

Australian Paralympic Committee

Annual Report 2007/08

Covering the period 1 October 2007 to 30 September 2008



Honour Roll

Paralympic Medal recipients

2001 Marie Little
2002 Ron Finneran
2004 Adrienne Smith
2005 Nick Dean
2008 Scott Goodman

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
2008 Matthew Cowdrey

2008 Paralympian of the year Awards

Team of the Year: Men's Wheelchair Basketball

Finalists:

Men's 4x100m relay team T35-38

Men's 4x100m medley relay team 34 points

Wheelchair rugby team

Junior Athlete of the Year: Peter Leek (swimming)

Finalists:

Ryley Batt (wheelchair rugby)

Ellie Cole (swimming)

Evan O'Hanlon (athletics)

Male Athlete of the Year: Matthew Cowdrey (swimming)

Finalists:

Kurt Fearnley (athletics)

Heath Francis (athletics)

Chris Scott (cycling)

Female Athlete of the Year: Lisa McIntosh (athletics)

Finalists:

Georgia Bruce (equestrian)

Katrina Porter (swimming)

Christine Wolf (athletics)

Coach of the Year: Iryna Dvoskina (athletics)

Finalists:

Brad Dubberley (wheelchair rugby)

Ben Ettridge (men's wheelchair basketball)

James Victor (cycling)

President's Award for Excellence in Sportsmanship: Kurt Fearnley (athletics)

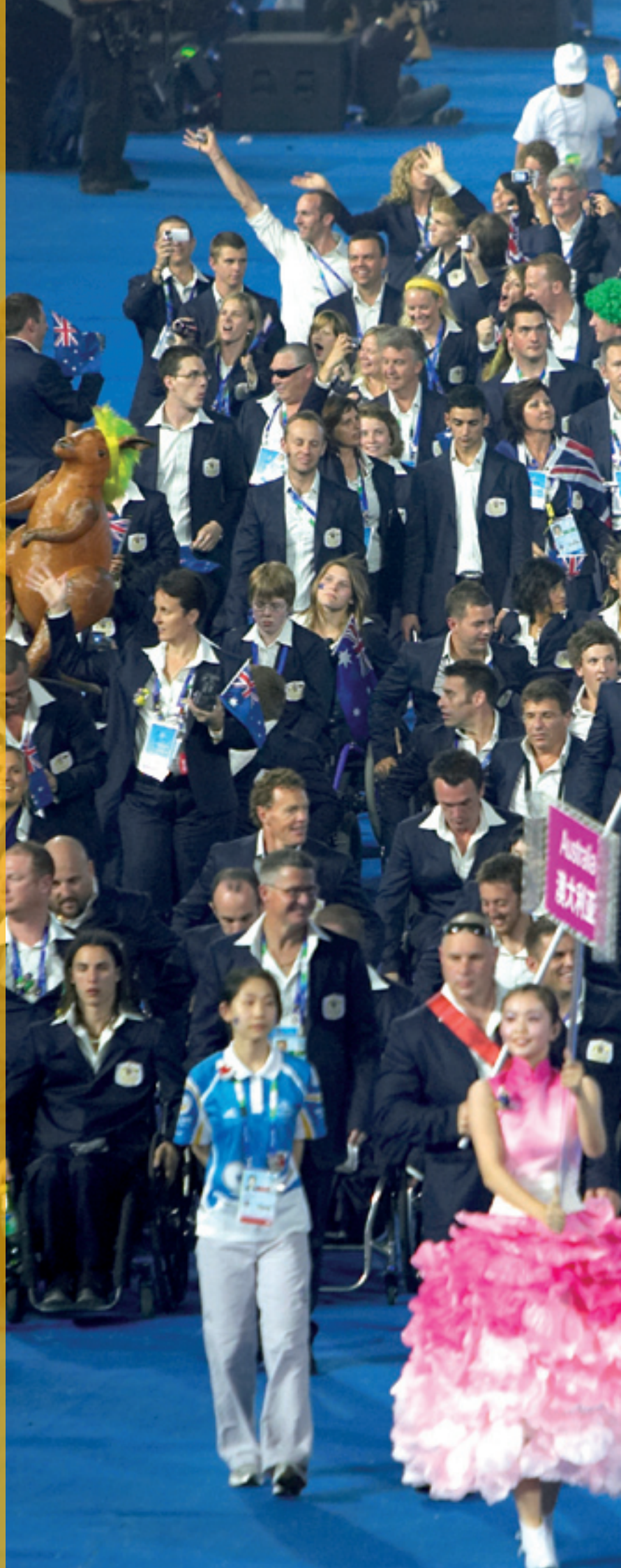
IPC Hall of Fame Inductees:

Peter Homann (cycling)

Kevin McIntosh (cycling)

Paralympic Medal:

Scott Goodman





AUSTRALIAN
PARALYMPIC
COMMITTEE

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 - Wheelchair Tennis/Winter Sport
 - Boccia and Goalball
- 33 Sponsors and Supporters**



President

President's Report



Every two years Australia's Paralympic athletes test themselves against the world at the Paralympic Summer or Winter Games and every two years the Australian Paralympic Committee receives that same hard-nosed indicator of its progress via the results at the Games.

I am pleased to report that the performances of Australia's athletes in Beijing were every bit as extraordinary as we have come to expect.

Australia's team of 291 athletes and staff was the largest ever selected to represent our country at an "away" Games. Of 170 athletes, guides and pilots selected, 98 returned to Australia with a medal. During the Games, Australians set 21 new world records, 31 Paralympic records, 79 Australian records and recorded 164 personal bests. Matthew Cowdrey (5 gold and 3 silver medals) was ranked on the official Games' website as the highest achieving individual athlete of the Games. Australia's team ethos was once again demonstrated in team events and relays, winning medals in all three team sports and five of the six relay events we contested.

In medal rankings, the 2008 Australian Paralympic Team finished fifth on gold and fourth on total medals won. This met the internal targets set by the APC.

The Games also provided a pleasing indicator of the impact of the APC's range of program activities. Twenty-seven members of the Australian Team were products of the APC's Toyota Talent Search Program. Forty-five percent of the Team was female, the highest proportion ever. The pre-Games classification process for Australian athletes was the smoothest ever. Traffic on the APC's website during the Games was up more than 500 percent over Athens and media coverage increased by more than 65 percent. During the Games the number of schools in the Telstra Paralympic Education Program reached 1,816, or 22 percent of all Australian primary schools.

The Games were brought to Australian households by ABC Television, which televised more than 130 hours of high quality programming, overseen by the Head of ABC Television Sport, Iain Knight, and Executive Producer Justin Holdforth.

For everyone involved, the Paralympic Games mark an end-point of four years of hard work and planning. While an annual report, particularly at the conclusion of a Games quadrennium, is a time to look back on what has been achieved, I want to take this opportunity to assure our many partners and members of the Australian "Paralympic family" of the APC's unwavering commitment to look to the future and do what we need to as an organisation to meet the challenges of the next four years and beyond.

The APC is seen as a leader and we are willing to grow that role for the benefit of our athletes and all those who are inspired by them and their achievements.

The APC's role is made possible by the efforts and support of very many special people and organisations.

For another year the APC's progress has been overseen by its dedicated, volunteer Board. Each Board member takes an active interest in the APC's progress and we benefit from the application of their high level of knowledge in every facet of our activities – from corporate governance through to marketing,



(Left) Stephen Wilson, (Middle) The Water Cube prior to competition, (Right) Lisa McIntosh, 2008 Female Paralympian of the Year

communications and sport. We are very fortunate to have such a talented Board and I thank them for their outstanding contribution.

At the “coalface”, we are also fortunate to have a team of dedicated and very competent staff to successfully implement the APC’s business plan. The APC attracts outstanding employees and the contribution of every one of them is valued.

After the Beijing Games, Mr Darren Peters, our CEO for the past six years, announced that he would leave the APC. I thank Darren sincerely for his efforts and energy during his time with us. Jason Hellwig has stepped into the role of Acting CEO during the recruitment process.

The APC relies on the support of government, its corporate and sport partners and the Australian public to meet its heavy commitments to its athletes and programs.

I record my thanks to our corporate supporters and to the Australian Sports Commission (ASC) and the Australian Institute of Sport (AIS) for their very important assistance. I particularly wish to acknowledge and thank the outgoing CEO of the ASC, Mr Mark Peters, and Chair, Mr Peter Bartels, for their work and support over many years.

In the past year, the APC enjoyed a productive relationship with the former Federal Government and has built on that relationship with the Rudd Government. We are indebted to the Prime Minister, the Honorable Kevin Rudd, the Minister for Sport, the Honorable Kate Ellis, and the Parliamentary Secretary for Disabilities and Children’s Services, the Honorable Bill Shorten, for their support. The Prime Minister, his wife Thérèse Rein and Kate Ellis accepted roles as honorary members of the 2008 Australian Paralympic Team. Kate Ellis and Bill Shorten represented the Australian Government at the Beijing Games and gave wonderful support to all our athletes.

During the year, I was delighted to receive advice from the International Paralympic Committee that Ms Rein had been offered and accepted a position on its Honorary Board.

As I write, a review of Australian sport commissioned by the Federal Government is taking place. The APC’s submission to the review calls for a shared national vision for sport which tackles the mounting pressure we all face in sport to continue our momentum and to represent Australia with distinction and success.

Parallel to the government review, the APC is working with the Australian Olympic Committee (AOC) on a review of Australia’s high performance sports needs. This is the first time the APC and AOC have worked so closely together on an exercise of such importance for the future of Australian sport. The outcome of this review, together with the Federal Government’s review, will significantly influence the future of the Australian sports system.

In the coming quadrennium, the APC will seek to follow a collaborative approach with its many partners, building on our achievements to date, so that our athletes have every opportunity as they prepare for all their sporting challenges over the next four years.

Greg Hartung
President



CEO

CEO's Report



The past year has been one of growth and activity for the APC, culminating in the Beijing Paralympic Games.

While the focus was on the successful delivery of the 2008 Australian Paralympic Team, other aspects of the APC's 2006-2012 Strategic and Business Plan have been pursued to great effect and the end of another quadrennium finds the APC positioned to maximise the opportunities of the next four years and beyond.

In the four years since the Athens Games, the APC has:

- Supported its **athletes** to qualify the maximum possible quota for Beijing and maintain Australia's top five ranking at the Paralympic Games.
- Developed a **classification** program which covers all Paralympic sports and has created 67 new classifiers in Australia since 2006.
- Introduced a national **education** program which is now being delivered to more than a quarter of a million students around the country.
- Effectively managed its **finances** and **administration**.
- Developed a significant on-going **fundraising** program, which has grown almost 100 percent in the past year.
- Achieved bi-partisan political support and increased **funding** for Paralympic sport.
- Created **information** resources which meet the needs of the APC and its stakeholders and established systems to effectively collect and distribute information in the future.
- Expanded its **leadership** role in Australia and internationally.
- Grown **media** coverage of athletes and their activities, resulting in 65 percent greater coverage of the 2008 Games compared to 2004.
- Secured and grown its **sponsorship** base.
- Refined its **sport** program, including the introduction of the Oceania Paralympic Championships in conjunction with the Arafura Games and the refinement of its relationships with its program delivery partners.
- Initiated a successful **Talent Search** program which has tested more than 1,000 potential Paralympians and put 27 athletes on the Beijing Team, including 15 medallists.
- Refined its **Team** support operations.

Many individuals and organisations have made these achievements possible.

For most sports, the programs to prepare Paralympic athletes for the Games are delivered by the national sporting organisations (NSOs) for that sport, in partnership with the APC. The success of the Australian Team in Beijing owes much to the commitment of those organisations, and all our members, to Paralympic sport.

The APC enjoys excellent relations with the Government's funding arm, the Australian Sports Commission, through the formal mechanism of the Paralympic Strategic Committee and in many other ways. I thank ASC CEO Mark Peters and his staff, especially Brent Espeland, Peter Fricker, Greg Nance and Phil Borgeaud and I want to especially mention the key roles played by our sport consultant Deb Waser and AIS program manager Nick Hunter.



(Left) Rollers' Coach Ben Ettridge, (Middle) Gold medal medley relay team Ben Austin, Peter Leek, Rick Pendleton, Matt Cowdrey, (Right) Katrina Lewis

The APC also receives wonderful support from its sponsors and corporate supporters which goes well beyond normal corporate arrangements. The personal bonds and commitment that exist were demonstrated through our supporters' program in Beijing. We are indeed fortunate to have such a group onside as part of the Australian "Paralympic family". Sponsors enable programs such as the Toyota Talent Search program and the Telstra Paralympic Education Program to occur and their support for the APC is invaluable.

In recent years we have increasingly benefitted from the support of a range of individual donors who have also become part of the Paralympic family and whose contributions are greatly appreciated. I do hope you stay with us on the very exciting and challenging road to Vancouver 2010 and London 2012.

Every four years a key group, mainly volunteer, comes together to service our Paralympic Team – coaches, managers, medical and administrative staff, media, and many others. Many of those people have worked with the athletes for years to arrive at that point. Those people worked hard - generally behind the scenes - in Beijing and back in Australia to assist the Team. I thank everyone involved for their contribution to the success of the 2008 Australian Paralympic Team.

I would like to recognise the contribution of the team at the APC which has been responsible for its achievements.

While our commercial and other partnerships are dealt with elsewhere in this report, the role of our state branches should be recognised. In addition to delivering the Toyota Talent Search program and playing a key role in the Telstra Paralympic Education Program, our branches conduct a number of local fundraising events, liaise with state governments and represent the APC "on the ground" every day.

My thanks to our President, Greg Hartung, whose vision and strategic ability is unmatched in Australian sport, and to all the APC Directors, who each bring specialised knowledge and so generously apply it for the good of the organisation.

My thanks to all APC staff, who help to make it a pleasure to come to work every day.

Following Beijing, CEO Darren Peters left the APC after six years. Darren's push for change constantly challenged us all and he leaves the APC much better off than when he joined it. We thank him for his leadership and contribution to the organisation.

As we report on another year's activities, I feel that we can justifiably say that we have achieved the most we possibly could with the available resources. While the ever-present challenge of maximising available resources will continue, of equal importance to the future of the APC will be the securing of resources so that the APC remains, not just at the forefront of Paralympic sport, but at the forefront of sporting organisations in Australia.

Jason Hellwig

Acting CEO



The Board

Greg Hartung <small>OAM</small>	President
Ken Brown <small>AM</small>	Vice President
Nick Dean	Vice President
Paul Bird <small>OAM</small>	Director
Tanya Cox	Director
Doug Denby	Director
Justin Holdforth	Director
Steve Loader	Director
Louise Sauvage <small>OAM</small>	Director
Graeme Watts	Director
Darren Peters	Chief Executive Officer/Non-voting Director (until 31 October 2008)

APC Board: (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 Member Organisations

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





(Left) Scott Vitale, (Middle) Peter Leek (Right) Sarah Stewart

Staff

Margaret Bouttell	Finance Manager (until July 2008)
Kate Brian	Marketing Manager (until March 2008)
Alison Campbell	Paralympic Programs Coordinator
Dee Camporeale	Grants and Fundraising Coordinator
Sarah Clark	Queensland Branch Coordinator (January 2008 until March 2008)
Jenni Cole	Classification Manager
Kieran Courtney	Sports Research Assistant
Jill Franco	Donor Development Coordinator (until July 2008)
Kylie Gauci	NSW Branch Assistant
Steve Graham	Winter Sport Manager
Sabrina Hannen	SA Development Officer (from November 2007)
Michael Hartung	Sport Manager
Jason Hellwig	Deputy CEO
Jennifer Hodge	Communications Manager (until January 2008)
Alistair James	Marketing and Sponsorship Coordinator (until January 2008)
Josephine James	Donor Development Coordinator (maternity leave from January 2008)
Natalie Jenkins	Games Coordinator
Erica Kearnes	Website and Database Coordinator
Angela Kerr	General Manager Branches and Events
Melanie Kleeberg	ACT Development Officer
Tim Mannion	Media Coordinator
Tim Matthews	Manager Talent Search/Victorian Development Officer
Margaret McLennan	Manager Executive Services (from January 2008)
Tony Naar	Director of Policy and Information
Greg Omay	WA Branch Manager
Rilana Ostheim	WA Development Officer (February 2008 until July 2008)
Darren Peters	CEO
Kara Retford	Receptionist/Office Administrator
Geoff Seton	Finance Manager (from July 2008)
Sue Shepherd	Fundraising Manager
Caroline Walker	Sports Administration Coordinator
Yuen Yee (Yonnie) Wan	Finance Assistant
Katrina Webb	SA Development Officer (until November 2007)
Sarah Whitaker	Education Program Coordinator
Amy Winters	Sponsorship Account Manager



ASC message

Message from the Australian Sports Commission

Australia, for its small population and remoteness of location, continues to confound the world with its achievements on the international sporting stage. This position has been reached by the development of a comprehensive and effective national sport system that encourages sport and physical activity for all Australians and creates opportunities to enable those who are talented and motivated to reach their potential. This system has evolved with the strong support of the Australian Government, State/Territory and local governments, the private sector and sporting organisations at all levels.



Australian Government
Australian Sports Commission

At the national level primary responsibility for developing and directing sport lies with national sporting organisations. On behalf of the Australian Government, the Australian Sports Commission plays central leadership, co-ordination, funding and advocacy roles in the operation of the Australian sport system, largely through the national sporting organisations. Indeed the Australian Government, through the Commission, is the major investor in Australian sport.

In 2007-08 the Australian Government, through the Commission, provided the Australian Paralympic Committee with funding of just over \$9.77 million for the development of Paralympic sport and its continued enhancement at the grass-root and elite levels, including the Australian Institute of Sport programs for athletics, swimming and winter sports. Also in 2007/08, the Government provided \$ 585,500 through the Australian Government Sport Training scheme to targeted medal potential athletes from the sports of rowing, powerlifting, equestrian, men's and women's wheelchair basketball, cycling, athletics, shooting, table tennis, wheelchair rugby, tennis, swimming and winter sports to assist them in their Paralympic endeavours. Congratulations to Australia's Paralympic athletes who continued to excel in their performances during the year, particularly in the lead up to Beijing.

The Australian Sports Commission continued its partnership with the Australian Paralympic Committee on the Paralympic Strategic Committee, working to enhance the development of elite athletes with a disability and the elite athlete pathway across a range of sports.

The Australian Sports Commission recognises that the Australian Paralympic Committee has continued to provide significant financial support to its member associations and introduced a number of very worthwhile programs such as the Toyota Paralympic Talent Search Program and the Telstra Paralympic Education Program that have gone a long way to strengthening the calibre of future Paralympic teams and the public support they receive and increasing the involvement of people with a disability in sport.

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

Brent Espeland

Acting Chief Executive Officer
Australian Sports Commission

Finance



(Far left) Gerry Hewson Gliders' Coach, (Left) Evan O'Hanlon, (Right) Kelly Cartwright, (Far Right) Darren Thrupp

Finance Report – For the Year Ending 30 June 2008

The Australian Paralympic Committee (APC) operated in all States and Territories of Australia during the year ended 30 June 2008, and this finance report reflects these operations. With this financial year immediately preceding the Beijing Paralympic Games, all revenue and expenditure areas reflected an increase in activity in preparation for those Games.

Revenue rose 85 percent to \$16.9m, with the increase of \$7.77m attributable to:

- Government Grants through the Australian Sports Commission increased 100 percent on the previous year.
- Sponsorship increased 17.7 percent on the previous year. Sponsors' willingness to support our Paralympic Team has been most encouraging.
- Fundraising increasing 95.2 percent on the previous year. With a net contribution of \$1.374m, the previous year's revision of fundraising strategies has proven successful, with a notable increase in the return on every dollar spent.
- Banking and investment income increased 42.7 percent on the previous year. Strong control of investment options, together with a management policy of maintaining the level of contribution to reserves, has led to this result.

Expenditures rose substantially over the previous year. All expenditures, however, were maintained within budgeted levels. The Paralympic Preparation Program, Direct Athlete Support and mainstreaming all received additional funding as a direct result of the increases in Government grants. Notably, total expenses as a percentage of total revenue for the same year decreased from that of the previous year (2008 – 70 percent, 2007 – 85 percent).

The financial year finished with an operating surplus of \$5.059m which was reduced to \$2.962m after transfers to reserves. Investment income of \$137K attributable to the Sydney Legacy Fund was reinvested and transferred from accumulated funds.

At the financial year end, the Paralympic Games Reserve had a balance of \$3.727m. A transfer from accumulated funds of \$1.960m occurred during this financial year. This has resulted in the \$3.5m budget requirement to send the Paralympic Team to Beijing in September 2008 being achieved. At the time of completing this finance report, the accounting for the Beijing Paralympic Games has not been completed. However, it is projected that the cost will be under budget.

Investments have been maintained during the year. However, market forces have seen the value of our investments decrease. Management responded quickly to these forces, holding increased amounts in cash and deposits. Cash and cash equivalents have increased to \$6.164m at 30 June 2008. The Beijing Paralympic Games projected expenses are effectively covered through operating funds.

For the financial results achieved this year, as in prior years, the Australian Paralympic Committee is extremely grateful for the continued support of our sponsors, benefactors and particularly the Australian Government through the Australian Sports Commission.

A summarised financial report for the year ended 30 June 2008, together with the comparatives for the previous year, are on the following pages. For further detailed financial statements, together with the report of our auditors, Ernst and Young, I would invite you to apply to the office of the Australian Paralympic Committee.

Doug Denby
Finance Director



Finance

INCOME STATEMENT (in \$000) for the year ended 30 June 2008

	2008	2007
Income		
Australian Sports Commission	10,851	5,435
Other Government grants	629	271
Sponsors	1,468	1,247
Fundraising	3,112	1,594
Income from investments	845	592
Other income	15	8
	16,920	9,147
Expenditure		
FESPIC games (2007) & Winter Paralympic Games (2006)	0	110
Sport programs	8,036	5,032
Promotions, marketing and media	689	481
Fundraising	1,738	955
Administration	1,398	1,184
	11,861	7,762
Surplus for year	5,059	1,385

BALANCE SHEET (in \$000) as at 30 June 2008

	2008	2007
Assets		
Cash and cash equivalents	6,164	1,890
Investments and managed funds	5,780	6,882
Receivables and other assets	2,560	741
	14,504	9,513
Liabilities		
Payables and provisions	1,809	594
Deferred revenue and grants	2,386	2,930
	4,195	3,524
Net Assets	10,309	5,989
Equity		
Restricted reserves	6,189	4,831
Accumulated Funds	4,120	1,158
	10,309	5,989



(Left) Aussie fans, (Middle) Heath Francis and 100m medalists, (Right) Coach of the Year Iryna Dvoskina and Aaron Chatman

STATEMENT OF CHANGES IN EQUITY (in \$000)

	Accumulated Funds	Restricted reserves (note 14)	Total
At 30 June 2006	899	3,236	4,135
Fair value revaluation of available-for-sale financial assets	0	469	469
Transfer to Sydney Legacy Fund	(158)	158	0
Transfer to Paralympic Games Reserve	(968)	968	0
Total income and expense recognised directly in equity	(1,126)	1,595	469
Surplus for the year	1,385	0	1,385
Total income and expense for the year	259	1,595	1,854
At 30 June 2007	1,158	4,831	5,989
Fair value revaluation of available-for-sale financial assets	0	(738)	(738)
Transfer to Sydney Legacy Fund	(137)	137	
Transfer to Paralympic Games Reserve	(1,959)	1,959	-
Total income and expense recognised directly in equity	(2,096)	1,358	(738)
Surplus for the year	5,059	0	5,059
Total income and expense for the year	2,962	1,358	4,320
At 30 June 2008	4,120	6,189	10,309

FUNDRAISING SUMMARY PER STATE (IN \$000)

	ACT	NSW	QLD	SA	TAS	VIC	WA	TOTAL
Fundraising revenue	\$12	\$1,087	\$417	\$318	\$58	\$663	\$557	\$3,112
Fundraising expenses	(\$2)	(\$457)	(\$257)	(\$220)	(\$18)	(\$338)	(\$446)	(\$1,738)
Fundraising surplus (deficit)	\$10	\$630	\$160	\$98	\$40	\$325	\$111	\$1,374
Surplus (deficit) %	83%	58%	38%	31%	69%	49%	20%	44%



Commercial

Commercial Report

The APC's marketing and communications activities are overseen by the Marketing and Communications Advisory Panel (MAP), which reports to the APC Board. The MAP provides strategic leadership and assists the APC to take advantage of commercial opportunities. MAP members for the reporting period were Steve Loader (Chair), Justin Holdforth, Joyce Parszos and Darren Peters. The MAP met eight times in the reporting period.

TABLE 1: Gross income from the APC's commercial activities increased significantly in 2007/08

	2005-06	2006-07	2007-08
Sponsorship	\$1,000,273	\$1,247,071	\$1,468,003
Fundraising	\$1,742,288	\$1,593,556	\$3,111,561
Total	\$2,742,561	\$2,840,627	\$4,579,564

Sponsorship

Although the sponsorship focus for 2007/08 was to support and service existing sponsors and suppliers in the lead-up to the Beijing Paralympic Games, APC corporate sponsorship revenue for the year of \$1.47m was an increase of 17.7 percent on the previous year.

The principal partner of the APC is the Australian Sports Commission, which provided funding for the achievement of Paralympic sporting results and for development and awareness programs.

Partnerships with major sponsors Telstra and Toyota remained strong, as did the partnerships with the APC's official sponsors. Following the Beijing Games, WorkCover NSW increased its sponsorship, becoming a major APC sponsor, and confirmed its support of the APC to 2012.

Commercial arrangements, including travel (Qantas) and outfitting (Adidas/LWR), were secured during this period to meet the Australian Paralympic Team requirements.

Major Sponsors

Telstra continued its strong association with the APC through the Telstra Paralympic Education Program (TPEP), the Telstra Developing Athletes Grant Scheme, the Telstra National Wheelchair Rugby League and value-in-kind support. During the Games, the APC worked closely with Telstra on the Telstra HeroMessage program, which generated 7,000 messages of support to our athletes in Beijing, and Chat to a Champ, in which students from TPEP schools talked over the Internet to their Paralympic heroes direct from the Paralympic Village.

Toyota's commitment to build awareness of the Paralympic movement and its partnership with the APC increased significantly through successful media promotions of the Toyota Paralympic Talent Search Program across Australia. Other highlights were the "100 Days To Go" promotion in Melbourne in May and a successful fundraising and awareness campaign in South Australia. An advertising campaign for Toyota's 'Unbelievable July' promotion featured Paralympians and helped Toyota to achieve record sales figures for the month in South Australia. As part of its Games activation program, Toyota developed a media campaign through News Limited newspapers and created a Paralympic section on the Toyota website.



(Left) The Bird's Nest at night, (Middle) Hamish MacDonald, (Right) Steve Porter

WorkCover NSW responded to the success of the WorkCover NSW Paralympic Speakers Program by re-signing and increasing its sponsorship. The program uses Paralympic athletes to promote safe work practices and return to life and work following life-altering accidents. In 2007/08, Paralympic athletes gave more than 140 presentations.

Official Sponsors

The Paralympic Awareness and Accident Rehabilitation Program (PAARP) is a core component of the partnership with the Motor Accidents Authority (MAA). This program uses real-life examples of rehabilitation pathways, timeframes and experiences by linking Paralympic athletes with people in rehabilitation centres. Twenty-one presentations were made in eight rehabilitation centres across NSW during the year.

Australia Post has continued its sponsorship of the Paralympian of the Year Awards, which recognise the outstanding achievements of athletes, staff and contributors to the Australian Paralympic Team.

Official Suppliers and Supporters

Arena Management joined the APC's supporter family when it conducted a fundraising concert, *A Musical Send-Off*, in June. Arena Management has committed to staging *A Musical Send-Off* in 2010 and 2012.

Throughout the year the APC benefited from the support of companies which 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) for their outstanding contributions to the Australian Paralympic movement.

Beijing Sponsors and Supporters Program (BSSP)

The BSSP enables sponsors and key supporters to experience the Games firsthand and to see the impact of their support on Australia's Paralympic athletes. As part of the APC's sponsor recognition program, 25 key sponsor and supporter representatives travelled to Beijing, experiencing seven days of Paralympic sporting action. The group attended athletics, swimming, cycling, rowing, wheelchair tennis, wheelchair basketball and table tennis. Other highlights included meeting athletes and Team staff, a tour of the Paralympic Village and an official reception at the Australian Embassy.

Marketing

During the year the APC continued to promote its community based programs in association with program sponsors. The continued rollout of the Telstra Paralympic Education Program and the trial TPEP roadshow, in addition to the established Toyota Paralympic Talent Search and PAARP programs, highlighted the APC's varied role within the community.

Advertising agency Publicis Mojo finalised its Paralympic awareness campaign, creating a series of three radio, four web, three print and one TV advertisement around the tagline **unbelievable**.

The APC distributed the radio ads to every radio station in Australia and they received considerable airplay. The TV ads were shown by the Seven and Nine networks nationally, with 59 metro spots and 1,545 regional spots monitored in August 2008 alone, representing a retail advertising value of more than \$382,000. The print ads appeared in News Limited publications. All ads were run at no cost to the APC.

During the 2008 Paralympic Games, Woolcott Research conducted research into awareness of and support for the APC and Australia's Paralympic athletes. Woolcott found very high levels of support but that specific awareness of the APC and of individual athletes remained short of the APC's goals.



Commercial

Fundraising

Fundraising activities generated \$3.11m gross revenue in 2007/08, far surpassing the target set for the year.

Revenue from raffle/lottery/promotion sales contributed \$2.26m to this total. The APC acknowledges the role played by its contracted raffle trader, Allsports Direct Australia, in helping to obtain this result.

The continued support over the past year from donors is very encouraging, with almost \$850,000 from individual and corporate donors in the 2007/08 financial year going directly towards the Beijing Paralympic Team.

Face to Face

The APC maintained significant raffle activity in the reporting period. South Australia's second raffle sold out earlier than expected and a third raffle will start prior to the holiday season. Victoria's Scratch and Win promotion is well into its third edition and preparations are underway for a fourth. Queensland's third raffle has recently commenced and will be drawn in August 2009, with a massive 100,000 tickets for sale. Prior sales activity in this state has warranted the increase. New South Wales is in the midst of its third raffle, which will run until July 2009, after the second NSW raffle recently sold out. Western Australia recently commenced sales of a second lottery, which sees a doubling of the previous ticket price to \$10 – bringing it into line with other states – with no impact so far on sales.

The APC launched its Pin & Win promotion in early 2008. Sold in NSW, ACT, SA, Queensland and Victoria in the lead-up to the Beijing Paralympic Games, this promotion was successful financially and promotionally. Work is underway on a second Pin & Win promotion with a slight shift in focus to encourage awareness and promotion of the APC's programs.

Events

The APC raised \$376,242 in gross revenue from events to raise funds for the 2008 Australian Paralympic Team, an increase of nine percent on the previous year.

Di and John Pass and their staff at 360HR, long-term supporters of the APC, organised the 360HR Corporate Bowls Day, raising more than \$33,000.

Organisers Belinda Green and Steve Mason enjoyed the 8th Annual Desert Duel, as 41 participants travelled the long way from Christchurch to Hanmer Springs in New Zealand, raising more than \$145,000.

Arena Management staged *A Musical Send-Off* at Sydney's Capitol Theatre in June, raising more than \$90,000. The concert featured performers from many successful musical shows.

Other community events around Australia raised a further \$129,506.

Telemarketing

The successful Art Union campaign conducted by the Queensland Sporting Wheelies and Disabled Association for mutual benefit during the year generated \$161,188.

Direct Marketing

Income generated from The Australian Paralympian newsletter and direct marketing appeals raised \$178,550 for the Beijing Team. The APC continued to innovate with refined key messages and mail segmentation strategies.



(Left) Rick Pendleton, Annie Williams and coach Jon Shaw, (Middle) Matt Cowdrey interviewed at swim team announcement, (Right) Angie Ballard

Information Report

Media

Several initiatives were implemented to ensure the 2008 Team, the largest sent by Australia to a Paralympic Games overseas, was also the most widely published, broadcast and promoted. These included targeting releases and stories to appropriate outlets, working closely with Australian Associated Press (AAP) to maximise distribution of key stories, developing relationships with editors and key journalists, developing a program of events and activities and providing quality background information and stories.

The result, measured by Media Monitors, was a total of 31,986 Australian media stories during the period of the 2008 Paralympic Games, in addition to the ABC television coverage. Media coverage of the Beijing Games was up more than 65 percent on the 2004 Paralympics. Coverage during September 2008 was more than six times greater than all coverage measured for the full year between September 2006 and September 2007.

TABLE 2: Beijing Games media coverage (measured by Media Monitors)

Media type	Number of stories		Audience/circulation		Equivalent advertising rates	
	Athens	Beijing	Athens	Beijing	Athens	Beijing
Radio	8,426	14,829	156.68m	158.77m	\$4.45m	\$6.99m
Television	8,915	11,646	204.39m	265.28m	\$21.52m	\$30.74m
Press	2,037	4,061	204.82m	345.89m	\$3.63m	\$6.92m
Internet	288	1,450	N/A	N/A	\$0.03m	\$0.15m
Total	19,666	31,986	565.89m	769.94m	\$29.63m	\$44.80m

Pre-Games

Early in 2008, the APC met with sports editors in every metropolitan market in Australia to build relationships and discuss Games' coverage.

The APC developed single page profiles of every athlete, used as media backgrounders, distributed to TPEP schools and posted on the APC website (where they were viewed more than 267,000 times during the Games).

Although there were few Paralympic sport activities in Australia in 2008, events such as the "100 Days To Go" celebrations (May 29), *A Musical Send-Off* (June 16), the Team announcement at Parliament House in Canberra (July), uniform distributions days (in each State and Territory), the full Team departure (Sept 1), Team arrival (Sept 20), and welcome home ceremonies (in each state and Territory) all provided a focus for media.

A key initiative was the separate selection announcement for each sport. Media calls were held for five major sports – swimming (Canberra), athletics (Gold Coast), cycling (Sydney), wheelchair basketball (Sydney) and wheelchair rugby (Melbourne) with each attracting solid media attendance and coverage. For all sports, individual releases for each athlete, written and tailored to media outlets in the athlete's local area, complemented the overall announcement. 162 of the 170 athletes announced in the Team received local media coverage in the two weeks following their naming.

The APC's Beijing Games media guide was sent to every media outlet in Australia.



Games and post-Games

The combination of the APC Games media team in Beijing and a support and coordination team in Sydney ensured the success of Games' media operations. The APC Games media team in Beijing wrote and developed stories, answered media requests and organised interviews and features while the APC Media Coordinator in Sydney distributed the releases and was the first point of contact for all Australian-based media. The Beijing media team uploaded audio interviews through AAP. The APC provided high quality images from its photographer to media outlets. Timely results and stories were uploaded to the APC's website.

With solid and developing relationships, improved exposure and increased interest now in place, the challenge of consolidating and, ultimately, improving the APC media operations during the non-Games period remains.

Resources

During the year the APC moved to satisfy identified resource needs:

- A "sizzle reel", featuring footage of athletes in action to the music of the Shannon Noll hit "Shine" was used widely by the APC and its corporate partners in the lead-up to the Games.
- A corporate DVD and a general promotional DVD, based on the sizzle reel, incorporate interviews with athletes and information about the APC.
- The APC newsletter was distributed to Team Shadow Squad members, supporters, members of Parliament and donors, meeting its costs in the donations it created.
- The APC appointed a Games photographer to create a library of more than 500 high quality sport images as a legacy from Beijing and to meet its needs through to London.
- The APC produced handbooks and policy documents to cover key areas of its Paralympic Team operations.

Telstra Paralympic Education Program

In 2007 the APC launched the Telstra Paralympic Education Program to raise awareness among primary school children of Paralympic sport, athletes and values. This program is supported by the Australian Sports Commission and Telstra. One of the APC's goals was to engage 1,500 schools by the start of the Beijing Games. This was achieved, with 1,816 primary schools – 22 percent of Australia's total – signed up and those schools reporting that 282,975 children were involved in the program.



The program was promoted to schools through a mass mail-out of flyers to all Australian primary schools, print advertising in national and state education publications, fax, education trade shows and direct emails to schools. By far the most successful method was direct email, accounting for 49 percent of registrations.

The TPEP website was upgraded and relaunched in May 2008. During the reporting period the total number of visits to the site leaped from 1,464 in the previous reporting period to 28,747. Visitors peaked during the Paralympic Games, with 13,778 visitors during the Games period.

The Athlete Correspondence Program continued, although it was difficult to involve athletes in the lead-up to the Beijing Games. Forty-six athletes communicated with their linked TPEP schools.

A "roadshow" event was conducted in metropolitan Brisbane, with more than 2,000 students in 10 schools visited by members of the TPEP team, Queensland Sporting Wheelies staff and Paralympic athletes over one week in August 2008. Students met Paralympians and participated in three Paralympic sports – wheelchair basketball, sitting volleyball and goalball. The week was a huge success and received good media coverage, including segments on children's television programs Channel Ten's 'TCN' and Channel Nine's 'The Shak'.



Evan O'Hanlon, (Middle) Michael Gallagher, (Right) Madison de Rozario, (Far Right) Ellie Cole and Annie Williams

TABLE 3: TPEP coverage of Australian primary schools

	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	National
TPEP schools	60	602	8	412	192	46	417	79	1816
All schools	96	2415	176	1447	577	204	1894	910	7719
Percent TPEP coverage	62.5	24.9	4.5	28.5	33.3	22.5	22.0	8.7	23.5

The feedback from the schools was overwhelmingly positive: *"In all my years of teaching I have never seen such a rewarding, fun-filled activity for staff and students ... Students became aware of the commitment required to achieve and received reinforcement about the powerful messages of choice, responsibility and hope."* (Sharon Tew, Crestmead State School, Queensland.)

Information Technology

In May 2008 the APC appointed a new IT service provider, ITeasy, ending its one year relationship with Computergate. ITeasy provides hardware, network and software services to the APC.

ITeasy conducted an audit of the APC's IT system and the APC is in the final phases of implementing its recommendations. The APC is in the process of moving its database, website and intranet to ITeasy, finishing its long relationship with CTS, which provided these services for a number of years from their inception. The new design will allow one administration site for all online elements, replacing the three that have been required in the past.

The APC accelerated its IT equipment upgrade schedule to ensure that all staff and Team volunteers had appropriate hardware for the Beijing Games.

In the lead-up to Beijing, the APC worked closely with the Australian Olympic Committee and ITeasy to develop its IT strategy for the Games. The APC followed a simple structure in Beijing, utilising standalone notebook computers which shared Internet and printer connections in each work area in the Village and used wireless data cards at venues. Cabling and hardware was prepared in Australia and installed in Beijing with the assistance of the Beijing IT staff of APC sponsor Media Monitors, whose assistance was invaluable in ensuring that the system was in place when the Team arrived and that it worked smoothly throughout the Games.

Throughout the year, research into past Australian Paralympic results has taken place. Team lists and medallists for every Summer and Winter Games from 1960 to 2008 have been collated and will be entered into the database and posted on the website.

Website

ITeasy created the APC's website for the Paralympic Games with a completely new look and feel.

For the period of the games, the APC website averaged more than 8,400 visits each day, delivering more than 100,000 page views a day three times during the Games and a total of 1.3 million page views for the month of September. Traffic to the site on the busiest single day during the Beijing Games was equal to the site traffic during the entire Athens Games in 2004, with overall traffic on the site during the Games up by almost 500 percent on 2004. The most popular pages on the site were the athlete profiles, with 267,404 visits spread among the 170 profiles on the site.



Beijing Games

2008 Australian Paralympic Team

The Australian Paralympic Team for the Beijing 2008 Games was:

Athletics

Zac Ashkanasy
(Guide runner), VIC
Angela Ballard, NSW
Carlee Beattie, QLD
Jonathan Bernard, QLD
Damien Bowen, NSW
Jennifer Bryce, NSW
Gemma Buchholz, QLD
Matthew Cameron, QLD
Kelly Cartwright, VIC
Aaron Chatman, ACT
Richard Colman, VIC
Roy Daniell, ACT
Christie Dawes, NSW
Madison De Rozario, WA
Louise Ellery, ACT
Rodney Farr, SA
Kurt Fearnley, NSW
Dennis Fitzgerald
(Guide runner), QLD
Heath Francis, ACT
Amanda Fraser, ACT
Gerrard Gosens, QLD
Courtney Harbeck, QLD
Greg Hibberd, ACT
Madeleine Hogan, VIC
Bruce Jones
(Guide runner), QLD
Hamish MacDonald, ACT
Lisa McIntosh, VIC
Wade McMahon, ACT
Kirrilee McPherson, SA
Brydee Moore, VIC
Jemima Moore, VIC
Christopher Mullins, VIC
Richard Nicholson, ACT
Evan O'Hanlon, ACT
Kathryn Parrish, SA
Paul Pearce
(Guide runner), QLD
Katherine Proudfoot, NSW
Paul Raison, QLD
Michael Roeger, SA
Tahlia Rotumah, NSW
Charlotte Saville, VIC
Brad Scott, WA

Russell Short, VIC
Julie Smith, QLD
Ian Speed, VIC
Tim Sullivan, VIC
Christopher Tagg
(Guide runner), QLD
Noni Thompson, VIC
Darren Thrupp, QLD
Julien Wicks
(Guide runner), ACT
Jodi Willis-Roberts, VIC
Stephen Wilson, QLD
Christine Wolf, ACT

Staff

Scott Goodman, ACT
Gary Lees, WA
Louise Mogg, VIC
Alison O'Riordan, NSW
Brett Jones, QLD
Iryna Dvoskina, ACT
Andrew Dawes, NSW
Robbie Bolton, NSW
Andrew Carter, NSW
Rowena Toppenberg, QLD
Sian Pugh, QLD
Mick Jordan, VIC
Phil Power, VIC
John Minns, ACT
John Eden, VIC
Cathy Raha-Lambert, SA
Steve Butler, SA
Alan Makin, NSW
Louise Sauvage, NSW
Stephanie Martin, ACT
Jessica Gallagher, VIC

Wheelchair basketball men (Rollers)

Dylan Alcott, VIC
Brendan Dowler, NSW
Justin Eveson, WA
Michael Hartnett, WA
Adrian King, QLD
Tristan Knowles, NSW
Grant Mizens, NSW
Brad Ness, WA

Shaun Norris, WA
Troy Sachs, NSW
Tige Simmons, QLD
Brett Stibners, NSW

Staff

Ben Ettridge, WA
Craig Friday, WA
Kelvin Browner, WA
Ian Lowther, WA

Wheelchair basketball women (Gliders)

Clare Burzynski, WA
Shelley Chaplin, VIC
Cobi Crispin, WA
Melanie Domaschenz, VIC
Kylie Gaudi, NSW
Melanie Hall, NT
Katie Hill, NSW
Bridie Kean, VIC
Tina McKenzie, NSW
Kathleen O'Kelly-Kennedy, VIC
Sarah Stewart, NSW
Liesl Tesch, NSW

Staff

Gerry Hewson, NSW
Mark Hewish, VIC
Sonia Healy, NSW
Emma Whiteside, NSW

Cycling

Jane Armstrong, ACT
Greg Ball, QLD
Ben Demery, NSW
Michael Gallagher, VIC
Toireasa Gallagher (Pilot), NSW
Steven George (Pilot), QLD
Shaun Hopkins (Pilot), NSW
Lindy Hou, NSW
Felicity Johnson, SA
Tyson Lawrence (Pilot), WA
Melissa Leckie, SA
Bryce Lindores, QLD
Michael Milton, ACT
Kieran Modra, SA
Jayme Paris, NSW

Katie Parker (Pilot), SA
Christopher Scott, QLD

Staff

James Victor, QLD
Mark Fulcher, NSW
Tom Skulander, NSW
Paul Martens, QLD
Brett Hidson, SA
Anouska Edwards, QLD
Alan Downes, NSW
Mark Bullen, NSW
Stuart Smith, SA
Murray Lydeamore, SA

Equestrian

Grace Bowman, SA
Georgia Bruce, QLD
Sharon Jarvis, WA
Nicole Kullen, NSW
Jan Pike, NSW

Staff

Doug Denby, NSW
Ken Dagley, QLD
Mary Longden, VIC
Sally Francis, VIC
Nicola Reynoldson, VIC
Michelle Goodrick, VIC
David Bowman, SA
Judy Fyfe, NSW
Margaret Keyes, VIC
Emma Bardot, WA
Ebony Tucker, VIC
Terrina Fairbrother, WA
Liz Wright-Smith, VIC
Chris Elliott, VIC
Carolyn Lieutenant, NSW

Judo

Anthony Clarke, SA
Staff
Neil Ballard, SA

Powerlifting

Abebe Fekadu, QLD
Darren Gardiner, WA
Deahne McIntyre, ACT



(Left) Ben Weekes, (Middle) Heath Francis, (Right) Kurt Fearnley

Staff

Ray Epstein, QLD
Bill Nancarrow, QLD

Rowing

John Maclean, NSW
Dominic Monypenny, TAS
Kathryn Ross, VIC

Staff

Peter Albisser, NSW
Rik Bryan, TAS
Adam Horner, ACT

Sailing

Russell Boaden, WA
Rachael Cox, QLD
Daniel Fitzgibbon, QLD
Colin Harrison, WA
Aaron Hill, VIC
Graeme Martin, WA

Staff

Greg Omay, WA
Sarina Macpherson, NSW
Adrian Finglas, QLD
Linnea Korszell, QLD
Sue Crafer, NSW
Geoff Milligan, WA
Timothy Lowe, NSW

Shooting

Ashley Adams, QLD
Sebastian Hume, VIC
Libby Kosmala, SA
Jason Maroney, VIC

Staff

Miro Sipek, VIC
Nick Sullivan, SA
Michelle Fletcher, QLD
Anne Bugden, QLD

Swimming

Michael Anderson, QLD
Ben Austin, NSW
Daniel Bell, VIC
Sarah Bowen, VIC
Sam Bramham, VIC
Blake Cochrane, QLD
Ellie Cole, VIC
Matt Cowdrey, SA

Jay Dohnt, SA
Amanda Drennan, VIC
Jacqui Freney, NSW
Samantha Gandolfo, VIC
Alex Hadley, VIC
Brenden Hall, QLD
Marayke Jonkers, QLD
Peter Leek, NSW
Matt Levy, NSW

Katrina Lewis, ACT
Sian Lucas, NSW
Jeremy McClure, WA
Hannah MacDougall, VIC
Tarryn McGaw, VIC
Ricardo Moffatti, QLD
Rhianon Oliver, QLD
Stephen Osborne, QLD
Esther Overton, VIC
Andrew Pasterfield, NSW
Rick Pendleton, NSW
Katrina Porter, WA
Shelley Rogers, SA
Sarah Rose, NSW
Jeremy Tidy, WA
Teigan Van Roosmalen, NSW
Prue Watt, VIC
Annabelle Williams, NSW

Staff

Brendan Keogh, QLD
Melanie Jenkins, ACT
Graeme Carroll, NSW
Jackie Barck, NSW
Amanda Isaac, VIC
Mel Tantrum, WA
Jon O'Neill-Shaw, NSW
Jo Love, VIC
Rob Moon, VIC
Sandra Eccles, VIC
Claire Nichols, NSW
Brendan Burkett, QLD
Sacha Fulton, QLD
Penny Will, QLD
Vaughan Nicholson, QLD

Table tennis

Rebecca Julian, VIC
Sarah Lazzaro, VIC

Staff

Brian Berry, VIC
Barbara Talbot, SA

Tennis

Daniela Di Toro, VIC
Michael Dobbie, VIC
Ben Weekes, NSW

Staff

Greg Crump, VIC
Geoff Quinlan, VIC

Wheelchair rugby (Steelers)

Bryce Alman, VIC
Ryley Batt, NSW
Grant Boxall, WA
Shane Brand, VIC
Cameron Carr, QLD
Nazim Erdem, VIC
George Hucks, SA
Steve Porter, SA
Ryan Scott, SA
Greg Smith, VIC
Scott Vitale, QLD

Staff

Brad Dubberley, NSW
Kim Ellwood, SA
Rob Doidge, VIC
Noni Shelton, VIC
Angela Mansell, SA

Headquarters staff

Darren Peters, NSW
Nick Dean, SA
Paul Bird, QLD
Alison Keys, Beijing
Jason Hellwig, VIC
Steve Loader, NSW
Michael Hartung, NSW
Natalie Jenkins, NSW
Caroline Walker, NSW
Chris Nunn, ACT
Jenni Cole, NSW
Tony Naar, NSW
Graham Cassidy, NSW
Margie McDonald, NSW
Jordan Baker, NSW
Karen Micheltmore, Jakarta

Medical staff central

Larissa Trease, VIC
Alison Campbell, VIC
Geoff Thompson, NT
Ruben Branson, VIC
Sally Heads, VIC
John Camens, SA
David Spurrier, SA
Lily Chiu, VIC
Richard Bennett, NSW
Gary Slater, ACT
Jo Vaile, ACT



Beijing Games

2008 Paralympic Games Australian Medalists

Gold

Athletics

4x100m Relay (T35-38) Evan O'Hanlon, Chris Mullins, Tim Sullivan, Darren Thrupp
Kurt Fearnley Marathon (T54)

Heath Francis 100m, 200m, 400m (T46)

Lisa McIntosh 100m, 200m (T37)

Evan O'Hanlon 100m, 200m (T38)

Christine Wolf Long Jump (F42)

Basketball

Men (Rollers): Dylan Alcott, Brendan Dowler, Justin Eveson, Michael Hartnett, Adrian King, Tristan Knowles, Grant Mizens, Brad Ness, Shaun Norris, Troy Sachs, Tige Simmons and Brett Stibners.

Cycling

Michael Gallagher Individual Pursuit (LC1)

Kieran Modra/Tyson Lawrence Individual Pursuit (B&VI)

Chris Scott Individual Pursuit (CP4)

Swimming

4x100m Medley Relay (34pts) Ben Austin, Daniel Bell, Sam Bramham, Matt Cowdrey, Peter Leek, Matt Levy, Ricardo Moffatti, Rick Pendleton

Matt Cowdrey 100m Freestyle, 100m Backstroke, 50m Freestyle (S9), 200m IM (SM9)

Peter Leek 100m Butterfly (S8), 200m IM (SM8)

Rick Pendleton 200m IM (SM10)

Katrina Porter 100m Backstroke (S7)

Silver

Athletics

4x100m Relay (T53/54) Angela Ballard, Christie Dawes, Madison de Rozario, Jemima Moore

Aaron Chatman High Jump (F44/46)

Richard Colman 200m (T53)

Kurt Fearnley 5000m, 800m (T54)

Amanda Fraser Discus (F37/38)

Kath Proudfoot Discus (F35/36)

Paul Raison Shot Put (F44)

Brad Scott 800m (T37)

Cycling

Ben Demery/Shawn Hopkins 1km TT, Sprint (B&VI)

Lindy Hou/Toireasa Gallagher Individual Pursuit (B&VI)

Felicity Johnson/Katie Parker 1km TT (B&VI)

Chris Scott Individual TT (CP 4)

Powerlifting

Darren Gardiner +100kg

Rowing

John Maclean/Kathryn Ross Double Sculls (TA)

Sailing

2P Keelboat (SKUD18) Daniel Fitzgibbon, Rachael Cox

Swimming

4x100m Freestyle Relay (34pts) Ben Austin, Sam Bramham, Matt Cowdrey, Peter Leek

Michael Anderson 100m Backstroke (S10)

Sarah Bowen 100m Breaststroke (SB6)

Blake Cochrane 100m Breaststroke (SB7)

Ellie Cole 100m Butterfly (S9)

Matt Cowdrey 100m Butterfly, 400m Freestyle (S9)

Marayke Jonkers 150m IM (SM4)

Peter Leek 100m Backstroke, 400m Freestyle, 50m Freestyle (S8)

Wheelchair Rugby

Steelers

Bronze

Athletics

4x100m Relay (T42-46) Aaron Chatman, Heath Francis, Paul Raison, Stephen Wilson

Richard Colman 400m (T53)

Kurt Fearnley 1500m (T54)

Madeleine Hogan Javelin (F42-46)

Julie Smith 200m (T46)

Jodi Willis-Roberts Shot Put (F12/13)

Christine Wolf 100m (T42)

Basketball

Women (Gliders): Clare Burzynski, Shelley Chaplin, Cobi Crispin, Melanie Domaschenz, Kylie Gauci, Melanie Hall, Katie Hill, Bridie Kean, Tina McKenzie, Kathleen O'Kelly-Kennedy, Sarah Stewart and Liesl Tesch.

Cycling

Greg Ball 1km TT (LC3-4)

Michael Gallagher Road Race (LC 1/LC 2/CP 4)

Lindy Hou/Toireasa Gallagher 1km TT (B&VI)

Bryce Lindores/Steven George Individual Pursuit (B&VI)

Kieran Modra/Tyson Lawrence 1km TT (B&VI)

Jayne Paris 500m TT (LC 3-4/CP 3)

Chris Scott 1km TT (CP 4)

Equestrian

Georgia Bruce Individual Championship, Individual Freestyle (Grade IV)

Sailing

3P Keelboat (Sonar) Colin Harrison, Russell Boaden, Graeme Martin

Swimming

Ellie Cole 400m Freestyle, 100m Backstroke (S9)

Jay Dohnt 400m Freestyle (S7)

Jacqueline Freney 100m Freestyle, 400m Freestyle, 50m Freestyle (S8)

Peter Leek 100m Freestyle (S8)

Katrina Lewis 50m Freestyle (S10)

Annabelle Williams 100m Butterfly (S9)



Sport

(Left) Opening Ceremony flagbearer Russell Short, (Middle) Richard Colman, (Right) Carlee Beattie

Beijing Paralympic Games

The major event in the reporting period for the APC was the 13th Paralympic Summer Games in Beijing, China. The Games commenced with a spectacular opening ceremony at the 'Birds Nest' stadium on 6 September, and closed with an equally spectacular closing ceremony on the seventeenth.

Australia sent a final team of 289, comprised of 167¹ athletes (95 male and 72 female) and 122² coaches, medical and administration staff. This was an increase of 15 athletes and 30 staff over the Athens Team of 244 in 2004. The general selection criteria set by the APC focused on potential medalists for 2008 and development athletes for 2012.

The APC's internal target for the Australian Team was a top 5 finish on the overall medal tally. This was a challenging goal, considering the rapid development of countries such as the Ukraine, Brazil and South Africa in Paralympic sport. China was expected to dominate, with Great Britain and the USA next in line.

TABLE 4: Beijing Top Ten Medal Tally

Rank	NPC Name	Total			
		G	S	B	T
1	China	89	70	52	211
2	Great Britain	42	29	31	102
3	United States	36	35	28	99
4	Ukraine	24	18	32	74
5	Australia	23	29	27	79
6	South Africa	21	3	6	30
7	Canada	19	10	21	50
8	Russian Federation	18	23	22	63
9	Brazil	16	14	17	47
10	Spain	15	21	22	58

The Australian Team finished fourth overall with 79 medals, and fifth on the gold medal tally, with 23. This was slightly below the Australian result in Athens, where Australia finished second on overall medals and fifth on gold. While achieving the APC's medal target, it also provided a strong reminder of how highly competitive Paralympic sport has become.

A key shift from the 2004 Athens Games was the restructure of the APC's medical program towards a performance focus for the 2008 Games. This proved highly successful. The new approach saw the integration of sports science and medicine elements such as nutrition, recovery, performance and clinical psychology into most sports' programs before and during the Games.

¹ 170 athletes were originally selected in the Team. Catherine Morrow and Mark Le Flohic withdrew from the Team just before the Games and Jessica Gallagher was classified as ineligible to compete, reducing the final number of competing athletes to 167.

² Jessica Gallagher was added to the athletics' team staff after she was classified as ineligible to compete in athletics, increasing total staff numbers from the 121 selected to 122.



The medical team included 23 practitioners – doctors, physiotherapists, soft tissue therapists, a nurse, psychologist, dietician and a recovery specialist. Among them, they handled 345 encounters with a doctor or the nurse, 1,207 encounters with a physiotherapist or soft tissue therapist, more than 300 individual nutritional consultations and in excess of 700 individual hydration assessments. An average of 60 athletes a day utilised the recovery ice baths as part of their recovery regime.

Another key development from four years ago was the APC's relationship with the Australian Olympic Committee. The two organisations worked closely together across functional areas to ensure an easy transition for the Paralympic Team moving into the Games Village – both teams shared the same accommodation and facilities in the Village.

The Team flew to and from Beijing on a sole use Qantas flight. Exclusive use of an aircraft had a significant positive impact and enabled medical and recovery staff to effectively address the needs of Team members. High needs athletes (and gold medallists on the return leg) were given priority in business class seats.

The APC chose Adidas and LWR as the primary suppliers of casual wear for the Team and Herringbone for ceremonial wear. Sport-specific competition wear and additional Team gear was supplied by Speedo, Gill, Santini, A-One, Canterbury, Hotdesigns, Pontoon Sports, Maximum Sport and Havaiana.

In total, each Team member received more than 40 items of Team gear, including casual clothing, shoes and bags. All athletes and staff were required to participate in an initial fitting as part of a screening process undertaken by the APC in September 2007 in capital cities around Australia. Following final Team selections in July 2008, the outfitting was distributed in each state to those selected.

Preparations are already underway for the Paralympic Winter Games in Vancouver in 2010 and the next Paralympic Summer Games in London in 2012.

Classification

In the past year the implementation of the APC's classification strategy has focused on:

- Partnerships with NSOs and NSODs to deliver athlete classification
- Identification, training and certification of classifiers in areas of need
- Provision of classification information to stakeholders

The APC Classification Advisory Panel, chaired by Paul Bird, oversaw the implementation of the strategy and advised the APC Board on classification issues.

In partnership with sports, the APC has identified priorities for classifier training and development. At the conclusion of the reporting period, a total of 128 classifiers were formally accredited by the APC at national level or higher, in accordance with the International Paralympic Committee (IPC) global classification policy. This is an increase of 67 classifiers since July 2006 and we are ahead of our targets in ensuring all Paralympic priority sports are supported by appropriately qualified, sport-specific classifiers before the London Games.

The IPC Classification Code and International Standards were approved by the IPC General Assembly in November 2007 and came into force at the Beijing 2008 Paralympic Games. As a condition of IPC membership, the APC is now required to work towards conducting its classification activities in compliance with the IPC Classification Code and International Standards. The APC provided feedback to the IPC through the consultation phase of this project, and its classification strategy has been developed in compliance with both the Code and the International Standards.



(Left) Tyson Lawrence, Kieran Modra, Bryce Lindores, Steven George, (Middle) Marathon start in Tiananmen Square, (Right) Toireasa Gallagher, Lindy Hou, Felicity Johnson, Katie Parker

In preparation for the Beijing 2008 Paralympic Games, the APC established and implemented comprehensive plans to identify athletes requiring classification, determine and minimise areas of risk and manage the classification process prior to and during the Games. Effective operational and contingency planning ensured that all classification issues that arose during the Games were managed in a way that minimised the impact of the classification process on sport preparation and performance.

Key areas of focus in the coming year include further, targetted classifier development, ongoing collaboration with NSOs and NSODs in providing excellence in classification to athletes and the development of classification as the gateway to the participation of young athletes with a disability in sport.

Toyota Paralympic Talent Search Program

The 2008 Beijing Paralympic Team highlighted the benefits of the introduction of the Toyota Paralympic Talent Search Program in 2005. A goal of the program was to assess 1,000 new athletes, through Talent Search, by the 2008 Beijing Paralympic Games. This was achieved in 2008, after 72 Talent Search activities, with 1,008 participants. Of these, 127 were identified as 'tier one' athletes (future elite potential within two years) and 395 as 'tier two' athletes (elite potential within four years).

Fifty-three Talent Search athletes were part of the Paralympic Preparation Program in the year leading into the Beijing Games, with 27 Talent Search athletes achieving the ultimate recognition by being selected in the Australian Paralympic Team. Fifteen Talent Search athletes went on to win medals at their first Paralympic Games, with two of those being gold. This is evidence that an APC Program intervention after one Paralympic Games can achieve significant results.

In addition to those selected for the Beijing Games, the 2007/08 period continued to unearth athletic talent. Many of these participants will compete at the Arafura Games, incorporating the Oceania Paralympic Championships, in May 2009, and the Australian Paralympic Youth Championships, in September 2009, as they begin their journey to the 2012 Paralympic Games.

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

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 assist in providing access to coaches and a relevant pathway to assist in fast-tracking their development. Potential Paralympians have been identified in all Paralympic sports.

The next twelve months will see the introduction of camps within sports to assist in fast-tracking the development of young athletes. Following a review of results from Beijing to identify the specific disability types and characteristics required to win medals for each sport, sport and disability specific Talent Search activities will continue. The APC will also continue to offer opportunities for athlete classification as part of the program.



Sport



Archery

Program managed by: APC

Manager: Vicki O'Brien

Athletes on the 2008 Paralympic

Team: Did not qualify

Despite the emergence of some new athletes and the continued strong performances of Mark Tomkins towards the end of 2007, no Australian athlete qualified in archery for the 2008 Beijing Games.

With qualification based on world rankings, the 2007 World Championships in Korea were considered the major benchmark event for the program in this period. Three athletes attended, finishing 29th, 38th and 54th in the men's Open Compound – a top 20 place was needed to secure a Beijing berth.



Athletics

Program managed by: Athletics Australia

Program Manager: Scott Goodman

Athletes on the 2008 Paralympic Team: 47 (24 male, 23 female) and six guide runners

Result: 10 Gold, 9 Silver, 7 Bronze

After qualifying a total of 48 slots for the Games, the athletics program set itself for a strong campaign in Beijing.

China's dominance in athletics at its home Games was widely expected leading into the Games, so the realistic goal for the athletics team was to finish second on the medal tally. This goal was achieved in the strongest Paralympic athletics competition ever. In addition to the 26 medals won, Australia's athletes set six world records, a further three Paralympic records, 16 Australian records and 26 personal bests.

Athletics has also been the sport to gain the most from the APC's Toyota Talent Search Program, with 15 of the 27 Talent Search athletes on the 2008 Australian Paralympic Team competing in athletics.





(Left) Jenni Bryce, (Middle) Rollers basketball gold medallists, (Right) Jayme Paris

Wheelchair Basketball

Program managed by: Basketball Australia
Program Manager: Lorraine Landon
Coaches: Ben Ettridge (Rollers), Gerry Hewson (Gliders)
Athletes on the 2008 Paralympic Team: 24 (12 male, 12 female)
Result: 1 Gold (men), 1 Bronze (women)

Both the Rollers and the Gliders set their sights on a medal in Beijing and achieved this result, with gold and bronze respectively.

Encountering stiff competition in the early rounds, including a victory in the final five seconds against Brazil, the Rollers were crowned Paralympic champions after a dominant second half in the gold medal match against reigning champions Canada, winning 72-60. This capped off a good preparation for the team under head coach Ben Ettridge, competing in China, Germany and the US leading into Beijing.

The Gliders also had a solid preparation for the Games, playing in tournaments in China and the US. The team performed consistently throughout the Paralympic Games, with strong performances from its veterans and rookies, and defeated arch-rivals Canada in the quarter-finals. A loss in the semi-final to the USA led to the Gliders meeting Japan in the bronze medal play-off.



Cycling

Program managed by: Cycling Australia
Head Coach: James Victor
Program Manager: Brett Hidson
Athletes on the 2008 Paralympic Team: 12 (7 Male, 5 female) and four pilots
Result: 3 Gold, 5 Silver, 7 Bronze

Despite arriving in Beijing with one less rider than qualified, due to injury at the final team camp, the cycling team performed well in Beijing.

The cycling competition was dominated by Great Britain, which has clearly raised the bar in Paralympic cycling over the past four years. Tradition continued, as Australia's best performances came on the track where the team finished first on total, but second on gold medals won. On the road the team won a silver and a bronze medal, taking its overall medal tally to fifteen, second overall on medals behind the Brits.

With the likely retirement of some key personnel from the squad before London, the next year will be very important in the establishment of a stronger squad to take on Great Britain in four years time on home soil.





Sport



Equestrian

Program managed by: Riding for the Disabled Association Australia

Head Coach: Mary Longden

Chef d'Equipe: Ken Dagley

Athletes on the 2008 Paralympic Team: 5 (all female)

Result: 2 Bronze

Australia qualified the maximum possible five slots for the Paralympic equestrian competition in Hong Kong, despite the cancellation of the final qualification event in Australia and other disruptions due to the equine influenza outbreak in Australia.

It was a good performance by all five riders in Hong Kong but the standout performer was Georgia Bruce, who claimed both medals. The performance proved the importance of a talented rider having an equally talented horse, with Victory Salute considered amongst the best in Australia.

Following Beijing, the program will transition from Riding for the Disabled Association Australia to the Equestrian Federation of Australia, to bring the sport into line with the international federation. The APC recognises the great work by RDA in developing the program and looks forward to continuing this success with the EFA.



Football (7-a-side)

Program managed by: Football Federation Australia

Head Coach: Paul Brown

Team Manager: David Campbell

Athletes on the 2008 Paralympic Team: Did not qualify

Over the past 12 months, the 7-a-side football program has made significant progress in the identification of new talent and the daily training and camps based activities of the program.

However, the team failed to qualify for the Paralympic Games after finishing 11th at the 2007 CP-ISRA Football World Championships in Brazil.

Although the team did not qualify, head coach Paul Brown and team manager David Campbell were present in Beijing to review the competition and set their sights on qualification for 2012.





(Left) Georgia Bruce, (Middle) Water Cube at night, (Right) Abebe Fekadu

Judo

Program managed by: APC

Head Coach: Neil Ballard

Athletes on the 2008 Paralympic

Team: 1 (male)

Result: No medals

Australia qualified one slot in judo for Anthony Clarke.

A targeted scholarship program was developed for Anthony Clarke leading up to the Games, working closely with South Australian judo coach Neil Ballard. Preparations were based on domestic training and competition, with exposure to an international field in Lithuania just prior to Beijing.

Anthony was eliminated in the repechage round.



Powerlifting

Program managed by: APC

Head Coach: Ray Epstein

Athletes on the 2008 Paralympic Team: 3

(2 male, 1 female)

Result: 1 Silver

The powerlifting program qualified three slots for Beijing based on world rankings achieved by Darren Gardiner, Deahnne McIntyre and Abebe Fekadu.

A solid preparation over the four years leading into Beijing prepared Darren Gardiner well for success and his Beijing lift of 230kg earned him a silver medal.

Despite a preparation interrupted by injury, Deahnne managed a fourth place in Beijing in the 80kg+ division.

Although living in Australia for more 10 years, Abebe only recently became eligible to compete for Australia. In his first major international event he performed well to finish 10th.





Rowing

Program managed by: Rowing Australia
Program Manager: Adam Horner
Athletes on the 2008 Paralympic Team: 3
 (2 male, 1 female)
Result: 1 Silver

Rowing was included on the Paralympic program in 2008 for the first time and the performances in Beijing indicated a rapid improvement in the standard of competition internationally over the past 12 months.

Australia was represented in two of the four events. Both boats were silver medalists from the 2007 World Championships.

The double sculls pairing of Kathryn Ross and John Maclean fought their way through a very tough competition to finish with a silver medal.

Dominic Monypenny, World Champion in 2006, finished 6th in the men's single scull.



Wheelchair Rugby

Program managed by: APC
Head Coach: Brad Dubberley
Athletes on the 2008 Paralympic Team: 11
Result: Silver

Under the guidance of head coach Brad Dubberley, the wheelchair rugby program had an impressive 12 months leading to a successful campaign in Beijing and a silver medal.

The run started in Sydney at the 2007 Oceania Championships, where Australia defeated trans-Tasman rival New Zealand and also Japan to win the event and qualify for Beijing. This was followed by an invitation Superseries in Melbourne, where Australia again won the event, defeating Canada in the final.

Following the two successful events in Australia, the team travelled to Vancouver for the Canada Cup. With a world class field, the team lost just one crucial game, and was relegated to fifth place.

The program continues to operate with a camps based approach, supported by the National League and individual training programs.





(Left) Dominic Monypenny, (Middle) Greg Smith and Ryley Batt, (Right) SKUD sailors Daniel Fitzgibbon and Rachael Cox

Sailing

Program managed by: Yachting Australia
Head Coach: Greg Omay
Program Manager: Sarina Macpherson
Athletes on the 2008 Paralympic Team: 6
 (5 male, 1 female)
Result: 1 Silver, 1 Bronze

After qualifying in all three boat classes for the Paralympic regatta in Qingdao, the Australian sailing team collected a silver medal in the SKUD (2-handed) and bronze in the Sonar (3-handed) class. Australia's 2.4mR (single-handed) entry finished in 12th position.

Over the past 12 months the squad has focused on domestic training programs, with the addition of two international competitions – the 2007 IFDS World Championships and the Paralympic test event in Qingdao.

Results at the World Championships included a 28th, 29th and 39th in the 2.4mR, a 5th, 17th and 18th in the SKUD and an 8th in the Sonar. At the Paralympic test event the team finished with a bronze in the SKUD and a 4th place for the Sonar crew, presaging a successful Paralympic campaign.



Shooting

Program managed by: Australian International Shooting Limited
Head Coach: Miro Sipek
Athletes on the 2008 Paralympic Team: 4
 (3 male, 1 female)
Result: No medals

Despite some strong qualification round performances, the shooting team failed to capitalise in the final rounds on their opportunities in Beijing, recording two fourths and a fifth placing when seemingly assured of medals.

Libby Kosmala was amongst those to narrowly miss out on a medal in her record 10th Paralympic Games as a competitor for Australia.

Prior to Beijing, the athletes had been focused on their individual preparations in their home environment and domestic camps and competitions to prepare them for the Games. The benchmark international competition during this reporting period came in May 2008, with events in Turkey and Germany. The German event in particular was a successful one for the team – winning a silver and a bronze and achieving three fourth placings.





Sport

Swimming

Program managed by: Swimming Australia Limited

Head Coach: Brendan Keogh

Program Manager: Melanie Jenkins

Athletes on the 2008 Paralympic Team: 35 (17 Male, 18 female)

Result: 9 Gold, 11 Silver, 9 Bronze

The Australian swimming team qualified a total of 35 slots for the 2008 Paralympic Games. Although the team collected 29 medals in total (the most of any sport for Australia), it placed 6th overall in the swimming competition. Matthew Cowdrey (with 5 gold and 3 silver, the most successful competitor at the Beijing Games) and Peter Leek (3 gold, 4 silver, 1 bronze) led the medal charge.

Before arriving in Beijing, the squad focused on domestic competition. Camps, primarily at the AIS, and home based training with personal coaches supported these preparations.

In the second half of 2007, two select groups of swimmers attended two Can Am meets in Vancouver and Maryland, a strategy which proved successful.



Table Tennis

Program managed by: Table Tennis Australia

Head Coach: Brian Berry

Athletes on the 2008 Paralympic Team: 2 (both female)

Result: No medals

The second half of 2007 proved to be the busiest time for the program, trying to secure qualification slots for the 2008 Games. In the end, Australia qualified two female slots and was awarded a third through the IPC wild card process. Unfortunately the number of participating athletes was reduced back to two due to a late withdrawal.

With the 2008 objective met – to qualify for the Games – the athletes set about an intensive training program, combining work with home based coaching, camps, institute support and international competition in preparation for the Games.

While not winning their way through the rounds in Beijing, both players had strong performances against higher ranked players.

The performances of the athletes at the Games indicates there is a future for Australia in Paralympic table tennis, which offers the third highest number of medals available on the Paralympic program (behind athletics and swimming).





(Left) Sarah Lazzaro, (Middle) Teigan Van Roosmalen, (Right) Michael Dobbie

Wheelchair Tennis

Program managed by: Tennis Australia
Head Coach: Greg Crump
Program Manager: Geoff Quinlan
Athletes on the 2008 Paralympic Team: 3
 (2 male, 1 female)
Result: No medals

The wheelchair tennis program qualified three athletes for the Paralympic Games through their world rankings.

To prepare for Beijing, the individual athletes spent considerable time competing overseas, combined with enhanced training programs when in Australia.

Unfortunately none of the athletes managed to progress past the first round.

The key for the program in the coming Paralympiad will be the identification and recruitment of new athletes into the Tennis Australia system.



Winter

Program managed by: APC
Head Coach: Steve Graham
Athletes on PPP: 16

The Paralympic Winter program has continued towards its major objective, Vancouver 2010.

During Australia's summer the squad moved its preparations to Europe, the highlight being an event in Abtenau, Austria, where four athletes placed in the top ten of a World Cup Super G race, the most of any country. This included an impressive performance from newcomer Mitchell Gourley in only his second World Cup event.

During the Australian winter, Thredbo hosted the Australian Paralympic Cup, an internationally sanctioned event, which allowed developing athletes to gain world ranking points and earn qualification for IPC events in 2008/09.

Six athletes are now ranked in the top 15 in the world. These six athletes come from five disability groups, showing the depth of the team and the program.

In preparing for the Paralympic Games, the program will send the strongest group of athletes away this summer to America and Europe to compete on the World Cup circuit, including the Pre-Paralympic event in Vancouver in March, and the World Championships in Korea in February. In addition, a further expansion of the AIS involvement will help targeted athletes undertake the best possible preparation.

Sport

Paul Raison

Boccia and Goalball

Program managed by: APC

KPI: Qualification for 2012

The APC has resumed support for Paralympic programs in boccia and goalball, with the aim of qualifying in both sports for the 2012 Games in London.

The APC is working closely with John Kavanagh for boccia and Sam Theodore and Rob Apps for goalball.



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