

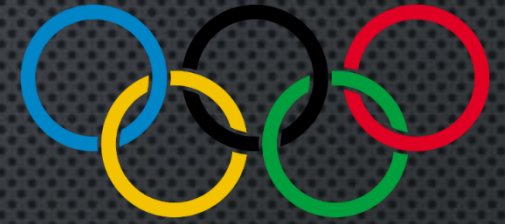
Measuring Resident Support and the Use of Referenda for Hosting the Commonwealth Games in New Zealand

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CONTEXT

- Perceived benefits of hosting major sport event
- Revitalise urban landscapes, differentiate themselves, & become a desirable destination for both tourists and residents (Nauright, 2015; Spirou, 2010)
- Competition between major cities to host
- Use of public funds



COMMUNITY SUPPORT

- Essential for successful event
- Common sport management research topic
- Perceived social, economic and environmental impact
- Contextually based (Kim, Jun, Walker & Drane, 2015)



REFERENDA

- Increasingly common in decision making process
- Minimal research in sport event context



NEW ZEALAND MAJOR EVENTS

NZ has been connected with a future bid to host Commonwealth Games

The Tale of Two Cities

Auckland



Christchurch



AUCKLAND

- Desirable location
- Auckland hosted Commonwealth Games in 1990
- RWC 2011, World Triathlon Grand Final, Cricket World Cup, U20 Football World Cup, World Masters Games...



CHRISTCHURCH

- Hosted British Commonwealth Games in 1974
- 2011 Christchurch earthquake
- Align with government investment into city rebuild



PURPOSE OF STUDY

Explore the use of referenda to ascertain local resident support for hosting a major sport event in Auckland and Christchurch.

Understand the perceived social, economic and environmental impacts that hosting a major sport event have for local residents in Auckland and Christchurch.

APPROACH : MIXED METHODS

QUANTITATIVE STAGE

- Cross sectional study of local residents in Auckland and Christchurch
- Representative sample
- Online market research panel

RESEARCH QUESTIONS

1. Should there be a referendum?
2. Would you participate in the referendum?
3. How would you vote in the referendum?



STUDY 1

REFERENDUM SUPPORT

CONTROLLED	INDEPENDENT	DEPENDENT
Age	Civic Duty	Referendum Support
Gender	Political Cynicism	
Education		
Political Interest		
Habitual Voting		
Political Efficacy		
Political Ideology		
Satisfaction with Democracy		

STUDY 2

VOTER TURNOUT

CONTROLLED	INDEPENDENT	DEPENDENT
Age	Civic Duty	Voter Turnout
Gender	Political Cynicism	
Education		
Habitual Voting		
Political Efficacy		
Political Ideology		
Satisfaction with Democracy		

STUDY 3

COMMONWEALTH GAMES SUPPORT

INDEPENDENT	DEPENDENT
Economic Benefits	Commonwealth Games Support
Opportunity Cost	
Facility Maintenance	
Interesting Things to Do	
Disruption	
Pride	
Delinquent Behaviour	
Environment	
Showcase Effect	
Increased Prices	
Access Denied	
Justice	
New Infrastructure	
Town/Region Character	

STUDY 4

STAKEHOLDER SUPPORT

QUALITATIVE STAGE

- Semi-Structured interviews
- Key stakeholders in bid
- Questions formulated on data generated from Studies 1-3

ANALYSIS

STUDY 1-3
Quantitative

Descriptive & Inferential
Statistics (GLM)

STUDY 4
Qualitative

Thematic Analysis

THANK YOU

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