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# PUBLIC LECTURE

## The Globalisation of Sport: How Australian Law teaches an American Law Professor how to Advise a British Sports Manager Helping Build an Indian Sports League

### Professor Stephen Ross

Lewis H Vovakis Distinguished Faculty  
Scholar, Professor of Law and Director  
Penn State Institute for Sports Law,  
Policy and Research, Penn State  
Dickinson School of Law, USA

The corporate model of an independent commission to manage a sports league was first implemented by the Victorian Football League in 1984. In the *Super League* litigation, Australian courts pioneered the concept of a separate market for 'competition organising services' in which the Australian Rugby League and News Limited were rivals. This led to international research suggesting that sports leagues are best managed by those independent of the clubs providing the sporting competition. The idea of an independent competition organiser was then employed in 2001 to advocate a new cricket competition, under the auspices of established cricketing authorities.

When competitive pressures from a rival league led the Board of Control for Cricket in India to quickly establish the Indian Premier League, the BCCI called upon the global sports marketing group IMG to assist it; British cricketing experts working for IMG then called upon two sports academics to flesh out Lalit Modi's vision of a separate franchise-based league that is the talk of the sports world today.

Professor Ross will discuss the potential expansion of this concept of an independent organiser and its application to American and Australian sports leagues.

One of the USA's leading sports law and antitrust scholars, Professor Ross has had an extensive career in academia and public service. His publications include the casebook, *Principles of Antitrust Law*, as well as significant work on USA and international sports antitrust issues, some of which appears in Australian law reviews.

Professor Ross' expert testimony and advice on antitrust issues in the sports arena has been sought by various governmental entities in the USA and Canada and he has served as pro bono counsel to the Consumer Federation of America on sports antitrust litigation and to the *South Sydney Appeal*.

### EVENT DETAILS

**Thursday, 29 May 2008 at 6pm**  
**Melbourne Law School,**  
**185 Pelham Street, Carlton.**

**Booking is essential for this free event**  
**law-rsvp@unimelb.edu.au with 'Ross' in**  
**subject heading**

**Enquiries 8344 6164 or visit**  
**[www.law.unimelb.edu.au](http://www.law.unimelb.edu.au)**

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**CPDC accredited, Victorian Bar attendees receive 1 CPD point for this lecture.**