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Cultural Imperialism or Globalization Theory? **Conceptualizing Amateurism in** **Australian Sport History**

This paper focuses on whether cultural imperialism, which has been widely used in sport history, or globalization theory, which has currency in sport sociology, has more credibility in understanding the spread of amateurism from its British roots. Amateurism in Australian sport during the Victorian era is analyzed in order to engage with this debate. Three key questions are addressed. Firstly, did countries outside Britain, like Australia, conform to amateurism or were there modifications to suit local cultural traditions? Secondly, and related to the previous question, did amateurism provide a homogenous sporting culture or did differences in interpretation and practice provide heterogeneity? Thirdly, was the flow of ideas about amateurism from Britain a one-way transfer or did sporting views from other nations such as Australia reshape and reform this ideology? In striving to answer these questions, this paper points to the value in utilizing some aspects of globalization theory to understand what was one of the most important ideologies in world sport.