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**ATTITUDES OF AUSTRALIAN SPORTS ADMINISTRATORS
TO UNIONS, AWARDS AND ENTERPRISE BARGAINING**

By

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ABSTRACT

Sport, once an amateur pursuit has evolved in to a lucrative industry. The most recent development in the evolution of Australian sport has been the emergence of industrial regulation. Unlike other Australian labour markets, the sports administrators labour market was entirely market regulated until 1994. Over the last five years the sports administrators labour market has transformed into a centralised award based system. On the surface it appears that there is no obvious explanation for the dramatic re-regulation of this labour market. In order to determine the factors behind the re-regulation, this thesis investigated Australian sports administrators attitudes to unionism, awards and enterprise bargaining, including their preferences to awards and enterprise bargaining agreements. The attitudes of 229 Australian sports administrators were surveyed. The response rate was 67.25%. Findings from the survey indicated a number of points: (1) union membership predicted 8% of their attitude to unionism, (2) non union members were more likely to have positive and accepting attitudes to unions, (3) sports administrators working under Enterprise Bargaining agreements had more positive and accepting attitudes of unions, (4) Enterprise Bargaining was considered to be more beneficial than not in sport, (5) Enterprise Bargaining had more than double the support of Award regulation, and (6) Award regulation had almost equal amounts of rejection and support.

Other results indicated that the sports administrators labour market remained market regulated until 1994 because a majority of sports administrators belonged to demographic groups which were less inclined to become union members. Factors behind the re-regulation were determined to be: strong support for targeted services within workplaces rather than generic services across an industry, and strong support for increased union interaction when negotiating terms and conditions of employment which effects sports

administrators' attitudes to unionism. It was evident that the re-regulation was not caused by a large shift in the attitudes of sports administrators or a result of problems stemming from the market being entirely by market regulation. It is more than likely that the sudden re-regulation of the sports administrators labour market was the sports industry's first step towards industrial maturity.

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