



AUSTRALIAN  
PARALYMPIC COMMITTEE

## 2009/10 ANNUAL REPORT

Covering the period 1 July 2009 to 30 June 2010



## HONOUR ROLL

### Australian Paralympic Medal

- 2001 **Marie Little**
- 2002 **Ron Finneran**
- 2004 **Adrienne Smith**
- 2005 **Nick Dean**
- 2008 **Scott Goodman**
- 2010 **Rod Kemp**  
**Paul Bird**

### 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**

### 2010 Paralympian of the Year Awards

Paralympic Achievement Award – Individual:  
**David and Pamela Baker**  
**Steve Mason and Belinda Green**

Paralympic Achievement Award – Corporate:  
**360 HR**

President's Award for Excellence  
in Sportsmanship: **Toby Kane**

Coach of the Year:  
**Steve Graham (Winter Sport)**

Male Athlete of the Year:  
**Cameron Rahles-Rahbula (Alpine Skiing)**

Female Athlete of the Year:  
**Jessica Gallagher (Alpine Skiing)**





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## PRESIDENT'S REPORT



There is no greater measure of the APC's growth and success than Australia's performances at a Paralympic Games.

Earlier this year, on the slopes of Whistler in Canada, the largest ever Australian Paralympic Winter Team combined to win four medals at the 10th Winter Paralympic Games. Finishing 13th on the total medal tally, the four medals won by the Australian Team was two more than in Torino in 2006. Such a tremendous achievement from our athletes was yet another wonderful reflection of the APC's ability and commitment to delivering Australian Paralympic Teams of the highest quality.

The accomplishments of our athletes – together with our continued efforts to improve Paralympic sport – underscores Australia's progress as a Paralympic country and reaffirms the APC's drive to continue to deliver world class sports performance.

In May, the APC welcomed the Australian Government's announcement of additional sport funding in the Federal Budget. Of the \$23.2 million allocated to high performance sport, the APC received \$3 million.

This represents a significant increase in Paralympic funding and comes at a crucial time, with our preparations for the London 2012 Paralympic Games now well advanced. While the APC welcomes the increase in funding, we remain steadfast in our belief that athletes with a disability and able-bodied athletes at both the high performance and participation levels deserve equitable funding.

As we strive to reach our sporting goals, the APC management structure has undergone significant change including the appointment of Chief Executive Officer, Jason Hellwig. Jason has an extensive background in sports management, and with six years experience at the APC, has a deep understanding of our operations and vision.

Many individuals and organisations have contributed to the success of the APC over the past year.

I extend my thanks and appreciation to my Board colleagues for their continued dedication to the Paralympic movement and to the APC staff for their hard work and commitment to Australia's Paralympic athletes and teams.

Our relationship with the Australian Government and the Australian Sports Commission (ASC) is crucial to the APC's growth. I acknowledge and thank former



Minister for Sport, The Hon. Kate Ellis MP, and former Parliamentary Secretary for Disabilities and Children's Services, The Hon. Bill Shorten MP, for their support. I extend my thanks to the Chief Executive of the ASC, Matt Miller, and his staff, including AIS Director, Professor Peter Fricker.

Our member organisations, our athletes, and their families, coaches, support staff, and corporate supporters are all critically important to our success and have a key stake in our future.

We are working with a clear target to achieve success in London 2012 and Sochi 2014 as well as the numerous national and international events held every year. And we have a keen eye set on the longer term horizon, including the 2016 Paralympic Games in Rio de Janeiro.

We are well positioned to continue our growth and development, both on the sporting field and through our range of support programs and activities. We have every reason to approach the future with optimism.



**Greg Hartung**

President

## CEO'S REPORT



Paralympic sport is more competitive than ever before, and the Paralympic movement continues to build momentum around the world. As Australia's athletes continue to excel on the world stage, it is the challenge and responsibility of the APC to mirror our athletes' performances, by providing the best opportunities and the best programs for them to succeed.

The APC recognises the vast challenges and opportunities that come with a growing sporting movement, and as such, has dedicated the past year to not only preparing the largest ever Australian Team for the 2010 Vancouver Paralympic Winter Games, but also laying foundations to build better Paralympic teams and grow Australian Paralympic sport further for the future.

The Australian Paralympic movement has enjoyed numerous successes during the 2009-2010 reporting period, most notably the achievements of our winter Paralympians. Their outstanding results reflected their hard work, ability and passion, but also stood testament to Australia's Paralympic winter sport program, managed by the APC. Away from the slopes, the Games and our athletes enjoyed increased media coverage and committed corporate sponsorship, echoing an increase in public demand for Paralympic sport.

As well as preparing the team, this past year has seen the APC place greater importance on improving our corporate business plan and expanding our commercial impact.

Throughout 2009-10, the APC has placed great focus on developing and enhancing the core components of our business.

In line with the corporate strategy, the APC has restructured its business to accommodate a growing demand for Paralympic sport programs, and to best focus on areas that will further our vision for world class sport performance. These key programs will benefit the Australian Paralympic movement in the long term, and fulfil the direction set by the APC Board of Directors.

In a strategic move to raise participation and Australian performance standards, the APC continues to pursue opportunities to bring world-class Paralympic sport to our shores. Events such as the successful Wheelchair Rugby Four Nations Tournament, hosted by the APC earlier this year, not only provides our athletes with extra opportunities for elite international competition without the burden of overseas travel, and its associated costs, but also creates greater awareness of Paralympic sport among the Australian public.

As we move into the latter half of this Paralympic quadrennium, and with the Vancouver Games now behind us, our focus has shifted to delivering the best possible Australian Team at the London 2012 Paralympic Games and to enhance the pathways and support activities critical to increasing opportunities for people with a disability to participate in sport.

There are many to thank for their contribution to the APC over the past year. Special thanks and congratulations go to APC President Greg Hartung, who was elected Vice-President of the International Paralympic Committee

and also appointed to the IOC Coordination Commission for the Rio 2016 Olympic and Paralympic Games. His vision and knowledge of Paralympic sport is nothing short of exceptional.

I also extend my thanks to the APC Board for their expertise and commitment, and to the APC staff, who work energetically to ensure our athletes receive the best opportunities possible, I am grateful to be leading such an outstanding team.

To the APC stakeholders, sponsors and supporters, thank you for your ongoing support and we look forward to you staying with us on this exciting journey towards London, Sochi, Rio and beyond.

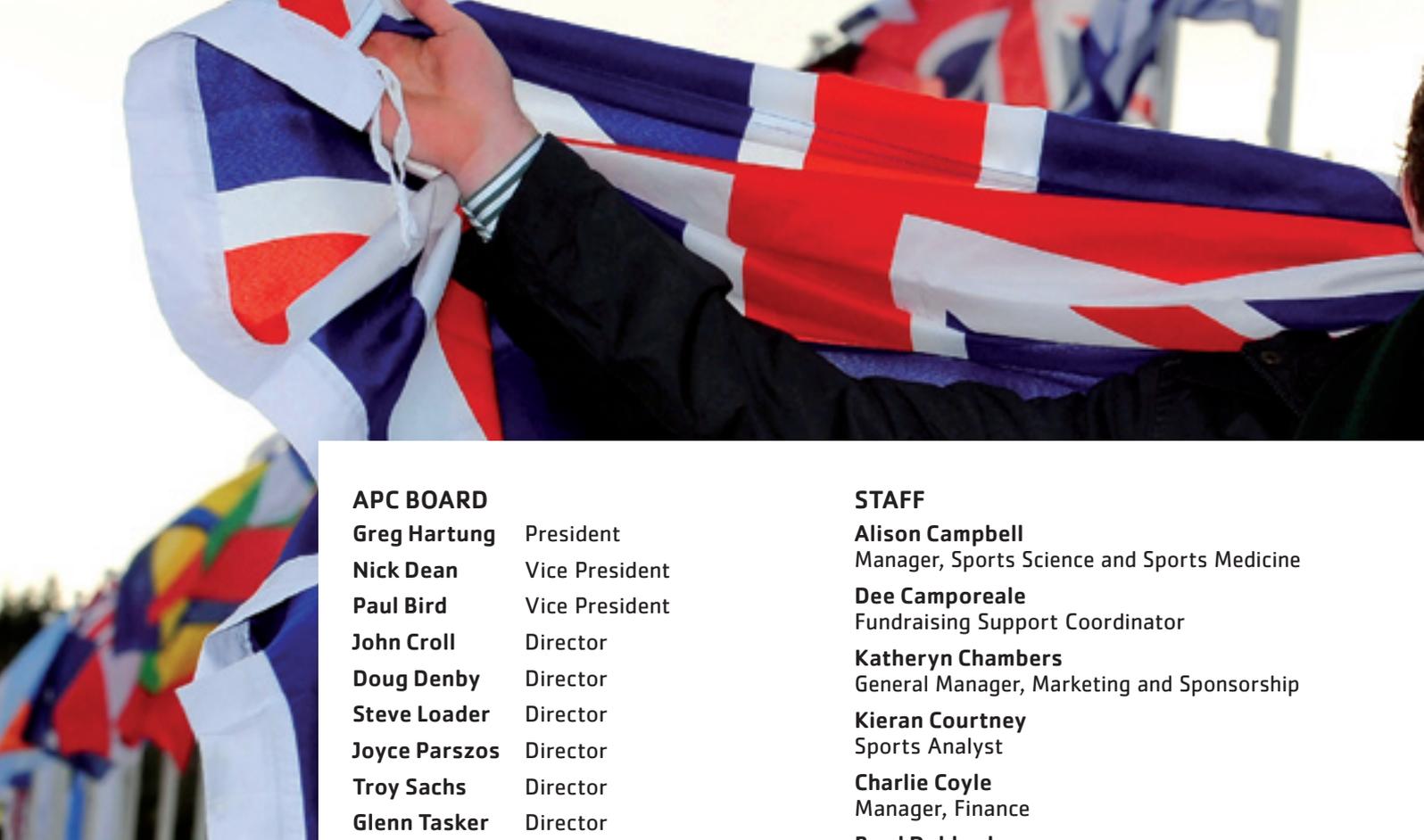
In the 50th year since the first Paralympic Games in Rome in 1960, it is important to reflect on the enormous progress and impact the Paralympic movement has made in Australia. While the progress has been significant, it is also important to not lose sight of how far we still have to go. I am proud of what the APC has achieved in the past year and am just as excited by what is to come.



**Jason Hellwig**

Chief Executive Officer





## **APC BOARD**

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

## **APC MEMBER ORGANISATIONS**

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

## **STAFF**

**Alison Campbell**  
Manager, Sports Science and Sports Medicine

**Dee Camporeale**  
Fundraising Support Coordinator

**Katheryn Chambers**  
General Manager, Marketing and Sponsorship

**Kieran Courtney**  
Sports Analyst

**Charlie Coyle**  
Manager, Finance

**Brad Dubberley**  
Head Coach, Wheelchair Rugby

**Steve Graham**  
Head Coach, Winter

**Jacob Hardiman**  
Development Coordinator VIC/TAS

**Michael Hartung**  
General Manager, Sport Operations  
and Development

**Natalie Hutchinson**  
Coordinator, Sport Operations

**Sally Jarvis**  
Manager, Events

**Andrea Johnstone**  
Development Coordinator, QLD

**Georgina Kenaghan**  
Coach, Goalball

**Cathy Lambert**  
Development Coordinator, SA

**Tim Mannion**  
General Manager, Communications

**Tim Matthews**  
Manager, Pathways and Development

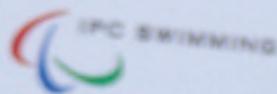
**Margaret McLennan**  
General Manager, Corporate Services

**Kate McLoughlin**  
Senior Manager, Sport Operations

**Genevieve McMahon**  
Manager, Classification Services



- Joel McMaster**  
Administrative Assistant (Reception)
- Kashmira Mistry**  
Donor Donations Coordinator
- Anna Muldoon**  
Development Coordinator, NSW/ACT
- Tony Naar**  
General Manager, Knowledge Services
- Chris Nunn**  
Senior Manager, High Performance
- Greg Omay**  
Manager, WA Development
- Kara Retford**  
Assistant, Corporate Services
- Sarah Rogers**  
Manager, Education
- Veronica Ryan**  
Manager, Human Resources
- Amanda Scarfo**  
Assistant, Sport Operations
- Silvia Scognamiglio**  
Assistant, Events
- Sue Shepherd**  
Manager, Fundraising
- Trevor Spaul**  
General Manager, Finance
- Scott Upston**  
Senior Coach, Powerlifting
- Yuriy Vdovychenko**  
Coordinator, Development Projects
- Chris Voysey**  
Manager, Information Technology
- Rebekka Wake**  
Coordinator, Media and Public Relations
- Caroline Walker**  
Coordinator, Sport Operations
- Amy Winters**  
Manager, Marketing Services and Sponsorship (Maternity Leave from December 2009 to January 2011)



## MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION



It is an honour to serve as the new Chair of the Australian Sports Commission (ASC) Board at this challenging and exciting period for our national sporting system.

The ASC and national sporting organisations (NSOs) have long spoken of a shared ambition to strengthen relationships between all system partners involved in Australian sport.

Aligned with this ambition, the Australian Government is now encouraging a whole-of-sport reform agenda, aimed at establishing a more collaborative, efficient and integrated sports system.

Through new direction for sport 'Australian Sport: the Pathway to Success', the ASC will work closely with sport to achieve its main objectives; boost sports participation and strengthen sporting pathways while striving for international success.

The reform agenda seeks for the ASC to assist to provide stability and support for all sporting organisations in their pursuit of a shared, common purpose; creating a better sporting pathway for all Australians, from the grassroots up.

The ASC will implement the new direction, and this includes collaboration with all NSOs to allocate a record amount of new sports funding – committing an extra \$195 million over the next four years.

This funding is in addition to the current ongoing baseline funding for NSOs. Also, the ASC will assist sporting organisations with access to coaching and officiating programs, governance support, planning and education

opportunities and assistance with becoming more inclusive – particularly in the areas of Indigenous sport, sport for people with a disability, sport for people from culturally and linguistically diverse backgrounds and women's sport development programs.

This is the first time key sport partners, such as state and territory institutes and academies of sport and state and territory departments of sport and recreation, have collaborated on a Commonwealth funding decision in the interests of Australia's sporting future.

This is an exciting time for all of us involved in Australian sport. With significant new funding from the Australian Government, sports will be better positioned than ever before to lead the drive for higher participation levels and strong success on the sporting field by promoting the unique nature of their sport, creating a legacy and a lasting impression for communities across the country.

The ASC will continue to work with all NSOs, the state and territory institutes and academies of sport and state and territory departments of sport and recreation, reinvigorating access to, and participation in, sport across the community and driving Australia's continued sporting success.



**Australian Government**

**Australian Sports Commission**

**The Hon. Warwick Smith AM**

Chairman  
Board of the Australian Sports Commission



## FINANCE AND CORPORATE SERVICES

### FINANCE REPORT – FOR THE YEAR ENDING 30 JUNE 2010

The Australian Paralympic Committee Ltd (APC) operated in all States and Territories of Australia during the year ended 30 June 2010, and this finance report reflects these operations. This financial year included the Vancouver Paralympic Games. Revenue and expenditure areas reflect activity commensurate with those Games.

A summarised financial report for the year ended 30 June 2010, 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 surplus for the year amounted to \$103,674. This result is very pleasing on the basis that the accepted budget for the 2010 financial year allowed for a deficit of \$83,380. As in the previous year, there was no requirement to transfer funds from the Games Reserve Fund.

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

Although revenue decreased by some 2 per cent to \$16.285m for the year, the ability to maintain this level of income in the economic climate that existed for the majority of the year is attributable to:

- Government grants through the Australian Sports Commission being maintained. In addition to baseline funding, the Australian Sports Commission provided a further \$30,000 to assist the APC fielding a larger team for the Vancouver Paralympic Games.
- Sponsorship increased by 7.4 per cent. The continued support of our Paralympic Team and ideal is encouraging given the experiences of the international financial crisis.

- Fundraising income decreased by 6.6 per cent from the previous year. This decrease is largely attributable to a decrease in licensing income. Raffle and Scratch & Win promotions continued at similar levels to the previous year. The net contribution of \$1.634m is down from previous years, which is largely the result of timing issues and raffles closing. The effect for the 2010/2011 financial year is that the net income will increase due to the reverse of timing issues experienced this year.

Expenditures for the year were maintained with a 1 per cent decrease from the previous year. A notable expense being the 2010 Vancouver Winter Games. No major Games expenditure will be incurred in the 2010/2011 financial year. Expenditures were held within budgeted levels.

International and domestic market forces have placed considerable pressure on our investments. To assist in alleviating market pressures, 72 per cent of total investments were held in cash or cash equivalents. Further, fixed term deposit periods were extended as a result of attractive term interest rates. A total review of APC investments and investment advisors occurred during the year, the result seeing a transfer in advisors who were considered more aligned with the objectives of the APC. These measures were undertaken as a means of safeguarding the overall investment strategy of the APC.

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

## FINANCE AND CORPORATE SERVICES

### AUSTRALIAN PARALYMPIC COMMITTEE

#### INCOME STATEMENT (IN \$000) for the year ended 30 June 2010

<b>Income</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Australian Sports Commission	5,435	10,851	9,603	9,617
Other Government grants	271	629	388	238
Sponsors	1,247	1,468	1,546	1,660
Fundraising	1,594	3,112	4,399	4,109
Income from investments	592	845	655	464
Other income	8	15	17	197
	<b>9,147</b>	<b>16,920</b>	<b>16,608</b>	<b>16,285</b>
<b>Expenditure</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Vancouver / Beijing Paralympic Games	110	-	3,586	791
Sport programs	5,032	8,036	8,172	9,515
Promotions, marketing and media	481	689	685	1,432
Fundraising	955	1,738	2,266	2,475
Administration	1,184	1,398	1,610	1,969
	<b>7,762</b>	<b>11,861</b>	<b>16,319</b>	<b>16,182</b>
<b>Surplus for year</b>	<b>1,385</b>	<b>5,059</b>	<b>289</b>	<b>103</b>



**BALANCE SHEET (IN \$000)**  
as at 30 June 2010

	2007	2008	2009	2010
<b>Assets</b>				
Cash and cash equivalents	1,890	6,164	6,251	4,708
Investments and managed funds	6,882	5,780	5,431	6,693
Receivables and other assets	741	2,560	1,606	1,231
	<b>9,513</b>	<b>14,504</b>	<b>13,288</b>	<b>12,632</b>
<b>Liabilities</b>				
Payables and provisions	594	1,809	1,497	1,301
Deferred revenue and grants	2,930	2,386	1,833	917
	<b>3,524</b>	<b>4,195</b>	<b>3,330</b>	<b>2,218</b>
<b>Net Assets</b>	<b>5,989</b>	<b>10,309</b>	<b>9,958</b>	<b>10,414</b>
<b>Equity</b>				
Restricted reserves	4,831	6,189	5,548	5,901
Accumulated Funds	1,158	4,120	4,410	4,513
	<b>5,989</b>	<b>10,309</b>	<b>9,958</b>	<b>10,414</b>

## FINANCE AND CORPORATE SERVICES

### AUSTRALIAN PARALYMPIC COMMITTEE

#### STATEMENT OF CHANGES IN EQUITY (IN \$000)

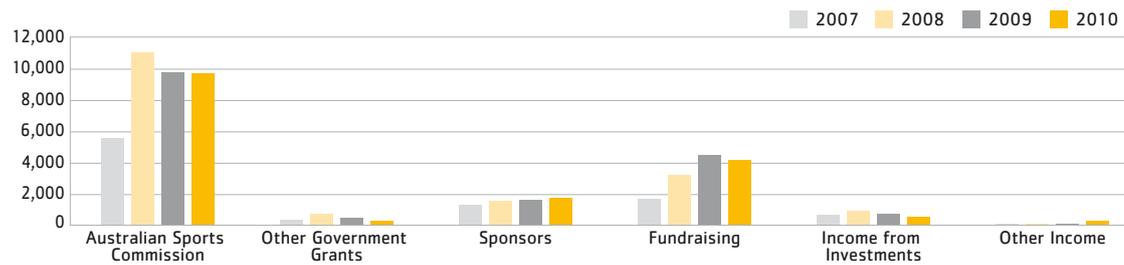
	Accumulated Funds	Restricted reserves	Total
<b>At 30 June 2008</b>	<b>4,120</b>	<b>6,190</b>	<b>10,310</b>
Other comprehensive income	0	-642	(642)
Surplus for the year	289	0	289
<b>Total comprehensive loss for the year</b>	<b>289</b>	<b>-642</b>	<b>(353)</b>
<b>At 30 June 2009</b>	<b>4,409</b>	<b>5,548</b>	<b>9,957</b>
Other comprehensive income	0	352	352
Surplus for the year	104	0	104
<b>Total comprehensive income for the year</b>	<b>104</b>	<b>352</b>	<b>456</b>
<b>At 30 June 2010</b>	<b>4,513</b>	<b>5,900</b>	<b>10,413</b>

#### FUNDRAISING SUMMARY PER STATE (IN \$000)

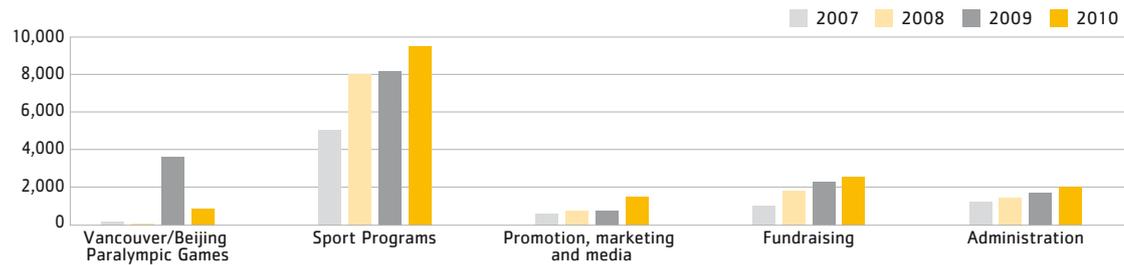
	ACT	NSW	QLD	SA	TAS	VIC	WA	TOTAL
Fundraising revenue	2	923	749	768	2	1,027	639	4,109
Fundraising expenses	-	487	512	471	-	586	419	2,475
Fundraising surplus (deficit)	<b>2</b>	<b>448</b>	<b>237</b>	<b>297</b>	<b>2</b>	<b>441</b>	<b>220</b>	<b>1,669</b>
Surplus (deficit) %	<b>100%</b>	<b>49%</b>	<b>32%</b>	<b>39%</b>	<b>100%</b>	<b>43%</b>	<b>34%</b>	<b>41%</b>



**INCOME SUMMARY 2007 TO 2010**



**EXPENDITURE SUMMARY 2007 TO 2010**





## SPORT OPERATIONS AND DEVELOPMENT

### OVERVIEW

The major focus of the 2009/10 financial year for the APC Sport division was the Paralympic Winter Games and operations geared towards supporting the summer sports, to maintain a top five place at the 2012 London Paralympic Games.

The 2010 Australian Paralympic Winter Team performed well at the Vancouver Games in March in what was the culmination of a solid four-year program, led by Head Coach Steve Graham. But while Australia improved its performance from four years ago, it remains clear that the standard of Paralympic competition continues its rapid rise, and to be successful in the Paralympic arena requires outstanding athletic performance. After the Vancouver Games, the APC immediately shifted the focus of the winter program to the identification and development of new athletes. Along with those proven performers who have taken up the challenge of another four-year campaign, it is the goal of the APC that the 2014 Australian Winter Team will contain a new generation of Paralympic athletes who will be even stronger and challenge our competitors across a broader range of events.

The APC Sport staff have been working closely with our National Federation partners in providing assistance in the delivery of mainstream sport programs. It is expected that the competition in London 2012 will be the strongest it has ever been, and to be amongst the medals Australia's athletes need to be better prepared than ever before to achieve success.

The International Paralympic Committee (IPC) announced at the 2009 IPC General Assembly the re-inclusion of athletes with an intellectual disability to the Paralympic program for 2012. The four sports chosen by the IPC for athletes with an intellectual disability to compete in are Athletics, Powerlifting, Swimming and Table Tennis. Australia has a strong history of success in events for athletes with an intellectual disability, and it is hoped that this will continue when they line up again in London.

Following initial discussions in 2009, the APC signed a Memorandum of Understanding with the Australian Defence Force (ADF), to

establish the ADF Paralympic Sports Program. The program was launched by the program patron Air Chief Marshall Angus Houston, Chief of the ADF, and APC President Greg Hartung in Canberra on 12 May, 2010. This program targets ADF members who acquire a disability during their time with the defence force and provides them with exposure to Paralympic sport and coaches. The APC works closely with the ADF in the delivery of this program and expects that some of these ADF members will also become members of Australia's Paralympic Team in the future.

### **APC High Performance**

The APC has been working closely with each of its 11 mainstreamed sports partners and with each of the five APC managed programs to support all program staff in their efforts to advance their programs and achieve their desired objectives.

On the coaching front, the APC Winter and APC Wheelchair Rugby programs have in place full time coaches, and their results over the last 12 months clearly show the value of professional coaching. The APC Goalball and APC Powerlifting programs have part-time coaches developing these sports, and significant progress has been made by both these programs. The work of these coaches has not only focused on the elite end, but extended to improve the development pathways for emerging athletes in these sports.

Through the strong relationship developed with the Australian Institute of Sport (AIS), the APC and its National Federation partners have increased the utilisation of the AIS facilities and AIS service providers over the past 12 months. The relationship with the AIS provides greater access to cutting edge information on high performance sport, and areas including sports science and sports medicine, and has been of significant benefit to Australia's Paralympic athletes and coaches.

The APC ran two Coaches Congresses in this reporting period. The first was in Canberra at the AIS from 16-17 November, 2009. The second was held at the main stadium in Sydney Olympic Park from 3-4 May, 2010. This initiative has been very well received, and provides an excellent opportunity to

bring together leaders in Paralympic sport in Australia to discuss varying topics relevant to their programs and also to network with their peers.

Yuriy Vdovychenko joined the APC staff in 2009 to target the development of athletes with a vision impairment and those in the lower classification groups.

With the 2012 Paralympic Games now less than two years away, the APC high performance area will be providing further support to sports in the keys areas of leadership, athlete monitoring and service provision during the next reporting period. The relationship with the AIS will play a critical role in the delivery of this support.

### **APC Sports Science and Sports Medicine**

The APC Sports Science and Sports Medicine program has been focused on strengthening the APC's relationship with the AIS. This relationship will continue to grow in the lead-up to the London Games and will transition across to our Games time operations, which will provide our athletes with optimal support prior to, and during, the Games.

Twelve of the 16 Paralympic sports within the Paralympic Preparation Program are now working with Masters or PhD level professionals in the Sports Science and Sport Medicine (SSSM) industry who are trained to work with elite athletes. The result is high quality SSSM input into the APC's Paralympic Preparation Programs. Professionals who work with mainstreamed sports are supported by APC and AIS staff by providing leadership and guidance in their respective areas of expertise including physiotherapy, strength and conditioning, medicine, physiology, nutrition, biomechanics and recovery.

Eight of the 16 Paralympic sports within the Paralympic Preparation Program have also started using online software to track and monitor athletes in their daily training environment and during competition, resulting in rapid responses to any issues. This has been an important development for sports and will greatly assist them in improving the daily training environments of their athletes.

# SPORT OPERATIONS AND DEVELOPMENT

TOYOTA PARALYMPIC TALENT SEARCH PROGRAM PARTICIPANT NUMBERS

YEAR	PARTICIPANTS	TIER 1	TIER 2
2008	207	29	107
2009	255	45	105
2010	301	41	141

## APC Pathways and Development

The 2010 Vancouver Paralympic Winter Team was a beneficiary of the APC Toyota Paralympic Talent Search Program, with one team member achieving selection as a direct result of their involvement in the program. A further two athletes gaining selection through talent transfer from other sports. One of these, Jessica Gallagher, became the first Australian female to win a medal at the Paralympic Winter Games.

Following the Paralympic Winter Games in March, the APC has formalised a partnership with Disabled WinterSport Australia underpinning the APC's Winter Program, through the identification and early development of new athletes. The two organisations are actively searching for potential athletes for the Sochi 2014 Games and beyond.

The introduction of sport-specific Talent Search activities across a number of Paralympic sports in 2009/10 provided an opportunity to re-evaluate previously identified talent and ensure those wishing to pursue a particular sport were able to be linked with an appropriate club and coach.

During 2009/10, 301 participants were tested under the Talent Search Program, with 41 participants identified as 'tier one' athletes (elite potential within two years) and a further 141 identified as 'tier two' athletes (elite potential within four years). The program has now tested more than 1,600 Paralympic hopefuls, in every state and territory, since its inception in 2005.

At the end of the reporting period, 103 Toyota Paralympic Talent Search participants were part of Paralympic Preparation Program (PPP) squads across 15 Paralympic sports. This significant number of Toyota Talent Search athletes within PPP squads and the number of athletes now committed to elite training is further evidence of the program's success.

The Toyota Talent Search Program is driven by APC Development Coordinators in New South

Wales, Queensland, South Australia, Victoria, Northern Territory and Western Australia.

The appointment of a Darwin based Development Coordinator, Jason Bremner, provided significant growth of the Paralympic movement in the Northern Territory during the reporting period. The program will expand into indigenous and remote communities in the Northern Territory over the coming 12 months.

A key component of the program is the evolution of state based multi-sport development camps, which provide an opportunity for Paralympic coaches and physical service providers to better educate emerging athletes about the requirements and demands of being an elite Paralympic athlete. The first development camp is scheduled for South Australia in July, 2010.

## APC Classification

Throughout the year, the APC classification strategy focused on:

- Enhanced partnerships with National Federations to develop sport specific classification operational plans;
- Development of a classification information portal on the APC website;
- Expanded approaches to broaden engagement with sport and the general community in all areas of classification.

The broadening scope of the program in the last year has focussed on engagement at the grassroots levels of Paralympic sport. Work with schools and state sporting organisations focusing on entry pathways and classification into Paralympic sport, enabled developing athletes to have greater access to sporting opportunities. Heading towards Sochi in 2014 and Rio in 2016, the classification of 450 school aged children (born 1995-2001) to date puts Australia in good stead for elite athlete identification for the future.

The achievements of the APC Classification program are recognised by the International Paralympic Committee (IPC), and the APC was asked to make a presentation on the subject

of Classification at the IPC General Assembly in November, 2009.

Comprehensive planning for the Vancouver 2010 Paralympic Games ensured that all Team members presented to International Athlete classification prior to the Games, ensuring classification had little impact on Team preparation and performance. Similar comprehensive planning with the sports in advance of London 2012 indicates that less than five per cent of athletes will require classification at these Games, compared to 16 per cent in Beijing in 2008.

At the conclusion of the reporting period, a total of 163 Australians were recognised as certified classifiers or trainees, an increase of 45 from the last reporting period. Of that 163, 44 Australian classifiers are now recognised as international classifiers, in accordance with the International Paralympic Committee Classification Code.

A particular focus of the APC classification program this year has been to create more classification opportunities for athletes with a vision impairment. Thirty-five athletes with a vision impairment have been classified in the last 12 months by APC classifiers, compared to 20 during the previous year.

The delivery of a successful classification program occurred at the Australian Paralympic Youth Games held in Melbourne in October 2009. The Games provided an opportunity for the APC to combine a detailed multi-sport classification program with classifier training and education. Classification services across five sports for 130 emerging athletes from across the Oceania region were delivered.

Key areas of focus in the coming year include the continued delivery of athlete classification services further, particularly with international events including the Arafura Games to be hosted in Australia; targeted classifier development; ongoing development of formal commissions for driving the national classification direction for each sport; and the development of classification services for athletes at a junior or development level.

Year	Australian children aged 8-18 years classified to a national level
2007-2008	99
2008-2009	165
2009-2010	322





## SPORT

### BOCCIA

Program managed by:	APC
Head Coach	John Kavanagh
Benchmark event for 2009/10	World Championships
Top performances	Teams – BC1/2 – 13th Pairs – BC3 – 21st

#### Report

The Boccia World Championships took place from 30 May - 10 June, 2010, in Lisbon, Portugal.

The Australian BC1/2 Team finished 13th out of 16 teams and the BC3 pairs finished with a disappointing result of 21st out of 24 teams. In the individual competition, three Australians progressed to the final knockout round before they were eliminated.

A review of the World Championships and the APC Boccia program was conducted following the Championships and resulted in a change of the strategy towards improving the development pathway. By improving the development programs it is envisaged a stronger and more sustainable high performance program will result.

### GOALBALL

Program managed by:	APC
Head Coach	Robb Apps (men's) and Georgina Kenaghan (women's)
Program manager	Georgina Kenaghan
Benchmark event for 2009/10	Trans Tasman (Men's) and World Championships (Men's and Women's)
Top performances	8th – women's 13th – men

#### Report

In November 2009, the Australian men's team travelled to Auckland for the Trans Tasman Championships, where they successfully qualified for the World Championships. The women's team gained automatic qualification as the only female team in the Oceania region.

In June 2010, the Australian men's and women's teams competed at the 2010 World Championships in Sheffield, UK. The men's team finished 13th out of 16 teams and the Australian women's team finished eighth out of 12 teams. It was the best result from an Australian women's goalball team at a Paralympics or World Championships since 1995.

Georgina Kenaghan was appointed to the dual position of women's Head Coach and Goalball Program Coordinator. This new role was created to concentrate on the development of the men's and women's programs, identify new talent and monitor current members of the Paralympic Preparation Program in their daily training environment.



## POWERLIFTING

Program managed by:	APC
Head Coach	Ray Epstein
Benchmark event for 2009/10	No major competition

### Report

The APC Powerlifting program had athletes competing in 2009/2010 in the following events:

1. Asia Cup, Kuala Lumpur, Malaysia – September 2009
2. Fazza International, Dubai, United Arab Emirates – March 2010
3. Commonwealth Games Selection Trials, Brisbane QLD – June 2010

Both international competitions provided the athletes with a good opportunity to improve their IPC Powerlifting rankings as well as expose newer athletes to international competitions in the lead-up to the IPC Powerlifting World Championships and Commonwealth Games.

The program evolved further by employing a senior coach, Scott Upston, part-time to drive development and the program towards London in 2012. The positive change in the athletes is evident in both their level of commitment and their results, with four of the six Paralympic Preparation Program squad members improving at each tournament to reach new personal bests.

## WHEELCHAIR RUGBY

Program managed by:	APC
Head Coach	Brad Dubberley
Benchmark event for 2009/10	Asia Oceania Zone Championships 2009
Top performances	Asia Oceania Zone Championships 2009 – Gold medal Wheelchair Rugby 4 Nations Series 2010 – Gold medal Canada Cup 2010 – Gold medal

### Report

Led by Brad Dubberley, Head Coach of the APC Wheelchair Rugby program, the Australian Steelers achieved excellent results in all international events competed in during 2009/10.

The Steelers competed at the Asia Oceania Zone Championships in Christchurch, New Zealand in early November. The team scored a decisive win (53-45) in the final against New Zealand and secured qualification for the 2010 World Wheelchair Rugby Championships.

The APC staged the Wheelchair Rugby Four Nations Series between Australia, New Zealand, Canada and Great Britain from 28 April - 2 May, 2010. Australia won the final against Canada, 57-52.

The Steelers then travelled to Montréal for the Canada Cup in June, where they defeated the host nation 57-55 in the final of the seven nation tournament. This was a fantastic achievement, with Australia becoming only the second country to defeat Canada on its home soil.

The focus is now clearly set on success at the 2010 World Championships and the London 2012 Paralympic Games.



## SPORT

### WINTER SPORTS

Program managed by:	APC
Head Coach	Steven Graham
Benchmark event for 2009/10	Paralympic Games
Top performances	Four medals won at Paralympic Games, Vancouver 2010 Marty Mayberry – Silver Cameron Rahles-Rahbula – 2 Bronze Jessica Gallagher – Bronze

#### Report

The focus for the Winter Sports Paralympic Preparation Program was the Paralympic Games in Vancouver, Canada, which were held from 12 - 21 March, 2010. The lead-up to the Paralympic Games was an intense time for the athletes and program staff, with racing and training taking them to New Zealand, the United States, Austria and Italy.

The results from the 2009/10 World Cup Series saw the Australian Team return home with two gold, three silver and nine bronze medals across four World Cup events.

Since returning from the Paralympic Games, the program focus has turned to the recruitment of new athletes to develop towards the 2014 Sochi Games. Please refer to the Paralympic Games Report (pages 26-27) for more details on Games performances.

### ATHLETICS

Program managed by:	Athletics Australia
Program manager	Scott Goodman (July 2009 - April 2010) Rohan Short (June 2010)
Benchmark event for 2009/10	No major competitions

#### Report

The Athletics program's focus has been on preparation of athletes for the 2010 Commonwealth Games and 2011 World Championships.

In the second quarter of 2010, Athletics Australia appointed Rohan Short to the role of Paralympic Preparation Program Manager. Rohan, together with Athletics Australia's High Performance Manager Eric Hollingsworth, and AWD Development Coordinator Mark Pettifer, is working to develop an even stronger Athletics program.

The AIS Athletics program currently supports nine athletes in a residential program, while the daily training environment of all other athletes is carefully monitored through respective State Institutes and Academies of Sport and the clubs network.

The Wheelchair Track and Road program continues to produce exceptional results, notably Kurt Fearnley once again having success on the international scene with wins in both the Chicago and New York marathons.

The APC acknowledges the outstanding contribution of Scott Goodman, outgoing Paralympic Preparation Program Manager, who guided the Athletics program over the last 10 years.



## CYCLING

Program managed by:	Cycling Australia
Head Coach	James Victor (July – December 2009), Peter Day (January – June 2010)
Benchmark event for 2009/10	2009 Track World Championships, Manchester, UK 2009 Road World Championships, Bogono, Italy
Top performances	2009 Track World Championships 1 Gold, 1 Silver 2009 Road World Championships 1 Gold, 2 Silver, 2 Bronze

### Report

In September, Australia sent three riders to the 2009 Para-cycling Road World Championships in Bogogno, Italy. The trio - Michael Gallagher, Susan Powell and Claire McLean - came away with one gold, two silver and two bronze medals in an event contested by 312 riders and from 29 nations.

In November, Australia sent two riders to the 2009 UCI Para-cycling Track World Championships in Manchester, UK. Michael Gallagher again performed brilliantly, winning gold in the 4km individual pursuit, while Jayme Paris won silver in the 500m time trial.

Peter Day was appointed as the new Paralympic Program Program (PPP) Head Coach in December 2009, with his predecessor James Victor moving out of the PPP to take up an overseas post with Cycling Australia.

Through Cycling Australia, the APC has invested in supporting the inclusion of handcycling into the PPP. This program is being led by former APC Director of Sport, Jenni Banks.

The excellent performances from the Australian team highlighted the continued success of Australian Para-Cycling and reconfirms Australia's standing as one of the top Para-Cycling countries as the London Games in 2012 approaches.

## EQUESTRIAN

Program managed by:	Equestrian Federation Australia
Head Coach	Julia Battams
Program manager	Brett Mace
Benchmark event for 2009/10	No major competitions

### Report

The Para-Equestrian program continues to provide exceptional training and competition opportunities for squad members.

In March 2010, the first "horseless" training camp was held at the AIS in Canberra. The camp focussed predominately on athlete high performance, athlete well being and event preparations.

The selection trial for the 2010 World Equestrian Games was held at Werribee, Victoria in April with five riders selected to the Australian team to compete in Kentucky, USA in October 2010. This will be the first fully integrated Australian Equestrian team and preparation for this event has been a high priority for the program.

The ongoing partnership between Equestrian Federation Australia and the APC continues to work well as evidenced by excellent athlete engagement and improved performance standards overall.



## SPORT

### FOOTBALL 7-A-SIDE

Program managed by:	Football Federation Australia
Head Coach	Paul Brown
Benchmark event for 2009/10	2009 CPISRA International Championships
Top performances	8th

#### Report

The Australian 7-a-side Football team competed in October at the 2009 CPISRA International Championship in the Netherlands which provided the athletes with great international competition experience.

The pathway to London qualification is a difficult one and program staff, Paul Brown and David Campbell, are working hard to prepare the best possible team to attempt qualification.

The three national camps that have taken place in the past 12 months, as well as the National Championships, have been key opportunities to monitor progress of current PPP members and to identify future athletes.

### ROWING

Program managed by:	Rowing Australia
Head Coach	Pedro Albisser
Program manager	Andrew Matheson
Benchmark event for 2009/10	2010 World Cup – Bled, Slovenia
Top performances	Kathryn Ross and Grant Bailey – Silver at 2010 World Cup

#### Report

Rowing Australia is continuing to support an AIS based Adaptive Rowing program within its National Rowing Centre of Excellence to ensure the improvement and ultimate success of the program leading into the London 2012 Paralympic Games.

Rowing Australia appointed Pedro Albisser as the AIS Adaptive Coach under whom three athletes are currently training within the AIS Scholarship Program.

At the 2010 World Cup in Bled, Slovenia, the newly formed crew of Grant Bailey and Kathryn Ross celebrated their international rowing debut by claiming the silver medal in the double scull while Ben Houlison rounded out the Australian performance with a fifth place in the men’s single sculls. Preparations are now focussed on the World Championships in New Zealand in November, 2010 which will form the basis for qualification for the London 2012 Games.



## SAILING

Program managed by:	Yachting Australia
Head Coach	Greg Omay
Program manager	Katie Culbert
Benchmark event for 2009/10	No major competitions

### Report

Ongoing improvement in the Australian Paralympic Sailing program has seen the majority of targeted athletes training in appropriate high performance environments, with additional support facilitated through the partnership between the Australian Paralympic Committee and the Australian Institute of Sport. The three key Paralympic crews are now operating fully within the Australian Sailing team model, with preparations for identified London 2012 qualification events the major focus for the 2010/11 season.

The squad competed at the Sail Melbourne Regatta in December 2009 and succeeded in winning one gold, two silver and two bronze medals while national training camps were held in both Australia and Italy in preparation for the 2010 World Championships in the Netherlands.

## SHOOTING

Program managed by:	Australian Shooting International Limited
Head Coach	Miro Sipek
Benchmark event for 2009/10	2009 Oceania Championships 23rd November – 2nd December, 2009
Top performances	21 medals won by Australian athletes at the 2009 Oceania Championships

### Report

Paralympic Preparation Program athletes competed in the Australia Cup Series, a domestic competition held each year in conjunction with the able-bodied competition.

The 2009 Oceania Championships was held in Sydney in November, with the Australian team achieving eight gold, six silver and seven bronze medals, placing our athletes in an excellent position to achieve qualifying slots for the London 2012 Games.

At the end of 2009, four Australian athletes were ranked in the top ten in the world in their respective events with Jason Moroney (R5 10m Air Rifle Prone) and Ashley Adams (R6 50m Air Rifle – English Match) each ranked number one in the world.



## SPORT

### SWIMMING

Program managed by:	Swimming Australia
Head Coach	Brendan Keogh
Program manager	David Crocker
Benchmark event for 2009/10	2009 IPC World Short Course Championships, Rio de Janeiro, Brazil
Top performances	<p>2009 IPC World Short Course Championships</p> <p>Matt Cowdrey – (seven gold medals, six world records, two silver medals)</p> <p>Peter Leek (seven gold medals, seven world records, two silver medals)</p>

#### Report

The Australian Paralympic Swimming program delivered excellent results at the IPC World Short Course Championships held in Rio in December 2009. The team brought home 23 gold (including 18 new short course world records), 17 silver and 14 bronze medals.

In the first half of 2010, David Crocker was appointed to the role of General Manager, High Performance, at Swimming Australia. He, along with Swimming Australia's Olympic Head Coach, Leigh Nugent, is providing good support to Brendan Keogh and the Paralympic Preparation Program.

The AIS program now has full uptake of all six residential scholarships places. Athletes are taking full advantage of the facilities and services on offer at the AIS in addition to accessing coaching through AIS Paralympic Program Coach, Graeme Carroll.

### TABLE TENNIS

Program managed by:	Table Tennis Australia
Head Coach	Roger Massie
Program manager	Sue Stevenson
Benchmark event for 2009/10	No major competitions

#### Report

Table Tennis Australia (TTA) continues to effectively integrate Paralympic athletes into the high performance program under the guidance of High Performance Manager, Sue Stevenson, and Head Coach, Roger Massie.

A national tour was conducted in 2009/10 which involved travel to all states and territories to provide more information on Paralympic Table Tennis within the state and club networks, and seek their support in developing a greater base of athletes.

Peter Marriott was appointed as the new CEO in 2009 and he, along with the dedicated staff at TTA, remains confident that they are developing an exceptional program which will ultimately see their athletes excel internationally.



## WHEELCHAIR TENNIS

Program managed by:	Tennis Australia
Head Coach	Greg Crump
Program manager	Geoff Quinlan
Benchmark event for 2009/10	World Team Cup – Antalya, Turkey
Top performances	Australian men's team – 10th Place Australian junior men's team – 3rd place

### Report

The ongoing partnership between the APC and Tennis Australia remains a key strength of the Paralympic Preparation Program, along with the expertise of Head Coach, Greg Crump.

Tennis Australia again hosted a Wheelchair Tennis Congress in March 2010, which was attended by the APC, state Tennis associations and state disability organisations. The key discussion point was the challenges associated with attracting young athletes to the game.

Following a successful domestic season, the Australian men's team went on to place 10th at the World Team Cup in Antalya, Turkey, while the up and coming junior men's team came away with an impressive bronze medal at the same event.

The women's program continues to be successful, with excellent results achieved by Dani Di Toro at all Grand Slams in 2009/10. At the end of June 2010, Di Toro was ranked fourth in the world.

## WHEELCHAIR BASKETBALL

Program managed by:	Basketball Australia
Coaches	Ben Ettridge (men's head coach), John Triscari (women's head coach)
Program manager	Lorraine Landon
Benchmark event for 2009/10	2010 Paralympic World Cup
Top performances	Bronze Medal – Paralympic World Cup (Rollers) Bronze Medal – Paralympic World Cup (Gliders)

### Report

The Rollers and the Gliders both competed at the 2010 Paralympic World Cup in Birmingham with the two teams coming away with a bronze medal.

The Rollers defeated Italy 65-32 to claim bronze in the men's competition while the Gliders defeated Great Britain 59-24 to win bronze in the women's event.

The Gliders' other major success in the reporting period came at the Osaka Cup in Japan in February, when they defeated the USA 55-37 in the final of the Four Nations tournament to claim the gold medal.

Basketball Australia appointed Leigh Gooding as the new Team Manager of the Australian men's team, the Rollers, ahead of the 2010 World Championships in Birmingham, UK, in July 2010.



## 2010 PARALYMPIC WINTER GAMES

### **VANCOUVER, CANADA MARCH 12-21 2010**

The Vancouver Paralympic Games were held from 12-21 March, 2010. Australian athletes competed in two of the four sports on the Vancouver program – Alpine Skiing and Nordic Skiing. The other two sports were Ice Sledge Hockey and Wheelchair Curling.

The APC sent its largest ever Team to a Paralympic Winter Games, with 11 athletes and three guides. It was also the most Nordic athletes (two), and the most female athletes (two) on an Australian Paralympic Winter Team. The Australian Paralympic Team was supported by 17 staff.

Toby Kane carried the flag for Australia in the Opening Ceremony, in front of a capacity crowd of around 60,000 at BC Place Stadium, in Vancouver.

Despite challenging weather conditions throughout the competition, the Australian Team returned with a silver and three bronze medals, doubling the haul of two medals four years earlier at the 2006 Torino Games.

Jessica Gallagher became Australia's first female medallist in Paralympic Winter history, winning bronze in the women's slalom event on the first day of alpine competition. Prior to this medal, all of Australia's 24 medals at a Paralympic Winter Games had been won by men.

Marty Mayberry won Australia's second medal of the Games, with a silver in the Men's Standing Downhill. He tied for second place, which meant no bronze medal was awarded. Team-mate Cameron Rahles-Rahbula almost joined him on the medal podium, finishing fourth by only one tenth of a second.

For Rahles-Rahbula the disappointment of just missing a medal in the Downhill was quickly overcome as he went on to claim bronze in the Men's Standing Slalom. He backed up again on the last day of Alpine Skiing competition, in a remarkable Super Combined race where he was eighth after the first run, to claim a bronze medal by blowing away the competition in the second run. Following these great efforts, Rahles-Rahbula was given the honour of carrying the flag for Australia in the closing ceremony.

Overall, Australia finished 13th on total medals.

Australian Team preparations and the APC's pre-competition planning for the 2010 Games saw a considerable improvement on the previous four year campaign leading into Torino. An example of this improvement was in the level of sports medicine coverage, which in 2006 was delivered by one staff member. In 2010, a more comprehensive service was provided by four staff members (a doctor, psychologist, soft tissue therapist and a physiotherapist).

The APC's Toyota Talent Search Program played a role in the identification of Team members Jessica Gallagher and Mitchell Gourley and the successful transfer of Dominic Monypenny from Rowing to Cross Country Skiing. Dominic competed in Rowing at the Beijing Paralympics in 2008 before representing Australia in Vancouver.

The Paralympic Team's ceremonial outfitting, worn at the Australian Team welcome ceremony and the opening and closing ceremonies was designed by R.M. Williams. Competition and on-snow garments were purchased through Apogee.

The Games were attended by a number of dignitaries including Matt Miller and Greg Nance (Australian Sports Commission), Peter Fricker (Australian Institute of Sport), John Coates (Australian Olympic Committee) and Paul Kiteley (Victorian Institute of Sport).

## THE 2010 AUSTRALIAN PARALYMPIC TEAM

### Athletes

#### Alpine – Men's Standing

Cameron Rahles-Rahbula  
Toby Kane  
Marty Mayberry  
Mitchell Gourley  
Nick Watts

#### Alpine – Men's Sitting

Shannon Dallas

#### Alpine – Men's Vision Impaired

Bart Bunting  
Nathan Chivers (Guide)

#### Alpine – Women's Vision Impaired

Jessica Gallagher  
Eric Bickerton (Guide)  
Melissa Perrine  
Andy Bor (Guide)

#### Nordic – Men's Standing

James Millar

#### Nordic – Men's Sitting

Dominic Monypenny

## Staff

### Operations

Chef de Mission: Michael Hartung  
Assistant Chef de Mission: Nick Dean  
Attaché: Michael Googan (out of village)  
Operations Coordinator: Caroline Walker  
Chief Medical Officer: Geoff Thompson  
Psychologist: Jason Patchell  
Physiotherapist: Alison Campbell  
Soft Tissue Therapist: Brett Robinson  
Media Manager: Tim Mannion  
Media Liaison Officer: Margie McDonald  
Performance Support: Nick Hunter (out of village)

### Technical

Head Coach: Steve Graham  
Senior Coach: Matt Lyons  
Assistant Coach: Mike Gould  
Nordic Coach: Dan Weiland  
Equipment Support: Alan Dean  
Ski Technician: Curtis Christian (out of village)

### Medallists

#### SILVER

##### Marty Mayberry

Downhill – Men's Standing

#### BRONZE

##### Jessica Gallagher

Slalom – Women's Vision-Impaired

##### Cameron Rahles-Rahbula

Slalom – Men's Standing

Super-Combined – Men's Standing



## MARKETING AND COMMUNICATIONS

### COMMUNICATIONS

While the Paralympic Winter Games in Vancouver was the reporting period's major focus from an APC Communications perspective, other events, and the undertaking of many other projects, ensured it was a very significant year for the APC Communications division.

As part of the APC Communications Strategy, a range of new initiatives were launched, aimed at providing a greater level of service to the APC's stakeholders and the media.

Among the major projects implemented in the reporting period were:

- The launch of the redesigned APC corporate website and Paralympic Education Program website.
- The development and launch of the APC Vancouver Games website.
- An APC Twitter account ([www.twitter.com/AUSParalympics](http://www.twitter.com/AUSParalympics)) and the redevelopment of the APC YouTube channel ([www.youtube.com/ausparateam](http://www.youtube.com/ausparateam)) updating followers on the latest developments in Australian Paralympic sport.
- The production of broadcast and multimedia content for major events in addition to existing media outreach operations.
- The production of a quarterly e-newsletter distributed to past and current Australian Paralympic athletes, APC partners, sponsors, member organisations, donors, supporters and stakeholders. The e-newsletter is additional to the APC's existing quarterly hard copy newsletter.

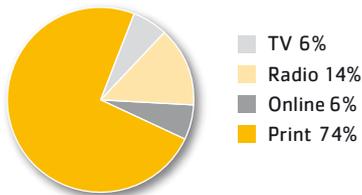
### MEDIA

Australian media coverage is tracked with the assistance of Media Monitors. From 1 July 2009 to June 30 2010, Paralympic athletes,

Paralympic sport and the APC received 7,196 mentions in the print news media, 1,345 mentions on radio, 636 on television, and 607 mentions on monitored online news sites nationwide.

This was a 159 per cent increase on the previous year, boosted largely by interest surrounding the Paralympic Winter Games, as well as other national and international Paralympic sport events, and outstanding performances from Paralympic athletes in Australia and around the world.

**MEDIA COVERAGE BY NEWSFEED 2009/10**



Among the leading non-Winter Paralympic sport stories that garnered interest from major media outlets across the country were the Oz Day 10km, the Four Nations Wheelchair Rugby Championships, the APC-ADF Paralympic Sport Program launch, the re-inclusion of athletes with intellectual disabilities into the Paralympic Games, wheelchair marathons in Chicago and New York, and the allocation of government funding to Paralympic sport during the review of Australian sport.

The APC published 162 Paralympic news stories on its websites during the reporting period and issued almost 100 media releases to metropolitan, suburban and regional media in every Australian state and territory.

A new position within the Communications division was created within the reporting period in the area of media and public relations. The division will grow further in

the following year with the recruitment of a new Manager, Communications and Multimedia

**ANNUAL MEDIA COVERAGE BY NEWSFEED**

Year	Print	Radio	TV	Online
2008/09	2,563	508	276	429
2009/10	7,196	1,345	636	607

Source: Media Monitors

**WEBSITES**

The reporting period saw the APC launch its 2010 Vancouver Games website, and its redeveloped APC corporate and Paralympic Education websites.

The newly-developed APC corporate site was launched with an array of new features, and a greater focus on engaging APC stakeholders, supporters of Australia’s Paralympic athletes and teams, media and members of the general public. The site contains greater interactivity and more emphasis on building the APC’s presence on Twitter and YouTube.

The Games site provided comprehensive information about the Australian Team and its athletes, schedules and results of Australian athletes, new stories about the Australian team’s performances, information on Paralympic classification and profiles of Paralympic Winter Sports.

During the 10 days of the 2010 Paralympic Games, the APC Games site (<http://vancouver2010.paralympic.org.au>) received 4,594 visits and delivered 17,751 pages to visitors, at an average of 3.65 pageviews per visit.

As with the APC’s Beijing Games website, the most popular pages during the Games were the athlete profiles, with 35 per cent of all pageviews apart from the home page being to pages related to athlete profiles.

## MARKETING AND COMMUNICATIONS

### MEDIA – VANCOUVER PARALYMPIC WINTER GAMES

The APC Communications division implemented a 'Road to Vancouver' media plan to ensure that the 2010 Australian Paralympic Team received the most extensive media coverage of any Australian Paralympic Winter Team in our history.

With the ABC once again telecasting the Games on ABC1, its coverage was complemented by the work of the APC's media team and the largest Australian external media contingent to travel to a Paralympic Winter Games.

Along with the APC media team's media manager, media liaison officer, and two photographers, a videographer was also part of the Team for the first time. During the course of the Games, the APC compiled an array of news stories, images, results, video and information packages for use on its website, while also servicing requests from Australian media based both in Canada and Australia. Journalists from News Limited, Fairfax and AAP joined the ABC TV Sport crew as the Australian media contingent in Canada covering the Games.

Back in Australia, the APC's media hub in its national office in Sydney provided additional service in coordinating interviews, ensuring the distribution of reports and results, generating value-add coverage by targeting stories to metropolitan and regional media outlets nationwide, and updating the APC website.

2010 PARALYMPIC WINTER GAMES – VANCOUVER, CANADA  
ABC TV Sport (Average Audience – 6:30pm transmission)

Date	Audience (5-city metro)	Audience Share (%) (5-city metro)
13/03/2010	428,282	14.5
14/03/2010	266,644	6.8
15/03/2010	309,773	7.8
16/03/2010	235,540	6.1
17/03/2010	236,158	6.5
18/03/2010	221,732	6.0
19/03/2010	245,447	7.3
20/03/2010	390,387	13.7
21/03/2010	298,079	7.4
22/03/2010	274,668	6.8
	<b>Average</b>	<b>Average</b>
Summary	290,671	8.3

Source: OzTAM

### AUSTRALIAN MEDIA COVERAGE OF 2010 VANCOUVER WINTER PARALYMPIC GAMES (1 JANUARY TO 30 APRIL 2010)

Media Type	Stories	Audience/Circulation	Advertising Space Rates
Radio	1,764	14,857,200	\$934,465
Television	781	35,936,905	\$922,884
Press	478	59,864,467	\$1,316,699
Online	228	N/A*	\$22,800
<b>Total</b>	<b>3,023</b>	<b>110,658,572</b>	<b>\$3,196,848</b>

\*Internet audience figures not available

Source: Media Monitors (Coverage excludes ABC TV Sport telecast of Paralympic Games)



# MARKETING AND COMMUNICATIONS

	2006-07	2007-08	2008-09	2009-10
Sponsorship	\$1,247,071	\$1,468,003	\$1,546,254	\$1,660,370
Fundraising	\$1,593,556	\$3,111,561	\$4,398,756	\$4,109,254
<b>Total</b>	<b>\$2,840,627</b>	<b>\$4,579,564</b>	<b>\$5,945,010</b>	<b>\$5,769,624</b>

## SPONSORSHIP

Sponsorship revenue for the 2009-10 year was \$1,660,370 which was an increase of seven per cent on the previous year.

This period was the first of a new two year sponsorship with Toyota, demonstrating its strong commitment to the APC and the Paralympic movement. Toyota has been a partner of the APC since 2004.

The first six months of this reporting period were focussed on servicing and supporting our major partners with the activation of programs surrounding the 2010 Paralympic Winter Games. This time was also spent developing and managing the Vancouver Sponsors and Supporters Tour and Games website development.

The development of leveraging opportunities created through the collaborative approach taken with our major sponsors assisted the APC to further build brand equity while meeting sponsorship objectives.

## MAJOR SPONSORS

### Telstra

Telstra's commitment to build awareness of its partnership with the APC and promote the Paralympic movement was evident through leveraging activities developed around the key elements of the sponsorship. These include the Paralympic Education Program, the National Wheelchair Rugby League and the Telstra Ambassador Program.

Significant progress has been made with the roll-out of new communication technology provided to the APC by Telstra. Already this has created greater efficiencies for the business, stakeholders and the community through web hosting, telecommunications and conferencing. These key elements will also ensure the APC's technological capabilities continue to effectively support Australian Paralympic Teams at Games time. During the

next reporting period, Telstra will have the opportunity to showcase to the corporate community the impact and benefits this technology has had on the APC, while at the same time providing additional exposure for the ongoing partnership between the APC and Telstra.

### Toyota

Toyota continued its strong association with the APC through the Toyota Paralympic Talent Search Program, which provided benefits for Toyota across many levels, including increasing staff engagement, community involvement and brand awareness.

The program continues to generate positive media coverage of Toyota's support for the APC and Australian Paralympic Teams across metropolitan and regional areas. The Toyota Paralympic Talent Search Program also provided the opportunity for Toyota dealers to engage with their local community, demonstrating their support for Paralympians and athletes with a disability.

Paralympic athletes from Team Toyota again took part in Planet Ark's annual National Tree Day, which is supported by Toyota. This worthwhile activity gained national exposure for both Toyota and the APC.

Other highlights included Toyota kindly supporting the APC fundraising event, Desert Duel, by providing four Toyota branded vehicles for participants.

### WorkCover NSW

The WorkCover NSW Paralympic Speakers Program continued to successfully promote safe work practices through the personal experiences of Australian Paralympic athletes. An indication of the program's popularity was the need to recruit an additional speaker to further assist in promoting its key messages. More than 150 presentations were conducted statewide during the reporting period.

## OFFICIAL SPONSORS AND SUPPORTERS

### WorkCover SA

The WorkCover SA Paralympic Speakers Program was effectively rolled out this year. Twelve sessions were conducted and primarily targeted injured workers. Four Paralympic athletes are involved in the program and demonstrate that a return to work and life is possible.

### Service Providers

The APC would like to acknowledge the valuable support received from professional services groups. These include Media Monitors (media monitoring), Clayton Utz (legal services), Publicis Mojo (digital and advertising) and Ernst and Young (financial services).

### Vancouver Sponsors and Supporters Program (VSSP)

APC sponsors were provided with a memorable 'money can't buy' Games experience at this year's Vancouver Paralympic Winter Games. The VSSP Group attended the Opening Ceremony, competition venues, had access to the Athletes Village, and met with athletes during the course of the Games.

## FUNDRAISING

Gross income of \$4,109,216 was generated through APC fundraising in the 2009/10 financial year.

The figure was largely derived from raffles and trade promotions which were conducted in every Australian state and territory except the Northern Territory. The continued commitment of the APPCO Group (formerly known as Allsports) helped ensure the APC achieved this positive outcome.

Additional fundraising revenue was derived from direct mail campaigns, newsletters, online donations, workplace giving, and merchandise sales.

The APC is grateful for the continued support of those in the community who have contributed financially to the APC in the reporting period. Such generosity is appreciated, particularly in this competitive economic environment.



## MARKETING AND COMMUNICATIONS

### KNOWLEDGE SERVICES

The focus of the Knowledge Services division over the past year has been on:

- research and reports which assist the APC to meet its objectives and represent itself effectively;
- the creation and updating of plans, policy documents and submissions; and
- the collection and preservation of Australian Paralympic history.

During the year, the APC produced and submitted to the Federal Government a comprehensive response to the release of the report of the Independent Sport Panel, known as the Crawford Report. At the same time, the APC developed and updated a policy paper for the 2010 Federal election which made the case for equitable consideration of Paralympic sport in the sport policies of Australia's major political parties.

The APC's 2009-13 corporate strategy guided the creation of common-format operating plans which now define the day-to-day operations of the APC's business units and will be used for ongoing review and evaluation.

As the APC has grown, its needs for formal policies have increased. A comprehensive set of more than 40 policies covering internal and external needs was developed, in addition to specific policies for its Games teams.

The Knowledge Services division compiled a comprehensive Games' report for the APC following the Vancouver Paralympic Games, for use as the basis of future Games planning and to ensure the effective transfer of knowledge from one Games to the next. A performance report is also being prepared.

Following the Vancouver Paralympic Winter Games, social research conducted by Woolcott Research on behalf of the APC found that almost 80 per cent of Australians were aware of the Games, with 50 per cent of Australians reporting that they followed the Games on TV. The survey provided valuable information to assist in the planning and management of a range of APC programs, including fundraising, marketing, communications and education.

During the year, the APC formalised relationships with the National Library of

Australia (NLA) and the National Sports Information Centre (NSIC), through the Australian Centre for Paralympic Studies, to collect, preserve and manage important elements of Australia's Paralympic legacy.

The NSIC – Australia's leading sports information repository – has undertaken the storage and management of the APC's audio-visual collection. The collection currently comprises 1,072 video items in various formats, 2,333 slide images and 5,430 photographs. It will grow significantly when the APC's electronic holdings of photographs are transferred.

Under the agreement with the NLA, the oral histories of 23 people who have made a significant contribution to the Paralympic movement in Australia will be recorded by the end of June 2011, through the NLA's oral history project. In the initial phase of the project, priority has been given to recording the oral histories of Australia's surviving Paralympians from the first Paralympic Games in Rome in 1960.

### PARALYMPIC EDUCATION PROGRAM

The Paralympic Education Program (PEP) continued to grow steadily throughout the reporting period. The number of registered teachers rose from 1,842 to 2,159 delivering the program to a potential 325,184 students.

A specifically designed Paralympic Winter Games classroom activity, focusing on the Australian Winter Team, was designed and released via the website to teachers in Term 1 2010. PEP received a further 212 registrations during this period.

The development of PEP Talk, the school visits component of the program, also progressed during the year. PEP Talk is an initiative in which Paralympians visit schools and conduct a 65 minute educational program. Workshops were delivered throughout the year to selected Paralympic athletes and APC Development Coordinators on how to deliver the program to schools, keeping in tune with the APC's key messages.

Visits to schools will begin nationally in 2010/2011.

The PEP website continues to be the major communication tool between the APC and educators. Further links were established between the lesson plans and the website, which directed student traffic to the website to assist with homework and assignments.

The site was updated regularly with videos, photographs and news and received an average of 360 individual visits per day, during school terms.

## EVENTS

The 2010 Wheelchair Rugby Four Nations Series was staged by the Australian Paralympic Committee from 28 April to 2 May 2010. Held at Sydney Olympic Park Sports Centre, the invitational event saw Canada, Great Britain, New Zealand and Australia compete, with Australia emerging as the Series champion.

The tournament enabled the Australian team to gain valuable competition experience without having to travel abroad ahead of the Wheelchair Rugby World Championships, and also provided an opportunity for the Australian Paralympic Committee to showcase the achievements of Australia's elite athletes with a disability to the Australian public.

The annual Desert Duel took place from 24 April - 6 May, 2010, and saw 60 participants and Paralympic medallists Chris Mullins and Julie Smith begin their journey in the NSW town of Cowra, before travelling through the ACT, back through NSW, on to South Australia, the Northern Territory and Queensland. The Duel then headed back into NSW before finishing in Mudgee in the state's Central West. The 2010 Desert Duel raised \$56,582 for the APC.

The 360HR Corporate Bowls Day was held for the fourth year on 21 October, 2009, with scores of people taking to the greens in support of Australia's Paralympic athletes. Presented by 360HR, the event raised \$44,583 for the APC.



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**Photography:**  
 Sport The Library  
 Mathilde Dusol  
 OnEdition  
 Rowing Australia  
 Serena Corporate Photography

(Front cover image: Cameron Rahles-Rahbula, Sport The Library)



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