



# Urban Research Program

## 2009 Seminar Series

### A/Prof Geoff Woolcock

#### Geo-spatial hot spots and cold spots in talent identification: Testing the 'Wagga Wagga effect' on AFL draftees

There is a lack of spatial and social data addressing causal factors and levels necessary for the identification and development of sporting talent in Australia. Several studies track locations and migrations of sporting talent at macro (regional, national) and meso (club, districts, organisations) levels. The "Wagga Effect", a term used frequently in the Australian media to describe the disproportionately large number of elite sportspeople from Wagga Wagga in southern NSW, highlights that not enough is known about why this occurs in Wagga Wagga or other similar sporting 'hotspots'. This presentation will present pilot study results tracking the origins of nearly 900 players drafted via the annual AFL National Draft 1997-2008.

Geoff Woolcock is an urban sociologist at the URP examining indicators of social sustainability and factors contributing to child and youth friendly communities. He is a textbook example of AFL talent unfulfilled having captained the Queensland U/15 (1983) and undefeated Schoolboys (1984), only to make a couple of Brisbane Bears pre-season training squads (1986-87). For his sins, he is consigned to a lifetime of supporting the Melbourne Demons, for whom he was the Queensland based recruiting officer 2000-2003.

**Wednesday 18th November**

12.15 p.m. - 1.30 p.m.

Nathan campus - Room N55 1.12