



Australian Paralympic Committee Inc.
ABN 41810234213

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Sydney Olympic Park
NSW 2127

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www.paralympic.org.au



Australian Paralympic Committee

Annual Report 2006/07

Covering the period 1 July 2006 to 30 Sept 2007

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CP Footballer Miguel Marcellino and team at the 2006 FESPIC Games

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Michael Dobbie

Cover photos

Wheelchair Track and Road athlete, Kurt Fearnley



(L to R standing): Doug Denby, Paul Bird, Steve Loader, Ken Brown, Graeme Watts, Nick Dean, Justin Holdforth
L to R Seated: Louise Sauvage, Greg Hartung, Tanya Cox

APC Board

Greg Hartung OAM	President		
Ken Brown AM	Vice President	Nick Dean	Vice President
Paul Bird OAM	Director	Tanya Cox	Director
Doug Denby	Director	Justin Holdforth	Director
Steve Loader	Director	Louise Sauvage OAM	Director
Graeme Watts	Director	Darren Peters	Chief Executive Officer/ Non-voting Director

APC Member Organisations

Athletics Australia	Australian Sports Organisation for the Disabled
Australian Blind Sports Federation	Australian Sport and Recreation Association for Persons with an Intellectual Disability
Basketball Australia	Cerebral Palsy – Australian Sport and Recreation Federation
Cycling Australia	Disabled WinterSport Australia
Riding for the Disabled Association of Australia	Swimming Australia
Table Tennis Australia	Tennis Australia
Wheelchair Sports Australia	Yachting Australia



Greg Hartung

In the past year, the APC has substantially extended the scope and reach of its activities. At the same time, it has worked more closely with generic national sporting organisations to integrate opportunities for athletes with a disability within the activities of those organisations.

The APC received confirmation of its value - and an indication of future expectations - with the report of the Paralympic Sport Task Force in August 2006. The Task Force, chaired by Jim Ferguson, former Executive Director of the Australian Sports Commission, and comprised of leading Australian sports administrators, reported that:

- The APC plays a unique role in disability sport in Australia, which has no equivalent in able-bodied sport;
- The Australian Paralympic Team is one of Australia's most important sporting teams because of the positive influence of Paralympic success in shaping community attitudes towards disability and motivating and inspiring people with disabilities;
- The APC's members believe that the APC's programs are essential elements of the overall role of the APC. They are effective and make a vital contribution to disability sport;
- The APC's members would like it to consider playing a wider role, including advocacy for the disability sport sector.

The findings of the Task Force report were supported by research conducted by the respected agency, Woolcott Research, with a representative sample of Australians. This research, conducted this year, found a high level of community support for the role of the APC and for ongoing funding of its programs by the Australian Government. Further, Woolcott Research has found that Australians regard Paralympians as elite athletes who train as hard as able-bodied athletes. Eighty-seven percent of Australians believe that Paralympic athletes should receive the same funding as, or greater funding than, Olympic athletes.

Against this background, the Board of the APC must steer a course which focuses on achieving the organisation's key objective – Paralympic performance – and building the foundations for future success through overseeing the expansion of its revenue and its activities. It has been gratifying to see that, not only have sport performances been comparable to or better than those of the same period prior to Athens, but the APC's new core programs, such as Talent Search, Classification and Education, have been very well received and are already producing results.

In terms of building foundations, the APC embarked on an ambitious program two years ago aimed at enhancing the highly successful Arafura Games in Darwin through the inclusion of the inaugural Oceania Paralympic Championships. More than 300 athletes with a disability attended the first Oceania Paralympic Championships in May. The creation of this international event for developing athletes from our region is further evidence of the growing role of the APC. The support of the Federal and Northern Territory governments was essential to the event's success and helped make it one of the year's highlights.

The APC is fortunate indeed, to have a dedicated and highly competent Board, the members of which actively participate in setting and monitoring the direction of our organisation. I take this opportunity to thank them for their service, which is entirely voluntary, yet immeasurably valuable.

The APC continues to rely on the support of the government to fund the key sport

programs which assist our athletes to prepare for the Games. As the federal funding agency for sport, the Australian Sports Commission (ASC) is central to the APC's activities. The support of its Chairman, Peter Bartels, CEO Mark Peters and all the ASC and AIS staff who work with and support our programs, is greatly appreciated.

As we go to press with this Annual Report, the federal election is imminent. The APC is keen to ensure that support for the Paralympic movement not only continues, but expands to enable us to meet the challenges of the future and the expectations of our athletes, supporters and the people of Australia. The APC has made a detailed policy submission to each of the major parties and we are hopeful that the position we have put forward receives favourable consideration.

Whatever the outcome of the election, I look forward to the continuing support of a significant body of politicians – the Parliamentary Friends of Paralympians. This is a group of some 75 Federal MPs who have shown an interest in, and a commitment to, the aims and objectives of the Paralympic movement. I thank the Prime Minister, Mr Howard and the Leader of the Opposition, Mr Rudd, for their support as patrons of this group and Senator Michael Ronaldson and Senator Kate Lundy for chairing the "Parliamentary Friends".

An organisation such as the APC cannot thrive without dynamic and dedicated staff. We have been fortunate to have benefited from the leadership of Darren Peters and his capable team for another year. I thank them all for their efforts.

It seems trite to observe that all life is about change and our capacity to embrace the challenges that change brings about. It is certainly a truism in sport. Over the past year the APC has received positive feedback from a range of individuals and organisations about its role and its place within the Australian sport system. We have continued to change and improve - to ensure that we continue to be relevant, effective and successful.

**Greg Hartung
President**



Mark Peters

The Australian Paralympic Committee continues to be a progressive and innovative organisation driving success not only within Australia but also on the international stage.

funding of \$5,323,300 for the development of the Australian Paralympic movement and the support of elite athletes with a disability. The Commission was also pleased to provide a further \$456,000 via the Australian Government Sport Training Grant scheme to targeted athletes from the sports of rowing, powerlifting, equestrian, men's wheelchair basketball, cycling, athletics and swimming, to assist in their preparation for the 2008 Paralympic Games. There have been many outstanding results achieved by Paralympic athletes throughout the year and the Commission wishes all athletes and coaches well in their endeavours towards achieving success at the Beijing 2008 Paralympic Games.

The Australian Paralympic Committee continues to be a progressive and innovative organisation driving success not only within Australia but also on the international stage.

The Australian Paralympic Committee is to be congratulated on the initiative to introduce the Oceania Paralympic Championships within the 2007 Arafura Games. This was a significant milestone in 2007 that provided a beneficial international multi-sport opportunity for the preparation of athletes and teams heading into the Beijing 2008 and London 2012 Paralympic Games.

In 2006-07 the Paralympic Strategic Committee, which comprises senior representatives of the Australian Paralympic Committee and the Australian Sports Commission, including the Australian Institute of Sport, continued its work on the development of elite athletes with a disability in the lead up to the Beijing 2008 Paralympic Games and

beyond. The Paralympic Strategic Committee updated its terms of reference in early 2007 and identified the issue of addressing mainstreaming within the national sports system as a major focus.

In early 2007, the Australian Paralympic Committee and the Australian Sports Commission met with targeted national sporting organisations to outline the way forward regarding mainstreaming. It is anticipated that this initiative will be incorporated into the 2009-2013 National Pathways Planning and future funding processes.

On behalf of the Commission, I look forward to working with the Australian Paralympic Committee in future for the betterment of Australian sport.

Mark A Peters
Chief Executive Officer
Australian Sports Commission



Tim Sullivan, 2004 Paralympian of the Year, is one of Australia's greatest Paralympic gold medal winners, equal with Louise Sauvage and Priya Cooper with nine gold medals. He is currently preparing for Beijing.

Paralympic Medal recipients

2001 Marie Little
2002 Ron Finneran
2004 Adrienne Smith
2005 Nick Dean

Australian Paralympian of the Year

1994 Louise Sauvage
1995 Priya Cooper
1996 Louise Sauvage
1997 Louise Sauvage
1998 Louise Sauvage
2000 Siobhan Paton
2002 Michael Milton
2004 Tim Sullivan



Darren Peters

During the past year the APC set its corporate strategy for 2006 to 2012. This followed a review of each business segment and the need respond to changing internal and external environments.

The Board has adopted an exciting strategy to grow the profile of the APC and Paralympic athletes, generate revenue from a diverse range of income streams, increase disability awareness and education, improve athlete identification, classification and connection to sports, foster the APC's international presence and continue to achieve sporting success.

The APC has achieved many of the objectives listed in the previous (2005-09) business plan. Its achievements included continued international success (currently top five in world¹), an increased base of Paralympic athletes (300 to 650²), maintaining awareness of the APC in the Australian population (at 12 percent unaided) and increasing annual revenues (\$5.95m to \$9.15m annually).

Of particular note in 2006/07 was a 6.4 percent increase in government and marketing income. Included in this was an increase in funding by the Australian Institute of Sport, from \$240K to \$394K, for the Alpine Skiing and Swimming programs.

The Board has adopted an exciting strategy to grow the profile of the APC and Paralympic athletes, and continue to achieve sporting success.

In addition, the APC applied more scrutiny to its existing fundraising contracts, resulting in an 11.3 percent increase in net fundraising revenue to \$639K. Improvements will continue to be made in this area through the implementation of a national fundraising strategy and further economies of scale.

Sponsorship revenue reached \$1.247m in 2006/07, which was a 24 percent increase on the previous year. This income was derived from sponsor cash and in-kind contributions. The Australian Sports Commission (ASC) is the principal partner of the APC. Telstra and Toyota are the major sponsors of the APC. In 2006/07 the Motor Accidents Authority and Workcover NSW provided cash sponsorships. Clayton Utz, Media Monitors and Ernst and Young provided increased 'in-kind' support on behalf of the Board I thank all sponsors for their contributions.

Throughout the year, the APC has actively engaged in discussions with its members and the Australian Sports Commission (ASC). Paralympic Strategic Committee meetings were conducted with the ASC and Australian Institute of Sport. These meetings assist to increase awareness of, and support for, Paralympic sport programs and related ASC, AIS or APC initiatives. As Chairman of the PSC, I take this opportunity to thank ASC Chief Executive Mark Peters and his staff, including Brent Espeland, Peter Fricker and Greg Nance, for their time and effort in this collaborative grouping. I also thank other ASC staff, in particular our sport consultant Deb Waser.

The APC Board met on six occasions in 2006/07, fulfilling its constitutional obligations. Meetings were generally held at the APC national headquarters in Sydney.



Kurt Fearnley

Led by President Greg Hartung, the Directors have worked diligently on financial, planning and operational aspects of Paralympic business. In particular, they have discussed and adopted forward budgets, business plans and a variety of reports. These reports have focused on sport and also broader geo-political issues such as the ASC's Paralympic and Disability Sport Review. I would like to take this opportunity to thank the President and Board for their invaluable, voluntary contribution.

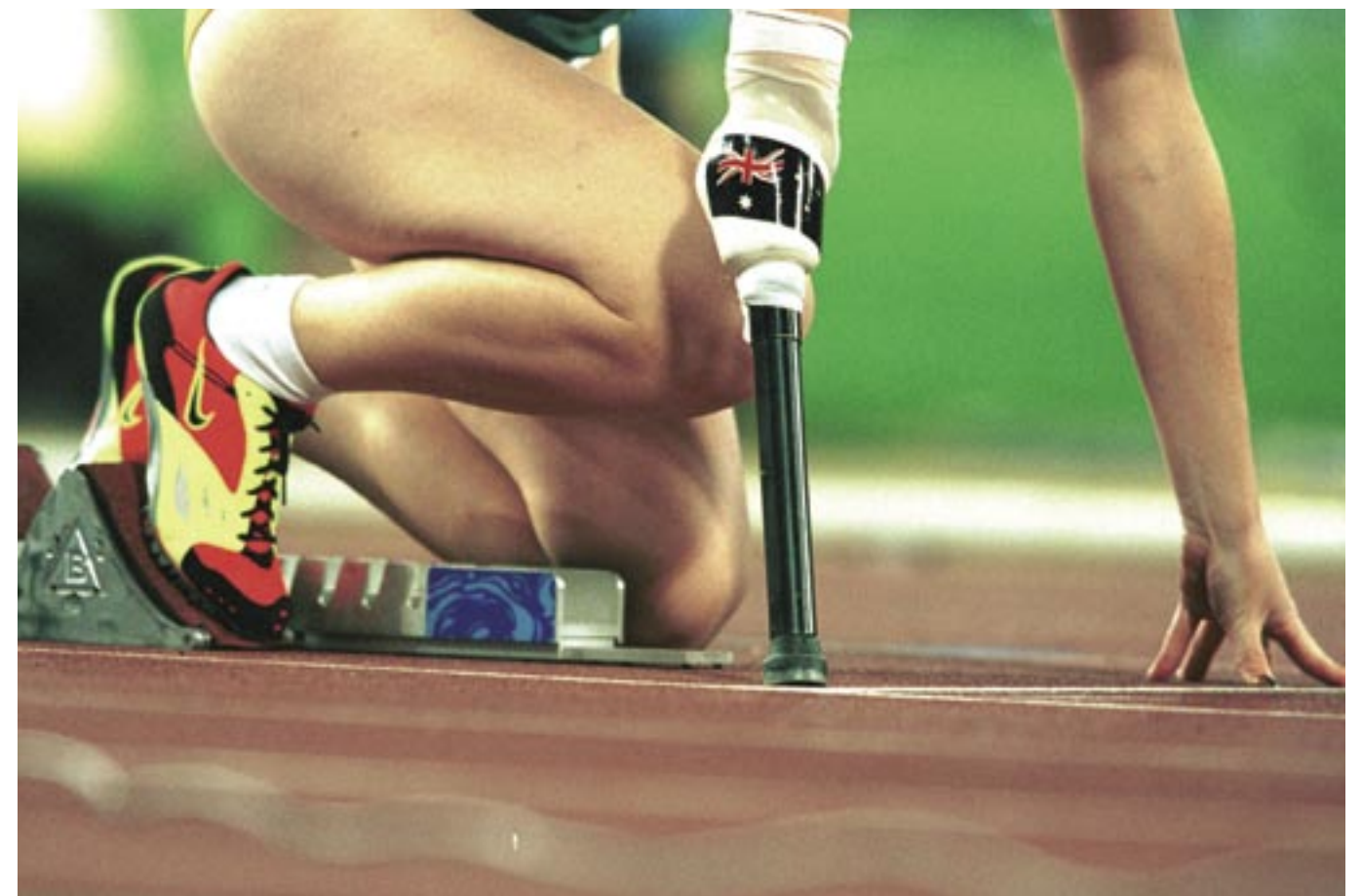
The APC business is now spread throughout all States and Territories. Staff are located in NSW, Victoria, Queensland, South Australia, Western Australia and the ACT. Working relationships have also been formed with the Northern Territory and Tasmanian Governments through Sport and Recreation Departments and some other agencies such as the Sporting Wheelies and Disabled Association.

During 2006/07 a senior management team was appointed within the APC, comprising Jason Hellwig (Director of Sport) who was also appointed the inaugural Deputy Chief Executive, Margaret Bouttell (Finance) and Tony Naar (Policy and Information). This structure, and in particular the role of the Deputy CEO, has been of immense value to me and the Board.

Employee numbers increased from 22 to 30 during this past year, due to increased sport and Paralympic program demands.

I take this opportunity to thank all staff for their efforts in ensuring that Paralympic business is conducted to the highest possible standard in Australia.

Darren Peters
CEO



¹ Based upon World Championships in Paralympic class events
² PPP base is 304 athletes; identified talent base is 119 [tier one] and 344 [tier two]

The APC's marketing and communications activities are overseen by an advisory panel which reports to the APC Board - the Marketing and Communications Advisory Panel (MAP). The MAP is currently chaired by APC Director Steve Loader, who took over from Joyce Parszos during the year. Its other members are Justin Holdforth, Joyce Parszos and APC CEO Darren Peters. The MAP has been very active in strategically evaluating marketing and communications needs and assisting the APC to take advantage of opportunities.

Sponsorship

The Paralympic Sponsorship Program is gaining strength, with increased interest in the 2008 Australian Paralympic Team from corporate Australia. Sponsorship revenue for the year 2006/07 was \$1.25m, a slight increase over 2005/06.

The principal partner of the APC is the Australian Sports Commission, which provided funding of \$5.44m in the 2006/07 year for the achievement of Paralympic sporting results, development and awareness.

Major sponsor Telstra increased its involvement with the APC and Paralympic Sport through the Telstra Developing Athletes Grant Scheme. This new initiative provided grants to 84 developing athletes to assist with training and equipment. It adds to the Telstra Paralympic Education Program (TPEP), launched during 2006/07, which is targeted at schools nationally, promoting the Paralympic movement and Paralympic athletes. Telstra is also the naming rights sponsor of the Telstra National Wheelchair Rugby League.

Major sponsor Toyota continued to support the APC at all levels, with its involvement extending beyond the Paralympic Team into the community through the Toyota Talent Search Program. The program identifies potential Paralympians through an ongoing nationwide search. Toyota's support also includes building awareness through the dealers, suppliers and public. Toyota is a committed partner, forecasting even more active involvement in the Games' year.

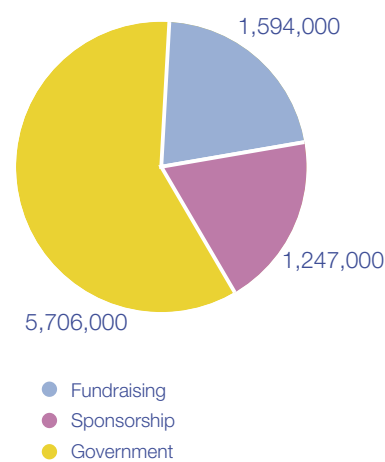
The partnership with the Motor Accidents Authority (MAA) continued to develop with the launch of the Paralympic Awareness and Accident Rehabilitation Program (PAARP). The PAARP program uses real-life examples of rehabilitation pathways, timeframes and experiences by linking Paralympic athletes with people in rehabilitation centres. It delivers preventative messages and encourages people injured in motor vehicles accidents to become involved in sport.

WorkCover NSW has continued its support of Paralympians through the Paralympian Sponsorship Program. The initiative, which started in 2001, has grown dramatically in the past year with Paralympians travelling around Australia raising awareness about workplace safety and assisting athletes to achieve their dreams. The program is expected to continue its growth in the upcoming year, providing additional support for athletes and the APC.

Throughout the year, the APC has also benefitted significantly from the support of companies which have provided pro-bono or heavily discounted professional services. In particular, the APC thanks Clayton Utz (legal services), Media Monitors (media monitoring), Ernst and Young (financial services) and Publicis Mojo (communications advice).

The APC remains indebted to all its commercial partners beyond those listed above and extends an enormous thank you to all involved.

Sources of Income 2006-07



Marketing

The priority for the APC during the 2006/07 year was to establish and promote community based programs. The launch of the TPEP and PAARP programs, in addition to the established Toyota Talent Search Program, cements a role of the APC which extends beyond the Australian Paralympic Team, reaching into the community to promote positive messages and to assist people with a disability.

2006/07 was also a year of establishing foundations and developing plans for the build-up to the 2008 Paralympic Games. Existing sponsors are excited about the upcoming Games and their partnership with the APC.

Research has found that the current unaided awareness of the APC within the adult Australian population is 12% (Woolcott, 2007). A goal of the marketing and communications programs is to raise this to 20% through community activities and Team promotion in the lead-up to each Paralympic Games.

An awareness campaign is being developed with Publicis Mojo for release through radio, television and print media, as well as "ambient" advertising.

In line with the awareness goals, the APC is developing a merchandise program. Partnering with established distributors and major retailers, supporter merchandise will be available to the general public in the coming year.

The overhaul of the APC website will allow for promotional opportunities via on-line campaigns, appeals and athlete promotions.

Fundraising

The APC has focused on two distinct areas in its fundraising activities over the past year - to review and grow the APC's existing fundraising programs and to develop new initiatives that will support it into the future. This has been successful.

In the 2006/07 financial year, the APC raised \$639K (net) from individual and corporate donors. In doing so, we achieved our goal of transferring 40 percent of gross fundraising revenue to



Joy Boyd

the Team fund. The continued support we received over the past year from our donors and corporate partners is encouraging.

During the period covered by this report, APC fundraising activities have included face-to-face marketing, events, telemarketing, direct marketing and major donations.

Face-to-face Marketing

The net income from our face-to-face fundraising, which includes raffles, lotteries and trade promotions, was \$460K. These campaigns were run in South Australia, NSW, Victoria and

Tasmania and will continue across the states, including Western Australia, in 2007/08.

Events

Gross revenue generated from national events increased by 57 percent to \$339K in 2006/07, up from \$195K in the previous year. Net event income was \$132K for the year, compared to \$27K in the previous year.

Some notable events in the past year include:

- The 2007 4WD 'Desert Duel' rally raised \$74K for the APC this year. This annual event, coordinated by Steve

Mason and Belinda Green for the APC, has raised more than \$300K in its seven year history.

- Di and John Pass hosted the 2007 360HR Corporate Bowls Day to provide networking opportunities for participants and raise funds for the APC. The event raised more than \$26K in net revenue.
- Other supporters, such as Marylou Stubbs from A Piece of Cake Events, businessman David Hong and the Birrong Bowling Club continue to contribute funds through a range of activities.



Desert Duel 2007

Telemarketing

The APC's telemarketing campaign generated net income of \$107K, an increase of 63 percent from 2005/06. The Art Union campaigns were conducted by the Queensland Sporting Wheelies and Disabled Association. Thank you to Ray Epstein, his staff and volunteers for their hard work in achieving this result.

Direct Marketing

Income from direct marketing appeals and The Australian Paralympian newsletter grew by eight percent, raising \$50K. The APC continues to develop its direct mail campaigns with refined key messages and mailing segmentation strategies.

The second half of the year saw the development of a regular giving program for the APC. The aim of this new program is to produce stable and predictable funding throughout the year. It will continue to be a focus in 2007/08.

Major Donors

John and Yvonne Almgren and the Perini Family Foundation have supported the APC since 2004. In 2006/07 they each donated \$20K to the APC. The Bluesand Foundation and the WD Booth Charitable Trust each kindly donated \$7.5K this year. Thank you to all our donors and supporters for their contributions towards the Australian 2008 Paralympic Team.

Finance report – for the year ending 30 June 2007

The Australian Paralympic Committee (APC) operated in all States and Territories of Australia during the year ended 30 June 2007, and this finance report reflects these operations.

Revenue rose eight percent to \$9.15m, with the increase of \$700K attributable to increased government grants, recognition of sponsor value in kind contributions and a boost in investment income.

Expenditure fell six percent to \$7.76m, with reduced expenditures reported in all areas other than sport programs. With no Paralympic Games held during the financial year, emphasis was placed on team preparations and a funding increase of 10 percent over the prior year was applied to sport program activities.

The financial year reported an operation surplus of \$1.39m which was reduced to \$259K after transfers to reserves. Investment income of \$158K attributable

to the Sydney Legacy Fund was reinvested and transferred from accumulated funds.

The revised fundraising strategy raised a notable \$639K towards the Beijing Team. Together with operational savings and state government contributions, the APC transferred almost \$1m to the Paralympic Games Reserve in this financial year.

At the financial year end, the Paralympic Games Reserve stands at \$1.77m, halfway to the \$3.5m required to send the Paralympic Team to Beijing in September 2008. To raise the remaining funds needed, the next twelve months will focus heavily on fundraising activities, further lobbying with state and local governments and arrangements with suppliers for value in kind contributions.

After contributing to the reserve funds, the APC ended the financial year with an operating surplus of \$259K. Investments rose to \$6.88m, representing the Sydney Legacy Fund (\$2.5m); the Paralympic

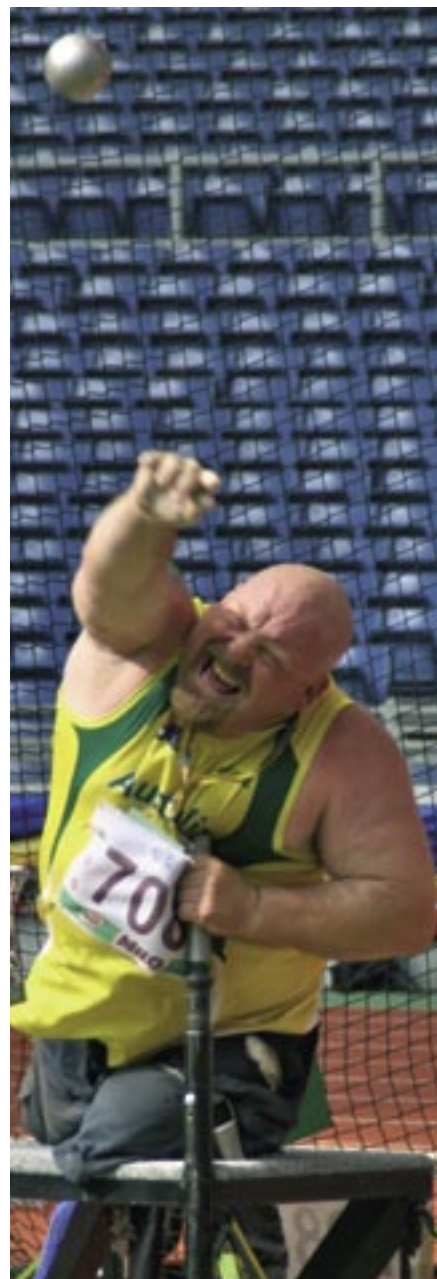
Games Reserve Fund (\$1.8m); an advance from the Australian Sports Commission to be expended in 2007/8 on team preparations (\$1.8m); and accumulated funds (\$0.7m).

As always, we are extremely grateful to our sponsors and to our benefactors and especially to the Australian Federal Government through the Australian Sports Commission for its ongoing support to the APC.

The summarised financial report for the year ended 30 June 2007, together with comparatives for the previous year, are given on the next page. For further detailed financial statements, together with the report of our auditors, Ernst and Young, I would invite you to apply to the offices of the APC.

Doug Denby
Finance Director





Rob Gardner

INCOME STATEMENT (in \$000)

for the year ended 30 June 2007

	2007	2006
Income		
Australian Sports Commission	5,435	5,128
Other Government grants	271	159
Sponsors	1,247	1,000
Fundraising	1,594	1,742
Income from investments	592	410
Other income	8	7
	<u>9,147</u>	<u>8,446</u>

Expenditure

FESPIC games (2007) & Winter Paralympic Games (2006)	110	656
Sport programs	5,032	4,561
Promotions, marketing and media	481	601
Fundraising	955	1,168
Administration	1,184	1,275
	<u>7,762</u>	<u>8,261</u>

Surplus for year**1,385 185****BALANCE SHEET (in \$000)**

as at 30 June 2007

	2007	2006
Assets		
Cash and cash equivalents	1,890	1,648
Investments and managed funds	6,882	5,339
Receivables and other assets	741	382
	<u>9,513</u>	<u>7,369</u>

Liabilities

Payables and provisions	594	408
Deferred revenue and grants	2,930	2,826
	<u>3,524</u>	<u>3,234</u>

Net Assets**5,989 4,135****Equity**

Restricted reserves	4,831	3,236
Accumulated funds	1,158	899
	<u>5,989</u>	<u>4,135</u>

STATEMENT OF CHANGES IN EQUITY (in \$000)

	Accumulated Funds	Asset Revaluation Reserve	Sydney Legacy Fund	Paralympic Games Reserve	TOTAL
At 30 June 2005	3,764	17	0	0	3,781
Transfer from Accumulated Funds:					
- establishment of Sydney Legacy Fund	(2,250)	-	2,250	-	0
- establishment of Paralympic Games Reserve	(800)	-	-	800	0
Fair value revaluation of investments		169			169
Surplus for year	185	-	-	-	185
At 30 June 2006	899	186	2,250	800	4,135
Surplus for year	1,385	-	-	-	1,385
Transfer from surplus:					
- investment income to Sydney Legacy Fund	(158)	-	158	-	0
- Government funding for Beijing Team transferred to Paralympic Games Reserve	(329)	-	-	329	0
- net Fundraising revenue transferred to Paralympic Games Reserve	(639)	-	-	639	0
Operating surplus for year	259	-	158	968	1,385
Fair value revaluation of investments	-	289	180	-	469
At 30 June 2007	1,158	475	2,588	1,768	5,989

FUNDRAISING SUMMARY PER STATE/TERRITORY (IN \$000)

	ACT	NSW	QLD	SA	TAS	VIC	WA	TOTAL
Fundraising revenue	2.5	648	152	380	57	343	11	1,594
Fundraising expenses	(2.2)	(385)	(49)	(255)	(36)	(213)	(14)	(954)
Fundraising surplus (deficit)	0.3	263	103	125	21	130	(3)	639
Surplus (deficit) %	12%	41%	68%	33%	37%	38%	-27%	40%

Paralympic Awareness Program

Media

2006/07 was a non-Games year, so the focus in this area was on developing media networks and athlete and media information databases, to help maximise coverage of Paralympic athletes and Paralympic sport leading into Beijing. The APC Board adopted the Communications Strategy for 2006-12. New communications tools were created to help build awareness of the APC and Paralympians.

More than 90 media releases were distributed to metropolitan, suburban and regional media around Australia. The assistance of the Media Monitors organisation enabled effective distribution to targetted media outlets. Coverage of Paralympic events and leading Paralympic athletes, such as Kurt Fearnley, increased due to the cooperative efforts of the APC and the media staff of its mainstream partners.

National media coverage is tracked every week. Between September 2006 and September 2007, Paralympic athletes and Paralympic sport received 1,424 mentions on radio and television; 839 mentions in major metropolitan press; 2,992 mentions in regional and suburban press and 134 mentions online.

Australia's regional and suburban press provides the best ongoing coverage of local Paralympic athletes. Events such as the FESPIC Games in Malaysia in November 2006 and the Arafura Games in Darwin in May 2007 demonstrated this. Almost 50% of the athletes who attended the FESPIC Games gained coverage in their local press before departure and 50% of the individual medallists were interviewed on their return.

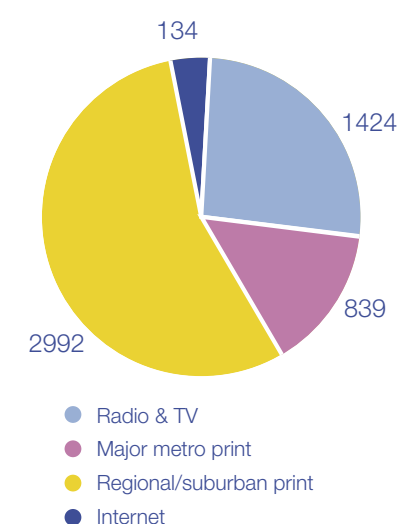
Other key events that captured media interest included Kurt Fearnley's marathon wins and his 2007 Laureus Sports Award nomination, Swimming, Cycling and Athletics World Championships, the men's and women's Wheelchair Basketball Beijing qualification tournaments, the Paralympic World Cup and South African double leg amputee Oscar Pistorius'



challenge to compete in the able-bodied events at the IAAF Athletics World Championships.

Looking towards the Beijing Games, increased awareness of the Australian Paralympic Team is a key communications priority for 2007/08. Planning is underway to ensure the media coverage of the Beijing 2008 Paralympic Games will be the best ever.

Media Coverage by Newsfeed 2006/07



Telstra Paralympic Education Program

The Telstra Paralympic Education Program (TPEP) is a primary school program to teach children about the Paralympic movement and, in particular, Paralympic athletes. During the reporting period, the focus has been on the program's continued development, to ensure it conforms to state curriculum requirements, and on launches in most states.

In the first half of 2007, there were state launches of TPEP in NSW, Victoria, South Australia, Queensland and the ACT. In Victoria and the ACT the program was launched by the relevant Minister for Education. There was good media coverage of the launches locally, with excellent coverage achieved in the ACT and SA.

The TPEP has two elements - the Teaching Resource and the Athlete Correspondence Program (ACP).

The Teaching Resource provides the required educational component, including theoretical and practical in-class activities. It consists of eight key activities under the theme 'Diversity and Inclusion'. A further eight extension lessons under the theme 'The Australian Paralympic Community' have been developed and will be added in 2008.

An extensive curriculum mapping process has been undertaken with 22 education industry professionals in six states and territories. Curriculum mapping will be completed in Tasmania and the Northern Territory by the end of 2007.

Central to the success of the TPEP has been the development in the past year of its website: www.paralymiceducation.org.au. The site delivers the lesson plans and other program information and updates. The student section, when completed, will include video interviews with more than 50 Paralympic athletes.

A DVD accompanies the Teaching Resource. It includes interviews with Paralympians Amanda Fraser and Toby Kane and examples of Paralympic athletes in action. These segments link to activities from the Teaching Resource. Feedback



Louise Sauvage launches TPEP

on the DVD's content has been overwhelmingly positive.

The Athlete Correspondence Program enables students to interact with athletes. It is based on the successful Linking Elite Athletes Program (LEAP) from the Sydney 2000 Paralympic Games, with athletes assigned to correspond with schools. More than 150 Paralympic athletes have volunteered to become part of the ACP, which will be fully operational by the first term of 2008.

By mid-October 2007, almost 6,500 primary schools will have received an invitation to register for the TPEP. A further 1,000 primary schools throughout WA, the Northern Territory and Tasmania will receive invitations in 2007. This mail-out will be complemented by extensive promotion, including advertising and presentations at teaching industry conferences.

In the coming year, TPEP will continue to evolve and to embrace more schools in the lead-up to the 2008 Beijing Paralympic Games.

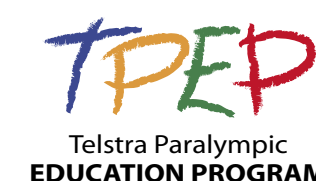


Table 1. Comparison of website traffic for first four months of 2004/05/06/07				
	2004 (JAN-APRIL)	2005 (JAN-APRIL)	2006 (JAN- APRIL)	2007 (JAN- APRIL)
Total hits	313,506	564,793	958,801	1,583,667
Total visits	24,602	69,686	81,734	177,274

Web site

Over the past year, the APC website has averaged more than eight thousand separate visits each week, a significant increase on previous years. Statistics from the site show that almost 50 percent of these visits relate to athlete information and a further 28 percent are to view news items.

The website is currently being revamped to take advantage of new "Web 2" technologies and to provide even better interface with the information about athletes and events which is stored on the APC database. The new site will carry video and still images of athlete performances.



Shaun Hopkins (Front) and Ben Demery with the British tandem team.

Information Technology

In May 2007 the APC appointed a new IT service provider, Computergate, finishing its four year relationship with Apples and Oranges. The appointment of Computergate reflects the growing sophistication of the APC's IT operations.

The APC has increased the bandwidth for its virtual private network which connects the branches with the national headquarters. Resources have been allocated to provide an integrated operational system which meets the data access needs of all branch offices as well as the national headquarters.

An IT equipment upgrade schedule is in place.

During the reporting period, information about athletes and results of major competitions has been entered into the APC database. While there is some way to go to electronically capture the results of every Australian athlete at every Paralympic Games, all current results are now being entered and are linked to the relevant athletes on the APC web site. An upgrade of the database will assist it to meet growing needs in the areas of classification, the Telstra Paralympic Education Program, sport and general APC program management.

Planning is underway to ensure that the APC can meet the needs of the 2008 Australian Paralympic team in Beijing and of its supporters for information and results as rapidly as possible.

FESPIC Games

The 2006 Australian FESPIC Games Team, under the auspices of the APC, participated in the tenth and last FESPIC Games in Kuala Lumpur from 25 November to 2 December 2006.

For the APC, the FESPIC Games has had a development focus, with more relaxed selection criteria providing the opportunity for younger athletes to gain international competition experience. The 2006 Australian FESPIC Games Team was the largest ever, with 115 athletes (81 males and 34 females) in 13 sports and a total team size of 187.

The team finished ninth on the gold medal tally and seventh on the total medal tally, with 63 medals (16 gold, 21 silver, 26 bronze). This result was comparable to previous FESPIC Games competitive performances. With no swimmers, the Athletics group carried the weight of Australian expectations and produced the best results.

There was no stated APC competitive goal for this Team and the overall competition result, while disappointing, reflected the greater emphasis placed on the event by Asian countries. Greater Australian medal success in similar future competitions will require more targeted planning.

A summary of medal performances appears in Table 2.

Table 2. FESPIC GAMES Australian medal results by sport				
	GOLD	SILVER	BRONZE	TOTAL
Athletics	14	16	17	47
Tenpin Bowling	2	0	2	4
Sailing	0	1	2	3
Powerlifting	0	1	0	1
Shooting	0	1	0	1
WC Basketball	0	1	0	1
WC Tennis	0	0	3	3
Judo	0	0	1	1
Table Tennis	0	0	1	1

Oceania Paralympic Championships

Table 3. 2007 Oceania Paralympic Championships participation numbers								
	Athletics	Cycling	Powerlifting	Swimming	Table Tennis	WC Basketball	WC Tennis	Total
Australia	34	31	5	28	17	12	7	134
Fiji	8			2				11
New Zealand	1	6		6				13
Papua New Guinea	13		6					19
Samoa	2							2
Tonga	13							13

In August 2004 the APC President, Greg Hartung, commenced correspondence with the Northern Territory's Minister for Sport about a partnership to create a signature Paralympic event in the Asia-Pacific region, based on the successful Arafura Games, an existing multi-sport event.

Less than three years later, the first Oceania Paralympic Championships (OPC) took place in Darwin in May 2007, as part of the 2007 Arafura Games.

322 athletes from 22 nations contested a program of seven Paralympic sports - athletics, road cycling, powerlifting, swimming, table tennis, wheelchair basketball and wheelchair tennis.

The International Paralympic Committee (IPC) assisted in ensuring that competition in each sport was internationally recognised. This meant that competing athletes in most sports were able to gain rankings points or meet other qualification criteria towards the 2008 Beijing Paralympic Games.

In wheelchair basketball, the OPC was the men's Paralympic qualification tournament for the Asia/Oceania region and all games attracted strong spectator support and media interest.

The APC facilitated opportunities for athletes to be classified in all sports and conducted national classifier training courses in athletics and wheelchair basketball.

76 athletes were classified at the OPC - 39 from athletics, four from wheelchair basketball, ten from cycling, seven from powerlifting, eight from swimming and eight from table tennis.

Seven participants completed the classifier training course for athletics and three completed the course for wheelchair basketball.

At the invitation of Mr Hartung, the event was attended by the President of the IPC, Sir Phillip Craven, the Chief Executive of the IPC, Xavier Gonzales, and the IPC's Director of Sport, David Grevemberg.

A delegation from the Beijing Organising Committee for the Olympic and Paralympic Games (BOCOG) observed 4 days of the Championships. They provided positive feedback about this experience, including the engagement of officials and the connection between the event and the local community.

Classification

Throughout the year the APC made significant progress in the implementation of its classification strategy, with a focus on:

- The athlete classification pathway.
- The classifier certification pathway.
- Development of a classification information portal on the APC web site and a database of athletes and classifiers.

In developing and implementing the APC classification strategy, the APC continued to work in consultation with its members. These consultations were moderated by the APC Classification Advisory Panel, as part of its responsibilities in advising the APC Board.

At the conclusion of the reporting period, 64 classifiers were formally accredited by the APC at national level or higher, in

accordance with the IPC global classification policy.

In 2006/07, the IPC released several new versions of the IPC Classification Code, culminating in a final round of consultation with IPC members. Australia has been a leader in providing feedback to the IPC during its consultation process.

From September 2008, all IPC member nations and federations will be required to accept the final IPC Classification Code and its associated International Standards as a condition of IPC membership.

The Arafura Games provided the first opportunity for the APC to combine a detailed multi-sport classification program with classifier training and education. The activity was overwhelmingly successful. A number of new classifiers were identified and all athletes requiring classification were dealt with.

In partnership with sports, the APC has identified priorities for classifier training and development. As a result, all Paralympic

priority sports should be supported by appropriately qualified, sport-specific classifiers within the next few years.

As we head towards Beijing, a project has commenced to ensure that the classification status of all potential Australian team members is known prior to the Games. This important initiative aims to ensure that no Australian athletes are affected by an adverse classification outcome at the Paralympic Games.



Matt Cowdrey

Toyota Paralympic Talent Search

The Toyota Paralympic Talent Search Program has continued to unearth talented athletes around Australia. A number of athletes identified through the Talent Search Program have represented Australia at various levels of competition around the world. The FESPIC Games in Kuala Lumpur in late 2006 provided the opportunity for some of our developing athletes to experience international competition for the first time. Others have progressed quickly to the elite level and represented Australia at a number of World Championship events over the past year.

The program is driven by APC Development Officers in the ACT, New South Wales, Queensland, South Australia, Victoria and Western Australia. In Queensland we conduct the program under an arrangement between the APC and the Queensland Sporting Wheelies and Disabled Sport and Recreation Association.

With more than 50 Talent Search participants already part of the Paralympic Preparation Program (PPP), the Beijing Paralympic Team looks set to be enhanced with some of our most talented emerging athletes, giving them a fantastic opportunity to compete on the world stage. The increase in athlete base has also seen a significant increase in the number of athletes competing in junior events at the National level across a number of sports. This strong athlete base will ensure the Australian Paralympic Team will enjoy success looking towards Vancouver in 2010, London in 2012 and beyond.

Potential Paralympians have been identified all Paralympic Sports. The APC Development Officers work closely with identified athletes and the relevant National Sporting Organisations (NSOs), NSOs for the Disabled (NSODs) and state sporting associations to ensure that each athlete has access to coaches and a relevant pathway to assist in fast-tracking their development.

The next twelve months will see more emphasis on sport specific talent searches being conducted in conjunction

with the sports. We will continue to offer opportunities for athlete classification as part of the program. The program will concentrate further on metropolitan areas, following a regional focus in 2006/07.

Table 4 summarises the results of the Talent Search program for 2006/07 year.



Talent Search aspirant
Daniel Clarke

Table 4. Summary of the Talent Search Program, 1st July 2006 to 30 September 2007	
Number of Days held	24 (15 regional, 9 metropolitan)
Total Participants	281
Participants with elite Paralympic potential in next 2 to 4 years (Tier 1)	26
Participants with elite potential requiring significant development (Tier 2)	127
ACT	1 talent search day, 20 participants - 3 Tier 1, 13 Tier 2
NSW	5 talent search days, 80 participants - 9 Tier 1, 50 Tier 2
VIC	5 talent search days, 38 participants - 3 Tier 1, 15 Tier 2
QLD	5 talent search days, 73 participants - 2 Tier 1, 28 Tier 2
SA	4 talent search days, 21 participants - 5 Tier 1, 6 Tier 2
WA	1 talent search day, 15 participants - 0 Tier 1, 3 Tier 2
NT	1 talent search day, 20 participants - 0 Tier 1, 5 Tier 2

Archery

Program managed by: APC
Manager: Vicki O'Brien
PPP size: 3 athletes
KPIs: Qualify one slot for 2008 Paralympic Games

During the year, Mark Tomkins emerged as Australia's most likely Paralympic Games medal prospect. Performances at the FESPIC Games were encouraging. Mark's scores exceeded the minimum qualification standards for Beijing, however were outside the qualification period. The next opportunity for Mark to secure a Beijing slot will be at the 2007 IPC Archery World Championships in October 2007. Mark is being closely supported to enhance his prospects of success at the 2007 World Championships and 2008 Beijing Paralympic Games.



Mark Tomkins

Athletics

Program managed by: Athletics Australia
Manager: Scott Goodman
PPP size: 95 athletes
KPIs: Maintain top 3 position according to IPC Athletics World Rankings
Outcomes: 2nd ranked nation at IPC World Championships on overall medal tally

The performance of the Australian team at the 2006 IPC World Championships was consistent with the program's KPIs and confirmed that the program's objective for the 2008 Beijing Paralympic Games, to finish as the 2nd ranked nation in terms of overall medals, is achievable. A large group of junior and developing athletes attended the FESPIC Games in Malaysia in December 2006. Many of these athletes had been introduced to the sport in the previous 18 months through the APC Talent Search program.



L to R: Paul Benz, Chris Mullins, Evan O'Hanlon, Tim Sullivan

Wheelchair Basketball

Program managed by: Basketball Australia
Program Manager: Lorraine Landon
Head Coaches Men - Murray Treseder (until March 2007)
Ben Ettridge (from March 2007)
Women – Gerry Hewson
PPP size: 40 athletes
KPIs: Men – Qualify for Beijing Paralympic Games
Women – Qualify for Beijing Paralympic Games
Outcomes: Both teams have qualified

Ben Ettridge assumed responsibility for the Australian men's team in March 2007, prior to the Beijing qualification tournament at the Arafura Games. Australia was successful in meeting its qualification objective and won the tournament. The Australian women's program continued to focus on enhancing the individual daily training environment of squad members and the development of key skill areas. The Australian women's team qualified for the 2008 Paralympic Games by defeating Japan and New Zealand at the Oceania Zonal qualifying tournament held in Sydney.



John Macphail (Front) and Bill Latham

Cycling



Angela Fleming

Program managed by: Cycling Australia
Head Coach: Kevin McIntosh (to March 2007)
James Victor (from March 2007)
PPP size: 30 athletes
KPIs: Top 3 nation overall at 2007 UCI World Championships
Outcomes: 1st on total, 3rd on gold

The performance of the Australian team at the 2006 World Championships indicated that Australia's standing against rival nations was falling in both track and road disciplines, compared to previous World Championships and Paralympic Games. A program review was conducted in early 2007 by Cycling Australia, with the support of the APC. The review produced recommendations aimed at reinvigorating the program, towards a successful campaign in Beijing 2008. The Australian team's results at the 2007 World Championships met the KPI objective for the sport. This result was a clear improvement on the 5th place the team achieved at the 2006 World Championships. The 2007 result brings the performance of the team back into line with previous World Championships and Paralympic Games results.

Equestrian

Program managed by: Riding for the Disabled Association of Australia

Head Coach: Mary Longden

Chef d’Equip: Ken Dagley

PPP size: 11 athletes

KPIs: Identify 12 potentially elite Paralympic athletes

Outcomes: The program has been revitalised, with Australians of a standard required to compete in all 5 Paralympic Equestrian grades

Qualify 15 athletes for international competition

Throughout the year, the Head Coach worked with all athletes in team camps and their home training environments. The objective of the year was to prepare a competitive team for the 2007 World Championships.

Nicole Kullen was Australia’s only medallist at the 2007 World Championships, winning a silver and a bronze medal. The performance of the Australian team was strong, consistently recording scores above 60%. Considering the Australians competed on borrowed horses, and that preparations with the horses only occurred shortly before the event, this was a good result for the team.

In the past 12 months, more athletes have entered the program, creating a more intense and competitive environment. The outcomes of this year have confirmed Australia’s objective of winning 3 medals at the 2008 Beijing Paralympic Games.



L to R:Sally Francis, Nicole Kullen, Mary Longden

Football



Ben Roche (L) and Miguel Marcellino

Program managed by: Football Federation of Australia

Head Coach: Paul Brown

Manager: David Campbell

PPP size: 17 athletes

KPI: Rank in top 4 nations at FESPIC Games

Outcome: Silver medal finish at FESPIC Games

The performance of the CP Football Team at the FESPIC Games exceeded expectations.

Qualification for the 2008 Beijing Paralympic Games will be determined at the 2007 CP Football World Championships in Brazil.

There has been a strong rejuvenation of this program under the control of FFA during this reporting period.

The athletes’ daily training environments are being closely monitored and enhanced where possible. The program is limited to a small number of team camps and competitions annually, but has adopted a strong home program philosophy to overcome this challenge.

Powerlifting

Program managed by: APC

Head Coach: Ray Epstein

PPP size: 9 athletes

KPI: 2 medals at 2007 European Championships

Outcome: 1 bronze medal, 1 silver medal

The program met its performance expectations for the year.

Deahne McIntyre, Darren Gardiner and Abebe Fekadu all confirmed medal potential status for the 2008 Paralympic Games through their performances at either the European Championships or the Oceania Championships conducted in Darwin as part of the Arafura Games.



Bill Nancarrow (L) with Nathan Pentecost

Rowing

Program managed by: Rowing Australia

Program Manager: Adam Horner

PPP size: 10 athletes

KPIs: 2 medals at 2007 World Championships

Outcome: 2 medals won

During the year a significant effort was made to identify potential crews to contest qualification for the 2008 Paralympic Games.

At the 2007 World Championships, the rowing squad collected silver in both the men’s arms only single scull and the mixed trunk and arms double scull. The two silvers are representative of the increasing level of competition internationally, following rowing’s inclusion on the Paralympic Program in Beijing. The silver to Dominic Monypenny in the men’s single scull was one place below his gold at the 2006 World Championships.

The performance of both boats at the 2007 World Championships was in accordance with expectations for a successful campaign at the 2008 Beijing Paralympic Games.



Dominic Monypenny

Wheelchair Rugby



George Hucks

Program managed by: Wheelchair Sports Australia (until May 2007)
APC (from May 2007)

Head Coach: Evan Bennett (Until October 2006)
Brad Dubberly (From November 2006)

PPP size: 16 athletes

KPI: 2006 Top 3 at World Championships

Outcome: Australia finished 6th

The 2006 World Championships results were below the program's target of a top 3 finish.

A program review took place following the World Championships, involving the APC and Wheelchair Sports Australia. A series of changes were implemented to re-energise the program and provide a strong performance objective.

All squad members compete regularly as part of the Telstra National Wheelchair Rugby League. In addition, regular training camps are conducted and individual programs are set for each athlete.

Sailing

Program managed by: Sailing Australia

Head Coach: Greg Omay

Program Manager: Sarina MacPherson

PPP size: 11 athletes

KPIs: Ranked in top 5 countries at 2007 IFDS World Championships
Qualify in all boat classes for the 2008 Paralympic Games

Outcome: 3 boats qualified

The focus of this program during the reporting period was to establish high quality daily training environments for all athletes and crews.

At the 2007 IFDS World Championships, Australia was able to confirm qualification in all three boat classes for the 2008 Beijing Games. Australia's strongest performance at the event came in the new SKUD18 boat class.

A small development team contested the 2006 FESPIC Games regatta in Malaysia as part of their ongoing progression towards potential Paralympic success.



Rachael Cox

Shooting



Jason Maroney

Program managed by: Australian Shooting International

Head Coach: Miro Sipek

Manager: Michelle Fletcher

PPP size: 9 athletes

KPIs: Medal in 1 out of every 4 events entered at the 2006 World Championships

Outcome: No athletes medalled, highest place was 4th

The Australian shooting team attending the 2006 World Championships performed below performance expectations.

Following this result, Australian Shooting International undertook a program review and developed strategies to address performance concerns. An outcome of the review was a commitment to enhance the identification and development of new athletes with potential to achieve success.

Athletes use home based training programs for the majority of their preparation. State based team camps supplement their programs and provide an opportunity to work directly with the program Head Coach.

Swimming

Program managed by: Swimming Australia

Head Coach: Brendan Keogh

Manager: Melanie Jenkins

PPP size: 38 athletes

KPIs: Win more than 29 medals at 2006 World Championships

Outcome: 27 medals won

The performance of the team at the 2006 World Championships did not meet the set performance objectives. Overall, however, the program made progress in most areas, particularly with respect to enhancing the quality of athletes' daily training environments.

A review into the World Championship performances highlighted the increasing depth of Paralympic swimming and opportunities for Australia to improve its performance standards.

The APC contributed additional funding to the program during the course of the year to provide an opportunity for the program to develop strategies specifically targetting classes for swimmers with more severe disabilities.



Ben Austin

Table Tennis

Program managed by: Table Tennis Australia
Head Coach: Keith Mundy
PPP size: 10 athletes
KPIs: Compete at the 2006 World Championships
Outcome: 1 athlete attended

The performance targets of the program were achieved. Rebecca Julian, (Class 6) competed in the event, however, was unable to win a match in her combined 6/7 class. This was the first time since 2000 that Australia has participated in Table Tennis at this level.

Nationally, the depth of athletes across Paralympic classes is slim. There is potential for Australia to have a stronger presence in Table Tennis internationally.

Athletes train with a mixture of personal coaches in consultation with the program Head Coach. Qualification for Beijing is difficult and athletes are required to spend a significant amount of time overseas. The target for Beijing is to qualify between 1 and 4 athletes.



Catherine Morrow

Wheelchair Tennis



Daniela di Toro

Program managed by: Tennis Australia
Head Coach: Greg Crump
PPP size: 12 athletes
KPI: Identify new athletes capable of achieving success
Outcome: Non-measurable

The Paralympic Wheelchair Tennis program went through a significant review during the reporting period.

Very few athletes representing Australia in international competitions demonstrated the capacity to achieve Paralympic success. Those with performance potential have had their daily training environment and competitive plans reviewed, with the goal of enhancing their prospects for success in Beijing and beyond.

A more professional and tightly focused Wheelchair Tennis high performance program has been developed by Tennis Australia which, in concert with the APC Talent Search Program, aims to re-build a competitive base of players.

Winter

Program managed by: APC
Program partners: Disabled Winter Sport Australia (DWA)
Australian Institute of Sport
Head Coach: Steve Graham
PPP size: 19 athletes
KPIs: Performances in the International World Cup series
Outcome: Four athletes are now ranked in the top two for various classes

Following the Torino Paralympic Games, the APC Winter program entered a period of recruitment and development.

The elite program now has four athletes ranked in the top two in the world for various disciplines. It is hoped that an additional two or three athletes will achieve similar rankings prior to the 2010 Paralympic Winter Games in Vancouver.

Training is based around two seasons: the Australian domestic and the international winter. Athletes have personalised training programs and the members of the elite group of athletes are AIS scholarship holders.



Shannon Dallas

Acronyms and Picture Credits

AA	Archery Australia
AA	Athletics Australia
APC	Australian Paralympic Committee
AIS	Australian Institute of Sport
ASC	Australian Sports Commission
AFIL	Australian Shooting International Limited
AWD	Athlete with a Disability
BA	Basketball Australia
CA	Cycling Australia
CAD	Coaching Athletes with a Disability
CP-ASRF	Cerebral Palsy – Australian Sports and Recreation Federation
DWA	Disabled WinterSport Australia
EAD	Elite Athlete with a Disability
FESPIC	Far East and South Pacific International Committee
FFA	Football Federation of Australia
HPU	High Performance Unit
INAS-FID	International Sports Federation for Persons with an Intellectual Disability
IPC	International Paralympic Committee
IBSA	International Blind Sports Association
IFDS	International Federation of Disabled Sailing
ITF	International Tennis Federation
NSWIS	New South Wales Institute of Sport
OPC	Oceania Paralympic Committee (formerly SPPC)
PB	Personal Best
PPP	Paralympic Preparation Program
QAS	Queensland Academy of Sport
RA	Rowing Australia
RDAA	Riding for the Disabled Association of Australia
SAL	Swimming Australia Limited
SASI	South Australian Institute of Sport
SB	Season's Best
SPPC	South Pacific Paralympic Committee
TTA	Table Tennis Australia
TA	Tennis Australia
VIS	Victorian Institute of Sport
WSA	Wheelchair Sports Australia
YA	Yachting Australia



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