We Believe
SPORT CAN CHANGE LIVES
DO YOU?

Ahmed Kelly
London 2012 Paralympian
(Para-Swimming)
Australia brought home 32 gold medals, 23 silver medals and 30 bronze medals from the London 2012 Paralympic Games – placing us fifth amongst 164 countries.

But belief alone can’t help us achieve our mission. We rely on the support of a host of organisations, including Australian companies, to get our athletes into sport and onto the podium.

We invite you to join us by becoming a sponsor or by supporting us through one of our many other corporate engagement opportunities.

We believe sport can change lives. Do you?

Kurt Fearnley
Three-time Paralympic gold medallist (Para-Athletics)
Who are we?

The Australian Paralympic Committee is responsible for preparing the Australian Paralympic Teams for the Paralympic Summer and Winter Games.

At London 2012, we fielded 161 athletes. In Rio, we’re hoping for an even larger contingent.

It’s a big task. As well as directly managing a range of sports – including wheelchair rugby and boccia – we assist athletes to prepare for competition by providing funding for coaching, and travel in the lead up to the Summer and Winter Paralympic Games.

Our success at the Paralympics to date has been the product of many factors, including our partnerships with government, national sporting organisations and disability groups, as well as our own Paralympic Talent Search Programs, which help to identify almost a quarter of our Games teams.

But our remit – indeed our responsibility – does not stop at our Paralympic Teams.

We believe participation in sport provides positive social and physical benefits to people with disabilities, and plays an important role in changing perceptions of people with disabilities and encouraging more diversity in the community.

Through our education and community programs, we have engaged with almost half a million school children, workplaces and everyday Australians about Paralympic sport and the importance of inclusion of people with disabilities.
We Believe

That everyone has the right to play sport and achieve their potential

We value
- The journey of the athlete
- Fairness, equality and integrity
- Our athletes inspiring the community
- The people who make it happen
- The pursuit of excellence
- Our history

We will
- Support every Australian Paralympian to achieve their sporting potential
- Inspire every Australian by the Paralympic spirit
Media Rights 2015/16

The Australian Paralympic Committee has acquired the television broadcast, digital and radio rights to the Rio 2016 Paralympic Games and the International Paralympic Committee’s World Championships for both athletics and swimming in 2015.

Working with the International Paralympic Committee, the APC has acquired these rights in order to coordinate their sale with a view to maximising para-sport exposure to an increasingly interested Australian audience.

Paralympic media coverage has increased radically since the Sydney Games in 2000 and the APC is poised to lift the awareness of the Paralympic movement in Australia to even greater heights.

The media rights offering represents an opportunity for the APC’s partners to join the inspirational journey to the Rio Paralympic Games, and to share the stories and achievements of the Australian Paralympic Team with the entire nation.

A snapshot of Paralympic Games coverage in Australia – London 2012

Media
- There was 98% increase in Australian media coverage from Beijing 2008 to London 2012 and a 222% increase from Athens 2004 to London 2012. These figures were measured by iSentia.

Broadcast
- As the Australian host broadcaster for the London Paralympic Games, the ABC televised more than 100 hours of coverage on ABC1 and ABC2 from 30 August to 10 September 2012.
- The coverage reached an average of 1.6 million people per day, the equivalent of 10 per cent of the population based in Australia’s five largest cities.
- The ABC’s total television audience share during the first week of the Paralympic was 16 per cent, its highest share since 2007.
- ABC1’s coverage peaked at 1.1 million people (achieved during the Opening Ceremony) while ABC2 delivered both its highest audience during a single program, and its highest ever weekly prime-time share which was reached during the first week of the Games.

Website
- The APC website received more than 500,000 visitors and delivered more than 1.3 million page views during the month of the Paralympic Games.

Social Media
- The APC’s Facebook page achieved more than 15,000 likes and more than 6,000 Twitter followers during the 11 days of competition at the Paralympic Games.
- The APC received an 89 per cent increase in viewership of its YouTube Channel in 2012.

Social Research
Among the findings of social research commissioned by the APC shortly following the London Paralympics were:
- 7 out of 10 Australians followed the Paralympic Games;
- 9 out of 10 Australians believe Paralympians are powerful role models
- 41% of respondents said their interest in the Paralympics had increased since Beijing 2008, only 5% of respondents said that it had decreased.
Profile

JESSE AUNGLES
PARA-SWIMMING

“Knowing the great Matt Cowdrey went to my school pushes me to emulate him. So I get up at 4:30am to put in 2.5 hours’ gym and pool training before breakfast. Then I go to school, cramming most of my homework in during lunch before completing the afternoon’s lessons. Then it’s straight back to training before a cold shower and bed, to be up again at 4:30am. I wouldn’t be where I am today without the Talent Search Program. My target is to get to Rio and do as well as I can – after that I’d love to be involved in mentoring other athletes.”

Profile

CHELSEA HIGGINS
PARA-EQUESTRIAN

“My Para-equestrian teammates have taught me so much about the way I live my life. I now have such a ‘give it a go’ attitude in everything I do. They inspire me every day – they have injuries and afflictions but they are just amazing. My journey since the accident has been shared with those close me – they were also really affected and went through so much. From a positive perspective they do say it has helped them face their own life challenges.”

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Australia has participated at every Paralympic Games since their inception in 1960 and hosted the Sydney 2000 Paralympic Summer Games. ABC Television broadcast the London 2012 Paralympic Games with an average audience of 1.6 million people per day. Globally, London 2012 were the most watched Paralympic Games in history.

A partnership with the Australian Paralympic Committee is ideal for organisations wishing to:

- Align with a reputable and well regarded brand with high levels of recognition and understanding
- Unite customers and employees in making a meaningful and tangible contribution to a highly visible and relevant cause
- Be clearly positioned as a company which supports Australians and champions the uniquely Australian attributes of hardwork, mateship, determination and “having a go”

Far from offering a one size fits all approach to our partners, the Australian Paralympic Committee works with each and every potential partner to fashion a partnership that meets their specific objectives and desired outcomes – whether these are related to brand, corporate social responsibility or employee engagement.

This tailored approach also involves making sure that the partnership type is right for your business. So, in addition to traditional sponsorship, we offer opportunities across:

- Cause related marketing
- Employee and workplace engagement
- Corporate fundraising
- Corporate donation

The following pages provide further detail on each of these opportunities so you can get a feel for what might work for you.
A sponsorship is ideal for organisations who want to achieve the maximum level of exposure and integration with the Australian Paralympic Committee and our programs.

Our sponsors are our most committed partners – taking a four year journey with us through our Paralympic preparations and through both the Summer and Winter Paralympic Games.

Their reward is a suite of benefits aimed at recognising their continuous support and directly addressing their very specific organisational needs – whether these be achieving brand recognition, demonstrating great corporate social responsibility, highlighting their commitment to diversity or mobilising their workforce towards a common cause.

Every partnership is different. But our sponsors can generally expect a comprehensive mix of marketing and brand recognition, alignment with specific programs or teams, access to athletes and amazing employee engagement activities.

We do recognise, however, that not every company is able to take a four year journey with us. For those organisations, we can work on Paralympic Games-year partnerships focused predominantly on brand and leveraging opportunities. We also value the involvement and contribution of organisations who can directly assist our Paralympic Games preparedness through the supply of essential goods and services that help to make the Paralympic Games experience for our athletes and staff that little bit easier and more special.

Together, we can help our athletes reach their full potential and, ultimately, achieve success at the Paralympic Games.
The Australian Paralympic Committee currently enjoys the support of a range of high profile brands including Qantas, Telstra, Toyota, Allianz and 2XU.
Cause-related marketing (CRM) is a great way to harness the power of your brand and your customers to achieve brand marketing, corporate social responsibility or brand differentiation outcomes, whilst demonstrating your commitment to supporting our Paralympic athletes and their dreams to compete on an international stage.
Need some suggestions about how a CRM could be delivered in your business?

Give a percentage of the proceeds of sale of an existing or new product to the Australian Paralympic Committee.

Create a social media activation and make a donation to the Australian Paralympic Committee for every person that engages with your activity – perhaps $1 for every “like” of your page or $2 for every person who turns their Facebook page green and gold.

Run a special campaign or event in store, with proceeds of sales, ticketing, raffles or other activities going to the Australian Paralympic Committee.

Undertake a round-up campaign at your point of sale – either at the register in-store or the online checkout.

Rounding up at-register donations to the Australian Paralympic Team.

Swing tag or retail promotion – win a trip to Rio 2016 Paralympic Summer Games in Brazil.

In February 2014, Qantas and oOh! teamed up to help the Australian Paralympic Committee raise money to send a team to the 2014 Sochi Paralympics.

With less than 40 days to go until the Paralympics, the two companies offered a $5,000 donation every time an oOh! Fly package was booked in a Qantas Terminal. To encourage bookings, the packages were offered at a special discounted rate. Qantas and oOh! both marketed the promotion to their key customers, resulting in a strong take-up and $50,000 donated to the Paralympic Team.

Case Study
QANTAS & oOh!

Victoria Pendergast
Sochi 2014 Paralympian
(Para-Alpine Skiing)
For many companies, aligning with a cause or causes relevant to their employees is incredibly important.

With around one in five Australians considering themselves to have a disability, there are few more relevant causes today.

The Australian Paralympic Committee is therefore uniquely positioned to help you engage with your employees about something that is not only relevant to them – but also has some important implications for your business.

Two of the most critical issues we aim to help companies address are diversity and safety.

So not only can we help you align with a cause that’s inspiring, but a cause that can directly address very real business challenges.

APC Speakers Program

One of the APC’s core assets that we have to share with partners and supporters are our athletes and their stories. From personal struggles to achieving their goals of winning Paralympic gold, our athletes will capture your audience with their truly inspiring stories of resilience, teamwork, commitment, high performance and overcoming adversity.

Our athletes are experienced in delivering quality presentations that have depth and flexibility to entertain and educate. Through sharing their stories they can address key themes and messages that are important and relevant for your employees both in their personal and work lives.

Corporate Donations

Every time our athletes step out onto the world stage to represent their country and live out their dreams, it is in large part made possible by the generous support and contribution of individuals, organisations and groups within the community.

The easiest way for your business to establish a philanthropic partnership with the Australian Paralympic Committee is through a corporate donation. Your donation can either be a one-off cash payment or various payments over a period of time.

Workplace Giving

Workplace giving is a formalised, payroll-based giving scheme which allows your employees to make a regular donation from their pre-tax pay.

Many of Australia’s largest employers use workplace giving to give their employees the chance to contribute to a cause or causes they care most about. Importantly, it is relatively easy to implement and sustain.

Corporate Fundraising

Fundraising is a great way to engage with your customers and employees with the Australian Paralympic Committee and our work.

As well as being incredibly rewarding, fundraising can also be lots of fun and highly motivating.

And it doesn’t need to be a lot of work. Consider making the Australian Paralympic Committee the beneficiary of your corporate team’s entry into one of the major fun runs or corporate events throughout Australia. Fundraising can be done online using GoFundraise or Everyday Hero.

But if you do want to make a splash, you can create and hold an event – perhaps a mini Paralympic Games. Not only will you be supporting our cause, but your team will have lots of fun and will get a taste of the challenges of our athletes.

EMPLOYEE & WORKPLACE ENGAGEMENT
The Australian Paralympic Committee Workplace Safety Alliance is a network of representatives from safety-critical businesses. Leading the alliance, the APC provides safety content and Paralympic speakers, who deliver sessions for everyone working at all levels from the shop floor to the boardroom as well as peer-to-peer networking opportunities.

It’s effectively a club for companies who want to:

- Educate their employees about the safety and the personal – and very real – implications of unsafe behaviours at work and at home
- Educate their employees about key diversity issues such as inclusiveness, workplace harassment, bullying and equal employment opportunity
- Tap into a network of other safety and diversity professionals from similar industries across Australia – including mining, transport, construction and manufacturing
- Contribute to and align with the work of the Australian Paralympic Committee to have Australians with disabilities overcome their challenges to compete on a world stage.

Our members receive a range of benefits including workplace presentations from our Paralympians who draw on their own experiences and share the ways in which a workplace injury changed their lives forever. They also have access to a suite of informative content, case studies and video interviews with our Paralympians, invitations to state-based events and recognition as a supporter of the Australian Paralympic Committee.

We welcome any company with safety or diversity challenges to join our Workplace Safety Alliance and gain meaningful insights into your business and your employees. A full overview of the Workplace Safety Alliance, including its annual fee and list of benefits, is available on request.
Profile

BEN HOULISON
ADAPTIVE ROWER

You could mistake Ben Houlison for a typical young male. He enjoys drinking beer, following his local football team and beef cattle farming. However, unlike most 31-year-olds, Ben is also a champion adaptive rower.

Ben is a former coal-miner who at 22 years of age was left paralysed from the waist down after being crushed into the roof of a mine. Following the incident, Ben took up rowing as a way to keep fit and eventually began training to become a world champion athlete.

After beginning his career in 2006, Ben quickly became the NSW state champion. Ben went on to become the Australian champion, after narrowly missing team selection for the Beijing games. He won his first world championship medal, winning bronze at the 2009 world championships in Poland.

Ben has become an advocate for safety at work and is now an APC Safety Speaker for the Australian Paralympic Committee. Ben visits workplaces across the country and speaks passionately about the effects of unsafe work practices and provides support and practical advice to companies to assist them with their own safety issues.
Join us

If you are interested in learning more about how we can help you achieve your business objectives through a partnership with the Australian Paralympic Committee – or how you can contribute to our mission – then please contact us or our partnership consultants:

P4 Group
Adrian Basille
Managing Director
07 3854 1455 or 0418 152 211
adrian@p4.com.au

Australian Paralympic Committee
Lisa Herden
Sponsorship Manager
02 9704 0521 or 0416 037 390
lisa.herden@paralympic.org.au