



ONLINE AT OLYMPICS.COM.AU



AUSTRALIAN OLYMPIC COMMITTEE

2010 ANNUAL REPORT





AUSTRALIAN OLYMPIC COMMITTEE INCORPORATED

ABN 33 052 258 241

REG. No A0004778J

Level 3, 1 Atchison Street

St Leonards, NSW 2065

+61 2 8436 2100

olympics.com.au

Photos used in this report are for the most part courtesy of AOC Supplier Getty Images.

CONTENTS

AOC Mission	3
President's Review	4
Members of the Executive	6
Athletes' Commission	9
Senior Management, Staff, Auditors, Solicitors	10
Patrons, Life Members	11
Recipients of Olympic Order	12
Recipients of Order of Merit	13
Australian Teams at the Olympic Games	14
Australian Teams at the Olympic Winter Games	15
Australian Teams at the Youth Olympic Games	16
Australia's Olympic Champions	17
Australia's Youth Olympic Champions	21
Secretary General's Review	22
2010 Australian Olympic Winter Team	23
2010 Australian Olympic Winter Team Results	24
Olympic Winter Institute of Australia	25
2010 Australian Youth Olympic Team	26
2010 Australian Youth Olympic Medallists	28
2012 Australian Olympic Team	29
2012 Australian Winter Youth Olympic Team	30
Programs and Funding for Sports on the Olympic Program	31
Sydney 2000 10th Anniversary Celebrations	34
Olympians Club of Australia, Olympic Training Centres	36
State Olympic Councils	37
Sponsorship and Marketing Review 2009 - 2012	38
Australian Olympic Team Partners 2009 - 2012	39
Media and Communications	40
Athletes' Commission	46
Medical Commission	47
Corporate Governance Statement	48
Financial Statements	59



AOC MISSION

Australia enjoys an outstanding Olympic history.

The heroic achievements of our athletes at every Olympic Games since 1896 are a source of pride for all Australians.

The Australian Olympic Team is the embodiment of our nation's hopes, dreams and desires.

The Team links the faces and names of past and present athletes across the boundaries of time and distance.

The Australian Olympic Movement promotes to the youth of Australia values which are not bounded by place, creed or time. Values such as respect, aspiration and team work.

The Olympic Games provide Australia with the opportunity to compete against the world's best in a competition that promotes a spirit of friendship, solidarity and fair play.

As proud custodian of the Olympic Movement in Australia the AOC is committed to promoting the Olympic ideals and values to all through sport.

PRESIDENT'S REVIEW



The year 2010 provided us with an opportunity to relive the magical moments of the past while pondering the exciting times ahead for the Olympic Movement in this country.

We celebrated with pride and gusto the 10th Anniversary of the Sydney 2000 Olympic Games. Athletes, officials and volunteers joined our political leaders for a party at Sydney Olympic Park. It was a time to wind back the clock and recapture the spirit and excitement of Sydney 2000, an event which won us as a people, accolades the world over.

The extent of the media coverage in the weeks leading up to the anniversary, and on the day itself, highlighted how important hosting the Games was to Australians.

Of special significance during the anniversary celebrations was the renaming of the park known as The Overflow to Cathy Freeman Park and the dedication of plaques to perpetuate the athletic achievements of Catherine Freeman and Louise Sauvage and the support given to the

Sydney Olympic Games by Juan Antonio Samaranch. We thank the Chairman of Sydney Olympic Park Authority, Michael Knight for his foresight with these initiatives and it was a highlight having Catherine, Louise and President Samaranch's daughter, Maria Teresa Samaranch present for the dedications.

Lord Sebastian Coe also attended the celebration and unveiled a plaque honouring London 2012 on Olympic Boulevard near the Aquatic Centre.

As we head towards London 2012, this is a time when the old will make way for the new. A new generation is evolving. This was evident when we were represented at the 2010 Olympic Winter Games in Vancouver by 15-year-old Scott James, 15-year-old Britteny Cox and 16-year-old Cheltzie Lee. James and Cox were the youngest athletes at the Games. In London we will reveal more talented young athletes who are emerging from our Australian Youth Olympic Festivals (AYOF) and our Team which competed at the first Youth Olympic Games in Singapore.

Vancouver was a triumph for all involved. The Boxing Kangaroo became an international symbol and we surpassed all other Australian Winter Team performances with a record medal haul. Gold medals went to Torah Bright (snowboard halfpipe) and Lydia Lassila (women's aericals); and a silver medal to Dale Begg-Smith (men's moguls). With these results one feels we are only starting to scratch the surface in winter sport and the extra

funding provided to winter sport through the Olympic Winter Institute of Australia (OWIA) is certainly justified.

The OWIA was established by the AOC in 1998 and is now jointly funded by the AOC, the Australian Sports Commission (ASC) and the Australian, Victorian and NSW Institutes of Sport.

This of course is a time of euphoria for Geoffrey Henke, the AOC's pioneer in winter sport who has fought a long battle for better facilities for his "family". In 2010 the Ice House was officially opened in Melbourne. This world class establishment, supported by the Victorian Government and private sector funding, will be a key vehicle for developing more Winter Olympians in a range of ice sports. At the same time the Federal Government, through the ASC, and the Queensland Government, approved funding for the construction of a \$4m National Water Jump Training Centre for our aerialists in Brisbane. Geoffrey can take a bow. The athletes of today and tomorrow owe him a great debt of gratitude.

We should not forget the other key ingredient to medal success - funding. This year the Federal and State Governments recognised the value of Olympic sport to the Australian people and provided the much needed funding to assist our summer and winter athletes.

My thanks go to Kate Ellis, the previous Federal Minister for Sport for her support. I welcome the positive approach of the new Minister, The Hon. Mark

Arbib who has already shown a great understanding of our goals of achieving excellence in sport and developing youth.

Despite a frustrating delay caused by the Federal election, the \$23.2m allocated to High Performance sport was distributed. This funding is part of the Australian Government's record new investment in sport of \$195.2m over four years, which was delivered as part of the 2010/11 Budget - \$120m of it being for high performance sport.

In July 2010, the NSW Premier The Hon. Kristina Keneally presented the AOC's NSW Fundraising Committee with a cheque for \$500,000 as part of our drive towards London 2012.

Also, the Queensland and South Australian State Governments have respectively paid \$260,000 and \$300,000, and the Tasmanian State Government has pledged to provide \$60,000 to the 2012 Olympic Team Appeal.

Senator Arbib is also proving a valuable ally in our fight against illegal betting in sport both in Australia and internationally through his support of IOC President, Jacques Rogge's initiatives in this regard. This is one of the biggest issues threatening our Movement at present and can only be won with worldwide government support.

We sent a Team of 100 athletes to the Singapore 2010 Youth Olympic Games. They delivered on and off the sporting arena with the event focusing on sporting excellence but also good will among nations.

Australia won 32 medals: 8 gold, 15 silver and 9 bronze.

The Australian Team was in the very capable hands of Chef de Mission Nick Green who will also lead our Team to London supported by the Deputy Chefs de Mission Chris Fydler and Kitty Chiller and Chief Operating Officer Craig Phillips. Their planning is well advanced.

As a member of the IOC Coordination Commission for London 2012 I am pleased to report that London's preparations are continuing at speed and test events will be held in the venues as planned one year out from the Games.

So far as our London 2012 Team is concerned, our objective and focus remains to finish in the top five positions on the overall medal tally which will likely require us finishing ahead of the British Team, at home.

The AOC's annual Benchmark Study for 2010 shows us in eighth position. We have slipped, but with the additional Government funding kicking in we are confident of our key medal winning sports recovering and achieving a top five finish.

Our financial position through the Australian Olympic Foundation (AOF) remains rock solid. The return on investment of our financial legacy from the Sydney Olympic Games continues to provide our athletes with a significant proportion of the funding for our London 2012 Team. We have budgeted \$15.3m to prepare the Team and \$15.1m to send the Team.

Through the efforts of Sports Marketing and Management (SMAM) we are closing in on our sponsorship target for London. At the end of 2010 we have secured \$34.2m on our way to \$37.2m. As we all recognise these are tough times but the Olympic brand has not lost its shine.

My IOC colleagues Kevan Gosper and Phil Coles celebrated 54 and 50 years respectively of Olympic service in 2010 and we congratulate both on their contribution to the Movement.

My sincere thanks go to the AOC Executive, Athletes' Commission, Secretary General and our dedicated Senior Management and staff for their contributions and support throughout 2010. It is greatly appreciated.

JOHN COATES AC

**President
Australian Olympic Committee**

MEMBERS OF THE EXECUTIVE

President

JOHN D COATES AC LLB

Resident of Sydney, NSW

Member since 1981

Member, International Olympic Committee and its:

- Executive Board;
- TV Rights & New Media;
- Juridical;
- London 2012 Coordination and
- Rio 2016 Coordination Commissions

President, International Council of Arbitration for

Sport and the Court of Arbitration for Sport

Council Member, International Rowing Federation

Member, AOC Finance Commission

Chairman, Australian Olympic Foundation Limited

Member, AOF Investment Advisory Committee

Member, Oceania National Olympic Committees
(ONOC) Executive

Director, Oceania Foundation

Deputy Chairman, David Jones Limited

Member, Grant Samuel Advisory Board

Chairman, William Inglis & Son Pty Ltd

Member, Sydney Olympic Park Authority

Vice Presidents

PETER G MONTGOMERY AM LLB

Olympian (Water Polo)

1972, 1976, 1980, 1984 (Captain) Olympic Games

Resident of Sydney, NSW

Member since 1990

Member, AOC Audit Committee

Member, AOC Finance Commission

Director, Australian Olympic Foundation Limited

Member, AOF Audit Committee

Solicitor and Company Director

Inducted General Member, Australian Sporting Hall
of Fame

RONALD G HARVEY CVO AM

Resident of South Coast, NSW

Member since 1993

Chairman, AOC Remuneration & Nominations
Committee

Director, Australian Olympic Foundation Limited

IOC Members in Australia

R KEVAN GOSPER AO BA (HONS) DSC

Olympian (Athletics)

1956 (Silver medal 4x400m relay), 1960 (Team
Captain) Olympic Games

Resident of Melbourne, VIC

Member since 1977

Member, International Olympic Committee

Chairman, IOC Press Commission

Vice President, Olympic Solidarity

Member, AOC Remuneration & Nominations
Committee

Director, Australian Olympic Foundation Limited

Member, ONOC Executive

Chairman, Oceania Foundation

Member Executive Council, Association National
Olympic Committees (ANOC)

Deputy Chairman, Crown Limited

PHILLIP W COLES AM

Olympian (Canoe)

1960, 1964, 1968 Olympic Games

Resident of Sydney, NSW

Member since 1974

Member, International Olympic Committee and its:

- Olympic Programme;
- Radio and Television and
- Sport For All Commissions

Member, ONOC Executive

Director, Australian Olympic Foundation Limited

Chairman, NSW Institute of Sport

President, Oceania Taekwondo Union

Vice President, World Taekwondo Federation

Secretary General

CRAIG PHILLIPS MBA DIP. TEACHING (PE)

Resident of Sydney, NSW
Member since 2005
Director, Olympic Winter Institute of Australia
Member, 2010 Team Executive
Member, 2012 Team Executive
Chairman, Sydney 2000 10th Anniversary Celebration Committee
Member, Association of National Olympic Committees (ANOC) Working Group

Other Members

LYNNE BATES AM

Olympian (Swimming)
1968 (Silver medal 4x100m medley relay) Olympic Games
1970 (4 x Gold medals) Commonwealth Games
Resident of Sydney, NSW
Member since 2001
Director, Australian Olympic Foundation Limited
Member, International Swimming Hall of Fame Selection Committee
Company Director

HELEN M BROWNLEE OAM B.ED

Resident of Sydney, NSW
Member since 1991
Director, Australian Olympic Foundation Limited
President, NSW Olympic Council
Member, IOC Commission for Culture and Olympic Education
Director, International Canoe Federation (FIC) Oceania
Chair, FIC Women's Commission
President, Oceania Canoe Association
President, Commonwealth Canoe Federation
Chair, ONOC Women and Sport Commission
Deputy Chair, Penrith Whitewater Stadium
Chair, NSW Taskforce "Active After School Communities" ASC
Member, Australian Centre for Olympic Studies Advisory Committee

IAN CHESTERMAN B.COM

Resident of Launceston, TAS
Member since 2001
Chef de Mission, 2010 Australian Olympic Winter Team
Chef de Mission, 2014 Australian Olympic Winter Team
Director, Australian Olympic Foundation Limited
Director, Olympic Winter Institute of Australia
Director, Sportcom Pty Limited

J DOUGLAS DONOGHUE AM B.EC FCPA

Resident of Sydney, NSW
Member since 1993
Chairman, AOC Finance Commission
Member, AOC Audit Committee
Member, AOC Remuneration & Nominations Committee
Director, Australian Olympic Foundation Limited
Member, AOF Audit Committee
Member, AOF Investment Advisory Committee
Vice President, NSW Olympic Council
Vice President, NSW Rowing Association
Member, Venue Management Advisory Committee, Sydney International Regatta Centre

TRENT FRANKLIN B.SC

Olympian (Water Polo) 2004, 2008 Olympic Games
Resident of Sydney, NSW
Member since 2008
Deputy Chairperson, AOC Athletes' Commission
Director, Australian Olympic Foundation Limited
Director, Australian Water Polo
Chair, Australian Water Polo Athletes' Commission
Company Director

MEMBERS OF THE EXECUTIVE CONTINUED

NICK GREEN OAM

Olympian (Rowing)
1992 (Gold medal), 1996 (Gold medal) Olympic Games
Resident of Melbourne, VIC
Member since 2005
Chef de Mission, 2010 Australian Youth Olympic Team
Chef de Mission, 2012 Australian Olympic Team
Director, Australian Olympic Foundation Limited
President, Victorian Olympic Council
Chairman, Victorian Olympic Foundation
Inducted Member, Australian Sporting Hall of Fame
Company Director
Group Manager, Victorian Major Events Corporation

ANDREW PLYMPTON

Resident of Melbourne, VIC
Member since 2009
Member, AOC Audit Committee
Member, AOC Finance Commission
Director, Australian Olympic Foundation Limited (AOF)
Member, AOF Audit Committee
Commissioner, Australian Sports Commission
President, Yachting Australia Inc (to 8 March 2011)
Chairman, Beyond Sportswear International Limited
Chairman, Energy Mad Limited
Chairman, AddEffective Limited
Chairman, Intermoco Limited
Chairman, Entellect Limited
Director, Newsat Limited
Chairman, The Swish Group
Australian Advisory Board, Aon Australia Limited
Chairman, MDGDG Pty Ltd

JAMES TOMKINS OAM B.BUS

Olympian (Rowing)
1988, 1992 (Gold medal), 1996 (Gold medal) 2000 (Bronze medal), 2004 (Gold medal), 2008 Olympic Games
Resident of Melbourne, VIC
Member since 2008
Chairperson, AOC Athletes' Commission
Director, Australian Olympic Foundation Limited
Director, Australian Drug Foundation
Director, Sport Australia Hall of Fame

RUSSELL G WITHERS

Resident of Melbourne, VIC
Member since 2001
Chairman, AOC Audit Committee
Member, AOC Finance Commission
Director, Australian Olympic Foundation Limited (AOF)
Chairman, AOF Audit Committee
Member, AOF Investment Advisory Committee
Chairman, 7-Eleven Stores Pty Ltd
Company Director

ATHLETES' COMMISSION

Chairperson

JAMES TOMKINS OAM

Rowing

1988; 1992 (Gold medal); 1996 (Gold medal); 2000 (Bronze medal); 2004 (Gold medal); 2008 Olympic Games

Deputy Chairperson

TRENT FRANKLIN

Water Polo

2004; 2008 Olympic Games

Members

NATALIE COOK OAM

Beach Volleyball

1996 (Bronze medal); 2000 (Gold medal); 2004; 2008 Olympic Games

GRANT HACKETT OAM

Swimming

2000 (2 Gold medals); 2004 (1 Gold & 2 Silver medals); 2008 (1 Silver & 1 Bronze medal) Olympic Games

ANGELA LAMBERT OAM

Hockey

2000 (Gold medal); 2004; 2008 Olympic Games

PAUL MURRAY

Cross Country Skiing

2006; 2010 Olympic Winter Games

CHANTELLE NEWBERY OAM

Diving

2000; 2004 (1 Gold & 1 Bronze Medal); 2008 Olympic Games

JENNY OWENS

Freestyle Skiing - Ski Cross

2002 (Alpine Skiing); 2010 Olympic Winter Games

CLINT ROBINSON OAM

Canoe/Kayak - Sprint

1992 (Gold medal); 1996 (Bronze medal); 2000; 2004; 2008 Olympic Games

LIBBY TRICKETT OAM

Swimming

2004 (1 Gold & 1 Bronze medal); 2008 (2 Gold, 1 Silver & 1 Bronze medal) Olympic Games

SENIOR MANAGEMENT

Director, Corporate Services
JOCEYLN WEBB MBA BEc CA

Director, Media & Communications
MIKE TANCRED

Director, Sport
FIONA DE JONG LLB (Hons) BIT

Director, Marketing & Brand Protection
ALAN GROVER FAMI CPM

General Manager, AYOF & Events
ANDREW McALLISTER BEd

General Manager, Sponsorship Services & National Fundraising
JAMES EDWARDS BA Leisure Mgt

General Manager, Information & Technology
ANTHONY SOULSBY MA Comms

AUDITORS

ERNST & YOUNG

SOLICITORS

ALLENS ARTHUR ROBINSON
JOHNSON WINTER AND SLATTERY
LAWYERS
KENNEDYS
MINTER ELLISON

STAFF

EXECUTIVE OFFICE

Executive Assistant to President
PAMELA HARRIS
Executive Assistant
MEGAN SISSIAN
Administration Assistant
GABRIELLE MASSON BSpBus

SECRETARY GENERAL'S OFFICE

Executive Assistant
KYLIE PEAKE
Manager Human Resources
KYLIE ALGIE
Legal Counsel
CLAUDIA MACKIE BMedia LLB (Hons)

MEDIA & COMMUNICATIONS

Manager Media
JULIE DUNSTAN BBus (Tourism)
Manager Media
ALICE WHEELER BA Pub Com BA
Int St
Manager Media & Olympic Education
FRANCES CORDARO BEd (HMHE)
Manager Media & Websites
ANDREW REID B.AppSc (Sp Media),
G.Cert (Mktg)
Media Assistant
TAYA CONOMOS BA Pub Com LLB

SPORT & OPERATIONS

Manager Games Operations
LISA ARROLD BA (Sp Mktg)
Manager Sport Services
LAUREN FITZGERALD
Coordinator Sport
JENNIFER ANSON BA Sp St, Dip.
Event Mgt
Coordinator Sport
AMANDA HOLLAND

MARKETING & BRAND PROTECTION

Manager Marketing & Brand Protection
MEGAN HOR BCom

FINANCE

Manager Finance
PAULINE SYDENHAM BFA CPA
Accountant
BEN GRAHAM BCom BMath MAcc
ASA
Accounts Payable
ANGELA MONTI

INFORMATION TECHNOLOGY

IT Administrator
BEN TROY

ADMINISTRATION

Manager Administration
RAELENE MAIR
Administration Assistant
RENEE CASEY Dip Mktg

NEW SOUTH WALES OLYMPIC COUNCIL

Executive Director
JAMES EDWARDS BA Leisure Mgt
Executive Assistant
GEORGINA EXTON BM Sp Ex

QUEENSLAND OLYMPIC COUNCIL

Executive Director
MICHAEL BRIERLEY B Comm M
Mgt FISM

SOUTH AUSTRALIAN OLYMPIC COUNCIL

Executive Director
KIRSTY WITHERS

TASMANIAN OLYMPIC COUNCIL

Executive Officer
MELISSA WAGNER BBus (Hons)

VICTORIAN OLYMPIC COUNCIL

Executive Director
GILL BREWSTER MBA, BA, Dip
Teaching (Primary)
Event Coordinator
MARIA CARUSO
Education Coordinator
RYAN HOLLOWAY

WESTERN AUSTRALIAN OLYMPIC COUNCIL

Executive Director
TANIA SULLIVAN
Event Coordinator (maternity leave)
MELISSA JOSS BComm
Executive Officer
SIMON WAKELING BSRM

PATRONS

Patron in Chief

Her Excellency Ms QUENTIN BRYCE AC
**Governor-General of the Commonwealth
of Australia**

Patron

The Hon. JULIA GILLARD MP
Prime Minister of Australia

LIFE MEMBERS

Honorary Life President

SYDNEY B GRANGE AO OBE MVO (deceased)

Life Members

The Executive of the Australian Olympic Committee may confer Life Membership upon any person who has rendered outstanding service to the Olympic Movement and Sport.

JAMES S W EVE MBE (deceased)
SIR HAROLD ALDERSON MBE (deceased)
SIR EDGAR TANNER CBE (deceased)
WILLIAM UREN CBE (deceased)
HUGH R WEIR CBE OBE (deceased)
WILLIAM J YOUNG AM MBE (deceased)
JACK F HOWSON OBE JP (deceased)
LEWIS LUXTON CBE OBE (deceased)
JULIUS L PATCHING AO OBE (deceased)
THOMAS BLUE AM BEM (deceased)
ERIC G MCRAE MBE (deceased)
ARTHUR TUNSTALL OBE JP
GEOFFREY J HENKE AO
PHILLIP W COLES AM
R KEVAN GOSPER AO
JOHN D COATES AC
JOHN T DEVITT AM
SIR DONALD TRESCOWTHICK AC KBE
PETER G MONTGOMERY AM
MICHAEL V WENDEN AM MBE

RECIPIENTS OF OLYMPIC ORDER

The Olympic Order is the highest honorary award given by the International Olympic Committee (IOC).

It is awarded to “any person who has illustrated the Olympic ideal through his action, has achieved remarkable merit in the sporting world or has rendered outstanding services to the Olympic Movement, either through his own personal achievement or his own contribution to the development of sport.”

The following Australians have been awarded the Olympic Order:

JOHN BROWN AO	JIM SLOMAN OAM
DAWN FRASER AO MBE	MICHAEL EYERS AM
SYDNEY B GRANGE AO OBE MVO (deceased)	BOB LEECE AM
WILLIAM BERGE PHILLIPS OBE (deceased)	MICK O'BRIEN AM
JULIUS L PATCHING AO OBE (deceased)	ROBERT ELPHINSTON OAM
BETTY CUTHBERT AM MBE	MARGARET MCLENNAN
HERB ELLIOTT AC MBE	NORMAN MAY OAM
SHANE GOULD MBE	JOHN FITZGERALD AM (deceased)
GEOFFREY HENKE AO	SHIRLEY DE LA HUNTY (STRICKLAND) AO MBE (deceased)
JOHN DEVITT AM	DI HENRY OAM
BRIAN TOBIN AM	HARRY GORDON CMG AM
STEPHAN KERKYASHARIAN AM	CATHERINE FREEMAN OAM
PROF. LOWITJA O'DONOGHUE CBE AO	PETER MONTGOMERY OAM
JOHN D COATES AC (Gold)	THE RT. HON JOHN HOWARD MP (Gold)
THE HON. MICHAEL KNIGHT AO (Gold)	MARJORIE NELSON (JACKSON) AC CVO MBE
DAVID RICHMOND AO (Gold)	KERRY STOKES AC
SANDY HOLLWAY AO	

OLYMPIC DIPLOMA OF MERIT

The Olympic Diploma of Merit was awarded by the IOC to individuals with a general reputation for merit and integrity, and who had been active and efficient in the service of amateur sport and contributed substantially to the development of the Olympic Movement. It is was awarded prior to 1975 and the inception of the Olympic Order.

The Olympic Diploma of Merit was awarded to former Prime Minister of Australia, Sir Robert Menzies KT AK CH QC (deceased).

IOC PIERRE DE COUBERTIN MEDAL

The Pierre de Coubertin Medal was created by the International Olympic Committee in 1997 and named after Baron Pierre de Coubertin, the founder of the modern Olympic Games. The medal pays tribute to people and organisations who through their teaching contribute to the promotion of Olympism.

Ronald G Harvey CVO AM was the first Australian recipient of this award in 2009.

RECIPIENTS OF ORDER OF MERIT

The Australian Olympic Committee may award the Order of Merit to a person who, in the opinion of the Executive has achieved remarkable merit in the sporting world, either through his personal achievement or his contribution to the development of sport.

1978

BETTY CUTHBERT AM MBE
HERB ELLIOTT AC MBE
JOHN DEVITT AM
DAWN FRASER AO MBE
DENNIS GREEN OAM BEM
MARJORIE NELSON (JACKSON)
AC CVO MBE
MARLENE MATHEWS AO
SIR WILLIAM NORTHAM CBE
(deceased)
BILL ROYCROFT OBE
TOM WIGLEY

1980

DR GEORGE SAUNDERS MBE
(deceased)
DORIS MAGEE AM MBE (deceased)

1981

SHIRLEY DE LA HUNTY (STRICKLAND)
AO MBE (deceased)
LINDSAY GAZE OAM

1985

NORMAN GAILEY AM MBE
(deceased)

1986

NOEL WILKINSON AM BEM
(deceased)
COLIN COATES

1987

A BRIAN CORRIGAN AM
KENNETH D FITCH AM

1988

SIR DONALD TRECOWTHICK AC KBE
NORMAN RYDGE AM CBE OBE

1989

NORMAN MAY OAM

1990

MICHAEL WINNEKE
THE HON. GRAHAM
RICHARDSON

1991

JOHN STANLEY
DAVID ZUKER

1994

THE HON. JOHN FAHEY AC
THE HON. BRUCE BAIRD
THE HON. FRANK SARTOR AO
RODERICK MCGEOCH AM
ROBERT ELPHINSTON OAM

1996

DR JEAN ROBERTS
GARY PEMBERTON AC

1997

WILF BARKER (deceased)

1999

HARRY GORDON CMG AM

2001

DR BRIAN SANDO OAM
ROBERT THORNTON
THE HON. MICHAEL KNIGHT AO
SANDY HOLLWAY AO
MICHAEL EYERS AM
JIM SLOMAN OAM
MAURICE HOLLAND
DI HENRY OAM
DAVID RICHMOND AO
BOB LEECE AM
MICK O'BRIEN AM
PETER RYAN QPM BA MSC
PAUL MCKINNON

2002

RINO GROLLO

2003

DR JACQUES ROGGE

2005

ROSS SMITH OAM

2006

THE HON. ROD KEMP
THE HON. BOB ELLICOTT QC

2008

TONY CHARLTON AM
DAVID FORDHAM
BRUCE MCAVANEY OAM

2009

MAX BECK AM
JOHN CONDE AO
ROBERT GERARD AO

2010

MICHAEL BUSHELL
DAVID CLARKE AO
DR JOHN HEWSON AM
JOHN MCINTOSH

AUSTRALIAN TEAMS AT THE OLYMPIC GAMES

Olympic Games	Nations	Athletes	Officials	Male Athletes	Female Athletes	Opening Flagbearer	Closing Flagbearer	General Manager Chef de Mission***	Gold	Silver	Bronze	Total
1896 Athens	14	1	-	1	-	-	-	-	2	-	1	3
1900 Paris	22	3	-	3	-	-	-	-	3	-	4	7
1904 St Louis****	12	3	-	3	-	-	-	-	-	3	1	4
1908 London*	22	27	-	27	-	Henry St Aubyn Murray (NZ)	-	William Hill	1	2	1	4
1912 Stockholm*	22	22	-	20	2	Malcolm Champion (NZ)	-	Vicary Homiman	2	2	2	6
1920 Antwerp	29	12	1	11	1	-	-	Horace Bennett	-	2	1	3
1924 Paris	44	34	5	34	-	Edwin Carr	-	Oswald Merrett	3	1	2	6
1928 Amsterdam	46	19	2	15	4	Henry Pearce	-	Leslie Duff	1	2	1	4
1932 Los Angeles	37	12	4	8	4	Andrew Charlton	-	James Eve	3	1	1	5
1936 Berlin	49	33	4	29	4	Edgar Gray	-	Harold Alderson	-	-	1	1
1948 London	59	77	11	68	9	Les Mckay	-	Edgar Tanner	2	6	5	13
1952 Helsinki	69	85	12	75	10	Mervyn Wood	-	Bill Uren	6	2	3	11
1956 Melbourne	67	325	35	279	46	Mervyn Wood	-	Bill Uren	13	8	14	35
1960 Rome	83	214	31	184	30	Alex Sturrock	-	Sydney Grange	8	8	6	22
1964 Tokyo	93	250	46	208	42	Ivan Lund	Dawn Fraser	Len Curnow	6	2	10	18
1968 Mexico City	112	135	35	111	24	Bill Roycroft	Eric Pearce	Julius Patching	5	7	5	17
1972 Munich	122	177	46	148	29	Dennis Green	Michael Wenden	Julius Patching	8	7	2	17
1976 Montreal	92	184	47	149	35	Raelene Boyle	Robert Haigh	Jack Howson	-	1	4	5
1980 Moscow**	80	122	53	93	29	Denise Boyd & Max Metzker	John Sumegi	Phillip Coles	2	2	5	9
1984 Los Angeles	140	249	85	174	75	Wayne Roycroft	Dean Lukin	William Hoffman	4	8	12	24
1988 Seoul	160	263	83	189	74	Ric Charlesworth	Debbie Flintoff-King	John Coates	3	6	5	14
1992 Barcelona	172	290	145	194	96	Jenny Donnett	Kieren Perkins	John Coates	7	9	11	27
1996 Atlanta	197	424	220	254	170	Andrew Hoy	Mike McKay	John Coates	9	9	23	41
2000 Sydney	199	632	374	349	283	Andrew Gaze	Ian Thorpe	John Coates	16	25	17	58
2004 Athens	201	482	285	274	208	Colin Beashel	Petria Thomas	John Coates	17	16	16	49
2008 Beijing	204	435	318	236	199	James Tomkins	Stephanie Rice	John Coates	14	15	17	46
TOTAL									135	144	170	449

* Competed with New Zealand as Australasia. Figures do not include New Zealand.

** Figures do not include several sections of the Team that withdrew over the boycott issue. The Team totalled 204 athletes and 69 officials when announced. Australia was not represented in equestrian, hockey and yachting. The two flagbearers at Moscow were to symbolise unity. Australia, like many European countries, did not march behind its national flag but that of the International Olympic Committee.

*** Since the 1964 Olympic Games, the Olympic Charter designation of Chef de Mission has been adopted.

**** Swimmer Francis Gailey who won three silver and one bronze medals at the 1904 St Louis Games was confirmed, in March 2009, as being Australian and not American as the Games records show.

AUSTRALIAN TEAMS AT THE OLYMPIC WINTER GAMES

Olympic Games	Nations	Athletes	Officials	Male Athletes	Female Athletes	Opening Flagbearer	Closing Flagbearer	General Manager Chef de Mission***	Gold	Silver	Bronze	Total
1924 Chamonix	16	-	-	-	-	-	-	-	-	-	-	-
1928 St Moritz	25	-	-	-	-	-	-	-	-	-	-	-
1932 Lake Placid	17	-	-	-	-	-	-	-	-	-	-	-
1936 Garmisch-Partenkirchen	28	1	-	1	-	-	-	-	-	-	-	-
1948 St Moritz	28	-	-	-	-	-	-	-	-	-	-	-
1952 Oslo	22	9	1	7	2	-	-	Robert Chisholm	-	-	-	-
1956 Cortina d'Ampezzo	32	10	3	8	2	-	-	Robert Chisholm	-	-	-	-
1960 Squaw Valley	30	31	7	27	4	Vic Ekburg	-	Donald MacLurcan	-	-	-	-
1964 Innsbruck	36	6	5	4	2	-	-	John Wagner	-	-	-	-
1968 Grenoble	37	3	4	3	-	Malcolm Milne	-	Bruce Dyson	-	-	-	-
1972 Sapporo	35	4	5	4	-	-	-	Richard Watson	-	-	-	-
1976 Innsbruck	37	8	1	5	3	Colin Coates	-	Geoff Henke	-	-	-	-
1980 Lake Placid	37	10	5	6	4	Robert McIntyre	-	Geoff Henke	-	-	-	-
1984 Sarajevo	49	11	5	8	3	Colin Coates	-	Geoff Henke	-	-	-	-
1988 Calgary	57	19	14	17	2	Michael Richmond	-	Geoff Henke	-	-	-	-
1992 Albertville	60	23	23	16	7	Danny Kah	-	Geoff Henke	-	-	-	-
1994 Lillehammer	80	27	25	20	7	Kirstie Marshall	Kirstie Marshall	Geoff Henke	-	-	1	1
1998 Nagano	72	24	26	16	8	Richard Nizielski	Zali Stegall	Ian Chesterman	-	-	1	1
2002 Salt Lake City	78	27	25	14	13	Adrian Costa	Steven Bradbury	Ian Chesterman	2	-	-	2
2006 Torino	80	40	46	22	18	Alisa Camplin	Dale Begg-Smith	Ian Chesterman	1	-	1	2
2010 Vancouver	82	40	53	20	20	Torah Bright	Lydia Lassila	Ian Chesterman	2	1	-	3
TOTAL									5	1	3	9

*** Since the 1964 Olympic Games, the Olympic Charter designation of Chef de Mission has been adopted.



AUSTRALIAN TEAMS AT THE YOUTH OLYMPIC GAMES

Youth Olympic Games	Nations	Athletes	Officials	Male Athletes	Female Athletes	Opening Flagbearer	Chef de Mission	Gold	Silver	Bronze	Total
2010 Singapore	205	100	45	52	48	Liz Parnov	Nick Green	8	15	9	32*

* Note, this tally includes medals won in mixed gender and mixed NOC events



AUSTRALIA'S OLYMPIC CHAMPIONS

1896 - ATHENS, GREECE

Athletics

Edwin Flack - 800m, 1500m

1900 - PARIS, FRANCE

Shooting

Donald Mackintosh - Game

Swimming

Fred Lane - 200m Freestyle, 200m Obstacle Race

1904 - ST LOUIS, USA

No gold medals won

1908 - LONDON, GREAT BRITAIN

Rugby Union

John Barnett, Phillip Carmichael, Daniel Carroll, Robert Craig, Thomas Griffin, John Hickey, Malcolm McArthur, Arthur McCabe, Patrick McCue, Christopher McKivat (captain), Charles McMurtrie, Sydney Middleton, Thomas Richards, Charles Russell, Frank Smith

1912 - STOCKHOLM, SWEDEN

Swimming

Sarah Durack - 100m Freestyle; Les Boardman, Harold Hardwick, Cecil Healy, Malcolm Champion (NZ) - Men's 4 x 200m Freestyle Relay

1920 - ANTWERP, BELGIUM

No gold medals won

1924 - PARIS, FRANCE

Athletics

Anthony Winter - Triple Jump

Diving

Richmond Eve - Plain Tower

Swimming

Andrew Charlton - 1500m Freestyle

1928 - AMSTERDAM, NETHERLANDS

Rowing

Henry 'Bobby' Pearce - Single Scull

1932 - LOS ANGELES, USA

Cycling

Edgar 'Dunc' Gray - 1000m Time Trial

Rowing

Henry 'Bobby' Pearce - Single Scull

Swimming

Clare Dennis - 200m Breaststroke

1936 - BERLIN, GERMANY

No gold medals won

1948 - LONDON, GREAT BRITAIN

Athletics

John Winter - High Jump

Rowing

Mervyn Wood - Single Scull

1952 - HELSINKI, FINLAND

Athletics

Marjorie Jackson - 100m, 200m; Shirley Strickland - 80m Hurdles

Cycling

Russell Mockridge - 1000m Time Trial, Lionel Cox and Russell Mockridge - 2000m Tandem

Swimming

John Davies - 200m Breaststroke

1956 - MELBOURNE, AUSTRALIA

Athletics

Betty Cuthbert - 100m, 200m; Shirley Strickland - 80m Hurdles; Norma Croker, Betty Cuthbert, Fleur Mellor, Shirley Strickland - 4 x 100m Relay

Cycling

Ian Browne, Anthony Marchant - 2000m Tandem

Swimming

Lorraine Crapp - 400m Freestyle; Dawn Fraser - 100m Freestyle; Jon Henricks - 100m Freestyle; Murray Rose - 400m Freestyle, 1500m Freestyle; David Theile - 100m Backstroke; John Devitt, Jon Henricks, Kevin O'Halloran, Murray Rose - 4 x 200m Freestyle Relay; Lorraine Crapp, Dawn Fraser, Faith Leech, Sandra Morgan - 4 x 100m Freestyle Relay

AUSTRALIA'S OLYMPIC CHAMPIONS

1960 - ROME, ITALY

Athletics

Herb Elliott - 1500m

Equestrian

Lawrence Morgan - Three Day Event Individual;
Neale Lavis, Lawrence Morgan, Bill Roycroft - Three
Day Event Team

Swimming

John Devitt - 100m Freestyle; Dawn Fraser -
100m Freestyle; John Konrads - 1500m Freestyle;
Murray Rose - 400m Freestyle; David Theile - 100m
Backstroke

1964 - TOKYO, JAPAN

Athletics

Betty Cuthbert - 400m

Swimming

Kevin Berry - 200m Butterfly; Dawn Fraser - 100m
Freestyle; Ian O'Brien - 200m Breaststroke; Robert
Windle - 1500m Freestyle

Yachting

William Northam, Peter O'Donnell, Dick Sargeant -
5.5 Metre Class

1968 - MEXICO CITY, MEXICO

Athletics

Maureen Caird - 80m Hurdles; Ralph Doubell - 800m

Swimming

Lynette McClements - 100m Butterfly; Michael
Wenden - 100m Freestyle, 200m Freestyle

1972 - MUNICH, WEST GERMANY

Swimming

Brad Cooper - 400m Freestyle; Shane Gould - 200m
Freestyle, 400m Freestyle, 200m Individual Medley;
Gail Neall - 400m Individual Medley; Beverley
Whitfield - 200m Breaststroke

Yachting

Thomas Anderson, John Cuneo, John Shaw -
Dragon Class; John Anderson, David Forbes - Star
Class

1976 - MONTREAL, CANADA

No gold medals won

1980 - MOSCOW, USSR

Swimming

Michelle Ford - 800m Freestyle, Neil Brooks, Peter
Evans, Mark Kerry, Mark Tonelli - 4x100m Medley
Relay

1984 - LOS ANGELES, USA

Athletics

Glynis Nunn - Heptathlon

Cycling

Michael Grenda, Kevin Nichols, Michael Turtur,
Dean Woods - 4000m Team Pursuit

Swimming

Jon Sieben - 200m Butterfly

Weightlifting

Dean Lukin - Super Heavyweight - over 110



1988 - SEOUL, KOREA

Athletics

Debbie Flintoff-King - 400m Hurdles

Hockey (women)

Tracy Belbin, Deborah Bowman, Michelle Capes, Lee Capes, Sally Carbon, Elspeth Clement, Loretta Dorman, Maree Fish, Rechelle Hawkes, Lorraine Hillas, Kathleen Partridge, Sharon Buchanan, Jacqueline Pereira, Sandra Pisani, Kim Small, Liane Tooth

Swimming

Duncan Armstrong - 200m Freestyle

1992 - BARCELONA, SPAIN

Canoe/Kayak

Clint Robinson - K1 1000m

Cycling

Kathryn Watt - Individual Road Race

Equestrian

Matthew Ryan - Three Day Event Individual; Andrew Hoy, Gillian Rolton, Matthew Ryan - Three Day Event Team

Rowing

Peter Antonie, Stephen Hawkins - Double Sculls; Andrew Cooper, Nicholas Green, Michael McKay, James Tomkins - Coxless Four

Swimming

Kieren Perkins - 1500m Freestyle

1996 - ATLANTA, USA

Equestrian

Phillip Dutton, Andrew Hoy, Gillian Rolton, Wendy Schaeffer - Three Day Event Team

Hockey (women)

Michelle Andrews, Alyson Annan, Louise Dobson, Renita Farrell, Juliet Haslam, Rechelle Hawkes, Clover Maitland, Karen Marsden, Jennifer Morris, Jacqueline Pereira, Nova Peris, Katrina Powell, Lisa Carruthers (Powell), Danielle Roche, Kate Starre, Liane Tooth

Rowing

Drew Ginn, Nicholas Green, Michael McKay, James Tomkins - Coxless Four; Kate Slatter, Megan Still - Coxless Pair

Shooting

Michael Diamond - Trap; Russell Mark - Double Trap

Swimming

Susan O'Neill - 200m Butterfly; Kieren Perkins - 1500m Freestyle

Tennis

Todd Woodbridge, Mark Woodforde - Doubles

2000 - SYDNEY, AUSTRALIA

Archery

Simon Fairweather - Individual

Athletics

Catherine Freeman - 400m

Cycling

Brett Aitken, Scott McGrory - Madison

Equestrian

Phillip Dutton, Andrew Hoy, Matthew Ryan, Stuart Tinney - Three Day Event Team

Hockey (women)

Katie Allen, Alyson Annan, Lisa Carruthers (Powell), Renita Garard, Juliet Haslam, Rechelle Hawkes, Nicole Hudson, Rachel Imison, Clover Maitland, Claire Mitchell-Taverner, Jennifer Morris, Alison Peek, Katrina Powell, Angela Skirving, Kate Starre, Julie Towers

Sailing

Thomas King, Mark Turnbull - 470 Class; Jennifer Armstrong, Belinda Stowell - 470 Class

Shooting

Michael Diamond - Trap

Swimming

Grant Hackett - 1500m Freestyle; Susan O'Neill - 200m Freestyle; Ian Thorpe - 400m Freestyle; Ashley Callus, Chris Fydler, Michael Klim, Ian Thorpe, Todd Pearson*, Adam Pine* (*heat swim) - 4x100m Freestyle Relay; William Kirby, Michael Klim, Todd Pearson, Ian Thorpe, Grant Hackett*, Daniel Kowalski* (*heat swim) - 4x200m Freestyle Relay

Taekwondo

Lauren Burns - Under 49kg

Volleyball (beach)

Natalie Cook, Kerri-Ann Pottharst

Water Polo (women)

Naomi Castle, Joanne Fox, Bridgette Gusterson, Simone Hankin, Yvette Higgins, Kate Hooper, Bronwyn Mayer, Gail Miller, Melissa Mills, Debbie Watson, Elizabeth Weekes, Danielle Woodhouse, Taryn Woods

2002 - SALT LAKE CITY, USA

Freestyle Skiing

Alisa Camplin - Aerials

Short Track Speed Skating

Steven Bradbury - 1000m

AUSTRALIA'S OLYMPIC CHAMPIONS

2004 - ATHENS, GREECE

Cycling

Sara Carrigan - Individual Road Race; Ryan Bayley - Sprint, Keirin; Graeme Brown, Luke Roberts, Brett Lancaster, Brad McGee, Stephen Wooldridge*, Peter Dawson* (*qualifying round) - 4000m Team Pursuit; Graeme Brown, Stuart O'Grady - Madison; Anna Meares - 500m Time Trial

Diving

Chantelle Newbery - 10m Platform

Hockey (men)

Michael Brennan, Travis Brooks, Dean Butler, Liam de Young, Jamie Dwyer, Nathan Eglington, Troy Elder, Bevan George, Robert Hammond, Mark Hickman, Mark Knowles, Brent Livermore, Michael McCann, Stephen Mowlam, Grant Schubert, Matthew Wells

Rowing

Drew Ginn, James Tomkins - Pair

Shooting

Suzanne Balogh - Trap

Swimming

Jodie Henry - 100m Freestyle; Petria Thomas - 100m Butterfly; Grant Hackett - 1500m Freestyle; Ian Thorpe - 200m Freestyle, 400m Freestyle; Jodie Henry, Lisbeth Lenton, Alice Mills, Petria Thomas, Sarah Ryan* (*heat swim) - 4 x 100m Freestyle Relay; Jodie Henry, Leisel Jones, Giaan Rooney, Petria Thomas, Brooke Hanson*, Alice Mills*, Jessicah Schipper* (*heat swim) - 4 x 100m Medley Relay;

2006 - TORINO, ITALY

Freestyle Skiing

Dale Begg-Smith - Moguls



2008 - BEIJING, CHINA

Athletics

Steven Hooker - Pole Vault

Canoe/Kayak Flatwater

Kenneth Wallace - K1 500m

Diving

Matthew Mitcham - 10m Platform

Rowing

Scott Brennan & David Crawshay - Double Sculls; Duncan Free & Drew Ginn - Pair

Sailing

Tessa Parkinson & Elise Rechichi - Two Person Dinghy 470; Malcolm Page & Nathan Wilmot - Two Person Dinghy 470

Swimming

Leisel Jones - 100m Breaststroke; Lisbeth Trickett (Lenton) - 100m Butterfly; Stephanie Rice - 400m Individual Medley, 200m Individual Medley; Stephanie Rice, Bronte Barratt, Kylie Palmer, Linda MacKenzie, Felicity Galvez*, Angie Bainbridge*, Melanie Schlanger*, Lara Davenport* (*heat swim) - 4 x 200m Freestyle Relay; Emily Seebohm, Leisel Jones, Jessicah Schipper, Lisbeth Trickett (Lenton), Tarnee White*, Felicity Galvez*, Shayne Reese* (*heat swim) - 4x100m Medley Relay

Triathlon

Emma Snowsill

2010 - VANCOUVER, CANADA

Freestyle Skiing

Lydia Lassila - Aerials

Snowboard

Torah Bright - Snowboard Halfpipe



AUSTRALIA'S YOUTH OLYMPIC CHAMPIONS

2010 - SINGAPORE

Athletics

Nicholas Hough - 110m Hurdles

Boxing

Damien Hooper - Middleweight

Canoe/Kayak

Jessica Fox - K1 Slalom

Hockey (Men)

Daniel Beale, Robert Bell, Andrew Butturini, Ryan Edge, Jake Farrell, Casey Hammond, Jeremy Hayward, Daniel Mathiesen, Rory Middleton, Luke Noblett, Flynn Ogilvie, Jayshaan Randhawa, Byron Walton, Jordan Willott, Oscar Wookey, Dylan Wotherspoon

Swimming

Nicholas Schafer - 100m Breaststroke; Emily Selig - 200m Breaststroke; Madi Wilson, Emily Selig, Zoe Johnson, Emma McKeon - 4x100m Medley Relay; Max Ackermann, Justin James, Nicholas Schafer, Kenneth To - 4x100m Medley Relay



SECRETARY GENERAL'S REVIEW

The year 2010 was a bumper year for the AOC and the Olympic Movement with three major events: the Olympic Winter Games, Youth Olympic Games (YOG) and the Sydney 2000 10th Anniversary Celebrations, taking place.

The year started in fine fashion with the outstanding performances of Australia's Winter Olympians at the Vancouver 2010 Olympic Winter Games. Australia became a winter sports medal winning nation in Lillehammer in 1994 and has remained on the medal tally since then. The Team took this to a whole new level in Vancouver. As well as being successful within the competition arena, the athletes were wonderful ambassadors for Australia and inspirational role models for young Australians.

Chef de Mission, Ian Chesterman, in charge of his fourth Olympic Winter Team, is to be congratulated for his strong and effective leadership. In May 2010, the AOC Executive appointed him to the role of Chef de Mission for the Sochi 2014 Olympic Winter Games.

During 2010, the AOC signed Cooperation Agreements with two other prominent NOCs: the Japanese Olympic Committee (JOC) and the Italian Olympic Committee (CONI). The Agreement with CONI renews cooperation that has existed between the AOC and CONI since 1987 and it provides for exchanges between the Australian Institute of Sport (AIS) and its Italian counterpart.

August 2010 saw the staging of the inaugural YOG in Singapore.

This new global multi sport event designed to more effectively connect the Olympic Movement with the youth of the world did not disappoint. Some 3600 athletes from the 205 NOCs of the world participated in the 26 sports on the YOG program. As noted in the President's Review and elsewhere in the Annual Report, the performance of the Australian Team exceeded all expectations. The AOC is encouraged by the calibre of emerging young athletes that will some day take their place in an Australian Olympic Team.

Just over 10 years ago, the eyes of the world were firmly focused on Sydney for the staging of the 2000 Olympic Games. After a decade, the success of those Games as a wonderful festival of humanity still resonates with those who had the good fortune to be involved. It was, therefore, appropriate for the AOC to recognise the 10th anniversary of the 2000 Olympic Games and the contribution made by so many people to "the best Olympic Games ever." As enunciated by AOC Historian, Harry Gordon - "It was the time of our lives."

Following the conclusion of the major events of 2010, the AOC's focus shifted to the planning and organisation of the 2012 Winter Youth Olympic Team and the 2012 Olympic Team. The achievement of a top five finish remains the AOC's clear goal for London 2012.

The XVII General Assembly of the Association of National Olympic Committees (ANOC) was held in Acapulco, Mexico in October. This important forum which brings together

the NOCs of the world every two years was also attended by IOC President, Jacques Rogge and the members of the IOC Executive Board. A key talking point at the General Assembly was the problem of illegal and irregular betting. AOC President, John Coates and Federal Sports Minister, The Hon. Mark Arbib are now at the forefront of international efforts to address this latest threat to the integrity of sport.

In November 2010, John Coates was elected to the presidency of the International Council of Arbitration for Sport (ICAS) and the Court of Arbitration for Sport (CAS). The task of the ICAS is to facilitate the settlement of sports related disputes through arbitration or mediation. Amongst its duties, the ICAS looks after the administration and finances of the CAS and monitors the application of the Code of Sports Related Arbitration.

The AOC congratulates Mr Coates on this milestone achievement.

Throughout 2010, the AOC has maintained its solid commitment to supporting its member National Federations and their athletes. It has also worked hard to forge stronger ties with other key organisations within the Australian sporting system, in particular the Australian Sports Commission (ASC) and the AIS.

The subsequent pages of this Annual Report detail the AOC's key achievements for 2010.

2010 AUSTRALIAN OLYMPIC WINTER TEAM

Forty dedicated Australian winter athletes represented Australia at the XXIst Olympic Winter Games in Vancouver. The Games were held between 12-28 February 2010.

Under the leadership of Chef de Mission, Ian Chesterman, the Australian athletes participated in alpine skiing (2 athletes), cross country skiing (3 athletes), freestyle skiing (11 athletes: aerials -5, moguls -3, ski cross -3), snowboard (8 athletes: PGS -1, cross -3, halfpipe -4), biathlon (1 athlete), bobsleigh (7 athletes), figure skating (1 athlete), luge (1 athlete), skeleton (3 athletes), short track speed skating (2 athletes) and speed skating (1 athlete).

Australia's most successful Olympic Winter Team competed in 11 of the 15 disciplines, winning three Olympic medals and a record nine athlete top ten performances – the largest number in Australia's 74 year history of participation in the Olympic Winter Games.

Lydia Lassila and Torah Bright returned home as Olympic Champions, delivering gold medals in freestyle aerials and snowboard halfpipe respectively. Dale Begg-Smith continued his success with a second successive podium

performance at an Olympic Winter Games, adding silver to the gold medal won in Torino 2006 in the freestyle moguls event. Other Australian top ten performances included Jacqui Cooper - fifth in freestyle aerials, Scott Kneller - seventh in ski cross, Tatiana Borodulina - seventh in 1000m short track speed skating, Holly Crawford - eighth in snowboard halfpipe, Damon Hayler - 10th in snowboard cross and Emma Lincoln-Smith - 10th in skeleton.

It represented the best result by an Australian Olympic Winter Team, not only in the calibre of performances but also in the breadth of disciplines in which those results were achieved.

For the first time in Australia's long and accomplished Olympic history the 2010 Australian Olympic Winter Team achieved gender parity comprising of 50% male and 50% female athletes.

Superior facilities were enjoyed across the two Olympic Villages in Vancouver and Whistler, as well as an AOC funded Australian Team sub-site located in West Vancouver for freestyle and snowboard athletes. The operational elements were executed by the Vancouver Organising Committee (VANOC) with unparalleled professionalism

and efficiency. Their preparedness, coupled with the enthusiasm of a large number of locally based Australians was greatly appreciated by the athletes.

The success of this Team could not have been achieved without the ongoing valuable support of the Olympic Winter Institute of Australia (OWIA) delivering the winter programs and nurturing talented winter athletes.

Gratitude must be expressed for the generous support of AOC sponsors and suppliers. The 2010 Australian Olympic Winter Team proudly competed in Karbon outfits and used XTM gloves and accessories. Karbon and XTM spent considerable time working with the athletes and coaches in product research and development to ensure the athletes had access to the best technical apparel. Sportcraft and adidas also provided formal and sporting apparel for the Team.

And finally, the athletes of Australia must be congratulated for their dedication and commitment to their sporting pursuits. They were wonderful ambassadors and role models. The AOC wishes them the best of luck as they look forward to Sochi 2014.



2010 AUSTRALIAN OLYMPIC WINTER TEAM RESULTS

ALPINE SKIING		
Craig Branch	Super-G	29th
	Downhill	34th
Jonathon Brauer	Super-G	30th
	Downhill	39th
BIATHLON		
Alexei Almoukov	20km Individual	78th
	10km Sprint	87th
BOBSLEIGH		
Duncan Harvey	Two Man	22nd
	Four Man	Withdrew Injured
Astrid Loch-Wilkinson	Two Man - Women	19th
Cecilia McIntosh	Two Man - Women	19th
Duncan Pugh	Two Man	DNF
	Four Man	Withdrew Injured
Jeremy Rolleston	Two Man	DNF
	Four Man	Withdrew Injured
Anthony Ryan	Two Man	22nd
	Four Man	Withdrew Injured
Christopher Spring	Two Man	22nd
CROSS COUNTRY SKIING		
Esther Bottomley	1.5km Sprint	50th
Paul Murray	1.5km Classic	55th
	Team Sprint Free	20th
Ben Sim	Team Sprint Free	20th
	15km Individual Free	45th
	30km Pursuit	47th



FIGURE SKATING		
Cheltzie Lee	Individual	20th
FREESTYLE SKIING		
Dale Begg-Smith	Moguls	2nd - SILVER
Jacqui Cooper	Aerials	5th
Ramone Cooper	Moguls	27th
Britteny Cox	Moguls	23rd
Katya Crema	Ski Cross	15th
Elizabeth Gardner	Aerials	12th
Scott Kneller	Ski Cross	7th
Lydia Lassila	Aerials	1st - GOLD
David Morris	Aerials	13th
Bree Munro	Aerials	18th
Jennifer Owens	Ski Cross	13th
LUGE		
Hannah Campbell-Pegg	Singles	23rd
SHORT TRACK SPEED SKATING		
Lachlan Hay	1000m	26th
Tatiana Borodulina	500m	21st
	1000m	7th
	1500m	11th
SKELETON		
Anthony Deane	Men	23rd
Melissa Hoar	Women	12th
Emma Lincoln-Smith	Women	10th
SNOWBOARD		
Torah Bright	Halfpipe	1st - GOLD
Holly Crawford	Halfpipe	8th
Damon Hayler	Snowboard Cross	10th
Stephanie Hickey	Snowboard Cross	18th
Scott James	Halfpipe	21st
Ben Mates	Halfpipe	17th
Alex Pullin	Snowboard Cross	17th
Johanna Shaw	PGS	19th
SPEED SKATING		
Sophie Muir	500m	29th
	1000m	30th

OLYMPIC WINTER INSTITUTE OF AUSTRALIA

The Olympic Winter Institute of Australia (OWIA) was established by the AOC in 1998. The aim of the OWIA is to develop and prepare elite Australian athletes for their participation in Olympic Winter Games, World Championships and World Cup events in Olympic Winter Program and World Championship events.

Vancouver 2010 was a brilliant conclusion to the OWIA's 2006-2010 sports program quadrennium, as Australia's winter sports athletes achieved a record number of medals. For the first time, the nation could proudly claim three Olympic Winter Games medals.

The OWIA was privileged and very pleased to be able to contribute to the success of the 2010 Australian Olympic Winter Team, by providing key coaching, technical and athlete services staff.

While Vancouver 2010 was the key focus for the year, the scholarship athletes once again performed superbly in World Cup competition, with nine gold, four silver and one bronze medal for the year. It was, all in all, another excellent year for Australian winter sports. During the year, 30 scholarship athletes competed on the international stage at World Cup events.

Scholarship athletes Elliott Shriane and Nathan Johnstone were both very unlucky to have missed their opportunities to achieve Olympic Team selection through injury. Shriane, a key member of the short track speed skating team, injured his ankle severely just days prior to the Olympic qualification event in

the USA in October. Johnstone, a snowboard halfpipe athlete ranked in the top five in the world, fractured his ankle in a freak training accident in mid-January.

The establishment of infrastructure is still the number one non-competition strategic priority for the OWIA.

The \$50m Icehouse development at Docklands, Melbourne opened to the public in February 2010. The OWIA will relocate its administration headquarters to the facility in early 2011. The short track speed skating program moved to the Icehouse and commenced on-ice training activities in August 2010.

In late November the proposed water jump training facility, to be located at the Sleeman Centre in Brisbane received funding approval from the Federal Government. The construction of this facility is scheduled to begin in April 2011 and is due for completion in October 2011. This will provide a world class facility on home soil and the chance for many more athletes to have an elite aerial skiing training opportunity without

the need to travel overseas. Mogul skiing will also have jump facilities available specific to their specialist needs. The facility will be the only one available for training, 12 months of the year anywhere in the world.

The Federal Government also announced additional high performance funding in August 2010. The OWIA and Ski and Snowboard Australia were recognised together, by the Australian Sports Commission, as being deserving of additional funds as a priority high performance sport area.

Initially additional expenditure has been targeted for all OWIA programs in the areas of athlete injury management and rehabilitation, high performance specialist coaching and improved athlete access to physiotherapy services.

The 2010 – 2011 program year will see the Institute operate programs for 35 scholarship holders in the disciplines of; aerial skiing, figure skating, mogul skiing, skeleton, ski cross, snowboard cross, snowboard halfpipe and short track speed skating.



Geoff Henke AO, Chairman of the Olympic Winter Institute, at the launch of the Icehouse in Melbourne, 2010. Photo: Getty Images

2010 AUSTRALIAN YOUTH OLYMPIC TEAM

"The inaugural Youth Olympic Games and success of the Australian Youth Olympic Team far exceeded expectations. Our young athletes not only performed well on the field of play but proudly displayed camaraderie within the Team environment - there was a genuine young 'Aussie Spirit' at the competition venues and in the Village."

Nick Green, Chef de Mission

In 2007, the International Olympic Committee (IOC) approved the introduction of two new events on the Olympic calendar. IOC President Jacques Rogge announced the first Youth Olympic Games (YOG) to be held in 2010 and Winter Youth Olympic Games (WYOG) in 2012.

In 2008, Singapore was announced as the host city for the inaugural YOG. Their challenge was to provide an Olympic sports program combined with a comprehensive culture and education festival aimed at athletes aged 14 to 18.

In August 2010, 3,600 athletes participated across all Olympic sports. The YOG provided a platform for some new innovations to the sports program including basketball 3 on 3, head to head sprints in canoe/kayak and the introduction of the laser pistol in modern pentathlon. Some sports introduced mixed gender events (relays in swimming and team relay in triathlon) and the inclusion of mixed National Olympic Committee (NOC) events.

The 2010 Australian Youth Olympic Team, led by Chef de Mission, Nick Green comprised 100 athletes and 35 officials. The Team of young athletes achieved outstanding results winning 32 medals – 8 gold, 15 silver and 9

bronze. This placed the Australian Team fourth on the overall medal tally and fifth on the gold medal tally.

Australia's first Youth Olympic Champions were led by the swimming squad of 4 men and 4 women who won an amazing 16 medals between them. The men's hockey team continued a fine Olympic tradition with a thrilling gold medal match win against Pakistan. Australian athletes in athletics, basketball, boxing, canoe/kayak, equestrian, gymnastics, rowing and triathlon all won medals, with many achieving personal best performances.

A unique aspect of the 2010 YOG was the dynamic Culture and Education Program (CEP) that provided athletes access to cultural booths, workshops, seminars, Chat with Champion interactive sessions and night entertainment by local talent on stage in the Village Square. The Australian athletes enjoyed the various activities and keenly participated once they settled into the village and completed competition. The CEP was primarily based within the Youth Olympic Village and included half and full day excursions – the latter aimed at athletes who had completed competition. The Singapore Youth Olympic Games Organising Committee (SYOGOC) delivered a comprehensive integrated CEP embraced by athletes from all nations.

The Young Ambassador Program was an excellent initiative of the IOC. Elise Rechichi, sailing gold medallist from Beijing 2008 assumed the role of Australia's Young Ambassador. Rechichi's primary role was to encourage participation in the CEP and, with her Olympic competition experience she was able mentor and motivate the young athletes

as they participated in their first Olympic style competition.

In addition to the Young Ambassador Program the IOC introduced an Athlete Role Model (ARM) program. ARMs were appointed to every sport by each International Federation in consultation with the IOC Athletes' Commission. The list of ARMs was impressive with a number of Olympic Champions being included. They assisted in promoting the event prior to the Games and were in Singapore during the Games to inspire and interact with the young athletes. They participated in Chat with Champions forums, attended training and competition sessions and visited the athletes in the Village. Australian ARMs included Andrew Gaze (basketball), Michelle Timms (basketball), Andrew Smith (hockey) and Daniel Trenton (taekwondo).

The Australian athletes and officials looked outstanding in their adidas village and competition wear. The Team garment design and colour was consistent with the 2008 Australian Olympic Team uniforms which ensured Australia's Youth Team enjoyed the proud tradition of wearing the Olympic green and gold.

In the spirit of youth, SYOGOC issued Digital Concierges (handheld mobile devices with local calling, SMS and internet access) to all the athletes and primary officials on arrival into the Olympic Village. The athletes quickly embraced these devices and actively utilised them to access the CEP, competition schedules, live results and confirmation of their CEP bookings and other key messages from SYOGOC.

The AOC congratulates Australia's Youth Olympians.

2010 AUSTRALIAN YOUTH OLYMPIC TEAM

ARCHERY

Alice Ingley, Ben Nott

ATHLETICS

Damien Birkinhead, Jenny Blundell, Monica Brennan, Brodie Cross, Luke Greco, Grant Gwynne, Nick Hough, Michelle Jenneke, Kurt Jenner, Elliott Lang, Demii Maher-Smith, Elizabeth Parnov, Prabhjot Rai, Brandon Starc, Blake Steele, Rick Whitehead, Raheen Williams

BADMINTON

Boris Ma, Tara Pilven

BASKETBALL

Rosie Fadljevic, Mikhaela Donnelly, Olivia Bontempelli, Hannah Kaser

BOXING

Damien Hooper, Brett Mather

CANOE/KAYAK

Jessica Fox, Scott Smith

CYCLING

Michael Baker, Kirsten Dellar, Matthew Dunsworth, Jay McCarthy

DIVING

Hannah Thek

EQUESTRIAN

Thomas McDermott

GYMNASTICS

Patrick Cooper, Angela Donald, Brody-Jai Hennessy, Madeleine Johnson, Soriah MacLean, Fotini Panselinos, Taylor Tirahardjo, Morgan Turner, Summer Walker

HANDBALL (WOMEN)

Sally Cash, Claire Dennerley, Bella Faasau, Victoria Fletcher, Jasmin Huriwai, Alice Keighley, Brianna Keyes, Taylee Lewis, Monica Najdovski, Tegan Poulton, Annalese Smith, Paulini Tawamacala, Maddison Truesdale, Holly Tupper

HOCKEY (MEN)

Daniel Beale, Robert Bell, Andrew Butturini, Ryan Edge, Jake Farrell, Casey Hammond, Jeremy Hayward, Daniel Mathiesen, Rory Middleton, Luke Noblett, Flynn Ogilvie, Jayshaan Randhawa, Byron Walton, Jordan Willott, Oscar Wookey, Dylan Wotherspoon

MODERN PENTATHLON

Todd Renfree

ROWING

Olympia Aldersey, Emma Basher, Matthew Cochran, David Watts

SAILING

Madison Kennedy, Mark Spearman

SHOOTING

John Coombes, Emily Esposito, Janek Janski

SWIMMING

Max Ackermann, Justin James, Zoe Johnson, Emma McKeon, Nicholas Schafer, Emily Selig, Kenneth To, Madison Wilson

TABLE TENNIS

Lily Phan

TRIATHLON

Michael Gosman, Ellie Salthouse

WEIGHTLIFTING

Michelle Kahi, Liam Larkins

WRESTLING

Haris Fazlic, Carissa Holland, Jayden Lawrence



2010 AUSTRALIAN YOUTH OLYMPIC MEDALLISTS

GOLD

ATHLETICS

Nicholas Hough - 110m Hurdles

BOXING

Damien Hooper - Middleweight

CANOE/KAYAK

Jessica Fox - K1 Slalom

HOCKEY

Daniel Beale, Robert Bell, Andrew Butturini, Ryan Edge, Jake Farrell, Casey Hammond, Jeremy Hayward, Daniel Mathiesen, Rory Middleton, Luke Noblett, Flynn Ogilvie, Jayshaan Randhawa, Byron Walton, Jordan Willott, Oscar Wookey, Dylan Wotherspoon - Men

SWIMMING

Nicholas Schafer - 100m Breaststroke
Emily Selig - 200m Breaststroke
Zoe Johnson, Emma McKeon, Emily Selig, Madison Wilson - 4x100m Medley Relay (Women)
Max Ackermann, Justin James, Nicholas Schafer, Kenneth To - 4x100m Medley Relay (Men)



SILVER

ATHLETICS

Michelle Jenneke - 100m Hurdles
Elizabeth Parnov - Pole Vault
Brandon Starc - High Jump

BASKETBALL

Olivia Bontempelli, Mikhaela Donnelly, Rosie Fadljevic, Hannah Kaser - 3 on 3 Women

BOXING

Brett Mather - Lightweight

EQUESTRIAN

Thomas McDermott - Jumping (part of Australasia with China, Hong Kong, Oman and New Zealand)

ROWING

Olympia Aldersey, Emma Basher - Women's Pair

SWIMMING

Emma McKeon - 100m Freestyle
Nicholas Schafer - 50m Breaststroke
Emily Selig - 100m Breaststroke
Kenneth To - 50m Freestyle; 200m Individual Medley
Justin James, Emma McKeon, Kenneth To, Madison Wilson - 4x100m Mixed Freestyle Relay

TRIATHLON

Ellie Salthouse - Women's Individual
Ellie Salthouse, Michael Gosman - Mixed Team Relay (as part of Team Oceania with New Zealand)

BRONZE

ATHLETICS

Nicholas Hough, Raheen Williams - Medley Relay (part of Oceania with Fiji and Papua New Guinea)

GYMNASTICS

Angela Donald - Beam

ROWING

Matthew Cochran, David Watts - Men's Pair

SWIMMING

Max Ackermann - 50m Backstroke
Emma McKeon - 50m Freestyle, 200m Freestyle
Nicholas Schafer - 200m Breaststroke
Kenneth To - 100m Freestyle
Max Ackermann, Justin James*, Zoe Johnson*, Emma McKeon, Nicholas Schafer*, Emily Selig, Kenneth To, Madison Wilson* - 4x100m Mixed Medley (*Heat Swimmers)

2012 AUSTRALIAN OLYMPIC TEAM

There is no denying that the performances of Australia's sporting heroes at the Olympic Games provides the "Inspiration of our Nation". To provide a framework for the successful execution of this important responsibility, the AOC adopted the Strategic Plan for the participation of the 2012 Australian Olympic Team at the Games of the XXXth Olympiad – 2012 London Olympic Games in 2010.

The plan reinforces the role sporting success plays in this nation's sense of pride and achievement and defines the framework within which the planning, management and operation of the Team will occur.

The 2012 Team Executive comprising Chef de Mission, Nick Green, Deputy Chefs de Mission Chris Fydler and Kitty Chiller and Chief Operating Officer, Craig Phillips, provide tireless leadership and direction to ensure the key objectives and strategies of the Team are being reflected in the operational planning and preparation.

Two planning visits were undertaken in May and September, providing the AOC's member National Federation (NF) representatives the opportunity to view the Olympic Village and tour Olympic competition venues while in Europe competing in international events.

London planning visits will continue throughout 2011, including an April visit to coincide with Sport Accord and an August visit coinciding with the Chefs de Mission Seminar.

Further appointments were made to the Senior Management of the London Team. In addition to the Directors of Support Services, Medical Services and Media Services appointed in 2009, the AOC has appointed a further four Directors to assume responsibility for the following functional areas:

Administration

Jocelyn Webb

Athlete Services

Danielle Woodward

Operations

David Fox

Security Liaison

Greg Nance

In December 2010 the AOC appointed 34 of the 39 Section Managers to the Team. These individuals form a critical link in ensuring a collaborative approach to executing ambitious plans for London. With this strong management structure in place the AOC is well placed to achieve its strategic goals in 2012.

In accordance with the AOC's commitment to the best athletes being selected fairly, NFs commenced their work with the AOC on the development of criteria for the nomination and selection of athletes for the 2012 Team. This work will continue in 2011 as it will be a crucial year for many athletes competing in qualification events.

It is anticipated that the 2012 Australian Olympic Team will be around 430 athletes supported by approximately 250 support

personnel of equal size to the Team in Beijing.

While the challenge will be great, the AOC's goal to remain in the Top Five nations on the overall and gold medal tallies remains the clear focus. With the assistance of Federal Government funding flowing to NFs and athletes towards the end of 2010, the AOC remains steadfast in achieving this goal.

During 2010 the AOC continued to foster a strong and effective working relationship with the London 2012 Organising Committee (LOCOG). Under the leadership of its Chairman Lord Sebastian Coe, LOCOG achieved significant progress in the construction of the London Olympic Village and 13 new competition venues. The AOC remains confident the London Games will provide the athletes with exceptional competition venues against the backdrop of some of London's iconic sites.

The AOC has also worked hard with its member NFs to ensure effective working relationships exist with the Australian Sports Commission, Australian Institute of Sport and State/Territory Institutes and Academies of Sport (Olympic Training Centres). This provides Australian athletes with high quality preparation opportunities. The Australian sporting system remains one of the best in the world. Working together will ensure Australia's athletes have the best prospects for success in 2012.

2012 AUSTRALIAN WINTER YOUTH OLYMPIC TEAM

Following the success of the 2010 Youth Olympic Games in Singapore, the IOC will provide a platform for young athletes of the world to come together and celebrate winter sport and Olympism at the 2012 Winter Youth Olympic Games.

The Austrian city of Innsbruck which has twice hosted the Olympic Winter Games in 1964 and 1976, will host the inaugural Games. From 13 to 22 January 2012 approximately 1,000 athletes aged 14-18 will compete in the seven sports of biathlon, bobsleigh, curling, ice hockey, luge, skating and skiing.

Excitingly, the 2012 program will also see the introduction of a number of new events on the sports program including ice hockey individual skills challenge, freestyle ski halfpipe, women's ski jumping, snowboard slopestyle and the addition of mixed gender and mixed nations relays across a number of sports.

In April 2010 details of the qualification system for the Winter Youth Olympic Games were distributed to National Federations (NFs) who confirmed their interest in participating and likelihood of qualifying athletes. Based on preliminary qualification events, it is anticipated the Australian Team will be comprised of 15-20 young athletes across 11 disciplines.

In July 2010 the AOC Nomination and Selection Guidelines were distributed to NFs in order to enable them to finalise their Nomination and Selection Criteria in advance of the first qualification events – many commencing in the 2010/2011 northern hemisphere winter.

The Team will be led by Chef de Mission Alisa Camplin, the first Australian skier to win medals at consecutive Olympic Winter Games.

Australian athletes will also have the opportunity to participate in the 'Sport + Media Experience' prior to and during the Games – a program designed to inspire young people and encourage cross-cultural collaboration. By implementing a Culture and Education Program based on new media platforms alongside youth-specific sporting disciplines, the Innsbruck edition of the Games represents an opportunity to generate enthusiasm among young people to share in the Olympic values.

Australia will also participate in the Youth Olympic Mile as part of the Culture and Education program. Under this program an Australian school will be paired with an Austrian school and provided the opportunity to coordinate interdisciplinary classes for students between 12-17 years of age.

The year 2011 will be crucial for many athletes competing in qualification and selection events. The AOC is looking forward to following the progress of Australia's young winter athletes as they pursue qualification for this exciting and innovative youth event.



PROGRAMS AND FUNDING FOR SPORTS ON THE OLYMPIC PROGRAM

adidas Medal Incentive Funding

The AOC continued to support athletes directly through the payment of adidas Medal Incentive Funding (MIF). Athletes become eligible to receive MIF payments by achieving medal winning results at annual benchmark events, usually the World Championships.

A total of \$1,242,503 was paid to 141 athletes from 15 summer sports, including four returning 2008 Olympic Games medallists from swimming, rowing and water polo.

In winter sports, snowboard halfpipe athlete Torah Bright and freestyle moguls skier Dale Begg-Smith received funding (total \$25,000 for Olympic Winter medallists) as a result of their respective gold and silver medal performances at the 2010 Olympic Winter Games in Vancouver. Freestyle aerialist and gold medallist Lydia Lassila elected to take time off following the Games and has deferred her MIF entitlement.

International Competition

The AOC recognises the importance of access to high quality international competition for athlete preparation.

During 2010, the AOC allocated more than \$1.7m to National Federations (NFs) to support 583 athletes and 228 officials for the cost of travel to compete in international competitions.

Under the Funding for International Competition, the AOC continues to provide this support to NFs in recognition

of the importance of overseas touring programs for athlete development. For both summer and winter sports \$2,500 is provided per athlete and team official travelling to World Championships or other major events.

2010 Olympic Solidarity

Olympic Solidarity, the development arm of the International Olympic Committee (IOC) provides technical and financial support for the development of sport through programs devised to match specific sports needs and priorities.

During 2010, the AOC and its member NFs continued to enjoy the assistance provided through Olympic Solidarity. Importantly, the AOC was able to secure significant financial support for the successful preparation of the Australian Youth Olympic Team who competed in the first ever Youth Olympic Games, held in Singapore. With the support of Olympic Solidarity, the following initiatives were supported:

- NOC National Activities Programs – Ice Skating, Modern Pentathlon, Ski and Snowboard Cross, Triathlon, Water Polo, and Swimming
- 2010 Youth Olympic Games – Athlete Preparation
- NOC Equipment Grant – Gymnastics, Ice Hockey, Judo and Nordic Combined
- Culture & Education – 2010 Pierre de Coubertin Awards, 'a.s.p.i.r.e school network', 2010 Olympic Day, 'Chat to a Champ' program

- NOC Administration Support
- 2010 Olympic Winter Games subsidies
- Development of National Sports Structure – Nordic Combined
- NOC Legacy – AOC Media Centre, Australian Olympic stories
- AOC Sport Department and Administration staff Advanced Sport Management Course

The main goal of the Olympic Solidarity programs is to promote the development of sport all over the world, specifically athletes from all sporting levels.

The AOC appreciates the support and assistance provided by Olympic Solidarity, Oceania National Olympic Committees, International Federations and NFs for these programs in 2010.

The funding provided by the AOC to its member NFs and their athletes is shown in the table on pages 32 and 33.

2010 AOC FUNDING PROGRAMS - SUMMER SPORTS

	FUNDING FOR INTERNATIONAL COMPETITION			FUNDING FOR MEDALLISTS			2009 AYOF		SINGAPORE 2010		VANCOUVER 2010		QUAD TOTAL
	Athletes & Officials	\$ Total 2010	\$ Quad to date	Athletes 2010	\$ Total 2010	\$ Quad to date	Athletes & Officials	\$	Athletes	\$ Total 2010	Athletes	\$ Total 2010	QUAD TOTAL 2009/10
Archery	6	15,000	32,500	-	-	-	34	67,815	2	9,468	-	-	109,783
Athletics	59	147,500	290,000	8	75,000	110,000	198	394,922	17	80,481	-	-	875,403
Badminton	8	20,000	40,000	-	-	-	-	-	2	9,468	-	-	49,468
Basketball - M	18	45,000	90,000	-	-	-	134	267,271**	-	-	-	-	357,271
Basketball - W	18	45,000	90,000	15	120,000	239,994	-	-	4	18,937	-	-	348,931
Boxing	16	40,000	70,000	-	-	-	-	-	2	9,468	-	-	79,468
Canoe/Kayak	32	80,000	150,000	3	27,500	72,500	162	323,118	2	9,468	-	-	555,086
Cycling	46	115,000	230,000	10	125,000	135,000	86	171,532	4	18,937	-	-	555,469
Diving	11	27,500	47,500	-	-	35,000	55	109,701	1	4,734	-	-	196,935
Equestrian	22	55,000	107,500	5	50,000	100,000	62	123,663	1	4,734	-	-	335,897
Fencing	4	10,000	20,000	-	-	-	48	95,739	-	-	-	-	115,739
Football - M	26	65,000	130,000	-	-	-	97	193,472**	-	-	-	-	323,472
Football - W	26	65,000	130,000	-	-	-	-	-	-	-	-	-	130,000
Gymnastics	19	47,500	95,000	2	17,500	17,500	150	299,184	9	42,607	-	-	454,291
Handball - M*	19	11,875	23,750	-	-	-	-	-	-	-	-	-	23,750
Handball - W*	19	11,875	23,750	-	-	-	-	-	14	66,278	-	-	90,028
Hockey - M	24	60,000	120,000	27	240,003	360,003	165	329,102**	16	75,747	-	-	884,852
Hockey - W	24	60,000	120,000	27	160,000	160,000	-	-	-	-	-	-	280,000
Judo	17	42,500	82,500	-	-	-	-	-	-	-	-	-	82,500
Modern Pentathlon	3	7,500	15,000	-	-	-	-	-	1	4,734	-	-	19,734
Rowing	42	105,000	205,000	10	80,000	135,000	250	498,639	4	18,937	-	-	857,576
Sailing	21	52,500	102,500	5	75,000	130,000	-	-	2	9,468	-	-	241,968
Shooting	29	72,500	130,000	2	22,500	30,000	61	121,668	3	14,202	-	-	295,870
Swimming	57	142,500	280,000	22	200,000	482,500	136	271,260**	8	37,873	-	-	1,071,633
Synchronised Swimming	3	7,500	15,000	-	-	-	-	-	-	-	-	-	15,000
Table Tennis	8	20,000	40,000	-	-	-	-	-	1	4,734	-	-	44,734
Taekwondo	-	-	-	-	-	-	-	-	-	-	-	-	-
Tennis	9	22,500	42,500	3	27,500	27,500	-	-	-	-	-	-	70,000
Triathlon	9	22,500	45,000	1	15,000	37,500	62	123,663	2	9,468	-	-	215,631
Volleyball - M	17	42,500	85,000	-	-	-	-	-	-	-	-	-	85,000
Volleyball - W*	17	10,625	21,250	-	-	-	-	-	-	-	-	-	21,250
Volleyball Beach	6	15,000	30,000	-	-	-	47	93,744	-	-	-	-	123,744
Water Polo - M	18	45,000	90,000	-	-	-	136	271,260	-	-	-	-	361,260
Water Polo - W	18	45,000	90,000	1	7,500	52,500	-	-	-	-	-	-	142,500
Weightlifting	4	10,000	20,000	-	-	-	-	-	2	9,468	-	-	29,468
Wrestling	8	20,000	35,000	-	-	-	-	-	3	14,202	-	-	49,202
SUB TOTAL	683	1,604,375	3,138,750	141	1,242,503	2,124,997	1883	3,755,751	100	473,416	-	-	9,492,914

SUB TOTAL SUMMER FUNDING 2010	3,320,294
-------------------------------	-----------

2010 AOC FUNDING PROGRAMS - WINTER SPORTS

	FUNDING FOR INTERNATIONAL COMPETITION			FUNDING FOR MEDALLISTS			2009 AYOF		SINGAPORE 2010		VANCOUVER 2010		QUAD TOTAL
	Athletes & Officials	\$ Total 2010	\$ Quad to date	Athletes 2010	\$ Total 2010	\$ Quad to date	Athletes & Officials	\$	Athletes	\$ Total 2010	Athletes	\$ Total 2010	\$ Quad to date 2009/10
Alpine Skiing	3	7,500	16,500	-	-	-	-	-	-	-	2	107,709	124,209
Biathlon	2	5,000	11,000	-	-	-	-	-	-	-	1	53,854	64,854
Bobsleigh***	11	28,000	55,000	-	-	-	-	-	-	-	7	376,981	431,981
Cross Country Skiing	5	12,500	27,500	-	-	-	-	-	-	-	3	161,563	189,063
Curling - M*	7	4,375	9,625	-	-	-	-	-	-	-	-	-	9,625
Curling - W*	6	3,750	9,000	-	-	-	-	-	-	-	-	-	9,000
Freestyle Skiing Aerials	8	20,000	44,000	-	-	12,500	-	-	-	-	5	269,272	325,772
Freestyle Skiing Moguls	5	12,500	27,500	1	10,000	10,000	-	-	-	-	3	161,563	199,063
Freestyle Skiing - Ski Cross***	5	13,000	22,000	-	-	-	-	-	-	-	3	161,563	183,563
Ice Hockey - M*	27	8,438	18,563	-	-	-	-	-	-	-	-	-	18,563
Ice Hockey - W*	23	7,188	15,813	-	-	-	-	-	-	-	-	-	15,813
Figure Skating	2	5,000	11,000	-	-	-	-	-	-	-	1	53,854	64,854
Long Track Speed Skating	2	5,000	14,000	-	-	-	-	-	-	-	1	53,854	67,854
Luge	2	5,000	11,000	-	-	-	-	-	-	-	1	53,854	64,854
Short Track Speed Skating	3	7,500	19,500	-	-	-	-	-	-	-	2	107,709	127,210
Skeleton	5	12,500	27,500	-	-	-	-	-	-	-	3	161,563	189,063
Snowboard	12	30,000	66,000	1	15,000	31,750	-	-	-	-	8	430,835	528,585
SUB TOTAL	128	187,251	405,501	2	25,000	54,250	-	-	-	-	40	2,154,177	2,613,928

TOTAL FUNDING	811	1,791,626	3,544,251	143	1,267,503	2,179,247	1883	3,755,751	100	473,416	40	2,154,177	12,106,842
----------------------	------------	------------------	------------------	------------	------------------	------------------	-------------	------------------	------------	----------------	-----------	------------------	-------------------

OWIA - 2010	1,000,000
OWIA - QUAD TOTAL TO DATE	2,000,000

SUB TOTAL SUMMER FUNDING 2010	3,320,294
-------------------------------	-----------

SUB TOTAL WINTER FUNDING 2010 (INC OWIA)	3,366,428
--	-----------

TOTAL FUNDING (2010)	6,686,722
----------------------	-----------

TOTAL QUAD TO DATE 2009/2010	14,106,839
------------------------------	------------

NOTES:

* The sports identified received Encouragement Grant level funding

** 2009 AYOF costs per sport/discipline are allocated based on the total event costs divided by the number of athletes and officials from that sport/discipline attending the event

*** Figures include 2009 retrospective payment of \$3,000 paid in 2010

SYDNEY 2000 10TH ANNIVERSARY CELEBRATIONS

After 10 years, the Sydney 2000 Olympic Games are still fondly remembered around the world in the way they were described by former IOC President, the late Juan Antonio Samaranch - "the best Olympic Games ever." It was therefore fitting that this important anniversary be marked by celebrations which rekindled fond memories of this important time in Australia's Olympic history.

The Sydney 2000 10th Anniversary Celebrations culminated with a full day of activities on Wednesday 15 September.

Dawn broke on Sydney Harbour with the Olympic Flag flying proudly atop the Sydney Harbour Bridge. The day got off to a memorable start with the 2012 Team Appeal Breakfast at the Sofitel Wentworth, which was attended by approximately 350 members of Sydney's business community. The highlight of the breakfast was the address by LOCOG Chairman, Lord Sebastian Coe. Lord Coe, an Olympic Champion in his own right, paid the ultimate compliment by

confirming it was his goal for the London 2012 Olympic Games to recapture the magic of Sydney's Games.

Following the breakfast, focus moved to Sydney Olympic Park and the Schools Celebration. Over 1,200 primary school children from around Sydney participated in their own Opening Ceremony in the Olympic Stadium. NSW Premier The Hon. Kristina Keneally, accompanied by AOC President John Coates and former Olympics Minister Michael Knight officially opened the Schools Celebration.

The Opening Ceremony incorporated many Olympic elements including the Athletes' Oath, a parade of nations (represented by the schoolchildren) and the Olympic Torch Relay. The Opening Ceremony was followed by sports activities in the company of over 50 Olympians and Paralympians.

Once the Schools Celebration was underway, attention turned to a series of plaque dedications in Sydney Olympic Park. Catherine

Freeman and Louise Sauvage were each honoured for their outstanding contributions to the Olympic and Paralympic Games respectively. Former IOC President, the late Juan Antonio Samaranch, who had an immeasurable impact on making the Sydney 2000 Olympic Games so successful, was also honoured and the AOC was pleased that his daughter Maria Teresa Samaranch was present for the unveiling of his plaque.

Lord Coe was present for the unveiling of a plaque on Olympic Boulevard to honour the forthcoming London 2012 Olympic Games. This occasion was also used to launch the London 2012 volunteer program live on British television.

Throughout the afternoon, approximately 5,000 Sydney 2000 volunteers began assembling in Sydney Olympic Park to reminisce about their contribution to the success of the Olympic and Paralympic Games and to reunite with their friends and colleagues from 10 years earlier. They were



provided with free public transport and treated to a barbeque lunch courtesy of the NSW Government. The volunteers looked resplendent in their colourful Sydney 2000 uniforms.

At dusk, the Sydney 2000 volunteers joined members of the public and invited guests in the Overflow for a free entertainment program hosted by Channel Nine's Leila McKinnon and Ken Sutcliffe, and featuring Nikki Webster, Marcia Hines and John Paul Young. In addition, Australian Olympic champions appeared on stage to relive some of the iconic sporting performances from 2000.

The Overflow was renamed "Cathy Freeman Park" in honour of Australia's great, though humble, Olympic Champion.

The highlight of the evening, which was covered live on several television networks, was the relighting of the Olympic Cauldron by Catherine Freeman and Louise Sauvage.

The day concluded with the Sydney 2000 Celebration Dinner held in the Millennium Room of the Olympic Stadium. The Dinner was hosted by the AOC President John Coates and the President of the NSW Olympians Club, Peter Hadfield, and was attended by 800 guests including many Olympians and Paralympians from 2000.

Key people involved in Sydney's bid for and hosting of the Olympic and Paralympic Games were honoured at the Dinner.

In addition to the activities held on September 15, the Powerhouse Museum placed its collection of Sydney 2000 Games memorabilia on public display on September 11 and Sydney Town Hall was lit up at night for a week with images of the Sydney 2000 Olympic and Paralympic Games.

By all accounts the celebrations were a resounding success and proved to be a wonderful showcase for the Olympic

Movement. The success of the Sydney 2000 10th Anniversary Celebrations was due to the collegiate approach adopted by the AOC, Australian Paralympic Committee, Sydney Olympic Park Authority, City of Sydney and NSW Government.



OLYMPIANS CLUB OF AUSTRALIA

"ONCE AN OLYMPIAN, ALWAYS AN OLYMPIAN"

This is the catchcry of the Olympian's Clubs of Australia (OCA). Never a former, past or ex Olympian – always an Olympian.

Australia's Olympians are wonderful role models for the community at large, particularly for young people. They are exemplars of sportsmanship, fair play and the pursuit of excellence.

The OCA throughout Australia provide the vital link between the alumni of Olympians, the AOC and State Olympic Councils (SOCs). Through the OCA, SOCs are able to call on the support of Olympians for Olympic education and awareness programs or to assist with fundraising events. In turn, SOCs provide administrative support to the OCA for their own activities.

For its part, the AOC produces a quarterly newsletter specially for Olympians. At the end of 2010, the AOC commenced a review of the newsletter with the view of improving the circulation and readership amongst Olympians.

The OCA Presidents in 2010 were:

National
& VIC: Leon Wiegard OAM
ACT: Shaun Creighton
NSW: Peter Hadfield OAM
QLD: Judy Hudson (Luxton)
SA: Malcolm Heard
TAS: Bethany Kearney
WA: Liane Tooth OAM

The AOC is indebted to the OCA and Olympians for the contribution they make to the promotion of Olympism in Australia.

OLYMPIC TRAINING CENTRES

For some years, Australia's international sporting success has been heavily reliant on the quality of the daily training environment provided to high performance athletes nationally. The establishment and maintenance of this environment is primarily the responsibility of the network of Institutes and Academies of Sport.

Since 1999, the AOC has formally recognised the contribution of this network to Australia's Olympic performances by conferring "Olympic Training Centre" status on each of the Institutes and Academies. This recognition was renewed in 2009 through individual agreements with each organisation.

While not during the reporting year, it is important to note that in February 2011, AOC President John Coates and Federal Minister for Sport, The Hon. Mark Arbib announced the renewal of the AOC's recognition of the Australian Institute of Sport's (AIS's) status as an Olympic Training Centre.

The recent decision to once again place AIS at the forefront of high performance sport is seen as an important step in ensuring Australia's continued international success.



STATE OLYMPIC COUNCILS

State Olympic Councils (SOCs) support the AOC in each State and the ACT. The SOC's undertake fundraising activities for the Australian Olympic Team, promote Olympic values through education programs, and assist with Olympians Club activities.

July 27 2010 marked the 'two years to go' mark until the Opening Ceremony in London and signified the beginning of the 2012 Olympic Team Appeal. Many SOC's held events on or around this date to announce their respective State Government's contribution to the Appeal.

The AOC would particularly like to thank the State Governments for maintaining their commitment to the Team through their contribution to the Appeal. All funds raised will go directly to prepare and send the Olympic Team to the 2012 Olympic Games in London.

During 2011 and into the Olympic year, fundraising activity and major events will increase in frequency and intensity. Each SOC runs unique events and pleasingly, a common thread

of solidarity and enthusiasm for the Olympic Team exists throughout Australia - with strong commitment to the Team Appeal from State Governments and business leaders to drive the national fundraising campaign.

The advocacy of the Olympic ideals is delivered through Olympic Education in each state. Dovetailing with the AOC's a.s.p.i.r.e. Schools Network which runs in primary schools (comprising of 14,000 teachers nationally), the SOC's delivered Olympic Education programs in secondary schools and tertiary institutions throughout 2010.

The Pierre de Coubertin Award program continued in most states and increased in numbers to 827 recipients nationally. Secondary schools each nominate one representative who best represents elite sport and sportsmanship. The prestigious awards are presented in state ceremonies with parents and school representatives in attendance. Day-long Academies accompany the presentations where Olympians teach students about Olympic ideals.

Other SOC initiatives in 2010 were to establish and strengthen state based Education Commissions and student leadership forums, which will continue into 2011.

The AOC would like to thank the Executive Boards and staff of each SOC, and the many Fundraising Committees under their charge - for their advocacy of the Olympic Movement throughout Australia. The AOC stands committed to support the SOC's throughout 2011 as they increase their fundraising efforts.

CRAIG PHILLIPS
Secretary General



NSW Premier The Hon. Kristina Keneally presents a cheque for \$500,000 to John Conde AO for the NSW Olympic Council's 2012 Olympic Team Appeal. Photo: Getty Images



Australian 2010 Youth Olympic coach Craig Redman presents a Pierre de Coubertin award to Tasmanian recipient Jacob Spitsbury.

SPONSORSHIP AND MARKETING REVIEW 2009 - 2012

SPONSORSHIP

The sponsorship program is based on the Australian Olympic Committee (AOC) granting the opportunity for companies to purchase the rights to associate with the Australian Olympic Team. The activation of which consists of the use of the 'Flag and Rings' logo and an official designation. Each sponsorship category is exclusive and the AOC aims to select the elite companies in a category.

It is also an AOC objective to only sell sponsorship in a small number of categories so as to maintain the exclusive nature of Olympic Sponsorship. The sponsors are promoted as a whole and not by individual sponsorship. The revenue which is raised from sponsorship remains the most significant contributor to the AOC's income. Over 20 sponsors have now been signed.

Sponsors signed or renewed for 2012 quad are:

DOMESTIC

- CoSport as the ticket provider for the Olympic Games in Australia renewed for 2016 and 2020 quadrenniums
- Hamilton Laboratories now owned and marketed by Valeant Pharmaceuticals, a US company, with no change to the existing supplier agreement

TOP VII

- Dow Chemical – Official Chemistry Company of the Australian Olympic Committee/Team

- Procter & Gamble a replacement for Johnson & Johnson in the consumer and personal care category

The sponsorship program is negotiated by the AOC's sales and marketing agent, Sports Marketing and Management (SMAM) who have performed this role since 1986. SMAM have again excelled with their sponsorship and licensing negotiations and service. The AOC is deeply indebted to Mike Bushell and his staff of professionals.

LICENSING

The licensing program is conducted for the AOC by SMAM (Shane Redenbach) with a percentage of royalties shared between SMAM and the AOC. The licensing program consists of two separate properties, the first being the 'Flag and Rings' logo of the Team and the second is for the 'Boxing Kangaroo' which the AOC purchased the copyright and trade mark from the receiver of the Bond Corporation in the early 1990s. For both sponsorship and licensing the rights to the 'Flag and Rings' only exists in the territory of Australia whereas the rights to the 'Boxing Kangaroo' are worldwide including the UK and presently being negotiated for the USA.

New licensees are the Perth Mint (coins), Taxi Clothing – a Boxing Kangaroo licensee selling clothing through all Target Stores, Slumber Trek for Boxing Kangaroo on stubby holders, Evan Evan Flags (sponsors only), Lombard the Paper People (point of sale and promotional kits).

The sponsor revenue has reached over 90% of the quadrennium target and licensing in excess of target because of the Boxing Kangaroo Taxi Clothing program and the revenue from the IOC worldwide programs.

BRAND PROTECTION

Brand Protection has focused on the prevention of unauthorised use of Olympic trademarks and designs in Australia using the Olympic Insignia Protection Act "OIPA" for designs including the Olympic rings and the protected Olympic expressions 'Olympic', 'Olympiad', their plurals and 'Olympic Games'.

For the Boxing Kangaroo the AOC has had to resort to using copyright and trademark owned in the Boxing Kangaroo for protection as unauthorised use is extensive in Australia and overseas particularly on websites. Many have now ceased these activities following receipt of a 'cease and desist' demand from the AOC. The licenses have become most valuable and the AOC will not hesitate to use copyright and trademark owned by the AOC to protect the revenue stream.

The AOC now owns the trademarks "Train with a Champ", "Eat like a Champ" and "Learn from a Champ", used in the Olympic Education Program.

ALAN GROVER

Director Marketing & Brand Protection



AUSTRALIAN OLYMPIC TEAM PARTNERS 2009 - 2012



AUSTRALIAN OLYMPIC TEAM SUPPLIERS 2009 - 2012



MEDIA AND COMMUNICATIONS

2010 OLYMPIC WINTER GAMES - VANCOUVER

The year started with the 2010 Olympic Winter Games in Vancouver which were an outstanding success for the Australian Olympic Winter Team with two gold and one silver medal.

The Games started with a rush of worldwide media coverage sparked by an innocent decision to hang a very large Boxing Kangaroo (BK) flag on the Australian accommodation block in the Olympic Village and a debate with the IOC over whether it should be removed.

The BK flag became a major talking point for Canadians, Games' participants and overseas visitors for the duration of the Games.

The decision to include two 15-year-old athletes, Scott James and Britteny Cox, and a 16-year-old Cheltzie Lee in the Team also grabbed global media attention with James and Cox being the youngest male and female competitors at the Games.

The injection of youth was a major positive for the AOC and its goals of developing young athletes.

Vancouver happened in the midst of the global economic downturn which resulted in a reduction in the number of written press and photographers being sent from Australia to cover the event. However for the first time Australia had two television Rights Holders in Nine Network and FOXTEL who both had an enormous number of people on the ground.

Servicing the two Rights Holders became the primary focus. Nine and FOXTEL were provided with access to Team members and a strong working relationship was established with both organisations which is vital for the 2012 Olympic Games in London.

FOXTEL had four live channels showing 1600 hours of television and Nine broadcast 130 hours of live television. This pleased viewers particularly those who participate in winter sport in Australia and put an end to past public complaints where the

Olympic Games in Australia were shown on delay and not live.

The athletes were always good natured and cooperative, even when asked to appear on programs late at night which delighted both television organisations. The medallists took time to sign autographs and pose for photographs with staff from FOXTEL and Nine in their studios in the International Broadcast Centre (IBC). This helped establish a strong working relationship with both.

Print journalists and Electronic Non Rights Holders (ENR) from radio and television were given unlimited access to the Chef de Mission, Ian Chesterman, and athletes, including medallists, through media conferences held at venues and in the Main Press Centre (MPC).

Vancouver also highlighted the emergence and pitfalls of social media for athletes. Comments made by one of the Australian athletes made world headlines following the fatality at the sliding venue. Some journalists wrote items for social media sites which



were picked up by mainstream newspapers. These items were written as “opinion” pieces and contained argumentative and at times damaging material not accurate or based on fact.

Members of the 2012 London Olympic Team and future teams will be advised on the dangers associated with social media, the impact on an Olympic Team and the possibility of legal action stemming from comments and photographs posted on different social media platforms.

2010 YOUTH OLYMPIC GAMES - SINGAPORE

The Media Team for the Australian Youth Olympic Team (AYOT) was led by Frances Cordaro (Media Director). The team enjoyed a dynamic role in Singapore, managing media requests, producing the AYOT website, editing and filing copy for the 20 sports in which Australians competed.

With few working media on the ground, the website olympics.com.au was paramount in conveying the AOC’s key messages, news and information to the media, athletes, family and friends all of whom enjoyed the stories, results, audio and video provided by the media team.

During the Games there were approximately 62,000 visits (over 40,000 people), 288,000 page views (average 4.61 pages per visit) and the average time on the site was 3.46 minutes. Social media was an integral part of the AOC’s strategy, engaging the young athletes and providing live Twitter and Facebook updates.

Support from rights holders Nine and FOXTEL was invaluable. FOXTEL had a dedicated 24 hour YOG channel showing the IOC highlights as well as their own content, while Nine showed the IOC highlights twice daily on their digital youth channel, the GO! Channel. Nine also had two features on its Wide World of Sports program.

In addition, media support was received from Australian Luke Dufficy, who was selected to participate in the IOC’s Young Journalists Program. Dufficy was put forward for the role because of his history as an AYOF volunteer journalist and he became an important member of the program.

In the lead up to the YOG, promotions centred on press releases about athlete selections and YOG initiatives such as the Athlete Role Models and Ambassadors. There were press conferences, social media platforms were used and the Team website featured athlete ‘ones to watch’, video interviews and 100 biographies of the athletes. With limited interest in the YOG, media coverage was limited to local newspapers with some coverage in major metropolitan dailies.

2ND WORLD PRESS BRIEFING LONDON 2012

The 2nd World Press Briefing was conducted by the London Organising Committee (LOCOG) in August 2010 and the AOC was delighted to report on their outstanding progress.

Along with the AOC, News Ltd and Australian Associated Press were represented and LOCOG

provided all media organisations a detailed operation rundown. There was a tour of the well advanced Olympic Park at Stratford with particular interest in the MPC and the International Broadcast Centre which are both housed in the park.

The AOC is nearing completion of the first stage of the accreditation process for written press, photographers and online media. There is enormous interest from media wanting to attend and with so many requests there is a shortfall in the number of accreditations provided.

SYDNEY 2000 10TH ANNIVERSARY

The celebration on September 15 generated media coverage beyond expectations. In the period leading up to the celebration, the major newspapers prepared special liftouts, some up to 30 pages, recalling the special moments of the Sydney Games.

Everyone received positive media coverage including the 2000 Team, AOC, SOCOG, the Sydney Olympic Park Authority (SOPA) and the Sydney 2000 Volunteers who were honoured by the NSW Premier, The Hon. Kristina Keneally on the day.

On the day, television networks and radio stations started live coverage from a celebration breakfast in the city. The coverage continued throughout the day especially at the unveiling of plaques for Catherine Freeman, Louise Sauvage and Juan Antonio Samaranch. There was also live television coverage on the BBC in the UK of the dedication by

MEDIA AND COMMUNICATIONS CONTINUED

Lord Sebastian Coe of a London 2012 plaque situated outside the Sydney Aquatic Centre.

Other events highlighted by widespread media coverage included a re-enactment of the Opening Ceremony, Olympians participating in events for school children and a barbeque for the volunteers. In the evening the television networks had a front row seat for the festivities in Sydney Olympic Park which included a concert and the re-lighting of the Olympic Cauldron. This dominated the news services with the major networks doing their news live from the park.

AUSTRALIAN OLYMPIC EDUCATION

a.s.p.i.r.e. School Network

It was another positive year for Olympic education in 2010. The AOC's a.s.p.i.r.e. school network continues to lead the way with its programs in Olympic education and is considered one of the best in the world.

Chat to a Champ

This successful online program continued to engage Olympians

and school students across the country during the 2010 Olympic Winter Games, the 2010 Youth Olympic Games and the school terms.

Live from Vancouver, 10 Winter Olympians, including Olympic gold medallist Torah Bright, participated in Chat to a Champ, speaking to approximately 1500 students from 30 primary schools across the country.

The students were thrilled to speak to their Olympic heroes and the athletes were rewarded for their time when they saw classrooms decorated in green and gold full of excited students. Ramone Cooper (moguls) expressed how much he enjoyed speaking to his old primary school, Cooma North and signed a BK flag for the school.

Live from Singapore, six Youth Olympians spoke to their fellow classmates during the inaugural Youth Olympic Games. They spoke about experiences such as living in the Village, the food hall, the Opening Ceremony, their uniform and the competition.

The athletes were delighted to see and hear their friends who had decorated their classrooms in the Australian colours. "It was really good to see everyone back home," athlete Jenny Blundell said. "It really makes you feel as though people are looking up to you, watching you and that they are proud of you."

More primary schools were offered to participate in the program during term time. A number of testimonials have been received from delighted teachers.

"Our chat to Ken Wallace yesterday was fantastic. The Year 7 students loved chatting with him. They enjoyed researching questions to ask him. They were amazed at the hours of training he put in. Ken was easy to talk to and had great information to share with the students. This was a great opportunity for our students to talk to an elite sportsperson. As Goroke is a remote school, four hours away from the closest capital city, we don't have many opportunities to interact with 'famous' personalities. Thanks again for the opportunity to chat to Ken" - *Jill Colley, Goroke P-12 College*



Students from Ambrose State School chat to Winter Olympian Katya Crema



Winter Olympian Joh Shaw takes part in Chat to a Champ from Vancouver



Students from Ipswich Central School with Emma Lincoln-Smith online from Vancouver

The AOC thanks the following athletes for their support of the program: Joh Shaw, Katya Crema, Ramone Cooper, Alex Pullin, Britteny Cox, Torah Bright, Emma Lincoln-Smith, Hannah Campbell-Pegg, Sophie Muir, Jenny Owens, Ken Wallace, Adam Pine, Hope Munro, Jeremy Hayward, Jenny Blundell, Hannah Thek, Elizabeth Parnov, Olympia Aldersey, Ellie Salthouse.

Olympic Day

As a new initiative, the AOC Athletes' Commission championed Olympic Day in 2010. The members of the Commission promoted the event to fellow Olympians and encouraged them to 'get back to school' to share their Olympic experience and talk about the positive impact sport has had on their life.

Commission members were encouraged to call five Olympians and in turn those Olympians were to call two Olympians. The goal was 100 visits of which more than half was achieved.

Individuals were responsible for coordinating the visit with their school and confirming the details with the AOC. The AOC supported the visit with a 'goodie pack' containing a set of the a.s.p.i.r.e. posters, BK soft toy, autograph cards, CD Bios of 2010 Australian Olympic Winter Team and speakers notes.

The AOC Athletes' Commission has committed to supporting the event in 2011, which will be managed in conjunction with the State Olympic Councils.

BK Medallions

The AOC awarded BK Medallions to 70 primary school students across Australia. The Medallion is awarded to students who have demonstrated the a.s.p.i.r.e. values on the sporting field and/or inside the classroom.

Recipients of the award and a description of their efforts are published on the BK ZONE, www.bkzone.com.au, the AOC website for children.

Learn from a Champ

Learn from a Champ is an online collection of videos featuring Australian Olympians and explores the highs and lows of their involvement in sport and life. The video resource is designed for 7-12 year olds and contains over 200 video clips.



Olympian Ken Wallace on Olympic Day with kids from St Kevins School in Queensland

Primary school students can watch Grant Hackett talk about the importance of a positive attitude; Libby Trickett reflect on her pride when wearing the green and gold; as well as Natalie Cook commenting about sportsmanship and respect.

The resource is themed around the a.s.p.i.r.e. values and is available in the Media Centre at media.olympics.com.au. The AOC has produced a Teacher's Guide which outlines the key learning areas and skills to which the video resource contributes.

Pierre de Coubertin

Now in its 18th year, the Pierre de Coubertin Awards were received by 827 secondary school students in 2010. This prestigious award is given to students who succeed at a high level in sport while demonstrating the values of sportsmanship, friendship and respect.

The awards were distributed to students at presentation ceremonies in each state, except Western Australia. Olympians including Susie O'Neill, Nicole Livingstone and Natalie Cook as well as government representatives attended the ceremonies and assisted distributing the awards.

Alumni of the Pierre de Coubertin Award include nine members of the 2010 Australian Youth Olympic Team such as Daniel Beale (hockey), Kenneth To (swimming), Alice Keighley (handball) and Luke Noblett (hockey).

The AOC thanks the State Olympic Councils for

administering the Award Program and conducting the presentation ceremonies.

Live Clean Play Clean

The AOC and the Australian Sports Anti-Doping Authority (ASADA) partnered to present Live Clean Play Clean in 2010. The anti-doping program teaches Australia's young aspiring athletes about the moral, ethical, social and physical implications of inadvertent doping and performance-enhancing drugs.

The presentation is expertly delivered by ASADA Officers and Australian Olympians, who are committed to the fight against doping in sport. The Olympic role models, share their own personal experiences and provide support to young athletes striving to reach the pinnacle of their sport.

International Olympic Academy

From 16 – 30 June 2010, 170 people from 95 countries attended the IOA's International Session for Young Participants at Olympia, Greece, to discuss the Olympic Movement as a Platform for Peace.

Triple Olympian and gold medallist Adam Pine (swimming) and the AOC Manager of Brand Protection Megan Hor represented Australia at the session.

Pine and Hor were immersed in the traditions of the Olympic Movement, participating in guided tours to places of strong cultural significance and lectures about the challenges and strengths of the movement.

The session was a rewarding experience both professionally and personally. Their knowledge of the Olympic Movement increased and the exposure to the fundamental principles of Olympism developed a stronger respect for the work ideals behind the IOC.

"The IOA session strongly empowered participants to make a difference as individuals and to promote the values and ideas of the Olympic Movement in our daily lives and in our own countries. It truly was an unforgettable and a once in a life time experience and from it we take an abundance of new Olympic knowledge which we are motivated to share with others." - Megan Hor and Adam Pine.

WEBSITES OLYMPICS.COM.AU

It was another busy year online for the Australian Olympic Committee. The Vancouver Olympic Winter Games, the Singapore Youth Olympic Games and the development of a new corporate site were the major assignments.

Vancouver 2010

The success of Australia's winter athletes continues to generate greater interest. This is reflected by the statistics for the Official Team Website – olympics.com.au. In February 2010 (Games-time) the Team site was visited by 171,823 people. This is a 45 per cent increase from the 118,833 people who visited the Torino 2006 Team site, at Games-time.

These increased numbers mean greater exposure and recognition for these outstanding Olympians, their sports and the AOC. The AOC Media Centre was also visited by an additional 20,000 people during this month to watch videos of the Team from Vancouver. The online climate was very competitive around the Vancouver Games with the rights holders FOXTEL and Nine having a strong presence.

The AOC continues to build on the success of previous Team sites with increased functionality - such as video and social media - while also improving design and content. The Media Liaison Officers (MLOs) at events were well supported by the staff in the Main Press Centre with the result being timely, accurate, positive news about every phase of the Australian athletes' competition plus plenty of international colour.

This site (vancouver2010.olympics.com.au) was live from early November 2009 until the end of March 2010 before being archived. FOXTEL and BC Tourism bought advertising packages on the site.

Singapore 2010

The key promotional tool for the first Australian Youth Olympic Team and the AOC's investment was the website - singapore2010.olympics.com.au. The 100 athletes had substantial biographies; there was news and biographies on all athletes plus video content, social media feeds and general Games information.

The Australian specific schedule was updated constantly as were the Australian results from staff in Sydney which populated the site via the Zeus database.

There was no office base in the Main Media Centre in Singapore. The website was maintained on the run by four Media Liaison Officers and the Media Director. Overall the site was a big hit with the athletes, their family and friends and the Australian media. Over 65,000 people visited the site between 1 July and the end of September. During competition the site peaked at 5,194 people on 22 August.

Corporate web development

During 2010 the AOC corporate site was moved onto the same platform as all of the other Team sites to maximise the use of functionality, speed and support. All content was reviewed, navigation changes implemented, new functionality added and content from the Zeus database, such as the names of officials for each Team, is now being displayed.

Additional design changes were required before launching which delayed this project until March 2011 but it was well worth the wait to meet the needs of the AOC for several years. In 2011 the State Olympic Council sites will also be moved across to complete the transition.

Additional developments

The AOC continues to improve the Media Centre functionality including the ability to have advertising and is generating new video content and aggregating content from National Federations.

Planning is well underway for the London 2012 Australian Olympic Team site. As was the case for the 2008 Games, this site will be launched at one-year-to-go (27 July 2011) to follow athletes on their journey to the Games, cover selection announcements, other Games news and information.

MIKE TANCRED

Director Media & Communications

ATHLETES' COMMISSION

The role of the Athletes' Commission is to represent the views of athletes to the AOC Executive. The Commission reports to the AOC Executive on a wide range of issues related to the Olympic Movement, preparation and support of the Olympic Team, and general policy matters. The Athletes' Commission comprises 10 members, eight elected at the Olympic Games, and two elected at the Olympic Winter Games. The Athletes' Commission is represented on the AOC Executive by its chair and deputy chair, who are full voting members of the Executive.

It was very pleasing to celebrate the great success of both the Australian Youth Olympic Team and the Australian Olympic Winter Team in 2010. These results reflect the athletes' preparations over many years, coupled with administrative support that helped facilitate these results. All these outstanding athletes must be commended for their efforts which culminated in their achievements. Many athletes returned home with medals, many top 10 places were achieved and most importantly many personal best results were achieved.

Buoyed by the efforts of these two remarkable Team performances, we focus our attention on those athletes preparing for the London Olympic Games. 2010 represented a year in which the foundations were laid for achieving Olympic success in London. It is generally recognised that maintaining Australia's top five placing on

the medal tally in London will be challenging but Australian athletes have shown time and again the Australian sporting spirit can overcome the greatest of challenges.

With additional funding and activating every available resource within the fine Australian sporting system, the AOC will provide athletes with every possible chance to achieve their goals in London.

With the Olympic Winter Games held in 2010, it brought a change of Winter representatives on the AOC Athletes' Commission. Outgoing members, Jacqui Cooper and Steven Bradbury were replaced by Jenny Owens (ski cross) and Paul Murray (cross country skiing). The Commission thanks Jacqui and Steve for their contributions and warmly welcomes Jenny and Paul. In the short time Jenny and Paul have been on the Commission, they have contributed immensely.

During the course of the year the Commission continued to consider a number of athlete initiatives and provided input into a number of programs. The Commission is continuing to focus on the health and wellbeing of athletes during their sporting careers and as they transition to a career after sport.

With only 15 months before the London 2012 Games, the Commission is keen to continue to work with the AOC in preparing the Team. The Commission's focus is to ensure a successful team, one the Australian Olympic Movement and the wider Australian community can be inspired by and share in the celebration of its achievements.

The Commission thanks the AOC staff for their valuable support during the year, and looks forward to continuing to ensure the athletes' voices are heard.

JAMES TOMKINS OAM
Chairperson



Jenny Owens and Paul Murray, elected to the Athletes' Commission in 2010.

MEDICAL COMMISSION

The role of the AOC Medical Commission is to advise the AOC Executive on all matters relating to the operation of an Australian Olympic Team from a medical perspective, including athlete preparation, the appointment of support personnel and advice on relevant anti-doping issues.

Medical Commission Members:

- Dr Brian Sando OAM (Chairman)
- Prof Peter Fricker OAM
- Prof Ken Fitch OAM
- Ross Smith OAM
- Dr Peter Braun (Medical Director for the 2010 Australian Olympic Winter Team)
- Dr Peter Baquie (Medical Director for the 2012 Australian Olympic Team)
- Dr Susan White (Medical Director for the 2010 Australian Youth Olympic Team)

The following matters were addressed by the Commission during 2010:

- The 2010 Olympic Winter Games medical report
- Recommendations for medical appointments to the 2010 Australian Youth Olympic Team
- 2012 Australian Olympic Team medical appointments and preparation for London
- A review of the criteria for selection of Australian Olympic Team medical personnel

Vancouver 2010

2010 Australian Olympic Winter Team Medical Director Dr Peter Braun presented the Vancouver

Olympic Winter Games medical report to the Medical Commission.

The Australian Olympic Winter Team medical complement consisted of one doctor, seven physiotherapists and two psychologists.

Some of the issues arising from the Vancouver Games were the difficulties encountered by having only one doctor appointed to adequately service athletes competing and training at numerous different venues, and being housed across three separate residential sites; Vancouver, West Vancouver and Whistler. With Sochi presenting similar logistical difficulties, the appointment of a second doctor was recommended for the 2014 Olympic Winter Games. The appointment of two psychologists in Vancouver was found to be extremely valuable and was recommended to continue in 2014.

For future Olympic Winter Games the Commission stressed the need for Therapeutic Use Exemptions (TUEs) to be obtained by athletes from their relevant International Federation.

Commission member Professor Ken Fitch also presented a report on the Vancouver Games from the perspective of the IOC Medical Commission of which he is also a member.

2010 Youth Olympic Games

Dr Susan White, Australian Team Medical Director for the inaugural 2010 Youth Olympic Games was supported in Singapore by Dr Thomas Gan and physiotherapists

Steve Hawkins (Head Physiotherapist), Phillip Cossens and Ebonie Scase.

London 2012 Preparation

Dr Peter Baquie was appointed as Medical Director for the 2012 Australian Olympic Team, together with Doctors Susan White and Donald Kuah in the roles of Deputy Medical Directors. Wendy Braybon was appointed as Head of Physiotherapy Services with Tony Ward her Deputy.

The Commission reviewed the 2008 Beijing Olympic Games medical report and looking toward London 2012 considered topics such as staffing, medical screening, product and supply ordering, anti-doping, illness/injury prevention measures, medical records, medical facilities, and the preferred set-up of the Australian Team Medical Headquarters.

Medical Appointments Selection Criteria

To ensure the best possible medical support continues to be provided to Australian Olympic and Winter Olympic Teams the Commission reviewed the criteria for the selection of Australian Team Medical Personnel, specifically qualifications, experience and expertise. The Commission decided regular reviews should be conducted for each practitioner area, and that these criteria should be satisfied in order for candidates to be recommended for appointment.

DR BRIAN SANDO OAM
Chairman

CORPORATE GOVERNANCE STATEMENT

This statement sets out the key corporate governance principles adopted by the AOC and reflects the corporate governance policies and procedures followed in the financial period ended 31 December 2010.

AOC APPROACH TO CORPORATE GOVERNANCE

Framework and Approach to Corporate Governance and Responsibility

Under the Constitution of the AOC (the Constitution), which is available on the AOC website olympics.com.au, the power, management and control of the AOC will be vested in and reside in the Executive, provided that:

1. Any action taken by virtue of this clause will be recorded in the Minutes of the Executive; and
2. A summary of all major, non-confidential decisions made by the Executive between meetings of the AOC will be circulated to all National Federations and State Olympic Councils within thirty (30) days after the meeting at which the decisions were made.

The Executive is committed to achieving and demonstrating high standards of corporate governance. The AOC has examined the "Principles of Good Corporate Governance and Best Practice Recommendations" published in March 2003 and the "Corporate Governance Principles and Recommendations" published in August 2007 and amended in June 2010 (ASX Best Practice Recommendations) by the Australian Stock Exchange Limited's Corporate Governance Council and the Commonwealth Government's

CLERP 9 amendments to the Corporations Act. Whilst these best practice recommendations (Best Practice Recommendations) have been articulated to apply to Companies and other types of listed entities, the Executive has adopted those practices appropriate to the AOC to protect members' interests whilst at the same time recognising and balancing the supreme authority of the International Olympic Committee (IOC) under the Olympic Charter.

The Olympic Charter is the codification of the Fundamental Principles of Olympism, Rules and By-Laws adopted by the IOC. It governs the organisation, action and operation of the Olympic Games. In essence, the Olympic Charter serves three main purposes:

- a. The Olympic Charter, as a basic instrument of a constitutional nature, sets forth and recalls the Fundamental Principles and essential values of Olympism.
- b. The Olympic Charter also serves as statutes for the IOC.
- c. In addition, the Olympic Charter defines the main reciprocal rights and obligations of the three main constituents of the Olympic Movement, namely the IOC, the International Federations and the National Olympic Committees (NOCs), as well as the Organising Committees for the Olympic Games, all of which are required to comply with the Olympic Charter.

Compliance with the ASX Best Practice Recommendations

The ASX Listing Rules require listed Companies to include in their Annual Report a statement disclosing the extent to which they have followed the Best Practice Recommendations in the reporting period. Listed Companies must identify the recommendations that have not been followed and provide reasons for the Company's decision.

The AOC has included this Corporate Governance Statement to better inform readers of the Annual Report of the AOC's compliance with the Best Practice Recommendations. In some circumstances the Best Practice Recommendations will not be applicable to the AOC because it is an incorporated association or because of the competing requirements of the Olympic Charter which must take priority if the AOC is to continue to be recognized by the IOC as the NOC in Australia. In every case where there is some divergence from the Recommendation the Executive's approach is to ensure full compliance with all Australian legal requirements and the Olympic Charter.

THE EXECUTIVE

Membership and Expertise of the Executive

The Executive has a broad range of relevant skills, experience and expertise to meet its objectives. The composition of the current Executive with details of each member's qualifications, current experience and special responsibilities is set out in this Annual Report.

Role and Responsibility of the Executive

The Executive has overall responsibility for the management and control of the AOC. The Executive's responsibilities include:

- The Programs and Funding Guidelines for the preparation of the AOC's Olympic and Olympic Winter Teams*;
- The Nomination Criteria of National Federations and determining the Selection Criteria for membership of the AOC's Olympic and Olympic Winter Teams*;
- The Strategic* and Operational Plans for the AOC's Olympic and Olympic Winter Teams;
- The AOC Anti-Doping By-Law
- The AOC National Federation Commercial Activities By-Law*;
- The AOC Ethical Behaviour By-Law*;
- The AOC Privacy Policy*;
- The National Federation Athletes' Commission By-Law*;

- The IOC Code of Ethics*;
- The Team Membership Agreements for athletes and officials for the Olympic and Olympic Winter Games*;
- The appointment of the Chef de Mission and other officials of the AOC's Olympic and Olympic Winter Teams;
- The appointment of the Olympic and Olympic Winter Team Executives and the other Commissions and Committees of the Executive;
- Ensuring there are adequate internal controls and ethical standards of behaviour and they comply with the IOC Code of Ethics and the AOC Code of Ethics for the Executive and Commissions;
- Evaluating performance and determining the remuneration of paid officers, senior staff and consultants;
- Ensuring the significant risks facing the AOC have been identified and that appropriate and adequate control monitoring and reporting mechanisms are in place;
- Ensuring the integrity of AOC Policies including the adoption of appropriate policies and procedures governing Harassment, Discrimination, Bullying & Vilification, recruitment, training, remuneration and succession planning;
- The Quadrennium and annual budgets of the AOC;
- The full-year financial statements of the AOC; and

- Monitoring financial performance against such programs and budgets;

* in the interests of full transparency these documents marked * are available on the AOC website olympics.com.au.

Responsibility for the day-to-day management and administration of the AOC is delegated by the Executive to the Secretary General, who serves as the chief administrative and financial official of the AOC.

The Secretary General manages the AOC in accordance with the programs, strategies, budgets and delegations determined by the Executive.

Size and Composition of the Executive

The names of the Executive in office at the date of this report are set out in this Annual Report.

The size and composition of the Executive are prescribed in the Constitution and must be in compliance with the Olympic Charter.

The Constitution prescribes that the Executive of the AOC will be:

- The President, who will be elected by those members entitled to vote at the Annual General Meeting first held after an Olympic Games;
- Two Vice-Presidents, who will be elected by those members entitled to vote at the Annual General Meeting first held after an Olympic Games;
- The members of the IOC who are citizens of Australia;

CORPORATE GOVERNANCE STATEMENT CONTINUED

- Seven members elected from those nominated by the National Federations of sports on the Olympic program, which election will be at the Annual General Meeting first held after an Olympic Games;
- The Secretary General, who will be appointed by the Executive and will be a non-voting ex-officio member unless he is so entitled to vote by virtue of fulfilling any other position within the Executive; and
- The Chairperson and Deputy Chairperson of the Athletes' Commission, who will be elected by the Athletes' Commission.

The elected members of the Executive other than the Chairperson and Deputy Chairperson of the Athletes' Commission hold office until the conclusion of the Annual General Meeting first convened after the Olympic Games next succeeding their election. The Chairperson and Deputy Chairperson of the Athletes' Commission hold office until the conclusion of the day of the closing ceremony of the next succeeding Olympic Games or Olympic Winter Games after which they were elected. The members of the IOC hold office whilst and for so long as they satisfy the conditions attaching to their membership of the IOC.

All elected members of the current Executive other than the Chairperson and Deputy Chairperson of the Athletes' Commission were the subject of an election at the Annual General Meeting held in May 2009. All elected member

positions will be subject to an election at the Annual General Meeting to be held in May 2013.

The Role of the President

The Constitution of the AOC prescribes that the President will represent the AOC and will preside over each meeting of the Committee or the Executive.

In the absence of the President or under his delegation the two Vice-Presidents will carry out the functions of the President.

The President's role includes:

- Providing leadership to the Executive and to the AOC;
- Ensuring efficient organisation and conduct of the Executive;
- Guiding the agenda and conduct of Executive meetings;
- Promoting constructive and respectful relations between the Executive and the members of the AOC, the IOC, Management and Executive members themselves;
- Providing direction to the Secretary General and senior management (and in particular, the Director of Media and Communications who reports directly to him) between meetings of the Executive;
- Providing high level direction to the AOC's exclusive sponsorship, marketing and licensing agent, Sports Marketing and Management Pty Ltd (NB The Director of Marketing and Brand Protection, reporting to the Secretary General, manages

the relationship) between meetings of the Executive;

- Representing the Executive and the AOC in their external relationships, including with the Federal Government, the Australian Paralympic Committee, other private and government organisations and the media;
- Preserving the autonomy of the AOC and resisting all pressures of any kind, whether they be of a political, religious or economic nature, that may prevent the AOC from complying with the Olympic Charter; and
- Ensuring the AOC will never associate itself with any undertaking which would be in conflict with the principles of the Olympic Movement and the Olympic Charter.

Executive Independence

Best Practice Recommendations require that a majority of the Executive be independent.

On the other hand the Olympic Charter requires that the voting majority of an NOC in general meeting and of its Executive shall consist of the votes cast by the National Federations of the sports on the Olympic program (the National Federations) or their representatives.

The Best Practice Recommendations' define independent to mean:-
"independent of management and free of any business or other relationship that could materially interfere with – or could reasonably be perceived to materially interfere with – the exercise of their unfettered and independent judgment."

To the extent that some members of the AOC and of its Executive are members by virtue of their membership of the IOC, it may be perceived they are not independent.

To the extent that the other members of the Executive, other than the Secretary General and the Chairperson and Deputy Chairperson of the Athletes' Commission, are nominated for election by either the National Federations or the State Olympic Councils which receive funding from the AOC, it may be perceived they are not independent.

To the extent that the Chairperson and Deputy Chairperson of the Athletes' Commission are elected by the Athletes' Commission and that athletes receiving funding and other support from the AOC, it may be perceived they are not independent.

To address this perception and ensure the members of the Executive understand their legal and equitable duties not to allow any business or other relationships to materially interfere with the exercise of their unfettered and independent judgment, the AOC Constitution specifically requires that in carrying out their responsibilities as members of the Executive they will not represent any particular body or sport and will represent the Olympic Movement at large.

Avoidance of Conflicts of Interest by a Member of the Executive

The IOC Ethics Commission is charged with developing a

framework of ethical principles, including a Code of Ethics, based upon the values and principles enshrined in the Olympic Charter. The IOC Code of Ethics is available on the AOC website olympics.com.au. The AOC and the elected, and ex officio members of the Executive and of any Committee or Commission of the AOC and staff members and consultants are among the "Olympic Parties" required to respect, and ensure respect of the Code. Rule B.1 of the Code provides that:-

"The Olympic Parties or their representatives shall not, directly or indirectly, solicit, accept or offer any form of remuneration or commission, nor any concealed benefit or service of any nature, connected with the organisation of the Olympic Games."

The AOC interprets this to mean in particular, that no elected or ex officio member of the Executive or of any Committee or Commission or staff member or consultants of the AOC are in any way authorised to receive any advantage or remuneration of any nature connected with the organisation of the Olympic Games or from a candidature to host the Olympic Games unless under arrangements approved by the IOC and the AOC.

Rule B.4 of the Code provides that:-

"The Olympic Parties shall respect the Rules Concerning Conflicts of Interests Affecting the Behaviour of Olympic Parties."

The AOC also requires that in the

case of an elected or ex officio member of the Executive or of any Committee or Commission or of any staff member or consultant of the AOC, the AOC Executive must also be informed and it will take appropriate measures.

The AOC is an association incorporated under the Associations Incorporation Act 1981 of the State of Victoria and is precluded by that Act from trading or securing pecuniary profit for its members. Pursuant to the Olympic Charter, the mission of the AOC is to develop and protect the Olympic Movement in Australia in accordance with the Olympic Charter. Accordingly the AOC has adopted a Code of Conduct for its Executive and Commissions (includes Committees) which is available on the AOC website olympics.com.au and includes the following requirements:-

- a. Members must not use their position as members of the Executive or a Commission for personal reward or advantage to the detriment of the AOC.
- b. A member who has a personal interest or direct or indirect pecuniary interest in a matter being considered by the Executive or Commission (as the case may be) must, as soon as possible after the relevant facts have come to the member's knowledge, make full disclosure of the nature of the interest at a meeting of the Executive or Commission (as the case may be).
- c. A disclosure under paragraph (b) will be recorded in the

CORPORATE GOVERNANCE STATEMENT CONTINUED

minutes of the meeting of the Executive or the Commission (as the case may be) and the member must not, unless the President or the Executive otherwise determines:-

- i. be present during any deliberation of the Executive or the Commission (as the case may be); or
- ii. take any part in any decision of the Executive or Commission (as the case may be); with respect to that matter.

d. For the purposes of the making of a determination by the Executive under paragraph (b) in relation to a member who has made a disclosure under paragraph (b), a member who has a personal interest or direct or indirect pecuniary interest in the matter to which the disclosure relates will not:-

- i. be present during any deliberation of the Executive for the purposes of making the determination; or
- ii. take part in the making by the Executive of the determination.

e. Members are not permitted to make improper use of information acquired by virtue of their position as members of the Executive or Commissions or to gain, directly or indirectly, an advantage for themselves or for any other person or to cause detriment to the AOC. This duty precludes members from breaching the confidentiality of the affairs of the AOC and from misusing information obtained by virtue

of their office and from acting without the proper authority of the Executive.

- f. Members are required to exercise a reasonable degree of care and diligence in the exercise of their powers and discharge of their duties. In addition, they are expected to exhibit honesty, loyalty and candour in their relationships with the AOC and with each other.

A member has an obligation to be independent in judgment and actions and take all reasonable steps to be satisfied as to the soundness of all decisions taken by the Executive.

Members of the Executive or Commission are required to disclose potential conflicts of interest by maintaining and providing up to date declarations of interest to the AOC. These declarations are maintained in a register which is regularly tabled at meetings of the Executive.

In addition, the following question is included as an agenda item and asked by the Chairman at the commencement of all Executive and Commission meetings:

"Is any member aware of any related party matter not previously reported to the Audit Committee or Executive or any conflict of interest (that is, of a personal interest or direct or indirect pecuniary interest) in any matter being considered by this meeting which should now be reported or disclosed and addressed under the IOC Code of Ethics or the AOC Code of Conduct?"

Meetings of the Executive and their Conduct

The Executive currently holds not less than four scheduled meetings per year. The agenda for scheduled Executive meetings incorporates standing items including the President's and Secretary General's reports, financial reports, Committee reports, strategic matters, governance and compliance. Senior Management may be invited to attend Executive meetings and are regularly involved in Executive discussions.

The number of Executive and Committee meetings held during the year are set out in the Financial Statements.

Succession Planning

As the method of electing the Executive (other than the AOC Secretary General) is ultimately prescribed by the Olympic Charter, the Executive cannot plan the succession of its own members.

The Remuneration Committee is responsible for succession planning for the Secretary General and other members of the senior management team. The objective of the AOC succession planning process is to assess the mix of skills, experience and diversity required to ensure succession plans for senior management positions are in place.

In 2010, the AOC commenced a comprehensive review of succession planning processes with respect to its senior and middle management positions. The development of these processes will continue in 2011.

Review of Executive Performance

As the method of electing the Executive (other than the Secretary General) is ultimately prescribed by the Olympic Charter the Executive does not follow the practice of reviewing member's performance with a view to replacing any of them.

Instead and in the best Westminster tradition, it is left to the voting members of the AOC to evaluate the performance of the Executive when they vote at the next elections held every four years.

Executive Access to Information and Advice

All members of the Executive have unrestricted access to the AOC's records and information and receive regular financial and operational reports from management to enable them to carry out their duties.

The Executive may, subject to the President's consent, individually or collectively obtain independent professional advice, at the expense of the AOC in the furtherance of their duties as members of the Executive.

EXECUTIVE COMMITTEES

Executive Committees and Membership

To assist in the execution of responsibilities, the Executive has in place eight Executive Committees or Commissions comprising the Team Executives, Audit Committee, Remuneration and Nominations Committee and a Finance Commission.

Under the Constitution there also exists an Athletes' Commission, the Charter for which is available on the AOC's website olympics.com.au.

The members of the Team Executive for the 2010 Olympic Winter Games were:

Ian Chesterman (Chairman)
Craig Phillips
Geoff Lipshut
Mike Tancred
Peter Braun

For the 2010 Youth Olympic Games, the members of the Team Executive were:

Nick Green (Chairman)
Fiona de Jong
Frances Cordaro

The Chair of the Team Executive for the 2012 Winter Youth Olympic Games is the Chef de Mission, Alisa Camplin. The other members are still to be appointed.

The members of the Team Executive for the 2012 Olympic Games are:

Nick Green (Chairman)
Chris Fydler
Kitty Chiller
Craig Phillips

The Chairman of the Team Executive for the 2014 Olympic Winter Games is the Chef de Mission, Ian Chesterman. The other members are still to be appointed.

The members of the Audit Committee are:

Russell Withers (Chairman)
Doug Donoghue
Peter Montgomery
Andrew Plympton

The members of the Remuneration and Nominations Committee are:

Ron Harvey (Chairman)
Doug Donoghue
Kevan Gosper

The members of the Finance Commission are:

Doug Donoghue (Chairman)
John Coates
Peter Montgomery
Andrew Plympton
Russell Withers

Committee Charters

The roles and responsibilities of the Committees and Commissions are set out in their respective charters. Copies of strategic plans and charters are available on the AOC website olympics.com.au.

Each Committee is entitled to the resources and information it requires, including direct access to employees and advisors. The Secretary General, senior management members and other employees are invited to attend Committee meetings as required.

Committee members are chosen for the skills, experience and other qualities they bring to the Committees.

Any matters determined by Committees which exceed their delegated authorities are submitted to the Executive as recommendations for decision. Minutes of Committee meetings are tabled at a subsequent Executive meeting and the subject of a verbal report by the Committee Chairman at the next Executive meeting.

CORPORATE GOVERNANCE STATEMENT CONTINUED

Team Executives

To assist with one of the Committee's primary responsibilities being the representation of Australia at the Olympic and Olympic Winter Games, the Executive delegates authority for the Australian Olympic and Olympic Winter Teams, subject to an approved budget, to the Chef de Mission and any Assistant Chef de Missions or others who together comprise the Team Executive. The Team Executive meet as often as required with increasing frequency in the lead up to the Olympic and Olympic Winter Games. The Team Executive for the summer Olympic Games is supported in the overall management of the Olympic Team by up to seven (7) Team Directors who attend meetings of the Team Executive to provide advice and guidance on their respective areas of responsibility.

Similar management arrangements apply for the Youth Olympic Games and Winter Youth Olympic Games Teams.

Audit Committee

The Audit Committee is authorised to investigate any activity within its terms of reference and seek any information it requires from any employee with all employees directed to cooperate with any requests made by the Audit Committee. The Audit Committee is authorised to obtain outside legal or other independent advice or assistance as it considers necessary and has unlimited access to auditors and senior management of the Committee.

The Audit Committee meets at least three times a year in accordance with its Charter which is available on the AOC website olympics.com.au.

The Audit Committee considers any matters relating to the financial affairs of the Committee and the external audit thereof that it determines to be desirable. In addition the Audit Committee examines any other matters referred to it by the Executive.

The responsibilities of the Audit Committee include:

- Reviewing financial information presented to members and the general public;
- Overseeing and appraising the coverage and quality of audits conducted by external auditors;
- Maintaining open lines of communication between the Committee and the auditors to exchange views and information as well as confirm the auditor's authority, responsibilities and independence;
- Monitoring the establishment of an appropriate internal control framework including integrity of the AOC Policy Manual and considering enhancements;
- Reviewing external audit reports to ensure that any major breakdowns in controls have been identified and that appropriate and prompt remedial action is taken by management;

- Monitoring compliance with laws, regulations and codes of conduct and ethics.

Due to the size of the AOC's operations there is no internal audit function.

The Audit Committee does however, from time to time, initiate independent reviews of the AOC's operations.

Remuneration and Nominations Committee

The role of the Remuneration and Nominations Committee is to ensure the quality, integrity and probity of all remuneration policies and practices of the AOC and review and determine, on behalf of the Executive, the remuneration of the President (if any), Secretary General, other senior management and staff and any senior consultants, other than for themselves.

The Remuneration and Nomination Committee meets as required in accordance with its Charter which is available on the AOC website olympics.com.au.

Finance Commission

The Finance Commission reviews and recommends annual budgets to the Executive and also determines and monitors adherence to finance policies and reviews financial performance and monthly management reporting. The Finance Commission meets at least three times a year.

EXTERNAL AUDITORS INDEPENDENCE

Approach to Auditor Independence

The Executive has adopted a policy for external auditors independence and the provision of non audit services to ensure best practice in financial and audit governance is maintained. This policy is outlined in the Audit Committee Charter.

The fundamental principle of auditor independence reflected in the policy is that in order for the external auditor to be independent, a conflict of interest situation must not exist between the AOC and the auditor.

Certification of Independence

The Audit Committee requires the auditors to confirm in writing, that they have complied with all professional and regulatory requirements relating to auditor independence prior to the Financial Statements each year.

Other Monitoring of Independence

The Audit Committee will review and approve or decline, as considered appropriate, before the engagement commences, any individual engagement for non audit services.

No work will be awarded to the external auditor if the Audit Committee believes the services to be in conflict with their ability to exercise objective and impartial judgment on issues that may arise with the audit or which may in any way conflict with

their role as the statutory auditor.

Further, no work may be awarded where the fees for non audit services will exceed 50% of the annual audit fee.

There will be a mandatory period of two years following resignation from an audit firm before a former partner who was directly involved in the audit of the AOC can take an employed or contracted position with the AOC involving responsibility for fundamental management decisions. It is not considered necessary to declare any such former partner ineligible for election to the Executive as nomination must be made by a National Federation or a State Olympic Council and such positions of themselves are honorary.

The Audit Committee will monitor the number of former employees, if any, of the auditor currently employed in senior positions in the AOC and assess whether this impairs or appears to impair the auditor's judgment or independence in respect of the AOC.

The lead engagement and review audit partners will be required to rotate off the audit after their involvement for a maximum of 5 years and there will be a period of at least 3 years before those partners can again be involved in the AOC audit.

The AOC independent external auditor, Ernst & Young was first appointed by members at the 1992 Annual General Meeting.

An analysis of the fees paid to the external auditors, including

a breakdown of fees for non audit services, is provided in the Financial Statements.

The Audit Committee and Executive are satisfied the provision of non audit services in the current year is compatible with external auditor's independence as required by the Corporations Act (as amended by CLERP 9).

Prohibited Non Audit Services by the External Auditor

No work will be approved, and the external auditor will not provide services, involving:

- Preparation of accounting records and financial statements;
- Information technology systems design and implementation;
- Valuation services and other corporate finance activities;
- Internal audit services;
- Secondment of senior staff to act in a management capacity;
- Legal advice.

A full list of prohibited services is contained in the Audit Committee Charter.

Attendance at the Annual General Meeting

The AOC requires a partner of its external auditor to attend its Annual General Meeting and be available to answer questions from members about the audit. The AOC ensures that members are given reasonable opportunity at the Annual General Meeting to ask such questions.

CORPORATE GOVERNANCE STATEMENT CONTINUED

CONTROLLING AND MANAGING RISK

Approach to Risk Management

The AOC's approach to risk management has been to establish an effective control environment to manage significant risks to its business.

Risks are rated for likelihood of occurrence and size of impact on the organisation with only those risks with a high likelihood or impact together with a medium or high likelihood or impact being the subject of further review.

The AOC has developed an effective control environment to manage the significant risks to its operations comprising the following components:

- Clearly defined management responsibilities and organisational structure;
- Delegated limits of authority defined by a Policies Manual;
- Accounting control and reconciliations;
- Strong management reporting systems;
- Disciplined budgeting and rolling four year planning processes;
- Personnel requirements for key positions;
- Segregation of duties;
- Physical security over company assets;
- Appropriate policies and procedures that are widely disseminated to, and understood by, employees;

- Specific training to ensure awareness of legislative requirements associated with Discrimination, Harassment, Bullying and vilification;
- External audit functions.

Internal Controls

The Executive is responsible for overseeing and assessing the AOC's internal control system through the Audit Committee and at times the Finance Commission. Both provide advice and assistance to the Executive to meet this responsibility.

Risk Management Roles and Responsibilities

The AOC has developed a risk identification and analysis process. The process identifies key business risks, determines responsibilities as well as impact and likelihood of occurrence. Risk associated with corporate and commercial activities are monitored through the Audit Committee, including specific risks associated with Olympic Games and Youth Olympic Games Teams. Risks in relation to the programs of the AOC are reported through management structures to the Executive.

Management Assurance

The Secretary General and the Director Corporate Services have provided the following assurance to the AOC Executive in connection with the financial statements of the AOC for the financial period ended 31 December 2010:

"As at the date of this certification, we confirm to the Executive the following:

- The 31 December 2010 financial report presents a true and fair view, in all material respects, of the financial performance and position of the AOC for the period, in accordance with Accounting standards in Australia, Associations Incorporations Act (Vic), the Corporations Act 2001 (where applicable) and other mandatory reporting requirements;
- The integrity of the financial report is founded on a sound system of risk management and internal control which implements the policies adopted by the Executive;
- The AOC's risk management and internal control systems are operating efficiently and effectively in all material respects; and
- To the best of our knowledge, the AOC has been in compliance with all relevant laws and regulations throughout the period."

REMUNERATION POLICIES AND PROCEDURES

Overview

The AOC has established a process so that remuneration shall be reasonable, competitive and equitable so as to attract, retain and motivate high calibre management and consultants.

The Executive

Members of the Executive, except for the current President, who is a consultant to the AOC and the Secretary General, who is a full time employee of the

AOC, serve in this capacity on an honorary basis.

Members of the Executive are reimbursed for any travel, accommodation and other justified expenses incurred in the carrying out of their functions.

Members of the Executive also receive the benefits of insurances provided by the AOC.

Indemnification and Insurance of Executive and Others

The AOC has indemnified the members of the Executive and the Athletes' Commission against all losses or liabilities that may arise from their position as a member of each body, except where the liability arises out of conduct involving a lack of good faith, criminal activity or a willful breach of employment conditions or relevant Codes of Conduct. Liability of the AOC is limited to the maximum amount payable under the Directors' and Officers' Liability Insurance policy of the AOC.

The AOC has entered into Deeds of Indemnity and Access with all members of the Executive and Athletes' Commission. The principal provision of the Deeds relate to:

- Granting of the indemnity above;
- The provision of access to papers of the relevant body;
- Confidentiality of information provided;
- An undertaking to maintain and to the extent permitted by law pay the premiums on an insurance policy which insures members of the Executive and the Athletes'

Commission against liability incurred by them as a member of the relevant body during their term of office and for seven years after they cease to hold office.

Members of the Executive are also indemnified against legal fees and expenses where, with the approval of the Executive, they institute legal proceedings arising out of loss and damage suffered as a direct consequence of their membership of the Executive. The indemnification is on the basis that the AOC is reimbursed such legal fees and expenses as a first priority out of any award or settlement.

Management, Staff and Consultants

The Remuneration and Nominations Committee is responsible for recommending to the Executive the remuneration for all management, staff and consultants. Remuneration relates to individual performance and also that of the AOC.

There are no long term incentive arrangements or equity based remuneration in place.

The remuneration levels of all members of the Executive and senior management are contained in the Financial Statements.

CORPORATE CONDUCT AND RESPONSIBILITY

Approach to Corporate Conduct

To continue to achieve the public support that Australian

Olympic Teams have historically enjoyed, the AOC must continue to uphold the honest and transparent business practices that members, other stakeholders and the general public have come to expect. The AOC aims to maintain a high standard of ethical business behaviour and conduct at all times and expects its Executive, management, employees and those involved with the business to treat others with fairness, honesty and respect.

The AOC has a Code of Conduct for the Executive, Commissions and Committees and an Ethical Behaviour By-Law which applies to athletes and officials of Olympic Teams as well as members of the Executive, officers and employees of the AOC.

The AOC Policy Manual supplements the Code of Conduct and all Members of the AOC Executive, Committees and Staff are required to adhere to those Policies. The AOC Policy Manual was reviewed in 2010 to ensure compliance with legislation, and to ensure best practice is adopted where appropriate. Training is provided to Executives, Management and Staff to ensure that they are aware of their responsibilities pursuant to the AOC Policy Manual, Code of Conduct and Ethical Behaviour By-Law when associated with an Olympic Team.

These documents set out the standards in accordance with how each individual is required to act and are available on the AOC's website olympics.com.au. The need to comply with these requirements is emphasised to all.

CORPORATE GOVERNANCE STATEMENT CONTINUED

All individuals are expected to act with the utmost integrity and objectivity in their dealings with others, striving at all times to enhance the reputation and performance of the Olympic Movement and the AOC.

Gender Diversity

The AOC is committed to a culture of gender diversity and is proud of its record in senior management and other employed positions.

In particular, the AOC employs 29 staff of whom 20 (69%) are females. Of the five senior management positions making up 17% of the workforce, 2 (40%) are held by females.

The size and composition of the Executive is prescribed in the Constitution and must be in compliance with the Olympic Charter. All AOC Executive members are elected with the exception of two of the three IOC members.

There can be no "appointed" members of the Executive other than to fill a casual vacancy.

The current AOC Executive of 15 includes 2 females (13%) which is in line with the average representation of women on boards of top 50 ASX companies (12.85%).

However and of relevance is that 46% of the athletes in the 2008 Australian Olympic Team were females and they won 56% of medals won by Australia. And 50% of the athletes in the 2010 Australian Olympic Winter Team were females and they won 66.6% of medals won by Australia.

Accordingly, member National Federations are encouraged to include gender diversity among their considerations when submitting nominations for the election of the next AOC Executive in 2013.

The AOC notes that of the 32 National Federations which are voting Members of the AOC and from which the Executive is nominated, six Presidents (19%) and seven Chief Executives (22%) are female.

The 10 member Athletes' Commission comprises five male and five female (50%) members. Election to the Athletes' Commission is governed by the AOC Constitution which requires that its membership include at least four Commission members of each gender.

Share Trading Policy

As the AOC is not a company with shares it has no reason to adopt a share trading policy.

Continuous Disclosure and Shareholder Communication

Whilst the AOC is not a listed company with shareholders and a market to keep informed, it has a policy of continuous disclosure and transparency. It promptly notifies member National Federations, State Olympic Councils, athletes and team officials, through its on-line services, of all major non-confidential decisions such as the adoption or amendment of its Programs and Funding Guidelines, Selection Criteria and Anti-Doping and other Policies and By-Laws. These key documents and the AOC's Annual Report and Financial

Statements are placed on the AOC website olympics.com.au and thus available for public and media scrutiny.

FINANCIAL STATEMENTS

CONTENTS

Statement of Comprehensive Income	60
Statement of Financial Position	61
Statement of Cash Flows	62
Statement of Changes in Equity	63
Notes to the Financial Statements	64
Statement by the Executive	83
Independent Audit Report	84

The activities of the Australian Olympic Committee (the Committee) fall within a four year (quadrennial) cycle ending 31 December of the year in which the Summer Olympic Games are held. The current quadrennium ends 31 December 2012 after the Olympic Games in London, Great Britain, 2012.

The financial activities of the Committee follow this quadrennial cycle with sponsorship and program expenditure being determined over a four year period.

The Committee is a non profit entity and revenues are expended on programs to support stakeholders of the Committee.

The Committee sources its revenue primarily through sponsorship and fundraising activities and grants from the International Olympic Committee.

The Committee also receives distributions from the Australian Olympic Foundation as primary beneficiary of that Trust.

From time to time, assets of the Committee deemed surplus to immediate requirements are gifted to the Australian Olympic Foundation.

FINANCIAL STATEMENTS

Statement of Comprehensive Income <i>For the year ended 31 December 2010</i>	Notes	2010 \$	2009 \$	Quad 2009-2012
Revenue				
Affiliation Fees		737	737	1,474
Corporate Sponsorship Sales and Licence Fees	4	8,669,923	9,032,538	17,702,461
Fundraising for Olympic Teams		-	-	-
Grants from International Olympic Committee:				
Olympic Games		79,494	-	79,494
Solidarity		250,841	962,075	1,212,916
Other Income	4	57,502	10,073	67,575
Gain on disposal of Plant & Equipment		1,294	32,422	33,716
Distribution from Australian Olympic Foundation		6,293,160	6,293,580	12,586,740
TOTAL REVENUE		15,352,951	16,331,425	31,684,376
Expenditure				
Programme Services				
Olympic Teams - 2010 Australian Olympic Winter Team		2,154,177	-	2,154,177
Olympic Teams - 2010 Australian Youth Olympic Team		473,416	-	473,416
Assistance to National Federations		1,791,626	1,752,625	3,544,251
Australian Youth Olympic Festival		-	3,755,751	3,755,751
adidas Medal Incentive Funding		1,267,503	911,744	2,179,247
Olympic Winter Institute		1,000,000	1,000,000	2,000,000
Olympic Education		28,047	17,661	45,708
High Performance Plan and Crawford Report Response		80,093	351,201	431,294
Olympic Solidarity Grants		182,266	842,596	1,024,862
Other Programme Services		466,194	243,456	709,650
Sports Administration & Operations		821,473	757,914	1,579,387
Support Services				
Annual Assembly, Executive & Commissions		170,909	153,434	324,343
Finance & Administration		1,554,927	1,657,570	3,212,497
Corporate		1,669,853	1,599,667	3,269,520
Marketing Services & Licensing		1,580,673	1,324,356	2,905,029
Public Relations & Information Services		1,311,632	1,216,149	2,527,781
State Olympic Council Grants & Support		438,160	450,580	888,740
Other Activities				
Finance Costs	5	363,656	280,178	643,834
Net Foreign Exchange (Gain) / Loss		(1,654)	16,543	14,889
TOTAL EXPENDITURE		15,352,951	16,331,425	31,684,376
Profit before income tax		-	-	-
Income tax expense	2(l)	-	-	-
Net Profit after tax		-	-	-
Other Comprehensive Income		-	-	-
Total Comprehensive Income for the year		-	-	-

The statement of comprehensive income should be read in conjunction with the accompanying notes

FINANCIAL STATEMENTS

Statement of Financial Position <i>As at 31 December 2010</i>	Notes	2010 \$	2009 \$
Current Assets			
Cash and cash equivalents	6	1,530,834	1,112,535
Trade and other receivables	7	8,396,123	6,924,008
Deferred expenditure	8	874,056	1,642,417
Other current assets	9	106,701	120,690
Total Current Assets		10,907,714	9,799,650
Non Current Assets			
Trade and other receivables	10	22,031,725	25,319,909
Plant & equipment	11	478,550	618,504
Intangible assets	12	28,073	66,661
Deferred expenditure	13	2,694,402	2,623,545
Total Non Current Assets		25,232,750	28,628,619
TOTAL ASSETS		36,140,464	38,428,269
Current Liabilities			
Trade and other payables	14	2,639,114	2,339,591
Deferred income	15	6,917,681	6,618,994
Interest bearing loans and borrowings	16	3,935,928	4,012,525
Provisions	17	331,628	386,670
Total Current Liabilities		13,824,351	13,357,780
Non Current Liabilities			
Trade and other payables	18	2,314,594	2,721,476
Deferred income	19	19,672,787	22,081,432
Interest bearing loans and borrowings	20	55,821	5,527
Provisions	21	246,379	235,522
Total Non Current Liabilities		22,289,581	25,043,957
TOTAL LIABILITIES		36,113,932	38,401,737
NET ASSETS		26,532	26,532
Equity			
Accumulated funds		26,532	26,532
TOTAL EQUITY		26,532	26,532

The statement of financial position should be read in conjunction with the accompanying notes

FINANCIAL STATEMENTS

Statement of Cash Flows <i>For the year ended 31 December 2010</i>	Notes	2010 \$	2009 \$
Cash Flows from Operating Activities			
Receipts from organisations		18,577,787	23,213,859
Payments to organisations and employees		(17,818,763)	(20,238,781)
Interest received		57,613	37,154
Payments of Goods and Services tax		(216,799)	(163,680)
Refunds of Goods and Services tax		291,875	642,136
Borrowing costs		(355,338)	(286,781)
Net cash flows from operating activities	25	536,375	3,203,907
Cash Flows from Investing Activities			
Acquisition of plant & equipment		(19,066)	(248,180)
Net cash flows (used in) investing activities		(19,066)	(248,180)
Cash Flows from Financing Activities			
Borrowings		9,390,000	12,550,000
Repayments of borrowings		(9,480,000)	(15,440,000)
Finance Leases		(9,010)	(12,090)
Net cash flows (used in) financing activities		(99,010)	(2,902,090)
Net increase in cash and cash equivalents		418,299	53,637
Cash and cash equivalents at beginning of period		1,112,535	1,058,898
Cash and cash equivalents at end of period	6	1,530,834	1,112,535

The statement of cash flows should be read in conjunction with the accompanying notes

FINANCIAL STATEMENTS

Statement of Changes in Equity <i>For the year ended 31 December 2010</i>	2010 \$	2009 \$
TOTAL EQUITY AT THE BEGINNING OF THE YEAR	26,532	26,532
Net expense and/or income recognised directly in equity		
- Settlement to Australian Olympic Foundation	-	-
Total recognised income and expense for the year	-	-
Profit for the year	-	-
Other comprehensive income	-	-
Total comprehensive income for the year	-	-
TOTAL EQUITY AT THE END OF THE YEAR	26,532	26,532

The statement of changes in equity should be read in conjunction with the accompanying notes

Notes to the Financial Statements

For the year ended 31 December 2010

1. Corporate Information

The financial report of the Australian Olympic Committee Inc ("the Committee") for the year ended 31 December 2010 was authorised for issue in accordance with a resolution of the Executive of the Committee ("the Executive") on 18 March 2011.

The Committee is an Association incorporated under the Associations Incorporations Act, 1981 of Victoria and is domiciled in Australia.

The Executive is elected in accordance with the Constitution of the Committee ("the Constitution").

The voting members of the Executive of the Committee are also members of the Board of the Australian Olympic Foundation Limited.

The principal place of business is Level 3, 1 Atchison Street, St Leonards NSW 2065.

The nature of the operations and principal activities of the Committee are to operate to develop and protect the Olympic Movement in Australia in accordance with the Olympic Charter, its Constitution and all applicable laws.

The Committee's predominant role relates to its exclusive powers for the representation of Australia at the Olympic Games.

2. Summary of Significant Accounting Policies

The significant policies which have been adopted in the preparation of these financial statements are:

a. Basis of preparation

This special purpose financial report has been prepared for distribution to the members of the Committee to fulfil the Executive's financial reporting requirements under the Associations Incorporation Act, 1981 of Victoria and the Constitution. The accounting policies used in the preparation of this financial report, as described below, are consistent with the previous years, and are, in the opinion of the Executive, appropriate to meet the needs of members:

- i. The financial report has been prepared on an accrual basis of accounting including the historical cost convention and the going concern assumption.
- ii. The Committee is not a reporting entity because in the opinion of the Executive there are unlikely to be users of the financial statements who are unable to gain access to the specific information they require to meet their needs.

The members neither hold equity in, nor are financial lenders to, the Committee and their membership is pursuant to the Olympic Charter as well as the Constitution.

Accordingly, the financial report has been prepared in accordance with the Associations Incorporation Act, 1981 of Victoria and the Constitution, the basis of accounting specified by all Accounting Standards and Interpretations and the disclosure requirements of AASB 101 'Presentation of Financial Statements', AASB 107 'Cash Flow Statements', AASB 108 'Accounting Policies, Changes in Accounting Estimates and Errors', AASB 1031 'Materiality and AASB 1048 Interpretation and Application of Standards' which apply to all entities required to prepare financial reports under the Associations Incorporation Act, 1981 of Victoria and the Constitution.

The Executive have determined that in order for the financial report to give a true and fair view of the Committee's performance, cash flows and financial position, the requirements of Australian Accounting Standards and other financial reporting requirements in Australia relating to the measurement of assets, liabilities, revenues, expenses and equity should be complied with.

The financial report is presented in Australian dollars.

Notes to the Financial Statements

For the year ended 31 December 2010

b. Statement of compliance

Certain Australian Accounting Standards and Interpretations have recently been issued or amended but are not yet effective and have not been adopted by the Committee for the annual reporting period ended 31 December 2010 as the Executive have not yet fully assessed the impact of these new or amended standards (to the extent relevant to the Committee) and interpretations.

This special purpose financial report complies with Australian Accounting Standards as described above

c. Recoverable amount of assets

At each reporting date, the Committee assesses whether there is any indication that an asset may be impaired. Where an indicator of impairment exists, the Committee makes a formal estimate of recoverable amount. Where the carrying amount of an asset exceeds its recoverable amount the asset is considered impaired and written down to its recoverable amount.

d. Cash and cash equivalents

Cash and short term deposits in the statement of financial position comprise of cash on hand and in banks, and money market investments readily convertible to cash within three months or less and which are subject to an insignificant risk of changes in value.

For the purposes of the statement of cash flows, cash and cash equivalents consist of cash and cash equivalents as defined above, net of outstanding bank overdrafts.

e. Trade and other receivables

Trade receivables, which generally have 30-90 day terms, are recognised and carried at original invoice amount less an allowance for any uncollectible amounts.

An estimate for doubtful debts is made when collection of the full amount is no longer probable. Bad debts are written off when identified.

Sponsorship receivables with maturities greater than 12 months after the balance date are classified as non current assets and discounted to their present value using the effective interest rate method. Where discounting is used, the increase in the sponsorship receivable to return it to its nominal value, is recognised through the statement of comprehensive income as corporate sponsorship sales and licence fees to which it relates.

The effective interest rate method is the rate that exactly discounts estimated future cash receipts through the expected life of the financial instrument to the net carrying amount of the financial asset.

f. Interest bearing loans and borrowings

All loans and borrowings are initially recognised at cost, being the fair value of the consideration received net of issue costs associated with the borrowing.

After initial recognition, interest bearing loans and borrowings are subsequently measured at amortised cost using the effective interest rate method. Amortised cost is calculated by taking into account any issue costs and any discount or premium on settlement.

Gains or losses are recognised in the statement of comprehensive income when the liabilities are derecognised and as well as through the amortisation process.

Loans and borrowings are classified as current liabilities, unless the Committee has unconditional right to defer settlement of the liability, where maturity is less than 12 months.

Notes to the Financial Statements

For the year ended 31 December 2010

g. Quadrennial accounting period

The Committee prepares and presents financial statements on an annual basis. However, the Committee's activities fall within a quadrennial cycle ending on 31 December of the year in which the summer Olympic Games are held. The current quadrennium will end on 31 December 2012.

h. Donations and sponsorship contributions in kind

All significant donations and sponsorship contributions in kind are recorded as income using actual values or cost (which approximates fair value) at either the time of donation or when the goods or services are utilised, with corresponding charges to expenses or fixed assets. Items of contributions in kind include the cost of team uniforms, accommodation, airfares and pharmaceuticals.

i. Plant and equipment

Acquisition

Items of plant and equipment are recorded at cost or, in the case of donations and sponsorship contributions in kind, at fair value at the time of donation or contribution, less accumulated depreciation and any impairment in value.

Depreciation and amortisation

Items of plant and equipment are depreciated on a straight line basis over their estimated useful lives ranging from 3 to 10 years from the date of acquisition. The depreciation rate for each class of asset is detailed below:

Computer network & equipment:	33%	Furniture:	10%
Office equipment:	24%	Motor vehicles:	20%
Leasehold improvements:	17%		

Impairment

The carrying values of plant and equipment are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable.

The recoverable amount of plant and equipment is the greater of fair value less costs to sell and value in use. Value in use is the depreciated replacement cost of an asset when the future economic benefits of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where the Committee would, if deprived of the asset, replace its remaining future economic benefits.

Impairment losses are recognised in the statement of comprehensive income.

Derecognition

An item of plant and equipment is derecognised upon disposal or when no further future economic benefits are expected from its use or disposal.

j. Borrowing costs

Borrowing costs are recognised as an expense when incurred.

Notes to the Financial Statements

For the year ended 31 December 2010

k. Foreign currency transactions

Both the functional and presentation currency of the Committee is Australian dollars (\$).

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the statement of comprehensive income.

The main exchange rates used are as follows:

	2010	2009	2010	2009
1 AUD against	Year End Rates		Average Rates	
1 US Dollar	1.0163	0.8969	0.9197	0.7927

l. Income tax

The Committee is exempt from Australian income tax.

m. Deferred expenditure

Items of expenditure are deferred to the extent that they are:

- (i) recoverable out of future revenue, do not relate solely to revenue which has already been brought to account and will contribute to the future earning capacity of the Committee; or
- (ii) paid in advance in relation to expenditure programmes of subsequent years.

Deferred expenditure is amortised over the shorter of the period in which the related benefits are expected to be realised or four years. Expenditure deferred in previous periods is reviewed annually to determine the amount (if any) that is no longer recoverable or relates to expenditure programmes of prior years. All such amounts are written off.

n. Leases

Finance leases, which transfer to the Committee substantially all the risks and benefits incidental to ownership of the leased item, are capitalised at the inception of the lease at the fair value of the leased property or, if lower, at the present value of the minimum lease payments.

Lease payments are apportioned between the finance charges and reduction of the lease liability so as to achieve a constant rate of interest on the remaining balance of the liability. Finance charges are charged as an expense in the Statement of Comprehensive Income.

Capitalised leased assets are depreciated over the shorter of the estimated useful life of the asset or the lease term.

Leases where the lessor retains substantially all the risks and benefits of ownership of the asset are classified as operating leases. Initial direct costs incurred in negotiating an operating lease are added to the carrying amount of the leased asset and recognised over the lease term on the same basis as the lease income.

Operating lease payments are recognised as an expense in the statement of comprehensive income on a straight-line basis over the lease term.

Notes to the Financial Statements

For the year ended 31 December 2010

o. Provisions and Employee benefits

The provisions for employee entitlements relate to amounts expected to be paid to employees for long service and annual leave and are based on legal and contractual entitlements and assessments having regard to anticipated staff departures and leave utilisation.

Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability.

Where discounting is used, the increase in the provision due to the passage of time is recognised within employee benefits expense.

p. Accumulated funds

From time to time assets of the Committee may be gifted to the Australian Olympic Foundation of which the Committee is the primary beneficiary. The Committee recognises the gift as an expense directly in equity. Refer to Note 26(b) for further detail.

q. Superannuation

The Committee contributes to a group employee superannuation scheme as well as any authorised employee superannuation scheme chosen under choice of superannuation. Contributions on behalf of employees are based on various percentages of gross salaries and are charged against the statement of comprehensive income when due. All employees in the group employee superannuation scheme are entitled to benefits on retirement or permanent disability. Benefits are payable to nominated beneficiaries on death.

The scheme provides for accumulation of contributions made on behalf of employees together with income earned on accumulations and the Committee is under no legal obligation to make up any shortfall in the scheme's ability to meet payments due to employees.

r. Revenue

Revenue is recognised and measured at the fair value of the consideration received and receivable to the extent that it is probable that the economic benefits will flow to the Committee and the revenue can be reliably measured. The following specific recognition criteria must also be met before revenue is recognised:

(i) Corporate Sponsorship Sales and Licence Fees

Income from sponsorships in relation to the current quadrennium is brought to account to match expenditure on programme and support services as incurred.

Income from sponsorships of \$9,242,279 (2009: \$7,109,789) in relation to future quadrenniums has been deferred to be recognised in the period to which it relates.

(ii) Fundraising

Fundraising income, which is used to fund the preparation and participation of Australian Olympic Teams, is brought to account in the year of an Olympic Games as required. Income arising in non-Games years appears in the financial statements as deferred income. In 2010 \$1,184,760 (2009: \$695,387) was raised through fundraising and has been deferred.

(iii) Interest

Interest is brought to account as it becomes due and receivable.

Other income is brought to account as it becomes due and receivable.

Notes to the Financial Statements

For the year ended 31 December 2010

s. Intangible assets

Intangible assets consist of software development cost incurred for the ongoing development of the Zeus-sport database. Development costs are initially brought to account at cost. The Zeus-sport database has been assessed as having a finite life. Finite life intangibles are amortised over their useful life, currently considered to be 3 years. The carrying amount of the software development costs are tested for impairment at least annually, or earlier, where impairment indicators exist.

t. Comparatives

Where necessary, the prior year comparatives have been adjusted to comply with current year disclosures.

u. Derivative financial instruments

The Committee uses derivative financial instruments, from time to time, such as forward foreign currency contracts to hedge risks associated with foreign currency fluctuations. There were no outstanding derivative financial instruments contracts at 31 December 2010.

v. Trade and other payables

Expenditure, including distributions and administration costs, are brought to account on an accruals basis. Any expenses incurred but not paid at balance date are recorded as payables on the statement of financial position.

3. Significant accounting judgements, estimates and assumptions

In applying the accounting policies the Committee continually evaluates judgements, estimates and assumptions based on experience and other factors including expectations of future events. All judgements, estimates and assumptions made are believed to be reasonable based on the most current set of circumstances available to the Committee. Actual results may differ from the judgements, estimates and assumptions. Significant judgements, estimates and assumptions made by the Committee in the preparation of these financial statements are outlined below:

Long service leave provision

As discussed in note 2 (o), the liability for long service leave is recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at balance date. In determining the present value of the liability, attrition rates and pay increases through promotion and inflation have been taken into account.

Make good provision

A provision has been made for the anticipated cost of future restoration of leased premises. The provision includes future cost estimates associated with dismantling and restoration of leased premises. The related carrying amounts are disclosed in note 21.

Estimation of useful lives of assets

The estimation of the useful lives of assets has been based on historical experience as well as lease terms (for leasehold improvements) and turnover policies (for motor vehicles). In addition, the condition of the assets is assessed at least once per year and considered against the remaining useful life. Adjustments to useful lives are made when considered necessary.

Depreciation charges are included in Note 5.

Notes to the Financial Statements

For the year ended 31 December 2010

	2010 \$	2009 \$
4. Revenue		
Corporate Sponsorship Sales and Licence Fees	7,941,583	7,936,598
Sponsorship Interest Income	728,340	1,095,940
	8,669,923	9,032,538
Other Income:		
Sydney 2000 Anniversary Celebrations	51,281	-
Interest	6,221	10,073
	57,502	10,073
5. Expenses		
Depreciation of non current assets:		
Plant & equipment	147,020	184,979
Motor Vehicles	27,484	33,487
Leasehold Improvements	25,000	25,000
	199,504	243,466
Amortisation of non current assets:		
Software development	42,102	43,471
Finance costs expensed:		
Bank loans and overdrafts	361,906	279,858
Interest expense – finance lease	1,750	320
	363,656	280,178
Rental expense relating to operating leases:		
Minimum lease payments	349,346	421,087
Employee benefits expense:		
Wages and salaries	2,979,925	3,178,737
Superannuation contributions	275,195	285,365
Provision for employee entitlements	(18,667)	(128,605)
Workers compensation costs	22,221	21,789
6. Cash and cash equivalents		
Cash at bank and in hand	185,081	339,129
Short term deposits	1,345,753	773,406
	1,530,834	1,112,535
Cash at bank is available on call and has an average interest rate of 2.71% (2009: 1.62%).		
Short term deposits are made for varying periods of between 30 and 90 days depending on cash requirements of the Committee and earn interest at the respective short term deposit rate.		

Notes to the Financial Statements

For the year ended 31 December 2010

	2010	2009
	\$	\$
7. Trade and other receivables (current)		
Trade debtors	7,927,259	6,459,147
Provision for doubtful debts	-	-
	7,927,259	6,459,147
Sundry debtors	448,514	438,598
Australian Olympic Foundation	20,350	26,263
	8,396,123	6,924,008
8. Deferred expenditure (current)		
Deferred expenditure	874,056	1,642,417
	874,056	1,642,417
9. Other current assets		
Prepayments	79,699	83,252
Deposits refundable	27,002	37,438
	106,701	120,690
10. Trade and other receivables (non current)		
Trade debtors	22,031,725	25,319,909
	22,031,725	25,319,909
11. Plant & equipment		
Computer network & equipment:		
Carrying amount at 1 January	114,686	211,077
Additions	15,552	11,911
Disposals / Write-downs	-	-
Depreciation	(90,573)	(108,302)
Carrying amount at 31 December	39,665	114,686
Furniture:		
Carrying amount at 1 January	165,527	101,417
Additions	-	82,154
Disposals / Write-downs	-	-
Depreciation	(17,473)	(18,044)
Carrying amount at 31 December	148,054	165,527
Office equipment:		
Carrying amount at 1 January	66,311	95,023
Additions	72,703	133,448
Disposals / Write-downs	-	(103,527)
Depreciation	(38,974)	(58,633)
Carrying amount at 31 December	100,040	66,311

Notes to the Financial Statements

For the year ended 31 December 2010

	2010 \$	2009 \$
11. Plant & equipment (continued)		
Motor Vehicles:		
Carrying amount at 1 January	146,980	33,721
Additions	-	170,133
Disposals / Write-downs	(28,705)	(23,387)
Depreciation	(27,484)	(33,487)
Carrying amount at 31 December	90,791	146,980
Leasehold improvements:		
Carrying amount at 1 January	125,000	-
Additions	-	150,000
Disposals / Write-downs	-	-
Depreciation	(25,000)	(25,000)
Carrying amount at 31 December	100,000	125,000
Total Plant and equipment	478,550	618,504
12. Intangible assets		
Software development:		
Carrying amount at 1 January	66,661	101,651
Additions	3,514	8,481
Disposals / Write-downs	-	-
Depreciation	(42,102)	(43,471)
Carrying amount at 31 December	28,073	66,661
13. Deferred expenditure (non current)		
Deferred expenditure	2,694,402	2,623,545
	2,694,402	2,623,545
14. Trade and other payables (current)		
Trade payables	23,577	16,872
Other payables	2,615,537	2,322,719
	2,639,114	2,339,591

Trade payables are non interest bearing and are usually settled on 30 day terms. Other payables are non interest bearing.

Notes to the Financial Statements

For the year ended 31 December 2010

	2010 \$	2009 \$
15. Deferred income (current)		
Deferred income	6,917,681	6,618,994
	6,917,681	6,618,994
16. Interest bearing liabilities & borrowings (current)		
Finance lease secured	15,928	2,525
Commercial bill unsecured	3,920,000	4,010,000
	3,935,928	4,012,525
a. Finance lease secured		
A finance lease with a lease term of five years was entered into in 2010 for 2 photocopiers at St Leonards. The average discount rate implicit in the lease is 5%.		
A finance lease with a lease term of four years was entered into for a telephone system at Governor Macquarie Tower. The average discount rate implicit in the lease is 7.26% (2009: 7.26%).		
b. Commercial bill unsecured		
The average interest rate charged on the Commercial bills was 6.24% (2009: 4.55%).		
17. Provisions (current)		
Employee benefits	331,628	386,670
	331,628	386,670
18. Trade and other payables (non current)		
Other payables	2,314,594	2,721,476
	2,314,594	2,721,476
19. Deferred income (non current)		
Deferred income	19,672,787	22,081,432
	19,672,787	22,081,432
20. Interest bearing liabilities and borrowings (non current)		
Finance Lease	55,821	5,527
	55,821	5,527
21. Provisions (non current)		
Employee entitlements	96,379	85,522
Provision for make good	150,000	150,000
	246,379	235,522

Notes to the Financial Statements

For the year ended 31 December 2010

	2010 \$	2009 \$
21. Provisions (Continued)		
a. Provision for make good		
A provision of \$150,000 has been made for the restoration of the premises leased at Level 19, Governor Macquarie Tower, Sydney on termination of the lease. The lease expires on 31 December 2014.		
b. Movements in provisions		
Movements in each class of provision during the financial year, other than employee benefits, are set out below:		
Provision for make good		
Carrying amount at start of year	150,000	-
Excess provision written back to the statement of comprehensive income	-	-
Provision arising during the year	-	150,000
Provision utilised	-	-
Carrying amount at the end of year	150,000	150,000
22. Foreign currency holdings		
The Australian dollar equivalents of amounts held in foreign currencies, not hedged at balance date amounted to:		
United States dollars	1,932	11,227
23. Expenditure commitments		
a. Operating lease commitments		
The Committee has entered into various leases for rental of premises. A non-cancellable lease for premises at Governor Macquarie Tower was entered into in 2009 with a term of six years. The lease over Atchison St, St Leonards was renewed in 2009 for a term of 5 years.		
Future minimum rentals payable under non-cancellable operating leases as at 31 December 2010 are as follows:		
	2010 \$	2009 \$
Due no later than one year	386,845	360,152
Within one to five years	1,062,545	1,365,910
Later than five years	-	-
Aggregate lease expenditure contracted for at balance date	1,449,390	1,726,062

Notes to the Financial Statements

For the year ended 31 December 2010

23. Expenditure commitments (continued)

b. Finance lease commitments

The Committee currently has a finance lease for a telephone system at Governor Macquarie Tower and for two photocopiers at the St Leonards premises. The Committee previously had finance leases for motor vehicles, however no finance leases currently exist for motor vehicles.

Future minimum lease payments under finance leases together with the present value of the net minimum lease payments are as follows:

	2010 \$	2009 \$
Due no later than one year	18,989	2,525
Within one to five years	60,626	5,934
Later than five years	-	-
Total minimum lease payments	79,615	8,459
Less amounts representing finance charges	7,866	407
Present value of minimum lease payments	71,749	8,052

24. Segment information

The Committee operates predominantly in Australia except at the time of participation of Australian teams in Olympic Games which are held in various overseas locations.

25. Statement of cash flows reconciliation

a. Reconciliation of the Net Profit to the net Cash Flows from Operating Activities

	2010 \$	2009 \$
Net Profit	-	-
Adjustments for:		
Provision for doubtful debts	2,500	(2,500)
Other provisions	(49,501)	(51,757)
Depreciation and amortisation of non current assets	241,606	286,937
Loss/(gain) on disposal of non current assets	28,705	(18,941)
Change in assets and liabilities		
Debtors	1,994,730	4,878,724
Prepayments	3,553	69,671
Deferred expenditure	597,505	(89,732)
Creditors	(128,580)	380,903
Provisions	(44,185)	(139,447)
Deferred income	(2,109,958)	(2,109,951)
Net Cash Flows from Operating Activities	536,375	3,203,907

Notes to the Financial Statements

For the year ended 31 December 2010

25. Statement of cash flow reconciliation (continued)

b. Non-Cash Activities

During the year the Committee acquired property, plant and equipment and incurred expenses with an aggregate cost value of \$853,930 (2009: \$8,716) as a result of donations and sponsorship contributions in kind. Although included in income in the statement of comprehensive income, these transactions are not reflected in the Statement of Cash Flows.

c. Unused Banking Facilities

The Committee has an unsecured commercial bill facility that may be drawn at any time to a value of \$10 million. The facility is available until December 2011 and at 31 December 2010 was drawn to \$3.92 million (2009:\$4.01m).

26. Related party disclosures

a. The State Olympic Councils are members of the Committee and raise funds on behalf of the Committee towards the costs of preparation and participation of Australian Olympic Teams. The Committee provides financial and other support to State Olympic Councils.

b. Australian Olympic Foundation

On 16 February 1996 the Australian Olympic Foundation ("the Foundation") was constituted by a Deed of Settlement establishing the Foundation by the late Julius L. Patching and the appointment of a Trustee, the Australian Olympic Foundation Limited. The Directors of the Trustee are those persons being voting members of the Executive of the Committee in office from time to time.

As at balance date, the Committee was owed by the Foundation \$20,350 (2009: \$26,263) representing:

- i. distribution for the period of \$6,293,160 (2009: \$6,293,580) of which \$6,293,160 (2009: \$6,293,580) has been paid in cash.
- ii. trade debtors of \$20,350 (2009: \$26,263).

Notes to the Financial Statements

For the year ended 31 December 2010

27. Key Management Personnel

a. Meetings

The members of the Executive and the number of Executive Meetings (including meetings of committees and commissions) attended by each of the Executive during the financial year were:

Executive Member	Executive		Team Executive ^(iv)		Audit Committee		Finance Commission		Remuneration Committee	
	A	B	A	B	A	B	A	B	A	B
L Bates	3	4								
H Brownlee	4	4								
I Chesterman	4	4	1	1						
J Coates (i)	4	4					4	4		
P Coles (ii)	2	4								
D Donoghue	4	4			3	3	4	4	1	1
K Gosper (ii)	2	4							1	1
N Green	4	4	8	8						
R Harvey	4	4							1	1
P Montgomery	4	4			3	3	4	4		
C Phillips (iii)(iv)	4	4	8	9						
A Plympton	4	4			3	3	4	4		
R Withers	3	4			3	3	4	4		
J Tomkins	3	4								
T Franklin	4	4								

A = Number of meetings attended

B = Reflects the number of meetings held during the time the Member of the Executive held office during the period

- While not a member, the President also attends Audit and Remuneration Committee meetings except in the case of the latter when his remuneration is being reviewed.
- Absent on IOC business
- While not a member, the Secretary General also attends Audit, Finance and Remuneration Committee meetings except in the case of the latter when his remuneration is being reviewed.
- Includes Team Executive Meetings for the 2010 Olympic Winter Games, 2010 Youth Olympic Games and 2012 Olympic Games

b. Compensation of Key Management Personnel

Compensation of Key Management Personnel relate to the following categories only:

	2010 \$	2009 \$
Short-term employee benefits	1,745,727	1,560,747
Post-employment benefits	101,903	87,525
	1,847,630	1,648,272

A Remuneration Committee reviews and determines on behalf of the Executive, the remuneration of the President (if any) and Secretary General, other senior management and senior consultants. This includes responsibility for the content of contracts, superannuation entitlements, any senior level dismissal or involuntary terminations, retirement and termination entitlements, any allowances, fringe benefits policies and professional indemnity and liability insurance policies.

Notes to the Financial Statements

For the year ended 31 December 2010

27. Key Management Personnel (continued)

Remuneration shall be reasonable, competitive and equitable so as to attract, retain and motivate high calibre management and consultants. It shall relate to individual performance and also that of the Committee.

The Executive adopted a revised Remuneration Committee Charter on 10 February 2003. This Charter is available on the Committee's website olympics.com.au.

		Short Term		Post Employment	TOTAL
		Salary & Fees	Motor Vehicle	Superannuation Contribution	
		\$	\$	\$	\$
Executive Members					
J Coates	2010	438,021	25,479	-	463,500
President	2009	425,263 ⁽¹⁾	24,737	-	450,000
N Green	2010	37,500	-	-	37,500
Executive Member	2009	30,000 ⁽¹⁾	-	-	30,000
I Chesterman	2010	30,000	-	-	30,000
Executive Member	2009	30,000 ⁽¹⁾	-	-	30,000
Management					
C Phillips	2010	318,800	20,218	28,692	367,710
Secretary General	2009	309,500	18,443	27,855	355,798
J Webb ⁽²⁾	2010	130,351	224	11,732	142,307
Director Corporate Services	2009	-	-	-	-
M Tancred	2010	227,700	29,235	20,493	277,428
Director Media & Communications	2009	221,000	26,628	19,890	267,518
F de Jong	2010	227,700	17,454	20,493	265,647
Director Sport	2009	221,000	17,102	19,890	257,992
A Grover	2010	227,700	15,345	20,493	263,538
Director Marketing & Brand Protection	2009	221,000	16,074	19,890	256,964
Total	2010	1,637,772	107,955	101,903	1,847,630
	2009	1,457,763	102,984	87,525	1,648,272

(1) Consulting Fees

(2) Commenced 1 June 2010

Except as indicated above members of the Executive serve on an honorary basis.

During the year the Committee has paid insurance premiums for cover in respect of Professional Indemnity and Directors' and Officers' Liability Insurance.

Notes to the Financial Statements

For the year ended 31 December 2010

27. Key Management Personnel (continued)

Members of the Executive are also indemnified against legal fees and expenses where, with the approval of the Executive, they institute legal proceedings arising out of loss and damage suffered as a direct consequence of their membership of the Executive. The indemnification is on the basis that the Committee is reimbursed such legal fees and expenses as a first priority out of any award or settlement.

In December 2004 the President, John Coates sued Harbour Radio Pty Limited and Alan Jones for defamation over a number of imputations which, he claimed, were conveyed in three broadcasts in December 2004 concerning his role as Chef de Mission of the 2004 Australian Olympic Team and "head of the AOC" in relation to the incident involving rower Sally Robbins at the 2004 Olympic Games.

On 4 April 2008 His Honour Adams J. found in favour of Mr Coates and awarded him damages totaling \$360,000 which, together with interest on damages, was paid to the AOC at Mr Coates' direction on 12 June 2008 on account of the legal fees and expenses incurred by the AOC in the matter.

Upon appeal lodged by the defendants, the judgment was amended by consent in the sum of \$310,000. The sum of \$50,000 plus interest on a pro rata basis was refunded to the defendants.

In addition to the judgment of \$310,000, Mr Coates was awarded the costs of the trial (on an indemnity basis from 30 November 2006) which, once assessed and agreed, will be paid to the AOC to the extent of the balance of the legal fees and expenses incurred in the matter (including the appeal) and the remainder to Mr Coates for the loss and damage he suffered as a direct consequence of his roles as Chef de Mission and AOC President. The costs assessor is assessing the bill of costs filed on behalf of Mr Coates. This process has not been finalised and as such the quantum of costs to be recovered cannot be reliably measured.

28. Auditor's Remuneration

	2010	2009
	\$	\$
Amounts received or due and receivable by Ernst & Young Australia for:		
An audit of the financial report of the Committee and other associated entities.	108,000	104,000
Other services in relation to the Committee and other associated entities.	5,000	Nil

In accordance with the AOC published Audit Committee Charter it is believed that the non-audit services provided are in the nature of compliance assurance and as such the existing knowledge of the statutory auditor brings insight and synergy to the Committee without impacting the actual or perceived independence of the quality of the auditor's ongoing assurance engagements.

Notes to the Financial Statements

For the year ended 31 December 2010

29. Financial Instruments

The Committee's accounting policies, terms and conditions in relation to financial assets and liabilities are included in the notes to the financial statements.

The Committee's maximum exposure to credit risk at balance date in relation to each class of recognised financial assets is the carrying amount of those assets as indicated in the statement of financial position.

The Committee from time to time enters into forward foreign exchange contracts to hedge certain receivables denominated in foreign currencies. The terms of these commitments have been up to thirty eight months. As these contracts are hedging firm receivables, any unrealised gains and losses on the contracts together with the costs of the contracts, will be recognised in the financial statements at the time the underlying transaction occurs. There were no forward foreign exchange contracts as at 31 December 2010.

Fair values

All of the Committee's financial instruments are carried at fair value.

30. Financial risk management objectives

The Committee's principal financial instruments, other than derivatives, comprise bank loans, finance leases, and cash and short term deposits.

The main purpose of these financial instruments is to raise finance for the Committee's operations.

The Committee has various other financial instruments such as trade debtors and trade creditors, which arise directly from operations.

The Committee also enters into derivative transactions, principally forward currency contracts. The purpose is to manage the currency risks arising from the Committee's operations.

It is, and has been throughout the period under review, the Committee's policy that no trading in financial instruments shall be undertaken.

The Committee's accounting policies in relation to derivatives are set out in note 2.

The main risks arising from the Committee's financial instruments are liquidity risk, interest rate risk, foreign currency risk, and credit risk. The Executive reviews and agrees policies for managing each of these risks and they are summarised below.

Liquidity Risk

The Committee's primary liquidity risk arises from the uncertain timing of revenues from sponsorship and fundraising compared to the fixed nature of spending on programs and operations. The risk is managed through the maintenance of a \$10 million commercial bill facility.

Interest Rate Risk

The Committee's exposure to market risk for changes in interest rates relates primarily to the Committee's \$10 million floating rate commercial bill facility.

Notes to the Financial Statements

For the year ended 31 December 2010

30. Financial risk management objectives (continued)

Foreign Currency Risk

As a result of significant sponsorship revenues being through the International Olympic Committee \$US denominated worldwide TOP Sponsorship programme the Committee's revenues and balance sheet can be affected significantly by movements in the \$US/\$A exchange rate.

The Committee seeks from time to time to mitigate the effect of this structural currency exposure by using forward foreign currency exchange contracts to fix the amount receivable from future \$US sponsorship payments and structuring programs and operations around these fixed \$A levels of income.

At 31 December 2010 no forward \$US foreign exchange contracts were held.

The Committee also has transactional currency exposures primarily to do with costs associated with attendance at Olympic Games. These exposures are managed through the purchase and holding of the relevant currencies for forward exchange contracts to meet known commitments.

At 31 December 2010 if the AUD had weakened/strengthened by 10% against the USD with all other variables held constant, revenues would have improved/deteriorated in the order of \$570,000 over the remaining two years of the quadrennium.

Credit Risk

The group trades only with recognised, credit worthy third parties.

In addition, receivable balances are monitored on an ongoing basis with the result that the Committee's exposure to bad debts is not significant.

31. Subsequent events

There have been no significant events subsequent to the balance date.

32. Contingencies

Guarantees

The Committee had the following guarantee at 31 December 2010:

- Bank guarantee of \$48,619.98 in respect of its leased premises at Atchison Street, St Leonards. The bank guarantees are scheduled to be cancelled as part of the finalisation of the lease arrangements.

33. Going Concern

The Committee plans its operations such that revenues and expenses match over the four year operating cycle which attaches to each Summer Olympic Games. The Committee has received the support of the Foundation to ensure that sufficient funds are available to operate on this break even basis over previous quadrenniums. As a result of this support the Committee has positive equity as at balance date.

Notes to the Financial Statements

For the year ended 31 December 2010

33. Going Concern (continued)

The Committee meets its day to day working capital requirements through a bank bill facility guaranteed by the Foundation. The Committee has prepared projected cash flow information for the period ending 12 months from the date of their approval of these financial statements. On the basis of this cash flow information the Executive consider that the Committee will continue to operate within the facility currently agreed until its expiry on 31 December 2011, when the Committee's bankers are due to consider extending the facility.

Budgets for the 2012 quadrennium have again been prepared on a break even basis and based on this and the continued expected support of the Foundation the Executive believe this is appropriate to adopt the going concern basis in the preparation of these Financial Statements.

STATEMENT BY THE EXECUTIVE

In the opinion of the Executive of the Committee:

- a. the financial statements and notes of the Committee as set out on pages 60 to 82 are drawn up so as to give a true and fair view of the Committee's financial position for the year ended 31 December 2010 and of their performance for the year ended on that date; and
- b. the financial statements and notes have been prepared in accordance with the basis of accounting described in Note 2; and
- c. there are reasonable grounds to believe that the Committee will be able to pay its debts as and when they become due and payable.

This statement is made out in accordance with a resolution of the Executive.

Signed on behalf of the Executive at Sydney this 18 March 2011.



J D COATES
President



P G MONTGOMERY
Vice President

Independent auditor's report to the members of Australian Olympic Committee Incorporated

We have audited the accompanying special purpose financial report of Australian Olympic Committee Incorporated which comprises the statement of financial position as at 31 December 2010, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory notes and a statement by the Board.

Members Responsibility for the Financial Report

The members of the executive of the Committee are responsible for the preparation of the financial report and have determined that the accounting policies described in Note 2 to the financial report, which form part of the financial report, are appropriate to meet the financial reporting requirements of the Associations Incorporations Act 1981 of Victoria and the Committee's Constitution and are appropriate to meet the needs of the members. The members are also responsible for such controls as they determine are necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

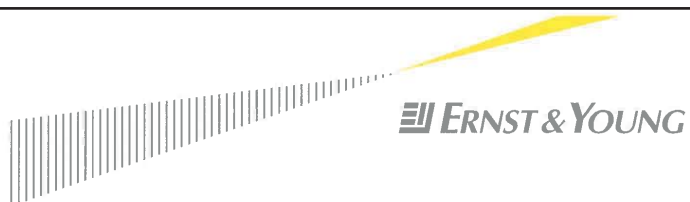
Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, we consider internal controls relevant to the entity's preparation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal controls. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the members, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit we have complied with the independence requirements of the Australian professional accounting bodies.



Opinion

In our opinion the financial report presents fairly, in all material respects, the financial position of the Australian Olympic Committee Incorporated as of 31 December 2010 and of its financial performance and its cash flows for the year then ended in accordance with the accounting policies described in Note 2 to the financial statements.

In our opinion the financial report is prepared, in all material respects, in accordance with the accounting policies described in Note 2.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 2 to the financial report which describes the basis of accounting. The financial report is prepared to assist Australian Olympic Committee Incorporated to meet the requirements of Associations Incorporations Act 1981 of Victoria and the Committee's Constitution. As a result the financial report may not be suitable for another purpose.

A stylized, handwritten signature of the Ernst & Young firm, written in black ink.

Ernst & Young

A handwritten signature of Daniel Cunningham, written in black ink.

Daniel Cunningham
Partner

Sydney
18 March 2011

