

Election to the Paralympics Australia Ltd. Board of Directors – Candidate Biographies

30 May 2025



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Introduction

By operation of the Constitution an election will take place at the Meeting for four (4) Director positions, where:

In accordance with **clause 41(b)** of the Constitution, the Board appointed the following four (4) Directors on the following dates:

1. Ellie Cole AM PLY, 01 April 2024
2. Matthew Nicholls PLY, 01 April 2024
3. Michael Bushell AM, 01 April 2024
4. Curtis McGrath OAM PLY, 01 October 2024

Such persons so appointed are now formally offering themselves for election at this Annual General Meeting.



Michael Bushell AM – Vice President

Michael has been a prominent figure in the Sports Marketing industry for over four decades, beginning his career with Speedo International as the Sports Promotions Manager, where he managed sponsorships for aquatic sports both in Australia and internationally.

In 1986, Michael became the founding CEO of Sports Marketing and Management (SMAM). Under his leadership, the company expanded and evolved over 37 years, known variously as SMAM, Lagardère Sport and Entertainment, and SportFive, with significant growth in Australia and abroad.

Michael is globally renowned for his expertise in the commercial aspects of the Olympic, Paralympic, and Commonwealth Games. He led the commercial programs for the 2000 Sydney

Olympic Games and the last six Commonwealth Games since 2000, consistently achieving record revenues.

Throughout his tenure, the company has been the exclusive commercial representative for the Australian Olympic Committee since 1986 and Commonwealth Games Australia since 1988. Michael has also generated substantial revenue for Paralympics Australia, Swimming Australia, the Australian Rugby Union, Australian PGA Tour and numerous major international events and sports within Australia.

Internationally, Michael has represented the National Olympic Committees of Britain (creating the Team GB brand), France, New Zealand, and South Africa, and has consulted for the IOC, Discovery/EuroSport, UK Sport, British Athletics, and European and British Swimming.

Currently, Michael serves as a director of the New South Wales Institute of Sport (since 2022). He is a former director of UK-based Commonwealth Games Federation Partnerships and the Australian Sports Foundation.

Michael's contributions to Australian sport have been widely recognized. In 2024, he was made a Member of the Order of Australia (AM) for significant service to sports administration. He also received the Commonwealth Games Australia Order of Merit in 2024, the AOC Olympic Order of Merit in 2010, the Australian Sports Medal in 2000, and the IOC Golden Rings award in 2000.



Ellie Cole

As Australia's most decorated female Paralympian, Ellie competed at four Games (2008, 2012, 2016, and 2020). Over the course of her remarkable career, she secured 17 Paralympic medals, including six gold, five silver, and six bronze medals and was the Australian Paralympic Team flagbearer at the Tokyo 2020 Closing Ceremony.

Ellie has a Bachelors degree in Health and Exercise Science, and holds many leadership roles across sport including General Manager of the Australia Team for the Trnbago 2023 Commonwealth Youth Games, Brisbane 2032 Legacy Committee Member and is a director of the New South Wales Institute of Sport.



Curtis McGrath OAM PLY

Curtis McGrath served in the Australian Army as a combat engineer for six years where he served with honour in East Timor, Indonesia, and Afghanistan.

On the 23 August 2012, Curtis was on a clearance patrol when he stepped right on an improvised explosive device (IED) which detonated beneath him taking both his legs. Only 20 minutes after the explosion, Curtis famously said that “I’ll be alright, I go to the Paralympics”. That set the stage for what was to come next.

Curtis has used sport to help him recover and go on to become a Paralympic champion, winning one gold medal in the 2012 Rio Paralympic Games, two at the 2020 Tokyo Paralympic Games, and one gold at the 2024 Paris Paralympic Games. This is the reason he is an advocate for sport and its ability to bring communities and people together to live a healthy active lifestyle, as well as bridging societal gaps around the globe. He has truly lived the Invictus (Latin for unconquered) life.

Throughout his time in the military and as a Paralympian Curtis has been drawn to leadership positions and helping convey the athlete’s voice to boards and management, Curtis serves on advisory committees and athletes commissions for Paralympics Australia and is the chair of the Paddle Australia Athletes Commission. Curtis is passionate about the Paralympic movement and is keen to help guide Paralympics Australia towards Brisbane 2032 and beyond.



Matthew Nicholls PLY

Matthew is a Winter Paralympian who competed in a number of National and World Cup alpine skiing races between 1994 and 2001. He represented Australia at the Nagano Winter Paralympics in Japan in 1998.

Matthew lost both of his arms in a horrific farming accident involving a grain auger at 2 years of age. He has worked to overcome the difficulties this creates and has achieved many highlights in his life.

Matthew has been a non-executive director for over 6 years and is currently Board Chair of a large South Australian disability services provider called Cara Incorporated. In his professional career Matthew has held senior roles in public administration for the Australian Tax Office, senior

professional consulting roles as an Executive Director for EY and is currently working in a finance leadership role for Australia's largest defence company, BAE Systems Australia.

Matthew holds a number of qualifications that support his Board roles including graduating from the Company Director's course with the Australian Institute of Company Directors, a Master's Degree in Business Administration, a Master's Degree in Taxation Law and a Bachelor's Degree in Economics. Throughout Matthew's working life Matthew has been drawn to leadership positions where he can use his skills to advocate for people with a disability. He is an advocate for increasing the representation of disabled people in the workforce and leads this initiative with his current employer.