



AUSTRALIAN  
PARALYMPIC  
COMMITTEE

# 2011/12 Annual Report

Covering the period 1 July 2011 to 30 September 2012

### Australian Paralympic Committee

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### HONOUR ROLL

#### Australian Paralympic Medal

- 2001** Marie Little
- 2002** Ron Finneran
- 2004** Adrienne Smith
- 2005** Nick Dean
- 2008** Scott Goodman
- 2010** Paul Bird  
Ken Brown  
John Coates  
Doug Denby  
Rod Kemp

### 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
- 2010** Cameron Rahles-Rahbula
- 2012** Jacqueline Freney

### 2012 Paralympian of the Year Awards

#### Australian Paralympian of the Year:

Jacqueline Freney (swimming)

#### APC President's Medal for Excellence in Sportsmanship:

Libby Kosmala (shooting)/

Kieran Modra (cycling)

#### Male Athlete of the Year:

Evan O'Hanlon (athletics)

#### Female Athlete of the Year:

Jacqueline Freney (swimming)

#### Junior Athlete of the Year:

Maddison Elliott (swimming)/

Rheed McCracken (athletics)

#### Team of the Year:

The Steelers (wheelchair rugby)/

SKUD18 crew (sailing)

#### Coach of the Year:

Peter Day (cycling)

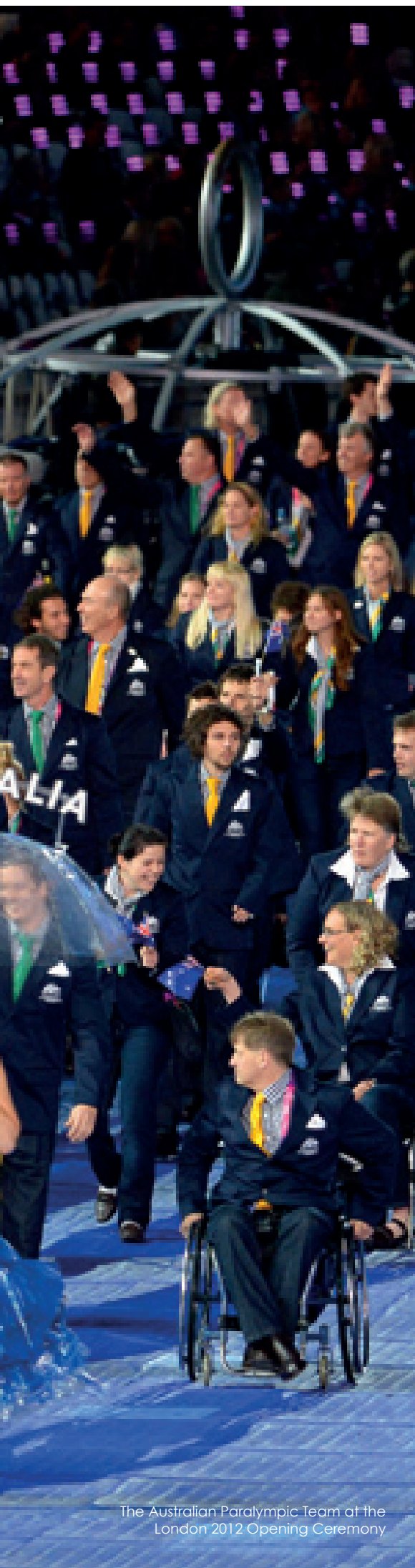
#### Paralympic Achievement Award:

Matthew Cowdrey (swimming)



AUSTRALIAN  
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The Australian Paralympic Team at the  
London 2012 Opening Ceremony

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AUSTRALIAN  
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## PRESIDENT'S REPORT



Upon reflection of the London Paralympic Games, the 2012 Australian Paralympic Team must be regarded as one of the best the APC has ever delivered. The feedback about our team from those who attended the Games in London, and from those who watched from afar, was of utmost professionalism on and off the competition arena.

The London 2012 campaign was the largest and most ambitious ever undertaken by the APC, and in every aspect our Team met or exceeded our expectations.

Our athletes produced brilliant results to finish fifth on the overall medal tally, while every facet of the APC's operations – from our pre-Games staging camp, to our London Village set-up and management, sponsors and supporters program, media operations, sports science and sports medicine services and classification program – all contributed to an outstanding Games campaign.

As the largest ever sent to an overseas Games, the Australian team of 305 athletes and staff returned home with 85 medals, six more than Beijing in 2008. Australia's Paralympians set 16 world records, 35 Paralympic records, 66 Australian records and 144 personal bests. Swimmer Jacqueline Freney was the highest achieving individual athlete of the Games, winning eight gold medals, while Australia's strong team sport ethos was demonstrated with the men's and women's wheelchair basketball and the wheelchair rugby teams each making the gold medal game.

The support the Australian Team enjoyed during the Games from government and the corporate sector was gratifying and significant for our athletes. The Governor-General, Quentin Bryce, was passionate in her support in London, as were Federal Ministers Jenny Macklin (Community Services) and Kate Lundy (Sport), Parliamentary Secretary Jan McLucas (Disabilities and Carers), and Shadow Sport Minister Luke Hartsuyker. They were joined by state sport ministers Graham Annesley from New South Wales and Tom Kenyon from South Australia, as well as many of the country's top government sport officials at federal and state levels. We also enjoyed the support and assistance of Australia's High Commissioner, John Dauth.

The breadth of the APC's work was evident during the Games. Forty-three athletes on the 2012 Australian Paralympic Team were products of the APC's Paralympic Talent Search Program and the APC's Classification program ensured the highest ever percentage of athletes was classified internationally before the Paralympics. The women's goalball team qualified and competed for the first time since 2000 – an outcome of the APC's Goalball Paralympic Preparation Program – and the wheelchair rugby team, managed by the APC, broke through for gold.

Through the APC's Paralympic Education Program, tens of thousands of schoolchildren across Australia connected with our Team, while an average of 1.6 million Australians watched the Paralympic Games every day via the ABC, which broadcast more than 100 hours of live action and highlights. The APC's website posted record traffic and we enjoyed an overwhelming response to our social media activities on Facebook, YouTube and Twitter.

The London Games also highlighted the broader international role played by the APC. Another two Australians – Louise Sauvage and Frank Ponta – were inducted into the IPC Hall of Fame, and Katrina Webb represented the Paralympic movement as an IPC Games ambassador. One of the most satisfying moments of the Games came when Fiji's Iliesa Delana won gold in the F42 high jump – the first Paralympic gold medal for an Oceania athlete beyond Australia or New Zealand and a fitting outcome for the role the APC has played in developing Paralympic sport in the region.

While much of the 2011/12 reporting period was dedicated to preparing for the London Games, the APC also placed a stronger focus on its commercial activities. A further five commercial partners were welcomed into the APC family in the months leading up to London 2012, with several more exciting partnerships on the horizon for the next Games cycle.

It has never been more timely for the Australian corporate sector to invest in Paralympic sport.

The APC's goal to provide opportunities for Australians with a disability to reach their potential through sport would be impossible to reach without the support of government and our corporate and sport partners.

I record my thanks to the Australian Government for its support and assistance. I particularly wish to acknowledge and thank the Minister for Sport, Senator the Honourable Kate Lundy for her unwavering support for Paralympic sport in Australia.

As a strong advocate for a National Disability Insurance Scheme, the APC eagerly anticipates its introduction and looks forward to the Government's ongoing commitment to equality for Australians living with a disability.

I also extend my thanks to Chief Executive of the Australian Sports Commission, Simon Hollingsworth, for his continued support and that of his Board and staff.

As Paralympic sport enters the next phase in its development, the support of our national federation partners is critical. I thank you not just for your work over the past 12 months, but for the past four years.

I also extend my gratitude to our member organisations, corporate partners, state governments and donors whose contributions to our organisation are invaluable. As one Games cycle ends and another begins, we will again be relying on you all to help us ensure Australia remains one of the world's leading Paralympic nations.

We are moving in the right direction, due in no small part to the APC's Board of Directors and our Chief Executive Jason Hellwig. Their expertise, commitment and leadership is matched by the passion, energy and dedication of the APC's staff. It is a combination which ensured that Australia's Paralympic Team was given the best possible chance for success in London.

With Australians' appetite for Paralympic sport now stronger than ever, the APC's position in Australian sport is increasingly exciting and unique.

The 2011/12 reporting period has been one of great success for the APC, but the challenge never ends. Our preparations for the 2014 Paralympic Winter Games and the Summer Games in Rio 2016 are already advanced. It will be a very exciting journey and we look forward to sharing it with you.



**Greg Hartung**  
President  
Australian Paralympic Committee



## CEO'S REPORT



Every four years, the APC's progress as an organisation is tested against the best in the world. In a Paralympic year, everything intensifies, every piece of our work is scrutinised, every member of our team pushes themselves to their limit, and every success and failure is magnified.

At the London 2012 Paralympic Games, the

Australian Paralympic Team won 32 gold, 23 silver and 30 bronze medals to finish equal fourth on the gold medal tally and fifth overall. This was an outstanding achievement for many reasons, not least because of the increased level of funding and resources many of our rivals invested into their Paralympic programs in recent years.

The APC always knew that London 2012 would be the most competitive Paralympic Games in history, which is why we worked so hard to ensure every athlete training for the Games was given the best possible environment and opportunity to reach their potential.

Through mainstreaming agreements, our national federation partners manage the Paralympic Preparation Programs for 11 of the 16 supported Paralympic sports in Australia, while the APC directly manages the remaining five. Our ongoing relationships with the national federations have been crucial in improving and innovating Paralympic sport, particularly in the areas of high performance coaching, classification, sports science and sports medicine. During the APC's pre-Games staging camp in Wales, we saw firsthand the benefits of such strong relationships, and the edge it can give our athletes over their competitors.

Our results at the grassroots level of Paralympic sport in the past year were also encouraging. The APC's Paralympic Talent Search program took a more streamlined approach, directly targeting athletes with potential to compete at the 2016 Paralympics, while our classification program successfully provided classification opportunities for developing athletes across Australia to ensure they can take part in meaningful Paralympic competition and progress more smoothly along the sporting pathway.

Away from sport, the APC worked with consultancy agency PwC to further understand and develop

our commercial value and expand our number of long-term corporate partners. To facilitate this, we created a new Commercial division, which brings together the areas of marketing and sponsorship, fundraising, events and education under the one umbrella. Following the restructure, the APC secured five new sponsors in the lead up to the Games and overhauled our fundraising strategy in an effort to guarantee more secure streams of revenue.

During the reporting period, the APC also developed and implemented an events strategy which incorporated sport, corporate and Games-related events with outstanding results. This helped bring Paralympic sport to the community through engagement with schools in our education program, and gave the Australian public and media the opportunity to engage with the Australian Paralympic Team early in the Games campaign.

This proved vital in securing media coverage throughout the 2011/12 reporting period. A targeted public relations campaign closely linked to the events program meant the level of media coverage prior to the Games far exceeded previous years. The flow-on effect became evident when ABC TV Sport's broadcast of the London Games helped produce the ABC's highest total audience share since 2007, and the highest ratings for ABC2 ever. In addition to increased mainstream media coverage, the online Paralympic community grew significantly during the reporting period, allowing the APC to communicate openly and directly to its audience through social media, which proved particularly effective during the Games.

The APC has embraced the digital information era and, through our history project, has developed a comprehensive Paralympic information resource using the online encyclopaedia Wikipedia. A small group of volunteers have now produced more than 700 Wikipedia articles on Australian Paralympians and Australian Paralympic sport which have already been accessed more than 2.5 million times.

And while the APC finished the 2011/12 financial year with a deficit due to Games expenditure, the APC Board and senior management have set a clear financial strategy to achieve a budget surplus in 2012/13 and secure Australia's Paralympic future financially a full Games-cycle in advance. We have also improved our human resources practices, information management and our administration capacity and work continues on the development of our new Melbourne offices in partnership with the Essendon Football Club.

The APC has achieved much in the past year thanks to the support and help of many people and organisations.

I thank APC President Greg Hartung for his leadership, strategic vision and unwavering passion. Greg is a daily source of wise counsel, as are the members of the APC Board, who each contribute specific and valuable areas of expertise to assist our organisation to grow Paralympic sport.

My thanks also go to the APC staff – a terrific group of people, each of whom shows huge commitment to their roles within the Paralympic movement every day. I am privileged to lead such an outstanding team.

Our success is closely linked to our strong partnerships with our national federation partners and the Australian Government, through the Australian Sports Commission, without which we would not be able to deliver the best for our nation's Paralympians. I'd also like to thank our sponsors, supporters and suppliers, particularly Telstra, and our donors, whose continued support is crucial to the ongoing development of Paralympic talent in Australia.

Most of all, I pay tribute to our wonderful athletes and the many people, paid and unpaid, who work with them. You are the reason we look forward to doing our job every day.

As we end the 2011/12 reporting period on a high from the London Games, the APC is already working on a strategy for the next phase of growth towards Sochi 2014, Rio 2016 and beyond. Despite the success of the past year, we must not become complacent and must always remain diligent in our planning and aware of the tasks ahead.

Congratulations to all involved for a great year. Take some time to soak up what has been achieved, because a new Games-cycle has begun and with it comes new challenges and new opportunities. Let's be ready for them.

*J.S. Hellwig*

**Jason Hellwig**  
Chief Executive Officer  
Australian Paralympic Committee





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## THE APC

### APC Board

<b>Greg Hartung</b>	President
<b>Nick Dean</b>	Vice President
<b>Paul Bird</b>	Vice President
<b>John Croll</b>	Director
<b>Doug Denby</b>	Director
<b>Steve Loader</b>	Director
<b>Joyce Parszos</b>	Director
<b>Troy Sachs</b>	Director
<b>Glenn Tasker</b>	Director
<b>Jason Hellwig</b>	Chief Executive Officer/ Non-voting Director

### APC Member Organisations

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





#### APC Staff

##### **Kazuhiko Ban**

Coach, Winter Sports  
(from June to September 2012)

##### **Alison Bombardier**

Senior Coach, Winter

##### **Sue Bowman**

Manager, Fundraising  
(until April 2012)

##### **Jason Bremner**

Development Coordinator, NT

##### **Peter Brooks**

Coordinator, Events  
(from January 2012)

##### **Alison Campbell**

Manager, Sports Science  
and Sports Medicine

##### **Katheryn Chambers**

General Manager,  
Marketing and Sponsorship  
(until July 2011)

##### **Kieran Courtney**

Sport Analyst

##### **Rosanne Cowan**

Assistant, Corporate Services  
(from March 2012)

##### **Charlie Coyle**

Manager, Finance

##### **Kate Delaney**

Assistant, Marketing and  
Sponsorship

##### **Brigitte Duba**

Curriculum Advisor

##### **Brad Dubberley**

Head Coach, Wheelchair  
Rugby

##### **Shaun Giles**

Manager, Communications  
and Multimedia

##### **Maren Goll**

Assistant Coach, Winter  
(until January 2012)

##### **Steve Graham**

Head Coach, Winter  
Sports

##### **Jacob Hardiman**

Development Coordinator,  
VIC/TAS

##### **Michael Hartung**

General Manager, Sport

##### **Jason Hellwig**

Chief Executive Officer

##### **Natalie Hutchinson**

Coordinator, Sport  
Operations

##### **Sally Jarvis**

Manager, Events

##### **Andrea Johnstone**

Development Coordinator, QLD

##### **Georgina Kenaghan**

Coach, Goalball

##### **Thomas Kyle**

Assistant Coach, Wheelchair  
Rugby (from January 2012)

##### **Ian Laing**

General Manager, Commercial  
(from November 2011)

##### **Cathy Lambert**

Development Coordinator,  
SA

##### **Rob Lawrenson**

Manager, Fundraising  
(from July 2012)

##### **Tim Mannion**

General Manager,  
Communications

##### **Lisa Masters**

Assistant, Corporate Services  
(from April 2012)

##### **Tim Matthews**

Manager, Pathways and  
Development

##### **Margaret McLennan**

General Manager, Corporate  
Services

##### **Kate McLoughlin**

Senior Manager, Sport Operations  
(Maternity Leave from August  
2011 to Feb 2012)

##### **Genevieve McMahon**

Manager, Classification

##### **Joel McMaster**

Assistant, Sport  
Operations

##### **Kashmira Mistry**

Coordinator, Donor  
Donations

##### **Anna Muldoon**

Coordinator, Classification

##### **Timothy Murphy**

Assistant, IT Desktop Support  
(from September 2011)

##### **Tony Naar**

General Manager,  
Knowledge Services

##### **Chris Nunn**

Senior Manager, High  
Performance

##### **Greg Omay**

Manager, WA  
Development

##### **Sharon Peterson**

Assistant, Finance

##### **Kara Relford**

Development Coordinator,  
NSW/ACT  
(Maternity Leave from  
February to July 2012)

##### **Nat Rodrigues**

Coordinator, Sport Operations

##### **Sarah Rogers**

Manager, Education

##### **Veronica Ryan**

Manager, Human  
Resources

##### **Amanda Scarfo**

Assistant, Sport  
(until February 2012)

##### **Silvia Scognamiglio**

Assistant, Events

##### **Trevor Spaul**

General Manager,  
Finance

##### **Scott Upston**

Senior Coach,  
Powerlifting

##### **Paul van Oosten**

Coordinator, Pathway  
Development

##### **Yuriy Vdovychenko**

Coordinator, Development  
Projects

##### **Chris Voysey**

Manager, Information  
Technology

##### **Rebekka Wake**

Coordinator, Media and  
Public Relations

##### **Caroline Walker**

Coordinator, Sport  
Operations

##### **Amy Winters**

Manager, Marketing and  
Sponsorship Services

##### **Sian Zur**

Coordinator, Fundraising

## FINANCE

### FINANCE REPORT – For the year ending 30 June 2012

The Australian Paralympic Committee Ltd operated in all states and territories of Australia during the year ended 30 June 2012, and this finance report reflects these operations. With this financial year immediately preceding the London 2012 Paralympic Games, all revenue and expenditure areas reflected significant activity in relation to those Games.

A summarised financial report for the year ended 30 June 2012, 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 & Young, I would invite you to apply to the office of the APC.

The deficit for the year amounted to \$1,573,967. This result occurred after gross expenditure in relation to the London 2012 Paralympic Games of \$2,615,032. Net London Games expenditure, after revenue allocations, amounted to \$1,425,941. The net London Games expenditure was in line with budget estimates, however, the budgeted operating surplus of \$19,648 was not achieved due to expenses incurred in the termination of two senior management staff, the ceasing of ACT fundraising activities and the write-off of pre-2008 GST charges.

#### Income Statement (in \$000) for the year ended 30 June 2012

	2012	2011
<b>Income</b>		
Grants	13,224	12,569
Other Government grants	1,166	343
Sponsors	1,773	1,414
Fundraising	9,134	7,752
Income from investments	594	716
Other income	106	221
	<b>25,997</b>	<b>23,015</b>
<b>Expenditure</b>		
Summer/Winter Paralympic Games/ Arafura Games	2,615	342
Sport programs	13,988	12,519
Commercial, Media	1,635	2,028
Fundraising	6,951	6,312
Administration	2,381	1,807
	<b>27,570</b>	<b>23,008</b>
<b>Surplus for year</b>	<b>(1,573)</b>	<b>7</b>

The 2012/13 financial year has a budgeted operating surplus in excess of the operating loss incurred. To date, the business is on track to achieve this result.

During the year, there was a requirement to transfer \$1,830,000 in funds from the Games Preparation Fund.

The APC has continued to invest \$60,000 per month into investment funds. A review of cashflow is underway with the view to increase this amount. It is the intention of APC management to ensure that Games Fund reserves remain sufficient to support one Games cycle in advance. The current balance of the Games Preparation Fund is \$1,484,500.

A summary of keys factors that contributed to this result are:

- Revenue increased by some 12.7 per cent to \$25.9m for the year. This achievement for the year was due to:
  - Australian Government grants, through the Australian Sports Commission, increasing through the support of new initiatives. These included Green & Gold Project grants of \$395,000 and Prime Minister's Paralympic Challenge grants of \$80,000.
  - London Games specific funding from State Governments of \$727,727 was received during the period.
  - Sponsorship increased 20.8 per cent from the previous year. The restructure of the Commercial division provided a strong impact in market awareness of the APC brand. The continued support of our Paralympic Team and the APC is encouraging given the current global financial pressures.
  - Fundraising income increased 17.8 per cent from the previous year, eclipsing budget forecasts by a similar margin. Leading into the London Games, this strong result enabled investment in alternative fundraising strategies for the post Games period.

Total expenditure for the period increased 7.8 per cent from the previous year, after allowing for London Games specific expenditure of \$2,615,032. Note that LOCOG Games travel and training grants will be brought to account in full in the 2012/2013 financial year. Other contributing factors were:

- An increase in sport program expenditure in the lead-up to the London Games.
- Commercial division expenditure, investing in APC brand awareness and promotional display material.
- Communication division investment in sport, classification, development and education audio-visual clips.
- Further development of APC corporate and Games websites. The Games website was refreshed to encapsulate the London Games theme.
- A decision by the APC to write off \$61,282 in GST charges that relate to 2008 and prior years. The APC will approach the Australian Taxation Office in the coming year, pursuing the right to reclaim the amount. Should the APC be successful, the claim will result in additional income in the current financial year.

Expenditure incurred in relation to the London 2012 Paralympic Games has been accounted for as incurred, with \$2,615,032 expended in the reporting period. This is as per current Australian accounting standards. An amount of \$1,074,410 has been noted in the Balance Sheet as London Games Deferred Expenditure. All expenditures were held within budgeted levels.

Investments for the year have performed above average market returns. It should be noted that the Games Preparation Fund investment was converted to cash early in the financial year, thus limiting the effects of market fluctuations. At balance date, 63 per cent of investments were held in cash or their equivalent. The strong Australian dollar has also been a contributing factor to the higher than market return result.

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.

**Doug Denby**  
Chair, Audit Committee





#### Balance Sheet (in \$000) as at 30 June 2012

	2012	2011
<b>Assets</b>		
Cash and cash equivalents	6,705	3,356
Investments and managed funds	2,361	8,543
Receivables and other assets	2,456	1,101
	<b>11,522</b>	<b>13,000</b>
<b>Liabilities</b>		
Payables and provisions	1,470	1,359
Deferred revenue and grants	1,300	1,080
	<b>2,770</b>	<b>2,439</b>
<b>Net Assets</b>	<b>8,752</b>	<b>10,561</b>
<b>Equity</b>		
Restricted reserves	4,535	6,041
Accumulated Funds	4,217	4,520
	<b>8,752</b>	<b>10,561</b>

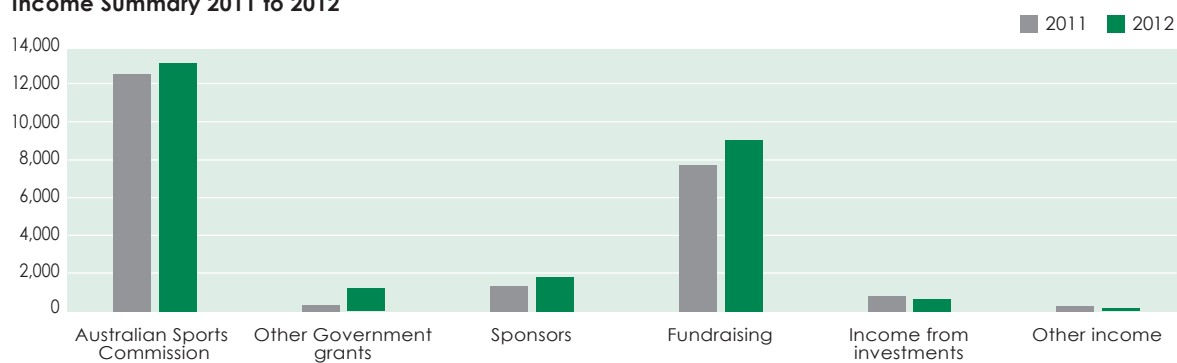
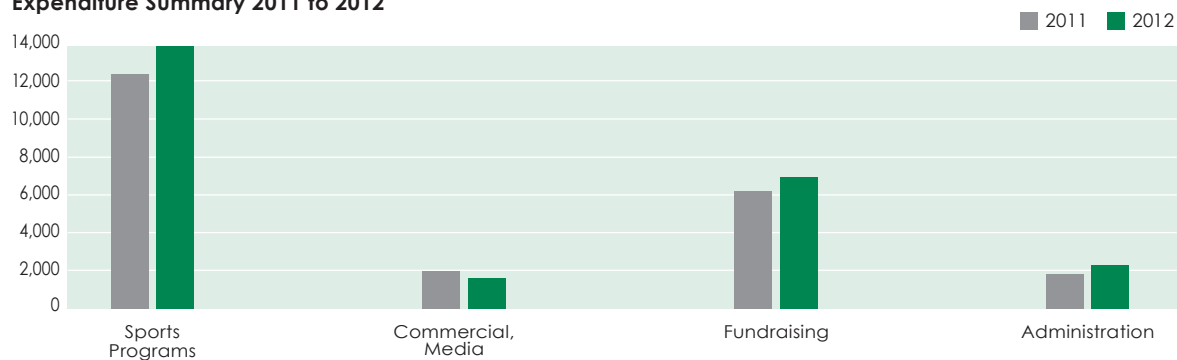
#### Statement of Changes in Equity (in \$000)

	Accumulated Funds	Restricted reserves	Total
<b>At 30 June 2010</b>	<b>4,513</b>	<b>5,900</b>	<b>10,413</b>
Other comprehensive income	0	141	141
Surplus for the Year	7	0	7
<b>Total comprehensive Surplus for the year</b>	<b>7</b>	<b>141</b>	<b>148</b>
<b>At 30 June 2011</b>	<b>4,520</b>	<b>6,041</b>	<b>10,561</b>
Other comprehensive income	0	(236)	(236)
Operating (Deficit) for the Year	(149)	0	(149)
London 2012 Games (Deficit) for the year	(1,424)	0	(1,424)
<b>Total comprehensive income for the year</b>	<b>(1,573)</b>	<b>(236)</b>	<b>(1,809)</b>
<b>Equity Transactions</b>			
Operating Use of Games Preparations	1,830	(1,830)	
<b>At 30 June 2012</b>	<b>4,777</b>	<b>3,975</b>	<b>8,752</b>

Liesl Tesch and Daniel Fitzgibbon

**Fundraising Summary per State (in \$000)**

per State (in \$000)	ACT	NSW	QLD	SA	TAS	VIC	WA	Total
Fundraising revenue	388,665	2,182,878	1,231,421	1,071,278	3,835	3,644,837	600,804	9,123,718
Fundraising expenses	608,348	1,487,805	916,917	814,833	1,114	2,721,289	451,512	7,001,818
Fundraising surplus (deficit)	-219,683	695,073	314,504	256,445	2,721	923,548	149,292	2,121,900
Surplus (deficit) %	-57%	32%	26%	24%	71%	25%	25%	23%

**Income Summary 2011 to 2012****Expenditure Summary 2011 to 2012**





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## MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION



The Australian Sports Commission (ASC) has two core goals – ensuring Australian athletes excel in the international sporting arena, and increasing Australians' participation in sport.

These two clear objectives are mutually reinforcing – international success inspires Australians

to participate in sport, and greater participation helps nurture our future champions. Sport not only inspires and unites, it also promotes community involvement, cohesion and active lifestyles.

Australians are inspired by success on the world sporting stage – it's central to who we are as a nation. The 2012 London Games showed that the standards required for elite international success keep increasing relentlessly. Traditional competitors keep getting better, and rising countries have become forces to be reckoned with in many of our stronghold sports. If we want to continue to enjoy the success we expect, we need to respond to this new environment in circumstances where Government funding for high performance sport is likely to be constrained at current levels.

This means we need to raise the bar ourselves in everything we do in high performance sport – our talent identification and development, coaching, sports science, use of technology and innovation, and the management and administration structures that support our athletes. It is fundamental to success that we set the same standards of excellence and accountability in all of these areas that we expect of our athletes on competition day. The ASC, which is investing a record \$170 million this year in high performance

programs, has the responsibility to ensure that we have high performance support structures in place to enable high performance sporting success. We have significant work to do on these fronts. Our partner sports can expect much sharper focus by the ASC in future on best practice governance and administration, intellectual property ownership, athlete management and support structures and general accountabilities by the sports.

In view of recent disappointing developments in international road cycling, it is important to emphasise that our commitment to elite international sporting success will never compromise our commitment to integrity in sport. Our belief in, and requirement for sports to uphold, the values of fair and honest competition is inviolable.

Importantly, the ASC is investing \$120 million this year to promote grassroots participation in sport throughout Australia and to continue a suite of successful national programs such as the Active After-school Communities program. Increased community sport participation has a profound long term dividend, and remains a vital objective of the ASC notwithstanding the challenges in high performance sport.

The ASC looks forward to working in collaboration with the sport sector to encourage more people into sport and to drive Australia's continued sporting success.

**John Wylie AM**

Chairman

Board of the Australian Sports Commission



**Australian Government**

**Australian Sports Commission**



AUSTRALIAN  
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COMMITTEE



## THE 2012 AUSTRALIAN PARALYMPIC TEAM

ATHLETICS (63)					
Role	Name	State	Role	Name	State
Athlete	Nathan Arkley	SA	Athlete	Kath Proudfoot	ACT
Athlete	Angela Ballard	NSW	Athlete	Scott Reardon	NSW
Athlete	Carlee Beattie	QLD	Athlete	Michael Roeger	SA
Athlete	Georgia Beikoff	NSW	Athlete	Stephanie Schweitzer	NSW
Athlete	Damien Bowen	NSW	Athlete	Brad Scott	WA
Athlete	Matthew Cameron	QLD	Athlete	Russell Short	VIC
Athlete	Kelly Cartwright	VIC	Athlete	Matthew Silcocks	VIC
Athlete	Gabriel Cole	SA	Athlete	Tim Sullivan	VIC
Athlete	Richard Colman	VIC	Athlete	Lindsay Sutton	QLD
Athlete	Christie Dawes	NSW	Athlete	Jack Swift	VIC
Athlete	Madison de Rozario	WA	Athlete	Erinn Walters	ACT
Athlete	Rachael Dodds	QLD	Section Manager	Andrew Faichney	VIC
Athlete	Jodi Elkington	VIC	Section Manager	Don Elgin	VIC
Athlete	Louise Ellery	ACT	Section Manager	Lynda Gusbeth	VIC
Athlete	Michelle Errichiello	ACT	Physiotherapist	Victoria Moore	VIC
Athlete	Kurt Fearnley	NSW	Physiotherapist	Bernadette Petzel	NSW
Athlete	Jessica Gallagher	VIC	Soft Tissue Therapist	Mick Jordan	VIC
Athlete	Sam Harding	ACT	Soft Tissue Therapist	Phil Power	VIC
Athlete	Todd Hodgetts	TAS	Personal Care Attendant	Stephanie Martin	NSW
Athlete	Madeleine Hogan	VIC	Personal Care Attendant	Janet Rerden	VIC
Athlete	Torita Isaac	QLD	Coach	Steve Butler	SA
Athlete	Jake Lappin	VIC	Coach	Andrew Dawes	NSW
Athlete	Rosemary Little	NSW	Coach	Iryna Dvoskina	ACT
Athlete	Hamish MacDonald	ACT	Coach	John Eden	VIC
Athlete	Rheed McCracken	QLD	Coach	Aaron Holt	ACT
Athlete	Sam McIntosh	VIC	Coach	Brett Jones	QLD
Athlete	Brydee Moore	VIC	Coach	Tim Matthews	VIC
Athlete	Richard Nicholson	ACT	Coach	Frederic Periac	ACT
Athlete	Evan O'Hanlon	NSW	Coach	Brett Robinson	ACT
Athlete	Katy Parrish	VIC	Coach	Louise Sauvage	NSW
Athlete	Simon Patmore	QLD	Mechanic	Andrew Carter	NSW
Athlete	Kristy Pond	NSW			

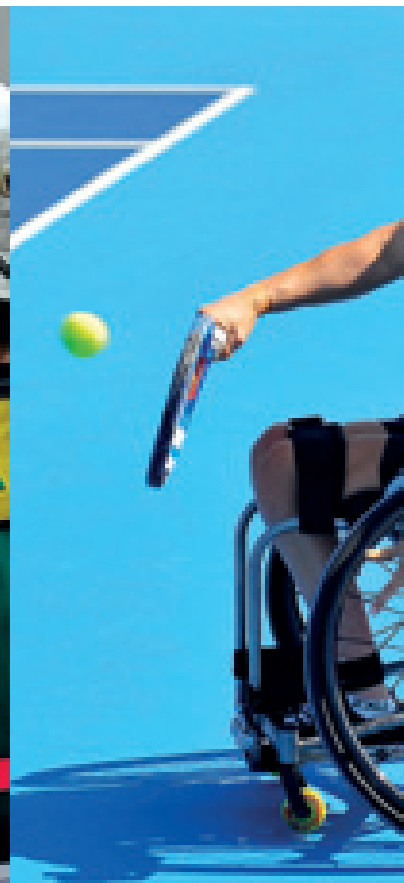


From left to right: wheelchair rower Richard Colman, referees Gavin Bellis and Kathryn Ross, the Australian women's goalball team

CYCLING (24)					
Role	Name	State	Role	Name	State
Athlete	Nigel Barley	WA	Pilot	Sean Finning	QLD
Athlete	Carol Cooke	VIC	Pilot	Scott McPhee	SA
Athlete	Michael Gallagher	VIC	Pilot	Stephanie Morton	SA
Athlete	Alexandra Green	NSW	Head Coach	Peter Day	QLD
Athlete	Felicity Johnson	SA	Section Manager	Murray Lydeamore	SA
Athlete	Simone Kennedy	NSW	Coach	Jenni Banks	WA
Athlete	Bryce Lindores	QLD	Coach	Paul Martens	QLD
Athlete	Kieran Modra	SA	Coach	Tom Skulander	NSW
Athlete	David Nicholas	QLD	Physiotherapist	Anouska Edwards	QLD
Athlete	Jayme Paris	NSW	Soft Tissue Therapist	Alan Downes	NSW
Athlete	Susan Powell	ACT	Mechanic	Mike Winter	SA
Athlete	Stuart Tripp	VIC	Mechanic	Peter Giessauf	SA

EQUESTRIAN (12)					
Role	Name	State	Role	Name	State
Athlete	Grace Bowman	SA	Physiotherapist	Victoria Kahn	VIC
Athlete	Hannah Dodd	NSW	Groom	Elsa Davis	VIC
Athlete	Joann Formosa	VIC	Groom	Nicole King	NSW
Athlete	Rob Oakley	NSW	Groom	Fay Mendez	NSW
Head Coach	Julia Battams	VIC	Groom	Kate O'Brien	SA
Section Manager	Sally Francis	VIC	Veterinarian	Janine Dwyer	QLD

GOALBALL (9)					
Role	Name	State	Role	Name	State
Athlete	Jennifer Blow	NSW	Athlete	Tyan Taylor	NSW
Athlete	Meica Christensen	QLD	Head Coach	Georgina Kenaghan	NSW
Athlete	Nicole Esdaile	QLD	Section Manager	Peter Corr	VIC
Athlete	Rachel Henderson	SA	Physiotherapist	Eliza Kwan	ACT
Athlete	Michelle Rzepecki	NSW			



## THE AUSTRALIAN PARALYMPIC TEAM

### POWERLIFTING (4)

Role	Name	State	Role	Name	State
Athlete	Abebe Fekadu	QLD	Head Coach	Ray Epstein	QLD
Athlete	Darren Gardiner	WA	Section Manager	Scott Upston	QLD

### ROWING (7)

Role	Name	State	Role	Name	State
Athlete	Gavin Bellis	VIC	Section Manager	Dean Oakman	ACT
Athlete	Erik Horrie	NSW	Boat Technician	Urs Graf	OS*
Athlete	Kathryn Ross	VIC	Physiotherapist	Erin Smyth	QLD
Head Coach	Chad King	ACT			

### SAILING (15)

Role	Name	State	Role	Name	State
Athlete	Matthew Bugg	TAS	Coach	Adrian Finglas	QLD
Athlete	Stephen Churm	NSW	Coach	Richard Scarr	TAS
Athlete	Daniel Fitzgibbon	NSW	Personal Care Attendant	Kumi Sasaki	NSW
Athlete	Jonathan Harris	NSW	Physiotherapist	Sarah Ross	NSW
Athlete	Colin Harrison	WA	Boat Technician	Tim Lowe	NSW
Athlete	Liesl Tesch	NSW	Boat Technician	Jeffery Milligan	WA
Section Manager	Sarah Karsten	NSW	Support Staff	Peter Conde	NSW
Coach	Grant Alderson	WA			

### SHOOTING (12)

Role	Name	State	Role	Name	State
Athlete	Ashley Adams	QLD	Head Coach	Miro Sipek	VIC
Athlete	Luke Cain	VIC	Section Manager	Nick Sullivan	SA
Athlete	Libby Kosmala	SA	Technical Support	Stuart Smith	VIC
Athlete	Bradley Mark	QLD	Personal Care Attendant	Anne Bugden	QLD
Athlete	Jason Maroney	VIC	Personal Care Attendant	Yvonne Cain	VIC
Athlete	Natalie Smith	VIC	Personal Care Attendant	Margaret Zubcic	QLD

OS\* – Denotes a Team Member who resides overseas.

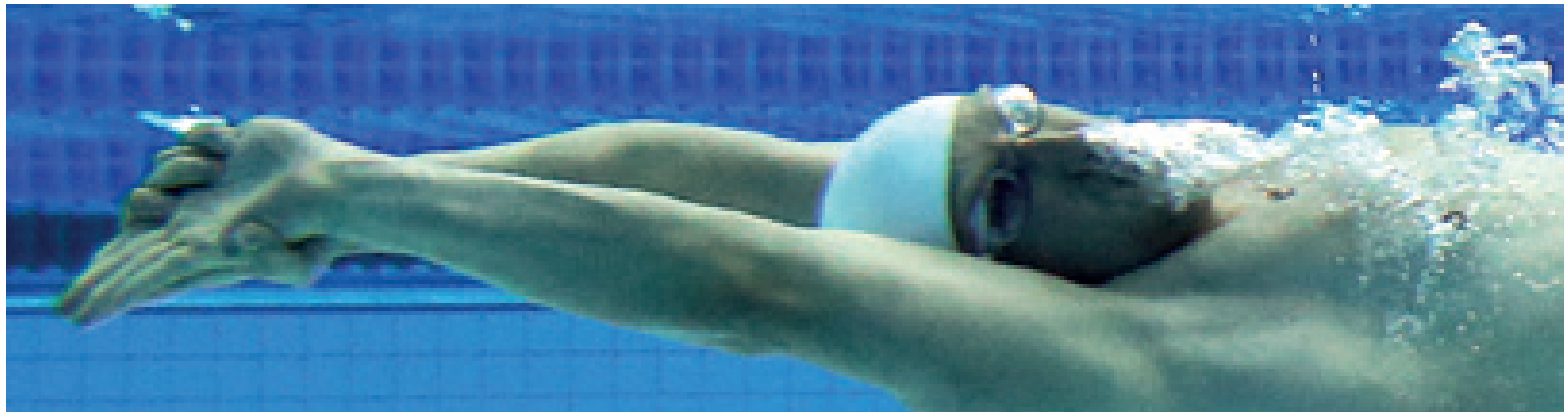




From left to right: Shooter Luke Cain, wheelchair tennis player Daniela Di Toro, the Australian women's wheelchair basketball team

#### SWIMMING (51)

Role	Name	State	Role	Name	State
Athlete	Michael Anderson	QLD	Athlete	Rick Pendleton	QLD
Athlete	Timothy Antalfy	NSW	Athlete	Katrina Porter	NSW
Athlete	Michael Auprince	NSW	Athlete	Aaron Rhind	ACT
Athlete	Kayla Clarke	QLD	Athlete	Sarah Rose	NSW
Athlete	Blake Cochrane	QLD	Athlete	Sean Russo	NSW
Athlete	Ellie Cole	VIC	Athlete	Teigan Van Roosmalen	NSW
Athlete	Taylor Corry	NSW	Athlete	Prue Watt	NSW
Athlete	Matthew Cowdrey	SA	Athlete	Reagan Wickens	NSW
Athlete	Jay Dohnt	SA	Athlete	Annabelle Williams	QLD
Athlete	Katherine Downie	WA	Head Coach	Brendan Keogh	QLD
Athlete	Richard Eliason	ACT	Section Manager	Karyn Burgess	QLD
Athlete	Maddison Elliott	NSW	Coach	Angelo Basalo	NSW
Athlete	Amanda Fowler	NSW	Coach	Tom Davis	NSW
Athlete	Daniel Fox	QLD	Coach	Michael Freney	NSW
Athlete	Jacqueline Freney	NSW	Coach	Rob Hindmarsh	QLD
Athlete	Matthew Haanappel	VIC	Coach	Jon O'Neil-Shaw	QLD
Athlete	Brenden Hall	QLD	Coach	Chris Phillips	NSW
Athlete	Tanya Huebner	VIC	Coach	Bash Zidan	NSW
Athlete	Ahmed Kelly	VIC	Personal Care Attendant	Tara Andrews	SA
Athlete	Mitchell Kilduff	NSW	Physiotherapist	Jo Evershed	QLD
Athlete	Kara Leo	NSW	Physiotherapist	David Spurrier	SA
Athlete	Matthew Levy	NSW	Sports Scientist	Brendan Burkett	QLD
Athlete	Jeremy McClure	WA	Sports Scientist	Sacha Fulton	WA
Athlete	Esther Overton	SA	Soft Tissue Therapist	Penny Will	QLD
Athlete	Andrew Pasterfield	QLD	Psychologist	Jason Patchell	QLD
Athlete	Grant Patterson	QLD			



## THE 2012 AUSTRALIAN PARALYMPIC TEAM

### TABLE TENNIS (4)

Role	Name	State	Role	Name	State
Athlete	Rebecca McDonnell	VIC	Head Coach	Alois Rosario	VIC
Athlete	Melissa Tapper	VIC	Section Manager	Roger Massie	TAS

### WHEELCHAIR BASKETBALL (MEN) (17)

Role	Name	State	Role	Name	State
Athlete	Dylan Alcott	VIC	Athlete	Tige Simmons	QLD
Athlete	Jannik Blair	VIC	Athlete	Brett Stibners	NSW
Athlete	Justin Eveson	WA	Athlete	Nicholas Taylor	NSW
Athlete	Michael Hartnett	WA	Head Coach	Ben Eltridge	WA
Athlete	Tristan Knowles	NSW	Section Manager	Leigh Gooding	VIC
Athlete	Bill Latham	NSW	Assistant Coach	Matteo Feriani	OS*
Athlete	Grant Mizens	NSW	Assistant Coach	Thomas Kyle	QLD
Athlete	Brad Ness	WA	Physiotherapist	Jesse Adams	VIC
Athlete	Shaun Norris	WA			

### WHEELCHAIR BASKETBALL (WOMEN) (17)

Role	Name	State	Role	Name	State
Athlete	Amanda Carter	VIC	Athlete	Amber Merritt	WA
Athlete	Shelley Chaplin	VIC	Athlete	Sarah Stewart	NSW
Athlete	Cobi Crispin	VIC	Athlete	Sarah Vinci	WA
Athlete	Leanne Del Toso	VIC	Head Coach	John Triscari	WA
Athlete	Kylie Gauci	NSW	Section Manager	Marian Stewart	NSW
Athlete	Katie Hill	NSW	Assistant Coach	David Gould	SA
Athlete	Bridie Kean	QLD	Assistant Coach	Ben Osborne	NSW
Athlete	Tina McKenzie	NSW	Physiotherapist	Miranda Wallis	ACT
Athlete	Clare Nott	WA			

### WHEELCHAIR RUGBY (16)

Role	Name	State	Role	Name	State
Athlete	Ryley Batt	NSW	Athlete	Ben Newton	QLD
Athlete	Chris Bond	QLD	Athlete	Ryan Scott	QLD
Athlete	Cameron Carr	QLD	Athlete	Greg Smith	VIC
Athlete	Nazim Erdem	VIC	Head Coach	Brad Dubberley	VIC
Athlete	Andrew Harrison	VIC	Section Manager	Paul Kiteley	VIC
Athlete	Josh Hose	VIC	Mechanic	Chevy Cooper	VIC
Athlete	Jason Lees	VIC	Personal Care Attendant	Angela Mansell	SA
Athlete	Cody Meakin	QLD	Physiotherapist	Simon Mole	NSW

### WHEELCHAIR TENNIS (7)

Role	Name	State	Role	Name	State
Athlete	Daniela Di Toro	VIC	Head Coach	Greg Crump	VIC
Athlete	Adam Kellerman	NSW	Section Manager	Brenda Tierney	VIC
Athlete	Janel Manns	NSW	Coach	Craig Purcell	NSW
Athlete	Ben Weekes	NSW			

OS\* – Denotes a Team Member who resides overseas.

Tim Antalfy

**HEADQUARTERS STAFF (47)**

Role	Name	State	Role	Name	State
<b>TEAM EXECUTIVE</b>					
Chef de Mission	Jason Hellwig	NSW	Paralympic Attaché	Adam McCarthy	OS*
Deputy Chef de Mission	Michael Hartung	NSW	Security Liaison Officer	Kurt Plummer	ACT
Deputy Chef de Mission	Kate McLoughlin	NSW	General Counsel	Jim FitzSimons	NSW
<b>OPERATIONS</b>					
Manager, Logistics	Caroline Walker	NSW	Coordinator, Team Services	Cathy Lambert	SA
Coordinator, Logistics	Anna Muldoon	NSW	Manager, Information Technology	Chris Voysey	NSW
Manager, Coach Services	Chris Nunn	ACT	Assistant, Information Technology	Tim Murphy	NSW
Assistant, Coach Services	Steven Graham	QLD	Manager, Classification	Genevieve McMahon	NSW
Assistant, Coach Services	Greg Omay	WA	Manager, Off Airport Processing	Steve Loader	NSW
Manager, Team Services	Natalie Hutchinson	NSW			
<b>MEDICAL</b>					
Manager, SSSM	Alison Campbell	ACT	Manager, Recovery	Jo Vaile	ACT
Team Doctor	Linda Clow	TAS	Assistant, Recovery	Matthew Driller	ACT
Team Doctor	Corey Cunningham	NSW	Manager, Physical Therapies	Keren Faulkner	ACT
Team Doctor	Geoff Thompson	NT	Physiotherapist	Penny Dayan	VIC
Nurse/Clinic Administrator	Ruth Fazakerley	ACT	Soft Tissue Therapist	Gillian Niven	VIC
Psychologist	Richard Bennett	VIC	Soft Tissue Therapist	Scott Smith	ACT
Psychologist	Sarah Jack	ACT	Physiotherapist	Ebonie Scase	VIC
Manager, Nutrition	Liz Broad	ACT	Personal Care Attendant	Zoe Horder	QLD
Assistant, Nutrition	Siobhan Moran	VIC			
<b>MEDIA</b>					
Manager, Media & Communications	Tim Mannion	NSW	Media Liaison Officer	David Sygall	NSW
Manager, Multimedia	Shaun Giles	VIC	Media Liaison Officer	Rebekka Wake	NSW
Media Liaison Officer	Chris Abbott	WA	Coordinator, Online	Sarah Rogers	NSW
Media Liaison Officer	Jacqueline Chartres	NSW	Coordinator, Multimedia	Darcy Bonser	VIC
Media Liaison Officer	Margie McDonald	NSW	Coordinator, Multimedia	Olivia McGrath	NSW
Media Liaison Officer	Lachlan Searle	ACT	Media Liaison Officer – External	Neil Cross	SA
Media Liaison Officer	Gennie Sheer	NSW			

OS\* – Denotes a Team Member who resides overseas.



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## LONDON 2012 PARALYMPIC GAMES

The 14th Paralympic Summer Games were held in London, England from 29 August to 9 September 2012. A record number of competing athletes (4,237) and countries (165) participated at the Games in 503 medal events in 20 sports. More than 2.7 million Paralympic Games tickets were sold, while a record number of rightsholding broadcasters (80) and accredited media (5,600) covered the Games for an estimated global audience of 3.8 billion people.

Australia sent a team of 161 athletes (90 men and 71 women) and 144 coaches, medical and administration staff to the Games, 19 more members than the 2008 Australian Paralympic Team.

Competing in 13 sports, the Australian Paralympic Team finished fifth overall with 85 medals, and equal fourth on gold with 32. This performance equalled its position on the gold medal tally at the past two summer Games in Beijing and Athens.

Medals were spread across 55 individual sport athletes, three sighted pilots, two basketball teams and one rugby team, so that 93 athletes (including pilots) from a team of 161 came home with at least one medal (57.8 per cent). This compares with 98 athletes from 167 in Beijing (58.7 per cent), and 90 athletes from 152 in Athens (59.2 per cent). Once again, the sports of athletics, cycling and swimming contributed the bulk of Australia's medals.

Swimmer Jacqueline Freney was the most successful individual medallist of any nation in London with eight gold from eight events. Freney also ranked equal first on total medals won with fellow Australian swimmer Matthew Cowdrey and USA swimmer Jessica Long, both of whom won five gold and eight medals in total.

The APC aimed to send a team with a good gender balance. In London, 44.3 per cent of the Australian athletes (excluding pilots and guides) who attended the Games were female (70 out of 158). This compared with the percentage of female athletes from all nations of 35.4 per cent, with 43.3 per cent of contested medals in London available for female athletes.

In the lead-up to the Games, the APC liaised with LOCOG and the AOC to occupy the same allotment in the Village as the Australian Olympic Team and to create a transition between the Olympic and Paralympic teams that maximised the learning from one Games to the next and the transfer of equipment and materials.

Within the Games environment, each sport was supported to operate as an autonomous unit, with its own specific recovery, sports injury treatment, media, administrative and IT support from the Team Headquarters staff.

The APC chose Australian brands 2XU as the primary uniform supplier of technical and casual wear for the Team, and R.M. Williams for ceremonial wear. Sport-specific competition wear and additional Team gear was supplied by Speedo, Scody, Slam, Asics, Blackwolf and Kingdom Sports Group.

Another key component of the APC's London Paralympic campaign was the pre-Games staging camp in Cardiff, Wales. Sports were encouraged to stage in Cardiff and eight of the 13 sports did so, taking advantage of the full range of services provided by the APC. In the athlete and officials survey conducted by the APC after the Games, 95.6 per cent of athletes and 98.4 per cent of Team officials felt that a similar staging camp in the future would enhance the Team's Games performance.

GAMES MEDAL TALLY				
	Gold	Silver	Bronze	Total
CHN	95	71	65	231
RUS	35	38	28	101
GBR	34	43	43	120
UKR	32	24	28	84
<b>AUS</b>	<b>32</b>	<b>23</b>	<b>30</b>	<b>85</b>
USA	31	29	38	98
BRA	21	14	8	43
GER	18	26	22	66
POL	14	13	9	36
NED	10	10	19	39





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## LONDON 2012 PARALYMPIC GAMES – AUSTRALIAN MEDALISTS

**GOLD 32 SILVER 23 BRONZE 30**

### GOLD

#### Athletics

Kelly Cartwright – Long Jump (F42/44)

Richard Colman – 800m (T53)

Todd Hodgetts – Shot Put (F20)

Evan O'Hanlon – 100m, 200m (T38)

#### Cycling

Carol Cooke – Individual Road Time Trial (T1-2)

Michael Gallagher – Individual Pursuit (C5)

Felicity Johnson / Stephanie Morton – 1km Time Trial (B)

Kieran Modra / Scott McPhee – Individual Pursuit (B)

David Nicholas – Individual Road Time Trial (C3)

Susan Powell – Individual Pursuit (C4)

#### Equestrian

Joann Formosa – Individual Championship Test (Grade 1b)

#### Sailing

Daniel Fitzgibbon / Liesl Tesch – 2-Person Keelboat (SKUD 18)

#### Swimming

Blake Cochrane – 100m Breaststroke (SB7)

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

Matthew Cowdrey – 100m Backstroke, 50m Freestyle, 100m Freestyle (S9), 200m Individual Medley (SM9)

Jacqueline Freney – 100m Backstroke, 50m Butterfly, 100m Freestyle, 50m Freestyle, 400m Freestyle (S7), 200m Individual Medley (SM7)

Brenden Hall – 400m Freestyle (S9)

Prue Watt – 100m Breaststroke (SB13)

Men's 4x100m Freestyle Relay (34 pts): Michael Anderson, Michael Auprince, Blake Cochrane, Matthew Cowdrey, Matthew Haanappel Brenden Hall, Matthew Levy, Andrew Pasterfield.

Women's 4x100m Freestyle Relay (34 pts): Ellie Cole, Katherine Downie, Maddison Elliott, Jacqueline Freney.

Women's 4x100m Medley Relay (34 pts): Ellie Cole, Katherine Downie, Jacqueline Freney, Annabelle Williams.

#### Wheelchair Rugby

The Steelers: Ryley Batt, Chris Bond, Cameron Carr, Nazim Erdem, Andrew Harrison, Josh Hose, Jason Lees, Cody Meakin, Ben Newton, Ryan Scott, Greg Smith.

### SILVER

#### Athletics

Angela Ballard – 200m, 400m (T53)

Carlee Beattie – Long Jump (F46)

Kelly Cartwright – 100m (T42)

Louise Ellery – Shot Put (F32)

Kurt Fearnley – 5000m (T54)

Rheed McCracken – 100m (T34)

Scott Reardon – 100m (T42)

Brad Scott – 1500m (T37)

#### Cycling

Nigel Barley – Individual Time Trial (H3)

Simone Kennedy – Individual Pursuit (C1-3)

Bryce Lindores / Sean Finning – Individual Pursuit (B)

Susan Powell – Individual Time Trial (C1-3))



From left to right: Swimmer Taylor Corry, wheelchair rugby players Greg Smith and Chris Bond, and gold medalists in Sydney

## Rowing

Erik Horrie – Single Scull (AM1x)

## Swimming

Taylor Corry – 100m Backstroke, 200m Freestyle (S14)

Matthew Cowdrey – 100m Butterfly (S9), 100m Breaststroke (SB8)

Maddison Elliott – 50m Freestyle (S8)

Daniel Fox – 200m Freestyle (S14)

Matthew Levy – 100m Freestyle (S7)

## Wheelchair Basketball

Women (The Gliders): Amanda Carter, Shelley Chaplin, Cobi Crispin, Leanne Del Toso, Kylie Gauci, Katie Hill, Bridie Kean, Tina McKenzie, Clare Nott, Amber Merritt, Sarah Stewart, Sarah Vinci.

Men (The Rollers): Dylan Alcott, Jannik Blair, Justin Eveson, Michael Hartnett, Tristan Knowles, Bill Latham, Grant Mizens, Brad Ness, Shaun Norris, Tige Simmons, Brett Stibners, Nicholas Taylor.

## BRONZE

### Athletics

Angela Ballard – 100m (T53)

Georgia Beikoff – Javelin (F37/38)

Richard Colman – 400m (T53)

Christie Dawes – 5000m (T54)

Kurt Fearnley – Marathon (T54)

Madeleine Hogan – Javelin (F46)

Rosemary Little – 100m (T34)

Rheed McCracken – 200m (T34)

Simon Patmore – 200m (T46)

Katherine Proudfoot – Discus (F35/36)

Brad Scott – 800m (T37)

Russell Short – Shot Put (F11/F12)

Men's 4x400m Relay (T53/54): Nathan Arkley, Matthew Cameron, Richard Colman, Richard Nicholson.

## Cycling

Michael Gallagher – Individual Road Time Trial (C5)

Alexandra Green – Individual Pursuit (C4)

David Nicholas – Individual Road Race (C1-3)

Jayne Paris – Time Trial (C1-3)

## Shooting

Natalie Smith – 10m Air Rifle Standing (SH1)

## Swimming

Timothy Antalffy – 100m Butterfly (S13)

Ellie Cole – 50m Freestyle, 400m Freestyle (S9)

Maddison Elliott – 100m Freestyle, 400m Freestyle (S8)

Matthew Levy – 100m Breaststroke (SB7), 200m Individual Medley (SM7)

Andrew Pasterfield – 50m Freestyle, 100m Freestyle (S10)

Rick Pendleton – 200m Individual Medley (SM10)

Prue Watt – 50m Freestyle (S13)

Men's 4x100m Medley Relay (34 pts): Michael Anderson, Michael Auprince, Matthew Cowdrey, Matthew Haanappel, Brenden Hall, Matthew Levy, Andrew Pasterfield, Rick Pendleton.



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## SPORT

### Overview

The APC Sport division's major focus for the 2011/12 financial year was on finalising preparations for London 2012, and supporting each member of the Australian Paralympic Team to reach their potential at the Games.

The APC allocated \$8,710,590 in direct funding to support the delivery of 16 high performance Paralympic Preparation Programs (PPP) in 2012/12. The APC managed five PPPs internally and supported 11 in partnership with national federations.

In addition to the direct funding provided to sports, the APC allocated \$1,550,000 to the Australian Institute of Sport (AIS) during 2011/12. This investment will continue to be made for both residential and camps based programs at the AIS, and will also provide the opportunity for non-AIS programs to access the facilities and utilise some of the world's best service providers.

The AIS is a strong supporter of Paralympic sport. The APC thanks the AIS staff who have supported Paralympic athletes throughout the 2011/12 period, particularly Nick Hunter and Matt Favier for their leadership.

In June 2012, the APC received \$95,000 in 'Green and Gold' funding from the Australian Sports Commission, in addition to \$300,000 received in June 2011. This funding was targeted at athletes in 10 Paralympic sports to enable them to access additional competition, sports medicine servicing and coaching support, upgrade equipment, and to provide some financial relief for those with significant financial pressures caused by their preparation for the London Games.

For the second consecutive year, the APC contributed \$400,000 to the Australian Sports

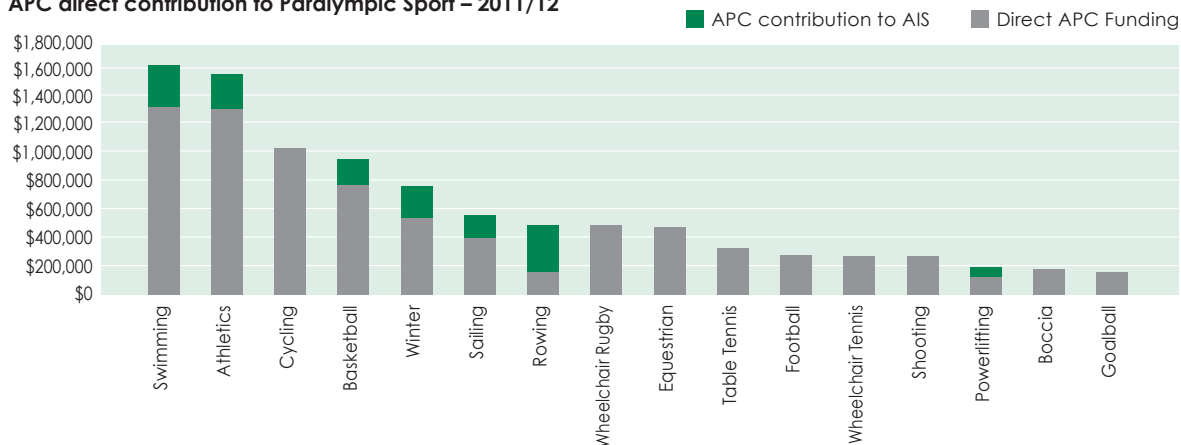
Commission's Direct Athlete Support Scheme (DAS). As a result of the APC's ongoing contribution, DAS provided Paralympic athletes with the same level of support as their able-bodied peers based on their performance at benchmark events.

The direct financial contribution by the APC is supported by staff of the APC Sport division working in performance and coach development, sports science and sports medicine, classification and development and pathways programs. This support enabled knowledge transfer between sports and among the many people committed to achieving the best outcomes for Australian Paralympic sport.

While the growth of Australia's Paralympic sport high performance programs remains a high priority for the APC, programs in the areas of talent identification, classification and development have supported strong growth of Paralympic sport at a state and community level. Over the past 12 months, work in this area has turned to the Rio 2016 Paralympic Games. National federations and their state membership are the key drivers of Paralympic pathways and opportunities for people with a disability and will continue to be so during the next Paralympic cycle. The APC will continue to work closely with each sport at national and state levels to aid this development and establish a better aligned and coordinated sector.

In supporting Australia's Paralympic athletes, the APC acknowledges the hard work and support of the APC's partners, the Australian Government and Australian Sports Commission, Australian Institute of Sport, national federations, each of the state institutes and academies of sport, state governments and departments of sport and recreation, state sporting organisations and clubs.

**APC direct contribution to Paralympic Sport – 2011/12**





Prime Minister Julia Gillard with Paralympians (from left) Kurt Fearnley, Bridie Kean, Kathryn Ross, Tanya Huebner and Rebecca McDonnell

### High Performance

The APC's contribution of \$1,550,000 to the Australian Institute of Sport (AIS) supported 160 Paralympic athletes and coaches from 11 sports to access AIS facilities and services during the 2011/12 financial year.

In addition to the 17 Paralympic Preparation Program camps staged at the AIS in nine sports, other services provided to Paralympic athletes and coaches by AIS staff focused on Paralympic Games preparations and the improvement of daily training environments.

The APC's investment in Australian Paralympic sports enabled the employment of 25 full-time or part-time coaches across the Paralympic Preparation Programs as at 30 September 2012.

### High Performance Congresses

The APC hosted two High Performance Congresses during 2011/12 which brought together coaches, high performance managers, team section managers, sports science and sports medicine staff from across Australia's Paralympic sports.

The two congresses – held in Sydney in November 2011 and in Bowral in March 2012 – provided updates on the major components of the 2012 Australian Paralympic Team's campaign including the pre-Games staging camp in Cardiff, Games operations in London, Team security, Team selection processes, sports science, sports medicine, ticketing, media and broadcasting.

The APC also placed strong emphasis on team-building exercises during the congresses to strengthen relationships between representatives from different sports, and develop cohesion ahead of the Paralympic Games.

### International Coach Study Tour

In partnership with the Australian Institute of Sport and national federations, the APC conducted an International Coach Study Tour during the London 2012 Paralympic Games.

The tour targeted coaches who demonstrated the talent, dedication and determination to develop and produce outstanding performances for Australia at the Paralympic level in the future.

Led by the APC's High Performance Manager and AIS High Performance Coaching and Leadership Senior Consultant, the tour included seven coaches from the Paralympic sports of athletics, boccia, canoeing, cycling, swimming, triathlon and wheelchair basketball.

The key objective of the tour was to expose coaches to the unique environments of the Paralympic Games, as they observed international calibre applied coaching concepts, methods and techniques.

### Sports Science and Sports Medicine

The APC's Sports Science and Sports Medicine (SSSM) program supported national federations and the Australian Paralympic Team in the past year across three key areas – London Games preparations, research and anti-doping education – and by facilitating access to the Australian Institute of Sport.

### London Games preparations

The APC delivered a comprehensive pre-Games sports medicine screening process for all athletes on the 2012 Australian Paralympic Team. Screenings were conducted through the Australian Institute of Sport, state institutes and academies of sport, or by APC-appointed medical officers at sport training camps. More than 200 screenings were completed.



The APC also hosted three SSSM workshops, which focused on the London 2012 Paralympic Games and were attended by every member of the Australian Paralympic Team's SSSM staff who would be based at the Team's headquarters in Cardiff and London, as well as medical staff from each individual sport.

### Research

In partnership with the AIS, the APC undertook the following research activities in 2011/12 on the themes of functional optimisation and athlete positioning:

- Profiling project of the London Paralympic Road Cycling Course in Brands Hatch.
- Prosthetic optimisation with amputee runners.
- Gait optimisation for athletes with cerebral palsy.
- Customised seating for athletes competing in wheelchair track and road racing and adaptive rowing.
- Outrigger optimisation for the Australian Paralympic Winter Team.

The APC also received AIS innovation funding support for the following projects in alpine skiing:

- Wind tunnel testing – completed at Monash University and used to determine optimal athlete positioning and equipment modifications with respect to aerodynamics.
- Spiroergometry – the acquisition of equipment to allow laboratory based testing of aerobic capacity for non ambulant athletes using an arm crank.
- Fitness maintenance – equipment acquired and protocols developed to ensure fitness maintenance in sit-skiers while travelling.
- Outrigger optimisation – continued prototype development of outriggers to improve starts.

The APC supported several national federations in the implementation of their AIS Performance Research Sport Innovation projects:

#### Athletics Australia

- Prosthetic foot optimisation – addressing foot selection and customisation in amputee sprinters and jumpers.
- Wheelchair instrumentation – the development of a clip-on unit that provides real time feedback in regards to chair velocity before, during and after a push stroke.

#### Rowing Australia

- Foot plate positioning – testing to optimise seat and feet positioning.

#### Table Tennis Australia

- Match analysis software development – there is no system currently developed specifically for table tennis analysis.

### Anti-Doping

Working with the Australian Sports Anti-Doping Authority (ASADA), the APC directly facilitated specific content for face-to-face anti-doping education sessions for Paralympic athletes during 2011/12.

As well as delivering the sessions to athletes within all of its managed programs, the APC also assisted its national federation partners with the management of their Therapeutic Use Exemptions processes and enquiries, and the development of electronic updates across each Paralympic sport.

Another feature of the APC's sports science and sports medicine operation was the 2012 Paralympic Team Pure Performance Program – a range of tailored anti-doping initiatives involving deterrence, whereabouts reporting and education measures which were specifically designed to protect the integrity of the 2012 Australian Paralympic Team.

ASADA conducted the majority of the actions within the program, but requested assistance from the APC to provide timely updates of potential Team members, along with the preparations and competition plans of national federations.

It was also mandatory for each member of the 2012 Australian Paralympic Team to complete the ASADA Anti-Doping e-Learning skills module.

### NF/AIS Support

Team members from 11 of the 13 sports Australia contested at London 2012, along with the Australian Paralympic Winter Team, benefitted from the APC's facilitation of AIS access, which provided athletes and coaches with access to AIS experts. The primary services delivered were in the fields of physical therapies, strength and conditioning, psychology, nutrition, biomechanics, performance analysis and physiology.

The APC also worked on a monthly basis with orthotists and prosthetists, who collaborated with AIS staff from



Nigel Barley

its physical therapies, strength and conditioning and movement sciences departments to innovate current practices and find a greater competitive edge for Australian Paralympic athletes.

### Pathways and Development

Throughout 2011/12, the APC placed emphasis on ensuring those identified through the APC's Talent Search Program had increased access to participation and competition opportunities at club and state levels.

This required significant collaboration between the sport and disability sectors, and the APC took a leadership role to increase participation rates throughout most Paralympic sports.

Significant gaps remain in the pathways from grassroots through to elite for a range of Paralympic sports, mainly due to the lack of cohesive networks and collaboration across all levels of sport. While this continues to be a challenge, there have been some positive changes which will produce significant benefits in the coming 12 months and beyond.

One of the major initiatives of the APC during 2011/12 was to revamp the national boccia program in conjunction with Boccia Australia. This resulted in increasing the profile and participation in boccia throughout the country. With more than 50 identified emerging athletes under the age of 18 participating in boccia at the end of the reporting period, the APC will look to use this sport model for other emerging and under resourced sports in 2012/13.

Improving the school sport system for children with a disability was also a strong focus for the APC in 2011/12.

In February 2012, the APC conducted a workshop which brought together representatives from School Sport Australia and school sport representatives from every state and territory, as well as representatives from key Paralympic sports and members of the APC Development and Classification staff.

The workshop, held for the second year in succession, was conducted to increase awareness and competition opportunities for students with a disability within the school sport system.

The 2013 workshop will be hosted by School Sport Australia and not the APC, underlying its commitment to increasing opportunities for students with a disability to participate in sport.

### APC Talent Search Program

The APC's Paralympic Talent Search Program has tested more than 1,950 Paralympic hopefuls in every state and territory since its inception in 2005.

Of the 161 athletes selected on the 2012 Australian Paralympic Team, 43 were products of this program. Twenty-five athletes from this group won medals – 10 gold, seven silver and 11 bronze – or 32.9 per cent of the Team's total medal haul.

This result followed the Beijing 2008 Paralympic Games, where 27 APC Talent Search athletes won a total of 14 medals, or 17 per cent of the total medals won by the Australian Paralympic Team.

With the sports of Para-canoe and Para-triathlon to be included into the Paralympic Games for the first time in Rio de Janeiro in 2016, the APC worked closely with the national federations of these sports to ensure new, suitable Paralympic talent was identified and directed towards their programs. Relevant staff members from Triathlon Australia and Australian Canoeing were also educated about the Paralympic classification system and the types of disabilities and physical characteristics most suited to each sport.

### Classification

The APC worked closely with national federations to manage the classification process for all members of the 2012 Australian Paralympic Team.

This was done by placing a strong emphasis on maximising Australian performance through the provision of classification resources and expertise.

Adverse classification outcomes have negatively affected the performances of Australian athletes and teams at past Paralympic Games, and several measures were put in place by the APC to significantly reduce this risk.

At the Beijing 2008 Paralympic Games, 31 Australian athletes were required to be classified and the APC aimed to reduce this number for London 2012.

Of the 161 athletes on the 2012 Australian Paralympic Team, 153 were provided with international classification opportunities well in advance of the London Games, ensuring that their classification status was confirmed and minimising any effect on their Games preparation.

### Talent Search Program athletes – 2005/12

Talent Search Period	Participants	Identified Tier 1 & 2 Athletes	PPP Shadow Squad Members	Australian Paralympic Team	Paralympic Podium athletes
2005-2008	940	423	53	27	15
2009-2012	1,031	623	92	43	23



Paralympian Jayme Paris (left) assists during an APC Paralympic Talent Search Day

A comprehensive strategy was devised to support each of the eight athletes who were required to be classified in London, and deal with all possible outcomes. At the event, the international classifications provided to each of the eight athletes complied with the APC's expectations.

Throughout the year, the APC Classification program also focused on:

- Effective management of the Australian system for classification to meet all requirements of the IPC Classification Code across all Paralympic sports.
- Building the number of people participating in Paralympic sports in Australia by facilitating classification opportunities.
- Increasing general awareness and knowledge of Paralympic eligibility and classification among the Australian community.
- Implementing national classification policies and procedures for each Paralympic sport in collaboration with national federations.
- Developing online classification information and tools, by ensuring that each national federation has information regarding classification processes on its website.
- Developing a 16-part video series 'Understanding Paralympic Sport', with sport-specific classification information for 14 sports (views on the APC's YouTube channel exceeded 55,000 during 2011/12).

- Expanding the APC online classification registration system. After receiving 53 registrations during 2010/11, a further 247 were received by 30 September 2012 for national classification in a new sport.

Since 2006, more than 2,400 athletes have received a national classification. Of this group, more than 800 athletes are currently school aged children born between 1995 and 2002, a high target demographic ahead of the Rio Games in 2016.

In August 2012, the APC signed a Memorandum of Understanding with School Sport Australia to ensure students with a disability are permitted to compete in athletics and swimming equitably with their able-bodied peers from eight years of age at state and national levels.

The total number of Australian classifiers increased further during 2011/12. At a national level, 10 new classifiers gained certification in seven sports to lift the number of Australian certified classifiers or trainees to 176, while a further six Australian classifiers earned international certification during the year, including in the newly included Paralympic sports of triathlon, canoeing and snowboarding. Australia currently has 52 international classifiers across the summer and winter Paralympic sports the APC supports.

In 2012/13, the APC Classification program will focus on building the capacity of national federations to deliver greater classification opportunities to their members and providing a more streamlined pathway for athletes through to national level competition.



AUSTRALIAN  
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COMMITTEE

Meica Christensen

## SPORTS REPORTS (APC Managed Paralympic Preparation Programs)

### Boccia

**Program managed by:** Australian Paralympic Committee

**International Federation:** Cerebral Palsy International Sport and Recreation Association (CPISRA)

**Head coach:** Peter King

**Program coordinator:** Paul van Oosten

**London 2012 Paralympic Games:** Did not qualify

**Other benchmark event for 2011/12:** 2011 CPISRA World Cup – Ulster, Northern Ireland

**Top performances:** BC1/2 Team finished second in its pool at the 2011 World Cup with one win and two losses, but did not progress to the finals

**APC funding allocation in 2011/12:** \$161,731

**Report:** The focus of the APC boccia program in 2011/12 was to develop programs in each state and increase opportunities for people to play and compete in the sport. This led to the establishment of programs in SA, WA, NSW, QLD and VIC and the appointment of Boccia Development Officers in SA and WA.

Following the 2012 Australian Boccia Championships, a 'Road to Rio' camp was held to help educate new and emerging athletes on what is required to make the transition to the elite level over the next four years. Thirty-five athletes attended, 75 per cent of whom were identified through one of the newly established state programs.

An Australian BC1/BC2 Team competed at the Boccia World Cup in Ireland in August 2011. While the team missed qualification for London 2012 at the tournament, the squad of emerging players gained valuable international experience against the best athletes in the world.

In 2012/13, the APC boccia program will make the transition from a development focused program to a high performance program. The change will be led by Peter King, who was appointed as the program's head coach in May 2012. Peter also participated in the APC-AIS International Coach Study Tour for the London 2012 Paralympic Games and gained further experience and insight into boccia at the highest level.

### Goalball

**Program managed by:** Australian Paralympic Committee

**International Federation:** International Blind Sports Federation (IBSA)

**Head coaches:** Georgina Kenaghan (women's program), Rob Apps (men's program)

**Program coordinator:** Nat Rodrigues

**London 2012 Paralympic Games:** Women (6 athletes): 9th. Men: Did not qualify

**Other benchmark events for 2011/12:** 2011 Africa Oceania Regional Qualifier – Sydney, Australia

- Gold medal – women's team
- Silver medal – men's team

2012 Malmö Lady InterCup – Malmö, Sweden (women's team only)

- 8th place

**APC funding allocation in 2011/12:** \$147,691

**Report:** For the first time since earning qualification as the host nation in 2000, the Australian women's goalball team qualified for the 2012 Paralympic Games by winning the Africa Oceania Regional Championship in Sydney in November 2011.

The Australian men's team narrowly missed out on qualification after losing their qualification final to Algeria in extra-time, but Australia defeated New Zealand in the women's final to progress to London 2012.

The Africa Oceania Regional Championship in Sydney was the first international goalball tournament ever hosted by the APC. Five teams competed over three days, with audio visual coverage of every match streamed live over the internet.

At London 2012, all six Australian players made their Paralympic debut, and although they were competitive in all four matches played, Australia did not register a victory and placed ninth overall.

Following the Games, the APC began a review of both the men's and women's programs to ensure Australian teams are given the best possible opportunity to qualify for the Rio 2016 Paralympic Games.



Darren Gardiner

## Powerlifting

**Program managed by:** Australian Paralympic Committee

**International Federation:** International Paralympic Committee (IPC)

**Head coach:** Ray Epstein

**Program coordinator:** Nat Rodrigues

**London 2012 Paralympic Games:** Athletes: 2 (both male). Result: No medals

**Other benchmark events for 2011/12:** 2011 Breda Para-Games – Breda, Holland. 2012 Fazaa International Competition – Dubai, United Arab Emirates

**Top performances:** Abebe Fekadu – Silver medal and personal best lift (163kg) at the 2011 Breda Para-Games (56kg division). Darren Gardiner – 4th place (226kg lift) at the 2012 Fazaa International Competition (100kg+ division)

**APC funding allocation in 2011/12:** \$172,022

**Report:** Over the past year the APC powerlifting program supported athletes to maximise London 2012 qualification opportunities through targeted international competition.

Three athletes – Darren Gardiner, Abebe Fekadu and David Williams – along with support staff attended the 4th Fazaa International Powerlifting Competition in Dubai in February 2012. This event was the final opportunity for athletes to improve their world rankings before the Paralympic qualification period ended.

Williams was unsuccessful in his bid for qualification, however Gardiner and Fekadu went on to represent Australia once again at the Paralympic Games.

Competing at his fourth Paralympics, Gardiner finished fourth in the men's 100kg+ division with a best lift of 231kg, while Fekadu finished eighth at his second Paralympic Games with a best lift of 158kg in the men's 56kg division.

## Wheelchair Rugby

**Program managed by:** Australian Paralympic Committee

**International Federation:** International Wheelchair Rugby Federation (IWRF)

**Head coach:** Brad Dubberley

**Program coordinator:** Nat Rodrigues

**London 2012 Paralympic Games:** Athletes: 11. Result: Gold

**Other benchmark events for 2011/12:** 2011 Asia Oceania Zone Championships – Seoul, South Korea. 2011 Great Britain Cup – Cardiff, Wales

**Top performances:** Gold medal – Asia Oceania Zone Championships. Gold medal – Great Britain Cup

**APC funding allocation in 2011/12:** \$480,877

**Report:** Australia won its first ever Paralympic gold medal in the sport of wheelchair rugby at the London 2012 Paralympic Games. The victory capped a strong four-year period for the APC wheelchair rugby program and an excellent Games campaign in which the Australian Team won every quarter (20 in total) of every match during the tournament.

With Australia selecting six Paralympic debutants for London, the APC wheelchair rugby program focused strongly on the development of these new players.

All six made contributions to the team's success in a highly professional and cohesive environment led by head coach Brad Dubberley, his senior players and support staff.

Australia's victory at the London Games followed a lengthy international season during the reporting period which included the Great Britain Cup in Wales (September 2011) the Asia/Oceania Regional Championships in Korea (November 2011), the London Prepares Series in England (April 2012) the International Series against Japan in Sydney (May 2011) and the Canada Cup in Vancouver (June 2012).

Apart from a bronze medal at the Canada Cup, the Australian Team secured victory at every international tournament it contested in 2011/12 and will be aiming to maintain its world number one ranking in 2012/13.





AUSTRALIAN  
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Cameron Rahles-Rahbula

## Winter Sports

**Program managed by:** Australian Paralympic Committee

**International Federation:** International Paralympic Committee (IPC)

**Head coach:** Steve Graham

**Senior coach:** Alison Bombardier

**Benchmark events for 2011/12:** IPC Alpine Skiing World Cup circuit

**Top performances:** Mitchell Gourley – 2nd in Giant Slalom and 3rd in Super-G on the overall IPC World Cup circuit final standings (men's standing class). Melissa Perrine – 3rd in Giant Slalom on the overall IPC World Cup circuit final standings (women's vision-impaired class)

**APC funding allocation in 2011/12:** \$756,712

**Report:** While the summer sports were focused on London 2012, the APC winter sports program moved into the final 500 days of its countdown to the Sochi 2014 Winter Paralympic Games.

The program engaged AIS-based physiotherapist Jon Davis during 2011/12 and also acquired the services of specialist sit-ski coach Kazuhiko Ban, who formerly led the Japanese Paralympic alpine skiing team for more than a decade.

Members of the Australian Paralympic alpine ski team competed at the New Zealand Winter Games in August 2011 before travelling to the northern hemisphere to contest the North America Cup (December 2011) and the World Cup circuit in North America and Europe (January to March 2012). Australia achieved 13 world cup medals overall, with Mitchell Gourley and Melissa Perrine winning the majority of them.

Over the past four years the APC has expanded the winter program to include development athletes, aiming to enhance their medal prospects in time to gain selection for the 2018 Winter Paralympic Games. In 2011/12, these athletes gained further international experience by competing at the New Zealand Winter Games (August 2011) North America Cup (December 2011), Canada Cup (January 2012) and Asia Cup (March 2012).

In the area of equipment development, the program facilitated seat sit-ski fittings in Japan for four development athletes during 2011/12, while work continues on the outrigger research project for standing skiers being conducted in conjunction with the AIS.

The APC coordinated the 2012 Australian Nationals and Southern Hemisphere Cup at Thredbo, NSW in August, and aims to host an IPC Alpine Skiing World Cup round in Australia in August 2013.





## SPORTS REPORTS (National Federation Managed Paralympic Preparation Programs)

Scott Reardon

### Athletics

**Program managed by:** Athletics Australia

**International Federation:** International Paralympic Committee (IPC)

**Program manager:** Andrew Faichney

**High Performance manager:** Eric Hollingsworth

**London 2012 Paralympic Games:** Athletes: 43 (23 male, 20 female). Result: 5 gold, 9 silver, 13 bronze

**Other benchmark events for 2011/12:** 2012 Australian National Championships (Paralympic selection trial) – Melbourne, Australia

**Top performances:** World records set by Evan O'Hanlon, Kelly Cartwright, Katherine Proudfoot, Todd Hodgetts, Rosemary Little and Rheed McCracken during the 2011/12 domestic season

**APC funding allocation in 2011/12:** \$1,362,500 to Athletics Australia PPP. \$200,000 to AIS Paralympic Athletics Program

**Report:** After Andrew Faichney was appointed as Athletics Australia's PPP Manager in August 2011, the immediate focus was on securing qualification for the London 2012 Paralympic Games.

The Athletics Australia 2012 National Series included Paralympic events at the Adelaide, Melbourne and Sydney Track Classics, and provided athletes with an opportunity to meet London 2012 qualifying standards.

There were a number of strong performances during the series, enabling the Australian athletics team to qualify 43 slots for London.

In January 2012 at the Brisbane Track Classic, Evan O'Hanlon broke his own T38 100m world record by taking victory in a time of 10.91 seconds before breaking it again at the Melbourne Track Classic the following month with a time of 10.88. It continued a strong London Games preparation for O'Hanlon, who also equalled his own T38 200m world record time at the Sydney Track Classic.

The Australian National Championships were the final selection trial for London 2012 and were held in Melbourne from 13 to 15 April. Under cool conditions, four provisional world records were achieved by Kelly Cartwright (T42 100m), Rosemary Little (T33 100m), Kath Proudfoot (F36 shot put) and Todd Hodgetts (F20 shot put).

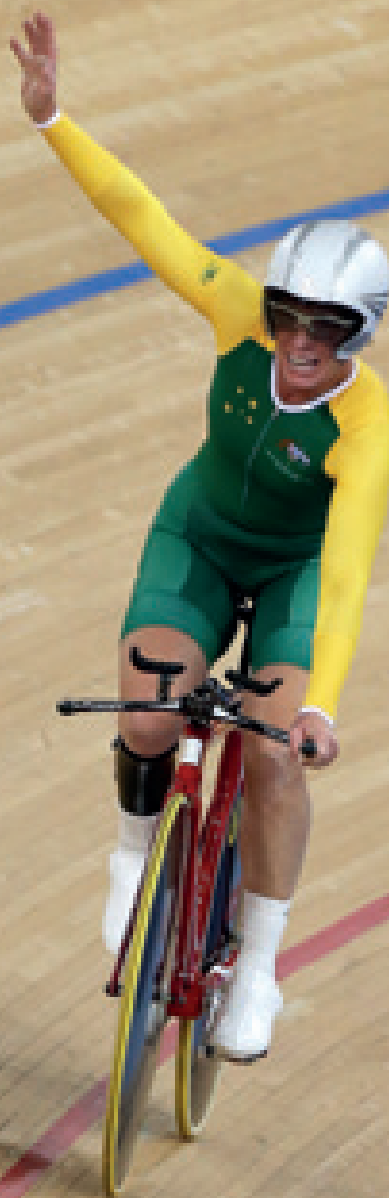
At the London 2012 Paralympic Games, the Australian Athletics Team won five gold, nine silver and 13 bronze medals to finish fifth on total medals and 10th on gold.

O'Hanlon secured the T38 100m and 200m sprint double for the second consecutive Paralympic Games, while Kelly Cartwright (F42/44 long jump), Richard Colman (T53 800m) and Todd Hodgetts (F20 shot put) also won Paralympic gold for Australia.

For the first time since Sydney 2000, athletes with an intellectual disability were eligible to compete in athletics at the Paralympic Games. Three athletes with an intellectual disability were selected on the Australian Athletics Team, with Todd Hodgetts the only medallist.



AUSTRALIAN  
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Susan Powell

## Cycling

**Program managed by:** Cycling Australia

**International Federation:** International Cycling Union (UCI)

**Head coach:** Peter Day

**High Performance manager:** Paul Brosnan

**London 2012 Paralympic Games:** Athletes: 15 (8 male, 7 female). Result: 6 gold, 4 silver, 4 bronze

**Other benchmark event for 2011/12:** 2012 UCI Para-Cycling Track World Championships – Los Angeles, USA

**Top performances:** 8 gold, 3 silver – 2012 UCI Para-Cycling Track World Championships

**APC funding allocation in 2011/12:** \$1,040,000 to Cycling Australia PPP. \$10,000 Green and Gold funding

**Report:** Led by head coach Peter Day, the Australian Para-cycling program qualified 12 slots (plus three sighted pilots) for London 2012 after a strong Games preparation.

At the Paralympic Games, the team combined to win 14 medals – six gold, four silver and four bronze. The London Games tally of six gold medals doubled the number of cycling gold won at the Beijing Paralympics in 2008.

In achieving this result, the team set five new world records, six Paralympic records, 12 Australian records and 19 personal bests to finish equal fourth on total medals across track and road cycling.

Of the 15-strong squad, 14 returned home with at least one medal and Nigel Barley's silver medal in the H3 Road Time-Trial was Australia's first ever Paralympic medal in hand-cycling.

The program also achieved success in the lead-up to the London Games.

Australia won eight gold and three silver medals to finish second overall at the 2012 UCI Para-Cycling World Track Championships in February, after winning three gold and four silver medals to finish sixth at the UCI Para-Cycling Road World Championships in Denmark in September 2011.



Joann Formosa

## Equestrian

**Program managed by:** Equestrian Australia

**International Federation:** Fédération Equestre Internationale (FEI)

**Head coach:** Julia Battams

**High Performance manager:** Brett Mace

**London 2012 Paralympic Games:** Athletes: 4 (1 male, 3 female). Result: 1 gold

**Other benchmark events for 2011/12:** 2011 FEI International Grand Prix – Werribee, Australia. 2012 Paralympic Selection Nomination Meet – Sydney, Australia

**APC funding allocation in 2011/12:** \$465,000 to Equestrian Australia PPP. \$18,000 Green and Gold funding

**Report:** A gold medal to Joann Formosa at the London Paralympic Games was the highlight of the year the Para-equestrian PPP.


During 2011/12 the program, managed by Equestrian Australia, conducted the majority of its Games preparation in Australia, although some international competition was crucial to London qualification.

In November 2011, athletes competed at a CPEDI 3\* Para-equestrian event in Hong Kong. Grace Bowman impressed in the Grade II individual championship test and freestyle test, winning both comfortably.

The Para-Equestrian Grand Prix, which incorporated the London qualifying event for Oceania teams, was held in December 2011 at the National Equestrian Centre in Werribee, Victoria. This was the Australian Team's opportunity to qualify for London, needing to outscore a competitive New Zealand Team in the Team Test event. Despite atrocious weather conditions, the Australian Team emerged 10 points clear of their opponents to secure four qualification slots for London 2012.

In February 2012, Equestrian Australia held a horseless training camp at the AIS and also conducted a series of selection meets in April and May to decide the final athletes nominated for the Australian Paralympic Team. State-based clinics were also held across the country aimed at developing athletes' skills and training techniques within their home environment.

At the London Paralympic Games, Formosa won Australia's first Paralympic equestrian gold medal since 2000, and the first ever on foreign soil. Competing at her first Paralympics, Formosa claimed victory in the Individual Championship Test (Grade 1b).



Erik Horrie

### Football 7-a-side

**Program managed by:** Football Federation Australia

**International Federation:** Cerebral Palsy International Sport and Recreation Association (CPISRA)

**Head coach:** Paul Brown

**High Performance manager:** Simon Roberts

**London 2012 Paralympic Games:** Did not qualify

**Other benchmark events for 2011/12:** 2012 APC Dream Asia Cerebral Palsy Tournament – Abu Dhabi, United Arab Emirates, 2012 Ukraine Invitational Tournament – Yevpatoriya City, Ukraine

**Top performances:** Silver medal – 2012 APC Dream Asia Cerebral Palsy Tournament, 8th – 2012 Ukraine Invitational Tournament

**APC funding allocation in 2011/12:** \$265,000 to Football Federation Australia PPP

**Report:** The Australian Paralympic Football 7-a-side team missed out on qualification for London 2012 after finishing outside the top eight at the final qualification event in July 2011. Australia finished 11th.

A review of the program has been undertaken by FFA, and plans are being developed to improve the development pathway for emerging players. Qualification for the Rio 2016 Paralympic Games is now the program's key focus.

The APC supported state development initiatives for football 7-a-side around Australia during 2011/12. Programs in SA and WA continue to flourish and have led to stronger national competition and the identification of a number of new talented players.

### Rowing

**Program managed by:** Rowing Australia

**International Federation:** International Federation of Rowing Associations (FISA)

**Head coach:** Chad King

**High Performance manager:** Andrew Matheson

**London 2012 Paralympic Games:** Athletes: 3 (2 male, 1 female). Result: 1 silver

**Other benchmark events for 2011/12:** 2011 FISA World Championships – Bled, Slovenia

**Top performances:** 2 bronze medals at the 2011 FISA World Championships – Kathryn Ross and John Maclean in the mixed double scull and Erik Horrie in the men's single scull

**APC funding allocation in 2011/12:** \$181,250 to Rowing Australia PPP, \$300,000 to AIS Paralympic Rowing Program, \$25,000 Green and Gold funding

**Report:** The Australian rowing PPP qualified a single scull and mixed double scull for the London 2012 Paralympic Games.

Erik Horrie (men's single scull) and the mixed double scull crew of Kathryn Ross and John Maclean were part of the 58-strong Australian contingent which travelled to Slovenia for the 2011 FISA Rowing World Championships. Horrie qualified the men's arms and shoulders single scull for London 2012 by winning a bronze medal at the event, while Ross and McLean qualified the mixed trunk and arms double scull when they also picked up a bronze medal.

In late 2011, Gavin Bellis moved from athletics to join the rowing PPP and challenged Maclean for the male spot in the mixed double scull with Ross. After several selection trials, Bellis edged Mclean out to gain his place alongside 2008 Paralympian Ross and debutant Horrie.

At the London Paralympic Games, Horrie won the silver medal in the men's arms and shoulders single scull, while Bellis and Ross finished fifth in the mixed trunk and arms double scull final.

Rowing Australia continued to support the rowing PPP at the AIS within its National Rowing Centre of Excellence during the reporting period, providing high quality preparation for London 2012.



Natalie Smith

## Sailing

**Program managed by:** Yachting Australia

**International Federation:** International Sailing Federation (ISAF)

**Head coach:** Grant Alderson/Adrian Finglas

**High Performance manager:** Katie Culbert

**London 2012 Paralympic Games:** Athletes: 6 (5 male, 1 female). Result: 1 gold

**Other benchmark events for 2011/12:** 2011 IFDS World Championships – Weymouth, England, 2012 IFDS World Championships – Charlotte Harbour, USA

**Top performances:** Two-person SKUD 18 (Daniel Fitzgibbon and Liesl Tesch) – bronze medals at 2011 and 2012 IFDS World Championships. Three-person Sonar (Colin Harrison, Jonathan Harris and Stephen Churm) – 4th place at 2012 IFDS World Championships

**APC funding allocation in 2011/12:** \$430,000 to Yachting Australia PPP. \$125,000 for AIS Paralympic Sailing Program

**Report:** After qualifying the maximum three boats for London 2012, the sailing PPP spent the reporting period focused on preparing three potential medal winning crews for the Games.

Australia won one gold medal at the Paralympic Games regatta in Weymouth, with Daniel Fitzgibbon and Liesl Tesch taking victory in the SKUD 18 class. It was the first sailing gold medal for Australia since Sydney 2000.

Matthew Bugg performed well to claimed seventh in the 2.4mR class, while the Sonar crew of Colin Harrison, Stephen Churm and Jonathan Harris finished sixth after being in medal contention until the final day of racing.

All three crews enjoyed successful preparations for London 2012.

At the Sail Melbourne regatta in November 2011, Bugg won the 2.4mR class, while Fitzgibbon and Tesch claimed silver in the SKUD 18 class behind Great Britain. The three crews also travelled to Florida in the United States for the 2012 IFDS World Championships in January, where the SKUD 18 crew claimed the bronze medal on a count back, the Sonar crew took fourth and Bugg finished third in the final race in the 2.4mR class to finish 11th overall.

## Shooting

**Program managed by:** Australian International Shooting Limited (AISL)

**International Federation:** International Paralympic Committee (IPC)

**Head coach:** Miroslav Sipek

**London 2012 Paralympic Games:** Athletes: 6 (4 male, 2 female). Result: 1 bronze

**Other benchmark events for 2011/12:** 2011 IPC World Cup Series contested at five events from March to November

**Top performances:** 2011 IPC World Cup series results

- 1st overall – Ashley Adams (R6 mixed 50m rifle prone SH1)
- 1st overall – Bradley Mark (R4 mixed 10m rifle standing SH2)
- 2nd overall – Jason Maroney (R4 mixed 10m rifle standing SH2)
- 2nd overall – Libby Kosmala (R2 10m rifle standing SH1)
- 3rd overall – Natalie Smith (R2 10m rifle standing SH1)

**APC funding allocation in 2011/12:** \$256,250 to AISL PPP. \$56,000 Green and Gold funding

**Report:** The end of the reporting period brought with it the end of a long era for the Australian shooting PPP.

Australia's longest serving Paralympian, Libby Kosmala, announced her retirement from international competition after competing at her 11th Paralympic Games in London.

Australia qualified six slots for London 2012, two more than Beijing, and won one Paralympic bronze medal. On the first day of competition, Natalie Smith jumped from fifth place to claim the bronze medal with her final shot in the women's R2 10m air rifle standing final (SH1), giving Australia its first medal of the Games and the first medal won in shooting since Athens in 2004.

In the lead-up to London 2012, Australia's athletes completed their Games preparation with success in competitions in Australia and overseas.

All six athletes performed strongly at the Australia Cup Series in February 2012 and the Australian Championships in April 2012, during which Jason Maroney came within 0.6 points of the world record in the R5 10m Air Rifle Prone (SH2) event.

Internationally, the squad achieved some medal success at competitions in Great Britain (August 2011) and Germany (May 2012), but its benchmark achievement came from the 2011 IPC World Cup Series. Ashley Adams, Bradley Mark, Jason Maroney, Libby Kosmala and Natalie Smith all achieved podium finishes overall following the five rounds contested in Poland, Turkey, Spain, the United States and Australia.





AUSTRALIAN  
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Prue Watt

## Swimming

**Program managed by:** Swimming Australia

**International Federation:** International Paralympic Committee (IPC)

**Head coach:** Brendan Keogh

**High Performance manager:** Wayne Lomas

**London 2012 Paralympic Games:** Athletes: 35 (20 male, 15 female). Result: 18 gold, 7 silver, 12 bronze

**Other benchmark events for 2011/12:** 2011 Para Pan-Pacific Championships – Edmonton, Canada. 2011 Can-Am Championships – San Antonio, USA. 2012 Australian National Championships (Paralympic selection trial) – Adelaide, Australia

**Top performances:** 35 gold, 25 silver, 19 bronze at 2011 Para Pan-Pacific Championships. 27 gold, 10 silver, 8 bronze at 2011 Can-Am Championships. 20 world records by swimmers with a disability at 2012 Australian National Championships

**APC funding allocation in 2011/12:** \$1,385,000 to Swimming Australia PPP. \$375,000 to AIS Swimming Program

**Report:** The swimming PPP qualified 35 slots for London 2012 and went on to achieve its best total medal result at the Paralympic Games since 2000.

The Australian Paralympic Swim Team won 18 gold, seven silver and 12 bronze medals in London to finish sixth in overall medals and second on the gold medal tally behind China.

Jacqueline Freney won an incredible eight gold medals from eight events to become the most successful Australian at a single Paralympic Games, breaking Siobhan Paton's record of six gold from Sydney 2000.

Competing at his third Games, Matthew Cowdrey won five gold, two silver and one bronze medal and became Australia's highest gold medal winning Paralympic athlete in history. His record now stands at 13.

Events for swimmers with an intellectual disability were reintroduced into the 2012 Paralympic Games for the first time since Sydney 2000. There were seven athletes with an intellectual disability in the Australian Paralympic Swim Team (three male and four female). Of the seven, Taylor Corry won two silver medals and Daniel Fox won one silver.

Leading into the London Games, there were signs which foreshadowed the Australian Team's excellent Paralympic results. Australia finished on top of the medal tally at the 2011 Para Pan Pacs in Canada in August, with 35 gold, 25 silver and 19 bronze medals, while at the Australian Championships held in Adelaide in April 2012, members of the PPP set 20 new world records, including eight in events scheduled for the London Games.

## Table Tennis

**Program managed by:** Table Tennis Australia

**International Federation:** International Table Tennis Federation (ITTF)

**Head coach:** Alois Rosario

**High Performance manager:** Sue Stevenson

**London 2012 Paralympic Games:** Athletes: 2 (both female). Result: No medals

**Other benchmark event in 2011/12:** 2011 ITTF Asia/Oceania Regional Championships – Hong Kong, China

**Top performances:** 2011 ITTF Asia/Oceania Regional Championships

- Silver medal – Melissa Tapper (Class 10 singles)
- Bronze medal – Barak Mizrachi / Nathan Pellissier (Class 8 teams)

**APC funding allocation in 2011/12:** \$326,250 to Table Tennis Australia PPP. \$41,000 Green and Gold funding

**Report:** The table tennis PPP qualified two slots for London 2012, with Rebecca McDonnell and Melissa Tapper earning selection on the Australian Paralympic Team.

McDonnell lost her three matches in the women's Class 6 singles draw and did not progress, while Tapper fought her way through to the Paralympic bronze medal match in the women's Class 10 singles.

Aiming to win Australia's first Paralympic table tennis medal since 1984, Tapper won the first two sets before going down in five sets to claim fourth place.

Before London 2012, the elite PPP squad travelled to Europe and Asia to maximise world rankings points and improve chances for Paralympic qualification. The highlight came at the 2011 ITTF Asia/Oceania Regional Championships in Hong Kong, when Tapper won silver in the women's Class 10 singles and Australia won bronze in the men's Class 8 team events.

Other impressive international results achieved during 2011/12 came during the Czech Open and British Open in September 2011. The Australian duo of Tapper and Sarah Lazzaro won gold in the women's Class 6-10 team events at both tournaments.

A major focus for the table tennis PPP in 2012/13 will be the staging of the Oceania Para-Regional Table Tennis Championships in Canberra in November 2013.





Kylie Gauci

## Wheelchair Basketball

**Program managed by:** Basketball Australia

**International Federation:** International Wheelchair Basketball Federation (IWBF)

**Head coaches:** Ben Ettridge (Men – Rollers), John Triscari (Women – Gliders)

**High Performance manager:** Lorraine Landon

**London 2012 Paralympic Games:** Athletes: 24 (12 male, 12 female). Result: 2 silver

**Other benchmark events for 2011/12:** 2011 Asia/Oceania Zone Championships – Goyang, South Korea. 2012 World Challenge – Sydney Australia

### Top Performances:

- Gold medals to the Rollers and Gliders at the 2011 Asia/Oceania Zone Championships
- Gold medals to the Rollers and Gliders at the 2012 World Challenge

**APC funding allocation in 2011/12:** \$800,000 to Basketball Australia PPP. \$125,000 to AIS for wheelchair basketball. \$33,000 Green and Gold funding

**Report:** The Australian men's and women's teams both contested the gold medal finals in wheelchair basketball at the London 2012 Paralympic Games, but were unable to secure victory.

The Australian men's team, the Rollers, were the reigning Paralympic champions from 2008 and progressed to the gold medal match in London with an undefeated tournament record. However, the Rollers' campaign ended in disappointment when they were beaten by Canada 64-58.

After taking bronze in 2008, the Gliders progressed further at London 2012, despite winning only three of their four pool matches. But the Australians could not overcome Germany in the gold medal match, going down 58-44.

The two silver medals achieved by Australia reflected the considerable preparations of the wheelchair basketball PPP in 2011/12.

The Rollers were unbeaten at every international tournament they contested during 2011/12, most notably the 2011 Asia/Oceania Championships in Korea which secured their London 2012 qualification.

The Gliders also won gold at the 2011 Asia Oceania Championships, and followed that victory with further medal success at the 2012 Paralympic World Cup in England (silver), Osaka Cup in Japan (gold) and the World Challenge in Sydney (gold).

## Wheelchair Tennis

**Program managed by:** Tennis Australia

**International Federation:** International Tennis Federation (ITF)

**Head coach:** Greg Crump

**High Performance management:** Mark Edney and Todd Woodbridge

**London 2012 Paralympic Games:** Athletes: 4 (2 male, 2 female). Result: No medals

**Other benchmark events in 2011/12:** 2012 Wheelchair Tennis Summer Series – Australia

**Top performances:** Gold – Daniela Di Toro (Adelaide Open – 2012 Wheelchair Tennis Summer Series)

**APC funding allocation in 2011/12:** \$261,250 to Tennis Australia PPP. \$55,000 Green and Gold funding

**Report:** Four athletes represented Australia at the London Paralympic Games after three qualified based on world rankings, and one was awarded a bipartite slot.

After debutant Janel Manns made a first round exit in the women's singles draw, her team-mates Daniela Di Toro, Ben Weekes and Adam Kellerman all progressed with first round wins. Weekes was eliminated in the round of 32, while Di Toro and Kellerman were defeated in the round of 16.

In the doubles draw, both the men's and women's duos were defeated first-up.

The losses brought to an end a campaign which had seen the wheelchair tennis PPP achieve notable results in Australia and overseas throughout 2011/12.

Three Australian players ended the reporting period ranked inside the world's top 30 for singles wheelchair tennis – Di Toro (sixth) Weekes (16th) and Kellerman (24th).

For the 2011/12 domestic season, the APC partnered with Tennis Australia to establish the Wheelchair Tennis Summer Series. This new series brought together five domestic events around Australia into a single series, culminating with the Australian Open Grand Slam.

The APC has confirmed its investment in the series for the next three years.



AUSTRALIAN  
PARALYMPIC  
COMMITTEE



## COMMERCIAL

The APC's Commercial division was broadened during 2011/12 to oversee all marketing activities, sponsor acquisition and servicing, brand activation, fundraising, event staging and management as well as the APC's Paralympic Education Program.

### Marketing and Sponsorship

The APC's sponsorship revenue for the 2011/12 reporting period was \$1,772,732, which was a 21 per cent increase from the previous year. Some additional revenue received from 1 July to 30 September 2012 is not included in this figure, as new agreements activated during the first half of 2012 are effective from 1 July 2012 and will be reported in 2012/13.

The APC welcomed five new members to different tiers of its sponsor family during the reporting period. They were:

- Swisse Vitamins – Official Supporter (2012-2014)
- City of Sydney – Official Supporter (2012-2013)
- Solitaire Jewellers – Official Supporter (2012-2013)
- Australia Post – Official Supporter (2012)
- PwC – Charity Partner (2012-15)

In addition to the acquisition of new sponsors, the APC's marketing and sponsorship operations also focused on the collaborative activation of Games-time activities with existing partners Telstra, Qantas, WorkCover NSW, Toyota and Allianz.



Sponsor signage at the 2011 Africa Oceania Goalball Regional Championships in Sydney

### Telstra – Major Partner

Continuing its partnership with the APC that has spanned more than a decade, Telstra demonstrated its ongoing support by undertaking several key projects during the reporting period.

For the first time for a Paralympic Games, Telstra secured online content rights in Australia which were used to broadcast London Paralympic Games

highlight packages on its Telstra BigPond platform.

During the Games, Telstra also delivered its HeroMessage service which saw more than 8,500 messages sent to Australian Paralympic athletes in London, giving them a strong sense of support from those back in Australia. Swimming gold medalist Matt Levy received the most number of messages of any individual Australian athlete.

Eleven public appearances for Telstra in 2011/12 were conducted by Paralympians Kurt Fearnley, Matt Cowdrey, Kelly Cartwright and Toby Kane as part of their role as Telstra Athlete Ambassadors, while Kelly Cartwright and Kurt Fearnley continued to provide an insight into the Paralympic Games experience through their Telstra athlete blogs.

Telstra also facilitated 'PEP Talk' sessions during the Paralympic Games with schools that are registered with the APC's Paralympic Education Program (PEP). Paralympians Hamish MacDonald, Brad Scott and Madeleine Hogan spoke with students live from the Paralympic Village in London, while 2008 Paralympian Kathleen O'Kelly-Kennedy visited schools in person with APC mascot Lizzie the Lizard.

### Qantas – Official Sponsor

The major component of the APC's partnership with Qantas during the reporting period was the safe delivery of the Australian Paralympic Team's chartered flight to Sydney from the London Paralympic Games. This was achieved after an extensive amount of planning and the APC extends thanks to Qantas for its work in this venture.

Qantas was also the presenting partner of the Paralympic Team's official welcome home event at Sydney Airport on 13 September 2012, which achieved a high level of media coverage nationwide.

Qantas' London 2012 Ambassador Program featured Paralympians Kelly Cartwright and Ahmed Kelly while Dylan Alcott, Kurt Fearnley, Evan O'Hanlon and Kelly Cartwright featured in the airline's in-flight safety message, which ran from June 2012.

Other highlights of the APC and Qantas partnership during the Games campaign included the appearance of the APC logo on printed Qantas boarding passes during August and September 2012, the appearance of Kelly Cartwright and the APC logo in Qantas' Games television commercial, and the large-scale posters in Qantas terminals which featured Kelly Cartwright and Ahmed Kelly.

### WorkCover NSW – Official Sponsor

The APC's enduring partnership with WorkCover NSW took another positive step during the reporting period, with an increased investment by WorkCover NSW being made as part of its new four-year contract effective from 1 July 2012.

The WorkCover NSW Paralympic Speakers Program continued as the cornerstone of the partnership. The program promotes safe work practices to workplaces throughout NSW, with Paralympic athletes conducting 186 presentations during the reporting period.

The six Paralympic athletes involved as speakers in the program during 2011/12 were Shannon Dallas (alpine skiing), Ben Houlison (rowing), John Marshall (archery), Kahi Puru (powerlifting), Nigel Smith (volleyball) and Liesl Tesch (sailing).

The WorkCover NSW Paralympic Development Scholarships were awarded once again. Recipients for this period were Brett Stibners and Tristan Knowles (wheelchair basketball), Sian Lucas (swimming) and Liesl Tesch (sailing).

### Toyota – Official Sponsor

Eight years after joining the APC sponsor family, Toyota confirmed it would continue its sponsorship at least until 2013.

During London 2012, Toyota's Games-time activation focused on a consumer promotion run in conjunction with Fox Sports, which gave away a trip for two to London for the Games. Toyota also advertised in the APC-initiated 'London Games Preview' special feature which appeared in major News Limited tabloid publications across Australia in August 2012.

### Swisse Vitamins – Official Supporter

After the APC announced Swisse Vitamins as a new official supporter in July 2012, the Australian vitamin company produced four television commercials featuring Paralympians Dylan Alcott, Grace Bowman, Matthew Cowdrey and Jessica Gallagher. These advertisements were broadcast primarily during the Olympic Games coverage on the Nine Network

and Foxtel and continued throughout August and September 2012.

As part of Swisse's sponsorship of the Swisse Colour Run, the APC was announced as the selected charity to benefit from the 2012 and 2013 events.

### Allianz – Official Supporter

Allianz has been a partner of the International Paralympic Committee (IPC) since 2006 and became a partner of 10 National Paralympic Committees, including the APC, during the 2010/11 financial year.

Allianz conducted several activities in Australia related to the 2012 Paralympics during the reporting period, including a business-to-business promotion using a London Games travel package as the prize. It also included the APC logo in its advertising campaign throughout 2012 and placed advertisements in the APC-initiated 'London Games Preview' special feature which appeared in major News Limited tabloid publications across Australia in August 2012.

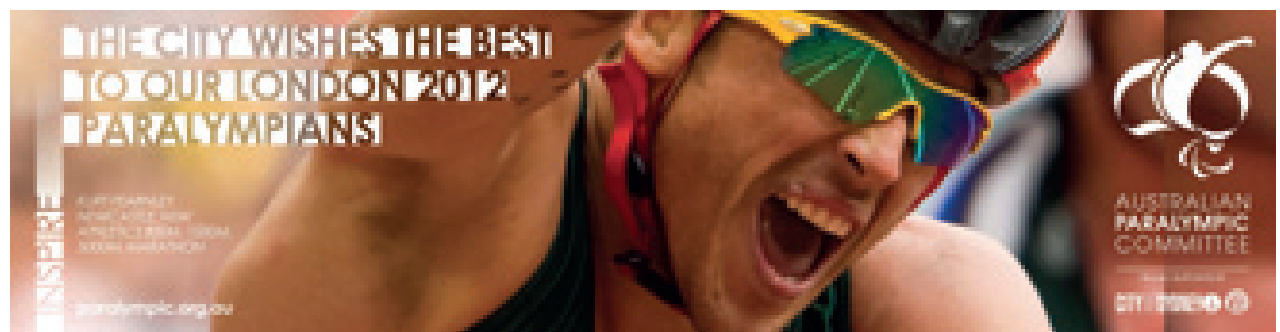
### City of Sydney – Official Supporter

The City of Sydney's support for the APC was demonstrated during the reporting period with a significant leverage commitment through the placement of street banners, bus shelter imagery and newspaper advertisements highlighting Australian Paralympic athletes. This commitment was complemented by a radio advertising campaign which conveyed the City of Sydney's wishes of good luck to the 2012 Paralympic Team.

In August 2012, the Lord Mayor of Sydney hosted a Team farewell event at Sydney Town Hall which achieved significant media coverage, while two Paralympic videos profiling swimmer Katrina Porter and wheelchair basketballer Grant Mizens were produced and showcased on the City of Sydney website and at City of Sydney events.

### Other activities – Official Sponsors and Supporters

2XU provided competition and casual wear for the 2012 Australian Paralympic Team, while R.M. Williams provided the ceremonial wear. Both Australian brands



City of Sydney support for the Team



Sports Minister Kate Lundy receives Team uniform from Jason Hellwig

also invested in the Team's official uniform launch held as part of Australian Fashion Week in May 2012, which achieved considerable media coverage nationwide.

Paralympic athletes also conducted several athlete appearances on behalf of the APC at the offices of PwC during March 2012. Visits took place in PwC offices in Sydney, Melbourne, Brisbane, Adelaide and Canberra, aiming to raise awareness of the APC's partnership with PwC and to promote workplace giving contributions.

#### Thank you

Valuable support and services are provided to the APC by a wide range of sponsors, supporters and suppliers. The APC sincerely thanks all of those organisations who have been a part of its Team during 2011/12: Telstra, Qantas, Toyota, WorkCover NSW, Clayton Utz, 2XU, Sentia Media, Swisse, Allianz, Ernst & Young, City of Sydney, PwC, Speedo, Solitaire, R.M. Williams, Scody, Australia Post, Coca-Cola and Musashi PowerBar.

#### London 2012 Paralympic Games – Commercial Program

The APC developed an extensive London 2012 commercial program with an objective to develop relationships and grow future APC commercial activity by engaging high-level supporters at the Paralympic Games.

With assistance from the Australian High Commission in London, a detailed exercise was undertaken to research and identify a list of 26 high-profile Australian guests based in Great Britain and Europe, and secure their attendance to the Paralympic Games. This was executed successfully, with the guests including a



Team members modelled the new Australian uniform as part of Australian Fashion Week

range of current sponsors, potential sponsors and philanthropists.

Live London Dream Rio and the Going for Gold – Paralympics Reception hosted by Australian Business provided other excellent networking opportunities and introductions for the APC during London 2012. Over 60 leads were developed and these are currently being followed up by the APC's Commercial division.

#### Paralympic Workplace Diversity Program

Funded through the Department of Families, Housing, Community Services and Indigenous Affairs, the Paralympic Workplace Diversity Program (PWDP) faced a challenging recruitment market throughout the reporting period.

However, despite the difficult environment five new employers joined the program in 2011/12 and eight Paralympic athletes secured employment.

In July 2012, the APC and its program partner 360HR hosted a breakfast at Sydney Olympic Park to introduce prospective employers to the PWDP. After 22 organisations attended, one new employer joined the program before the end of the reporting period.

#### APC Ambassador Program

The APC Athlete Ambassador Program continued throughout 2011/12 with Paralympians Kelly Cartwright, Kurt Fearnley, Jessica Gallagher, Matthew Cowdrey and Toby Kane representing the APC across a range of sponsor activities. The annual Ambassadors workshop took place in Sydney during August 2011 to coincide with the One Year to Go event.



## Events

The APC implemented and managed an extensive events program in Australia and overseas during 2011/12.

While the London Paralympic Games and the Australian Paralympic Team's pre-Games staging camp in Cardiff were the key events, the APC's ongoing objective to bring more Paralympic sport to Australia ensured it was a significant year for the APC Events team.

### Pre-Games Events

#### One Year to Go

The APC staged a marquee celebration to mark One Year to Go until the London 2012 Paralympic Games. The event officially commenced the APC's 'Road to London' campaign and also provided the opportunity to publicly launch the Australian Paralympic Hall of Fame and announce the first inductions.

Commencing with a reception at the Sydney Conservatorium of Music, the event was emceed by Channel Seven's Samantha Armytage and was attended by 260 guests including the APC's Patron, the Governor-General of Australia Quentin Bryce.

#### 2011 IBSA Africa Oceania Goalball Regional Championships

The 2011 IBSA Africa Oceania Goalball Regional Championships were held at the Sydney Olympic Park Sports Centre from 15 to 17 November 2011. As the final London 2012 qualification tournament for teams based in the Africa and Oceania regions, the competition included the men's and women's teams from Australia and New Zealand, and the Algerian men's team, with each team playing one another twice followed by finals.

The Australian men's team just missed out on qualifying for London 2012 after a closely fought match in the final against Algeria, while the Australian women's team was victorious against New Zealand to earn the final position in the eight-team Paralympic Games competition.

#### 2012 Wheelchair Rugby Test Series

The APC hosted an international wheelchair rugby test series between Australia and Japan on 4 and 5 May 2012. Five matches were contested with Australia emerging undefeated.

The event garnered national media coverage and was an invaluable opportunity for Australia (ranked two in the world) and Japan (ranked three in the world) to trial different playing combinations ahead of the Paralympic Games.

Jimmy Barnes and Mahalia Barnes performed at the event's opening ceremony and the matches were attended by dignitaries, sponsors, supporters and



Australian Paralympic Hall of Fame inductees

more than 2,000 children from 44 primary and secondary schools from across NSW over the two days.

The first three matches were also streamed live on the APC website, achieving more than 3,000 views from internet users around the world.

#### 2012 Australian Team Uniform Launch

The 2012 Australian Paralympic Team uniform was officially unveiled as part of Fashion Week Australia on 1 May 2012. A group of Australian Paralympic athletes representing 11 sports modelled the team's casual, technical and ceremonial uniform in a choreographed fashion show which was sponsored by uniform suppliers R.M. Williams and 2XU.

Attended by a large media contingent, the event achieved extensive coverage across major print, broadcast and online media outlets nationwide.

#### 2012 Australian Paralympic Team Announcement

The APC formally announced the 2012 Australian Paralympic Team at a ceremony held in the Great Hall of Parliament House in Canberra on 25 June 2012.

Prime Minister of Australia, Julia Gillard, Leader of the Opposition, Tony Abbott, Federal Minister for Sport, Kate Lundy and APC President Greg Hartung each addressed the 260 guests in attendance, and conveyed their congratulations to the selected athletes and well wishes for the Games two months later.

Athletes representing each sport Australia would contest in London were the guests of honour, along with AIS Paralympic athlete scholarship holders and more than 50 Parliamentarians. ABC TV presenter Stephanie Brantz was the emcee.

#### 2012 pre-Games Staging Camp – Cardiff, Wales

For the first-time before a Paralympic Games, the APC hosted a multi-sport staging camp to support the Australian Paralympic Team's final preparations for London 2012.





Greg Smith, Australia's flag bearer for the London 2012 Opening Ceremony

Held in the Welsh capital of Cardiff, the camp was to provide athletes, coaches and support staff with the opportunity to prepare in an optimum high performance environment.

From 1 to 29 August 2012, 267 members of the Australian Paralympic Team and 25 members representing teams from the Oceania region utilised the camp.

Key objectives for camp attendees included:

- Acclimatisation to the weather conditions of the United Kingdom.
- Full recovery from jet lag prior to entering the Athletes Village in London.
- To train as a team, away from crowded venues and busy transport networks.
- To build relationships with other Australian Team members and access a wide range of sports science, sports medicine and other support services.

The city of Cardiff, located 215km and approximately three hours by bus from London, was small enough to ensure the team was supported in a friendly, localised environment but large enough to be able to provide facilities and services of a very high standard.

### Key Partnerships

The APC developed strong partnerships with key organisations in Cardiff, which were instrumental in supporting the delivery of the camp. These organisations demonstrated a commitment to providing exceptional services to the Australian Paralympic Team in both planning and implementation.

After entering into a Memorandum of Understanding with the APC in August 2008, the Welsh Assembly Government provided the APC with local knowledge and a comprehensive support network in Wales.

Cardiff City Council played a key role by facilitating the use of many of its sporting facilities, while also taking a lead role in volunteer recruitment and management.

The Federation of Disability Sport Wales provided local sports specific knowledge, including expertise across a range of disability and sport networks which was invaluable.

Community Transport Association was instrumental in transport operations by bringing together a number of accessible transport providers managed through one central point.

The APC worked with Vale Healthcare to supplement the sports medicine services provided to the Paralympic Team by APC medical staff. Vale facilitated the provision of services as needed including physiotherapy, ophthalmology, orthopaedic surgery, radiology, osteopathy, podiatry and chiropractics.

### Oceania Teams

The APC supported the Oceania region by providing teams with access to the staging camp. Twenty-five athletes and support staff from Vanuatu, Papua New Guinea, Solomon Islands, Fiji, Tonga and Samoa utilised the Cardiff Staging Camp for 11 days from 14 August.

### Sports

Team members from eight of the 13 sports Australia contested at the London Games attended the pre-Games staging camp in Wales. The eight sports represented were athletics, cycling, goalball, swimming, table tennis, wheelchair basketball, wheelchair rugby and wheelchair tennis.

### Team Reception

The Australian flagbearer for the London 2012 Paralympic Games was announced during a ceremony for the Australian Paralympic Team held in the forecourt of Cardiff Castle on 21 August 2012. Announced by Australian Chef de Mission Jason Hellwig, the honour was bestowed on wheelchair rugby player and four-time Paralympian Greg Smith.

With more than 300 guests in attendance, the Australian flag was raised over the keep of Cardiff Castle during proceedings, and its outer walls were adorned with alternate Welsh and Australian flags. Entertainment from Welsh choir 'Only Men Aloud' and Australia's Icehouse was befitting for the occasion which was broadcast live on ABC TV in Australia.

### Games Events

#### Live London Dream Rio

The APC hosted a cocktail reception at the Australian High Commission in London on 3 September 2012. Guests of this event included high profile Australians based in the United Kingdom along with APC sponsors, supporters and selected 2012 Paralympic Team members who were in London for the Paralympic Games.

The Australian High Commissioner to the United Kingdom John Dauth addressed attendees along with

APC President Greg Hartung and Federal Minister for Sport, Senator Kate Lundy, before emcee Katrina Webb interviewed athletes Jack Swift and Madeleine Hogan who spoke of their experiences in London and their pursuit for ongoing success in Rio 2016.

This event provided a key commercial networking opportunity for the APC.

### Welcome Home

The Australian Paralympic Team was welcomed home at Sydney International Airport on 13 September 2012. Deputy Prime Minister Wayne Swan, Federal Minister for Sport, Senator Kate Lundy and Leader of the Opposition Tony Abbott were among hundreds of special guests, media and supporters who warmly greeted Team members who had arrived home on the chartered Qantas flight from London. Emceed by Stephanie Brantz, the event included speeches from Deputy Prime Minister Swan, Senator Lundy and Mr Hartung as well as a performance from Icehouse.

### Additional Events

The APC hosted a number of smaller-scale events during the Paralympic Games including a President's reception, with guests including Presidents and Chief Executives of National Paralympic Committees from around the world, as well as a Family and Friend's function and a post-Games Celebration for Paralympic Team members. These events were staged at various venues around London.

### Education

#### Paralympic Education Program

A strong increase in registrations and the addition of a tertiary component were the major accomplishments of the APC's Paralympic Education Program (PEP) during 2011/12.

More than 945 schools registered for PEP in the reporting period, lifting the accumulated membership since its inception in 2007 to 2,934 schools and 387,900 students nationwide.

The school visits component of the program, PEP Talk, continued to be in high demand and was presented

to 6,000 students during 60 visits conducted nationally by a team of 12 Paralympic athletes.

PEP Talk would not be possible without the dedication of the following Paralympians: Ryley Batt, Jayme Paris, Sarah Rose, Annabelle Williams (NSW), Grace Bowman, Jay Dohnt (SA), Dylan Alcott, Katy Parrish (VIC), Ryan Scott, Cameron Carr (QLD), Madison de Rozario (WA) and Melanie Hall (NT).

After its proven success within Australian primary schools, the APC expanded PEP into the tertiary and senior high school systems in 2012. From 1 March 2012 to 30 September 2012, the program was delivered to 3,931 students through lectures, tutorials and special events.

The APC has partnered with 11 universities in the Australian Capital Territory, New South Wales, Victoria and Queensland to deliver programs which incorporate a Paralympic perspective and are individually tailored to suit subject areas. These include health sciences, education, sports business and coaching, journalism and design. Most sessions are conducted by Paralympic athletes and APC staff.

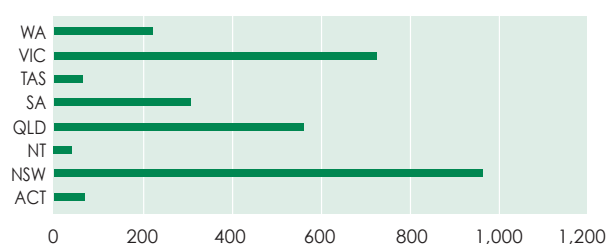
The program also provides opportunities for senior students to pursue volunteer roles or future careers within the Paralympic sports industry, as well as clinical internships, transition to work programs and participation at APC events.

The APC would like to acknowledge and thank the following Paralympians for their contributions to the APC's Tertiary Education Program in 2011/12: Jennifer Blow, Tyan Taylor, Michelle Rzepecki, Toby Kane, Peter Brooks, Jayme Paris, Kylie Gauci (NSW), Brad Scott (ACT), Cameron Carr, Ryan Scott (QLD), Dylan Alcott, Kathleen O'Kelly-Kennedy (VIC), and Madison de Rozario (WA).

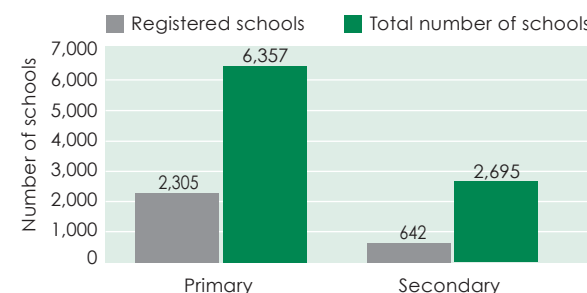
#### Prime Minister's Paralympic Challenge

PEP utilised the opportunity to diversify further in 2012 through its involvement with the Prime Minister's Paralympic Challenge. Developed in partnership with the Australian Sports Commission, the program added a wider range of physical activities to its growing list of resources which were made available to teachers.

#### Number of Registered Schools by State



#### Registered PEP Schools vs Total No. of Schools in Australia





Swimmers Annabelle Williams and Geoff Huegill with Kate Lundy

The Prime Minister's Paralympic Challenge was conducted in tandem with the Prime Minister's Olympic Challenge and was developed to encourage primary school students to be inspired by Australia's Paralympians and Olympians and get active.

More than 300 classes committed to participating in the Paralympic Challenge which saw approximately 8,000 students participating in Paralympic sport nationally.

The Challenge ran until the Closing Ceremony of the London Paralympic Games.

Schools were able to access resources to run their own Prime Minister's Paralympic Challenge Gala Day and participate in a range of Paralympic sports including athletics, 5-a-side football, wheelchair basketball, boccia, goalball and sitting volleyball.

A new website was developed to manage the Paralympic Challenge registrations and enable teachers to record their students' activities.

### Fundraising

The APC's fundraising income comprises of voluntary donations made by individuals or organisations, as well as monies raised through the sale of merchandise.

The APC's fundraising team changed significantly during the reporting period. It was incorporated into the APC's new Commercial division and developed plans to radically diversify its income streams. During the reporting period, income was categorised into five areas – direct marketing, events, general fundraising, face-to-face and telemarketing.

### Direct Marketing

There were three direct mail campaigns during the reporting period which generated a combined gross income of \$124,000. This figure also includes income from the Australian Paralympian newsletter and Everyday Hero online fundraising.

The year's first direct mail campaign was conducted in August 2011 with the aim of reactivating lapsed donors. Sent to 8,000 addresses, with a response rate of three per cent, it generated \$13,000. The second was a Christmas campaign, which was sent to a list obtained through the APC's previous fundraising activities as well as bought data. The campaign reached 35,000 people and raised more than \$50,000.

Creative agency Friend was commissioned to design and fulfil the third campaign, conducted as a 2012 tax appeal. Focused heavily on raising the money needed to send the Australian Team to the London 2012 Paralympic Games, swimmer Ahmed Kelly was used as the face of this campaign, along with track and field athlete Kelly Cartwright. The campaign was sent to 28,000 addresses, and with a response rate of three per cent, generated more than \$60,000.

### Events

Various fundraising events were conducted during 2011/12, most notably the annual 360HR Corporate Bowls Day. Held for the sixth straight year in October 2011, the event raised \$45,000 which took the total amount raised since its inception to \$228,000. The APC extends its thanks to 360HR Directors John and Di Pass and employees at 360HR for their ongoing support of this event.

### Face-to-Face

Accounting for more than 90 per cent of its total fundraising income, face-to-face fundraising is a vital income stream for the APC. After changing from state-based campaigns to national campaigns in the 2010/11 financial year, this model continued during this reporting period.

Two national campaigns began in the second half of 2011, with both focusing heavily on supporting the 2012 Australian Paralympic Team. The London 2012 Paralympic Games provided an engaging hook for sales, and gross income reached \$8.6million.

### Thank you

The APC would like to thank all those who have donated to the organisation during the past financial year. Special thanks is extended to the following individuals, companies and foundations whose contributions have enabled the APC to continue its work: 360 HR, Mr and Mrs J Almgren AM, Julie Fox, Maxted Tomas PR, Pratt Foundation, the Perini Family Foundation and PwC.

## COMMUNICATIONS

While the 12 days of the Paralympic Games in London were a prominent focus for the APC's Communications division, the implementation of several initiatives and events outside of the Games ensured it was an even more significant year from an APC Communications perspective.

As part of the APC communications strategy, the objectives for the reporting period included the growth of media and broadcast coverage of Australian Paralympic athletes and teams, and to increase the promotion and awareness of the APC and the Paralympic movement among the community nationwide.

Among the major projects undertaken in the reporting period by the APC Communications division were:

- Development of the APC communications strategy for 2012/13.
- The 'Road to London' media and public relations campaign which achieved extensive national and international coverage.
- Implementation of the APC's communication and broadcast plan for London 2012 – the most comprehensive ever for a Paralympic Games by the APC.
- The launch of the APC's website for the London Paralympic Games: [www.london2012.paralympic.org.au](http://www.london2012.paralympic.org.au)
- Expansion of the APC's presence on popular social media websites Facebook ([www.facebook.com/AUSParalympics](http://www.facebook.com/AUSParalympics)), Twitter ([www.twitter.com/AUSParalympics](http://www.twitter.com/AUSParalympics)) and YouTube ([www.youtube.com/AUSParaTeam](http://www.youtube.com/AUSParaTeam))
- The production of broadcast quality packages and multimedia content, including a 16-part series called 'Understanding Paralympic Sport'.
- The publication of quarterly hard copy newsletters and e-newsletters distributed to past and current Australian Paralympic athletes, APC partners, sponsors, member organisations, donors, supporters, stakeholders and subscribers.
- The launch of The Tube, the APC's bulletin for members of the 2012 Australian Paralympic Team. Two editions were published. These were in addition to six published editions of The London Eye, the APC's bulletin for national federations ahead of the London 2012 Paralympic Games. Both publications were produced in conjunction with the APC's Sport division.
- Creation of Games-specific publications including the Australian Media Guide for the London 2012 Paralympic Games and the 2012 Australian Paralympic Team Handbook.
- Delivery of media and social media training to Australian athletes competing at the London Paralympic Games.

- Completion of more than 450 athlete profiles, including one for every member of the 2012 Australian Paralympic Shadow Squad.
- Public announcements of the selection of each athlete from the 13 sports representing Australia at the London Paralympic Games.
- Media outreach for key APC events and APC programs including its Paralympic Talent Search Program and Paralympic Education Program.
- The growth of the APC's photography and vision archive.

### Media

After Australian media coverage of the Beijing 2008 Paralympic Games saw a 65 per cent increase from the Athens Games in 2004, a key goal of the APC Communications division during the 2011/12 reporting period was to help ensure media coverage of the Paralympic Games and the Australian Paralympic Team achieved yet another upward climb.

The APC published 439 Paralympic news stories on its website during the reporting period, 134 more than the previous year, and issued more than 210 media releases and alerts to metropolitan, suburban and regional media nationwide.

The APC tracks Australian media coverage of Paralympic sport with the assistance of Sentia Media. From 1 July 2011 to 30 June 2012, Paralympic sport and the APC received 6,313 mentions in the print news media, 2,357 mentions on television, 1,997 on radio and 1,434 mentions on monitored online news websites nationwide. This was a 43 per cent increase on the previous financial year and a 23 per cent increase on the previous Paralympic Games year (2009/10).

### Australian Media Coverage by Newsfeed

Year	Print	Radio	TV	Online	Total
2008/09*	2,563	508	276	429	3,776
2009/10	7,196	1,345	636	607	9,784
2010/11	6,550	856	315	761	8,482
2011/12	6,313	1,997	2,357	1,434	12,101
London 2012**	4,178	26,489	30,032	2,284	63,343

\* Reporting period was 1 October 2008 to 30 September 2009.

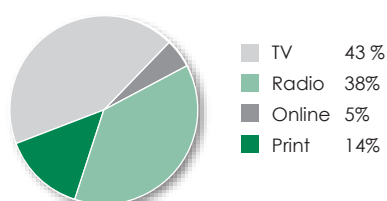
\*\* Reporting period was 1 July to 30 September 2012

Apart from the London Paralympic Games, the stories that garnered the most interest from major media outlets across Australia were the launch of the 2012 Paralympic Team, the launch of the Team uniform, the announcement of the Team flag bearer for the Paralympic Opening Ceremony, the Australian Team's pre-Games staging camp in Wales, London 2012 qualification events around the world, celebrations for One Year To Go and 100 Days To Go, as well as international sporting events held domestically which included the Africa Oceania Goalball Regional

Championships and the Five-Test Wheelchair Rugby Series between Australia and Japan, both of which were staged at Sydney Olympic Park.

As well as coverage at a national level, Paralympic sport was also reported widely in suburban and regional media in every state and territory. Regional media continues to provide extensive ongoing coverage and support of Paralympic athletes and emerging talent.

### Media Coverage by Newsfeed 2011/2012



### Media – London 2012 Paralympic Games

The media and broadcast operations for London 2012 were the most comprehensive ever implemented by the APC Communications division.

The result, as measured by Sentia Media, was a new record level of Australian media coverage for a Paralympic Games.

With the ABC once again televising the Games across ABC1 and ABC2, its coverage was complemented by the work of the APC's team of journalists, multimedia crews and photographers who produced stories, images, results, videos and Games information around the clock. In doing so, they worked alongside the largest Australian external media contingent to travel to a Paralympic Games overseas.

During the three month period surrounding the London Paralympic Games (1 July to 30 September 2012), Paralympic sport received 30,032 mentions on television news programs, 26,849 on radio, 4,178 in print news media and 2,284 mentions online. This was a 98 per cent increase from the same period surrounding the Beijing 2008 Paralympic Games and a 222 per cent increase in coverage from the Athens Paralympic Games in 2004.

### Broadcast – London 2012 Paralympic Games

As the Australian host broadcaster for the London Paralympic Games, the ABC televised more than 100 hours of coverage on ABC1 and ABC2 from 30 August to 10 September 2012.

The coverage reached an average of 1.6 million people per day, the equivalent of 10 per cent of the population based in Australia's five largest cities.

The ABC's total television audience share during the first week of the Paralympic was 16 per cent, its highest share since 2007.

ABC1's coverage peaked at 1.1 million people (achieved during the Opening Ceremony) while ABC2 delivered both its highest audience during a single program, and its highest ever weekly prime-time share which was reached during the first week of the Games.



Australian journalists interview Kurt Fearnley

### Websites

The APC Communications division manages the APC corporate website and was also responsible for the development and launch of the APC's website for the London 2012 Paralympic Games.

The APC tracks the usage of its websites with the assistance of Google Analytics. From 1 July 2011 to

### Media Coverage from the Summer Paralympic Games (2004/2008/2012)

Media type	Number of stories			Audience/circulation			Equivalent advertising rates		
	Athens 2004	Beijing 2008	London 2012	Athens 2004	Beijing 2008	London 2012	Athens 2004	Beijing 2008	London 2012
Radio	8,426	14,829	26,849	156.68m	158.75m	229.11m	\$4.45m	\$6.99m	\$16.88m
Television	8,915	11,646	30,032	204.39m	265.28m	302.86m	\$21.52m	\$30.74m	\$41.35m
Press	2,037	4,061	4,178	204.82m	345.89m	398.59m	\$3.63m	\$6.92m	\$16.81m
Internet	288	1,450	2,284	N/A	N/A	4.24m	\$0.03m	\$0.15m	\$7.19m
<b>Total</b>	<b>19,666</b>	<b>31,986</b>	<b>63,343</b>	<b>565.89m</b>	<b>769.94m</b>	<b>924.81m</b>	<b>\$29.64m</b>	<b>\$44.79m</b>	<b>\$82.23m</b>





APC President Greg Hartung and Governor-General Quentin Bryce with the Australian team at the London Paralympic Village

30 September 2012, the APC corporate and Games websites achieved a combined total of 735,509 visits from 494,391 unique visitors and delivered 2,500,968 page views. The websites were accessed from 190 different countries and of the 494,391 unique visitors, 66.3 per cent of users visited for the first time.

**APC corporate website: [www.paralympic.org.au](http://www.paralympic.org.au)**

The APC's corporate website reached a monthly average of 24,163 visits and 62,072 page views from 1 July 2011 to 30 June 2012, an average monthly increase of 7,486 visits and 21,309 page views from the corresponding period last year.

Website traffic increased further during the three-month period surrounding the London Paralympic Games. From 1 July to 30 September 2012, the APC corporate website achieved a monthly average of 102,612 visits and 387,361 page views.

For the reporting period of 1 July 2011 to 30 September 2012, the APC corporate website received 597,795 visits and delivered 1,906,417 page views.

**APC Games website: [www.london2012.paralympic.org.au](http://www.london2012.paralympic.org.au)**

The APC's Games website was developed in conjunction with AAHB Web Solutions and was launched on 10 August 2012.

From its launch until 30 September 2012, it received 137,714 visits from 90,113 unique visitors and delivered 594,551 page views. The most popular pages in descending order were the athlete profile directory page, sport profile directory page, schedules and results page, the news section and the classification overview.

Users from 140 countries visited the APC Games website during the reporting period.

**Multimedia**

As part of its growing multimedia operations, the APC produced several promotional clips in the lead-up to London 2012, as well as a series of video resources aimed at providing new audiences with a basic level of understanding of Paralympic sport.

Titled 'Understanding Paralympic sport', the 16-part series gave succinct and contemporary explanations of Paralympic sport, disability classifications and an overview of 14 Paralympic sports in which Australia competes. The project utilised the services of production company North One and was driven largely by the APC's Classification and Communications staff. Launched in March 2012, the clips had been viewed in excess of 55,000 times on the APC's YouTube channel by the end of the reporting period.

In addition to the 'Understanding Paralympic sport' series, the APC also produced athlete and sport profiles,



audio-visual highlights from major events and numerous clips that ranged from sport-focused to light-hearted and fun, that were all used to promote the Australian Paralympic movement.

Using its YouTube channel as its major vehicle for its multimedia activities, the APC achieved an 89 per cent increase in viewership during the 2011/12 reporting period, compared to the previous financial year. Several of these clips were also distributed for use by broadcast and online media in their coverage of Paralympic sport.

### Social Media

The APC is an active proponent of social media and achieved substantial growth of its online supporter base during the reporting period, due largely to the public's interest in the London Paralympic Games.

The APC recognises that social media and online communities are important channels for building support for the Australian Paralympic Team and focused on increasing this support through its key social media platforms:

**Facebook:** [www.facebook.com/AUSParalympics](http://www.facebook.com/AUSParalympics)

The number of fans on the APC's Facebook page grew from 946 to 21,007 during the reporting period, with posts during the Paralympic Games reaching in excess of 100,000 users on several occasions according to Facebook's data analysis tool.

**Twitter:** [www.twitter.com/AUSParalympics](http://www.twitter.com/AUSParalympics)

The APC's Twitter page ended the reporting period with 7,125 followers after beginning it with 710. According to Twitter, the Australian Paralympic Team trended in Australia throughout the Paralympic Games, the Australian flag bearer announcement in Wales and the Team uniform launch in Sydney. From 1 July to 1 October 2012, the APC's Twitter name @AUSParalympics was mentioned in tweets more than 4,070 times.

Followers of the APC on Twitter include Prime Minister of Australia Julia Gillard, Federal Opposition Leader Tony Abbott, government agencies, numerous politicians, various National Olympic and Paralympic Committees, International and National Sporting Organisations, businesses from around the world, athletes, media and members of the general public.

**YouTube:** [www.youtube.com/AUSParaTeam](http://www.youtube.com/AUSParaTeam)

Videos on the APC's YouTube channel were viewed 243,264 times from 1 July 2011 to 30 September 2012. The APC Communications division produced and uploaded 69 videos to the channel during this time, bringing the number of videos to 122 since its launch in October 2007. As at 30 September 2011, clips on the APC YouTube channel had been viewed a combined total of 460,640 times.





## KNOWLEDGE SERVICES

The Knowledge Services division supports the activities of the APC by growing its knowledge base, and by managing the Australian Centre for Paralympic Studies and the Paralympic Sports Centres program which accredits organisations that deliver exemplary support to Australian Paralympic athletes and teams.

Social research conducted for the APC during the Paralympic Games found that support for the Games continues to increase in Australia, with 31 per cent of participants reporting that they followed the London Paralympics closely and 41 per cent reporting increased interest since 2008. Eighty-seven per cent of respondents agreed the Games were "inspirational" and 91 per cent believe that Paralympians are powerful role models. The research builds on similar studies since 2004 and is being used by the APC to assist its planning.

In July 2012, signage to recognise the Australian Institute of Sport in Canberra as the first Centre for Paralympic Excellence was unveiled by the Federal Minister for Sport, Senator Kate Lundy and APC President Greg Hartung.

The Australian Paralympic history project is a major project of the Australian Centre for Paralympic Studies to capture, manage and preserve the history of the Paralympic movement in Australia in a way which is relevant to the APC's activities and its present and future needs. During the reporting period:

- Work commenced on the written history of the Paralympic movement by sports historian Murray Phillips, under an agreement between the University of Queensland and the APC.
- The APC partnered with Wikimedia Australia, with the support of the University of Queensland and the University of Canberra, to ensure that the coverage of the Australian Paralympic movement in Wikipedia reflected the history, role and scope of the movement. Project workshops were conducted in Perth, Brisbane and Canberra and approximately 30 volunteer Wikipedia editors have joined the project.

More than 700 Wikipedia articles have been created through this project, including an article on every athlete in the 2012 Australian Paralympic Team, every Australian Paralympic medallist and 127 classification articles. In the months leading up to the London Games, these articles were collectively being viewed more than 100,000 times a month. In the month surrounding the 2012 Games, the articles were accessed almost two million times.

The APC combined with Wikimedia Australia to send two Wikipedians to the London Games as journalists. The Wikipedians updated Wikipedia articles and wrote more than 70 articles which were published in Wikinews and Google News, and were used by other media sources in Australia and internationally.

- The APC uploaded more than 600 images of Australian Paralympic athletes onto Wikimedia Commons. These images have been widely used in articles about Paralympic sport in Wikipedia and in other media. A further 250 images have been contributed by volunteer photographers through the Wikipedia project.
- A further seven oral history interviews were recorded for the Paralympic Oral History Project by the National Library of Australia through its oral history project under a formal agreement with the APC, bringing the total number of interviews recorded to 30.
- The APC audiovisual collection of more than 1,100 items was catalogued by the National Sports Information Centre under an agreement between the APC and the Australian Sports Commission.
- The second reunion of an Australian Paralympic Team – for the 1964 Team – was conducted in conjunction with the One Year to Go celebration for the London Paralympic Games.
- The APC accepted a number of donations of historic memorabilia, including gold, silver and bronze medals won at the 1960 Games by Australia's first female Paralympian, Daphne Hilton, and the bow and arrows used by Ross Sutton when he won Australia's first ever Paralympic gold medal in 1960, as well as the medal itself.
- The APC made the inaugural inductions into the Australian Paralympic Hall of Fame at the APC's One Year to Go celebration on 29 August 2011, inducting Frank Ponta (inaugural male), Louise Sauvage (inaugural female) and George Bedbrook (associate). The APC has received more than 30 nominations for the second inductions, to be held in early 2013.
- Posters were created through the University of Canberra about Australia's history in each of the sports it contested at the London Games, and displayed in common areas and the athletes' accommodation in the Paralympic Village.

The history project relies on volunteers and has benefitted greatly from the weekly input of Patricia Ollershaw, who has clocked up more than 10 years as a regular volunteer with the APC.

## CORPORATE SERVICES

The Corporate Services division provides support to the Board and CEO as well as managing the APC's staffing and office needs, protocol related activities and special projects.

### APC Board

The APC Board met six times in the 2011/2012 reporting period. The attendance by Board Members was:

Name	No. of meetings attended
Greg Hartung, Chair	6/6
Paul Bird	5/6
John Croll	6/6
Nick Dean	5/6
Doug Denby	6/6
Steve Loader	6/6
Joyce Parszos	4/6
Troy Sachs	4/6
Glenn Tasker	5/6
Jason Hellwig*	6/6

\* Non-voting Member

### Annual General Meeting

The APC Annual General Meeting was held on Thursday 24 November 2011, with 15 of the 17 member organisations present. The APC annual report and finance report were adopted. Ernst & Young were appointed auditors in November 2010 and they continue as auditors for the Australian Paralympic Committee Ltd.

### International Relations

The APC is active in the Paralympic movement internationally, with representatives on various bodies associated with the advancement of Paralympic Sport.

APC President Greg Hartung is Vice President of the International Paralympic Committee.

Other APC Board Members also held international positions with the Paralympic movement during 2011/12. Paul Bird was President of the Oceania Paralympic Committee, Nick Dean was Vice Chair of the IPC Winter Technical Committee and Glenn Tasker was Vice Chair of the IPC Swimming Technical Committee.

### Human Resources

During this year, the APC worked towards implementing the new Work Health and Safety legislation in applicable states by developing plans, policies and procedures. As London Games planning was a large focus throughout 2011/12, time was spent working with

APC management staff on the development of a Games staff selection process, position descriptions and schedules for staff who were involved in the Australian Team's London campaign.

### APC National Office

The APC acknowledges the support of its landlord the Sydney Olympic Park Authority in creating the home of the Australian Paralympic movement in the Sydney Olympic Park precinct.

### APC Travel

Qantas was the preferred provider of air services to the APC during 2011/12 in accordance with a Travel Agreement between the two organisations. Under the terms of the agreement, a travel agent is required to be appointed to manage the travel bookings and reporting – a role fulfilled by Corporate Traveller.

### Accommodation – Sydney Olympic Park

The APC held a Corporate Rate Agreement with Accor Hotels, Greater Sydney in 2011/12. This agreement provided discounted accommodation rates for the Accor Hotels in Sydney Olympic Park. The APC was able to assist its member organisations to access these discounted accommodation rates for events being staged by those member organisations in Sydney Olympic Park during the reporting period.

### London 2012 – Attendance of Dignitaries

The 2012 Australian Paralympic Team received significant support from a large number of dignitaries during the reporting period, many of whom travelled to London to attend the Paralympic Games.

Among the dignitaries who accepted the APC's invitation to attend the Paralympic Games included Their Excellencies the Governor-General of Australia and Mr Bryce, Senator the Honourable Kate Lundy, Minister for Sport, the Honourable Jenny Macklin MP, Minister for Families, Housing, Community Services and Indigenous Affairs, Senator Jan McLucas, Parliamentary Secretary to the Prime Minister and Parliamentary Secretary for Disability Services, Mr Luke Hartsuyker, Shadow Minister for Sport, the Honourable Graham Annesley, NSW Minister for Sport, and the Honourable Tom Kenyon, SA Minister for Sport.

Australian Sports Commission Acting Chair David Gallop and Chief Executive Simon Hollingsworth were among the key representatives from Australian sporting organisations in London for the Games, which also included Australian Institute of Sport Director Matt Favier, Australian Commonwealth Games Association

Chief Executive Perry Crosswhite, as well as several Chief Executives from national federations and state institutes of sport.

The support received from all dignitaries throughout the Paralympic Games was greatly appreciated by the APC.

The APC also wishes to acknowledge the support of the Department of Foreign Affairs and Trade and the Australian Federal Police for their support and contribution to the success of the Dignitary Program in London.

Thanks are also extended by the APC to Clayton Utz for the support and attendance in London of Jim FitzSimons, whose appointment as Team Counsel was an important element of the 2012 Australian Paralympic Team.

#### **Tour and Ticket Packages**

General Travel Group trading as Paralympics Australia Travel Office sold in excess of 4,000 event tickets to 941 families and supporters travelling to the London 2012 Paralympic Games. The three most attended sports were athletics, swimming and wheelchair basketball.



Kieran Modra and sighted pilot Scott McPhee





AUSTRALIAN  
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## APC Sponsor Family



CLAYTON UTZ



Photography: Sport The Library



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