

PRESIDENT'S ADDRESS AUSTRALIAN OLYMPIC COMMITTEE Annual General Meeting Saturday, 9 May 2015

OLYMPIC AGENDA 2020

The 40 recommendations known as Olympic Agenda 2020 and which lay out the strategic roadmap for the future of the Olympic Movement were unanimously adopted by the 127th International Olympic Committee (IOC) Session in Monaco on 8-9 December, 2014.

The IOC Executive Board has approved an implementation plan and timetable with a significant number of the recommendations already in place, including:-

• For the bidding process (Recommendation 1), the new Invitation Phase for the 2024 Games started on 15 January. This gives interested cities the chance to see how the Olympic Games best fit into their long-term social, sporting, environmental and economic environment.

As I will shortly report, this has not been lost on the Council of Mayors of South East Queensland (SEQ) with their decision to explore the potential for a regional bid for the 2028 Olympic Games.

- Also from Recommendation 1, the Tokyo 2020 Organising Committee for the Olympic Games (OCOG) (Tokyo 2020) has, in reviewing its venue master planning, with the agreement of the International Federations (IFs) and the IOC, found US\$1 billion in savings by greater use of existing venues, with the potential for a further US\$500,000-US\$1billion in savings on the ten venues remaining to be approved.
- A new US\$20 million fund has already been deployed to protect the clean athletes (Recommendation 16).
- Work on the organisational structure of the Olympic Channel (Recommendation 19) is well advanced.

There will be further consequential changes to the Olympic Charter to be approved at the next IOC Session in Kuala Lumpur in July. Some may lead to further amendments to the AOC Constitution.

The changes about which I receive most enquiries from IFs and NFs relate to the Olympic program generally and the Tokyo 2020 program.

The Olympic program has already moved from a sport-based to an event-based program for which:

- 1. Regular reviews will be based on events rather than sports, with the involvement of the IFs, and with the following restrictions to be respected:
 - for the Games of the Olympiad: approximately 10,500 athletes, 5,000 accredited coaches and athletes' support personnel, and 310 events;
 - for the Winter Games: approximately 2,900 athletes, 2,000 accredited coaches and athletes' support personnel, and 100 events.
- 2. The IOC Session will continue to decide on the inclusion of any sport in the program.
- 3. The IOC will allow the OCOGs to make a proposal for the inclusion of one or more additional events on the Olympic program for that edition of the Olympic Games.

The key principles and timetable for Tokyo 2020 to follow are:

- 1. Tokyo has until the end of September 2015 to make proposals to the IOC to consider one or more events in sports not currently in the program of the Tokyo 2020 Games
- 2. Any such proposals will have to come from one of the 35 IOC-Recognised IFs
- 3. The events and athletes from these proposals from Tokyo 2020 would be considered on top of the approx. 10,500 athletes and approx. 310 events so no places are taken away from Olympic sports to give to the new proposals
- 4. The events will be included only for the Tokyo 2020 Games and not necessarily be included in the 2024 Olympic Program, as they are a proposal from Tokyo 2020 and considered in the context of adding value to the Tokyo 2020 Games
- 5. The proposals from Tokyo 2020 will need to be supported by an organisational and financing model and meet the wider criteria for the Olympic program, including international representation, anti-doping regulations, added value for the Games, youth appeal and the participation of the best athletes.

To be clear, any proposals by Tokyo 2020 are to be submitted to the IOC by September 2015. They will be considered by the IOC Olympic Program Commission, IOC Executive Board and then taken to the 2016 IOC Session in Rio de Janeiro in August for voting on the inclusion of any events proposed in sports not already on the Tokyo 2020 program. The decision on the inclusion of any additional events in sports already on the Tokyo 2020 program will be taken by the IOC Executive Board and Olympic sports will deal directly with the IOC in these discussions.

ANTI-DOPING

I expect you have been following the extensive media coverage in recent times on the Australian Sports Anti-Doping Authority's (ASADA) lack of investigative powers.

I have been arguing for them since 2000 and we came close in 2013 with the ASADA Amendment Bill, which included the power to require persons to:

- 1) attend an interview to answer questions;
- 2) give information; and
- 3) produce documents

even if to do so might tend to incriminate them.

Unfortunately the Government lacked the numbers in the Senate to pass this aspect of the amending Bill and we are left with an Act that excuses individuals from answering questions or giving information if the answer or the information might tend to incriminate them.

When it comes to investigating most of the nine anti-doping rule violations which are not based on the presence of a prohibited substance in an athlete's sample, ASADA has been largely left with its hands tied behind its back.

The AOC had filled the void in respect of alleged anti-doping rule violations on our watch by the insertion of more expansive "coercive powers" in amendments to our Anti-Doping By-Law in May 2013 and with your cooperation and support, as member National Federations, we took the opportunity to close the loop as part of us all (i.e. the AOC and NFs) becoming 2015 WAD Code compliant by imposing in all of our anti-doping rules and policies the obligations on all of our athletes and athlete support personnel to:

"co-operate with and assist ASADA, including by:

- a) attending an interview to fully and truthfully answer questions;
- b) giving information; and
- c) producing documents,

in an investigation being conducted by ASADA, even if to do so might tend to incriminate them or expose them to a penalty, sanction or other disciplinary measure."

What our elected representatives in Canberra would or could not do for ASADA, we have done for them.

One of the prime purposes of the WAD Code and the WAD Program which supports it is to ensure harmonised, coordinated and effective anti-doping programs to protect the clean athletes at not just the international level but also at the national level and this is intended to apply equally for all sports, i.e. Olympic and non-Olympic.

It is just plain wrong to say, as I have read, that the WAD Code was not designed for team sports. These commentators forget that the highly professional team sports of football, ice hockey, basketball and volleyball and the other team sports of handball, rugby sevens, hockey and water polo, which have always been bound by the Code at both the international and national levels, are Olympic sports.

The Olympic Movement in Australia is doing all we can to protect our clean athletes and the integrity of our sports by being a leading advocate in the fight against doping in sport and I thank and commend you all for being part of this concerted effort.

CHILD SEXUAL ABUSE IN SPORT

The AOC is concerned by the revelations at the Royal Commission into Institutional Responses to Child Sexual Abuse, including in one of our member sports. We are committed to protecting athletes from coaches, officials and others who may seek to take advantage of their unique and trusted relationship with them.

While we do not know of any incidents that have occurred in our Teams, that is not to say there have been none.

We had introduced mandatory Working with Children checks for all coaches, staff and officials joining any Australian Olympic Team. But checks alone are not enough. They only identify those who have been caught. And so on 31 July 2014 I wrote to the Chair of the Royal Commission, the Hon Justice Peter McClellan AM for advice and, with his support, we have been working with the Royal Commission to ensure we effectively protect the children in our care, and in sport generally, from sexual abuse. We are also studying the highly regarded programs and practices of the British Olympic Association and U.S. Olympic Committee in this area. I expect this will result in improvements to our policies and procedures including heightened supervision, training and whistle-blower measures which we will share with you.

SOUTH EAST QUEENSLAND BID FOR THE 2028 OLYMPIC GAMES

On 6 March 2015 the Council of Mayors of South East Queensland (SEQ) unanimously resolved to explore the potential for a regional bid for the 2028 summer Olympic Games.

Their Chairman, Councillor Graham Quirk, the Mayor of Brisbane, wrote on 13 March 2015 informing the AOC of the decision and stating that:

"Such a bid could tie together our region's many strengths – our climate and diversity, our innovative industries and institutions, our central focus on hospitality and tourism, our record of sporting excellence – and place them on the greatest international stage.

An SEQ Olympic bid can, and should, only proceed if it will demonstrably deliver a better region for our residents, and a stronger economy for Australia. A successful SEQ Olympic bid must tie to inbound investment attraction, industry growth and job creation, greater sustainability and an improved standard of living for all in the region."

Their approach is totally in tune with the IOC's new Agenda 2020 philosophy (Resolution 1): to invite potential candidate cities to present an Olympic project that best matches their sports, economic, social and environmental long term needs."

Councillor Quirk requested the AOC's in-principle commitment and support for their bid exploration process stage.

Since we hosted the Games in Sydney in September/October 2000 (and Melbourne in November/December 1956), the IOC has determined that the summer Games be held during the

period of 15 July to 31 August, with the Paralympic Games following, unless an exception is granted by the IOC Executive Board and for which proposed dates and rationale must be provided.

Brisbane and SEQ's climate is the only one of our three largest cities suitable for hosting a Games during this period and the possibility for later dates is remote as the Olympic Charter and Host City Contract require:

"that no major public or private event, conference or other meeting which could have an impact on the successful, planning, organising, financing and staging of the Games or their public or media exposure shall take place in the city itself or its region during the Games or during the preceding or following week, without the prior written approval of the IOC."

The NRL and AFL Grand Finals and the Sydney and Melbourne Racing Carnivals during the September-November period likely rule out later dates for hosting the Games in those cities unless these events can be changed.

Accordingly, the AOC Executive agreed to provide the AOC's in-principle commitment to collaborate with and support the Council of Mayors (SEQ) in their bid exploration process.

Consistent with the IOC's Olympic Agenda 2020 Resolutions, adopted in December 2014, I have counselled the Mayors that in their study they should recognise the elements for the two different budgets related to the Olympic Games: long-term investment in infrastructure and return on such investment on the one hand, and the operational budget on the other.

I pointed out that the key to minimising the infrastructure budget is to focus on the use of existing and temporary and demountable venues.

For the operational budget I informed them, as a guide, that for the 2024 Olympic Games the IOC will contribute an estimated USD1.5 billion to the success of the Games. This sum, together with national sponsorships and ticketing revenue accruing to the organising committee, should ensure that the operational budget essentially breaks even, as was the case for the Sydney 2000 and London 2012 Games.

While a formal expression of interest to the IOC for the 2028 Olympic Games is not required until January 2019, I reminded Councillor Quirk that the AOC must be a party to any bid and thus its endorsement is required.

International interest in the cities bidding for the 2028 Olympics will intensify once the 2024 host city is determined in 2017. Accordingly, the AOC has stipulated that the SEQ Council of Mayors complete their feasibility study by the end of 2016 and, if wishing to proceed, take the first half of 2017 to secure the necessary Government support in order for the AOC to finally consider their bid and make our decision in the second half of that year.

The 1956 Olympic Games in Melbourne and the 2000 Olympic Games in Sydney left a profound impact on Australia, not only through their sporting legacies, but across our society generally.

I know I can count on your cooperation and assistance when you are contacted by the SEQ bid exploration team for venue and other advice.

AUSTRALIAN BROADCASTING RIGHTS AWARDED TO SEVEN WEST MEDIA LTD (SEVEN)

In August 2014 the IOC awarded Seven the Australian broadcast rights for the 2016 Olympic Games in Rio de Janeiro, the 2018 Olympic Winter Games in PyeongChang, the 2020 Olympic Games in Tokyo as well as the 2014 Youth Olympic Games in Nanjing.

Underlining this new partnership is an option which, if exercised, extends the rights to include the 2022 Olympic Winter Games and the 2024 Olympic Games.

Seven's agreement with the IOC delivers free broadcast television and subscription television rights and expands beyond television to Seven's digital platforms, including online and Hybrid Broadband Broadcast Television. Seven has also secured radio broadcasting rights.

I was involved in the negotiations as a member of the IOC's TV Rights and New Media Commission and said at the time how:

"very pleased (I was) to have finalised this long-term agreement. We've had a long relationship with Seven, which last covered the 2008 Beijing Olympic Games and we are happy to welcome them back to the Olympic team. Seven will work closely with the IOC to make this a successful partnership, not only in terms of great broadcast coverage of the Games, but also support for the promotion of Olympic sports and the Olympic values."

The Chairman of Seven, Mr Kerry Stokes AC, said:

"We are delighted to once again be entrusted with bringing the Olympic Games to all Australians. The Olympic Movement and Seven have enjoyed a long and deep partnership since the Games in Melbourne. We are looking forward to celebrating our five decades' association with the Olympics in Rio and to taking this partnership to a new level over the coming decade."

SPONSORSHIPS 2013-2016

I am very pleased to confirm our public announcements that since last year's AGM, Sportscraft (Opening and Closing Ceremony and formal uniforms), Woolworths (Supermarket), Slater & Gordon (legal services), Crumpler (luggage), Toms (casual non-performance footwear) have joined our sponsor family.

We have another sponsor signed and waiting to be announced.

And in addition, today I am pleased to announce that Seven West Media has expanded its Olympic partnership with the IOC to support the Australian Olympic Team.

The multi-year partnership with Seven will include the Australian teams to compete at Rio 2016, PyeongChang 2018 and Tokyo 2020, as well as the 2016, 2018 and 2020 Youth Olympic Games.

Under this agreement, Seven has Team marketing rights across its television, magazines, newspaper and online publishing platforms through until the end of 2020.

The AOC will receive from Seven valued media support to increase promotion of Australian Olympic values to youth and enhance consumer engagement around the Team. Seven will also support and enhance the AOC's Olympic Education Program which already reaches 17,000 Australian teachers.

Today's announcement re-affirms Seven's total commitment to our teams and the Olympic Movement.

Although Seven has enjoyed a long-standing relationship with the Olympic Movement, which stretches back to the Melbourne 1956 Olympic Games, we are thrilled that this is the first time they have now come on board as a Partner of the Team. The new agreement will see Seven provide a range of services which will enhance our teams and their preparation through until 2020, as well as the experience of fans and viewers alike when they cheer for the Green and Gold when our athletes compete on the world stage.

Seven's support brings the value of sponsorships and supplier agreements contracted to date for 2013-2016 to \$33.7m. This is an increase of \$8.9m over the year and we are tracking well towards achieving our target of in excess of \$40m.

For the 2017-2020 quadrennium we have sponsors contracted to the value of \$19.9m compared to \$9.6m at this time last year.

FUNDRAISING 2013-2016

The AOC and member State and Territory Olympic Councils are once again fortunate to enjoy the support of outstanding Team Appeal Committees and Chair.

In Queensland, the Chair is Mr Mark Stockwell; in NSW, John Conde AO; in Victoria, Mr David Thodey; in South Australia, Mr Robert Gerrard AO; and in Western Australia, the Hon Richard Court AC.

Their target is \$7.8m of which the State Governments have paid or committed \$2.2m to their respective State Team Appeals.

A further \$1.2m has been raised to date with plans and table sales progressing well for the major corporate fundraising lunches and dinners before the Team's departure to raise the balance.

AUSTRALIAN OLYMPIC FOUNDATION

The Foundation was established in 1996.

The members and Board of the Trustee of the Australian Olympic Foundation - that is, the Australian Olympic Foundation Limited - are the voting members of the Executive of the AOC from time to time. That being the case and being mindful that one of the purposes of establishing the Foundation was to separate it from the day to day activities and control of the AOC, we have continued the practice of reporting separately on the Foundation's activities and results.

To that end, the 2014 Annual Report of the Foundation was circulated with the 2014 Annual Report of the AOC. It contains my Chairman's Review, at pages 110-112 and from which you will note net assets grew from \$135.1 million to \$140.3 million over the calendar year.

A copy of my report to the Board of the Foundation at its meeting yesterday has been distributed today for your information.

Following an interim distribution of \$1.15 million received by the AOC for the first quarter of this year total net assets stood at \$148.6 million at 31 March 2015.

Total distributions received by the AOC since 1 January 2001 when the Foundation received its \$88.48 million legacy from Sydney hosting the 2000 Olympic Games now amount to \$91.8 million.

The Foundation's return as at 31 March 2015 on a per annum basis since inception is 8.4% p.a. which is 2.6% above its rolling 4 year return target of 5.8.% p.a.

It is the distributions from the Foundation, along with sponsorship and fundraising income, which enables the AOC to fulfil its role as an independent NOC and without the Government funding on which the great majority of NOCs depend.

SUBMISSION FOR THE SPECIFIC LISTING OF THE AOF IN THE INCOME TAX Assessment Act 1997 (Cth) (Income Tax Act) as a deductible gift recipient (DGR)

I reported last year that the AOF had applied to the Treasurer, the Hon Joe Hockey for DGR listing to enable it to seek a refund from fully, or partially, franked dividends it receives from shares it holds in publicly listed companies through managed funds.

Since 2001 these franking credits have totalled \$8.8m.

The AOC advised that it would increase its direct Medal Incentive Funding to medallists by the amount of the resultant additional distributions, which over the last four years would have averaged \$618k per annum.

Sporting organisations are not eligible for DGR status under the general categories in the Income Tax Act and specific listing is only granted in exceptional circumstances.

Unfortunately, the Minister for Finance and Acting Assistant Treasurer, the Hon Matthias Cormann responded on 22 September 2014 that, on balance, these merits (that is, increasing funding to medallists) are not sufficiently exceptional to warrant the listing of the AOF as a DGR.

HARRY GORDON MEMORIAL AWARD FOR OLYMPIC JOURNALISM

We recognised the passing of Harry Gordon CMG AM earlier in this meeting and his distinguished career at pages 35-36 of our 2014 Annual Report.

Harry was small in stature but a giant of the Australian media. He was a war correspondent, newspaper editor, historian and the doyen of Olympic writers over many decades.

Harry mentored many young journalists. He sent a very young Laurie Oakes to Canberra.

He was admired and respected not only by his Olympic family but the media also held Harry Gordon in the highest regard.

Over the years many young journalists have aspired to be as good as Harry Gordon.

We want Harry's memory to live on, especially at Games' time when journalists pack the press tribune and cover the excitement of the world's biggest and most prestigious sporting event, the Olympic Games.

Today we are announcing the Harry Gordon Memorial Award for Olympic Journalism.

An award will be presented for the best single piece of journalism across print/digital/broadcast from each Olympics, summer and winter and commencing in 2016.

2016 AUSTRALIAN OLYMPIC TEAM, RIO DE JANEIRO, BRAZIL

As part of the IOC's Executive Board and Coordination Commission for Rio 2016, I was in Rio in February to assess the progress of the 2016 Games along with IOC President Thomas Bach.

We are now pleased with the progress being made on the venues in the Barra and Deodoro Olympic Parks. Both areas are on track to leave great legacies for the people of Rio and the athletes of Brazil.

Rio is entering the most intense period of preparations. The Rio team must reach a new level of detail in its planning while delivering 21 test events this year and welcoming some of the world's best athletes. The IFs for sailing, rowing and sprint canoeing are continuing to monitor the water quality at their competition venues as the Rio 2016 Organising Committee (Rio 2016) works to address their concerns.

We were reassured to hear from the Rio team that support for the Games remains strong across Brazil.

With the ticket, volunteer and mascot programs underway, the coming months will see an increase in the engagement opportunities for Games fans around the country.

President Bach met with Brazilian President Dilma Rousseff during our visit and she confirmed not only her full commitment to the success of the Games but also the full commitment of all levels of government. She made it very clear that all the Federal ministries will make every effort to ensure the success of the Games.

This commitment from the Federal, State, and City governments shows us that all of Brazil is behind these Games.

All of the 250,000 people who applied to be volunteers for the Games will receive English courses and training.

The Games will see more than seven million tickets made available, out of which 3.8 million will be sold for USD 30 or less. With the cheapest ticket at USD 15, reductions for students and

the elderly and payment possible in instalments. These Games will be highly affordable for the local population.

The AOC received 34,418 tickets in our first allocation for sale in Australia through our Authorised Ticket Reseller, CoSport. This was around 4,000 tickets more than our London allocation.

From 23 April–4 May, Australian fans were invited to submit a ticket request in the General Public Request phase. Interest was exceptionally high – approximately 32,000 tickets were requested and it will come as no surprise that we are over-subscribed for the ceremonies, swimming, diving, artistic gymnastics, hockey, track cycling, beach volleyball and water polo. The AOC and CoSport will continue to work with Rio 2016 to address the shortfalls.

Tickets are still available for many events and will be available for purchase during the online Live Sales phase commencing 19 May.

Rio 2016 will again run an Athlete Family and Friends Program where athletes will have access to purchase two tickets (one in the case of swimmers) for each event in which they participate. The AOC has made an additional ticket available to Swimming Australia for swimmers out of our allocation to bring them up to two tickets each in line with other sports. Athletes in team sports will have access to Australia specific matches through the Follow My Team program.

The IOC wants to leave the Closing Ceremony in 2016 not just saying goodbye and thank you. We want to leave knowing there is a great legacy plan in place for the Cariocas and for Brazil.

Most pleasingly, the Games will be a catalyst for social and economic development in Rio and Brazil.

For example, thanks to the Games, new much needed infrastructure is being built in Rio.

This includes a new metro line that will link the regions of Ipanema and Barra. Overall, the improved public transport system will benefit at least one million people in Rio. Previously, only 16 per cent of the population had access to public transportation in Rio. After the Games, that number is expected to increase to 63 percent.

So, for Rio the IOC has many reasons to be confident and we are inspired by their legacy project.

So far as our Australian Team is concerned, we are anticipating around 470 athletes. This would be our second largest away Team ever, after Athens in 2004.

While acknowledging it will not be easy, we remain committed to our Top 5 objective. Performances in the last few months have been extremely encouraging – our shooters, sailors and BMX riders are showing great depth, with regular podium finishes in World Cup events. We finished the World Track Cycling Championships earlier this year with three gold medals in Olympic classes – a fantastic result. Our swimmers posted some world class times at their recent trials and we look forward to their performances at the forthcoming FINA World Championships in Kazan. In Team sports we have showed consistent strength, especially in hockey, women's rugby sevens and water polo.

As well as performances on the field Chef de Mission Kitty Chiller is also ensuring we have a united team - 'One Team' that understands and respects the honour of being an Australian

Olympian. The IGNITE the Dream roadshow has been proved very successful with Kitty and many other Olympians addressing over 1,000 Rio hopefuls.

IOC PRESIDENT THOMAS BACH'S VISIT TO CANBERRA AND SYDNEY (28-29 APRIL); SUVA, FIJI (30 APRIL – 2 MAY); PORT VILA, VANUATU (3 MAY) AND AUCKLAND AND CAMBRIDGE, NEW ZEALAND (4-5 MAY, 2015)

IOC President Thomas Bach visited Fiji last week for the Oceania National Olympic Committees (ONOC) Annual General Meeting. Along the way he visited Canberra to meet with Prime Minister the Hon Tony Abbott MP and Minister for Health and Sport, the Hon Sussan Ley.

In Sydney we presented President Bach with the AOC Order of Merit at a reception in his honour and he met with a delegation from the SEQ Bid for the 2028 Olympic Games, led by Sunshine Coast Mayor, Mark Jamieson and with Brisbane Lord Mayor, Councillor Graham Quirk joining by teleconference.

President Bach travelled by boat to Sydney Olympic Park (SOP) to inspect the legacy there with Premier, the Hon Mike Baird and Minister for Sport, the Hon Stuart Ayres. At SOP he was welcomed by SOPA Chairman and President of the Sydney Organising Committee for the Olympic Games, the Hon Michael Knight AO and the Director of the Sydney 2000 Olympic Coordination Authority, David Richmond AO. We visited the Olympic Village, Olympic Stadium, Munich Memorial and Cathy Freeman Park where the President was introduced by Susie O'Neill, including to a squad of our best young fencers.

In addition to attending the ONOC meeting President Bach met with the President and Prime Minister of Fiji. Then followed a visit to Vanuatu for meetings with the Vanuatu Olympic Committee and to inspect the sports facilities damaged by the recent Cyclone Pam and for which the IOC is providing USD500,000 for reconstruction. And again, President Bach met with the President and Prime Minister.

Then to Auckland for meetings with the New Zealand Olympic Committee, a dinner reception with the Governor General, meeting with the NZ Sports Minister and a visit to the rowing and cycling high performance centres at Cambridge.

While the IOC is an independent non-governmental body, it is one of only three NGOs that enjoys Observer Status at the United Nations (UN) and with which it is working in close cooperation with Secretary General, Ban Ki-moon in relation to its post Millennium Sustainable Development Goals, in particular concerning the inclusion of sport in the final declaration later this year.

President Bach took the opportunity to seek the support for this initiative of the Australian, Fiji, Vanuatu and New Zealand Governments in his meetings with their heads of state and government and was well received. Specifically the text the IOC is proposing be included is:-

"In Sport all people are equal, sport speaks a universal language, contributes to mutual understanding, health and education and promotes values like tolerance, respect and inclusion – with this sport has an enormous potential to assist reaching peace and sustainable development."

Since being elected in September 2013, President Bach has now met with over 100 heads of state and governments and twice addressed the United Nations. All part of emphasising the role sport can play in society and for social cohesion.

PRESENTATION OF IOC OLYMPIC ORDER TO MS HELEN BROWNLEE OAM

During the Opening Ceremony for the ONOC AGM, President Bach awarded the IOC Olympic Order to Helen Brownlee. The Olympic Order is the highest honorary award given by the IOC and I will conclude by sharing Helen's presentation ceremony with you.

Congratulations Helen.

JOHN COATES AC President