

# Community Legacies Public Life, Politics and Culture

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**July, 2013**



# Outline of Session

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- Team building exercise KT
- Community Legacies: Public Life, Politics and Culture: The Brazilian context KT/CA
- Views from the group KT/CA
- **OUTPUT:** TOWS Matrix (internal)

# The Olympic Cauldron

## Scissors/newspaper/sticky tape

How high can you go?  
Must be self supporting  
No other implements  
Time limit

# WHY?

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- Sport programs can assist in the achievement of many policy objectives. In local communities planned sport programs may contribute to:
- Crime reduction and community safety
- Economic Impact and regeneration of local communities
- Education and lifelong learning
- Lifelong Participation
- Physical fitness and health
- Psychological health and wellbeing
- Social capacity and cohesion (Coalter, 2012)
- See [http://www.sportengland.org/research/the\\_value\\_of\\_sport\\_monitor.aspx](http://www.sportengland.org/research/the_value_of_sport_monitor.aspx)

# *Communitas*

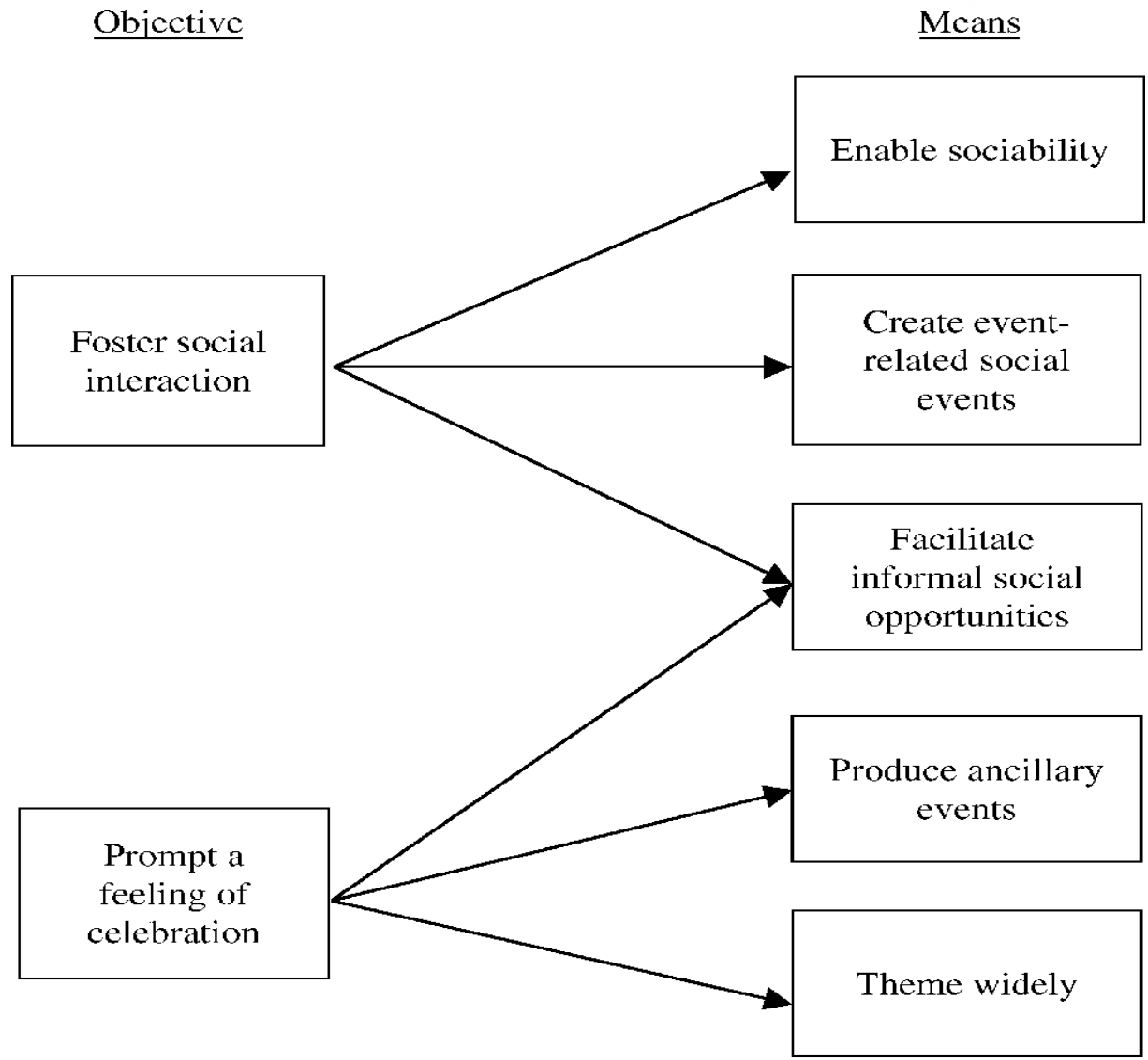
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- the generation of 'festive communion and sense of solidarity between the players and fans'
- A sense of spontaneous sociability, solidarity, equality and heightened emotional, cathartic or spiritual experience



- **Liminal** occasions: where people, often strangers to one another, may achieve an ineffable affinity, where sacred truths are imparted and/or social alternatives explored (**Victor Turner**)
- **Liminoid** occasions : secular, singular and occur in large scale events where norms can be relaxed
- **Celebration and social camaraderie**

*Objectives and means for generating and cultivating liminality*



Laurence Chalip (2006):  
Towards Social Leverage of  
Sport Events, Journal of Sport &  
Tourism, 11:2, 109-127.

## *Your context*

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- How does this resonate with:
- Brazil?
- your region?
- your community?
- your organisation?



# The TOWS Matrix

	<b>STRENGTHS - S</b>  List strengths	<b>WEAKNESSES - W</b>  List weaknesses
<b>OPPORTUNITIES - O</b>  List opportunities	<b>SO STRATEGIES</b>  Use strengths to take advantage of opportunities	<b>WO STRATEGIES</b>  Overcome weaknesses by taking advantage of opportunities
<b>THREATS - T</b>  List threats	<b>ST STRATEGIES</b>  Use strengths to avoid threats	<b>WT STRATEGIES</b>  Minimize weaknesses and avoid threats

# QUESTIONS/DISCUSSION

