidential basis for determining the extent to which the outcomes of RNZ2011 Ltd and its stakeholders have been achieved. The interim results of this research are consistent with existing research into university-industry partnerships. These are funding (Harman, 2001; Harman & Sherwell, 2002), the culture gap between industry and academia (Berman, 2008) and the management of intellectual property issues (Thompson, 2003). The interim results also highlight the utility of the approach adopted by RNZ2011 Ltd being replicated by other major and mega events.

After this introduction, the RNZ2011 Research Agenda will be released and the remainder of the session will provide a forum for discussing innovative research questions and methods, collaborative research opportunities, as well as trans-national, national and regional funding opportunities. The workshop will close with an invitation for all attendees to become active members of the RNZ2011 Research Consortium.

References

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- Harman, G., & Sherwell, V. (2002). Risks in university-industry research links and the implications for university management. *Journal of Higher Education Policy and Management*, 24(1), 37-51.
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- Thompson, T.B. (2003). An industry perspective on intellectual property from sponsored research. *Research Management Review*, 13(2), 3-11.