My research agenda is applied in empirical economics, centering in recent years on the sports industry. This entails a lot of policy issues, not only the possible use of tax-payer’s funds for sports facilities and sports events but also other things such as the incentives and behaviour of professional athletes and teams in response to policy changes by leagues and governing bodies.

This also involves some interesting nuances about labour markets and also competitive balance in professional team sports like the AFL or NRL and how that, and other factors, affect consumer demand for professional sport.

More recently I’ve also ventured into the economics of various culture industries such as music, film and television. I find these industries to be a great way to undertake research into things of interest, not only to myself but also to the students and the general public and hence I find it a very effective means to being able to communicate and promote the economic discipline broadly.