

ANNUAL REPORT 2022/23

COVERING THE PERIOD 1 JULY 2022 TO 30 JUNE 2023



Paralympics
Australia



ABOUT PARALYMPICS AUSTRALIA

Australia has participated at every Paralympic Games since the first Games in 1960. The Australian Paralympic Federation was officially established in 1990, changing its name to the Australian Paralympic Committee in 1998 and then again in 2018 to Paralympics Australia.

Paralympics Australia is a member and National Paralympic Committee of the International Paralympic Committee.

As a national sports organisation and charity, Paralympics Australia is governed by a board consisting of elected and appointed Directors.

In addition to selecting and managing the Australian Paralympic Teams for Summer and Winter Paralympic Games, Paralympics Australia manages the high performance programs for Powerlifting and Wheelchair Rugby.

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Cover image - Chris Bond

Pictured - Emily Petricola

LEADERSHIP REPORT

The launch of *IMAGINE – a Strategy for Australian Paralympic Sport to Brisbane and Beyond* – in March 2023 was a triumph of collaboration and bold vision. *IMAGINE* sets the stage for Paralympics Australia to lead the nation towards its most successful era in Paralympic sport. It was developed with input from over 190 stakeholders, including Paralympic athletes, coaches, families, State Institutes and Academies of Sport, Government agencies, CEOs and staff from National Sport Organisations and Organisations for People with a Disability, as well as our corporate partners and other valued stakeholders. We sincerely thank everyone who contributed their knowledge, experience, ideas and feedback.

The power of our Strategy is anchored in the collective wisdom of the vision and the roadmap, a powerful aspiration to unleash the unique potential of the Paralympics to unite, inspire and drive social change towards a fairer and more inclusive Australia. Through our consultation, our stakeholders asked Paralympics Australia to act as a

leader, catalyst and strategist in the advancement towards an equitable national high performance sporting system.

Among the major objectives in the Strategy is to celebrate First Nations culture and commit to Reconciliation across our brand architecture. To that end, we were pleased to start our Reconciliation journey with the release of our 'Reflect' Reconciliation Action Plan. This first instalment extends to July 2024 and provides the initial measures Paralympics Australia will take to pursue a meaningful way forward.

Horizon One of *IMAGINE* focuses on Paris 2024 and Milano Cortina 2026. We commenced the detailed planning and preparation for Paris with 22 Team Processing sessions across six states and territories throughout February and March. These sessions provided 228 athletes and 217 officials on the Paris Paralympics Long List with essential information and support. Team Processing is where potential members of the Australian Paralympic Team are outfitted for competition and ceremonial

wear, complete biography and media information, and much more. These sessions also provided an opportunity for our valued corporate partners to gain a rare behind-the-scenes view of our Games preparations.

The Paris Paralympics will be spectacular. We were thrilled to announce a groundbreaking partnership with Nine Entertainment Co., which will enable our Paralympians competing in Paris to reach vast audiences through Nine's extensive suite of media platforms. This is the Australian Paralympic Movement's biggest and most influential media rights deal to date. We look forward to working with Nine to showcase our athletes and encourage people with a disability to get involved in sport.

Pictured - Ben Hance

Amid the transformation and growth of the organisation, our athletes created memorable moments on the global stage. At the Para-cycling Track World Championships, Emily Petricola, Amanda Reid and Alistair Donohoe collectively secured seven gold medals, propelling Australia to second place on the medal tally. In a historic achievement in boccia, Dan Michel and ramp assistant Ashlee McClure clinched the world No.1 ranking in the BC3 individual and in the BC3 pairs with team-mate Jamieson Leeson, while our amazing Steelers reclaimed their throne in world wheelchair rugby with an extraordinary victory at the World Championships in Denmark.

Other notable achievements in this reporting period include five-time

Paralympian Kurt Fearnley becoming the first person with a disability appointed Chair of the Board of the National Disability Insurance Agency, nine-time Paralympic swimming gold medallist Priya Cooper appointed Chair of the Western Australian Institute of Sport and wheelchair tennis star Dylan Alcott using his platform as Australian of the Year to boldly advocate for people with a disability.

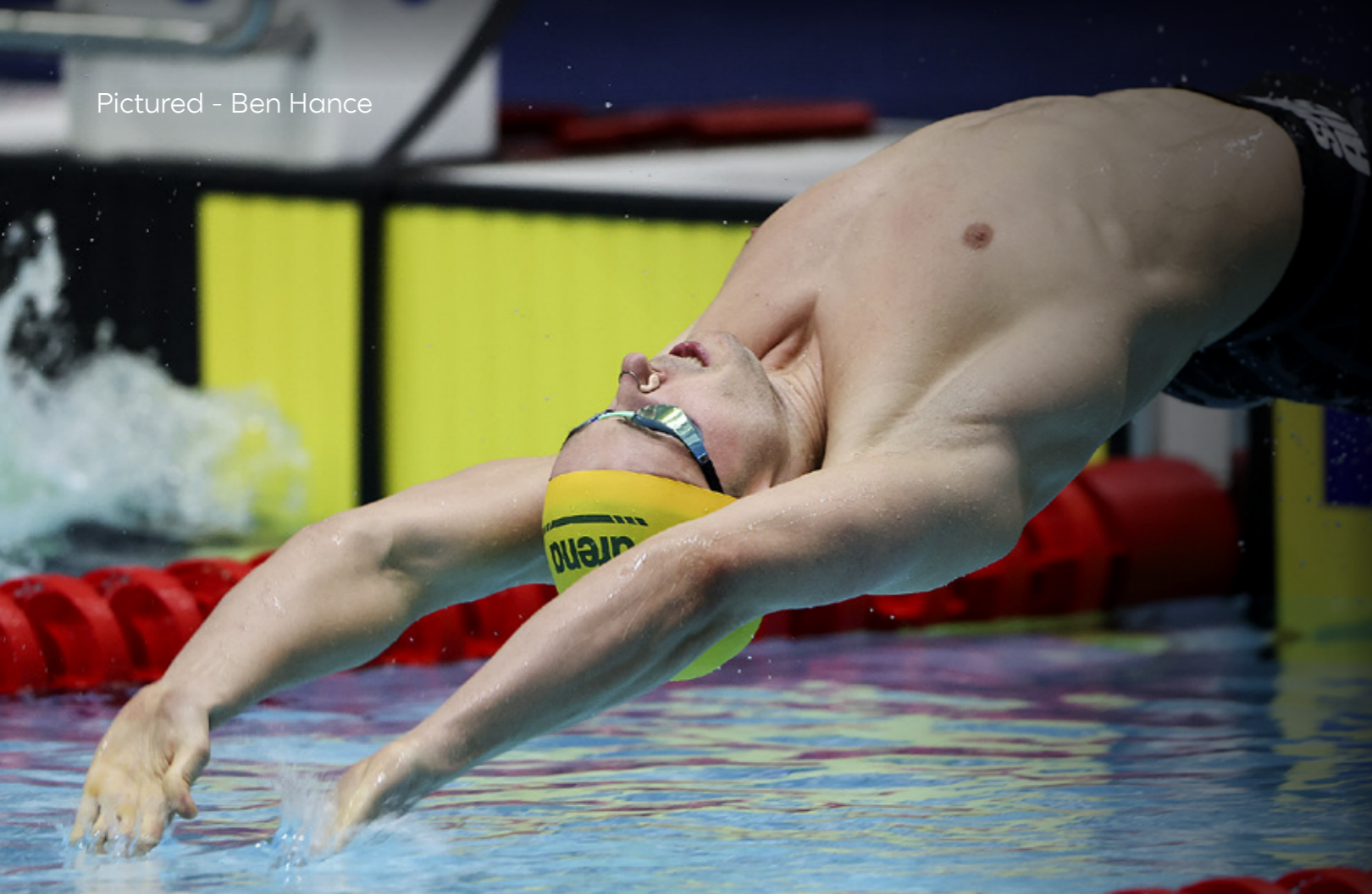
Such achievements by our athletes, coupled with their humility, honesty and courage resonate with Australians like never before. We congratulate all our athletes (and their support networks) for representing us brilliantly.

With planning beginning in earnest for the Brisbane 2032 Olympic and Paralympic Games, Paralympics Australia has been busy collaborating and advising on legacy. We were delighted with the appointment of Cindy Hook as Chief Executive of Brisbane 2032 and honoured to be working alongside the Organising Committee's Board and staff. We also had the pleasure of hosting the President of the International Paralympic Committee, Andrew Parsons. Andrew spent considerable time talking to our staff, our Athlete Commission and key stakeholders.

Brisbane 2032 has ignited important conversations and emerging opportunities for Paralympic sport that only come with a Home Games. We were delighted with the announcement

by Premier Palaszczuk of a \$44 million commitment by the Queensland Government for a purpose-built centre for rehabilitation and Paralympic sport at The University of Queensland. We thank Premier Palaszczuk for her Government's assistance in establishing an administrative base for Paralympics Australia in Brisbane, complementing our established offices in Sydney, Melbourne, Adelaide and Perth and we also acknowledge Premier Palaszczuk for her responsiveness to the open letter from our Athlete Commission requesting a change to her ministerial title to include the Paralympic Games.

The growing framework around Brisbane 2032 is exciting. But it requires Paralympics Australia to meet added responsibilities and opportunities on top of our immediate focus of delivering the Australian Paralympic Team to the Paris Games in 2024. We would like to recognise our dedicated and exceptional staff who have been pivotal in our achievements. During this period, we welcomed several new staff, including members of our Executive Leadership Team Geoff Quinlan as Head of Strategy and Brisbane 2032 Coordination, Cameron Murray as Head of Commercial, Communications and Brand, and Steve Gatt as Chief Financial Officer. We announced Ben Troy as our 2026 Paralympic Winter Games Chef de Mission and Dr Steve Reid as Chief Medical Officer for Paris 2024. We also welcomed to the Board Defence Force



Brigadier Alison Creagh (Retired) and ex-Queensland Government minister Kate Jones, both of whom were elected unanimously by Member Organisations at Paralympics Australia’s 2022 Annual General Meeting.

None of Paralympics Australia’s work is possible without the support of our partners and donors. We sincerely thank the Federal Government, especially Hon Anika Wells MP, Minister for Sport, along with the Australian Sports Commission Chair Josephine Sukkar and Chief Executive Kieren Perkins for their strong support of our endeavours and the values which underpin them. We also thank the Australian Olympic Committee for its collaboration during the period. Paralympics Australia’s relationships with the Australian Sports Commission and the nation’s other major sporting

stakeholders was strengthened further through the intense collaboration to produce the landmark 2032+ *Australia’s High Performance Sport Strategy*. This system collaboration and commitment to equity for Para-sport is essential if we are to deliver the best Games yet in 2032.

We have an amazing, passionate group of engaged partners. We simply cannot support Australia’s current and emerging Paralympic athletes without the support you provide. It has been a pleasure getting to know you over the past 12 months and we look forward to sharing the journey with you towards Paris 2024. To our incredible family of donors who support the Paralympic Movement, we say a heartfelt thank you. Your positive impact on lives and families, on dreams and aspirations, is immense. Thank you so much for your ongoing support.

It’s been a remarkable journey during this reporting period. As we look ahead to Paris 2024 and beyond, we remain committed to our vision of inspiring, engaging and supporting people with disabilities to pursue excellence in sport.

Together, we will continue our work to create the most successful era in Australian Paralympic sport and a more inclusive future for all Australians.



Alison Creagh AM CSC
President
Paralympics Australia



Catherine Clark
Chief Executive Officer
Paralympics Australia



Pictured - Ma Lin

Note: Jock O’Callaghan was President of Paralympics Australia throughout the reporting period



FINANCE

Finance Report – for the year ended 30 June 2023

Paralympics Australia Ltd operated in all states and territories of Australia during the year ended 30 June 2023 and this finance report reflects those operations.

The operating surplus for the year ended 30 June 2023 was \$39,412. This occurred after revenue of \$13,431,077 and gross expenditure of \$13,391,665. Grant income in FY23 decreased by \$5.7m from the previous year due to activity around delivery of the Tokyo 2020 Games which took place in the previous financial year. There is a corresponding decrease in Paralympic and other Games expenses of \$7.7m from the previous year. This includes expenditure for both Tokyo 2020 and the Beijing Winter Paralympic Games in March 2022.

Sponsorship and broadcast revenue decreased by \$3.5m on the previous financial year which can be attributed to activity of commercial arrangements for Tokyo 2020. The comparison to the previous financial year which included the Tokyo 2020 Games also shows a decline in fundraising income which decreased by \$3.2m. This was due to Paralympics Australia's highly successful Virtual Seats

campaign which ran during the Tokyo 2020 Games.

Paralympics Australia's balance sheet reflects a cash balance of \$11,633,623 which includes a large portion of carried-forward grant funding received during the financial year to be utilized in future financial periods in line with funding requirements. Any unspent grant funding has an equivalent liability included in the Contract liabilities section of the balance sheet. Paralympics Australia expects to maintain sufficient cash reserves through the next financial year.

A summary of Paralympics Australia's Finance Report for the 12 months ended 30 June 2023, including comparison with the previous year, is shown on pages 11 and 12. This finance report has been prepared on a going concern basis. It contemplates the continuity of normal business activities and the realisation of assets and liabilities in the ordinary course of business.

Paralympics Australia is extremely grateful for the continued support of its sponsors, benefactors, and the Australian Government through the Australian Sports Commission.

A copy of the Report can be made available by contacting Paralympics Australia on +61 2 9704 0500.

Consolidated statement of comprehensive income – for the year ended 30 June 2023	2023 \$	2022 \$
Revenue		
Grants	8,090,871	13,822,122
Sponsorship and Broadcasting	3,422,667	6,929,384
Fundraising	1,233,609	4,463,803
Investment income and bank interest	519,152	146,706
Membership fees and other income	164,778	794,262
Total revenue	13,431,077	26,156,277
Expenses		
Sport specific	(977,730)	(3,051,452)
Games and international travel	(1,725,131)	(3,614,231)
Sponsorship, marketing & broadcasting expenses	(505,838)	(4,123,964)
Fundraising	(229,213)	(1,153,705)
Administration	(3,266,219)	(5,024,388)
Employment and contractor expenses	(6,687,534)	(6,646,346)
Total expenses	(13,391,665)	(23,614,086)
Operating surplus before income tax	39,412	2,542,191
Income tax expense	-	-
Net surplus attributable to members of Paralympics Australia Ltd	39,412	2,542,192
Other comprehensive income	-	-
Total comprehensive income	39,412	2,542,192

Consolidated statement of financial position – as at 30 June 2023	2023 \$	2022 \$
Assets		
Current assets		
Cash and cash equivalents	11,633,623	11,068,869
Trade and other receivables	610,506	609,692
Total current assets	12,244,129	11,678,561
Non-current assets		
Investments	4,476,066	4,049,488
Right of use assets	4,662	139,930
Property, plant and equipment	246,798	272,540
Total non-current assets	4,727,526	4,461,958
Total assets	16,971,655	16,140,519
Current liabilities		
Trade and other payables	1,176,420	1,755,291
Provisions	269,698	182,475
Contract liabilities	6,499,232	4,989,687
Lease liabilities	8,863	143,400
Total current liabilities	7,954,213	7,070,853
Non-current liabilities		
Provisions	61,412	142,323
Lease liabilities	-	10,725
Total non-current liabilities	61,412	153,048
Total liabilities	8,015,625	7,223,901
Net assets	8,956,030	8,916,618
Equity		
Accumulated funds	8,956,030	8,916,618
Total equity	8,956,030	8,916,618

PARALYMPICS AUSTRALIA

Our Board

Hon. Timothy Carmody
AM KC

Alison Creagh AM CSC

Rebecca Frizelle OAM

Lachlan Harris
(Until October 26, 2022)

John Hartigan AO

Kate Jones

Grant Mizens OAM

Jock O'Callaghan

Annabelle Williams OAM
(Until December 7, 2022)

Our Member Organisations

Archery Australia

Athletics Australia

AusCycling

Australian Sailing

Australian Taekwondo

AusTriathlon

Badminton Australia

Basketball Australia

Blind Sports Australia

Boccia Australia

Disability Sport Australia

Disabled Wintersport
Australia

Equestrian Australia

Football Australia

Ice Hockey Australia

Paddle Australia

Rowing Australia

Shooting Australia

Sport Inclusion Australia

Snow Australia

Swimming Australia

Table Tennis Australia

Tennis Australia



Pictured - Hon Anika Wells MP, Federal Minister for Sport

MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION

Sport has a place for everyone and delivers results that make Australia proud.

As we progress through this defining era in Australian sport, the Australian Sports Commission (ASC) is clear in our vision to lead and support the sector. Our role is to provide opportunities for all communities to be involved in sport, while growing elite success and representation, inspiring future generations.

As the Australian Government agency responsible for supporting and investing in sport at all levels, we strive to increase involvement in sport and enable continued international sporting success. We do this through leadership and development of a cohesive and effective sports sector, targeted financial support and the operation of the Australian Institute of Sport (AIS).



Pictured - Patrick Jensen

We play a unique role in the sport ecosystem and tackle the big challenges and opportunities with and for the sector. We're proud to do so and through our vision, we aim to bring out the best in everyone involved in sport as we establish Australia as the world's best sporting nation.

Collectively, we've already made huge strides to set Australian sport up for success. Australia's *High Performance 2032+ Sport Strategy* is an industry-wide approach to harness our collective strengths, talent and resources. The strategy has a strong focus on Winning Well – balancing success and wellbeing and acknowledging that how we win is just as important as when we win.

Working hand-in-hand with this is the co-designed National Sport Participation Strategy which will transform the way participation is connected, delivered and supported in Australia. The strategy will be the first of its kind in Australia and I'm looking forward to seeing the positive impact it has on the sector.

The sporting strategies, programs and facilities we deliver now have the capacity to shape Australia's long-term prosperity, well beyond sporting boundaries. This is a defining era for Australian sport. We are well into the Green and Gold decade to

Brisbane 2032, and we are focused on building sustainable success for decades to come.

Meanwhile, it has been wonderful to see continued demand from sports to use the AIS facilities in Canberra to prepare for major events, at home and abroad. As the national home of sport, we are proud of the role we play in supporting athletes, coaches and high performance staff to reach their potential and I look forward to seeing many of our athletes shine at the upcoming Paris 2024 Olympic and Paralympic Games and Milano Cortina 2026 Olympic and Paralympic Winter Games.

On behalf of the ASC, thank you to everyone who contributes to the sector as we work collectively to ensure every Australian sees a place for themselves in sport.



Josephine Sukkar AM
Chair, Australian Sports Commission

CORE BUSINESS

Games Delivery

Paralympics Australia is a world leader in Games Delivery, managing, preparing and coordinating the delivery of the Australian Paralympic Team to the Paralympic Summer and Winter Games.

However, under-investment and policy inequity within the high performance system has resulted in the Australian Paralympic Team sliding down the medal table at each Games since London 2012.

With the right level of resourcing and an equitable high performance system that values and develops Para-athletes – combined with our world-leading Games Delivery expertise – Australia can return to the top level of Paralympic nations.

Paris 2024 Paralympic Games Planning

Paralympics Australia's Games Delivery division manages the planning, coordination and delivery of the Australian Paralympic Team to achieve success at the Paralympic Games. It aims to provide a world-class performance environment for athletes and officials through the provision of support services, logistics and operational expertise, and by engaging National Federations, the Australian Institute of Sport, the National Institutes Network and other stakeholders.

Following the delivery of the Australian Paralympic Winter Team to Beijing in early 2022 – just six months after the re-scheduled Tokyo Paralympic Summer Games – planning for Paris 2024 was in full swing by the start of the reporting period, 12 months later than would have occurred during a normal Games cycle.

Key planning activities in the period included two site visits to Paris:

Site Visit 1: Paris 2024 Open Day, September 2022

Site Visit 2: Logistics and Village Space Planning, March 2023



Paris 2024 Paralympic Village

Relationships

Paralympics Australia relies on relationships with multiple stakeholders to ensure the professional delivery of the Australian Paralympic Team. In the reporting period, the Games Delivery division built increasingly strong working relationships with the Australian Federal Police and Department of Foreign Affairs and Trade in relation to critical incident

response planning and security for our team members.

The Australian Olympic Committee continues to play a critical role in our planning through collaboration and shared resources, while vital partnerships with the National Sports Tribunal and Sport Integrity Australia ensure team policies and compliance are prioritised.

Additionally, Paralympics Australia has developed key partnerships with local councils in the Paris area to ensure cost-effective access to venues out-of-Village and to provide opportunities for community engagement at Games time.

Team Processing

Between February and April, 22 sessions of Team Processing were held across six states and territories, involving more than 400 athletes and officials on the 2024 Australian Paralympic Team Long List. These sessions provided a crucial and exciting opportunity for Long List members to learn about the Paris Games, including their responsibilities as potential team members, and for Paralympics Australia to collect critical data to assist with ongoing plans for Paris.



Paris 2024 Team Processing



Team Processing

Prep 2024 Paris Workshop

Pre-Games planning workshops are integral to developing a supportive and cohesive culture within the Australian Paralympic Team. The Prep 2024 Paris Workshops give participants the opportunity to understand Paralympics Australia's plans for the delivery of the 2024 Paralympic Games, network with other organisations and collaborate on ideas.

In December, more than 80 representatives from National Federations, other key sporting agencies and our partners gathered on the Gold Coast for a two-day workshop as part of a series of three face-to-face opportunities for all operational stakeholders in the build up to the Games.

Pin Project

The Paralympics Australia Pin Project is a program of events whereby each athlete who has represented Australia on the Paralympic stage is presented with a uniquely numbered Pin, matching the order in which they represented our nation in Paralympic competition.

It's a number that will live on for all-time, giving present and future generations the impetus to investigate our storied Paralympic history and celebrate the deeds and contributions of those who came before them.

The project is the culmination of three years of work to identify, number and attempt to contact each of the 1126 Australian Paralympians who have competed in Games from the very first in 1960 in Rome to the most recent in Beijing in 2022.



The Paralympics Australia Pin Project

Initial events were held to honour our pioneer Paralympians from the 1960 and 1964 Games with intimate ceremonies in Sydney, Melbourne and Perth in November 2022. These were followed by events across the country in early 2023 where athletes from 1968–1988 were presented their individual Pins and recounted stories and reconnected with colleagues from the Paralympic Movement.

The impact of the Paralympic Pin Project ceremonies has been immense and we look forward to continuing to honour all remaining Australian Paralympians at events around the country towards the end of 2023.

Paralympics Australia Athlete Commission

Paralympics Australia's Athlete Commission consists of 11 Paralympians who have a shared passion and interest in the Australian Paralympic Movement and are committed to representing all current and retired athletes. The Commission meets at least four times a year and regularly communicates on important matters between meetings.

The Commission represents Paralympic athletes from all sports, aids engagement between Paralympics Australia and Para-athletes, and helps inform Paralympics Australia on athlete-facing matters. It is a driving force of the Mob, connecting the present with the past and future and focuses on wellbeing in and beyond sport.

During the reporting period, the Commission helped current and alumni athletes on welfare matters and consulted on matters including the PA Board's Voice to Parliament decision, Sport Integrity Australia changes, Reconciliation Action Plan,

brand, fundraising, corporate, athlete engagements, and 2032 planning and committees.

The Commission champions Paralympics Australia's Education, Employment and Mentoring Programs, the Pin Project and supported selection processes for the Paris 2024 team captains, Deputy Chef de Mission and Integrity Manager appointments. It petitioned Queensland Premier Annastacia Palaszczuk to change her Brisbane 2032 ministerial title to include the Paralympic Games.

The Commission helped with establishing Brisbane 2032 committees and working groups and supported athletes represented elsewhere, including the Australian Institute of Sport, Australian Sports Commission, National Sporting Organisations and the International Paralympic Committee. The Commission was represented at the IPC Athletes' Forum and presented at Paris Workshops, staff meetings and to PA's Board.



Paralympics Australia's Athlete Commission

PILLAR 1: SUSTAINABILITY

Objective: Create sustainable, equitable and values-aligned funding for Paralympics Australia and Paralympic sport programs

PRIORITY 1: Revenue And Commercial Growth

Paralympics Australia relies on generating revenue from commercial partnerships, media rights fees, fundraising programs and new initiatives to be able to successfully deliver on its objectives.

We are grateful for bipartisan support from Federal policymakers but, in an increasingly competitive environment,

we are prioritising growth and diversification of revenue streams.

During the reporting period Paralympics Australia invested in recruiting senior staff with the skills and experience to achieve exceptional outcomes in the commercial and fundraising divisions. Among those appointments was a Philanthropy Specialist tasked with building Paralympics Australia's connection with existing and potential major donors and a Head of Commercial, Communications and Brand to expand the breadth and depth of partnerships.

Commercial revenue outcomes for the reporting period yielded cash and budget-relieving value-in-kind that



Pictured - Shae Graham

compared favourably to the most recent non-Games Delivery reporting period. Revenue grew by just under \$500,000, or 12 percent, underpinned by several existing partnership renewals and increased investment by partners.

Along with renewing partnerships, Paralympics Australia welcomed health insurance provider BUPA to the Paralympic Family as a Major Partner, and The University of Queensland as an Official Partner.

Paralympics Australia was delighted to agree a major new media rights deal with Nine Entertainment Co. for the Paris 2024 Paralympic Games. The deal with Nine is the largest media rights partnership in the history of the Australian Paralympic Movement. It delivered a rights fee 40 percent above the Tokyo 2020 fee and a nine percent increase in value-in-kind.



Catherine Clark and Ellie Cole on Today

Throughout the sale process, Nine demonstrated its desire to fully embrace Paralympic sport over the contract period, delivering thousands of hours of Paralympic content across the network's extensive suite of television, radio, print and online platforms, connecting the

stories of our athletes and the Paralympic Movement with more Australians than ever.

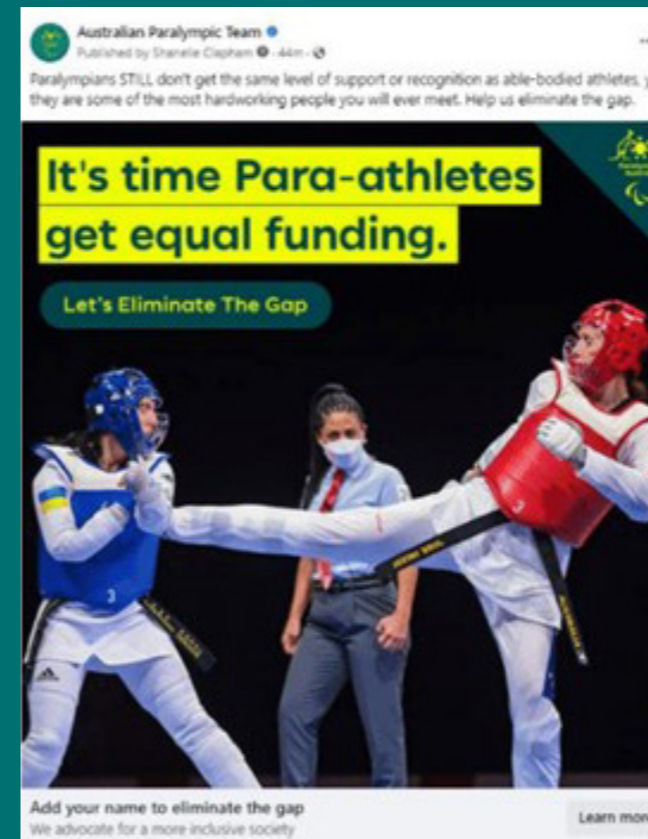
The agreement included an additional commitment from Nine to broadcast the Para-athletics and Para-swimming World Championships in 2023 and 2024.

Crucial to the deal was a contracted expectation, sought by Paralympics Australia, that Nine promote our Virtual Seats major fundraising campaign and to encourage growth in sporting participation among people with a disability.

PRIORITY 2: Equitable Funding Of Paralympic Sport With Olympic Sport

Paralympics Australia worked extensively with government, building on existing and new relationships advocating to secure funding for the Australian Paralympic Team to travel to the Paris 2024 Paralympic Games.

Paralympics Australia is calling on government leaders to deliver funding parity across the Australian Paralympic and Olympic Games teams. We firmly believe that Australia's Paralympic athletes deserve equal recognition and support, especially considering the many additional barriers they face to represent their country. Facilitating equal opportunities for our athletes, irrespective of their chosen discipline, sets a powerful



Securing this investment from government ensures that our athletes have the necessary resources and support to compete at their best at the Paris 2024 Paralympic Games. The costs associated with sending the Australian Paralympic Team, including travel, logistics, accommodation, equipment, health and medical support have significantly increased. Therefore, it is essential to provide adequate funding to meet these growing demands.

An important mode through which Paralympics Australia engages with political decision-makers is the Parliamentary Friends of the Olympic and Paralympic Movements. The launch

of the program was held in Tasmania (September 2022), soon followed by Western Australia (October 2022) and a Federal Parliamentary Friends gathering (March 2023). The theme for these events was: *Brisbane 2032 – A Decade of Sports Diplomacy Across the Pacific*. The events received outstanding bipartisan support which strengthens our connections and partnerships with government.

PRIORITY 3: Establish A Leading Philanthropic Program In Australia

Midway through the reporting period, Paralympics Australia created the role of Philanthropy Specialist to focus on building and reinforcing genuine relationships with existing major donors





and to connect with new supporters and potential major donors.

The increase in resourcing and focus enabled new opportunities, including inviting valuable supporters to Team Processing sessions and wheelchair rugby training camps. Supporters could see at these behind-the-scenes events how their donations contribute to the work and preparation that goes towards supporting our athletes. We are thankful for their continued support and dedication to the Paralympic Movement.

Regular Giving digital acquisition program

Regular Giving is a vital source of income

for Paralympics Australia. We are very grateful to our generous monthly donors. Continuing to grow our Regular Giving program is crucial in supporting Paralympics Australia's sustainability.

During the reporting period we launched a Digital Acquisition program with a series of advertisements on Facebook explaining the need for regular support. The program continues to bring new regular givers to Paralympics Australia as more supporters connect to our enduring belief that sport has the power to change the world.

Appeals

Our Tax Appeal was our best performing

appeal, raising \$159,000, far exceeding the successful 2021 pre-Tokyo Tax Appeal campaign.

The appeal featured 13-year-old Matilda, who lives with spina bifida. With national titles in both archery and swimming already and the backing of her hero Ellie Cole, Matilda aims to become an Australian Paralympian.

Whatever the future holds, Para-sport has had a powerful and positive impact on Matilda's life. Her example is one of many in which the incredibly generous donations we receive enable us to support young athletes to realise their sporting dreams.

The engagement from our donors was exceptional. The messages and support meant so much to Paralympics Australia, Matilda and her family.

"I loved reading your letter. Now I understand how important it is for you to have the chance to play different sports, meet lots of new people and to stay strong and healthy and to become good enough at a particular sport to dream of taking part in the Paralympics. WOW!! I wish you good luck and success and thank you for your inspiration and bravery. Rae xoxo"

"Wow – great to read of your enthusiasm for your chosen sports of swimming and

archery. Never give up on your dream to represent Australia. Well done young lady, you are a great inspiration to others to get involved in sport and have fun. As Queenslanders we'd love to see you compete in the Brisbane Paralympics in 2032. Warm regards Jane and David"

Like our Tax Appeal, Paralympics Australia's End of Year Appeal also exceeded targets, raising nearly \$60,000 from 510 donors. The appeal featured Riley, a quadruple amputee, who attended a Paralympics Australia Multi-Sport Event in South Australia in November 2021. Riley impressed with his skills and confidence in a sport chair, particularly those from the wheelchair rugby team. He now trains up to twice a week with state and national development players.

Through Riley's story we illustrated the power of the Paralympic Games to inspire





Pictured - Abby Craswell

the next generation and demonstrate how Paralympics Australia’s programs facilitate involvement in Para-sport and potentially national representation.

Bequests

One of the most powerful and profound steps one may take to help create a more inclusive and diverse Australia is to leave a Will bequest to Paralympics Australia. During the reporting period we were honored to receive two incredibly generous bequests from the late Judith Wood and Beryl Hume, totaling \$436,300.

During the reporting period, *The Golden Legacy* was established to acknowledge a very special group of donors who have generously committed to leaving a gift to Paralympics Australia in their Will. Their legacy will help change the lives of people with disabilities for generations to come and allow us to continue working on our purpose to lead Paralympic sport and to create a more inclusive world.

“I wanted to leave a Gift in my Will to give people with disabilities an opportunity to train and aspire to be Paralympians. After watching the Tokyo Paralympic Games, I was so impressed and inspired by the Para-athletes that I chose to leave a gift to Paralympics Australia.”
Denise, Golden Legacy member.



Sport has the power to change the world.
Create a lasting legacy for our Paralympians.



PILLAR 2: ECOSYSTEM

Objective: Achieve equity for Paralympic sport in the sport ecosystem through collaborative partnerships and strengthened capability

PRIORITY 1: Ecosystem Leadership And Governance Strategy Co-Design and Operational Alignment

Paralympics Australia engaged with major sport system stakeholders for the rollout of Horizon 1 Activities under Australia's High Performance 2032+ Sport Strategy (HP2032+ Sport Strategy). This included several rounds of discussions and workshops to align strategic visions.

Paralympics Australia is represented across 11 activity streams, which are led by the Australian Sports Commission and involve members of the 49 signatories to the HP2032+ Sport Strategy Win Well commitment.



The launch of the High Performance 2032+ Sport Strategy

Two of the Para-sport focused project work streams are being co-led by Paralympics Australia. One focused on the Classification requirements for the HP2032+ Sport Strategy, including education and awareness training. The second is focused on identifying the barriers to entry and progression for Paralympic athletes in the Australian sports system and Para-sport Pathway.

Policy and Investment Governance

Paralympics Australia is represented by the Chief Executive Officer and potentially other Para-sport representatives on the HP2032+ Sport Strategy Leadership Group to provide ongoing leadership and overview of the implementation, monitoring, evaluation and refinement of the HP2032+ Sport Strategy.

Paralympics Australia is also represented on the HP2032+ Sport Strategy Sport Investment Framework, a system-wide



Paralympic Winter Games medallist Ben Tudhope on screen at the launch of the High Performance 2032+ Sport Strategy

portfolio of investment in winning sports and athletes, including review and updates for new and emerging sports and disciplines.

Disability and Universal/Inclusive Design Advisory and Advocacy

Together with the Australian Sports Commission, Paralympics Australia developed a HP2032+ Sport Strategy Universal and Inclusive Design pilot program, to be delivered by Get Skilled Access. The pilot will involve three cohorts from within the system undertaking a three-phase process, combining online and face-to-face experiences, focused on developing knowledge around Universal Design and Inclusive Design features.

- > Representation on Inclusive Design and Intersectionality working groups;
- > Multiple national and international presentations on Universal Design and the role of Paralympic sport for wider innovation;
- > Establishment of Inclusive Design in system projects, for example research and development funding guidelines.



Catherine Clark signs the Win Well pledge

PRIORITY 2: High Performance Advisory And Partnerships

HP Partnerships

Paralympics Australia was pleased to formalise partnerships with the Queensland Academy of Sport and The University of Queensland, emphasising the collective investment in resource-sharing, knowledge exchange and program development for athlete identification and training.

Paralympics Australia also enjoys a valuable partnership with Essendon Football Club in Melbourne, with whom

we share a high performance facility, known as The Hangar. Forty sport camps over 129 days were held there during the reporting period. Sports that held camps at the facility included badminton, equestrian, 5-a-side football, goalball, powerlifting, table tennis, triathlon, wheelchair basketball and wheelchair rugby.

Additionally, the facility also hosted multiple Coach Learning labs, Athlete Pathway camps, Paris 2024 Team Processing sessions, Paralympic Athlete Pin presentations and other conferences in partnership with the Australian Institute



The launch of Paralympics Australia's partnership with The University of Queensland



The Hangar, Paralympics Australia's home in Melbourne

of Sport and other system partners and stakeholders.

HP Advisory

High Performance advisory support was provided to the National Institute Network and National Sporting Organisations across performance services, which includes strength and conditioning and nutrition, as well as athlete development, data analytics, coach development and applied research.

Paralympics Australia was also represented on working groups at the National Sport Research Agenda, the National High Performance Sport

Research Agenda and National Institute Network, and the Queensland Para-sport Research Network leadership group.

Paralympics Australia high performance advisory leaders, alongside many network contributors, published *Talent Development in Paralympic Sport*, a book outlining Australian and international perspectives on challenges and opportunities in the field of talent development.

Another key area of HP Advisory and leadership was through Paralympics Australia's Community of Practice program, which was established thanks

to a grant from the Australian Institute of Sport. The program has since evolved into a National Head Coach program involving 23 leading coaches within Paralympic sport.

Elsewhere, Paralympics Australia engaged with the Australian Sports Commission and Australian Institute of Sport Data Analytics team to support the development of sophisticated analysis on potential future medal success.

In the area of Classification, Paralympics Australia works closely with National Sporting Organisations to plan and ensure its list of potential Paris 2024 team members meet the classification eligibility requirements. We engage experts for pre-classification risk assessments, engage a network of Allied Health professionals to assist with classification paperwork and, when required, attend competitions to accompany athletes undergoing international classification.

Meanwhile, the Paralympics Australia Pathways team continued to play a key advisory role impacting outcomes at other stages of the performance pathway, supporting the ongoing Para-sport education of National Sporting Organisations, National Institutes of Sport, Education sector and Allied Health networks in addition to a range of sport and disability organisations.

Pictured - Stuart Tripp



PILLAR 3: ATHLETES

Objective: Enhance systems and pathways to support more thriving athletes to deliver more medal performances

PRIORITY 1: Performance Pathway Development

Classification System Enhancement

During the reporting period Paralympics Australia engaged with key stakeholders to expand our commitment to uphold integrity within the classification system.

Pictured - Hani Watson

Paralympics Australia provided funding and assistance to deliver training for 28 new national classifiers for physical impairments and supported an additional 13 national classifiers to progress to international classifier training and certification.

Further, we delivered training for national level vision impairment classifiers, which has now increased the national classification workforce by nine, taking the total pool to 17 national vision impairment classifiers throughout the country. This significantly increases the capacity to

support access to classification for a critical impairment group in which we aim to grow and increase representation across the breadth of the pathway in multiple sports in future.

To increase opportunities for athletes to be classified, Paralympics Australia worked with National Sporting Organisations to develop and enhance provisional classification systems to reduce barriers to access the pathway. The measures resulted in a 102 percent increase in the number of athletes provisionally classified for physical and vision impairments than the previous year.

Paralympics Australia continued to support high performance programs by engaging experts to support individual athlete screenings and conduct risk assessments prior to athletes undertaking international classification. We also supported National Sporting Organisations to host international classification opportunities, including a

multisport vision impairment international classification. In total, Paralympics Australia provided funding to 16 NSOs for this purpose, resulting in the number of Australian athletes internationally classified increasing by 30 percent during the reporting period.

The International Paralympic Committee and its membership continue to review the 2015 Athlete Classification Code. Our Classification Team continues to work with stakeholders to gather feedback for the third and final phase of the consultation process for the development of the new Code, which is due for release in 2025.

Talent ID Enhancement

The delivery of Multi-sport events have been a crucial part of Paralympics Australia’s work to open doors to Para-sport for people with a disability. During the reporting period, the Pathways team delivered 18 Multi-Sport events in metropolitan and regional areas, supporting National Sporting

Classification	FY22	FY23	% change
Participants Provisionally Classified	128	259	102%
Athletes Nationally Classified	344	367	6.6%
Athletes Internationally Classified	132	171	30%
National Classifiers	115	115	0%
International Classifiers	45	47	4%
National Classification Events	43	45	4%
New National Classifiers Trained	22	37	68%
New International Classifiers Trained	1	14	1300%





Paralympics Australia Multi-Sport Events

Organisations to engage almost 300 individuals with eligible impairments.

There were a further eight bespoke events delivered in collaboration with National Sporting Organisations partners, National Institute Network and other stakeholders which had a direct connection to performance pathways.

With the implementation of our new Strategy, one of the key transitions of our Pathway Coordinators is to move our focus away from the entry point of the pathway and shifting towards the progression of Para-athletes into the performance pathway through

Athlete Categorisation, via the delivery of innovative initiatives that meet the needs of the target audience. This shift requires considerable engagement and empowerment with key system partners to step into the Get Involved/Come and Try event space.



Sunshine Coast Multi-Sport Day

Paralympics Australia’s pathway team also piloted a Para-sport “referrer” project, with 30 individuals from the Allied Health Professional network, predominately physiotherapists and occupational therapists, taking part. The primary purpose, to educate the sector about the Para-sport Pathway and Classification amongst other topics,



Para-sport Equipment Fund recipient, WA Goalball

was extremely positive and an appetite for additional engagement is clear. This project will be upscaled throughout 2023/24.

Paralympics Australia’s Para-sport Equipment Fund continued to address one of the most significant barriers to participation for people with a disability; the high costs associated with access to Para specific equipment necessary to participate in Para-sport. The priority of the Equipment Fund is to increase access to participation in early stages of the pathway.



Para-sport Equipment Fund supports Michael Smith

During the period, the fund was supported with a second \$150,000 grant (\$300,000 total) from Toyota Community Foundation. A total of 110 applications were received throughout 2022/23, with the requests valued at over \$1.2 million (four times more than the available funding). Four rounds of funding enabled support for 52 of those requests, totalling \$192,517. Throughout the duration of the program so far, 443 applications have been received and 183 have been successfully funded.

Talent Development and Transfer Enhancement

The success of our engagement within Regional Academy programs has been significant. This project was initiated in Victoria, enabled from a Victorian Government ‘Together More Active’ funding grant. From having very few Para-athletes engaged within the Academies in 2021, to 34 Para athletes being supported in Regional Victoria, the project has now seen nine Para-athletes



Para-sport Equipment Fund recipient, Jack Howell



A Connected Coaches workshop

progress to athlete categorisation within two years. The success of this program has supported the initiation of similar initiatives within Tasmania and New South Wales and we will look to expand our regional reach throughout 2024.

Another pilot project delivered through the reporting period was the Queensland School Sport Pathways Project, an initiative to increase the competition opportunities for Para-athletes within school sport. The project has been a success, with the lessons including understanding and awareness of classification, balancing inclusion principles within competition pathways, bureaucratic barriers, school sport staff awareness and collaboration between ecosystem partners being critical to growing school sport opportunities in each state and territory.

PRIORITY 2: Performance Insights And Innovation

Paralympic Innovation

Paralympics Australia's Performance Insights and Innovation team continued to reach important milestones, including starting a new PhD program, the team's fifth major research program. It focuses on performance simulation and customised training optimisation for Para-archery, in partnership with Queensland University of Technology and Archery Australia. The program aims to understand the performance demands of different Para-archery classifications and use that information to design and measure individual training interventions for targeted Paris-potential athletes.

The team supported, refined and transitioned Paralympic playbooks for

multiple National Sporting Organisations and facilitated further evolution and development of Paralympics Australia's bespoke remote coaching platform, *Paralympic Connect*, following the conclusion of a commercial partnership with Optus.

The team collaborated with the Australian Institute of Sport to explore the potential of establishing a performance analysis and analytics hub during the Paris Paralympic Games. This would enable the team to support performance remotely during the Games and gather valuable data and information to shape plans towards Los Angeles 2028 and Brisbane 2032.

Performance Team Support

During the reporting period, Paralympics Australia delivered targeted performance support in biomechanics, skill acquisition, performance analysis, data analytics, coach development and engineering. Support was provided across daily performance environments, training camps and at major international events for various National Sporting Organisations, including Para-archery, boccia, Para-badminton, Para-triathlon, Para-table tennis, wheelchair rugby and wheelchair basketball.

We also provided advisory support across movement sciences, engineering, athlete development and coach development for all National Sporting Organisations.

Additionally, Paralympics Australia hosted a range of workshops and webinars in partnership with various collaborators and stakeholders including National Institute partners in addition to university partners.

Throughout the reporting period we continued to support five ongoing PhD programs and projects aimed at identifying and delivering multi-sport and multi medal projects including:

- > Innovation & Coach Development
- > Remote Coaching
- > Talent Transfer in Paralympic Sport
- > Equipment Optimisation
- > Individualised Performance Simulation

Athlete Equipment Interfaces

In collaboration with the Australian Institute of Sport and other key stakeholders, we continue to support Podium and Podium Ready athletes to optimise performance equipment needs, such as custom performance aids, wheelchairs and seating interfaces.

A key project we have initiated in 2023 and collaborated with Athletics Australia coaches, Toyota, and the University of South Australia is a project to optimise the design of a seated throwing frame for participation and performance level athletes. This project will be completed in the latter stages of 2023.

PILLAR 4: FANS



Pictured - *Our Story*, by Paul Calcott

Objective: Connect with fans and partners, igniting a love for the Australian Team and inspiring social change

PRIORITY 1: Brand Strategy And Development

Paralympics Australia unveiled a new Masterbrand on March 1 to complement the launch of the Strategic Plan. Over eight months of development and consultation, supported by creative agency Publicis, the review looked at our brand positioning, symbols and system.

The new brand platform, *Imagine What We Can Do*, aims to inspire change. It is at the core of all marketing, storytelling and action. It will continue through to the Brisbane 2032 Paralympics and evolve with each Games campaign.



The launch of Paralympics Australia's Strategic Plan

Celebrate First Nations culture and our commitment to Reconciliation across the brand architecture

The new brand design strongly aligns with the strategic objective to celebrate First Nations culture in our brand architecture. As part of the rebrand, Paralympics Australia commissioned an artwork from Wiradjuri Elder Paul Calcott. The piece, titled *Our Story*, portrays Paralympics Australia's role for the nation now and into the future. The artwork is proudly on display at our Brisbane office.

A key element of Uncle Paul's artwork, *The Celebration* – which represents community and the world coming together to celebrate sporting achievement – has been integrated as a design feature across all Paralympics Australia collateral. The new organisation corporate logo has also taken inspiration from the artwork, consisting of three main elements: the stylised animalia national crest, a seven-point Indigenous star (the centrepiece of Uncle Paul's artwork) and the Paralympic Agitos symbol.

Soon after the launch of the Strategic Plan and Masterbrand, Paralympics Australia proudly unveiled the first part of our *Reconciliation Action Plan*, titled *Reflect*. The all-staff event included a Smoking Ceremony conducted by Uncle Brendan Kerin followed by Uncle Paul's

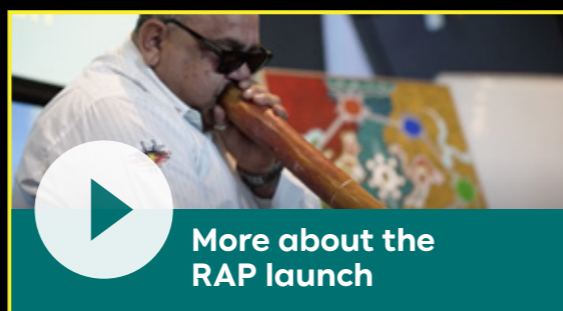
presentation explaining the meaning of *Our Story*. Special guests included Paralympians Tracy Barrell, Torita Blake and Kathleen O’Kelly-Kennedy.

Since the launch of *Reflect*, Paralympics Australia’s Reconciliation Action Plan Working Group has focused on the actions and deliverables. These include building the foundations of knowledge and networks to facilitate equity, opportunity and cultural safety for all First Nations people in the Australian Paralympic ecosystem.



Grow the profile of and fan engagement with the Australian Paralympic Team

Paralympics Australia produced extensive content for our channels throughout the period, gained a consistent foothold for our athletes in nationwide media and produced speeches, run-sheets, messaging and talking points that promoted Paralympics Australia’s profile, strategic objectives and interests.



THE BREADTH OF CONTENT INCLUDED:








- > In-depth stories of Paralympians, Para-athletes, coaches and volunteers
- > Comprehensive coverage of the Steelers at the Wheelchair Rugby World Championship
- > Various partnership announcements, including Nine, BUPA, Allianz Australia, Mizuno, NDSP and icare
- > The Paralympics Australia Pin Project
- > Team Processing
- > Brisbane 2032 initiatives and announcements
- > The new national High Performance Strategy
- > Paralympics Australia’s Tax Appeal and Christmas Appeal
- > The Performance Insights and Innovation Team’s Community of Practice program
- > Reconciliation Action Plan
- > Multi-Sport Day events

Highlights: Sharing stories of Australian Para-sport in 2022/23

- > [Why William Martin May Be Our Most Humble Champion](#)
- > [After Training Through Ramadan, IBSA Games Awaits Aussie Storm Star](#)
- > [‘It’s Changed My Perception Of Human Beings’: Celebrating Australia’s Incredible Para-Coaches](#)
- > [The Juggling Act That Hooked Blind Football’s Greatest Volunteer](#)
- > [Australian Steelers Are World Wheelchair Rugby Champions](#)
- > [Paralympics Australia Secures Landmark Paris 2024 Media Rights Deal](#)
- > [Major Project Underway To Recognise Paralympians’ Unique Place In History](#)
- > [Potential Paris 2024 Representatives Get First Real Games Experience](#)
- > [All Aboard!: Runway To Brisbane 2032 Launches In Host City](#)
- > [Paralympics Australia Welcomes Balanced And Holistic High Performance Strategy](#)
- > [Tax Appeal A Key Part Of Paralympics Australia’s ‘Get Involved’ Strategy](#)
- > [Rugby Legend Reveals Why He’s Backing PA Christmas Appeal](#)
- > [Paralympics Australia To Revolutionise How Coaches Connect](#)
- > [Much Work To Do, But RAP Launch Was A Day To Listen](#)
- > [Youngster On Paralympic Path After Attending Multi-Sport Day](#)

Paralympics Australia continued its successful collaboration with video production house Good Shout in the reporting period. Good Shout worked with us to capture content, including those published in this Annual Report.

Video highlights for 2022/23

-  **The Para-sport Equipment Fund**
-  **Paralympics Australia Reconciliation Action Plan launch**
-  **Team Processing sessions**
-  **Paralympics Australia's Strategic Plan launch**
-  **The Wheelchair Rugby World Championship**
-  **The PREP24PARIS workshop**
-  **Green and Gold Runway**

User-generated content was an emerging component of our strategy during the reporting period, with athlete-led content consistently performing well.

Examples are top performing posts (by impressions):



 **Vanessa Low training video (Facebook)**



 **Sam Tait gym video (Instagram)**

Overall, during the reporting period, Paralympics Australia successfully and consistently achieved engagement rates that were above industry benchmarks. PA's Facebook presence generated a seven percent increase over the period while Instagram achieved a 21 percent

increase. An increased focus on LinkedIn as a secondary channel led to audience growth of 37 percent.

KEY STATS:

- > Total combined social audience: 169,259 (9 percent growth year-on-year)
- > Total impressions (Facebook): 23,132,167
- > Total impressions (Instagram): 1,904,477

Paralympics Australia's content strategy remains adaptable to the trends of social media through regular data tracking and analysis via Sprout Social, which compares industry benchmarks and key competitors.

Pictured - Concept image for Paris 2024 Paralympic Opening Ceremony



PRIORITY 2: Communication And Engagement Strategy

Creating enhanced digital experiences and multi-format storytelling across our digital channels has been a focus for the Marketing team. Changes to platforms have forced a re-think of our channel strategy to the extent that X, formerly known as Twitter, is no longer a key communications channel.

What ties our marketing strategy together is our desire to be a leader in digital accessibility. Improvements have been made in this space, all of which contribute to the broader fan experience. These include refining our accessibility best practices for content and collateral creation as well as monitoring platforms for any new accessibility features. Paralympics Australia continues to partner with Monsido to assist with improving the accessibility of our website and work towards compliance with WCAG 2.2 standards.

In the web space, Paralympics Australia introduced a new CMS platform, Funraisin, to improve the user experience for our donors and supporters, whether they are making one-off donations, regular giving or participating in peer-to-peer fundraising.

The introduction of a new email marketing tool, Ortto, has provided the Marketing team with enhanced automation tools and journey

building. Ortto is a customer data and omnichannel marketing automation platform with a robust Salesforce integration. With a single view of our customers' journey, we are gathering greater insights into which channels and messages perform best for our audience segments, specifically AUS Squad (our main consumer database) and Fundraising.

KEY STATS:

- > AUS Squad:
 - Database size: 85,957
 - Av open rate: 29% (above benchmark)
- > paralympic.org.au: Generated 783,197 page views to 201,431 users from 209 countries

PRIORITY 3: Education Strategy

In alignment with our quest to deliver a holistic and empowering athlete program, Paralympics Australia made significant strides in our Education Strategy. After a comprehensive discovery and analysis phase, we identified challenges our athletes and coaches face, thereby shaping the foundation for a program that is athlete-centred and coach-led.

Our team undertook customer mapping to identify the touchpoints and barriers children, coaches and our athletes may encounter. Using this data, we developed our program brand and vision to accurately reflect the needs



Madison de Rozario on a school visit

and aspirations of our community. Ideation sessions led to a roadmap for high impact strategic initiatives.

With a clear five-year plan in place, we have outlined a series of initiatives that span from immediate 'quick wins' to long-term strategies. Integral to our approach was the development of a 'schools action plan' and an outline of how we fund and measure outcomes.

Paralympics Australia is committed to fostering an environment where athletes, children and coaches can flourish. Our focus now shifts to the implementation and iterative refinement of the strategy,

designed to educate, inspire and excite young people by bringing the Paralympic Movement into the classroom.

Additionally, during the reporting period, significant steps were taken to enhance the Paralympic Education Program's impact and reach, including:

Educational Resource Development

To ensure the highest quality of educational content, we developed resources to upskill our Para-athletes and Paralympians. The resources equipped them with the knowledge and skills necessary to confidently deliver the PA Education Program in schools.

Online Workshop

We hosted an online workshop that brought together 22 Para-athletes and Paralympians from the Paris Long List. The workshop was a platform for sharing personal experiences, insights and strategies so they can be 'Presentation Ready' and to gain skills for effectively engaging with students.

School Visits

Our dedicated team conducted educational visits to 40 schools throughout the reporting period. These visits were a blend of in-person and online interactions, ensuring the message of inclusivity and the Paralympic Movement reached students nationwide. These Education Program visits have provided more than 20 past and present Paralympians and Para-athletes with paid employment.



Tom O'Neill Thorne and CJ Grogan

Many more engagements are planned. The positive impact of the Paralympic Education Program is evident in the increased awareness, understanding and enthusiasm for Para-sports and the Paralympic Movement among students.

Paralympics Australia is committed to expanding the program's reach to inspire younger generations to embrace diversity, inclusion and the spirit of the Paralympic Games. While we thank all the participants, educators and supporters who have made the program a resounding success, we share that growing demand for our Paralympic Education Program is countered by limited resources and funding.

To reach our goal of being part of every school in Australia by 2032, we seek long-term value-aligned collaborations and partnerships that enable us to reach more students, educators and communities and continue to foster a deeper understanding of the Paralympic spirit.

PRIORITY 4: Sponsor Activation

Paralympics Australia's partnership portfolio expanded with the addition of significant new partners and was bolstered by ongoing commitment from existing and renewed partners and suppliers during the reporting period.

Renewed partnerships resulted in an uplift in cash and value-in-kind



The launch of Paralympics Australia's partnership with BUPA

investment, particularly within the supplier and media categories. Adding to an already robust Australian Paralympic partner family, we welcomed BUPA as Official Healthcare Partner, joining existing major partners Australian Institute of Sport, Australian Government, Toyota, Woolworths and Royal Australian Mint. We also welcomed The University of Queensland (UQ) as Official University Partner. The collaboration will focus on enhancing the UQ student experience and applying knowledge and expertise to support Para-athletes, ultimately enhancing Paralympic sport equity.

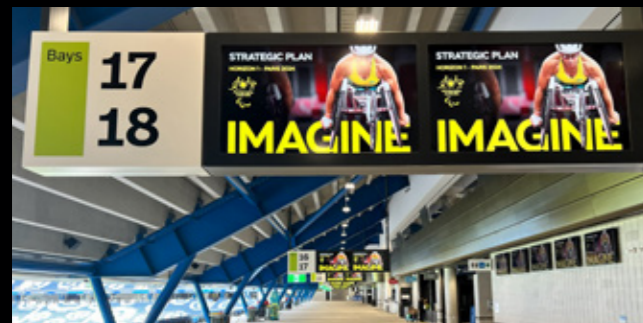
The announcement of Nine Entertainment Co. as Official Broadcast and Team Partner will provide unprecedented exposure for the Australian Paralympic Team across Nine's various platforms. The deal,

importantly, includes a commitment from Nine to support Paralympics Australia's advocacy for inclusion and diversity.

We welcomed Belgravia Sports Apparel as our new supplier of competition and casual wear. Belgravia joins existing and valued Team Suppliers R.M. Williams, Speedo, Mizuno, and Birkenstock, who all continued their support of the Australian Paralympic Team with renewed and increased commitment for the Paris campaign.

Paralympics Australia was pleased to experience a high level of engagement from Partners throughout the development and launch of our Strategic Plan, partner networking events and forums, activation at our Team Processing roadshow and various internal projects including the Building Employer Confidence Program.

In line with our strategic objective to explore opportunities to collaborate with our partners, long-term partner Allianz supported the delivery of our Strategic Launch, brand launch and Team Processing roadshow in Sydney – all on the same day – by providing use of the re-developed Allianz Stadium.



The launch of Paralympics Australia's new strategy and brand

The grandeur and world class facilities of Allianz Stadium amplified the launch events and provided an outstanding platform to showcase the brand and the significance of our new strategic direction.

Team Processing sessions across the country were leveraged by Partners through activation, content capture, volunteering and engagement with athletes and officials. Bringing partners into the core of what Paralympics

Australia does supports their campaign creation and identifies mutually beneficial value-add opportunities.

In addition to supporting Para-athletes, partner activations led with diversity and inclusion. Allianz launched their Coach for All Program featuring Paralympic legend Louise Sauvage; BUPA demonstrated a fully integrated partnership approach, educating and engaging staff on accessibility, disability and inclusion by developing an internal partnership Playbook. BUPA also launched their Paralympian ambassador program and identified in-kind opportunities to support the health and wellbeing of athletes and the wider Paralympic family; Qantas launched their Access and Inclusion Plan, acknowledging Paralympics Australia as a key stakeholder in the consultation and development of the plan; and icare's Paralympian Speakers Program remained in high demand in NSW.

Partners supported our athletes and organisation through various fundraising activities and opportunities, including workplace giving programs, internal fundraising activity and, with the support of our fundraising team, established bespoke fundraising pages.

Qantas now features Paralympics Australia as a charity partner on Qantas Marketplace, where Qantas Frequent Flyers can donate points to a charity of their choice. We are grateful to all our valued Partners for their support, collaboration and belief.

OUR STAFF

Sam Allan

Program Manager,
Wheelchair Rugby

Chrisie Banwell

Pathways Coordinator

Ann-Marie Bissett

Events Manager
(From 8 May until
10 May 2023)

Owen Boyd

IT Support Officer

Peter Brown

Program Support

Nat Browne

Senior Manager,
Games Delivery
(Until 17 March 2023)

Natalie Charlton

Pathways Coordinator

Catherine Clark

Chief Executive Officer

Kieran Courtney

Sport Information Officer

Emma Croll

Fundraising Campaign
Coordinator

Aerin Di Leva

Manager, Para
Performance Pathways
(Until 31 January 2023)

Daniela Di Toro

Athlete Engagement
and Wellbeing Manager
(Until 25 August 2022)

Lori Dotti

Chief Financial Officer
(Until 3 May 2023)

Brad Dubberley

Head Coach,
Wheelchair Rugby

Denise Duong

Finance Manager

Daniel Evans

Games Delivery
Manager

Georgina Exton

Senior Manager,
Partnerships

Samuel Fox

National Pathways
Manager, Wheelchair
Rugby

Angela Garniss

Partnerships Manager
(From 16 May 2023)

Steven Gatt

Chief Financial Officer
From 19 June 2023

Louise Geisker

Manager, Membership
(Until 4 November 2022)

Stephen Hadlow

Paralympic Performance
Specialist

Shaelene Hancock

Philanthropy Specialist
(From 28 November
2022)

Jon Henschke

Manager, Games Delivery

Connor Holdback

Skill Acquisition Support
Officer

Kara Hutchings

Marketing Coordinator

Alex Jago

Coach Development
Advisor

Paul Kiteley

National Performance
Director, Wheelchair
Rugby

Fiona Kitson

Salesforce Administrator

Cathy Lambert

Manager, Classification
(Until 11 April 2023)

Jason Lees

Development Coach,
Wheelchair Rugby

Annabelle Lindsay

Sponsorship Coordinator
(Until 28 April 2023)

Maddison Luttrell

Finance and
Administration
Coordinator
(From 16 January 2023)

Tim Mannion

General Manager,
Communications

Samantha Martin
Senior Manager, People and Capability

Tim Matthews
Senior Performance and Talent Advisor

Kate McLoughlin
Head of Games and International Engagement

Amy Miller
Brand, Marketing and Digital Senior Manager

Cameron Murray
Head of Commercial, Communications and Brand
(From 5 September 2022)

Ben Newton
Queensland High Performance and Development Coach
(From 1 August 2022)

Scott Nicholas
Pathways Lead

Jessica Pascoe
Pathways Coordinator
(From 23 February 2023)

Ross Pinder
Performance Insights and Innovation Lead

Chantel Plum
Senior Manager, Fundraising

Geoff Quinlan
Head of Strategy and Brisbane 2032 Coordination
(From 22 August 2022)

Lewis Quinn
Lead Performance Analyst

Elise Rechichi
Head of Performance Strategy

Ella Sabljak
Education Manager

Alek Saunders
Strength and Conditioning Coach

Sarah Skidmore
Pathways Coordinator

Greg Smith
Assistant Coach/Strength and Conditioning, Wheelchair Rugby

Sarah Stewart
Mentoring Program Manager
(From 19 June 2023)

David Sygall
Communications Manager

Sarah Taylor
Skill Acquisition Support Officer

Simon Taylor
Head of Commercial Communications and Brand (Acting)
(Until 9 September 2022)

Ben Troy
Senior Manager, Games Delivery

Natasha Welsh
Manager, Games Delivery

Sharon White
Executive Officer

Amy Williamson
Classification Coordinator

The Paralympics Australia Sponsor Family



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Official Partners



Official Supporters



Official Suppliers



Government Partners



Photography for Paralympics Australia by: Jeff Crow – Explorer Media, Drew Chislett, Greg Smith, Tim Mannion, David Sygall

Additional photography courtesy of: Jared Vethaak, Casey Gibson, Lars Møller, Dely Carr, Esport Photos, Paris 2024, Athletics Australia, Australian Sports Commission, University of Queensland, International Paralympic Committee, Bupa.

With thanks from Paralympics Australia.

Pictured - Velodrome for Paris 2024



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