

*John Daly, Feminae Ludens: Women's Competitive Sport in South Australia, 1936-1956 and the Influence of Sports Reporter Lois Quarrell. Openbook Publishers, Adelaide, 1994. Bibliog., illus pp. 111.*

The publication of *Feminae Ludens* was assisted by a grant from the Recreation and Sport in order to celebrate the Centenary of Women's Suffrage in 1994. As a consequence, the text in this slim and very attractively presented volume, is essentially celebratory in style although the author, John Daly, largely avoids the pitfalls of an excessively hortative approach. An experienced sports historian and an internationally renowned track and field coach, Daly has written extensively on the history of recreation and leisure in South Australia and is well qualified to comment on developments and problems concerning women and sport at a state level given his involvement with the writing of the official history of the Australian Institute of Sport. As a practitioner of physical education with a well-established national profile, Daly brings a high degree of credibility and empathy to his work. It comes as no surprise, then, that *Feminae Ludens* represents a quality piece of scholarship in the field of sports history.

In nine succinct chapters, chronologically arranged and interspersed with a generous number of clear black and white photographs, Daly cleverly weaves the story of women's sport in South Australia with an autobiographical assessment of Lois Quarrell, sports writer for the Adelaide newspaper, the *Advertiser*, from 1936 to 1970. An active sportswoman and administrator herself, Quarrell was 'a facilitator and a provocateur' and as such she exerted 'a powerful influence' on the development of women's sport in her home state. As Daly explains, Quarrell not only promoted women's sport in her two-page column, but on a number of occasions she actively intervened in crisis situations, personally contacting women who she thought could 'save the day' when female sporting activities were threatened by a lack of support or interest. An 'educator of public opinion', Quarrell also encouraged

debate on issues such as the suitability of rational dress, the early retirement of athletes due to motherhood, and the need for women to control their own affairs in sport. Citing a number of her articles, and public responses to them, there is little doubt in Daly's view that Quarrell not only raised the aspirations and self-esteem of South Australian women, but her active support for the 'Amazons of Adelaide' was an important ingredient in the increasingly significant success of female athletes at the British Empire and Olympic Games. When Daly adds his own perceptive analysis of other influences on the growth of women's sport, namely educational institutions, immigration and other social factors, our understanding and appreciation of the history of sport in one particular state are greatly enhanced. In an historiographical sense, therefore, *Feminae Ludens* serves as a corrective to more general sports histories which tend to ignore or downplay the developments in states other than Victoria and New South Wales.

Even though the concise way that Daly handles his material is one of the chief attractions of the book, it should be stated that the material in *Feminae Ludens* is not beyond criticism. At a practical level, no index is provided and the constant use of exclamation marks to emphasise relevant points is counter productive and distracting to the reader. Daly includes some discussion about the limits to women's sport imposed by male administrators, but the issues raised warrant a more detailed consideration. In a similar vein, Daly at one point refers to the criticism of Quarrell's journalistic rigour (p. 84) but the matter is not explored in any way. More pointedly, in a caption for the very last illustration in the book, Daly indicates that Quarrell also exercised some direction over the type of athletic images of women portrayed in photographs in the *Advertiser*, a potentially important sphere of influence, worthy of further reflection. These, of course, are minor quibbles, for despite a lengthy subtitle, the book does not claim to be an exhaustive study of sports journalism or women's sport in South Australia.

To conclude on a more positive note, it remains to be said that since the earliest Sporting Traditions conferences, critics have been calling for detailed research on the treatment of sport in newspapers and journals. Here, at last, in *Feminae Ludens*, John Daly has demonstrated how this task can be approached by mixing autobiography and sports history in a study that is topical, jargon free, thoroughly readable and clearly informative.

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***Alex Fynn and Lynton Guest, Out of Time: Why Football isn't Working. Simon and Schuster, London 1994. pp. xii + 355. \$34.95.***

Association Football, or soccer, is undoubtedly the most widely played and popular spectator sport in the history of the world. A game codified and developed by the English in the second half of the nineteenth century, soccer has been exported to virtually every nation. The 1994 World Cup, played in the United States of America (who paradoxically do not have a professional outdoor league) has drawn enormous crowds and attracted a large world wide television audience. Most people who follow soccer focus their attention on the deeds performed by great teams and star players on the field of play. This however, should not distract us from the realisation that soccer is an activity, or more correctly a business, which generates income in the billions of dollars. Many people, only some of whom are players, make a nice living from the game.

*In Out of Time* Fynn and Guest are primarily concerned with examining recent major developments associated with the business, or off the field, activities of soccer. The starting point of their analysis is the decline of England as a force in world soccer (and criticism of the former national team manager Graham Taylor). Many of their chapters are

concerned with various aspects of the organisation and administration of soccer in England/the United Kingdom. Information is provided on the emergence of the breakaway Premier League, disputes within leading clubs, junior football and standards of coaching and training. Fynn and Guest also examine issues associated with the globalisation of football and the increasing role of UEFA and FIFA in the organisation of soccer. Chapters are devoted to European and World Cup soccer, the dominance of the Italian club AC Milan under the corporate leadership of Silvio Berlusconi (who since the writing of this book has become Italy's Prime Minister), and the corruption scandals (inducing opposing teams to play dead) associated with French club Marseille and club president Bernard Tapie.

Fynn and Guest have provided a study of an unstable oligopoly, which is under pressure due to the globalisation of the game brought about by television. Technological developments in television production have seen the emergence of new channels competing with traditional suppliers for the product that attracts large audiences. Leagues throughout the world have been inundated with a new breed of sophisticated money men and agents offering big figure deals if only you will sign on the bottom line. Soccer is rife with rumours of kickbacks, bribes and corruption.

Clubs, leagues and national associations find themselves caught in a three way dilemma. The needs of their respective domestic league and cup competitions compete not only with the demands of national teams and programs but also with the lucre beckoning in the distance from European club competitions. The top teams of national leagues are finding themselves increasingly attracted to the development of a European Super League. The picture that Fynn and Guest paint is of a sport, or business, in chaos. Those who run clubs and leagues are unsure what to do, and are hell bent on the pursuit of their own personal or club needs rather than devising a blueprint for the overall benefit of soccer.