

Where to now

Professors Kristine Toohey & Chris Auld
Griffith Business School

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Outline of Session

- Where to now for you? CA
 - And how do you know when you get there?
- How to evaluate KT
- Review of Day 3
- Program Overview, Summary and Conclusion
- **OUTPUT**: Evaluation

“The really nice thing about not planning is that failure comes as a complete surprise and is not preceded by a period of worry or depression”!!

A man in a hot air balloon realised he was lost. He reduced altitude and spotted a woman below. He descended a bit more and shouted, "Excuse me, can you help me? I promised a friend I would meet him an hour ago, but I don't know where I am."

The woman below replied, "You're in a hot air balloon hovering approximately 30 feet above the ground. You're between 40 and 41 degrees north latitude and between 59 and 60 degrees west longitude."

"You must be in Information Technology," said the balloonist.

"I am," replied the woman, "How did you know?"

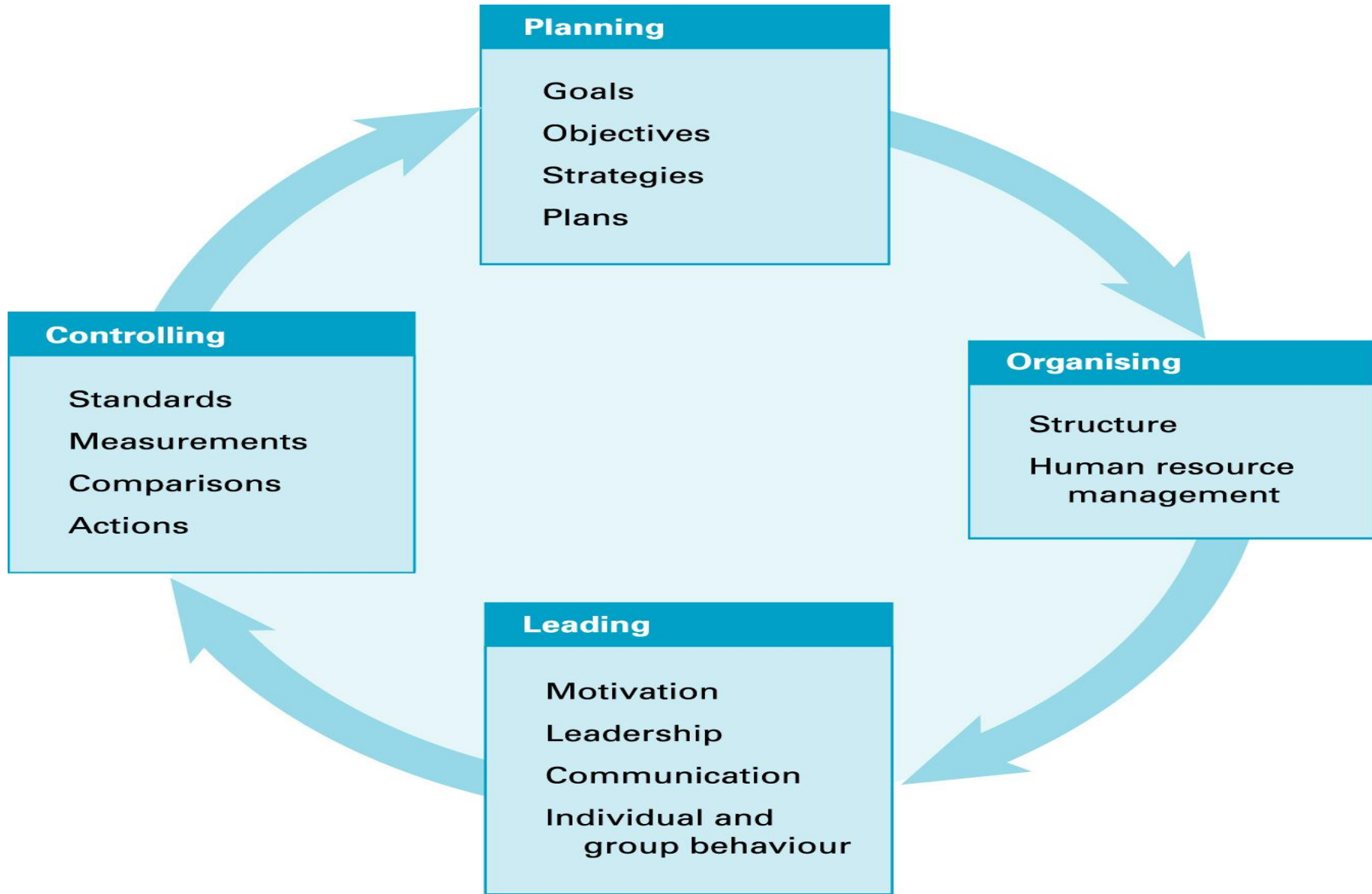
"Well," answered the balloonist, "everything you told me is, technically correct, but I've no idea what to make of your information, and the fact is I'm still lost. Frankly, you've not been much help at all. If anything, you've delayed my trip."

The woman below responded, "You must be in Management."

"I am," replied the balloonist, "but how did you know?"

"Well," said the woman, "you don't know where you are or where you're going. You have risen to where you are, due to a large quantity of hot air. You made a promise, which you've no idea how to keep, and you expect people beneath you to solve your problems. The fact is you are in exactly the same position you were in before we met, but now, somehow, it's my fault."

Planning Cycle



Where to now?

- Legacy is a journey rather than a destination – may never know when you get there!
- However – this does not preclude knowing where you are and striving for results
- Hopefully you now have some workable plans and strategies to move forward
- Accountability for performance (and budget)

Don't fiddle with anything!

Does it work?

Yes

No

Did you fiddle with it?

Yes

No

Does anyone know it?

No

Yes

FOOL!

Poor You!

Are you getting in trouble?

Yes

No

Can you pin it on somebody?

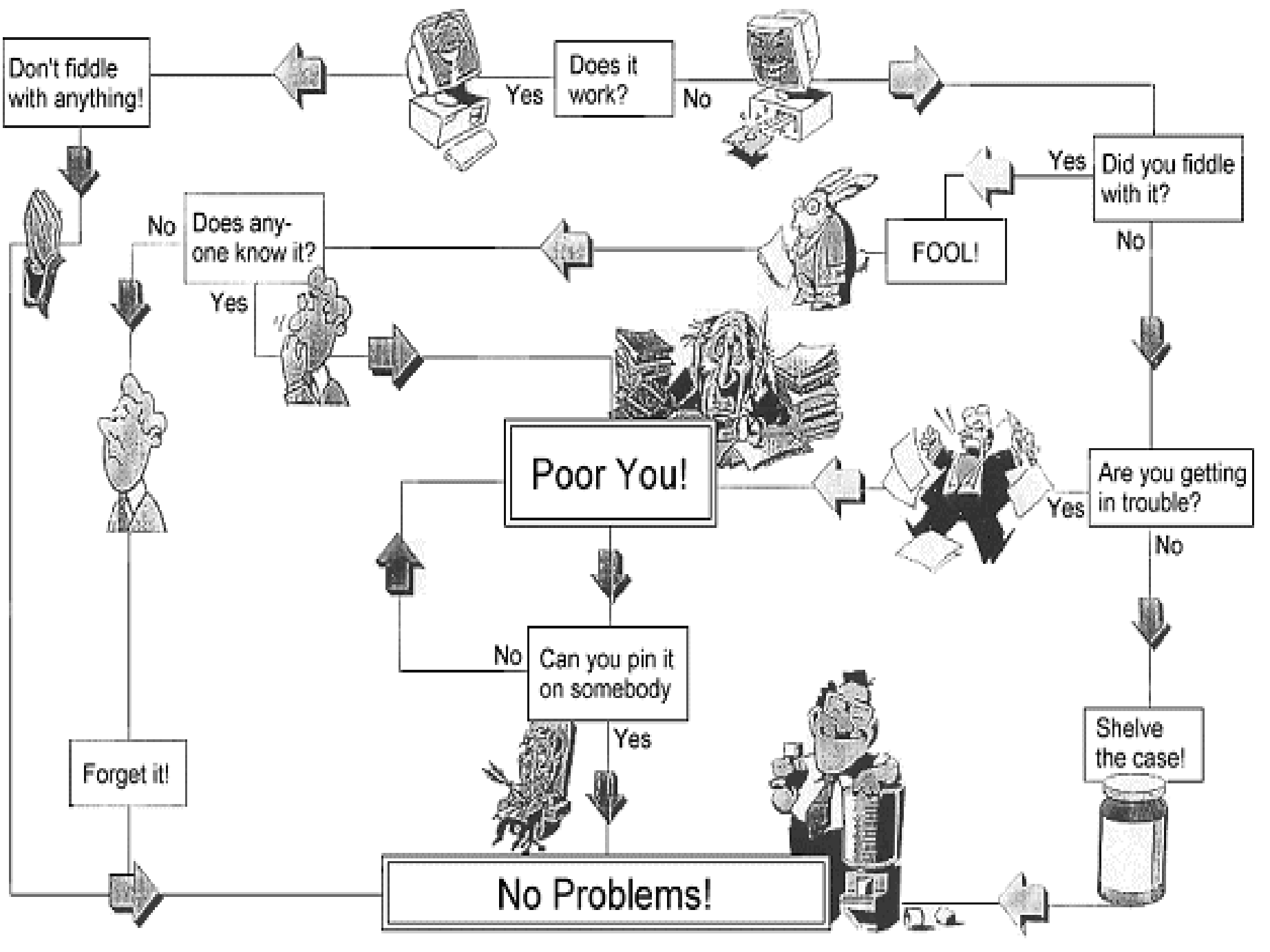
No

Yes

Forget it!

Shelve the case!

No Problems!



Evaluation

- Evaluation helps identify success + areas for improvement
- Underutilised
- Why is it important? Pre Games/ Games/ post Games phases
- Formative, process, summative
- Not just economic impact data
- Socio-cultural and environmental impacts important

Evaluation process

1. Planning and identification of data required
2. Data collection (qualitative / quantitative)
3. Data analysis
4. Reporting
5. Dissemination (i.e. to relevant stakeholders)

Internal and external factors

Effectiveness: measures attainment.

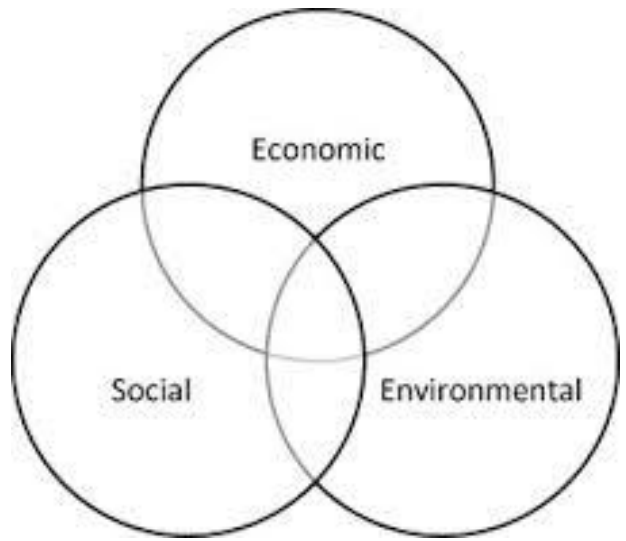
→ To what extent were the event objectives achieved?

Efficiency: measures resource use.

→ How many resources were used in achieving the objectives?

→ Could the objectives have been achieved in some other way using fewer resources?

Triple Bottom Line



Source:
http://www.google.com.au/imgres?q=triple+bottom+line+sport+event&rlz=1T4ADFA_enAU465AU465&biw=1680&bih=838&tbn=isch&tbnid=msJCV4-NnlISM:&imgrefurl=http://coolinsights.blogspot.com/2013_05_01_archive.html&docid=aA_Nt0x73SQ15M&imgurl=http://3.bp.blogspot.com/-O_RwL-M6QFU/UR16dbUaNWI/AAAAAAAAAGEo/IVZNcSP4QY4/s400/triple-bottom-line.png&w=407&h=303&ei=alyxUa68JcukkwXrtoDgAg&zoom=1&iact=hc&vpx=287&vpy=471&dur=312&hovh=194&hovw=260&tx=156&ty=113&page=3&tbnh=134&tbnw=180&start=94&ndsp=52&ved=1t:429,r:96,s:0,i:371

Economic impact analysis

- rationalises expenditure (and future expenditure)
- justifies (resource allocation, inconvenience)
- reconciles (forecast impacts versus actual impacts)
- compares (to other events)
- informs future decision making
- See

http://www.regionalstudies.org/uploads/Airton_Saboya_Valente_Junior.pdf

Environmental impact analysis

- Energy consumption / energy source
- Types of food / beverage, packaging of food / beverage
- Waste disposal
- Water usage (and reuse)
- Venue selection and construction methods / materials / architecture of new facilities
- Site clean-up / regeneration
- Messages to the public (behavioural change)

Social impact analysis

- Community involvement / integration
- Enhanced cultural identity / cultural awareness
- National pride / prestige
- Population health / sport development outcomes
- Opportunities for employment / volunteering / up-skilling
- Improved access to sporting infrastructure / open spaces
- Host destination branding / image creation

QUESTIONS/DISCUSSION

