



AUSTRALIAN
PARALYMPIC
COMMITTEE

2010/2011 Annual Report

Covering the period 1 July 2010 to 30 June 2011





AUSTRALIAN
PARALYMPIC
COMMITTEE

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

2010 Paralympian of the Year Awards

Paralympic Achievement Award – Individual:

David and Pamela Baker
Steve Mason and Belinda Green

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

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)

Australian Paralympic Committee Ltd

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PRESIDENT'S REPORT



Securing the future of Australian Paralympic sport is, and has always been, a key function of the Australian Paralympic Committee.

While the London 2012 Paralympic Games is our immediate focus and we are working to ensure Australia sends the best team possible, investing for the future is vital for the long term survival and viability of the Australian Paralympic movement and the APC.

Central to this investment is the development of outstanding athletes, coaches, and sporting programs, which is why the expansion of the APC's Classification and Talent Search programs in the past year has given Australian Paralympic sport an exciting outlook for the upcoming Paralympic Games in London, Sochi, Rio de Janeiro and beyond.

Not only does developing Paralympic sport from the grassroots level to the elite arena inspire sporting success, it also has a lasting impact. The way Paralympic sport connects with Australians at a community level can change perceptions of disability across all spectrums of our society.

In the past financial year, the APC welcomed five new sponsors, supporters and suppliers, which brings the number of members of the APC sponsor family to 15. On top of this, Paralympic athletes are now receiving the same level of direct athlete support from the Australian Government as their Olympic counterparts in a sure sign we are moving closer to equality for athletes with a disability. The Australian public continues to support us in our drive to raise the \$7.8 million necessary to send the Australian Team to London, and the level of Paralympic media coverage during a non-Games year showed that much progress has been made.

The APC is driving these changes and under the leadership of the APC Board of Directors and Chief Executive Jason Hellwig, we are moving in the right direction. I would like to

thank my Board colleagues and Jason for their passion and commitment to Paralympic sport, as well as the APC staff for their hard work, enthusiasm and dedication to Australia's Paralympic athletes and teams.

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

Our relationship with the Australian Government and the Australian Sports Commission (ASC) is critical to the APC's future growth and I would like to welcome and thank the new Minister for Sport, The Hon. Mark Arbib MP, and the new Parliamentary Secretary for Disabilities and Carers, The Hon. Jan McLucas MP, for their support. I also extend my thanks to outgoing Chief Executive of the ASC, Matt Miller, and acknowledge Professor Peter Fricker for the work he has done as Acting Chief Executive.

To our National Federation partners which deliver the Paralympic Preparation Programs, I thank you for your work over the past 12 months. I also extend my gratitude to our member organisations, athletes and their families, our coaches, support staff, corporate sponsors and donors for playing an integral role in the success of Paralympic sport in this country.

Australia is positioned as one of the world's leading National Paralympic Committees and the progressive work the APC is doing here in Australia is reflective of the Paralympic movement's booming growth worldwide.

We have had a successful 12 months on all fronts and, as we embark on a Games year, I am excited not only by what we have achieved to date, but what the APC is still capable of. We have every reason to look to a bright future.

Greg Hartung

President
Australian Paralympic Committee





AUSTRALIAN
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CEO'S REPORT

The past year has seen a further maturing of the APC and its role within Australian sport.

We have maintained our focus on the Australian Paralympic Team and our planning for the London 2012 Paralympic Games is more comprehensive, sophisticated and advanced than for any in our history. We recently completed the London

2012 Team Processing sessions for almost 500 potential Team members, we have secured all our major apparel suppliers, we are close to finalising our pre-Games staging camp in Cardiff, and our fundraising activities are on track to raise the \$7.8 million we need for the Team.

While 11 of the 16 sports supported by the APC under the Paralympic Preparation Program are managed by our National Federation partners, the APC plays an active role in adding value to every one of these programs through our activities in the areas of sports science, sports medicine, high performance coaching, classification, education and talent identification. We continue to engage with our program partners in ways which meet the individual characteristics of each sport.

While this has been occurring, the APC has also been working very hard to secure a strong and successful future for the Australian Paralympic movement.

There are gaps and weaknesses in the pathway for Paralympic sport in Australia and over the past year, the APC has increased its focus on helping to address these. Through our pathways and development program, we are expanding our network of partnerships and activities within every state and territory so that any person who may be eligible to participate in Paralympic sport has the opportunity to do so.

Away from the sporting arena, the APC's activities are driven by the same commitment to excellence, with a focus on meeting the future through the adoption of new technologies and ways of operating.

Our Paralympic Education Program, which from this year encompassed both primary and secondary schools, is thriving. The number of Australian school children who have learned about Paralympic sport through the program has increased to more than 300,000.

Our Paralympic Workplace Diversity Program has successfully placed 16 Paralympic athletes into meaningful employment.

In a changing communications landscape, the APC has embraced social media with the launch of the

APC's Facebook page, in addition to our popular Twitter and YouTube sites. Communicating with our stakeholders, athletes and supporters in this way has created an online community rich in Paralympic news and content which we can only grow from here.

The APC has finished the 2010/11 financial year within budget. We have improved our human resources practices, our information management and our administration.

We have developed our relationship with the Essendon Football Club, and have confirmed that the club's new base at Melbourne Airport will also be the new home of the APC's Victorian operations. The direction that this partnership is heading is exciting.

And finally, but not least, we are building our connections with all Paralympians through our innovative Paralympic history project. This project draws on the resources of expert institutions and individuals to recognise the achievements of those who brought us to this stage, and to link today's Paralympians with their rich history.

There are so many who have contributed to the APC in the past year. I would like to thank APC President Greg Hartung for his knowledge, vision and dedication to Paralympic sport. Greg leads an APC Board of Directors whose expertise and passion to drive our organisation forward is boundless.

I would also like to thank the APC staff – a wonderful group of hard-working, forward-thinking people who I am so proud to lead.

To the APC stakeholders, sponsors and supporters, particularly our major partners – the Australian Sports Commission, Telstra, Toyota and WorkCover NSW – thank you for your ongoing support and we look forward to you staying with us on this exciting journey towards London and Sochi.

We are driven by innovation and energy but, ultimately, we are successful because of our capacity to develop effective partnerships in all areas of our activities and because of the many, many people who are committed to Paralympic sport in Australia.

As we now move full swing into a Games year, complete with excitement, optimism, nerves and anticipation, I wish all athletes and their families, coaches and support staff the best of luck. After a successful 2010/11, you can be assured the APC will continue to do everything we can to help you achieve your personal best.

A handwritten signature in black ink that reads "J.S. Hellwig". The signature is fluid and cursive.

Jason Hellwig
Chief Executive Officer
Australian Paralympic Committee



AUSTRALIAN
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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
Blind Sports Australia
Australian International Shooting 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
Rowing Australia
Swimming Australia
Table Tennis Australia
Tennis Australia
Wheelchair Sports Australia
Yachting Australia



STAFF

Sian Barbanti

Coordinator, Fundraising
(from April 2011)

Alison Bombardier

Senior Coach, Winter Sports
(from June 2011)

Sue Bowman

Manager, Fundraising

Jason Bremner

Development Coordinator, NT
(from July 2010)

Alison Campbell

Manager, Sports Science/Sports
Medicine

Katheryn Chambers

General Manager, Marketing
and Sponsorship

Kieran Courtney

Sports Analyst

Charlie Coyle

Manager, Finance

Kate Delaney

Assistant, Corporate Services
(from March 2011)

Brigitte Duba

Acting Manager, Education
(from November 2010)

Brad Dubberley

Head Coach, Wheelchair Rugby

Shaun Giles

Manager, Communications and
Multimedia (from August 2010)

Maren Goll

Coach, Winter Sports
(from June 2011)

Steve Graham

Head Coach, Winter Sports

Jacob Hardiman

Development Coordinator, VIC/TAS

Michael Hartung

General Manager, Sport

Natalie Hutchinson

Coordinator, Sport Operations
(Maternity Leave from 1 October
2010 to 3 October 2011)

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

Joel McMaster

Assistant, Corporate Services
(Reception)

Kashmira Mistry

Coordinator, Donor Donations

Anna Muldoon

Coordinator, Classification

Tony Naar

General Manager, Knowledge Services

Chris Nunn

Senior Manager, High Performance

Greg Omay

Manager, WA Development

Sharon Peterson

Assistant, Finance (from July 2010)

Kara Refford

Development Coordinator, NSW/ACT

Nat Rodrigues

Acting Coordinator, Sport Operations
(from August 2010)

Sarah Rogers

Manager, Education (Maternity
Leave from 24 December 2010 to
26 August 2011)

Veronica Ryan

Manager, Human Resources

Amanda Scarfo

Assistant, Sport Operations

Silvia Scognamiglio

Assistant, Events

Trevor Spaul

General Manager, Finance

Scott Upston

Senior Coach, Powerlifting

Paul van Oosten

Program Coordinator, Boccia
(from December 2010)

Yuriy Vdovychenko

Coordinator, Development Projects

Chris Voysey

Manager, Information Technology

Rebekka Wake

Coordinator, Media and Public Relations

Caroline Walker

Coordinator, Sport Operations

Amy Winters

Manager, Marketing and Sponsorship
Services (Return from Maternity Leave
January 2011)



Finance

Finance Report – For the Year Ending 30 June 2011

The Australian Paralympic Committee Ltd operated in all states and territories of Australia during the year ended 30 June 2011, and this finance report reflects these operations. There were no Paralympic Games in the period, however significant activity commenced in relation to the London 2012 Paralympic Games.

A summarised financial report for the year ended 30 June 2011, together with the comparatives for the previous year, are on the following pages. For further detailed financial statements, together with the report of our auditor, Ernst & Young, I would invite you to apply to the office of the APC.

The surplus for the year amounted to \$7,044. This result is pleasing on the basis that the accepted budget for the 2011 financial year allowed for a surplus of \$6,551. As in the previous year, there was no requirement to transfer funds from the Games Preparation Fund. It should be noted that \$320,000 was transferred from general operations to the Games Preparation Fund in the period.

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

- Revenue increased by some 24 per cent to \$23.015m for the year. The increase for the year is attributed to:
 - Government grants through the Australian Sports Commission significantly increasing. \$3,480,000 was added to the Australian Sports Commission baseline funding.
 - Although sponsorship decreased 13 per cent from the previous year, it was attributable to a “one off” sponsor for the 2010 financial

year. The continued support for our Paralympic Team and ideal is encouraging, given the experiences of the global financial crisis.

- Fundraising income increased \$148,000 from the previous year. This is a strong result 15 months out from the London 2012 Paralympic Games.

Expenditures for the year increased by 1 per cent from the previous year. Additional funding received from the Australian Sports Commission, as noted above, has contributed and allowed the APC to carry out additional programs within specific divisions. Expenditure incurred in relation to the London 2012 Paralympic Games has been accounted for as incurred, with \$69,100 expended in the reporting period. This treatment is as per current Australian accounting standards. All expenditures were held within budgeted levels.

Investments for the year have been performed at higher than average market returns. This has largely been the result of increasing cash levels in preparation for the London Paralympic Games. Further, the timing of cash flow requirements allowed the establishment of longer fixed interest terms. At balance date, 61.2 per cent of investments were held in cash or their equivalent. The strong Australian dollar has also been a contributing factor to the higher than market return result.

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

Doug Denby

Chair, Audit Committee

Income Statement (in \$000) for the year ended 30 June 2011

	2010	2011
Income		
Australian Sports Commission	9,617	12,569
Other Government grants	238	343
Sponsors	1,660	1,414
Fundraising	6,389	7,752
Income from investments	464	716
Other income	197	221
	18,565	23,015
Expenditure		
Vancouver/Beijing (2009) Paralympic Games	791	273
London Games		69
Sport programs	9,515	12,519
Promotions, marketing and media	1,432	2,028
Fundraising	4,755	6,312
Administration	1,969	1,807
	18,462	23,008
Surplus for year	103	7





Balance Sheet (in \$000) as at 30 June 2011

	2010	2011
Assets		
Cash and cash equivalents	4,708	3,356
Investments and managed funds	6,693	8,543
Receivables and other assets	1,231	1,101
	12,632	13,000
Liabilities		
Payables and provisions	1,301	1,359
Deferred revenue and grants	917	1,080
	2,218	2,439
Net Assets	10,414	10,561
Equity		
Restricted reserves	5,901	6,041
Accumulated Funds	4,513	4,520
	10,414	10,561

Statement of Changes in Equity (in \$000)

	Accumulated Funds	Restricted reserves	Total
At 30 June 2009	4,409	5,548	9,957
Other comprehensive income		352	352
Surplus for the Year	104	-	104
Total comprehensive loss for the year	104	352	456
At 30 June 2010	4,513	5,900	10,413
Other comprehensive income	-	141	141
Surplus for the Year	7	-	7
Total comprehensive income for the year	7	141	148
At 30 June 2011	4,520	6,041	10,561

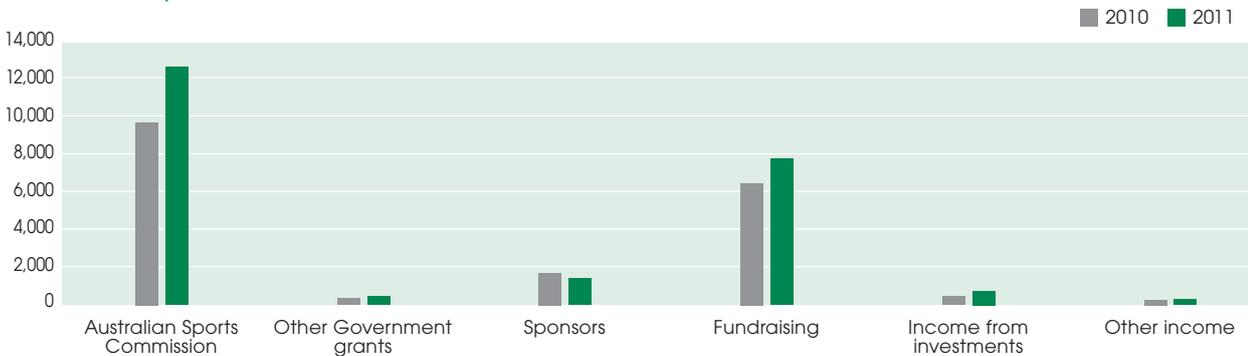


School children enjoy Paralympic sport at the Sydney 2000 10th anniversary celebrations

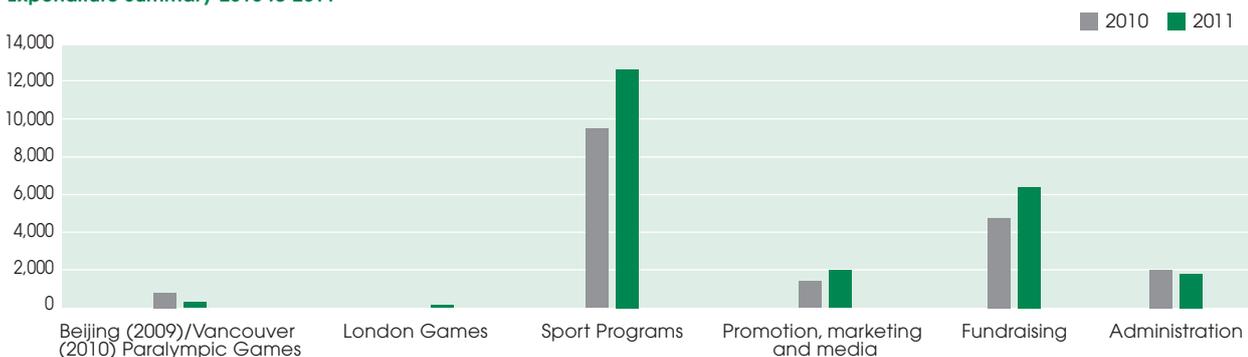
Fundraising Summary per State (in \$000)

	ACT	NSW	QLD	SA	TAS	VIC	WA	Total
Fundraising revenue	916	1,299	1,675	968	2	1,776	1,116	7,752
Fundraising expenses	784	992	1,290	822		1,464	960	6,312
Fundraising surplus (deficit)	132	307	385	146	2	312	156	1,440
Surplus (deficit) %	14%	24%	23%	15%	100%	18%	14%	19%

Income Summary 2010 to 2011



Expenditure Summary 2010 to 2011





AUSTRALIAN
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Message from the Australian Sports Commission



The countdown to an Olympic and Paralympic Games is an exciting time for Australians. As London 2012 looms on our horizon there is much work to be done to fine tune our preparations.

The Australian Government and the Australian Sports Commission (ASC) continue to work closely with Olympic and Paralympic sports, along with the Australian Olympic and Paralympic Committees to ensure our athletes get the best possible support.

Through the Green and Gold project, \$3.85 million in extra funding has been provided for our top Olympic athletes and teams to boost their training and preparations for London 2012.

A true sign that Australian sport is united in working together is the endorsement from the Commonwealth, State and Territory Governments of the National Sport and Active Recreation Policy Framework.

What this means is that for the first time all governments have agreed on priorities for sport.

Underpinning the Framework is the new National Institutes System Intergovernmental Agreement which unites our National Institutes of Sport and national sporting organisations to work hand-in-hand to achieve common national high performance objectives to maximise resourcing and expertise in support of the development of world class athletes to achieve international success.

This Framework is supported by significant additional investment in sport by the Australian Government. The 2011-12 Budget will provide \$300 million to support the full spectrum of sport from grass roots through to elite competition.

Support by the Australian Government will enable a more collaborative long term focus to drive reform within Australian sport and importantly make the connection between Australians standing on the podium and young Australians participating in sport.

This is an exciting and challenging time for Australian sport. The Australian Sports Commission looks forward to working with all sporting organisations, the state and territory institutes and academies of sport and state and territory departments of sport and recreation, to promote access to, and participation in, sport across the community and support Australia's continued sporting success.

The Hon. Warwick Smith AM

Chairman

Board of the Australian Sports Commission



Australian Government
Australian Sports Commission

Sport

Overview

The 2010/11 financial year fell between two Paralympic cycles, with preparations for the London 2012 Paralympic Games moving into full swing. Plans were also implemented following the Vancouver 2010 Paralympic Winter Games to achieve an improved result for Australia at the next Paralympic Winter Games in Sochi in 2014.

The APC continued to directly support 16 high performance Paralympic Preparation Programs (PPP), 11 through our National Federation partners and five PPPs managed internally. In addition to the direct funding it provided, the APC was very active in the past 12 months in supporting its investment. This broader commitment to Paralympic programs was made to ensure Australia continues to be a competitive nation at the Paralympic Games. At the high performance level, the APC actively sought opportunities to provide additional support to programs in areas such as coach development and the provision of opportunities to improve the training regimes of athletes through access to sports science and sports medicine experts at the Australian Institute of Sport (AIS).

With the world of Paralympic sport moving at a rapid rate, and in order for Australia to remain competitive on

the international stage, the APC must take full advantage of the Australian sporting system to support its National Federation partners, athletes and coaches. In September 2010, the Australian Government increased its support for the APC by providing an additional \$3 million annually for high performance Paralympic sport. This funding was divided up to have the greatest impact on Australia's medal prospects at future Paralympic Games. The APC was able to provide additional funding to 13 Paralympic sports, with swimming (\$550,000), athletics (\$530,000) and cycling (\$330,000) receiving the largest increase in investment.

To support the funding provided to sports, the APC worked with the Australian Sports Commission (ASC) in the establishment of its new Direct Athlete Support (DAS) program, to ensure all Paralympic athletes would be eligible for the same level of direct assistance as their able-bodied peers. The APC committed \$1 million and will be making an ongoing contribution to the program in future years. The result has been a significant increase in direct funding to Paralympic athletes who are in the top 10 in the world.

In March 2011, the APC and ASC met to discuss opportunities to improve the medal prospects of Australian athletes in London. From this meeting an eight

point plan was developed and an additional \$300,000 was allocated by the ASC to the APC to develop those opportunities.

In supporting Australia's Paralympic athletes, the APC acknowledges the ongoing contribution of its key PPP partners - the 11 National Federations which are responsible for the management of a Paralympic sport program, the Australian Institute of Sport, each of the state institutes and academies of sport, and the Australian Sports Commission - all of which continue to assist the growth of the Australian Paralympic movement through their valuable ongoing support.

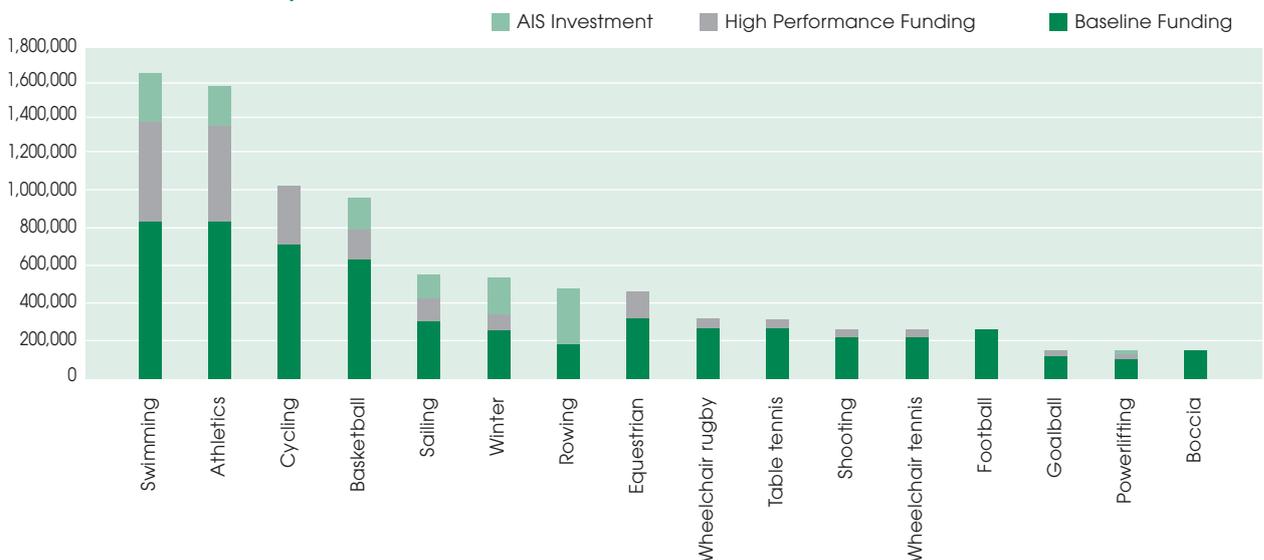
Paralympic Games - Summer

The London 2012 Paralympic Games will be held from 29 August to 9 September 2012 and preparations for the Australian Paralympic Team are well advanced.

APC Chief Executive Officer Jason Hellwig was appointed by the APC Board as Chef de Mission of the 2012 Australian Paralympic Team in April 2011.

A significant milestone in preparations for the Games came in 2011 with Team Processing. This involved 22 sessions across all states between April and June, at which 458 shadow squad members were briefed on Games preparations and had their profile

APC direct investment to sports - 2010/11





Alpine skier Cameron Rahles-Rahbula in action (left) and with his 2010 Australian Paralympian of the Year trophy (right)

information, outfitting sizes and photographs taken.

Leading into the London 2012 Paralympic Games, the APC will be holding a pre-Games staging camp in Cardiff, Wales, to allow athletes and officials to acclimatise to conditions in the United Kingdom and complete the final stages of their preparations. Team hotels and training facilities were all secured in 2010/11 and the APC was the first of all National Paralympic and Olympic Committees around the world to finalise its arrangements for staging and apply to the London Organising Committee (LOCOG) for the Support Grant, provided as an incentive for countries to utilise facilities in the United Kingdom in the lead up to the Olympic and Paralympic Games.

The APC developed its Games preparations further by conducting three separate site visits to the United Kingdom during the reporting period. The first was made by members of the Team Executive to commence official engagements with LOCOG and finalise the APC's arrangements with suppliers in Cardiff. The second was a visit to London and Cardiff by the APC's Manager, Sports Science and Sports Medicine and the APC's Chief Medical Officer for the London 2012 Paralympic Games. The third visit was by the APC's Communications division to continue planning with LOCOG and key organisations in London and Cardiff in preparation for what is expected to be the most comprehensive coverage by Australian media in Games history.

The APC is anticipating a 2012 Team size of approximately 300 athletes and staff.

Paralympic Games – Winter

Since returning from the Vancouver 2010 Paralympic Games with four medals, including the first ever winter medal won by an Australian female, the APC's winter program has further developed its plans for the Sochi 2014 Paralympic Winter Games.

During 2010/11, the APC took steps to strengthen the program's coaching ranks, appointing two coaches to work alongside head coach Steve Graham. Alison Bombardier, who returned to Australia after heading up a development program in the US, joined the program, along with Maren Goll, who coached the German Paralympic Team at the last two Paralympic Winter Games.

The program is now set on achieving a top 10 finish at the Sochi Paralympic Games.

High Performance

The past 12 months saw a significant increase in the presence of Paralympic athletes at the Australian Institute of Sport (AIS).

The APC invested \$1.55 million into the AIS in 2010/11 to support Paralympic programs, with 132 athletes with a disability from 11 sports accessing the AIS facilities and services. Through the support provided by the APC, time spent by Paralympic athletes at the AIS focused primarily on Paralympic Games preparations and the improvement of daily training environments.

The APC conducted two high performance congresses in 2010/11, with the first conducted in Sydney in November 2010, and the second

in Canberra in March 2011. Guest speakers addressed key program staff from each Paralympic sport during both conferences on areas including the importance of leadership, management within high performance environments and the latest research into skill acquisition, physiotherapy, nutrition and psychology.

There were changes in personnel across some of the high performance Paralympic Preparation Programs during the reporting period. Athletics Australia appointed Andrew Faichney as its new PPP Manager in June 2011, replacing Rohan Short, who moved into a role with the Melbourne Tigers in the National Basketball League. Rowing Australia appointed Chad King as the new head coach in March 2011. Basketball Australia appointed former Opals coach Jan Stirling as the head coach of the women's wheelchair basketball team, the Gliders, in February 2011. Table Tennis Australia increased its engagement with head coach Roger Massie from three to four days per week.

Through the APC's investment in Australian Paralympic sports, there were 23 full time or part time employed coaches across the PPPs as at 30 June 2011.

Sports Science and Sports Medicine

The APC Sports Science and Sports Medicine program continued to strengthen its relationship with AIS service disciplines, by expanding the number of APC-funded, Paralympic focused AIS roles. During 2010/11, roles in physiotherapy (two staff members), strength and conditioning, recovery, nutrition and movement sciences

were added to the physiotherapy and recovery positions established in 2009/10. Staff in APC-funded AIS roles service Paralympic Preparation Program athletes, and provide support to National Federations and National Federation providers as needed.

The APC expanded its research partnership with the AIS, delivering projects in 2010/11 for wheelchair basketball, wheelchair rugby, handcycling and athletics, and supported the further development of AIS expertise in regard to prosthetic and orthotic optimisation and equipment development.

Projects launched during the reporting period included the development and testing of a sport specific wheelchair for table tennis, the instrumentation of wheelchairs to provide immediate performance feedback to athletes and coaches, cooling and recovery strategies in wheelchair rugby and walking optimisation in athletes with cerebral palsy.

The APC also engaged the services of Richard Bennett as Principal Psychologist and as an advisory resource to Paralympic sports managed by the APC and its National Federation partners. Richard will assist in the planning and implementation of performance psychology and wellbeing services for the Australian Paralympic Team at the London 2012 Paralympic Games. Additional Games appointments included Dr Geoff Thompson, Dr Corey Cunningham and Dr Linda Clow (medicine), Dr Liz Broad (nutrition), Dr Jo Vaile (recovery), Keren Faulkner (physiotherapy) and Ruth Fazakerley (administration/nursing).

Pathways and Development

With the London 2012 Paralympic Games fast approaching, a significant number of APC Paralympic Talent Search participants are well on the way to securing their place in the Australian Paralympic Team. Of the 288 athletes named on the 2012 Australian Paralympic Shadow Squad, 92 are graduates of the APC Program, with a number of these athletes likely to make an impact on the medal tally at the London Games.

During 2010/11, 205 participants were tested as part of the APC Talent Search

Program at 38 Talent Search Days, with 26 participants identified as 'tier one' athletes (elite potential within two years) and a further 85 identified as 'tier two' athletes (elite potential within four years). The program has tested more than 1,750 Paralympic hopefuls, in every Australian state and territory, since its inception in 2005.



Daniel Fitzgibbon and Liesl Tesch

While a number of participants who attend a Talent Search activity become part of the Paralympic Preparation Program, the majority will not reach the Paralympic Games. Each state based APC Development Coordinator works closely with state sporting organisations and disability sport groups to ensure opportunities exist to increase participation at all levels, from grassroots through to elite. Providing these opportunities is an ongoing challenge and requires continued leadership from the APC and collaboration from all parties.

Paralympic Talent Search Program participant numbers

Year	Total	Tier 1	Tier 2	Other
2007/08	207	29	107	71
2008/09	255	45	105	105
2009/10	301	41	141	119
2010/11	205	26	85	94

The APC's development partnership with Disabled WinterSport Australia will continue to underpin the APC's winter program, with four development camps scheduled through the 2011/12 reporting period to build on the

APC Paralympic Talent Search activities for 2010/11

	ACT	NT	QLD	WA	NSW	VIC	SA	TAS
Multi-sport Talent Search Days	1	1	5	1	3	4	4	1
Sport/disability specific Talent Search Days	1	0	4	8	2	2	1	0

success of the three camps held in 2010/11 in NSW and Victoria.

The APC Development program received \$160,000 in funding grants from state and territory governments in 2010/11 to assist with, among other initiatives, bridging the gap between participation and elite competition. One of the programs benefiting from

this funding is the extremely successful skill development program in South Australia, which targets 6-16 year olds to improve general motor skills of participants in movement, balance, coordination, throwing, catching and kicking.

APC Development staff conducted several multi-sport development camps which provided an opportunity for Paralympic coaches and medical staff to educate emerging athletes about the requirements and demands of being an elite Paralympic athlete. In 2011/12, the focus of the development program will shift from the identification of talent to a greater role in assisting Paralympic sports develop the talented emerging athletes, ensuring these athletes have access to appropriate coaching and competition opportunities.

The APC Development program provided grants to 30 athletes in swimming, athletics, table tennis and powerlifting to attend the Arafura Games in Darwin in May 2011. These participants are all considered to have Paralympic potential for

London in 2012 or Rio in 2016. Held every two years, the Arafura Games are important for the development of emerging athletes and coaches, providing a chance for many to compete in a multi-sport, international competition for the first time.

In February 2011, the APC brought together school sport representatives from each state and territory for a workshop with the APC Development and Classification staff to develop clear guidelines around the participation and classification of students with a disability within the school sport system. Fact sheets for each of the Paralympic sports contested within the school sport system were also developed as part of this process. The workshop was extremely successful and is likely to become an annual event.

In the 12 months since the APC and the Australian Defence Force (ADF) established their joint Paralympic Sport Program, ADF personnel who acquired a disability during their service attended two ADF camps (one for summer sports and one for winter) with the support of the APC High Performance Manager and APC service providers. One ADF member has been identified as a "targeted athlete" within athletics and his program is being overseen by the AIS PPP athletics scholarship coach.

The relationship between the APC and the ADF continued to generate other benefits during the reporting period, including presentations to PPP athletes by ADF staff, and increased awareness within the ADF of the value of Paralympic sport and active rehabilitation.

Classification

Throughout the year, the APC Classification program focused on:

- Development of a model of best practice in national classification delivery;
- Enhancing partnerships with National Federations and their members in developing pathways and classification opportunities for their sports;

- Development of classification information and resources available via the APC website;
- Expanding classification opportunities for emerging athletes within the school sport system; and
- Expanding access to classification at the grassroots level of Paralympic sport, assisted by the appointment of a full-time APC Classification Coordinator.

Working with schools and state sporting organisations to focus on entry pathways and classification enabled developing athletes to have greater access to Paralympic sport. 675 school aged children (born 1995-2002) have been classified across sports, an increase of 235 from the end of the previous reporting period. Those classified will be aged between 15 and 21 years during Rio 2016, positioning Australia well for athlete talent identification into the future.

Since the program's inception in 2006, more than 2,075 national athlete classifications have been conducted across sports, 369 during the reporting period.

Australian athletes classified to a national level:

Classification period	Athlete numbers
2006/07	77
2007/08	229
2008/09	356
2009/10	551
2010/11	369

Following the delivery of the vision impaired classifier training workshop in November 2010, the APC focused on increasing classification opportunities and awareness of Paralympic sport among athletes with a vision impairment. As a result, 47 athletes with a vision impairment accessed national classification in the past 12 months, compared to 35 in the previous reporting period.

National VI classifications 2008/2011

Classification period	VI athletes
2007/08	4
2008/09	21
2009/10	35
2010/11	47

The 2011 Arafura Games provided an opportunity for the APC to combine a detailed multi-sport classification program with classifier training and education. It was the third time the APC invested in the event in the area of classification, and successfully co-ordinated the delivery of classification services in four sports for 115 athletes from across the Oceania region.

At the conclusion of the reporting period, a total of 166 Australians were recognised as certified classifiers or trainees, an increase of 48 over the past two years, and 48 Australians were recognised as international level classifiers by their respective sports. Australia now has international classifiers in all the Paralympic sports it currently contests at the Paralympic Games.

Classifier training delivered in 2010/2011

Sport	National Classifier Training Attendees	International Classifier Training Attendees
Alpine	1	-
Athletics	3	8
Cycling	5	1
Powerlifting	1	-
Football	-	1
Swimming	3	-
Table Tennis	5	-
VI classifier training	8	1

Classification online

The APC worked towards increasing the availability of classification information and tools for potential Paralympic athletes on its corporate and education websites. During the reporting period this included:

- Publication of national best practice classification guidelines;
- Publication of each sport's Australian athlete classification master list;
- The development of web based tools to assist athletes to determine the sports for which they are eligible.

After the APC launched an online registration system for classification in October 2010, 53 athletes had registered by June 30 2011 to access national classification in a new sport.

The APC also continued to invest in the development of international classification systems through funding and in-kind support.

The APC invests significant resources to minimise the impact of international athlete classification on the preparation of high performance athletes at world championships and Paralympic Games across all sports. In 2010/11, 98 per cent of all international classification outcomes for Australian athletes matched those that had been provided by Australian national classifiers prior to international competition.

The APC Classification program aims to ensure that all potential 2012 Team members will have presented to international classification at least once prior to the London 2012 Games. Strategies have been developed to manage the classification process prior to, and during the Games, minimising risk and impact on Team preparation and performance. Current estimates indicate that less than 5 per cent of 2012 Australian Team athletes will require classification in London 2012, compared to 16 per cent in Beijing.

During the reporting period, the APC secured \$300,000 in Australian Government funding towards enhancing classification opportunities in Australia. This funding will be used to expand classification access for those living in rural and remote areas, and increase opportunities and partnerships with state partners and school sport networks to support access to classification for athletes beginning the sporting pathway.

Events

The APC is developing a strong Paralympic events program in Australia, and was involved in delivering or supporting the following events in the past year:



APC President Greg Hartung presents Rod Kemp with the Australian Paralympic Medal

10th Anniversary of the Sydney 2000 Games

The APC partnered with the Australian Olympic Committee, Sydney Olympic Park Authority and the NSW Government to deliver an event to celebrate 10 years since the Sydney 2000 Olympic and Paralympic Games. The celebration on 15 September 2010 included a schools event for 1,000 school children and a reunion for thousands of Sydney 2000 Games volunteers. Paralympian Louise Sauvage was also honoured with a plaque dedicated to her achievements, presented by the Premier of NSW. The day culminated in a free public concert where Louise Sauvage and Olympian Cathy Freeman together re-lit the Sydney Olympic Park cauldron.

Australian Paralympian of the Year Awards

The APC staged its biennial Australian

Paralympian of the Year Awards on the date which marked 10 years since the Opening Ceremony of the Sydney 2000 Paralympic Games – 18 October 2010. This gala event was attended by more than 250 guests, and was a momentous occasion for the Australian Paralympic movement in many respects. Not only did it provide an opportunity for the APC to host a reunion of Sydney 2000 athletes and staff, seven members of the 1960 Australian Paralympic Team also attended to mark the 50th anniversary of the first Paralympic Games held in Rome. The evening culminated with the honouring of the achievements of Australian athletes who competed at the Vancouver 2010 Paralympic Winter Games. Alpine skier Cameron Rahles-Rahbula received the 2010 Paralympian of the Year award after winning Paralympic bronze medals in the men's standing slalom and super-combined races in Vancouver.



Members of the 1960 Australian Paralympic Team at the 2010 Paralympian of the Year Awards

Arafura Games

Supported by the Northern Territory Government, the Oceania Paralympic Championships were incorporated for the third time into the Arafura Games, in Darwin from 7 to 14 May 2011.

Paralympic events were contested in four sports – athletics, swimming, powerlifting and table tennis. 234 athletes with a disability from 22 countries competed, confirming the championships as the most significant multi-sport event for athletes with a disability in the region.

Outstanding performances included 16-year-old wheelchair racer Nathan Arkley, who won four gold medals on the track, 14-year-old Kristy Pond, who also won four gold medals on the track and was named IPC athlete of the month for May 2011, 21-year-old Melissa Tapper who won her singles and team events in table tennis, and the Australian swimming development squad which dominated every race in the pool.

Not only was the Games an opportunity for athletes to qualify for the London Paralympics, it was also a chance for many athletes with a disability to compete for the first time at an international level.

The Games saw two Northern Territory athletes with a disability compete for the first time, indicating the progress Paralympic sport is making in the Territory, while four members of the Australian Defence Force Paralympic Sport Program competed at their first major international competition.

Desert Duel and Corporate Bowls Day

The annual Desert Duel took place from 8 to 16 April 2011 and saw 41 participants traverse Tasmania from coast to coast over nine days. Paralympian Ryley Batt (wheelchair rugby) joined the adventurous group. The 2011 Desert Duel raised \$50,000 for the APC.

The 360HR Corporate Bowls day was held on 20 October 2010 for the fifth year, with scores of people taking to the greens in support of Australia's Paralympic athletes. The 2010 Corporate Bowls day raised \$45,771 for the APC.



Nine-time Paralympic gold medallists Priya Cooper (left) and Louise Sauvage (right) at the Sydney 2000 10th anniversary celebrations

2011 IPC Athletics World Championships warm-up event

In partnership with Athletics Australia, the APC hosted a warm-up meet on 14 January 2011 for the IPC World Athletics Championships in New Zealand. Athletes from Australia, Canada, the United States, Finland, France, Germany and the Netherlands competed against each other at Sydney Olympic Park Athletics Centre.

2014 Wheelchair Rugby World Championships bid

The APC made a submission to host the 2014 Wheelchair Rugby World Championships. From 30 June to 3 July 2011, the APC hosted a site evaluation visit from a representative of the International Wheelchair Rugby Federation, Kathy Newman. This included site inspections of the competition and training venues, hotels, recovery facilities and meeting rooms. It also included a presentation from APC staff on all functional areas within the bid proposal. A lunch was hosted by Sydney Olympic Park Authority and the APC hosted a dinner which included all proposed members of the Organising Committee. Meetings with Sydney Olympic Park Authority, Accor Hotels, Wheelchair Sports Australia and Wheelchair Sports NSW

were held and all provided very positive feedback on the bid proposal. The site visit concluded with a day of sight-seeing in Sydney, including a VIP tour of the Opera House and Sydney Taronga Park Zoo.

Powerlifting National Championships and Rumble in the Rat

The APC staged the 2010 Powerlifting National Championships in Hawthorn, Victoria on 6 February 2011, with 12 of Australia's finest powerlifters taking part. The APC also presented a wheelchair rugby event for the Australian Paralympic Preparation Program squad called "Rumble in the Rat" from 23 to 26 June 2011 in Ballarat, Victoria. This event supported the preparation of Australia's team by simulating conditions they are likely to face at the Asia Oceania Zone Championships in Korea in November 2011.

Para Cycling World Cup

The APC hosted the welcome reception for the UCI Para Cycling Road World Cup on 3 May 2011. This event supported the delivery of the Para Cycling Road World Cup in Sydney, hosted by Cycling Australia, with athletes from 18 countries taking part from 4 to 6 May 2011.



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APC MANAGED PARALYMPIC PREPARATION PROGRAMS

Boccia

Program managed by:
APC

Program coordinator:
Paul Van Oosten

Benchmark event for 2010/11:
No major competitions

Report:
After the APC boccia program changed its focus from high performance to development during the reporting period, emphasis was placed on building a sustainable national boccia framework.

The APC appointed Paul Van Oosten as the Program Coordinator for boccia in December 2010 to drive this development.

As a result, state specific plans were implemented to support the development of boccia in NSW and SA, with QLD and WA to follow a similar path in the next reporting period.

Capacity building and talent identification sessions were delivered throughout VIC and the NT, with a similar process to commence in TAS and the ACT in 2011/12.

Overall, considerable progress was made, with key stakeholders identified in all states and territories and a number of emerging boccia athletes identified and targeted for future development activities.

While the high performance component of the program is on hold, the APC will assist a small team to compete at the 2011 Boccia World Cup in Northern Ireland in August 2011, with the Australian BC1/2 team aiming to qualify for the London 2012 Paralympics.

Goalball

Program managed by:
APC

Head coach:
Robb Apps (men) and Georgina Kenaghan (women)

Benchmark event for 2010/11:
2011 IBSA World Games – Antalya, Turkey

Top performances:
Women – 6th, Men – 12th

Report:
Goalball continued to go from strength to strength in Australia during the reporting period, with rapid improvement from both the men's and women's program.

In April 2011, the Australian men's and women's goalball teams competed at the IBSA World Games in Antalya, Turkey. This event was the Paralympic qualifier and resulted in the Australian women's team finishing sixth in their 12-team competition, while the men's team finished 12th of 15 teams. Both teams missed qualification for London 2012 at the tournament and will have one last opportunity at the Africa/Oceania qualifier in Sydney in November 2011.

Following the results from the IBSA World Games and current world rankings, the men's and women's goalball PPPs have been separated to allow the programs to focus on their individual goals and preparations in the lead up to the London 2012 Paralympic Games.



Meica Christensen

Powerlifting

Program managed by:
APC

Head coach:
Ray Epstein

Benchmark event for 2010/11:
2010 IPC World Championships – Kuala Lumpur, Malaysia
2010 Commonwealth Games – Delhi, India

Top performances:
Deahne McIntyre – silver medal at the 2010 World Championships (women's over 82.5kg)

Report:
Over the past year the APC established training hubs in Victoria, South Australia and Western Australia. This is largely due to an increase in hours of the APC program's senior coach. With the development of these training hubs, the number of athletes in the APC development squad grew from three to 11. The high performance group also increased its numbers with five athletes vying for a qualification slot for the London 2012 Paralympic Games.

In the 2010/2011 season, Deahne McIntyre's silver medal performance at the 2010 World Championships placed the Australian team equal 13th on the medal tally. Three-time Paralympian Darren Gardiner returned to competition in February 2011, having missed both the World Championships and the Commonwealth Games through injury and illness. His attempt to lift a personal best at the Arafura Games indicates his commitment towards achieving yet another Paralympic medal in London 2012, after winning silver medals in Beijing and Athens.

Wheelchair Rugby

Program managed by:
APC

Head coach:
Brad Dubberley

Benchmark event for 2010/11:
2010 IWRF World Championships – Vancouver, Canada

Top performances:
Silver medal – 2010 IWRF World Championships. Australian player Ryley Batt named tournament MVP

Report:
The APC's wheelchair rugby program continued to progress extremely well.

Following a successful Canada Cup in June 2010, the team went on to finish second at the 2010 World Wheelchair Rugby Championships in Vancouver, Canada. The team had a great event and progressed through to the championship game in impressive form, before going down to defending Paralympic and World Champions, the United States. After reviewing this performance, the team set a comprehensive plan in place with the aim of qualifying for the London Games in 2012.

The APC has set up two training hubs in Brisbane and Melbourne which will allow the head coach and team staff the opportunity to better service, monitor and oversee the progression of the team, ensuring that the program continues to improve in preparation for the London 2012 qualification event in Korea in November 2011.



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NATIONAL FEDERATION MANAGED PARALYMPIC PREPARATION PROGRAMS

Winter Sports

Program managed by:
APC

Head coach:
Steven Graham

Benchmark event for 2010/11:
2011 IPC Alpine Skiing World Championships – Sestriere, Italy

Top performances:
1 silver, 2 bronze medals - Melissa Perrine, 2011 IPC Alpine Skiing World Championships

Report:
Following on from the 2010 Paralympic Winter Games in Vancouver, the Winter PPP entered a development phase, while still focusing on creating opportunities for its existing elite athletes. As a result, three 'tier one' athletes, two 'tier two' athletes and six 'tier three' athletes were selected for inclusion in the Winter PPP squad for the 2010/11 international season.

While the APC development squad based its international training season in the United States under the guidance of multiple Winter Paralympic gold medalist Michael Milton, the APC's elite squad of four athletes and one guide competed at the IPC Alpine Skiing World Championships in January 2011 in Sestriere, Italy.

Vision-impaired athlete Melissa Perrine and her guide Andrew Bor secured one silver medal and two bronze medals, with Melissa creating history by becoming the first Australian female Paralympic alpine skier to win a medal at a World Championships. Toby Kane frustratingly finished fourth in his first three events but was able to claim the bronze medal in his final event, the men's standing slalom. Mitchell Gourley showed his improvement with top 10 finishes in all of his events, while dual Paralympic bronze medalist Cameron Rahles-Rahbula ended his championships with top 10 placings in all of his five events, despite suffering a foot injury on day two.

Athletics

Program managed by:
Athletics Australia

Program manager:
Rohan Short

Benchmark events for 2010/11:
2011 IPC World Championships – Christchurch, New Zealand
2010 Commonwealth Games – Delhi, India

Top performances:
8 gold, 8 silver, 7 bronze – 2011 IPC Athletics World Championships
3 gold, 1 silver, 1 bronze – 2010 Commonwealth Games

Report:
The 2011 IPC Athletics World Championships and 2010 Delhi Commonwealth Games were two key international events contested during the period, with the Athletics Paralympic Preparation Program (PPP) achieving good results in both competitions.

The 2011 IPC World Championships were held in Christchurch, New Zealand in January 2011. The Australian Team finished 10th on the medal standings with eight gold, eight silver and seven bronze medals. The APC provided Athletics Australia with significant support in the area of classification, sports science, sports medicine and communications for the duration of the event, with eight APC staff members travelling to Christchurch to support Australian team operations.

The AIS program was remodelled in February 2011 and established a targeted approach to support athletes in a camps-based environment in addition to the existing residential sprints program. This provided an opportunity for more athletes to access the excellent AIS facilities and services.

After a year at the helm of the program, PPP Manager Rohan Short departed Athletics Australia in June 2011, leaving the program in a strong position heading towards the London 2012 Paralympic Games.



Kieran Modra and pilot Scott McPhee (centre) with Australian team-mates Bryce Lindores and pilot Sean Finning (right)

Cycling

Program managed by:
Cycling Australia

Head coach:
Peter Day

Benchmark events for 2010/11:
2010 UCI Para Road World Championships – Baie-Comeau, Canada
2011 UCI Para Track World Championships – Montichiari, Italy

Top performances:
2 silver medals – 2010 UCI Para Road World Championships.
4 gold, 2 silver, 2 bronze medals and 2 world records – 2011 UCI Para Track World Championships

Report:
Led by head coach Peter Day, the Australian Para cycling program spent the past 12 months consolidating its squad and recording impressive results, which hold the team in good stead to maximise qualification for the London 2012 Paralympic Games.

In March 2011, Australia finished third on the medal tally at the UCI Track World Championships in Montichiari, Italy.

With the support of the APC, Cycling Australia successfully hosted a UCI Road World Cup event in May 2011 in Sydney. This event was attended by athletes from 18 countries and saw the Australian Team finish third on the medal tally.

The Paralympic handcycling program continued to develop, with five athletes training in the program aiming to qualify for the London Paralympic Games.

A Para cycling classification course was run in conjunction with the Cycling Australia National Championships in February 2011, with six national level classifiers initiating their training.

Cycling Australia High Performance continues to work to develop a strong relationship for Para cycling within the national training centre environment through relevant state institutes and academies of sport and the AIS.

Equestrian

Program managed by:
Equestrian Australia

Head coach:
Julia Battams

Program manager:
Brett Mace

Benchmark event for 2010/11:
2010 FEI World Equestrian Games – Kentucky, USA

Top performances:
2 bronze medals – Sharon Jarvis, 2010 FEI World Equestrian Games

Report:
During 2010/11 the Para equestrian program integrated well with Equestrian Australia's able bodied program and under head coach Julia Battams provided targeted state-based training opportunities, national camps and competitions (both domestic and international) for squad members.

The program held two "horseless" training camps in 2010/11 at the AIS, focusing on athlete preparation, with particular emphasis on sports science, sports medicine and strength and conditioning. The camps were enabled through the APC's partnership with the AIS.

At the 2010 FEI World Equestrian Games in Kentucky, USA in September and October, outstanding performances came from Sharon Jarvis who achieved two bronze medals, while the Australians secured 10th in the team event.

Sports physiotherapist Victoria Kahn was appointed to the role of Sport Science and Sports Medicine Manager in September 2010 to implement a comprehensive sport science, medicine and performance research program to support the Para equestrian program.

Equestrian Australia also spent the past 12 months working to implement the Para Equestrian Horse Owners Program to bolster the quality of horses available to riders aiming for medal success at future Paralympic Games.



SPORTS REPORTS

NATIONAL FEDERATION MANAGED PARALYMPIC PREPARATION PROGRAMS

Football 7-a-side

Program managed by:
Football Federation Australia

Head coach:
Paul Brown

Benchmark event for 2010/11:
2011 CPISRA World Championships – Drenthe, the Netherlands

Top performances:
11th – 2011 CPISRA World Championships. Ben Roche – 8 goals in 6 matches

Report:
The pathway to London 2012 Paralympic qualification for 7-a-side football ended for the Australian Pararoos at the CPISRA World Championships in the Netherlands in June 2011. The team faced a difficult draw and despite the hard work and dedication from athletes and program staff, Australia finished in 11th position after finishing third in its pool.

Head coach Paul Brown was employed by Football Federation Australia (FFA) part time during the reporting period, allowing him the opportunity to work closely with the broad network of FFA staff to drive development and awareness of Paralympic football within the community.

FFA worked to improve the program at the development level, with a number of promising junior players coming up through the ranks aiming to qualify for the Rio de Janeiro Paralympic Games in 2016. This has been supported by the work of the APC Development program in establishing strong state 7-a-side football programs in SA and WA.

Rowing

Program managed by:
Rowing Australia

Head coach:
Pedro Albisser (June 2010 – February 2011);
Chad King (March 2011 – present)

Program manager:
Andrew Matheson

Benchmark event for 2010/11:
2010 FISA World Championships – Lake Karapiro, New Zealand

Top performances:
Grant Bailey and Kathryn Ross – bronze medal (mixed double scull) at 2010 FISA World Championships

Report:
Rowing Australia appointed new head coach Chad King in early 2011. Chad joined the program having worked as the head coach for the British adaptive rowing team for the Beijing Paralympic Games.

Rowing Australia continued to support an adaptive rowing program within its National Rowing Centre of Excellence and had three residential scholarship positions at the end of 2010/11.

Three athletes competed at the 2010 FISA World Championships in New Zealand in November 2010, with the mixed trunk and arms double scull crew of Grant Bailey and Kathryn Ross achieving a bronze medal. In a very hard fought final, less than one second split the second and fourth placed crews.

In May 2011, a squad of two men's arms and shoulders single scull crews and a mixed trunk and arms double scull crew toured Europe to compete at the International Adaptive Rowing regatta while being based out of the new ASC European Training Centre in Varese, Italy. The team came away from the regatta with two gold medals, one silver and one bronze. The squad then went on to race at the World Rowing Cup 1 in Munich, Germany, where Ben Houlison rowed strongly to win bronze in the arms and shoulders single scull, with Erik Horrie closely behind in fourth. The mixed trunk and arms double scull crew of John Maclean and Kathryn Ross rowed together for the first time internationally since the Beijing 2008 Paralympic Games, finishing in fourth place.



Ashley Adams

Sailing

Program managed by:
Yachting Australia

Head coach:
Greg Omay (June – December 2010);
Adrian Finglas (December 2010 – present)

Program manager:
Katie Culbert

Benchmark event for 2010/11:
2010 IFDS World Championships – Medemblik, the Netherlands

Top performances:
Daniel Fitzgibbon and Rachael Cox – bronze medal (SKUD18 class) at IFDS World Championships
Daniel Fitzgibbon and Liesl Tesch – gold medal (SKUD18 class) at 2011 World Cup

Report:
The integration of the PPP into Yachting Australia's Australian Sailing Team High Performance model produced some quality results in 2010/11.

Competition within the PPP in the SKUD18 class intensified in the lead up to the London 2012 Paralympics Games, with three crews vying for selection and all performing well internationally. Most recently, Daniel Fitzgibbon and Liesl Tesch won the second round of the Sailing World Cup in Miami in January.

Shooting

Program managed by:
Australian International Shooting Limited

Head coach:
Miro Sipek

Benchmark event for 2010/11:
2010 IPC World Championships – Zagreb, Croatia

Top performances:
Australia finished 10th on the medal tally with 3 silver medals

Report:
The Australian shooting PPP achieved exceptional results in 2010/11, most notably the three silver medals won at the IPC World Championships in July 2010.

The national squad achieved the maximum score of 600/600 10 times in the space of 12 months with Bradley Mark (four), Jason Maroney (three), Libby Kosmala (two) and Luke Cain (one) all reaching the milestone.

The other major result for the Australian squad during the reporting period was at the IPC World Cup event in Turkey in April 2011. Australia won two gold and three silver individual medals, and three team medals (two gold and one silver). A further three individual medals (one gold, two silver) and four team medals (three silver, one bronze) were achieved at the IPC World Cup in Spain in May 2011.

AISL has, through additional APC funding, been able to focus on the development of the sport by hosting a number of successful "Come and Try" days for air rifle and air pistol in Sydney, Brisbane and Adelaide.

Australian International Shooting Limited has identified sports science and sports medicine (in particular physiotherapy) as a key priority for its athletes in the lead up to the London Paralympic Games and will aim to increase physiotherapist involvement in camps and overseas events in 2011/12.



SPORTS REPORTS

NATIONAL FEDERATION MANAGED PARALYMPIC PREPARATION PROGRAMS

Swimming

Program Managed by:
Swimming Australia

Head coach:
Brendan Keogh

Benchmark events for 2010/11:
2010 IPC Swimming World Championships – Eindhoven, the Netherlands
2010 Commonwealth Games – Delhi, India

Top performances:
Matthew Cowdrey – six gold medals, one world record, one silver medal at 2010 World Championships.
Peter Leek – six gold medals, two world records, one silver medal at 2010 World Championships

Report:
The major competition for the PPP was the IPC Swimming World Championships in Eindhoven, the Netherlands, in August 2010. Australia finished 6th on the medal tally with 13 gold, 11 silver and six bronze medals. The two outstanding performers were Matthew Cowdrey and Peter Leek, who won six gold medals and one silver apiece.

The other event of great significance in the past 12 months for the Australian Paralympic swimming program was the Commonwealth Games in Delhi, India. PPP swimmers contributed two gold, two silver and three bronze medals to Australia's overall swimming medal tally.

The reporting period also saw the establishment of the new Swimming Australia PPP high performance training hub in Queensland through a partnership with the Sunshine Coast University.

Table Tennis

Program managed by:
Table Tennis Australia

Head coach:
Roger Massie

Program manager:
Sue Stevenson

Benchmark events for 2010/11:
2010 ITTF Para World Championships – Gwangju, Korea
2010 Commonwealth Games – Delhi, India

Top performances:
Catherine Morrow – silver medal in the TT1-5 Open wheelchair singles at 2010 Commonwealth Games

Report:
The Table Tennis PPP was again a consistent performer in 2010/11, with the dedicated support of Table Tennis Australia, athletes and program staff.

In April 2011, the world rankings revealed the great improvement made by two key athletes, with Melissa Tapper moving up 11 spots to eighth and Joel Coughlan up seven spots to 29th. Melissa also won gold in her Class 10 singles at both the Hungarian and Italian Para Opens, reaching new heights of success. Rebecca McDonnell (sixth) and Sarah Lazzaro (ninth) maintained their top 10 rankings in their classes.

With exceptional results at key international events, including the ITTF Para World Championships and Commonwealth Games, both contested in October 2010, the squad continues to show potential for success at the London 2012 Paralympic Games.



Kayla Clarke

Wheelchair Tennis

Program managed by:
Tennis Australia

Head coach:
Greg Crump

Program manager:
Geoff Quinlan

Benchmark event for 2010/11:
2011 ITF World Team Cup – Pretoria, South Africa

Top performances:
Bronze medal – Australian Junior Team at the 2011 ITF World Team Cup. 12th place – Australian Elite Men's Team at the 2011 ITF World Team Cup

Report:
The Australian women's PPP continued to be led by Daniela Di Toro, who finished the 2010 calendar year ranked second in the world. In the men's program, Keegan Oh-Chee made his transition from a top junior player to a senior player, improving his ITF senior ranking to 104, while Ben Weekes continued as Australia's highest ranked male athlete at number 11 in the world.

Keegan Oh-Chee won the inaugural Australian Junior Wheelchair Championships at Melbourne Park in December 2010. It was the first time a wheelchair tennis event was included in the December Showdown, the curtain-raiser for the tennis season in Australia which culminates with the Australian Open play-off. In the lead up to the championships, PPP head coach Greg Crump and Paralympic gold medallist David Hall conducted a two-day training camp for the four best junior players in the country.

Tennis Australia again hosted its annual Wheelchair Tennis Congress in April 2011 which was attended by the APC, TA, state tennis associations and state disability organisations.

Wheelchair Basketball

Program managed by:
Basketball Australia

Coaches:
Ben Ettridge (Men – Rollers), John Triscari (Women – Gliders)

Program manager:
Lorraine Landon

Benchmark event for 2010/11:
2010 IWBF World Championships – Birmingham, United Kingdom

Top performances:
Gold medal – Rollers. Fourth place – Gliders

Report:
Athletes within the PPP performed consistently well in the reporting period, with both the Australian men's and women's teams enjoying success at the 2010 IWBF World Championships and the 2010 Asia Oceania Zone Championships.

Under the guidance of Australian men's and women's wheelchair basketball program coaching staff, all athletes' daily training environments were monitored regularly throughout 2010/11, with both teams going into the London 2012 Paralympic Games with realistic gold medal aspirations.

Marian Stewart was appointed as the new Team Manager of the Gliders, joining the squad after formerly managing the Australian Opals.

In late 2010, Basketball Australia rolled out a Summer Development League which was held at the AIS in Canberra. The league aimed to provide players the opportunity for more court time domestically and more evenly matched competition. It also provided developing coaches with the opportunity to improve their skills. The APC, through its AIS contribution, assisted by partially funding this initiative.



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Ryley Batt



Fiona Lyons

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.

Despite being a non-Games period, several initiatives were implemented to provide a greater level of service to the APC's stakeholders and media. Preparations for the APC's media operations at the London 2012 Paralympic Games were also a prominent part of the year's operations.

In August 2010, the APC expanded its Communications division with the employment of a Manager, Communications and Multimedia. Based in its Melbourne office, the new Manager grew the APC's Communications division from two members to three, and was recruited to strengthen the APC's media capacity, particularly in the areas of broadcast and multimedia.

Major projects undertaken by the APC's Communications division in the reporting period included:

- The launch of the Australian Paralympic Team Facebook page: www.facebook.com/AUSParalympics
- The development of the APC's presence on popular social media websites Twitter (www.twitter.com/AUSParalympics) and YouTube (www.youtube.com/ausparateam).
- The production of broadcast quality packages and multimedia content

for major events in addition to existing media outreach programs.

- The implementation of a public relations strategy aimed at connecting members of the 2012 Australian Paralympic Shadow Squad to media at all levels.
- The production of quarterly hard copy newsletters and e-newsletters distributed to past and current Australian Paralympic athletes, APC partners, sponsors, member organisations, donors, supporters and stakeholders.
- The launch of The London Eye, the APC's bulletin for National Federations ahead of the London 2012 Paralympic Games. Produced in conjunction with the APC's Sport division, two editions were published within the reporting period.
- A site visit to London and Cardiff during which key venues were inspected and valuable insights were gained ahead of the 2012 Paralympic Games and the Australian Team pre-Games staging camp.
- Audio-visual interviews with members of the 1960 Australian Paralympic Team as part of the APC's history project, which were used to celebrate the 50th anniversary of the first Paralympic Games.
- Ongoing development of more than 450 athlete profiles, including one for every member of the 2012 Australian Paralympic Shadow Squad.
- The delivery of APC key messages to all members of the Australian Paralympic Shadow Squad who

attended Team Processing from April to June 2011.

- The growth of the APC's photography and vision archive.

Media

The focus during the 2010/11 reporting period was on consolidating the APC's media operations while capitalising on its growth.

The APC tracks Australian media coverage of Paralympic sport with the assistance of Media Monitors. From 1 July 2010 to 30 June 2011, Paralympic athletes, Paralympic sport and the APC received 6,550 mentions in the print news media, 856 mentions on radio, 315 on television, and 761 mentions on monitored online news sites nationwide.

This was a 13 per cent decrease on the previous year, which included the 2010 Paralympic Winter Games. However the media coverage generated in 2010/11 saw an increase of 151 per cent compared to the APC's previous non-Paralympic Games reporting period (1 October 2008 to 30 September 2009).

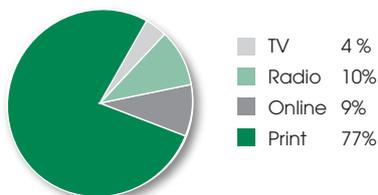
Among the Paralympic sport stories that garnered the most interest from major media outlets across Australia were the 10th anniversary celebrations of the Sydney 2000 Paralympic Games, the 2010 Paralympian of the Year Awards, Australian athletes with a disability competing at the 2010 Delhi Commonwealth Games, the Australian Government's funding boost to Paralympic high performance sports

and World Championships contested abroad in the Paralympic sports of athletics, swimming, wheelchair basketball and wheelchair rugby.

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

The APC published 305 Paralympic news stories on its website during the reporting period, 143 more than the previous year, and issued more than 130 media releases to metropolitan, suburban, and regional media nationwide.

Media Coverage by Newsfeed 2010/2011



Annual Media Coverage by Newsfeed 2010/2011

Year	Print	Radio	TV	Online
2008/09*	2,563	508	276	429
2009/10	7,196	1,345	636	607
2010/11	6,550	856	315	761

* The APC's 2008/09 reporting period was 1 October 2008 to 30 September 2009.

Website

The APC's website (www.paralympic.org.au) averaged 16,677 visits a month during the reporting period, and delivered a monthly average of 40,763 page views.

Users from 133 countries accessed the APC website, 57 per cent were first time visitors.

As was the case in the previous year, the most popular sections of the website other than the homepage were the athlete profiles, news, fundraising and classification pages.

Work has commenced on the development of the APC's London 2012 Paralympic Games website. Due to go live in May 2012, the site will provide comprehensive information about the Australian Team, athlete profiles, schedules, results, news stories, audio, images, vision, profiles of each

Paralympic sport, Games venues, and an overview of sports specific classification.

The APC aims to increase the level of website traffic generated by its Games site during the Beijing Paralympics in 2008, which saw more than 1.06 million page views delivered in the month of the Games.

Social Media

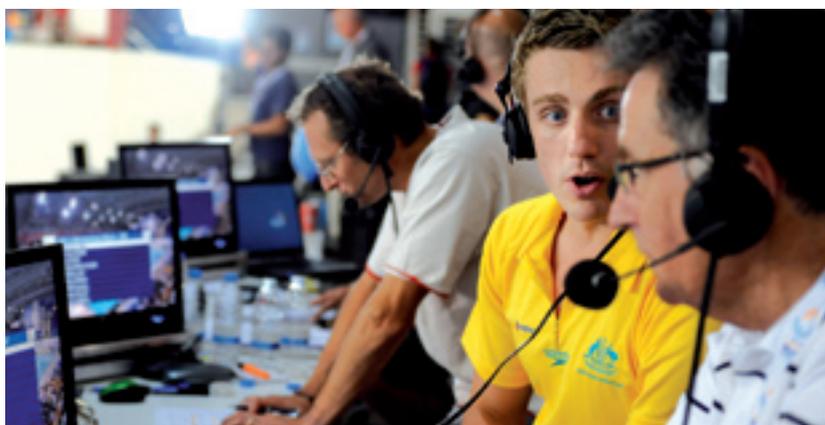
The APC's supporter base on social media websites Facebook, Twitter and YouTube grew considerably during the reporting period, enabling greater communication with stakeholders and the wider community in a contemporary way.

In January 2011, the APC launched its Facebook page (www.facebook.com/AUSParalympics) and at the end of the first month, had attracted a following of 420 people from 20 countries throughout Europe, North and South America, Asia, the Middle East and Oceania. By the end of the 2010/11 financial year, the number of followers had exceeded 900.

The APC's Twitter page (www.twitter.com/AUSParalympics) ended the 2010/11 financial year with 710 followers, including Prime Minister of Australia Julia Gillard, Federal Opposition Leader Tony Abbott, government agencies, numerous politicians, various National Olympic and Paralympic Committees, International and National Sporting Organisations, businesses from around the world, athletes, media and members of the general public.

Videos on the APC's YouTube channel (www.youtube.com/ausparateam) were viewed 51,946 times during the reporting period, an increase of 8,205 views from the previous year. The APC Communications division produced and uploaded 25 videos to the channel during the year, bringing the number of videos to 53 since its launch in October 2007. As at 30 June 2011, clips on the APC's YouTube channel had been viewed a total of 217,376 times since its launch.

Kelly Cartwright at the Arafura Games



Matthew Cowdrey with ABC Commentator Gerry Collins





AUSTRALIAN
PARALYMPIC
COMMITTEE



Marketing and Sponsorship

The Marketing and Sponsorship division oversees all APC marketing, sponsor acquisition, sponsor servicing and brand management activities.

APC Logo

The APC worked with The Beach Communications during the reporting period to create a fresh look for the APC by reworking the APC logo. The objective was to maintain the brand integrity and identification while providing more useable vertical and horizontal versions. Rollout of the new brand began in June 2011.

Paralympic Workplace Diversity Program

The Paralympic Workplace Diversity Program (PWDP) continued to achieve success for the APC and its athletes in 2010/11. Funded through the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and delivered through recruitment partner 360HR, the PWDP had placed 16 Paralympic athletes in employment across 10 organisations by the end of the reporting period. FaHCSIA has committed funding for the program for a further 12 months, during which the focus will be on securing employers in

preparation for the end of the London 2012 Paralympic Games.

APC Ambassador Program

Paralympians Kelly Cartwright, Kurt Fearnley, Jessica Gallagher (athletics), Matthew Cowdrey (swimming) and Toby Kane (alpine skiing) continued to represent the APC in 2010/11 through the APC Athlete Ambassador Program. A workshop for the APC ambassadors was conducted in November 2010 and provided an update on the APC's operations.

Sponsorship

Sponsorship revenue for 2010/11 was \$1,414,483. The number of APC sponsors and suppliers is expected to increase as the next summer Paralympic Games approach. During the reporting period, the following organisations confirmed their commitment to the APC for the London 2012 Paralympic Games:

- 2XU – Official Supplier – casual, technical and compression wear
- Qantas – Official Sponsor
- Allianz – Official Supporter
- R.M. Williams – Team Supplier – ceremonial wear

The APC commissioned a review of its

sponsorship strategy in October 2010. The review covered research and valuation, rights analysis and realisation, strategy, sales and marketing. Insights gained from this process will assist the APC in future sponsorship requests.

Major Partners

Telstra

Throughout the reporting period, Paralympic athletes appeared at events around Australia as part of the Telstra Ambassador Program. Telstra's support of the APC was also promoted through the Paralympic Education Program and the Telstra Wheelchair Rugby National League. Telstra continued to provide technology, equipment and services to the APC.

Increased activity around this sponsorship is planned for the approach to the London 2012 Paralympic Games.

Toyota

Toyota's association with the APC continued through its naming rights to the Toyota Paralympic Talent Search Program. The program again attracted positive brand association, particularly throughout local media outlets across Australia.



Melissa Tapper

WorkCover NSW

The WorkCover NSW Paralympic Speakers Program continued to promote safe work practices, with Paralympic athletes conducting more than 220 presentations in NSW workplaces during 2010/11. This was an increase of 70 presentations from the previous year.

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

The reporting period also saw the introduction of the WorkCover NSW Paralympic Development Scholarships. Four athletes received scholarships to support approved expenses incurred in their chosen areas of sport, education or vocational activities. Inaugural scholarship recipients were Brett Stibners (wheelchair basketball), Scott Reardon (athletics), Sian Lucas (swimming) and Jayme Paris (cycling). The scholarships were announced by NSW Minister for Police and Finance Michael Daley at NSW Parliament House.

The APC thanks Telstra, Toyota and WorkCover NSW for their continued generous support as Major Partners.

Official Sponsors and Supporters

Execution of the 2XU, Qantas, Allianz Australia, Scody and R.M. Williams agreements occurred late in the reporting period. Activation plans will be developed and implemented over the next financial year.

Service Providers

The APC acknowledges the valuable support received from professional services groups. These include Media Monitors (media monitoring), Clayton Utz (legal services) and Ernst & Young (financial services).

Paralympic Education Program

The APC's Paralympic Education Program (PEP) thrived throughout the reporting period, and by 30 June 2011, had reached 20 per cent of all Australian schools with 2,045 registered PEP teachers and 331,144 students. Registered members had access to more than 15 free online teaching units for both primary and secondary students. Each unit reflects state and territory syllabus outcomes, covers

a range of key learning areas, and includes student worksheets and extension tasks.

The PEP website (www.paralympiceducation.org.au) received 4,993 visits from 72 countries in 2010/11, and delivered 23,865 page views at an average of five pages per session.

PEP Talk is an initiative which sees Paralympians visit schools to conduct a 65-minute program combining a question and answer session and a practical sports component, to reinforce what students have been learning in the classroom through PEP's teaching resource. During 2010/11, 18 Paralympic athletes visited 10,160 students nationally as part of the program, with PEP Talks in Western Australia, Queensland, ACT and Tasmania held for the first time.

Ahead of the London 2012 Paralympic Games, and the Australian Team's pre-Games staging camp in Cardiff, PEP has partnered with Cardiff Local Council to coordinate a program especially for Cardiff school students, in which Australian Paralympians will conduct PEP Talks during the Australian Team's time in Cardiff.

Knowledge Services

The Knowledge Services division supports the APC by helping to manage and distribute knowledge, initiate and manage projects which add to the APC's knowledge base, and promote the study of the Paralympic movement in Australia through the Australian Centre for Paralympic Studies.

The Knowledge Services division is also involved in creating and updating plans, policy documents and submissions.

In 2010/11 the APC's activities were managed and evaluated against a comprehensive set of operational plans which were created within each business unit to align with the APC's corporate strategy. These operational plans helped formed the basis of evaluation of APC staff and the APC's progress towards its goals.

The APC presented its priorities for Paralympic sport to the Australian Government in a document titled Paralympic Sport Policy Initiatives. This document identified concrete and costed policy initiatives to improve the provision of high performance sport and participation programs to people with a disability, within a pathway framework that matches what is available to participants in able-bodied sport. During the year the APC also made a submission to the AUSAid review and responded to the Productivity Commission's proposal for a national disability insurance scheme.

In 2010/11 the APC Board approved the Paralympic Sports Centres accreditation program. A formal agreement was signed with the AIS, which will become the first Paralympic Centre of Excellence under the program.

A primary focus over the past year has been the APC history project, which aims to capture, manage and preserve the history of the Paralympic movement in Australia in a way which is relevant to the APC's activities and its present and future needs.

As part of the APC history project in 2010/11:

- The National Library of Australia recorded 23 oral history interviews



Erik Horrie

through its oral history project under a formal agreement with the APC.

- The APC recorded video interviews with some of the subjects of the oral history interviews, to complement the oral histories.
- The National Sports Information Centre made further progress in cataloguing the APC audiovisual collection and making it discoverable through the Clearinghouse for Sport under an agreement between the APC and the Australian Sports Commission.
- The first reunion of an Australian Paralympic Team – for the 1960 Team – was conducted to mark the 50th anniversary of the first Paralympic Games.
- The APC's archive was reorganised and an initial assessment of almost 500 boxes of material stored in the archive was conducted. A process was established to evaluate and manage the collection of key documents in conjunction with the National Library of Australia.
- A tender brief for the written history of the Paralympic movement in Australia was written and the tender process conducted. The APC appointed the University of Queensland and sports historian Murray Phillips to write the history of the Paralympic movement in Australia using a unique process which will draw on resources such as Wikipedia to produce an online book which can meet the APC's needs for hardcopy and multimedia versions. The University of Canberra and Wikimedia Australia are involved in the online information gathering elements of the project. This written history will draw together many of the other elements of the overall history project and make them accessible to a wide audience.
- The APC identified images which no longer have a commercial value and commenced making these available online through Wikimedia Commons, to meet an identified lack of quality Paralympic sport images online.
- The structure of the Australian Paralympic Hall of Fame was approved by the Board and the process conducted for the nomination and selection of the inaugural inductees – male athlete, female athlete and associate member. The three inaugural inductions will be made in association with the APC's One Year to Go activities on 29 August 2011. There will be no physical Hall of Fame for the time being.
- Relationships were established with the National Film and Sound Archives, the National Sports Museum, the Powerhouse Museum and other organisations not yet directly involved in the project, to ensure that the project can successfully manage donations and loans of a range of materials, as these increase rapidly. One of the governing principles of the history project is to utilise the expertise of specialist individuals and organisations.



Corporate Services

The Corporate Services division provides support for 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 five times in the 2010/11 reporting period. The attendance by Board Members was:

Name	No. of Meetings attended
Paul Bird	4/5
John Croll	5/5
Nick Dean	4/5
Doug Denby	2/5*
Greg Hartung	5/5
Steve Loader	5/5
Joyce Parszos	5/5
Troy Sachs	5/5
Glenn Tasker	5/5
Jason Hellwig**	5/5

* Approved leave of absence

** Non-voting Member

Annual General Meeting

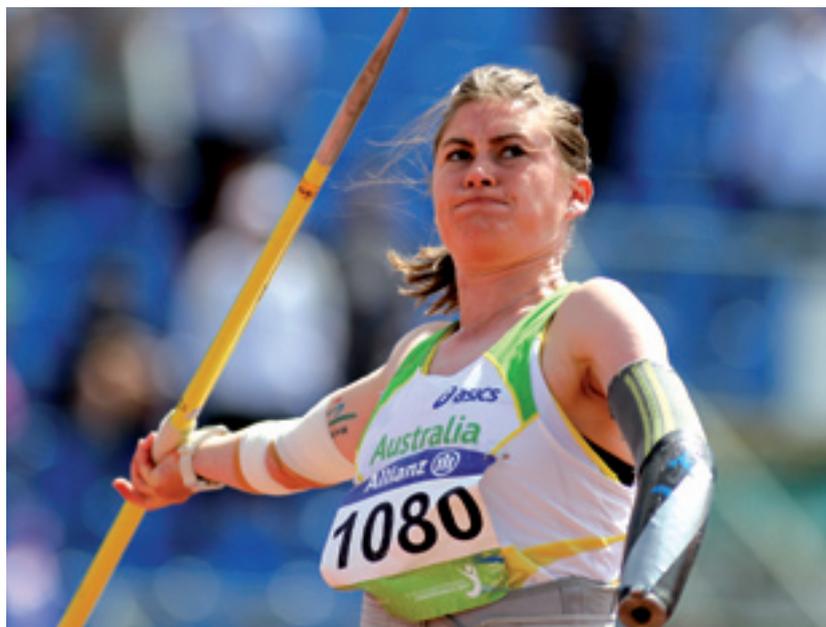
The APC Annual General Meeting was held on 30 November 2010, with 15 of the 17 member organisations represented. The APC annual report and finance report were adopted, and Ernst & Young was appointed auditor for the 2010/11 financial year.

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 (IPC). Mr Hartung is a member of the International Olympic Committee (IOC) Coordination Commission for the Olympic and Paralympic Games in Rio de Janeiro in 2016, a member of the IOC Radio and Television Commission and in January 2011 was appointed as a member of the IOC Press Commission.

Other APC Board members also hold international positions within the Paralympic movement. Paul Bird is President of the Oceania Paralympic Committee. Nick Dean is Vice Chair of the IPC Winter Technical Committee.



Madeleine Hogan

Glenn Tasker is Vice Chair of the IPC Swimming Technical Committee.

APC Chief Executive Jason Hellwig was Chair of the IPC Athletics Technical Committee until his resignation from the role in February 2011.

Human resources

The APC's growth has necessitated a more structured approach to human resources. The APC's HR operations focused on formalising policies and processes and ensuring that all staff have up-to-date position descriptions and key performance indicators. The performance review cycle was changed to align with the business planning and financial year cycles.

APC national office

The APC took further storage and meeting space within its national office at Sydney Olympic Park. The APC acknowledges Sydney Olympic Park Authority (SOPA) for its support in upgrading the signage in Sydney Olympic Park's Heritage Precinct. The APC has a commitment from SOPA, subject to execution of lease documentation, to extend its tenancy within the Heritage Precinct through to February 2022.

Special projects

APC awards

The APC Awards Committee oversees

recommendations for the APC's internal awards as well as APC nominations for external awards and honours. Chaired by Board member Steve Loader, the APC Awards Committee further developed the APC Awards Policy to recognise the value of external domestic and international sporting awards in enhancing the image of Paralympic sport, its athletes and other participants.

Common records plan

A lateral hardcopy filing system and an electronic filing system was commenced, to increase operational efficiency, reduce operating costs for storage and equipment and to preserve records of historical value.

General Travel Group

The APC invited travel organisations to apply to become the official tour operator in Australia for the London 2012 Paralympic Games.

The General Travel Group was successful in its application and has entered into a services agreement with the APC. The agreement as the Official Tour Operator grants rights to the General Travel Group to market, promote, sell and distribute tickets to the London 2012 Paralympic Games and to package, market, promote and sell related tours.

APC SPONSOR FAMILY

PRINCIPAL PARTNER



Australian Government
Australian Sports Commission

MAJOR PARTNERS



OFFICIAL SPONSORS AND SUPPLIERS



CLAYTON UTZ

OFFICIAL SUPPORTERS AND 2012 AUSTRALIAN TEAM SUPPLIERS



Front cover image:
Kelly Cartwright

Photography:
Jeff Crow, Sport The Library
John Cowpland, Alphapix
Maren Goll



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