



AUSTRALIAN
PARALYMPIC
COMMITTEE

2012/13 Annual Report

Covering the period 1 October 2012 to 30 June 2013

Australian Paralympic Committee

PO Box 596
Sydney Markets
NSW 2129

Building A
1 Herb Elliott Avenue
Sydney Olympic Park
NSW 2127

T: +61 2 9704 0500
F: +61 2 9704 0589
E: auspara@paralympic.org.au

W: www.paralympic.org.au

ABN 41810 234 213
ACN 061 547 957

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 Award 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)



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AUSTRALIAN
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PRESIDENT'S REPORT



The Australian Paralympic Committee believes everyone has the right to play sport and achieve their potential. As the peak body for Paralympic sport in Australia, our aim is to produce world class high performance Para-athletes and increase the number of people with disabilities participating in sport to the level of their choice.

In the past year, we have achieved on and off the field of play. In their preparations for the Sochi Paralympic Winter Games, our winter athletes have enjoyed medal success during the IPC Alpine Skiing World Cup season, and at the grassroots, the level of interest from those wanting to take up Para-sport has risen significantly after the London 2012 Paralympic Games.

More than a year has passed since London 2012 and the great success of the Australian Paralympic Team continues to resonate with Australians. From all levels of government, to corporate Australia and the wider community, our Team's success in London struck a chord with many Australians and has forever changed the way Paralympic sport is viewed.

The APC is clear in its vision for the future of Para-sport in Australia. Para-sport is intrinsically connected to all parts of our community. With this in mind, the APC has worked to build on the success of London and enhance our existing programs with the aim to create a fair, equal and inclusive society.

During the 2012/13 financial year, the APC Board of Directors approved a major new strategic plan for 2013-17 which charts the future direction of the APC and Para-sport in Australia. It is a plan with clear goals to grow as an organisation and exceed our high performance reputation, deliver greater opportunities for athletes, generate more commercial income and continue to build awareness in the community.

As we move forward, we believe it is time to address a fundamental issue in the Australian Government's support for sport for people with a disability. Greater funding is crucial to the APC's ability to deliver our goals and I would like to encourage the new Australian Government to adopt our election policy submission which calls for greater equity in funds for athletes with a disability and able-bodied athletes. Everything the APC does and strives for is underpinned by the principle of equity.

We have been fortunate in the past to have the ongoing support of federal and state governments, our commercial partners and importantly, the Australian public through generous financial contributions, so we can build a better sporting and social framework for people with a disability.

Paralympic sport has come of age in Australia. It is there for all to see in the world class quality of our athletes and training programs, as well as the growing number of Para-sport events held on our shores accompanied by a growing level of media coverage. It is a matter of priority that government policy settings keep pace with the growing maturity and success of Para-sport.

To that end, I would like to thank the former Federal Ministers for Sport, the Honourable Kate Lundy and the Honourable Don Farrell for their passion and commitment to Paralympic sport, and welcome the new minister, the Honourable Peter Dutton to the role. I look forward to working with Minister Dutton to further advance the reach and profile of Para-sport in our country.

I also wish to extend my thanks to the Chief Executive of the Australian Sports Commission, Simon Hollingsworth, for his commitment to Para-sport throughout the Australia's Winning Edge 2012-2022 funding review.

The APC has a reputation built on high performance, which we apply across all our activities. From our comprehensive education program, which has recently expanded to successfully integrate Paralympic modules into tertiary courses, to our maturing relationships with our national federations

and community sport partners to better deliver sporting opportunities for people with disabilities, we strive for excellence through connecting people.

I would like to thank our member organisations, corporate partners, state governments and donors for your work towards improving opportunities for athletes with a disability. A collective approach is crucial to creating a more equal society in which sport has a major role to play. We are getting closer.

I am confident in the direction Para-sport is headed in Australia and that is due in no small part to the expertise and experience of the APC's Board of Directors and our Chief Executive, Jason Hellwig. Our movement continues to move forward thanks to the vision and passion of our people.

The 2012/13 reporting period has been one of great momentum as we work towards moving Para-sport into its next phase. Through our innovation and growing integration across many facets of the Australian community, the APC is leading the way to change in Australian sport – change that brings equality, change that brings greater results, and change that has a social impact far beyond the sporting field of play. We look forward to leading Australian sport to a better place and sharing the journey with you.



Greg Hartung
President
Australian Paralympic Committee

CEO'S REPORT



While it would have been tempting to try to extend the success we achieved at the London 2012 Paralympic Games by doing more of the same, the APC Board and staff understood the necessity to review, examine and reinvigorate everything we do as we move towards future Paralympic Games in Sochi and Rio.

The result has been a strategic and structural re-design of the APC and its operations undertaken during the 2012/13 reporting period.

Under the clear and strong guidance of the Board, and with expert assistance from PricewaterhouseCoopers, every component of the APC's operations was considered in light of six strategic aims relating to: the Paralympic Games and events; Para-sport; participation and community engagement; awareness and brand health; brand identity and commercial activities; and our organisational capacity and influence.

As a result, the APC's structure is changing to reflect its changed focus. The new Games and Events division will concentrate on the delivery of our Paralympic Teams and the events that support and promote those Teams. Our existing Sport division will be more focused than ever on adding value to the performance activities of our sporting partners, as well as growing participation in Para-sport by increasing opportunities, awareness and support for participation activities at all levels of the athlete pathway.

Our commercial operations are undergoing a profound new direction as we seek to build our capacity to deliver our sport and Team goals. Since the Athens Games, the APC had become increasingly dependent upon face-to-face selling of raffle tickets to generate its commercial income. This was a high risk strategy with a relatively low net return on total revenue and came with considerable

potential for negative publicity. This strategy will change. The APC is now focused on diversifying and expanding its revenue streams to ensure its future financial health, and in the next few years, we are confident that this strategy will deliver significant benefits.

In developing our new strategy, we have been aware of the need to prepare for more challenging Games in 2014 and 2016 in complex local environments, and an increasingly competitive global Paralympic environment. In London there were 251 new world records, continuing a trend of more than 250 world records at each Games since 1992. It is a trend which does not look like diminishing, as the world embraces Paralympic sport, and the competition gets fiercer. We identified a strong need for our new strategy and structure to position us to meet these challenges.

The development of our new strategy also occurs within the context of significant changes to Australian Government funding and its structure of support for elite sport through the Australian Institute of Sport. While the APC received welcome additional funding under Australia's Winning Edge 2012-2022 program, it is a fact that the proportion of elite funding allocated to Paralympic sport is inequitable, and currently runs at about half of the proportion allocated by one of our closest rivals, Great Britain. We are appreciative of the funding and the broader support we receive from the Australian Government and its sport agency, the Australian Sports Commission, but we will never apologise for pointing out when Paralympic sport is still not getting its fair share.

In addition to the challenges we embrace as an organisation, the APC unashamedly challenges its members, sports and other partners to extend themselves to play the best role they are placed to play in the ongoing success of the Paralympic movement in Australia. Their willingness to travel with us on this journey is greatly appreciated and helps to make our movement such an important part of Australian sport.

I believe that we offer our corporate and community partners a two-way engagement that is unique in Australian sport. Over the past year we have

welcomed into our office senior staff from those partner organisations and have sought to expand our relationships in ways that enrich both sides. It is an approach we will continue to pursue.

I extend my thanks to the members of the APC Board for their guidance and wisdom. The individual and collective knowledge they bring to our organisation is immense and invaluable.

The APC is very fortunate to have been led for 17 years by its President, Greg Hartung, whose influence on Australian sport is equalled by very few people. Greg is a man who never accepts "good enough", and constantly challenges us to be the best we possibly can be. Greg's contribution to the APC and Australian sport was fittingly recognised in this year's Queen's Birthday honours when he became an Officer of the Order of Australia (AO).

The APC's staff members are first in their impact on our organisation's ability to support our athletes. It has been a challenging year and I am proud of the way that the team I lead has risen to the challenge.

Ultimately, Australia's Paralympic athletes are the reason for our existence, our success as an organisation and as a movement. With the Sochi Paralympic Games next year and Rio 2016 on the horizon, we will never settle for just "good enough" and we will be relentless in our continuing work to provide our athletes, and the people who coach and assist them, with the best possible support to help reach their sporting potential.

J. S. Hellwig

Jason Hellwig
Chief Executive Officer
Australian Paralympic Committee





AUSTRALIAN
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COMMITTEE

THE APC

APC Board

Greg Hartung	President
Nick Dean	Vice President
Paul Bird	Vice President
John Croll	Director
Doug Denby	Director
Steve Loader	Director
Joyce Parszos	Director
Troy Sachs	Director
Glenn Tasker	Director
Jason Hellwig	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

Adriana Aguilera-Vargas

Coordinator, Fundraising
(from April 2013)

Sam Allan

Development Coordinator,
VIC (from May 2013)

Emily Ayles

Development Officer, SA
Projects (January 2013)

Kazuhiko Ban

Coach, Winter Sports
(from June 2013)

Alison Bombardier

Winter Pathways and Technical
Advisor

Jason Bremner

Development Coordinator, NT

Peter Brooks

Development Officer, NSW
Projects

Nat Browne

Coordinator, Sport Operations

Alison Campbell

Manager, Sports Science and
Sports Medicine

Kieran Courtney

Data Analyst

Rosanne Cowan

Assistant, Corporate Services
(from March 2012 to June 2013)

Assistant, Sport Operations
(from June 2013)

Charlie Coyle

Manager, Finance

Brittany Crowden

Development Assistant, SA
(from February 2013)

Kate Delaney

Assistant, Marketing and
Sponsorship

Zoe Dix

Development Assistant, SA
(from February 2013)

Brigitte Duba

Curriculum Advisor

Brad Dubberley

Head Coach, Wheelchair
Rugby

Shaun Giles

Manager, Communications
and Multimedia

Steve Graham

Head Coach, Winter Sports

Jacob Hardiman

Development Coordinator,
VIC/TAS (until December 2012)

Michael Hartung

General Manager, Sport

Jason Hellwig

Chief Executive Officer

Peter Higgins

Coach, Snowboard
(from June 2013)

Jennifer Hughes

Assistant, Corporate Services
(from June 2013)

Natalie Hutchinson

Coordinator, Sport Operations
(Maternity Leave from June
2013)

Sally Jarvis

Manager, Events
(until December 2012)

Andrea Johnstone

Development Coordinator, QLD

Lana Kaesler

Development Assistant, SA
(from February 2013)

Georgina Kenaghan

Coach, Goalball
(until May 2013)

Thomas Kyle

Assistant Coach, Wheelchair
Rugby (until November 2012)

Ian Laing

General Manager, Commercial

Cathy Lambert

Development Coordinator, SA

Rob Lawrenson

Manager, Fundraising

Tim Mannion

General Manager,
Communications

Lisa Masters

Assistant, Corporate Services

Tim Matthews

Manager, Pathways and
Development

Margaret McLennan

General Manager, Corporate
Services

Kate McLoughlin

Senior Manager, Sport Operations

Genevieve McMahon

Manager, Classification

Joel McMaster

Assistant, Sport Operations
Coordinator, Sport Operations
(from June 2013)

Michael Milton

Coach, Winter Sports
(from June 2013)

Kashmira Mistry

Coordinator, Donor Donations

Anna Muldoon

Coordinator, Classification

Timothy Murphy

Assistant, IT Desktop Support

Tony Naar

General Manager, Knowledge
Services

Chris Nunn

Senior Manager, High
Performance

Greg Omay

Manager, WA Development

Dearbhail Ormond

Manager, Marketing and Events
(from April 2013)

Sharon Peterson

Assistant, Finance

Kara Relford

Development Coordinator,
NSW/ACT

Sarah Rogers

Manager, Education

Veronica Ryan

Manager, Human Resources

Silvia Scognamiglio

Coordinator, Events

Brad Scott

Development Officer, WA
(from February 2013)

Trevor Spaul

General Manager, Finance

Scott Upston

Senior Coach, Powerlifting

Paul Van Oosten

Coordinator, Pathways and
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, Sponsorship

Sian Zur

Coordinator, Fundraising
(until February 2013)

FINANCE

FINANCE REPORT – For the Year Ending 30 June 2013

The Australian Paralympic Committee Ltd operated in all states and territories of Australia during the year ended 30 June 2013, and this finance report reflects these operations. This financial year included the London 2012 Paralympic Games and all revenue and expenditure areas reflected significant activity in relation to those Games.

A summarised financial report for the year ended 30 June 2013, 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 consolidated deficit for the year amounted to \$4,283,916, due to the expenditure in relation to the London 2012 Paralympic Games of \$4,481,442. All the other operations of the APC, excluding the London Paralympic Games, produced an operating surplus of \$197,526.

A summary of key factors that contributed to this financial result are:

- Total revenue decreased by some 19.5 per cent to \$20.9m for the year. This was attributed to:
 - Fundraising income decreasing by 54.9 per cent from the previous year. The revenue was impacted by Trade Promotions only running one campaign during 2012/13, one less campaign than in 2011/12.
 - Investment income and bank interest decreasing by 54.5 per cent due to lower interest rates and the large reduction in the Games Preparation Fund due to the London Paralympic Games.

Total expenditure for the period decreased by 15.5 per cent from the previous year, after allowing for London Games specific expenditure incurred in both years. Contributing factors were:

- A decrease in fundraising expenditure by 50.8 per cent, directly related to the decrease in fundraising revenue.
- An increase in some administration and promotion, marketing and media relating to the implementation of the new APC strategy and organisational structure.

- Upfront costs associated with the Annual Giving program.

As noted above, expenditure in relation to the London 2012 Paralympic Games has been accounted for as incurred, with \$4,481,442 expended in the reported period. This is as per current Australian accounting standards. Total expenditure was 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 principally to cash in the later part of the financial year, thus limiting the effects of market fluctuations in the lead-up to the Sochi Paralympic Winter Games. The strong Australian dollar has also been a contributing factor to the higher than market return result.

The APC has continued to invest \$60,000 per month into investment funds. The cash flow is being monitored to determine an appropriate time 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 \$1,478,000.

The 2013/14 financial year has a budgeted operating deficit due to some additional costs relating to the implementation of the new APC strategy and organisational structure. To date, the business is slightly behind the budget, however particular attention is focused on the commercial revenue expectations and the operating costs associated with each division.

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 2013

	2013	2012
Assets		
Current assets		
Cash and cash equivalents	1,810	6,704
Trade and other receivables	1,291	2,769
Total current assets	3,101	9,473
Non-current assets		
Investments	3,596	2,247
Property, plant and equipment	485	502
Total non-current assets	4,081	2,749
Total assets	7,182	12,222
Liabilities		
Current liabilities		
Trade and other payables	2,328	2,027
Provisions	82	28
Deferred revenue	199	1,300
Total current liabilities	2,609	3,355
Non-current liabilities		
Provisions	106	116
Total non-current liabilities	106	116
Total liabilities	2,715	3,471
Net Assets	4,467	8,751
Equity		
Accumulated Funds	2,011	4,776
Reserves	2,456	3,975
	4,467	8,751

Statement of Changes in Equity (in \$000)

	Accumulated Funds	Reserves	Total equity
At 30 June 2011	4,520	6,041	10,561
Other comprehensive losses	0	(236)	(236)
Total comprehensive loss for the year	(1,574)	0	(1,574)
Total comprehensive loss for the year	(1,574)	(236)	(1,810)
Use of Games Preparation Fund	1,830	(1,830)	0
At 30 June 2012	4,776	3,975	8,751
Other comprehensive income	0	378	378
Deficit for the Year	(4,662)	0	(4,662)
Total comprehensive loss for the year	(4,662)	378	(4,284)
Equity Transactions			
Use of Games Preparations	1,897	(1,897)	0
At 30 June 2013	2,011	2,456	4,467



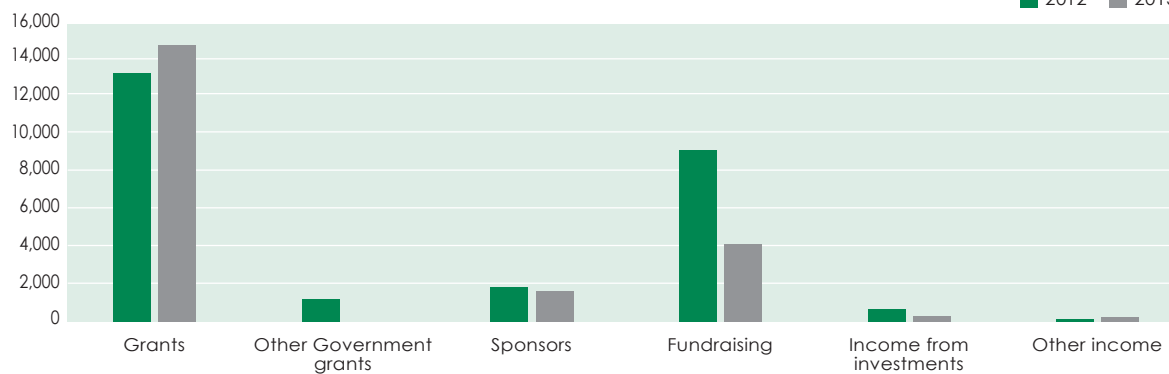
Kathryn Ross and Gavin Bellis

Fundraising Summary per State

Per State	ACT	NSW	QLD	SA	TAS	VIC	WA	Total
Fundraising revenue	198,966	1,184,905	1,310,983	336,989	3,532	590,346	492,874	4,118,595
Fundraising expenses	-	717,034	1,026,221	344,577	-	358,761	376,307	2,822,900
Fundraising surplus (deficit)	198,966	467,871	284,762	(7,588)	3,532	231,585	116,567	1,295,695
Surplus (deficit) %	100%	39%	22%	(2%)	100%	39%	24%	31%

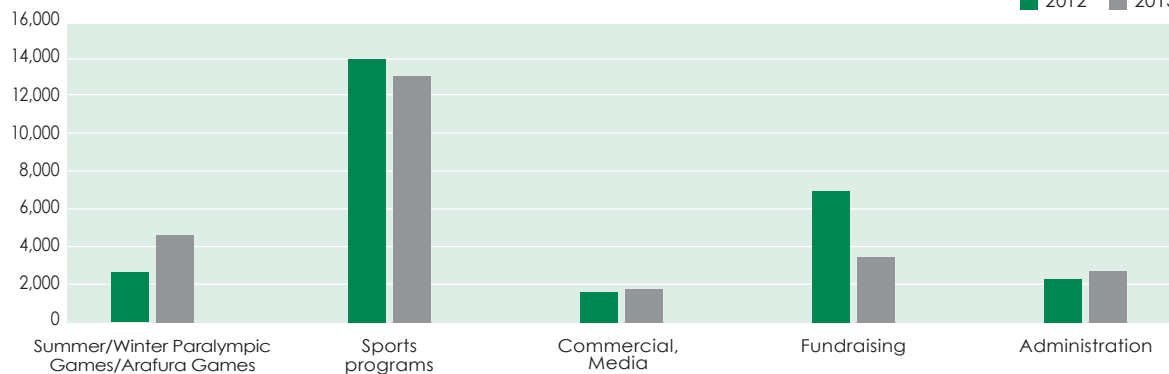
Income Summary 2012 to 2013

■ 2012 ■ 2013



Expenditure Summary 2012 to 2013

■ 2012 ■ 2013





MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION



The Australian Sports Commission (ASC) is committed to 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 inspires individuals, unites communities and encourages active lifestyles.

Success at the international level has become even more challenging for Australian athletes. Traditional competitors keep getting better, and rising countries are becoming forces to be reckoned with.

Through Australia's Winning Edge 2012-2022, our game plan to move Australian sport from world class to world best, we are changing the role of the Australian Institute of Sport (AIS) and the delivery of the high performance program, improving the financial performance and position of national sporting organisations (NSOs) and strengthening the governance structures and standards of NSOs.

We have initiated a fundamental reform process to improve Australian sport, by linking high performance sports funding more closely with performance; ensuring the AIS is the world's best high performance sports institute; modernising governance structures in a number of sports; investing to improve coaching, leadership skills, talent identification and innovation in Australian sport; and reinforcing public confidence in the integrity of sport. These reforms will create lasting change and improvement.

In 2013/14, the Australian Government, through the ASC, is investing almost \$120 million in national sporting organisations for high performance programs and to promote grassroots participation in sport.

Our partner sports can expect a 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. Equally, the ASC is committed to changing to meet the needs of contemporary sport.

Importantly, the ASC is focused on promoting 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.

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

John Wylie AM

Chair

Board of the Australian Sports Commission



Australian Government

Australian Sports Commission



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SPORT

Following the London 2012 Paralympic Games, the APC Sport division completed a review of its strategy and future direction with the aim to achieve success not only at the 2014 and 2016 Paralympic Games, but also at the Games in 2018, 2020 and beyond. The completion of the new APC corporate strategy was a key milestone in this review process and led to structural changes to the organisation which will commence during the 2013/14 financial year. The new direction includes:

- A greater focus on the five high performance Paralympic Preparation Programs managed by the APC (boccia, goalball, powerlifting, wheelchair rugby, winter);
- A more targeted approach to identifying potential elite athlete talent;
- Renewed focus on the development of coaches;
- Strategic guidance and support for sports to improve the athlete development pathway and opportunities for people with a disability to play sport;
- Collaboration with other agencies which can support and refer people to those sporting opportunities; and
- Work to establish greater equity for Australia's Paralympic athletes within the Australian sports system.

This highly important work will cover the full spectrum of the sporting pathway from grassroots to the elite level.

In addition to developing its new strategy and structure during 2012/13, the APC Sport division concentrated on preparing to deliver successful Australian Teams to the upcoming Paralympic Games in Sochi and Rio. As always, the priority for the APC Sport division staff was providing the best possible support to athletes, coaches and staff within the Paralympic Preparation Programs to ensure an optimal Games preparation and performance.

During the 2012/13 financial year, the Australian Paralympic Committee allocated \$9,330,000 in funding to support 18 high performance Paralympic Preparation Programs (PPP). The APC managed five PPPs internally and supported 13 in partnership with national federations.

For the first time, the APC was also able to provide \$150,000 to the Para-canoe and Para-triathlon PPPs in 2012/13. Both sports will feature at the Paralympic Games for the first time in Rio 2016, and the APC will continue to work with the national federations of both sports to support their Games preparations and the growth of their sports.

In November 2012, the Australian Sports Commission (ASC) announced Australia's Winning Edge 2012-2022, a plan to improve Australia's medal prospects at Paralympic, Olympic and Commonwealth Games and World Championships. The ASC's plan included a more rigorous approach to program planning and review. The APC and the ASC agreed to include the Paralympic high performance programs in this planning and review process. Based on the success of the Australian Paralympic Team at the London Games and the submissions and presentations made by each sport, the ASC confirmed Paralympic high performance programs would receive an additional \$1,131,250 in Federal Government support. This new funding will commence in the 2013/14 financial year and will be applied in its entirety to 12 Paralympic high performance programs, with a maximum increase to any one sport of \$150,000.

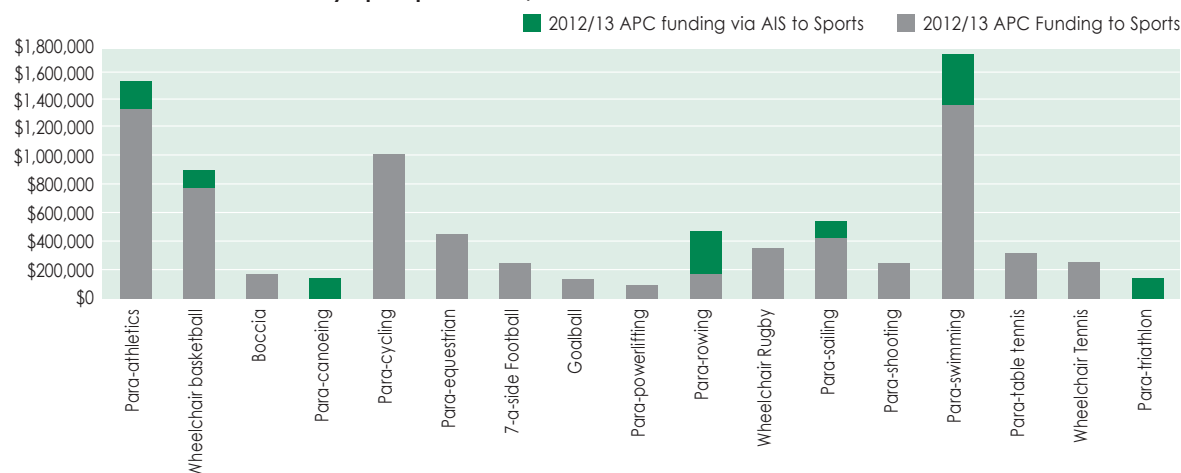
The APC continued to provide \$400,000 in funding during 2012/13 to the ASC to ensure direct athlete support payments remained equitable for Paralympic and Olympic athletes.

There are many contributors to the Para-sports pathway for Australians with an impairment. The APC acknowledges and thanks the Australian Government and the Australian Sports Commission, national federations, the Australian Institute of Sport and each of the state institutes and academies of sport, state governments and departments of sport and recreation, state sporting organisations and clubs for their contribution and future support of Australia's Paralympic athletes.



Cameron Carr

APC direct contribution to Paralympic Sport – 2012/13



High Performance Congresses

The APC held the first High Performance Congress for the Rio 2016 Paralympic Games cycle from 7-8 November 2012, which coincided with the 2012 Paralympian of the Year Awards Ceremony in Sydney. The congress brought together coaches, section managers, service providers and other high performance staff members of the 2012 Australian Paralympic Team to reflect on the London Games campaign and to consider the immediate challenges for Rio.

The next APC High Performance Congress will be held early in the 2013/14 financial year, and these will continue to play an important role in the APC's preparations for the 2016 Games.

Coach Development

In 2012, the APC joined the Australian Institute of Sport and national federations to conduct an International Coach Study Tour which focused primarily on the London Games. The tour officially concluded in late 2012, with the presentation of the final reports by the group of coaches involved from the Paralympic sports of athletics, boccia, canoeing, cycling, swimming, triathlon and wheelchair basketball.

Sports Science and Sports Medicine

The APC's Sports Science and Sports Medicine (SSSM) program supports Paralympic Preparation Programs and national federations across the areas of Games preparation, research, anti-doping and access to medical service providers.

Following the London 2012 Paralympic Games, the APC's SSSM operations focused on ensuring all athletes with medical or injury issues were provided with support and treatment.

In October 2012, the APC SSSM Manager and representatives from the Australian Institute of Sport (AIS) attended the ITU triathlon world championships in Auckland, New Zealand to conduct a benchmarking project. The project assessed the Australian Para-triathlon program, other international programs and the opportunities available for future success in the sport from strategic, management and SSSM perspectives. The project delivered outcomes for Triathlon Australia, including catalogued footage for performance and biomechanical analysis of all competitors and classifications, a database of historical results and performance times for all international competitors and classifications, recommendations regarding national program strategy, structure and management, the optimal use of equipment and technology as well as leading athlete preparation and competition strategies.

In April 2014, the APC delivered individual screenings and reviews for all Winter PPP athletes aiming for Australian Paralympic Team selection for Sochi 2014. Practitioners in the fields of medicine, physiotherapy, strength and conditioning, psychology, nutrition, recovery and physiology all conducted testing on the athletes and subsequently provided each athlete with plans and goals to enhance their ongoing performance in both training and competition.

Also in April 2014, the APC worked in conjunction with the AIS and the Department of Aerospace Engineering at Monash University, to implement cutting edge aerodynamics testing for targeted alpine skiers. Skiers Toby Kane, Cameron Rahles-Rahbula and Mitchell Gourley were all subjects of the testing. This was conducted in the Monash University wind tunnel and provided each athlete with valuable information about their equipment and positioning in an effort to gain further speed during competition. With the APC being

a successful partner in an Australian Research Council linkage grant for \$290,000 over the next three years with the AIS and Monash University, the APC has plans to implement future aerodynamics opportunities across a number of Paralympic sports.

Anti Doping

The APC delivered a comprehensive anti-doping education program to athletes, coaches and staff in APC managed sport programs throughout 2012/13. The program included face-to-face and online e-Learning sessions and regular updates through other APC communications channels.

Anti-Doping review

In January 2013, the APC initiated an independent review of its anti-doping policy and procedures. This review was undertaken as a health check for the APC and not in response to any direct concerns the APC had with doping. Nicki Vance, an international anti-doping consultant and member of the IPC anti-doping committee, was engaged to conduct the review.

The terms of the review included;

- Examine the APC's anti-doping policies and practices to ensure they comply with the world anti-doping code and Australian Sports Anti-Doping Authority (ASADA) requirements and are being implemented in an accountable and effective way. The APC aimed for best practice, not just compliance;
- Examine the APC's current recruitment, employment and Team appointment practices and agreements as they relate to anti-doping;
- Examine the APC's current national federation agreements as they relate to national federation

anti-doping compliance, policies and procedures and education strategies;

- Examine the effectiveness of the anti-doping education program provided by the APC, in partnership with ASADA, to PPP athletes, coaches, staff and all members of Paralympic Teams; and
- Review the 2012 Australian Paralympic Team supplement audit and management processes from an anti-doping and risk mitigation perspective.

The final report and recommendations will be published in the 2013/14 financial year.

2014 Paralympic Team pure performance program

In April 2012, the APC and ASADA executed a pure performance agreement and partnership focusing on the APC Winter program in their final preparations for the Sochi 2014 Paralympic Games. The program includes a range of tailored anti-doping initiatives specifically designed to help protect the integrity of the Australian Paralympic Team for Sochi 2014. The framework of the agreement includes;

- Extensive testing program;
- Coordination of athlete whereabouts information;
- Australian Paralympic Team member anti-doping education;
- Cooperation on Anti-Doping intelligence and investigations;
- Legal and results management;
- Communications and media management plans; and
- Reporting.



Erik Horrie

Pathways and Development

During 2012/13, the APC's work in pathways and development saw a significant shift towards the identification and support of emerging athletes with elite potential for the 2016 Summer and 2018 Winter Paralympic Games. Increasing the opportunities for emerging athletes to participate in sport to the level of their ability and desire remains a constant challenge for the APC's Para-sport staff. There has been significant progress with respect to developing competition opportunities across the sports in most states, however further work is required from the APC and its partners to ensure there is consistency throughout the country in quality and quantity of these experiences.

In alignment with Australia's Winning Edge 2012-2022, the focus and priority for the APC's pathways and development program has been shaped to underpin this strategy. The fundamental principles of the AIS Foundation Talent Elite and Mastery framework will also apply to ensure greater consistency in the delivery of talent identification and transfer programs and initiatives.

Large Paralympic medal opportunity sports including athletics, swimming, cycling, table tennis and shooting have all benefited from the controlled transition of athletes from one Para-sport to another with the support of the APC's development coordinators in each state. This process has prolonged the career of successful athletes who understand the performance levels, commitment and temperament required for success at the highest level.

Significant emphasis continued to be placed on the importance of the APC's development staff to build cohesive networks, foster relationships and collaboration across all levels of sport, including the school sport system, in each state and territory. While challenges remain, there have been positive changes over the past year which will increase participation and development opportunities in the coming year.

School Sport Australia Partnership

The 2013 School Sport forum was coordinated and delivered by School Sport Australia in March 2013, with engagement from school sport representatives from every state and territory for the first time. The forum was established by the APC in 2011 and educates and provides resources to each of the state and territory school sport convenors about Paralympic sport and its classification system.

APC Talent Search Program

The APC's Paralympic Talent Search Program has tested more than 2,200 Paralympic hopefuls in every state and territory since its inception in 2005.



Ben Weekes

In October 2012 and April 2013, the APC conducted Paralympic talent search days in Sydney, Adelaide, Perth, Melbourne and Brisbane, with more than 250 participants taking part. A significant number of the participants attributed their attendance to being exposed to the Paralympic Games for the first time through the ABC's television coverage of London 2012, highlighting the importance of growing media exposure.

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 Paralympic talent was identified and directed towards their programs.

Future direction

A review of the APC Talent Search Program conducted in conjunction with some of the APC's national federation partners identified a need to scale back operations of the program in its current form during the latter part of 2013. Moving forward, the APC will focus more on building the capacity of its sporting partners to increase participation opportunities, and will also offer more support to talent search initiatives which are delivered and managed by each sport. In addition, the APC will continue to link previous Talent Search participants to sports which best suit their physical characteristics and opportunity to succeed at the elite level.

In 2013/14 the APC will focus on the significant number of opportunities to further expand the transition of elite talent across Para-sports. Profiling and mapping of the impairment types which are successful in events with a perceived lack of depth throughout the Para-sport system will be critical in determining the physical characteristics required to achieve future sustained success. Identifying and exploiting these opportunities will require a cohesive and collaborative approach between the APC, national federations, the school sport system and additional sporting and disability sector partners across the sport system.

Classification

Throughout 2012/13, the APC Classification program focused on:

- Management of the Australian system for classification to enable compliance with the IPC Classification Code across all Para-sports.
- Strengthening the number and geographical spread of classification opportunities across sports in Australian to facilitate improved pathways into Para-sports. Since 2006, 3,354 national classifications have been conducted. Classification was also delivered for the first time as part of the inaugural Australian Para-triathlon national championships in Sydney in January.
- Developing online education resources to increase knowledge of Paralympic eligibility and classification within the Australian community. This included:
 - An update to the video resource 'Para-sport explained: a beginner's guide to the Paralympics' to incorporate footage from London 2012, new classification information and the development of a clip for the new Para-sport of canoe.
 - Expanding the APC online classification registration system. After receiving 93 registrations during 2011/12, a further 244 were received during the 2012/2013 period for national classification in a new sport.
 - A redevelopment of all classification resources on the APC website.
 - Redevelopment of the provisional entry classification process for APC managed sports and key target sports to facilitate a more accessible process for regional and remote athletes.
- Building capacity, knowledge and infrastructure with the sports to deliver classification pathways within their sports and membership structures, including:
 - The agreement, preparation and transition of the management of Para-athletics classification delivery to Athletics Australia from the APC.
 - Guidance and support to Athletics Australia and Cycling Australia following the respective changes in their sport's classification systems during the reporting period.
- The development of Australian classifiers. Key achievements included:
 - Seven new national classifiers certified in Para-swimming, Para-athletics, Para-rowing and Para-triathlon to bring the number of Australian certified classifiers or trainees to 154, providing coverage across all contested Para-sports. Australia currently has 53 international classifiers across the summer and winter Paralympic sports the APC supports.
 - Classifier skill update and mentoring workshops held across the targeted sports of Para-athletics, Para-swimming, Para-table tennis and Para-cycling.

Sochi 2014 Paralympic Winter Games preparations

The 2014 Paralympic Winter Games are to be held in Sochi, Russia from 7-16 March 2014 and the Australian Team's preparations are well advanced.

During the past 12 months, APC management staff responsible for key functional areas of the Australian Paralympic Team conducted two site visits to the Russian city. The first, from 27 February to 14 March 2013, coincided with the IPC Alpine Skiing World Cup Final and Sochi 2014 test event, while the second visit from 17-23 March 2013 coincided with the Chef de Mission Seminar.

Kate McLoughlin, the APC's Senior Manager of Sport Operations, was appointed by the APC Board as Chef de Mission of the 2014 Australian Paralympic Team in February 2013. McLoughlin is the first female to be announced as Chef de Mission for an Australian Paralympic Team.

All key outfitting suppliers for the Sochi Games were confirmed before the end of the reporting period. They are:

- R.M.Williams – ceremonial wear
- 2XU – casual wear
- SAXE – technical wear
- Blackwolf – luggage

The APC conducted its Team processing session for members of the Winter Paralympic Preparation Program on 12 April 2013 in Melbourne. As well as receiving key information about the APC's Games plans and preparations, all attendees worked with APC staff to capture essential personal data, media biographies and uniform sizes for outfitting.

The APC is anticipating a 2014 Australian Team size of approximately 25 athletes, sighted guides, coaches and staff. The Team will be announced in February 2014.



AUSTRALIAN
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Nicole Esdaile and Tyan Taylor

SPORTS REPORTS – Paralympic Preparation Programs (PPPs) managed by the APC

Boccia

Program managed by: Australian Paralympic Committee

International Federation: Boccia International Sports Federation (BISFed)

Head coach: Peter King

Program coordinator: Paul van Oosten

Benchmark event for 2012/13: No international events

APC funding allocation in 2012/13: \$175,000

Report: In December 2012, Boccia Australia collaborated with the APC to successfully bid to host the 2013 Asia and Oceania Boccia Championships in Sydney in October. The championships are an integral part of qualification for the 2014 World Boccia Championships and are expected to attract more than 80 athletes from 10 countries, including several current Paralympic champions.

The 2013 Australian Boccia Championships were contested from 27 April to 2 May in Sydney and recorded the largest field of athletes in the sport's history. More than 80 athletes competed.

The national championships helped continue the transition of Australian boccia from a development focus to high performance. As at 30 June 2013, there were 19 athletes who were part of the APC's Boccia PPP, 11 of whom were under 18 years of age.

Led by head coach Peter King, the boccia PPP's continued progression in key areas, coupled with the benefits associated with hosting the first qualification event of the new Paralympic cycle, should provide Australian boccia with the ideal springboard to establish a stronger international presence.

Goalball

Program managed by: Australian Paralympic Committee

International Federation: International Blind Sports Association (IBSA)

Head coach: Georgina Kenaghan (women's program) and Murray Elbourn (men's program)

Program coordinator: Nat Browne

Benchmark event for 2012/13: No international events

APC funding allocation in 2012/13: \$150,000

Report: Following the London Paralympic Games cycle, the APC revised the process in which athletes were selected to its PPP and Australian Goalball Teams to ensure selection criteria were aligned with other APC managed summer sports.

There were also several changes made to the goalball PPP staff structure during 2012/13. In February 2013, Murray Elbourn was appointed head coach of the men's program in a volunteer capacity, replacing Rob Apps. In May 2013, the head coach of the women's program, Georgina Kenaghan, resigned from her full-time position to pursue her career in another field.

Kenaghan will continue to fulfil the women's head coach role on a volunteer basis with Peter Corr moving into the role as assistant coach, after previously serving as the Team manager.

Both the men's and women's Australian Teams will be aiming to qualify for the 2014 World Championships when they compete at the 2013 Asia Oceania Championships in Beijing in November.



Abebe Fekadu

Powerlifting

Program managed by: Australian Paralympic Committee

International Federation: International Paralympic Committee (IPC)

Head coach: Ray Epstein

Program coordinator: Natalie Hutchinson / Joel McMaster

Benchmark event for 2012/13: No international events

APC funding allocation in 2012/13: \$102,500

Report: The retirement of two icons of the sport in four-time Paralympian Darren "Bear" Gardiner and long-serving head coach Ray Epstein could have seen powerlifting's progress stall. However with significant investment in areas of talent identification and the Grand Prix series in 2012/13, the sport has experienced resurgence.

The 2013 Australian Powerlifting Grand Prix series, staged by the APC, consisted of four events – three of which were held in Brisbane and one being a postal round. Held in December 2012, and February, April and June in 2013, more than 20 athletes competed in the series, which provided athletes with more opportunity for elite competition while keeping costs minimal. Through the comparison of historical data against current lifting standards, the Grand Prix series also assisted with the identification of potential elite talent to be targeted for Australian representation at upcoming major championships.

In November 2013, the Australian powerlifting squad will travel to Kuala Lumpur to compete at the Asian Open Powerlifting Championships, with the expectation each representative will meet the qualification criteria for next year's benchmark event, the IPC World Championships in Dubai.

The APC extends its thanks and best wishes to Ray Epstein, who has been involved in powerlifting for 35 years as an athlete, official and coach. Ray has been a great ambassador for the sport and for all athletes with a disability.

Wheelchair Rugby

Program managed by: Australian Paralympic Committee

International Federation: International Wheelchair Rugby Federation (IWRF)

Head coach: Brad Dubberley

Program coordinator: Nat Browne

Benchmark event for 2012/13: Denmark Wheelchair Rugby Challenge – Odense, Denmark

Top performance: Silver medal

APC funding allocation in 2012/13: \$375,000

Report: Following the Australian wheelchair rugby team's gold medal winning performance at the London Paralympic Games, the APC focused on retaining the team's world number one ranking during 2012/13.

In May 2013, the world's top eight teams contested the International Wheelchair Rugby Challenge in Denmark, which doubled as a test event for the 2014 World Championships to be held at the same venue. Australia emerged from the preliminary rounds undefeated, but lost to the United States 61-56 in the gold medal match. The defeat saw Australia slip to number two in the world.

With success at next year's World Championships the next major goal for the Australian wheelchair rugby team, head coach Brad Dubberley identified and selected eight new athletes to the PPP in 2012/13. This recruitment was aimed to increase the depth of the squad, enhance the longevity of senior players, and lift the level of international experience among the new talent to put them in good stead for the 2016 Paralympic Games.

Following the London Paralympic Games, Greg Smith announced his retirement as a player after more than 50 international matches, but continued with the program in the area of strength and conditioning.



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Jessica Gallagher

Winter Sports

Program managed by: Australian Paralympic Committee

International Federation: International Paralympic Committee (IPC)

Head coach: Steve Graham

Program coordinator: Caroline Walker

Benchmark event for 2012/13: 2013 IPC Alpine Skiing World Championships – La Molina, Spain

2013 IPC Alpine Skiing World Cup Finals – Sochi, Russia

Top performances: Mitchell Gourley – 1st in giant slalom (men's standing class) at the 2013 IPC Alpine Skiing World Cup – Sestriere, Italy

Mitchell Gourley – 2nd in slalom (men's standing class) at the 2013 IPC Alpine Skiing World Cup Finals – Sochi, Russia

APC funding allocation in 2012/13: \$634,478

Report: The 2012/2013 season saw the Winter PPP move from the preparation phase into the performance phase of the Paralympic Winter Games cycle with a greater focus on the program's elite athletes.

Four World Cup events were contested during the international season from January to March 2013, including the IPC World Cup Finals, which doubled as the test event for the 2014 Paralympic Winter Games in Sochi, Russia.

Overall, the Australian PPP squad finished the World Cup season with nine medals. The top performer was Mitchell Gourley, who won four medals including gold in the men's standing giant slalom in Sestriere, Italy and silver in slalom at the World Cup Finals in Sochi.

Para-snowboard was included in the APC's Winter PPP for the first time in 2012/2013. With Para-snowboard becoming a rapidly growing sport within the Paralympic movement, the APC took the opportunity to engage Peter Higgins in November 2012 as coach of the APC's elite Para-snowboard athletes.

During the reporting period, Australia's leading Para-snowboarders competed against international rivals at events in the United States, the Netherlands, Canada, Slovenia and Russia. Results at these competitions earned the APC its first Para-snowboard qualification slot for the 2014 Paralympic Winter Games.



SPORTS REPORTS – Paralympic Preparation Programs (PPPs) managed by National Federations

Athletics

Program managed by: Athletics Australia

International Federation: International Paralympic Committee (IPC)

Paralympic Program Manager: Andrew Faichney

High Performance Manager: Simon Nathan

Benchmark event for 2012/13: 2013 Swiss National Wheelchair Championships – Pratteln, Switzerland
2013 Daniela Jutzeler Memorial – Nottwil, Switzerland

Top performances: 4 gold, 6 silver, 2 bronze at 2013 Swiss National Wheelchair Championships

3 gold, 5 silver, 3 bronze at 2013 Daniela Jutzeler Memorial

APC funding allocation in 2012/13: \$1,362,500 to Athletics Australia PPP. \$200,000 to AIS Paralympic Athletics Program

Report: With the 2013 IPC World Athletics Championships taking place in Lyon, France in July 2013, the focus for 2012/13 for PPP athletes was meeting the qualification standards during various meets contested during the period.

The 2012 Australian Multi-Disability Underage Championships were staged in November and showcased the exciting next generation of talent in the sport. With a full range of track and field events for competitors between the ages of 16 and 20, Australian athletes posted a total of nine IPC A-qualifying standards and 20 B-qualifying standards ahead of the World Championships.

The 2013 Australian Championships were staged in April in Sydney with two world records being set (in non-Paralympic events) during the four-day event. The championships also saw a further 11 Athletics Australia level A (highest standard), 27 Athletics Australia level B (second highest standard), 45 IPC level A qualification and 33 IPC level B qualification standards achieved. Athletics Australia sets a higher standard for athlete selection than the international qualification standards set by the IPC.

At the Athletics Australia Awards Ceremony in December 2012, Kelly Cartwright and Evan O'Hanlon were announced as the Female and Male Athletes with a Disability of the Year following their gold medal performances in London.

Simon Nathan was appointed to the position of High Performance Director for Athletics Australia in March, 2013.



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Felicity Johnson with pilot Stephanie Morton

Cycling

Program managed by: Cycling Australia

International Federation: International Cycling Union (UCI)

Head coach: Peter Day

High Performance Manager: Paul Brosnan

Benchmark event for 2012/13: No international events

APC funding allocation in 2012/13: \$1,040,000 to Cycling Australia PPP

Report: At the 2012 Australian Para-Cycling Track Championships in December in Melbourne, there were outstanding performances from Australia's Paralympians despite what was a potentially challenging time – four months after the London Paralympic Games.

Between February and April 2013, the Australian Hand-Cycling Series was contested in four rounds staged

in NSW, QLD, WA and VIC. Pointscore winners in each division were Craig Parsons (MH1), Alex Welsh (MH2), Brendon Stratton (MH3), Stuart Tripp (MH4), Emilie Miller (WH1), Christian Robertson (WH2), Sue Reid (WH3), Shelley Chaplin (WH4), Bianca Woolford (T1), Carol Cooke (WT2) and Jarrad Langmead (MT2).

The 2013 Australian Para-Cycling Road Championships were contested in Echuca in Victoria in April. In total, nine female and eight male athletes won both the time trial and road races in their respective classifications. Among those to win gold at the Championships was 13-year-old Holly Modra, who won the women's tandem time-trial. Her victory continued an impressive family history in the sport of Para-cycling with her father Kieran, mother Kerry and aunty Tanya all having achieved success at previous Paralympic Games.



Joann Formosa

Equestrian

Program managed by: Equestrian Australia

International Federation: Fédération Equestre Internationale (FEI)

Head coach: Julia Battams

High Performance Manager: Chris Webb

Benchmark event for 2012/13: No international events

APC funding allocation in 2012/13: \$465,000 to Equestrian Australia PPP

Report: With the introduction of a new High Performance structure at Equestrian Australia during 2012/13, Julia Battams (Paralympic head coach) was appointed to the role of Dressage Division Manager. As part of her role, Julia will work across Equestrian Australia's programs for able-bodied and Para-athletes in an attempt to build on the gold medal winning performance at the London 2012 Paralympic Games.

High Performance Manager Brett Mace left Equestrian Australia in January 2013, and was replaced by Chris Webb in May 2013.



AUSTRALIAN
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Chris Pine

Football 7-a-side

Program managed by: Football Federation Australia

International Federation: Cerebral Palsy International Sports and Recreation Association (CPISRA)

Head coach: Paul Brown

High Performance Manager: Simon Roberts

Benchmark event for 2012/13: 2013 Défi sportif AlterGo International Tournament – Montreal, Canada

Top performances: 4th – defeated 3-0 by Canada in bronze medal match

APC funding allocation in 2012/13: \$265,000 to Football Federation Australia PPP

Report: The Australian Paralympic 7-a-side Football Team, the Pararoos, travelled to Montreal, Canada to compete at the Défi sportif AlterGo Games in April 2013. Four nations contested the tournament with Australia going down to host nation Canada 8-0 and Argentina 12-0, before drawing with England 1-all in the qualifying rounds. In the medal rounds, Australia was defeated 3-0 by Canada in the bronze medal playoff, while Argentina beat England 2-1 for gold.

Football Federation Australia recognised the Australian Paralympic 7-a-side Team at its National Awards Ceremony for the first time in November 2012. FFA presented the inaugural Paralympic Football award to Chris Pyne, a current PPP squad member and 2000 Paralympic Games representative, for his performances throughout the year.

Rowing

Program managed by: Rowing Australia

International Federation: International Federation of Rowing Associations (FISA)

Head coach: Gordon Marks

High Performance Manager: Chris O'Brien

Benchmark event for 2012/13: No international events

APC funding allocation in 2012/13: \$181,250 to Rowing Australia PPP. \$300,000 to AIS Paralympic Rowing Program

Report: In December 2012, Chris O'Brien commenced as Rowing Australia's High Performance Director, a role vacated by Andrew Matheson shortly after the London Games. Head coach of the Rowing Australia PPP, Chad King, also moved on with Gordon Marks appointed as his replacement.

Para-rowers contested the Australian Championships at the Sydney International Rowing Centre in March 2013. The championships were held in conjunction with the able-bodied national championships and the first round of the FISA World Rowing Cup Series. Para-rowing races were conducted in the single and double sculls in the arms and shoulders only (AS) and leg trunk and arm (LTA) classifications. The leading performances came from Erik Horrie, who won the men's AS single scull, and Kathryn Ross and Gavin Bellis, who combined to win the mixed LTA double scull race.

In June 2013, Tara Huntly was appointed to the newly created role of Rowing Australia Para-Rowing Talent Development Coordinator.



Natalie Smith

Sailing

Program managed by: Yachting Australia

International Federation: International Sailing Federation (ISAF)

Head coach: Larry Cargill

High Performance Manager: Katie Culbert

Benchmark event for 2012/13: 2013 Asia-Pacific Access Class Championships – Canberra, Australia

Top performances: 1 gold, 1 silver, 1 bronze

APC funding allocation in 2012/13: \$430,000 to Yachting Australia PPP. \$125,000 to AIS Paralympic Sailing Program

Report: The first round of the 2012/13 ISAF World Cup began in Melbourne in December 2012 for the SKUD 18 class. Three Australian crews competed with David Staley and Michael Lewenhagen winning all seven races to take gold, with Australians crews also taking the silver and bronze medals.

The Australian SKUD 18 Championships were held in conjunction with the Access Asia-Pacific Championships at Canberra Yacht Club in April 2013. Ame Barnbrook and Matt Crawford were crowned champions with a two point victory over Rob and Peter Crawford, while Paralympic gold medallist Liesl Tesch finished in third position with new team member Mark Thomson.

In December 2012, Larry Cargill was appointed as the new head coach of the Yachting Australia PPP, while Courtney Allison-Young was appointed as the program coordinator in March 2013.

Shooting

Program managed by: Australian International Shooting Limited

International Federation: International Paralympic Committee (IPC)

Head coach: Miroslav Sipek

High Performance Manager: Tim Mahon

Benchmark event for 2012/13: 2013 IPC Shooting World Cup 1 – Szczecin, Poland

2013 New Zealand Cup – Auckland, New Zealand

Top performances: 1 silver and 1 bronze at the 2013 IPC Shooting World Cup 1

1 gold, 1 silver, 1 bronze at the 2013 New Zealand Cup

APC funding allocation in 2012/13: \$256,250 to Australian International Shooting Limited PPP

Report: The first PPP training camp since London 2012 took place in Sydney from 27 January to 3 February 2013. The camp was targeted as a lead-in to the AISL National Cup Series, which consists of five events staged around Australia throughout 2013. The first three events prior to the end of the reporting period were the Sydney Cup (15-17 February), Brisbane Cup (15-17 March) and a second Brisbane Cup (14-16 June). The AISL National Cup Series is an integrated able-body and Para-shooting competition. Ashley Adams was the standout performer in the integrated 50m rifle prone event, winning a silver medal in Sydney and a bronze medal at the first Cup in Brisbane.

There were two international events the PPP targeted in 2012/13. The IPC Shooting World Cup in Szczecin, Poland from 18 to 22 April and the New Zealand Cup in Auckland from 25 to 26 May. Top performances in Poland were Jason Maroney's silver medal in the R4 air rifle and Natalie Smith's bronze medal in the R2 10m air rifle standing events.

Tim Mahon joined Australian International Shooting Limited in the newly created role of High Performance Manager in May 2013. Mahon and new AISL Chief Executive Damien Marangon (who replaced Nick Sullivan as Chief Executive Officer during the reporting period) have been tasked with helping to lift the PPP into medal contention at the Rio 2016 Paralympic Games.



AUSTRALIAN
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Ellie Cole

Swimming

Program managed by: Swimming Australia

International Federation: International Paralympic Committee (IPC)

Paralympic Program Manager: Adam Pine

High Performance Manager: Michael Scott

Benchmark event for 2012/13: 2013 Internationale Deutsche Meisterschaft – Schwimmen, Germany

Top performances: 5 gold, 3 silver, 3 bronze

APC funding allocation in 2012/13: \$1,385,000 to Swimming Australia PPP. \$375,000 to AIS Paralympic Swimming Program

Report: The Swimming Australia PPP underwent a restructure following London 2012, with long-serving head coach Brendan Keogh retiring, and Adam Pine taking on the newly created position of Paralympic High Performance Manager. Pine began his new role in February 2013.

Several regional, state and national level competitions, sanctioned by the IPC, were held during 2012/13, providing athletes with an opportunity to achieve qualifying times for the 2013 IPC Swimming World Championships in Montreal, Canada in August.

For the first time ever, the Australian Age Multi-Class Championships were added to the able-bodied Australian Championships in 2013. Staged in Adelaide in April, Australia's youngest ever Paralympian, Maddison Elliott, performed brilliantly by achieving six qualifying times for the 2013 IPC World Championships in August. In total, athletes at the Championships posted 19 qualification times for the 2013 World Championships during the three-day event.

The 2013 Australian All-Age Championships were held in Adelaide from 26 April to 3 May. Australian athletes vying for selection to the 2013 World Championships set three new world records and 179 World Championships qualifying times. At the end of the championships, 19 athletes (12 males and 7 females), were announced on the Australian Swim Team for the World Championships.

At Swimming Australia's Awards Ceremony in November 2012, eight-time Paralympic Games gold medallist Jacqueline Freney was named multi-class athlete of the year while Matthew Cowdrey was named Swimmers' Swimmer – an award voted on by his peers after becoming Australia's most successful Paralympian in 2012.

Table Tennis

Program managed by: Table Tennis Australia

International Federation: International Table Tennis Federation (ITTF)

Head coach: Alois Rosario

High Performance Manager: Sue Stevenson

Benchmark event for 2012/13: 2013 Bayreuth Open – Bayreuth, Germany

Top performances: Melissa Tapper – gold (class 10 singles)

APC funding allocation in 2012/13: \$326,250 to Table Tennis Australia PPP

Report: Para-table tennis in Australia received a boost after the London 2012 Paralympic Games when the International Table Tennis Federation announced it would separate the regions of Oceania and Asia. The decision ended the requirement for Oceania-based athletes to qualify for World Championships and Paralympic Games through combined competition with athletes from Asia, potentially increasing qualification opportunities for Australian athletes. Table Tennis Australia played a key role in supporting this transition, and as part of the process, made a successful bid to the International Table Tennis Federation to host the inaugural Oceania Para-Table Tennis Championships to be held in November 2013.

The 2013 Australian Para-Table Tennis Championships were held in April in Ballarat. The event saw more than 50 athletes compete and included class singles, open wheelchair and standing singles, open wheelchair and standing doubles and open wheelchair and singles team events.

In May 2013, Melissa Tapper achieved the strongest result from an Australian during the reporting period, winning the gold medal in the class 10 women's singles division at the Bayreuth Para Open in Germany.



Cobi Crispin

Wheelchair Basketball

Program managed by: Basketball Australia

International Federation: International Wheelchair Basketball Federation (IWBF)

Head coach: Ben Ettridge (Men – Rollers) Tom Kyle (Women – Gliders)

High Performance Manager: Steven Icke

Benchmark event for 2012/13: 2013 Osaka Cup – Osaka, Japan (Women)

2013 IWBF Asia Oceania Under-23 Championships – Bangkok, Thailand (Men)

Top performances: Gold medal to the Gliders at the 2013 Osaka Cup

Silver medal to Australia at the 2013 IWBF Asia Oceania Under-23 Championships

APC funding allocation in 2012/13: \$800,000 to Basketball Australia PPP. \$125,000 to AIS for wheelchair basketball

Report: Several key changes to the Basketball Australia (BA) PPP were implemented during 2012/13.

Steven Icke was appointed to the position of General Manager, High Performance and National Teams, which includes oversight of the wheelchair basketball programs. This appointment was made following the departure of Lorraine Landon – BA's long serving General Manager, National Teams and Competitions.

In June 2013, Tom Kyle was appointed head coach of the Australian women's wheelchair basketball team, the Gliders, while Ben Ettridge, the head coach of the Australian men's wheelchair basketball team, the Rollers, relocated from Perth to Sydney to be based at the National Wheelchair Basketball Centre of Excellence, which was established at the NSW Institute of Sport in February 2013.

Also during February 2013, the Gliders won the annual Osaka Cup in Japan for the fifth time in seven years, with Shelley Chaplin named the tournament's most valuable player.

In March 2013, the Rollers travelled to Varese, Italy for an overseas training camp and matches against club teams Cantu (Italy) and Galatasaray (Turkey) to continue their preparations for the 2013 Asia Oceania Championships in November.

Wheelchair Tennis

Program managed by: Tennis Australia

International Federation: International Tennis Federation (ITF)

Head coach: Greg Crump

High Performance Manager: Mark Edney

Benchmark event for 2012/13: 2013 World Team Cup – Antalya, Turkey

Top performances: Men's Team – 13th overall (1st in World Group 2). Women's Team – 11th overall

APC funding allocation in 2012/13: \$261,250 to Tennis Australia PPP

Report: Since Tennis Australia established the Australian Wheelchair Tennis Super Summer Series in 2011/12, the sport has continued its strong growth domestically. In 2012/13, rounds of the series were contested in Brisbane, Adelaide and Melbourne, as well as being integrated into the APTA Sydney International (a key event for able-bodied athletes in their preparation for the Australian Open). The tournaments in Brisbane, Adelaide and Melbourne were internationally sanctioned at a higher level than in previous years by the International Tennis Federation, which provided a higher standard of technical delivery and higher prize money on offer to the athletes.

The 2013 Australian Wheelchair Tennis Open in Melbourne in January saw Australian Adam Kellerman combine with Sweden's Stefan Olsson to finish runners-up in the men's doubles. Kellerman also received wildcard entry into the men's singles draw after defeating countryman Ben Weekes in the playoff.

In April 2013, the Australian development squad of Keegan Oh Chee, Jerry Markoja, Sarah Calati and Luba Josevski travelled to South America to contest the Argentinean Open and the Chilean Open. Calati was the best performer, progressing to the semi-finals in the singles draw at both events, while Oh Chee and Markoja finished runners-up in the men's doubles at the Chilean Open.

At the World Team Cup in Turkey in May, the Australian men's wheelchair tennis team, comprising of Weekes, Kellerman and Oh Chee, defeated Greece in the final to win the men's World Group 2. The victory saw the Australians return to the prestigious men's World Group at next year's event. The World Group is made up of the world's top 12 nations.

The Australian women's team of Janel Manns, Josevski and Calati placed 11th in the women's World Group, with top seed the Netherlands winning the 2013 title.



AUSTRALIAN
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COMMERCIAL

The APC's Commercial division manages all marketing activities, sponsor acquisition and servicing, brand activation, fundraising, event staging and management, as well as the APC's Paralympic Education Program.

During the reporting period, the Commercial division developed the 2012 – 2016 Commercial strategy which aims to deliver increased funding to the APC for the period. The strategy will build on the APC's core commercial business activities while also developing several major new income platforms across the areas of fundraising, sponsorship and events.

The London 2012 Paralympic Games and the performance of the Australian Paralympic Team gave fresh impetus to the APC's sponsorship program. Renewal of contracts with existing partners and the addition of three new sponsors to the APC family were the key objectives in 2012/13.

The APC fundraising continued its process of diversification into new revenue streams. A positive move was the implementation of a new regular giving campaign, which raised the number of public donors by 1,193 by the end of 2012/13. In 2013/14, the APC's fundraising activities will broaden further with the launch of major gift campaigns, the targeting of trusts and foundations and a revamped approach to direct marketing.



Sponsor signage at the 2013 Wheelchair Rugby Test Series in Sydney

The APC events team have naturally had a quieter year after the sheer scale of activity completed in 2011/2012. However, with the APC hosting four major international sports events within the first half of 2013/14, the workload has been significant. The APC remains highly committed to staging top class Para-sport events in Australia.

The APC Education Program again increased in scale and scope, and will align within the APC's

Para-sport division to assist in the development of participation and pathways in 2013/14.

Sponsorship

The APC's sponsorship revenue for the 2012/13 reporting period was \$1,624,737, which was an eight per cent decrease from the previous year.

A new sponsorship agreement with the Australian National Preventative Health Agency and its Be the Influence – Tackling Binge Drinking campaign was signed in June 2013. The 12-month agreement was the first new major partnership for the APC since London and included the title sponsorship of the 2013 Be The Influence Wheelchair Rugby Tri-Nations in Sydney from 18-20 September 2013.

With most of the APC's existing sponsorship agreements with partners expiring 31 December 2012, the Commercial division took the opportunity to review existing sponsorship structures and agreements with a view to expand activation and revenue opportunities across both the APC and sponsor's businesses in the lead-up to Rio 2016.

The APC also revised its sponsor family level. The level of Charity Partner was introduced to enable recognition of organisations which provide significant non-sponsorship support through their foundations, workplace giving programs and non-essential value-in-kind support.

Telstra – Major Partner

Since Telstra's four year agreement expired on 31 December 2012, both organisations have been working together on the terms of a new agreement. Telstra has confirmed a desire to continue its partnership with the APC and to explore additional revenue and fundraising opportunities. The proposed new agreement is significantly more diverse than those agreed to in the past.

WorkCover NSW – Official Sponsor

The WorkCover NSW Paralympic Speakers Program continued as the cornerstone of the APC partnership. The program promotes safe work practices to workplaces throughout NSW, with Paralympic athletes conducting 137 presentations during the reporting period.

The eight Paralympic athletes involved as speakers in the program during 2012/13 period were Shannon Dallas (alpine skiing), Ben Houlison (rowing), John Marshall (archery), Kahi Puru (powerlifting), Nigel Smith (volleyball) and Liesl Tesch (sailing), as well as Brett Stibners (wheelchair basketball) and Scott

Reardon (athletics) who both joined the program during the year.

The APC hosted a workshop for the speakers in March 2013, with six of the eight athletes in attendance along with staff from WorkCover NSW and the APC. The workshop provided an opportunity to educate the athletes on the latest APC activities, provide an update on relevant work safety legislation and introduce Brett and Scott to the program.

Qantas – Official Sponsor

The APC welcomed Qantas into its sponsor family in the lead-up to the London 2012 Paralympic Games. With the initial sponsorship term coming to an end on 31 December 2012, negotiations regarding a contract extension extended in the 2013/14 financial year.

The two organisations continued to work together in other areas during the negotiations, with management teams connecting across the areas of sponsorship and human resources.

Toyota – Official Sponsor

Toyota activated its sponsorship of the APC in 2012/13, primarily through the provision of vehicles to the APC's Winter Paralympic Preparation Program (PPP) for use during the Australian domestic season. The use of Toyota vehicles provided a direct saving to the PPP, which was usefully redistributed.



Matthew Cowdrey

Further activation is planned for the IPC Alpine Skiing World Cup in September 2013, and vehicle support will extend to 2013 Be the Influence Wheelchair Rugby Tri-Nations, also in September 2013.

Be the Influence – Tackling Binge Drinking – Official Sponsor

As part of the new 12-month agreement between the Australian National Preventative Health Agency (ANPHA) and the APC, four Paralympic ambassadors were engaged to promote the Be the Influence – Tackling Binge Drinking initiative.

Matthew Cowdrey (swimming), Shelley Cronau (wheelchair basketball), Cameron Carr and Ryan Scott (wheelchair rugby) will help front the campaign, which aims to promote the responsible consumption of alcohol, primarily among 16 to 24-year-olds.

With the current agreement in place until June 2014, the key piece of activation in the upcoming financial year will surround the 2013 Be The Influence Wheelchair Rugby Nations in Sydney from 18-20 September 2013, which will be broadcast by Fox Sports.

The APC was excited to join 15 Australian sports bodies as part of the Be the Influence – Tackling Binge Drinking initiative as an alternative to alcohol sponsorship within Australian sport and to empower people who consume alcohol to be 'strong enough to say enough'.

Swisse Vitamins – Official Supporter

The major sponsorship activation conducted by Swisse during the reporting period focused on the Swisse Colour Run in November 2012. The APC was chosen by Swisse as the charity partner for the event, which raised \$69,266 for the APC.

Discussions have commenced regarding Winter Paralympic Games activation and will be reported in the 2013/14 annual report.

Allianz – Official Supporter

Contract extension negotiations between Allianz and the APC were determined largely by the ongoing negotiations between Allianz Global and the International Paralympic Committee. With the international partnership determining the details at a domestic level, it was not until an agreement was confirmed in June 2013 that the Australian negotiations gained momentum. At the end of 2012/13, the APC and Allianz Australia were close to finalising an agreement in the hope of making an announcement early in the new financial year.

Thanks to our Sponsor Family

Valuable support and services are provided to the APC across a wide range of sponsors, supporters and suppliers. The APC sincerely thanks all of those



Kurt Fearnley greets Sydney Lord Mayor Clover Moore and NSW Premier Barry O'Farrell

organisations who have been a part of the Team during 2012/13: Telstra, Qantas, Toyota, WorkCover NSW, Be The Influence, Clayton Utz, 2XU, iSentia, Swisse, Allianz, Ernst & Young, City of Sydney, PwC, Speedo, Solitaire, R.M.Williams, Scody, Australia Post and Musashi PowerBar.

Paralympic Workplace Diversity Program

Funding for the Paralympic Workplace Diversity Program (PWDP) through the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) came to an end at the beginning of December 2012.

The APC met with FaHCSIA to identify a mutually beneficial way to move forward, but these discussions were unsuccessful.

The APC has signed an agreement with current service providers 360HR to continue with the delivery of the PWDP with a self-funding model in place.

There were six athlete employment placements during 2012/13 and four new employers have joined the program – TAL Insurance, Suncorp, George Weston Foods and Recall Australia.

APC Ambassador Program/Paralympic Speakers Program

With the introduction of the Paralympic Speakers Program, the APC Ambassador Program was officially closed at the end of 2012. Through the Paralympic Speakers Program, the APC offers a booking service and manages speaking requests for current and retired Paralympians and Para-athletes.

All interested athletes have the opportunity to be involved in the Paralympic Speakers Program, nominating their own appearance fees, charitable interests and areas of expertise. The APC charges a 15% booking fee to clients in addition to the speaker's nominated rate and coordinates booking details for both parties.

Bookings for APC and sponsor-related activities utilised the speakers program, which provided flexibility to match each athlete to the most appropriate speaking engagement.

With the APC Ambassador Program coming to a close, sincere thanks is extended to Kelly Cartwright, Kurt Fearnley, Jessica Gallagher, Matt Cowdrey and Toby Kane for their fantastic contributions over a number of years.

Events

Australian Paralympian of the Year Awards

The APC staged its biennial Australian Paralympian of the Year Awards on 8 November 2012 at the Hordern Pavilion, Sydney, on the eve of the National Welcome Home celebrations for the London 2012 Paralympic Team. This gala event was attended by 650 guests, including London 2012 Team members, parliamentarians, representatives of national federations, media, sponsors and supporters.

Proceedings were hosted by ABC TV presenter Stephanie Brantz with co-hosts Lawrence Mooney and Sam Pang. Coupled with the announcement of award winners, the event also looked back on what was the most comprehensive Australian television coverage of a Paralympic Games overseas, with highlights packages presented throughout the night. The event was broadcast on ABC2 as a 45 minute package commencing at 10:20pm that evening.

Swimmer Jacqueline Freney received the top honour, being named the 2012 Paralympian of the Year after winning a record breaking eight gold medals across individual and relay events in London.

National Welcome Home

Through the support of the New South Wales Government and the City of Sydney, the APC hosted a National Welcome Home celebration for the London 2012 Paralympic Team on 9 November at the forecourt of the Sydney Opera House.

The New South Wales Government and the City of Sydney provided financial support for the event which allowed interstate-based team members to be flown in and accommodated for the celebration as well as for the Paralympian of the Year Awards on the evening

prior. More than 75 per cent of the London 2012 Team elected to attend the event.

New South Wales Premier Barry O'Farrell and Lord Mayor of Sydney Clover Moore attended the celebration and offered their congratulations to the 2012 Paralympic Team for its success in London. Lord Mayor Clover Moore presented the key to the city to the Team, which was accepted by Sydney-based wheelchair basketballer and member of the Australian Rollers, Grant Mizens.

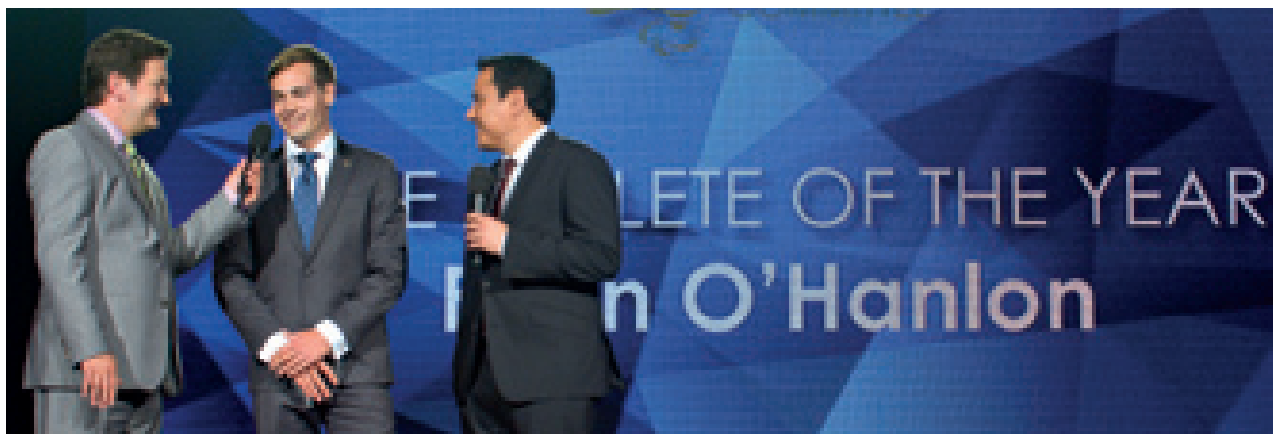
Emceed by ABC TV presenter Stephanie Brantz, the event was a celebration and included interviews with Paralympian of the Year Award recipients, live performances by Australian band the Potbelleez, and ended in a Brazilian themed dance for the Team ahead of the Rio 2016 Paralympic Games.

Education

The scope of the APC's Paralympic Education Program (PEP) broadened in 2012/13 by building on its existing educational activities, while creating opportunities for key influencers and referrers to increase their awareness and knowledge of Paralympic sport.

PEP Talk

Two public speaking courses were conducted in February and April 2013 which enabled Paralympic athletes to develop their public speaking skills and learn how to deliver their own inspiring stories to schools, tertiary institutes and corporate functions. Twelve athletes undertook public speaking training as part of the program during the reporting period: Shelley Chaplin (wheelchair basketball), Ellie Cole (swimming), Richard Colman (athletics), Leanne Del Toso (wheelchair basketball), Jay Dohnt (swimming),



Evan O'Hanlon being interviewed by Lawrence Mooney and Sam Pang



Liesl Tesch

Jacqui Freney (swimming), Kylie Gauci (wheelchair basketball), Alex Green (cycling), Adam Kellerman (wheelchair tennis), Simone Kennedy (cycling), Felicity Johnson (cycling) and Brad Scott (athletics).

Paralympians conducted a combined total of 43 school visits and reached 6,293 students nationally during 2012/13.

Membership

The number of primary and secondary schools registered with the APC's Paralympic Education Program increased by 30 during 2012/13, lifting the accumulated membership since its inception in 2007 to 2,764 schools and more than 389,700 students nationwide.

The APC's Paralympic Education Program website received 12,638 visits and delivered 27,702 page views during the reporting period.

Higher Education

During 2012/13, 32 Paralympians and 25 APC staff presented lectures and Paralympic sport demonstrations to more than 3,400 students from 18 universities and five other higher education institutes nationally. In 2013 there was a 100 per cent repeat booking success rate from institutes that booked in 2012.

Since the program was launched in March 2012, three universities have changed their courses to include a Paralympic focus. This included a program at the University of Western Australia titled 'biomechanics of racing with and without prosthetics' which was delivered to 140 students in May 2013 by Paralympians Brad Scott, Tim Matthews and Jack Swift.

Other examples of the APC's higher education activities include:

Australian College of Physical Education

Sports business students undertook a six-week lecture series and drew on the knowledge and skills gained to produce a business plan and a problem based learning project which focused on creating an APC fundraising event.

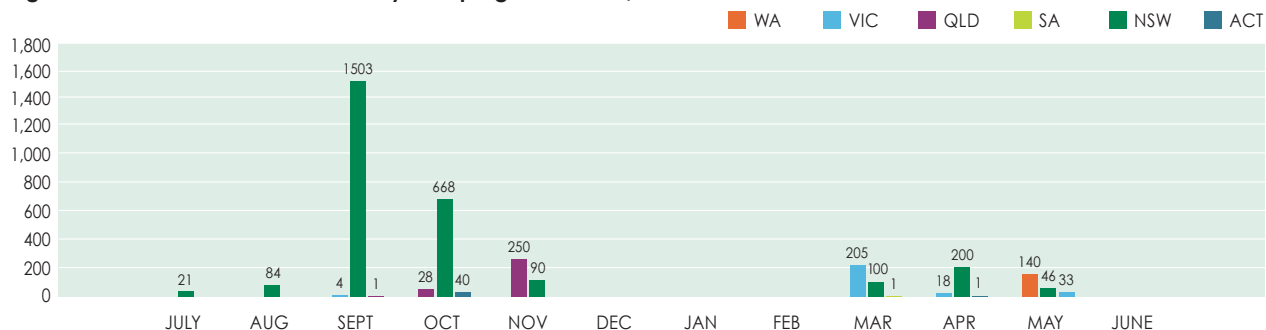
Bond University

Physiotherapy students on clinical placement completed an evidence based research project, producing multimedia education resources for the APC for the purpose of educating health professionals about 'thermo regulation of the wheelchair athlete'.

Australian Council for Health, Physical Education & Recreation

The APC's submission to deliver a workshop at the annual International Conference hosted by the Australian Council for Health, Physical Education & Recreation at the University of Melbourne and Monash University has been accepted and will be delivered in November 2013.

Higher education students reached by APC program in 2012/13

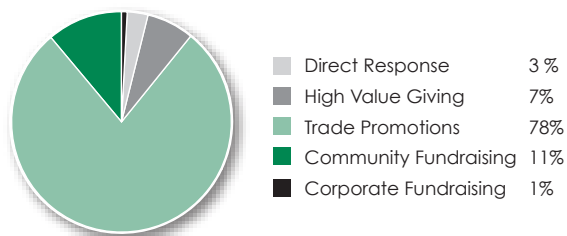


Fundraising

The APC's 2012 – 2016 Commercial strategy began on 1 July 2012 and represented a significant change in the way in which the APC conducts its fundraising business.

One of the aims of the new strategy was to diversify the APC's income streams, and reduce the reliance on trade promotions which yielded more than 94 per cent of the APC's fundraising revenue in 2011/12. At the end of the first year of the five year plan, the APC has succeeded in diversifying its income, with 78 per cent coming from trade promotions in 2012/13.

The APC's five key fundraising income streams:



Direct Response

There were three direct mail campaigns during the reporting period, which generated a combined gross income of \$108,620. This figure also includes income from the Australian Paralympian newsletter.

The year's first campaign was conducted following the London 2012 Paralympic Games, and with assistance from Australia Post, was delivered to more than 500,000 addresses. The campaign focused on helping aspiring athletes on their journey to the Rio Games in 2016. The other two campaigns were the annual Christmas and Tax appeals. The Christmas campaign was entitled 'A few words of thanks', featuring letters from some of our London 2012 athletes. The Tax campaign featured two athletes identified at an APC Talent Search day who are aiming to compete in Rio. This campaign was the first to focus on athletes who have yet to attend a Paralympic Games.

Community Fundraising

The community fundraising income stream is key to the success of the five year plan and the major development in this area was the initiation of the regular giving program during 2012/13. Before launching the program in December 2012, the APC had 88 regular donors. By the end of June 2013 1,200 new donors had been recruited, generating in excess of \$20,000 per month. By 2016 the aim is that regular giving will account for 55 per cent of the overall gross fundraising income, taking the reliance off the trade promotion campaigns.

In addition to the launch of the regular giving campaign, the APC also benefited from being the chosen charity of the first ever Swisse Colour Run. Taking place in Melbourne in late November, the event raised a total of \$69,266 for the APC. The support came about from the fundraising component within the APC's sponsorship agreement with Swisse Vitamins.

Corporate Fundraising

As part of the APC's fundraising five year plan, the fundraising and sponsorship staff have been working closely to build in fundraising opportunities to existing and new sponsorship agreements.

For the seventh year, corporate supporters 360HR held their annual Corporate Bowls Day. The event raised \$40,000, which took the total amount raised since its inception to \$250,000. The APC extends its thanks to 360HR Directors John and Di Pass, as well as the employees at 360HR for their ongoing support of this event.

High Value Giving

The high value giving income stream is broken down into three sub-income streams (major donors, trust & foundations and bequests). During the 2012/13 financial year, \$244,000 was received through the major donor stream, including a very generous bequest from a valued supporter in the ACT.

Activity began in the area of trust and foundations, with the first structured effort into researching and applying to funding bodies taking place.

Trade Promotions

Accounting for 78 per cent of the fundraising gross income, trade promotions still remain an important part of the APC's fundraising operations. Sales of pins have not been as strong as in previous years, however the combined campaigns grossed \$3.2million during the reporting period.

The fundraising team and external sales agency Appco worked closely to improve sales. Free sites at special events such as the V8 Supercars Sydney 500 and incentive prizes, including AFL tickets, helped to improve sales during the latter part of the reporting period.

Thank you

The APC thanks 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: 360HR, Mr and Mrs J Almgren, The Celebrate Life Foundation, Doris Henderson, The Perini Family Foundation, William Cant, Jo Phillips and PwC.



APC President Greg Hartung with 11-time Paralympian Libby Kosmala (shooting). Libby and Kieran Modra (cycling) were presented with the APC President's Medal for Excellence in Sportsmanship in 2012

COMMUNICATIONS

This report covers a significant year for the APC Communications division. As ever, the focus in this area was on promoting awareness of the APC, its athletes, Paralympic sport and the Paralympic movement among media and the community nationwide, with a sharp focus on capitalising on the increased media and community interest in the Paralympic movement achieved during the London 2012 Paralympic Games.

Executing the final stages of the London 2012 campaign and preparations for the upcoming Sochi 2014 Paralympic Winter Games were also a prominent part of the year's operations.

Other major projects undertaken by the APC Communications division in the reporting period included:

- Implementation of the APC Communications strategy for 2012/13.
- Execution of the APC's 'Road To London' media and public relations campaign.
- Media outreach for key APC events and announcements including Paralympian of the Year, the National Welcome Home for the Australian Paralympic Team, the APC's Talent Search Program and the Paralympic Education Program.
- Development of media, public relations, social media and multimedia campaigns for four international sporting events in Australia in the first half of the next reporting period.
- The delivery of APC key messages to all members of the Australian Paralympic Winter Shadow Squad who attended Team Processing in April 2013.
- A site visit to Sochi during the IPC Alpine Skiing World Cup finals during which key venues were inspected and valuable insights gained ahead of the 2014 Paralympic Winter Games. The site visit coincided with the APC Manager, Communications and Multimedia, attending the IPC Alpine Skiing World Championships in La Molina, Spain.
- The launch of Sochi.ru Ready, the APC's bulletin for members of the 2014 Australian Paralympic Team. One edition was published during the reporting period, in conjunction with the APC Sport division.
- Expansion of the APC's multimedia capacity through an agreement with web-streaming specialists Viocorp to broaden the APC's multimedia reach and broadcast more Paralympic sport.
- The production of broadcast quality packages and multimedia content, including updating the APC's 18-part series called 'Para-sport explained: a beginner's guide to the Paralympics' to include Para-canoe and winter sport as well as London Paralympic Games vision.
- Expansion of the APC's presence on social media websites Facebook (www.facebook.com/AUSParalympics), Twitter (www.twitter.com/AUSParalympics) and YouTube (www.youtube.com/ausparateam).
- 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.
- Completion of athlete profiles for the Australian Paralympic Winter Shadow squad and ongoing updating of more than 450 existing profiles for summer Para-sport athletes.
- The growth of the APC's photography and vision archive. The APC now has comprehensive imagery for boccia and Para-triathlon that it previously did not.

Media

After Australian media coverage of the London 2012 Paralympic Games reached record levels, the focus for the 2012/13 reporting period was to capitalise on the increased media interest, with a focus on promoting APC-managed sports and programs. Consolidating existing relationships and building new relationships with key journalists was crucial to ensuring consistent growth in media coverage.

The APC tracks Australian media coverage of Paralympic sport with the assistance of iSentia. From 1 October 2012 to 30 June 2013, Paralympic sport and the APC received 5,643 mentions in the print news media, 1,269 mentions on television, 3,559 on radio and 1,565 on monitored online news websites nationwide. In the nine month reporting period of 1 October 2012 to 30 June 2013, there was a 33.4 per cent increase on the previous 12 month reporting period of 1 July 2011 to 30 June 2012, and an increase of 326 per cent from the corresponding 12 month Games cycle period of 2008/09.

The stories that garnered the most interest from major media outlets across Australia were the Paralympian of the Year Awards, the National Welcome Home, the Australian Winter Team's success at the 2012/13 IPC Alpine Skiing World Cup series, the APC's work with WorkCover NSW through the WorkCover NSW Paralympian Speakers Program, well-known South African Paralympian Oscar Pistorius' arrest and subsequent court appearances, and the safety of the Australian wheelchair racers following the bomb blasts during the Boston Marathon.

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.

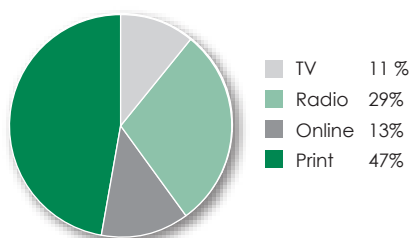
The APC published 122 Paralympic news stories on its corporate website during the reporting period and issued 72 media releases and alerts to metropolitan, suburban and regional media nationwide.

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	607	607	9,784
2010/11	6,550	856	761	761	8,482
2011/12	6,313	1,997	1,434	1,434	12,101
2012/13**	5,643	3,559	1,269	1,565	12,036

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

** Reporting period was 1 October 2012 to 30 June 2013.



Websites

The APC Communications division manages the APC corporate website and was also responsible for maintaining the APC's website for the London 2012 Paralympic Games, which remained a significant resource for visitors after the Games period.

The APC tracks the usage of its websites using Google Analytics. From 1 October 2012 to 30 June 2013, the APC corporate and Games websites achieved a combined total of 188,972 visits from 138,423 unique visitors and delivered 442,977 page views.

APC corporate website: www.paralympic.org.au

From the reporting period of 1 October 2012 to 30 June 2013, the APC corporate website received 103,533 visits, delivered 234,587 page views and was accessed by users from 166 countries. This was a monthly average of 11,503 visits and 26,065 page views – a decrease of 36 per cent in visits and 44 per cent in page views from the previous 12 month reporting period of 1 July 2011 to 30 June 2012. This decrease was expected due to the non-Games period.

The most popular pages in descending order were the athlete profile directory page, APC contact page, fundraising and donations directory page, fundraising draws and results, and the summer sport directory page.

APC Games website:

www.london2012.paralympic.org.au

Following the London 2012 Paralympic Games, the APC Games website continued to be accessed by the public primarily for fundraising purposes.



Scott Reardon

From 1 October 2012 to 30 June 2013, it received 85,439 visits from 66,483 unique visitors, delivered 208,390 page views and was accessed by users from 143 countries. The most popular pages in descending order were the Scratch and Win page, Pin and Win page, Get Involved directory page, athlete profile directory page and the news section.

Broadcast

In its pursuit to deliver programs which improve the delivery of Paralympic sport to Australian audiences, the APC purchased the Australian media rights for the 2014 and 2016 Paralympic Games as well as the 2013 and 2015 IPC World Championships for the sports of Para-athletics and Para-swimming. The media rights cover the platforms of free-to-air television, pay television, radio and digital online.



Paralympian of the Year Jacqueline Freney with Ben Fordham, Lisa Wilkinson and Karl Stefanovic on the set of Channel Nine's TODAY Show

The APC appointed Global Media and Sports (GMS) as its rights packaging and sales agency to assist with the sale of the rights across the four major media platforms. GMS was also enlisted to sell the rights for those events owned and operated by the APC until the 2016 period, including the 2013 Wheelchair Rugby Tri-Nations which will be telecast on Fox Sports 2 in September 2013.

Multimedia

As part of its growing multimedia operations, a major focus for the APC Communications division was securing a webcasting partner to show future APC sport events to a wider audience. The APC enlisted the services of webcasting company Viocorp in February 2013 and together with Viocorp, completed extensive pre-production work for the 2013

Asia Oceania Boccia Regional Championships taking place in October.

Work commenced on updating the APC's popular 18-part series 'Para-sport explained: a beginner's guide to the Paralympics' which was initially produced prior to the London 2012 Paralympic Games. As part of the project, every existing video was re-edited to incorporate vision from London 2012 and new information, while two new sport videos for winter sport and Para-canoe were produced. The APC again utilised the services of production company Mint Pictures, formally North One, to complete the project.

The APC also produced dozens of athlete and sport profiles, audio-visual highlights from major events and clips that ranged from sport-focused to light-hearted and fun, which were all used to promote the Australian Paralympic movement. These clips were uploaded to the APC's YouTube channel and distributed to media.

Using the YouTube channel as its major vehicle for its multimedia activities during the reporting period of 1 October 2012 to 30 June 2013, the APC saw a 29 per cent decrease in viewership compared to the previous 12 month reporting period of 1 July 2011 to 30 June 2012. These figures were affected by a change in YouTube's reporting measures which came into effect during the reporting period, with total viewership numbers no longer including video clips that have been removed from the website.

Social Media

The APC recognises the power of social media to build support for the Australian Paralympic Team and share information about the Paralympic movement. An active proponent of social media, the APC grew its social media following during the 2012/13 reporting period, albeit not at the rapid and significant rate achieved during the London Paralympic Games.

Facebook: www.facebook.com/AUSParalympics

The number of fans of the Australian Paralympic Team on Facebook grew from 21,077 to 21,767 during the reporting period, with several individual posts throughout the year reaching in excess of 23,000 users according to Facebook's data analysis tool. From 1 October 2012 to 30 June 2013, the APC Facebook page achieved a monthly average of 85 new likes, a decline from the 1,672 new likes during 2011/12.

Twitter: www.twitter.com/AUSParalympics

The APC's Twitter page ended the reporting period with 7,900 followers after beginning it with 7,125.

Followers of the APC on Twitter at the end of the reporting period included Prime Minister Kevin Rudd, 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

Videos on the APC's YouTube channel were viewed 55,898 times from 1 October 2012 to 30 June 2013. The APC Communications division produced and uploaded 18 videos to the channel during this time, bringing the number of videos to 142 since its launch in October 2007. As at 30 June 2013, clips on the APC YouTube channel had been viewed a combined total of 520,728 times.





AUSTRALIAN
PARALYMPIC
COMMITTEE



KNOWLEDGE SERVICES

The Knowledge Services division supports the activities of the APC by helping to grow and manage the APC's knowledge base. It seeks to promote the study of the Paralympic movement in Australia through the Australian Centre for Paralympic Studies and has established the Paralympic Sports Centres program to accredit organisations which deliver Paralympic sport programs.

The APC seeks to partner with other expert organisations which can add value to the APC's activities in this area through specialist knowledge and resources. In 2012/13 these partnerships included:

The National Sports Information Centre (NSIC)

An agreement with the NCIS at the AIS in Canberra was signed under which the NSIC has digitised, catalogued and stored the APC's audio-visual collection. In addition, the NSIC serviced requests for material, freeing APC staff from this role. The APC library collection of more than 1,200 items has been catalogued through the NSIC catalogue system and is discoverable by anyone in the world, while the APC continues to control who may view or borrow items from the library. Inclusion on this catalogue enables the APC to participate in wider Paralympic research and supports initiatives through the Centre for Paralympic Studies.

Australian Sports Information Network (AUSPIN)

The APC became the first "non-library" member of the AUSPIN which has been established to improve access to sport-related information.

National Library of Australia (NLA)

The oral history agreement with the NLA was extended until 30 July 2013, with a further 10 interviews scheduled during the extension period, bringing the total in the collection to 40 interviews. The interviews are part of the national oral history collection and are available through the NLA website. The APC will highlight the oral histories through a partnership with the storytelling website www.cowbird.com, which will make the stories accessible to a wider audience.

National Sports Museum

Medals from the 1960 Paralympic Games and other significant items donated to the APC have gone on display at the National Sports Museum in Melbourne, under a loan agreement with the APC. This ensures that the items will be protected and managed until the APC is in a position to do so itself.

University of Queensland

Under the APC's agreement with the University of Queensland, work has continued on the written history of the Paralympic movement in Australia. The University, with the APC and Wikimedia Australia as its industry partners, submitted an application for an Australian Research Council linkage grant to expand this project.

Other Knowledge Services activities in the reporting period included:

- The APC continued its partnership with Wikimedia Australia to create and update Wikipedia articles about the Paralympic movement in Australia, Australian athletes and classification. More than 1,650 images of Australian Paralympic athletes have been uploaded by the APC and volunteer photographers onto Wikimedia Commons for use in articles about Paralympic sport in Wikipedia and in other media.
- Further organisation and cataloguing of the APC's archives.
- Completion of the report of the London 2012 Paralympic Games – this 450 page document contains more than 200 recommendations and will serve as the blueprint to enable the APC to deliver the Team in Rio.
- Development of a detailed and costed federal policy submission after the London Games and an updated version for use in the lead-up to the 2013 Federal election.
- A knowledge audit of APC staff conducted with the assistance of an intern, Moritz Kramer. The audit attempted to identify what kind of knowledge the APC holds, where and how it is stored, how the APC can retain and use the knowledge and where there are gaps that need to be filled.
- The Victorian Institute of Sport was accredited as the second Centre for Paralympic Excellence under the Paralympic Sports Centres accreditation program.
- Provision of advice, statistics and information within and external to the APC.

The Paralympic history project relies on volunteers and continues to benefit from the weekly input of Patricia Ollerenshaw, who has been a regular APC volunteer for almost 13 years.

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 three times in the 2012/2013 reporting period. The attendance by Board Members was:

Name	No. of meetings attended
Greg Hartung, Chair	3/3
Nick Dean	2/3
Paul Bird	2/3
John Croll	3/3
Doug Denby	3/3
Steve Loader	3/3
Joyce Parszos	3/3
Troy Sachs	2/3
Glenn Tasker	3/3
Jason Hellwig* CEO	3/3

* Non-voting Member

Annual General Meeting

The APC Annual General Meeting was held on Thursday 22 November 2012, with 15 of the 17 member organisations represented. The APC annual report and finance report were adopted. Ernst & Young was appointed auditor in November 2010 and continue as auditor 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 the reporting period. 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.



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AUSTRALIAN
PARALYMPIC
COMMITTEE

PO Box 596
Sydney Markets
NSW 2129

Building A
1 Herb Elliott Avenue
Sydney Olympic Park
NSW 2127

T +61 2 9704 0500
F +61 2 9704 0589
auspara@paralympic.org.au

www.paralympic.org.au



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