

CURRICULUM VITAE

Associate Professor Brett Hutchins

Australian Research Council (ARC) Future Fellow
School of Media, Film & Journalism
Monash University
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EDUCATION, EMPLOYMENT AND AWARDS

i. Academic Qualifications

Graduate Certificate in Higher Education. 2007. Monash University
Doctor of Philosophy (Sociology). 2001. University of Queensland
Master of Arts (Humanities). 1998. University of Canberra
Bachelor of Arts (Sports Media). 1994. University of Canberra

ii. Current and Previous Academic Positions

2014- Australian Research Council (ARC) Future Fellow,
School of Media, Film & Journalism
2012-2013 Associate Professor in Communications and Media Studies
Deputy Head of School (Budget and Planning)
2011-2013 Co-Director of the Research Unit in Media Studies
2008-2011 Senior Lecturer in Communications and Media Studies
2005-2007 Lecturer in Communications and Media Studies,
School of English, Communications & Performance Studies
2002-2004 Associate Lecturer in Sociology, School of Sociology and Social Work, University
of Tasmania

iii. Awards

2009 Faculty of Arts Commendation 'For Outstanding Media Engagement', Monash
University
2008 Commendation (Runner-Up) for Faculty of Arts Dean's Award for Excellence
in Research by Early Career Researchers, Monash University
2003 University of Tasmania Teaching Merit Award
2002 University of Tasmania Teaching Merit Award
2001 Dean's Commendation for Outstanding Research Higher Degree Thesis (Ph.D.),
University of Queensland

RESEARCH PUBLICATIONS

i. Research Interests

- Mobile media and communications
- Online and digital media
- Sports media and culture
- Environmental media
- News media and journalism
- Media Studies

ii. Books and Edited Collections

B. HUTCHINS & D. Rowe (eds.) (2013) Digital Media Sport: Technology, Power and Culture in the Network Society, New York: Routledge.
L. Lester & B. HUTCHINS (eds.) (2013) Environmental Conflict and the Media, New York: Peter Lang. (Part of the 'Global Crises and the Media' Series).

- B. HUTCHINS & D. Rowe (2012) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport, New York: Routledge.
- B. HUTCHINS (2002) Don Bradman: Challenging the Myth, Melbourne: Cambridge University Press.

iii. Journal Special Issues – Edited

- B. HUTCHINS, A. Podkalicka & J. Meese (eds.) (2015) 'Media Sport: Practice, Culture and Innovation', Media International Australia, No. 155: 66-152.

iv. Text Books

- R. van Krieken, D. Habibis, P. Smith, B. HUTCHINS, G. Martin & K. Maton (2017) Sociology, 6th edition (fully revised and updated), Melbourne: Pearson Australia.
- R. van Krieken, D. Habibis, P. Smith, B. HUTCHINS, G. Martin & K. Maton (2013) Sociology, 5th edition (fully revised and updated), Frenchs Forest: Pearson Australia.
- R. van Krieken, D. Habibis, P. Smith, B. HUTCHINS, G. Martin & K. Maton (2010) Sociology, 4th edition (fully revised and updated), Frenchs Forest: Pearson Education.
- R. van Krieken, D. Habibis, P. Smith, B. HUTCHINS, M. Haralambos & M. Holborn (2006) Sociology: Themes and Perspectives, 3rd edition, Frenchs Forest: Pearson Education.

v. Refereed Journal Articles and Scholarly Book Chapters

- B. HUTCHINS & J. Sanderson (in press) 'The Primacy of Sports Television: Olympic Media, Social Networking Services and Multi-Screen Viewing during the Rio 2016 Games', Media International Australia.
- B. HUTCHINS & R. Boyle (2017) 'A Community of Practice: Sport Journalism, Mobile Media and Institutional Change', Digital Journalism, 5 (5): 496-512.
- S.W. Dittmore & B. HUTCHINS (2017) 'Privilege Over Innovation: Sports Broadcasting, Mobile Television and the Case of *Aereo*', Journal of Legal Aspects of Sport, 27(1): 3-18.
- B. HUTCHINS & D. Rowe (2017) 'The Tyranny of Perpetual Innovation: Global Mobile Media, Digital Communications and Television', in N. Schulenkorf & S. Frawley (eds.) Critical Issues in Global Sport Management, London: Routledge, 238-51.
- J. Mikosza & B. HUTCHINS (2017) 'The Business of Avoiding Sport', Meanjin Quarterly, Autumn 76(1): 168-75.
- G. Goggin & B. HUTCHINS (2017) 'Media and the Paralympics: Progress, Visibility and Paradox', in S. Darcy, S. Frawley & D. Adair (eds.) Managing the Paralympics, Basingstoke, Hampshire: Palgrave Macmillan, 215-38.
- J. Freeman & B. HUTCHINS (2016) 'Digital Media and Local Democracy: News Media, Local Governments and Civic Action', Australian Journalism Review, 38(2): 19-31.
- B. HUTCHINS (2016) 'Tales of the Digital Sublime: Tracing the Relationship Between Big Data and Professional Sport', Convergence: The International Journal of Research into New Media Technologies, 22(5): 494-509.
- B. HUTCHINS (2016) "'We Don't Need No Stinking Smartphones!'" Live Stadium Sports Events, Mediatization and the Non-Use of Mobile Media', Media, Culture & Society, 38(3): 420-36.
- B. HUTCHINS (2016) 'The Many Modalities of Social Networking: The Role of Twitter in Greens Politics', Environmental Communication, 10(1): 25-42.
- B. HUTCHINS (2016) "'The More Things Change, The More They Stay the Same": Path Dependency, Sports Content, and the Suppression of Innovation in Mobile Television', Telematics & Informatics, 33(2): 703-10.
- B. HUTCHINS & L. Lester (2015) 'Theorizing the Enactment of Mediatized Environmental Conflict', International Communication Gazette, 77(4): 337-58.
- B. HUTCHINS (2014) 'Sport on the Move: The Unfolding Impact of Mobile Communications on the Media Sport Content Economy', Journal of Sport and Social Issues, 38(6): 509-27.
- D. Rowe & B. HUTCHINS (2014) 'Globalization and Online Audiences', in A.C. Billings & M. Hardin (eds.) The Routledge Handbook of Sport and New Media, New York: Routledge, 7-18.
- B. HUTCHINS (2014) 'Twitter: Follow the Money and Look Beyond Sports', Communication & Sport, 2(2): 122-26.

- B. HUTCHINS & L. Lester (2013) 'Introduction: Tree-Sitting in the Network Society', in L. Lester & B. Hutchins (eds.) Environmental Conflict and the Media, New York: Peter Lang, 1-18.
- D. Rowe & B. HUTCHINS (2013) 'Introduction: Sport in the Network Society and Why it Matters', in B. Hutchins & D. Rowe (eds) Digital Media Sport: Technology, Power and Culture in the Network Society, New York: Routledge, 1-15.
- L. Lester & B. HUTCHINS (2012) 'Journalism, the Environment and the New Media Politics of Invisibility', Australian Journalism Review, 34(2): 19-31.
- L. Lester & B. HUTCHINS (2012) 'The Power of the Unseen: Environmental Conflict, the Media and Invisibility', Media, Culture & Society, 34(7): 847-63.
- L. Lester & B. HUTCHINS (2012) 'Soft Journalism, Politics and Environmental Reporting: An Australian Story', Journalism: Theory, Practice & Criticism, 13(5): 654-67.
- B. HUTCHINS (2011) 'Muddling Through: The Evolving Relationship Between Sport, the Internet and Broadband Media', Telecommunications Journal of Australia, 61(4): 62.1-62.13.
- B. HUTCHINS & L. Lester (2011) 'Power, Politics and Online Protest in an Age of Environmental Conflict,' in S. Cottle and L. Lester (eds.) Transnational Protests and the Media, New York: Peter Lang, 159-71.
- B. HUTCHINS (2011) 'The Acceleration of Media Sport Culture: Twitter, Telepresence and Online Messaging', Information, Communication & Society, 14(2): 237-57.
- M. Scibilia & B. HUTCHINS (2011) 'High Stakes Television: Fan Engagement, Market Literacy and the Battle for Sports Content', Media International Australia, No. 141: 26-37.
- B. HUTCHINS & J. Mikosza (2010) 'The Web 2.0 Olympics: Athlete Blogging, Social Networking and Policy Contradictions at the 2008 Beijing Games', Convergence: The International Journal of Research into New Media Technologies, 16(3): 279-97.
- D. Rowe, A. Ruddock & B. HUTCHINS (2010) 'Cultures of Complaint: Online Fan Message Boards and Networked Digital Media Sport Communities', Convergence: The International Journal of Research into New Media Technologies, 16(3): 298-315.
- A. Ruddock, B. HUTCHINS & D. Rowe (2010) 'Contradictions in Media Sport Culture: The Reinscription of Football Supporter Traditions through Online Media', European Journal of Cultural Studies, 13(3): 323-39.
- B. HUTCHINS & D. Rowe (2010) 'Reconfiguring Media Sport for the Online World: An Inquiry Into "Sports News and Digital Media"', International Journal of Communication, Vol. 4: 696-718.
- B. HUTCHINS & D. Rowe (2009) 'From Broadcast Rationing to Digital Plenitude: The Changing Dynamics of the Media Sport Content Economy', Television & New Media, 10(4): 354-70.
- L. Lester & B. HUTCHINS (2009) 'Power Games: Environmental Protest, News Media and the Internet', Media, Culture & Society, 31(4): 579-95.
- B. HUTCHINS, D. Rowe & A. Ruddock (2009) "'It's Fantasy Football Made Real": Networked Media Sport, the Internet and the Hybrid Reality of MyFootballClub', Sociology of Sport Journal, 26(1): 89-106.
- J. Freeman & B. HUTCHINS (2009) 'Balancing the Digital Democratic Deficit: e-Government', Media International Australia, No. 130: 17-27.
- B. HUTCHINS (2009) '26 January 1981. The Opening of the Australian Institute of Sport: The Government Takes Control of the National Pastime', in D. Roberts & M. Crotty (eds.) Turning Points in Australian History, Sydney: University of New South Wales Press, 198-210.
- B. HUTCHINS (2008) 'Signs of Meta-Change in Second Modernity: The Growth of e-Sport and the World Cyber Games', New Media & Society, 10(6): 851-69.
- B. HUTCHINS (2007) 'Public Culture, Independent Online News and the *Tasmanian Times*', Journalism: Theory, Practice and Criticism, 8(2): 205-25.
- B. HUTCHINS (2007) 'The Problem of Sport and Social Cohesion', in J. Jupp and J. Nieuwenhuysen with E. Dawson (eds.) Social Cohesion in Australia, Melbourne: Cambridge University Press, 170-81.
- B. HUTCHINS & L. Lester (2006) 'Environmental Protest and Tap-Dancing with the Media in the Information Age', Media, Culture & Society, 28(3): 433-51.
- B. HUTCHINS (2006) 'The Boy from Bowral: The Role of the Bush in the Legend of Sir Donald

- Bradman', Journal of Australian Studies, No. 86: 29-35.
- B. HUTCHINS (2006) 'Sport History Between the Modern and Postmodern', in M.G. Phillips (ed.) Deconstructing Sport History: A Postmodern Analysis, New York: State University of New York Press, 55-73.
- J. McKay, J. Mikosza & B. HUTCHINS (2005) "'Gentlemen, the Lunchbox has Landed": Representations of Masculinities and Men's Bodies in the Popular Media', in M.S. Kimmel, J. Hearn and R.W. Connell (eds.) Handbook of Studies on Men and Masculinities, London: Sage Publications, 270-88.
- M.G. Phillips, B. HUTCHINS & R. Stewart (2005) 'The Media Sport Cultural Complex: Football and Fan Resistance in Australia', in J. Nauright and K. Schimmel (eds.) Political Economy of Sport, London: Palgrave Macmillan, 85-103.
- B. HUTCHINS (2005) 'Unity, Difference and the "National Game": Cricket and Australian National Identity', in S. Wagg (ed.) Cricket and National Identity in the Postcolonial Age: Following On, London: Routledge, 9-27.
- B. HUTCHINS (2004) 'Castells, Regional News Media and the Information Age', Continuum: Journal of Media and Cultural Studies, 18(4): 577-90.
- L. Gregory & B. HUTCHINS (2004) 'Everyday Editorial Practices and the Public Sphere: Analysing the Letters to the Editor Page of a Regional Newspaper', Media International Australia, No. 112: 186-200.
- M.G. Phillips & B. HUTCHINS (2003) 'Losing Control of the Ball: The Political Economy of Football and the Media in Australia', Journal of Sport and Social Issues, 27(3): 215-32.
- B. HUTCHINS (2001) 'Social-Conservatism, Australian Politics and Cricket: The Triumvirate of Australian Prime Ministers John Howard, Sir Robert Menzies and Sir Donald Bradman', Journal of Australian Studies, No.67: 56-66.
- J. McKay, B. HUTCHINS & J. Mikosza (2000) "'Shame and Scandal in the Family": Media Narratives of the IOC/SOCOG Scandal Matrix', Olympika: The International Journal of Olympic Studies, Vol. IX: 25-48.
- B. HUTCHINS (2000) 'The Uses of Nostalgia: An Analysis of Don Bradman and Australian Cricket', Social Alternatives, 19(2): 35-39.
- B. HUTCHINS & M.G. Phillips (1999) 'The Global Union: Globalization and the Rugby World Cup', in J. Nauright and T. Chandler (eds.) Making the Rugby World: Race, Gender, Commerce, London: Frank Cass, 149-64.
- B. HUTCHINS & J. Mikosza (1998) 'Rugby League and Violence 1970 to 1995: A Case Study in the Maintenance of Masculine Hegemony', Journal of Sociology, 34(3): 246-63.
- M.G. Phillips & B. HUTCHINS (1998) 'From Independence to a Reconstituted Hegemony: A Brief History of Rugby League and Television', Journal of Australian Studies, No.58: 134-47.
- B. HUTCHINS (1998) 'Global Processes and the Rugby Union World Cup', Football Studies, 1(2): 34-54.
- B. HUTCHINS (1998) 'Sporting Violence: History, Theory, Context and Figurations', in D. Hemphill (ed.) Violence and Sport: Australian Perspectives, Melbourne: Walla Walla Press, 19-39.
- B. HUTCHINS & M.G. Phillips (1997) 'Selling Permissible Violence: The Commodification of Australian Rugby League 1970-1995', International Review for the Sociology of Sport, 32(2): 161-76.
- B. HUTCHINS (1997) 'Mediated Violence: The Case of State of Origin Rugby League', Sporting Traditions, 13(2): 19-39.

vi. Republished Articles Selected for Inclusion in Anthologies

- B. HUTCHINS (2016) 'Tales of the Digital Sublime: Tracing the Relationship Between Big Data and Professional Sport', in R. Boyle (ed.) Sport and Communication, Volume 4: Sports and the Digital Age, Sage Library of Sports Studies, London: Sage, 151-70. **Reprinted from Convergence 22.5 (2016): 494-509.*
- B. HUTCHINS & L. Lester (2016) 'Environmental Protest and Tap-Dancing with the Media in the Information Age', in R. Cox (ed.) Environmental Communication, Volume 2: Media and Environmental Journalism, Sage Benchmarks in Communication, London: Sage. **Reprinted from Media, Culture & Society 28.3 (2006): 433-51.*

- L. Lester. & B. HUTCHINS (2016) 'Power Games: Environmental Protest, News Media and the Internet', in R. Cox (ed.) Environmental Communication, Volume 4: Environmental Publics, Sage Benchmarks in Communication, London: Sage. *Reprinted from *Media, Culture & Society* 31.4 (2009): 579-95.
- B. HUTCHINS & L. Lester (2013) 'Environmental Protest and Tap-Dancing with the Media in the Information Age,' in A. Hansen (ed.) Media and the Environment: Critical Concepts in the Environment, Volume 2: Producing Environmental Communication, Abingdon, Oxon: Routledge. *Reprinted from *Media, Culture & Society* 28.3 (2006): 433-51.
- L. Lester. & B. HUTCHINS (2013) 'Power Games: Environmental Protest, News Media and the Internet', in A. Hansen (ed.) Media and the Environment: Critical Concepts in the Environment, Volume 2: Producing Environmental Communication, Abingdon, Oxon: Routledge. *Reprinted from *Media, Culture & Society* 31.4 (2009): 579-95.
- M. Phillips & B. HUTCHINS (2010) 'Losing Control of the Ball: The Political Economy of Football and the Media in Australia', in R.E. Washington and D. Karen (eds.) Sport Power, and Society: Institutions and Practices – A Reader, Boulder, CO: Westview Press. 95-108. *Reprinted from *Journal of Sport and Social Issues* 27.3 (2003): 215-32.

vii. Conference Proceedings

- B. HUTCHINS (2011) "Robbing the World's Largest Jewellery Store"? Digital Sports Piracy, Industry Hyperbole and Barriers to an Alternative Online Business Model', 'Communication on the Edge': Refereed Proceedings of the Australian and New Zealand Communication Conference 2011, Australian and New Zealand Communication Association.
- B. HUTCHINS & D. Rowe (2009) "A Battle Between Enraged Bulls": The 2009 Australian Senate Inquiry into Sports News and Digital Media', Record of the Communications and Policy Research Forum 2009, Network Insight Institute, University of Technology, Sydney, 19-20 November.
- B. HUTCHINS (2007) 'The Pressing Need to Investigate Regional Media in a Global Age', New Perspectives of Media Studies in a Digital Age, College of Social Sciences, Seoul National University, South Korea.
- B. HUTCHINS (2006) 'Computer Gaming, Media and e-Sport', The Australian Sociological Association 2006 Annual Conference Proceedings, The Australian Sociological Association.
- B. HUTCHINS (2005) 'Politics, Celebrity and Independent Online News', The Australian Sociological Association 2005 Annual Conference Proceedings, The Australian Sociological Association.

viii. Review, Commentary and other Articles

- B. HUTCHINS, J. Meese & A. Podkalicka (2015) 'Introduction – Media Sport: Practice, Culture and Innovation', Media International Australia, No. 155: 66-69
- B. HUTCHINS (2012) 'Bradman, Sir Donald', in J. Nauright & Charles Parrish (eds.) Sports Around the World: History, Culture, and Practice, Santa Barbara, CA: ABC-Clio Encyclopedia, p. 365.
- B. HUTCHINS & D. Rowe (2009) 'Broadcasters Under Pressure: The Growing Power of Telecommunications and Digital Media Companies in the Sports Market', Flow TV: A Critical Forum on Television and Media Culture, Special Issue: 'Sports Media: Tensions and Transitions', 10(10) <http://flowtv.org/?p=4418>
- B. HUTCHINS (1996) 'Rugby Wars: The Changing Face of Football', Sporting Traditions 13(1): 151-62.

GRANT ACTIVITIES, EDITORIAL BOARD SERVICE AND RESEARCH SUPERVISION

i. Competitive Grants and Research Funding

- 2014-2017 'The Mobile Media Moment: Investigating the Pivotal Role of Sport in Mobile Media Content, Markets and Technologies'. Australian Research Council (ARC) Future Fellowship, FT130100506. Chief Investigator. \$795,175.

- 2010-2012 'Changing Landscapes: Online Media and Politics in an Age of Environmental Conflict'. Australian Research Council (ARC) Discovery Project, DP1095173. Chief Investigator with Associate Professor Libby Lester, University of Tasmania. Partner Investigator: Professor Simon Cottle, Cardiff University. \$182,000.
- 2008-2010 'Struggling for Possession: The Control and Use of Online Media Sport'. Australian Research Council (ARC) Discovery Project, DP0877777. Chief Investigator with Professor David Rowe, University of Western Sydney. \$181,800.

Internal

- 2016 'Near Real-Time Passenger Counting, Mobile Media, and Movement In and Around Public Transport Railway Systems'. Faculty of Arts-Engineering Interdisciplinary Research Seed Funding Scheme. Investigators: Brett Hutchins, Meead Saberi and Selby Coxon. \$25,000.
- 2004 'Tasmanian Media and Regional Identity'. University of Tasmania Internal Research Grant Scheme. \$10,000.

ii. Editorial Boards and Professional Association Memberships

I sit on the following journal editorial boards:

- *Media International Australia* (Sage Publications; Australian and New Zealand Communication Association) (2016–present)
- *Journal of Sport & Social Issues* (Sage Publications) (2016–present)
- *Environmental Communication: A Journal of Nature & Culture* (Taylor & Francis; International Environmental Communication Association) (2013–present)
- *Communication & Sport* (Sage Publications; International Association for Communication and Sport) (2012–present)

iii. Research Supervision

Completions

- Shaun Ratcliff (PhD), 'Interest Aggregators or Office Chasers? Examining Evidence for the Representation Role of Political Parties in Australia from the 1960s to the 2000s', 2017. (Co-supervisor)
- Earvin Cabalquinto (PhD) 'At Home From Afar: The Mobile Lives of the Transnational Filipino Family', 2016. (Primary Supervisor)
- Darren Valentine (PhD) 'Rethinking Theatre and Performance and its Digital Double', 2016. (Associate Supervisor)
- Rufus McEwen (PhD) 'Convergence and Radio in New Zealand: Investigating Media Transformation through the New Zealand Radio Industry', 2016. (Primary Supervisor)
- Claudio Jofre Lorenas (PhD), 'Journalism and News Cultures: Journalistic Practices and Online Media in the Chilean Newsroom', 2016. (Primary Supervisor)
- Juan Diego Sanin Santamaria (PhD) 'Branding Australia: The Commercial Construction of Australianness', 2015. (Associate Supervisor)
- Shafizan Mohamed (PhD), 'Blogging and Citizenship: The Lived Experience of Malaysian Bloggers', 2014. (Associate Supervisor)
- Maeva Veerapeen (PhD) 'Living a Symbembodied Life: A Phenomenological Investigation of Second Life', 2013. (Associate Supervisor)
- Hans Haupt (MA), 'The Social Experience of Online Console Video Gaming in South Africa', Monash South Africa, 2012. (Primary Supervisor)
- Julie Freeman (PhD), 'Local E-Government: Politics and Civic Participation', 2011. (Primary supervisor)
- John Budarick (PhD), 'Seeking Security in an Unstable World: Media and the Iranian-Australian Diaspora', 2011. (Associate supervisor)
- Ranilo Hermida (PhD), 'Between Discourse and Practice: Constitutional Rhetoric and Political

- Reality in Philippine Society in Light of the Habermasian Theory of Law and Democracy', 2010. (Associate supervisor)
- Jens Schröder (PhD), "Killer Games" Versus "We Will Fund Violence": The Perception of Digital Games and Mass Media in Germany and Australia', HFF 'Konrad Wolf' University of Film and Television Studies, Potsdam, Germany, 2010. (Second supervisor)

Primary Supervision

- Julie Tullberg (PhD) 'The Impact of Twitter on the Practice of Newspaper Journalism and the Reporting of Scandals in Australian Rules Football'.
- Michael Scibilia (PhD) 'World Wrestling Entrepreneur: The Meaning of Vince McMahon for Entrepreneurialism in Media Sport'.

Associate Supervision

- Antranig Sarian (MA), 'Issues in Interactive Narrative'.

Honours

I have supervised Honours students each year between 2003 and 2012. All candidates have achieved results of H1 or H2A.

COMMUNICATION OF RESEARCH IN THE MEDIA AND COMMUNITY

i. Podcast Series

The Media Sport Podcast Series, 26 episodes (2014-).

- Focusing on the intersections between sport and media across the globe, this series features interviews about significant social, cultural, economic and political issues with leading international researchers working across the humanities and social sciences.
- Apple iTunes: <https://itunes.apple.com/au/podcast/media-sport-podcast-series/id904495693?mt=2>
- Soundcloud: <https://soundcloud.com/mediasportpodcastseries>

ii. Media Publications

- D. Rowe & B. HUTCHINS (2017) 'Prize Fight Over Live-Streamed Sport Will Go On Long After the Final Bell Sounds', *The Conversation*, 8 February. <https://theconversation.com/prize-fight-over-live-streamed-sport-will-go-on-long-after-the-final-bell-sounds-72494> (Republished by *Mumbrella* <https://mumbrella.com.au/prize-fight-live-streamed-sport-will-go-long-final-bell-sounds-425214>)
- B. HUTCHINS (2016) 'There's a Time to Put Down the Smartphone, Seriously!' *The Conversation*, 25 July. <https://theconversation.com/theres-a-time-to-put-down-the-smartphone-seriously-62699>
- B. HUTCHINS (2015) 'For Football, the Future Has Already Arrived', *Inside Story*, 23 June. <http://insidestory.org.au/for-football-the-future-has-already-arrived>
- B. HUTCHINS (2014) 'Death, Sport, and the Collapse of Critical Distance', *The Allrounder*, 10 December. <http://theallrounder.co/2014/12/10/death-sport-and-the-collapse-of-critical-distance/>
- B. HUTCHINS (2014) 'All Kneel at the Temple of Apple's Latest Technology', *The Conversation*, 9 September. <https://theconversation.com/all-kneel-at-the-temple-of-apples-latest-technology-31364>
- B. HUTCHINS (2014) 'Armchair Coaches Swimming in Rivers of Sport Data', *The Age* [The Green Guide – "Livewire"], 13 March, p. 11. <http://www.theage.com.au/digital-life/digital-life-news/armchair-coaches-swimming-in-rivers-of-sport-data-20140312-34kxy.html>
- B. HUTCHINS (2013) 'When Law, Business and Media Collide, is Sport the Only Loser?' *The Conversation*, 17 May. <http://theconversation.com/when-law-business-and-media-collide-is-sport-the-only-loser-14226>

- B. HUTCHINS & L. Lester (2012) 'Digital Tree-Sitting: Environmental Protest When Media is Everywhere', *The Conversation*, 14 December. <https://theconversation.edu.au/digital-tree-sitting-environmental-protest-when-media-is-everywhere-10993>
- B. HUTCHINS (2012) 'Ideals Come Distant Second to Greed in Digital Games', *Sydney Morning Herald*, 18 July. <http://www.smh.com.au/opinion/society-and-culture/ideals-come-distant-second-to-greed-in-digital-games-20120717-227yo.html>
- B. HUTCHINS (2012) 'Optus Decision Moves the Goalposts in Mobile Media Market', *The Conversation*, 3 May. <https://theconversation.edu.au/optus-decision-moves-the-goalposts-in-mobile-media-market-6750>
- B. HUTCHINS (2011) 'What's News Ltd's Winning Formula? Cashing in on Our Sport Obsession', *The Conversation*, 18 July. <http://theconversation.edu.au/whats-news-ltds-winning-formula-cashing-in-on-our-sport-obsession-2224>
- B. HUTCHINS (2010) 'Winning at All - Costs,' *Online Opinion*, 23 July. <http://www.onlineopinion.com.au/view.asp?article=10730>
- D. Rowe & B. HUTCHINS (2010) 'Level Playing Field Tilts,' *The Age: Business Day - Opinion and Analysis*, 4 June, p. 8. <http://www.theage.com.au/business/level-playing-field-tilts-20100603-x6zu.html>
- B. HUTCHINS (2010) 'Taking it One Tweet at a Time,' *The Age* [The Green Guide - "Livewire" (Cover Story)], 13 May, p. 17.
- B. HUTCHINS (2009) 'Sport as Entertainment and Culture,' *Online Opinion*, 27 November. <http://www.onlineopinion.com.au/view.asp?article=9745>
- B. HUTCHINS (2009) 'Tackling Unsporting Behaviour,' *Melbourne's Child* magazine, September, pp. 27-28. (Also published in *Sydney's Child* and *Brisbane's Child*)
- B. HUTCHINS (2009) 'Victims Always Left on the Sidelines,' *Sydney Morning Herald* [Opinion Page], 10 March, p. 11. <http://www.smh.com.au/opinion/victims-always-left-on-the-sidelines-20090309-8t9k.html?page=-1>
- B. HUTCHINS (2008) 'The Taxing Business of Going for Gold,' *Sydney Morning Herald* [Opinion Page], 7 August, p. 13. <http://www.smh.com.au/news/opinion/the-taxing-business-of-going-for-gold/2008/08/06/1217702136152.html>
- B. HUTCHINS and D. Rowe (2007) 'WWW are the Three Letters that Spell the End of a Cosy, 25-Year Relationship,' *The Age: Business - Opinion and Analysis*, 18 May, p. 10.
- B. HUTCHINS (2006) 'Fun! (and Games),' *The Age* [A2: Culture and Life], 24 June, pp. 18-19. <http://www.theage.com.au/news/technology/fun-and-games/2006/06/21/1150845236873.html?page=fullpage>
- B. HUTCHINS (2005) 'Is David Beckham a God?' *On Line Opinion: Australia's e-journal of social and political debate*, 26 September. <http://www.onlineopinion.com.au/view.asp?article=3658>
- B. HUTCHINS (2001) 'The Media, the Man and the Myth,' *The Australian* [Media Liftout], 1 March, p.3.
- B. HUTCHINS (2001) 'The Australian Hero,' *Wisden Cricketers' Almanack Australia 2001-02*, South Yarra: Hardie Grant Books, pp. 30-36.

iii. Public Presentations and Activities

- Expert interviewee, *The Future of Sports* (Delaware North and Attention Span Media, 2015; <http://futureof.org/sports/>). I was interviewed for this high profile US national market research report that surveys "the future of sport, on the field and off". Pictured and introduced on page 11 as the author of the book, *Sport Beyond Television*, I am quoted directly in the section on Broadcasting.
- Onscreen commentator. I appear in a documentary film, *Aussie Rules: The World* (Second Nature Films), which premiered in July 2014, featuring alongside the CEO of the AFL, Andrew Demetriou, and leading sports journalists, Peter Fitzsimons and Martin Flanagan (see <http://www.aussierulestheworld.com/cast>).
- Invited Participant. 'The Future of Australian Sport' Research Initiative (conducted by the Australian Sports Commission and the CSIRO). Selected as one of 40 'identified experts in

their field' to provide their views on emerging trends in the Australian sports sector. The final report, *The Future of Australian Sport: Megatrends Shaping the Sports Sector Over Coming Decades*, was released by the then Federal Minister for Sport, Kate Lundy, in April 2013 (<http://www.csiro.au/Portals/Partner/Futures/Future-of-Australian-Sport.aspx>).

- Invited Presenter. 'Sports Media in the Digital Age: Conflicts, Tensions and Technological Transformation', *Law Institute of Victoria (LIV)*, Sports Law Group Seminar Series, 30 June 2010 (<http://www.liv.asn.au/For-Lawyers/Sections-Groups-Associations/Interest-Groups/Sports-Law-Group>).
- Invited Public Debate Participant. *Intelligence Squared: The Australian Forum for Live Debate*, City Recital Hall, Sydney, 30 September 2008. Topic: 'For a Sporting Nation, We're Not Very Sporting' (<http://www.iq2oz.com/debates/for-a-sporting-nation-we-are-not-very-sporting/>). Participants: Adam Gilchrist (Australian cricketer), Peter Fitzsimons (journalist and author), Tracey Holmes (broadcaster), Adam Spencer (broadcaster) and Gideon Haigh (journalist and author). Watched by a live audience of 1200, and another 15000 watching live via a webcast on the *Sydney Morning Herald* website. Also replayed on ABC2 television *Fora* program and Radio National's 'Summer Series'.
- Invited Presenter and Panel Member. 'Games and Gamers', *Technology and Ideas Forum*, State Library of Victoria, 29 April 2008.
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 16-18 November 2007. Panel topic: 'The Rise of Hands-On Video Games'.
- Keynote Speaker. 'Social Inclusion: Sport and Recreation as a Tool for "Good Settlement"', *Refugee Youth Policy Forum and Multicultural Sports Network Meeting*. 4 April 2007 at VicHealth, Carlton, Melbourne. Organised by the Centre for Multicultural Youth Issues, and sponsored by the State Government of Victoria and the Federal Department of Immigration and Citizenship.
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 17-19 November 2006. Panel topic: 'Opening up Games to New Players and Expanding the Market'. Speakers included Sony Australia's Michael Ephraim, David McClean of Microsoft Xbox Australia/New Zealand, Nintendo Australia's Rosemary Lappin, and journalist Steve Polak.
- Invited Presenter. *Dissecta: Game Fan / Game Maker Events*. 'FUNDamentals of Cybersports', 16 May 2006. Held at the Australian Games Innovation Centre, Melbourne.
- Invited Presenter. *SBS 'Harmony Day' Forum*, 2006 (United Nations International Day for the Elimination of Racism). 'Sport as a Universal Language'. Australian Centre for the Moving Image (ACMI), 27 February. Hosted by George Negus, opened by Victorian Minister for Sport and Recreation Justin Madden, and featuring the CEO of the AFL, Andrew Demetriou.
- Television and Media Critic, *ABC Radio Hobart*, weekly with Peter Hughes on 'Nights' (Feb.-June 2003).

iv. Media Interviews and Comment

- I regularly accept requests for interview from print, broadcast and online media outlets, and have my research discussed and cited in media stories. Outlets have included *ABC International Television* (Australian Network – *News Hour* with Jim Middleton), the *ABC Television Nightly News Bulletin* and *ABC News 24 – The Business*, the *ABC Television documentary unit* (for the nationally screened 'Don Bradman: Reflections on the Legend'), the documentary film *Aussie Rules: the World* (Second Nature Films), the *BBC World Service* (Radio documentary: 'Sporting Chances: Australia'), *BBC Sport*, *BBC4 Radio*, *BBC History Magazine*, *The Huffington Post*, *Mashable*, *Crikey*, Radio National's *The Media Report*, *Life Matters*, *PM* with Mark Colvin, *Australia Talks* and *The Sports Factor*, SBS Radio's *Worldview*, Channel 31 *C News*, *2UE*, *3AW*, *Triple J's Hack*, ABC Local Radio in Melbourne, Sydney, Brisbane, Canberra, Hobart and the Gold Coast (amongst others), *The Daily Telegraph* (London), Malaysia's *New Straits Times*, *The Bulletin* magazine (cover story), *Inside Sport* magazine, *Sydney Morning Herald*, *The Age*, *Sun-Herald*, *West Australian*, *The Mercury* and the *New Zealand Herald*.