



## FACT SHEET

### SPORT KNOWLEDGE AUSTRALIA PARTNERS WITH THOMSON LEARNING AUSTRALIA

#### In Brief

- Sport Knowledge Australia (SKA) has entered a partnership with Thomson Learning Australia (TLA) to deliver sport educational products world-wide.
- SKA will offer education programs in partnership with TLA, concentrating initially on Sport Management, Facilities Management and Event Management.
- SKA and TLA will target the Asia Pacific region.
- Awards will be issued by TLA in association with SKA.

#### Global Education

A UNESCO report states:–

- The global market for higher education and training exceeds \$US27 billion.
- As of 1998 there were 48 million students worldwide.
- 17 million are Asian (35%).
- 3% of Chinese 18-22-year-olds have access to higher education.
- By 2025 it is estimated there will be 159 million learners – 87 million (55%) will be located in Asia.

#### Sport & Education in Asia

- China, host to the 2008 Beijing Olympics and 2010 Asia Games, has a sport industry which contributes 0.03% to the GDP.
- By 2010 Guangdong Province aims for sport to make up 1% of the GDP.
- It is estimated that in major western economies sport is responsible for 2% of the GDP.
- India's sport industry is also set to grow rapidly with their hosting of the Commonwealth Games in 2010 and the Asian Games in 2014. India has indicated its intention to make a strong bid for the 2016 Olympics.

#### Thomson Fact File

[www.thomsoneducation.com.au](http://www.thomsoneducation.com.au)

[www.thomson.com](http://www.thomson.com)

- Dr Alan Bowen-James is the General Manager of Thomson Education, the education services arm of Thomson Learning Australia, a division of Thomson Learning (US).
- The Thomson Corporation ([www.thomson.com](http://www.thomson.com)), with 2005 revenues of \$8.70 billion, is a global leader in providing integrated information solutions to business and professional customers. Thomson provides value-added information, software tools and applications to more than 20 million users in the fields of law, tax, accounting, financial services, higher education, reference information, corporate e-learning and assessment, scientific research and healthcare. With operational headquarters in Stamford, Conn., Thomson has approximately 40,000 employees and provides services in approximately 130 countries. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC).

- Thomson Learning provides integrated learning products, services and solutions to individuals, school and higher education institutions and businesses. Among the world's largest providers of tailored learning solutions, Thomson Learning delivers content and services that foster academic excellence, professional development and measurable competitive advantage.
- Integrating the publishing resources of Thomson Learning Australia along with a strong commitment to encouraging and supporting life-long learning and development, Thomson Education Direct has become Australia's largest private provider of distance education with more than 30,000 students currently enrolled. As a Registered Training Organisation, Thomson Education Direct delivers quality distance education courses in the Vocational Education and Training sectors, covering subject areas such as health, well-being and community services, business and marketing, journalism, tourism, computer studies and IT, counselling, creative arts and hospitality.
- Through the continued development of learning programs and partnerships with industry peak bodies such as the National Institute of Accountants and now Sport Knowledge Australia, Thomson Education students will achieve highly-relevant recognised course outcomes across the educational spectrum.

### **SKA Fact File**

[www.sportedu.org](http://www.sportedu.org)

- Based in Sydney, Sport Knowledge Australia (SKA) was established through a \$A8.6 million grant from the Australian Government in July 2004.
- SKA is jointly owned by the University of Sydney, University of Technology Sydney and the Sydney Olympic Park Authority.
- The organisation officially launched its educational products into the market place in June 2005.
- CEO is Leighton Wood, former head of Melbourne's 2006 Commonwealth Games.
- SKA delivers executive-level education and knowledge sharing on sports management, coaching and science via educational programmes, commissioned case studies and research projects within Australia and through partnership programmes overseas.
- SKA aims to assist the continued global growth of the sports industry, helping more communities around the world benefit from Australia's strong sporting culture.
- In August 2005 SKA conducted a seminar on Player Valuation featuring an internationally renowned expert from Leeds University, Dr Bill Gerrard. This seminar attracted 31 participants from the professional sporting codes across Australia.
- In late August 2005, SKA's first seminar outside Australia was run at Beijing's Tsinghua University. The Beijing seminar was a high-end programme led by Simon Weatherill, CEO of the Victoria's State Sport Centres Trust, (which comprises the Melbourne Sports and Aquatic Centre and Melbourne School of Sports & Recreation Management, as well as the State Netball and Hockey Centre at Royal Park, Melbourne).

- In October 2005, SKA ran its first residential programme entitled Executive Sport Management, which attracted six international participants. The programme included specially commissioned contemporary case studies delivered by leading academics from across Australia in partnership with industry leaders such as Andrew Demetriou (Australian Football League) and Stephen Tew (former CEO, Canterbury Bulldogs). Malcolm Speed, CEO of International Cricket Council also addressed participants on dealing with the demands placed on a sport CEO.
- Link to media release: [www.sportedu.org/news.asp](http://www.sportedu.org/news.asp)
- In November 2005, SKA ran its inaugural four-day Elite Sport Coaching Programme. Delivering the programme were Dr Istvan Gorgenyi (Olympic gold medal-winning former water-polo coach) John Buchanan (Australian Cricket coach), Ric Charlesworth (of cricket and hockey fame as an international player and coach), Don Talbot (former National Head Coach, Australian Swimming), Kenneth Graham (Head of Sport Science at the NSW Institute of Sport), Professor Kevin Norton (SKA's Director of Research and Knowledge Services and School of Health Sciences, University of South Australia), Associate Professor Martin Thompson (School of Exercise and Sport Science, University of Sydney), Dr Donna O'Connor (Faculty of Education University of Sydney), Dr. Cliff Mallett (School of Human Movement Studies, University of Queensland and Australian Track and Field Relay Coach).
- In December 2005 SKA ran its first course in partnership with the prestigious Indian School of Business in Hyderabad – Sport Management – Strategies and Implementation – it attracted participants from 5 countries including South Africa, Singapore and Malaysia.
- In March 2006, on the eve of the Melbourne Commonwealth Games, SKA signed a Memorandum of Understanding (MoU) with the Tianjin Sports Bureau – a forerunner to delivery of leading edge sport science and management education programmes in China.
- At the same time in Melbourne, SKA presented its first International Sport Facility Management Program in partnership with Melbourne's Sports and Aquatic Centre. This programme attracted 15 participants from seven countries, including Canada, Ireland, South Africa and England.
- In April 2006, SKA will sign an agreement to become exclusive Asia Pacific supplier of sport education products to Thomson Education. The partnership will concentrate its efforts on the Asia Pacific region.
- 8-14 June will see SKA stage its inaugural Major Event Management Programme which will take place at Sydney Olympic Park. It will comprise presentations from leaders in the global event industry and a learning environment designed by leading academics.

**SKA's mission is:**

- To provide leading-edge sport education products.
- To develop, maintain and broker a superior knowledge repository that harnesses global capacity for the benefit of the international sport industry.
- To promote Australia as a leader in sport knowledge.

**SKA's value proposition is the delivery of sport education products that are:**

- Market driven – courses are structured and delivered to suit the knowledge, location and time constraints of students, according to market research.
- Leading Edge – SKA delivers the benefits to our students of a knowledge system that captures the latest in sport industry and academic knowledge from Australia and abroad.
- Practical – SKA marries the latest lessons of the sport industry with theories and principles from academia to deliver practical education.
- SKA's unique strength lies in its ability to identify the latest in sports industry knowledge via a well-resourced and sophisticated knowledge system.
- SKA's business is education, not consulting. Using a market driven approach the SKA products fill professional development niches domestically as well as satisfying international client needs.
- Sports science /management is an important and growing knowledge industry. No individual institution comprehensively provides education in science, research and management expertise across the entire sector. SKA aims to harness, package and deliver this expertise through education programmes of the highest standard across the globe.

**Scholarship Programme**

SKA has awarded Postgraduate Scholarships to six candidates for Doctorates in Sports Science and Sports Management. Highly competitive, only the best students in their fields were considered. Their research topics represent the cutting-edge in Sports Science and Sports Management knowledge and range from athlete performance and the learning of sport specific coordination; through coaching effectiveness; to the population-health benefits of exercise; and management of intellectual property in global markets. SKA is developing world-lead expertise in Sports Science and Sports Management.

## **KEY MANAGEMENT PROFILES**

### **Peter Kerr - Chair**

Kerr has over 25 years' experience in all aspects of banking and finance, property and construction. He acts for a number of Australia's major banks and financial institutions. He is also well known in Australian sporting circles. Honoured to give the Olympic Oath on behalf of all Officials at the Sydney 2000 Olympic Games, Kerr is Chairman of the Australian Water Polo Association and has been appointed one of five members to the FINA [Doping] Panel.

*Bachelor of Laws (University of Sydney), Master of Applied Finance. (Macquarie University)  
Partner law firm Kemp Strang*

#### **Sport roles:**

1996 to present President Australian Water Polo.  
1978-1979 member Australian Water Polo team  
1996 and 2000 Olympic Games Water Polo Referee  
2000 Olympic Games Made Judges Oath Opening Ceremony  
2000 to present member FINA Doping Panel  
Life member NSW Water Polo Inc

### **Leighton Wood - Chief Executive**

Chief Executive of Sport Knowledge Australia, Leighton Wood, is enjoying a distinguished career in executive sport administration.

In his role with SKA, Wood is charged with positioning Australia as a world leader in sport knowledge through the international delivery of sport education products.

The former Chief Executive of the Melbourne 2006 Commonwealth Games Organising Committee and Melbourne Major Events Company, Wood has an MBA from Bond University and is a graduate of the Advanced Management Program at Harvard University.

Prior to joining SKA he was Chief Executive of Princess Alexandra Hospital Foundation in Brisbane where he raised funds to support 160 medical researchers. Over the previous seven years he helped position Melbourne as a world sporting and event capital.

With Melbourne Major Events Company, Wood was instrumental in winning events for Melbourne such as the 1997 World Cup Soccer Qualifier, the 1998 Presidents Cup golf tournament, the 2000 USA Dream Team v Australia Basketball Challenge and the 2002 World Masters Games.

For the 2006 Commonwealth Games Organising Committee, he developed the \$600 million plus event's master plan including the establishment of its vision, positioning, marketing and operations.

### **Associate Professor Paul Jonson - Director of Academic Programme/ Deputy CEO**

*BA(Hons), LLB Sydney, GDLeisSt, PhD UTS  
School of Leisure, Sport and Tourism, University of Technology, Sydney*

#### **Key capabilities:**

Sport and the law, socio-cultural foundations and theory of sport and leisure.

#### **Record:**

Dr Jonson is a lawyer specialising in sports law. His publications and research interests include compensation for breaches of contract for sport services, risk management, sport judiciaries and constitutions (of which he has written several). He is also the author of the Sao Paolo Declaration on Leisure and Globalisation for which he subsequently received a UNESCO Participation Grant. He is the current Chair of the Law and Policy Commission of the World Leisure Organisation.

As an educator, Dr Jonson received the Australian University Teaching Excellence Award (1998) and the UTS Excellence in Teaching Award (1993).

**Professor Kevin Norton - Director of Research & Knowledge Services**

*Bed (PE) Hons, MA, PhD FACSM*

**Key capabilities:**

Physical education and biology, cardiovascular physiology, exercise science, health sciences, sports science.

**Record:**

Fellow of the American College of Sports Medicine, Kevin Norton joined SKA from the University of South Australia where, since 2003, he has been Professor in Exercise Science, School of Health Sciences. Norton's academic research earned an Honours degree in Physical Education and Biology and a Master of Arts degree in Exercise Physiology from Flinders University as well as a PhD degree from the University of Georgia (specialising in Cardiovascular Physiology.)

He is a member of the Australian Association for Exercise and Sports Science and of Sports Medicine Australia (Australian Sports Medicine Federation). He has lectured at the University of Newcastle, University of NSW and been a Director of the Human Bioenergetics Laboratory researching aspects of metabolic control during physical activity and sport.

He has published 37 journal articles, 15 books and chapters, five software programmes and 52 conference papers.

He was Secretary-General of the International Society for the Advancement of Kinanthropometry (ISAK) from 1998- 2002 and is an ISAK accredited Level 4 anthropometrist.

In 2000, Norton was awarded the University of South Australia Chancellor's Award for his work with the media which has seen him provide expert opinion to diverse local and international outlets including *USA Today*, the *Wall Street Journal*, the *Economist* as well as every major Australian newspaper and television and radio current affairs shows.