

a scant two pages are dedicated to the Nazi approach to sport. Also, the role of Carl Diem, Lewald's partner on the Organizing Committee, is curiously pushed to the margins.

Walters fails to offer new insights into the historical debates surrounding one of the most politically charged sporting events of the twentieth century. Despite the shortcomings of Mandell's earlier study, it ultimately became a classic – a natural starting point for researchers exploring this fascinating era of Olympic history. It is doubtful whether *Berlin Games*, despite its strengths and its appeal to the general reader, will achieve a similar level of success.

Endnotes

- 1 See *American Historical Review* 77, no. 1 (February 1972), pp. 174-175; and Richard D. Mandell, *The Nazi Olympics* (New York: Macmillan, 1971).
- 2 See Hans Joachim Teichler, "Coubertin und das Dritte Reich," *Sportwissenschaft* 12, no. 1 (1982), pp. 18-55, and Arnd Krüger, *Theodor Lewald: Sportführer ins Dritte Reich* (Berlin: Bartels & Wernitz, 1975).
- 3 See Duff Hart-Davis, *Hitler's Olympics: The 1936 Games* (New York: Harper and Row, 1986), and Richard Holt, "Great Britain: The Amateur Tradition," in Arnd Krüger and William Murray (eds.), *The Nazi Olympics: Sport, Politics, and Appeasement in the 1930s* (Urbana and Chicago: University of Illinois Press, 2003), pp. 70-86.



The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games by Richard Cashman (Sydney: Walla Walla Press, 2006), 311 pp. Reviewed by Robert K. Barney, University of Western Ontario, London, Ontario, Canada.

One of the most problematic arguments that Olympic Games bid committees advance in their efforts to win the "cherished prize" of hosting the grand spectacular is that the project will inevitably leave in its wake a great legacy for the public benefit. In fact, IOC members who make the final decision as to which city wins the bid pay close attention to the messages of prospective legacy. Sadly, the record of positive legacy outcomes resulting from hosting Olympic Games does not generally match the picture of the glorious claims made beforehand. In fact, the "beauty of legacy" often lies in the eyes of the beholder. With this realization in mind, Richard Cashman has attempted to investigate the subject of Olympic Games' legacy from the perspective of a general or broad-tapestry point of view. In his book, he examines "legacy" through the lens of one edition of the Olympic Games (including the Paralympic Games following), those his own country celebrated in Sydney in the early Australian spring of 2000.

Richard Cashman, a longstanding professor of history at the University of New South Wales (UNSW) in Sydney, now retired, maintains an adjunct profes-

sorship with the University of Technology – Sydney (UTS). He is perhaps better known in the world of historical scholarship for his examination and writing on the sport of cricket than he is for his limited excursions into Olympic history and issues. Nevertheless, in writing this text he has produced the first study on the subject of legacy that advances beyond simply an economic consideration.¹

The Bitter-Sweet Awakening appeared on roughly the fifth anniversary of the Sydney Games, allowing some time for the usual post-Games halo effect to subside and a degree of reality to set in. Though Cashman himself played an active and, indeed, emotional role in the Games (he carried the Olympic torch for a 500 meter leg as a member of the vast torch relay team and also labored among the 50,000 or so voluntary souls embedded in the administration of both the Olympic Games and the Paralympic Games), he has been careful not to cloud the issues he addresses with lofty and ennobling claims springing from his native Australian pride or his own personal involvement in the grand project. Cashman's title, *The Bitter-Sweet Awakening*, projects the framework for his message on the legacy of the Sydney Games. In other words, he presents a "good news – bad news" tale. Although it is at times difficult to unravel Cashman's arguments and all too often "thin" analysis, his message appears to underscore the fact that there is more bad news attached to Sydney's Olympic legacy than good, and, of course, this in general matches up with the experiences encountered by most Olympic host cities.² On the "good news" side of the ledger, Cashman points especially to the "sporting impact" legacy of the Sydney Games. The rise of Australian Olympic prominence through the organization and implementation of the Australian Institute of Sport, athlete reward systems, and state-of-the-art sports facilities has placed Australian sporting expertise and prowess, at least in sports on the Summer Games program, on a level with those of the strongest sporting nations in the world. He makes a less convincing case for the legacy of private and collective memory, business and economic outcomes, and international investments and contracts. Cashman points to a scenario of an immediate post-Games recession concerning use of Olympic facilities, coupled with a distressing negative balance between operational revenues and operational costs. One facility, the basketball venue, quickly went into receivership. Though Cashman tells us that there are some encouraging signs for the future with regard to the balance between revenues and expenditure in the cases of Stadium Australia and the Sydney Games Olympic village, one gets the impression that the author would like to return to this subject in another five years when a more definitive picture might exist.

If there are central themes apparent in Cashman's book, themes that should send messages to both Olympic Games bid and organizing committees in the future, they are the arguments that too little attention is given to applied resources, in-depth planning, and "follow through" for ensuring positive Olympic legacies. Further, he argues, the subject of legacy, a phenomenon that "might" occur in the future, is often lost among the necessities of the present. For instance,

prevalent in Sydney was the exclamation expressed by more than one Australian nabob immersed in the great Olympic project that by the time the Games were concluded, the frenetic vim and vigor that had been expended left precious little energy and incentive, to say nothing of resources, to apply towards developing positive legacy outcomes. Folks were simply too exhausted. Further, by the time the Sydney Games unfolded, the Organization Committee's modest budgetary line for legacy development was cut roughly in half from what it originally had been in the face of more immediate emergency considerations.

It does not appear that Walla Walla Press, a small Sydney publishing firm, subjected Cashman's book to a thorough editorial review process. There are factual errors, as well as over a score of mistakes in the mechanical presentation of the work (typos, missing words, incomplete sentences). On the other hand, Cashman, an experienced writer, presents a laudable literary work, one featuring a commendable assembly of pictorial material. There is a satisfactory, though not exhaustive, glossary, index, and bibliography.

Finally, there is an ironic personal twist to Cashman's study of legacy. He himself was instrumental in establishing a Centre for Olympic Studies at the University of New South Wales in May 1996, an initiative endorsed by the Australian Olympic Committee as yet another in the litany of those projects embracing the nation's "Olympic journey" in the run-up to staging the Games of the 27th Olympiad. The Centre's glorious physical site facing the ocean and its energetic program of initiatives in the form of lectures and conferences are things of the past at this point. The Centre encountered the same legacy problems often experienced by other Olympic entities once the Games have passed – a lingering death, if not a quick demise. Though the skeleton outline of the UNSW Centre for Olympic Studies has recently resurfaced at UTS in the form of a room holding much of the printed research material gathered since 1996, its energy and productivity in complementary former endeavors appears to have ceased. Perhaps this is a clue for understanding the general aura of sadness and melancholy that punctuates Richard Cashman's *The Bitter-Sweet Awakening*.

Endnotes

- 1 See, for instance, F. Brunet, *Economy of the 1992 Barcelona Olympic Games* (Lausanne: International Olympic Committee, 1994).
- 2 For example, University of Utah historian Larry Gerlach, speaking at a conference on the subject of Olympic Games Legacy hosted by the University of British Columbia in early November 2006, opined that Salt Lake City's 2002 Games, "the most expensive Winter Games in history," resulted in major legacy disappointments with regard to: (1) sustained use of certain facilities (Utah Olympic Park and Soldier Hollow to mention the most prominent examples), (2) sustained economic development in the form of increased tourism, and (3) sustained private and public memory of the event.