

AUSTRALIAN OLYMPIC COMMITTEE



ANNUAL REPORT

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AUSTRALIAN OLYMPIC COMMITTEE

AUSTRALIAN OLYMPIC COMMITTEE INCORPORATED

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AUSTRALIAN OLYMPIC COMMITTEE

MISSION OVERVIEW

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.

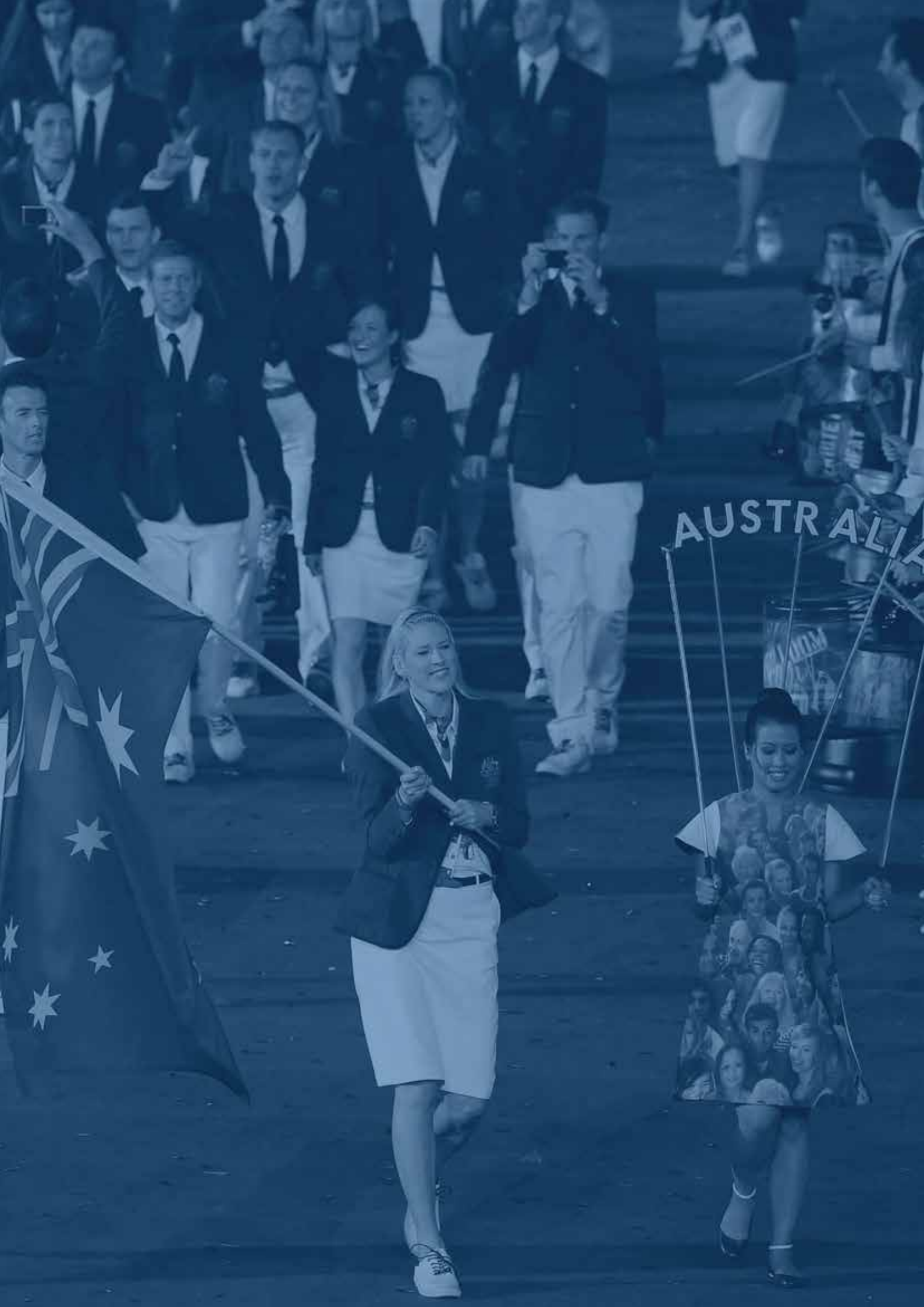
The Australian Olympic Team is the embodiment of our nation's hopes, dreams and desires.

The Team links faces and names of past and present athletes across 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 teamwork.

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 Australian Olympic Committee is committed to promoting the Olympic ideals and values to all through sport.



PRESIDENT'S REVIEW



The London Olympic Games of 2012 were stunningly successful, exceeding all expectations.

The universal praise afforded to the architect of London's "dream come true", LOCOG Chairman, Lord Sebastian Coe and the members of his team was richly deserved.

Britain's athletes performed superbly. The crowds in the arenas and parks and streets and pubs gave the home team gold medal support. London's volunteers were a benevolent army, generous with advice and unfailingly cheerful of spirit.

The athletes, officials and the spectators all came away feeling they had been part of a spectacular event.

I congratulate Chef de Mission, Nick Green and the Australian Olympic Team on their achievements. Seventh on the overall medal tally with 35 medals, is exactly what we had benchmarked one year out from the Games. Unfortunately, we did not match the 15 gold medals won in 2011, with our seven gold placing us 10th on the gold medal tally.

Anna Meares (track sprint) and Sally Pearson (100m hurdles) were simply outstanding in winning gold. So too was Alicia Coutts with five medals including gold with her teammates in the women's 4 x 100m freestyle relay, Cate Campbell, Melanie Schlanger, Brittany Elmslie, Libby Trickett, Emily Seebohm and Yolane Kukla. Likewise the K4, Murray Stewart, Tate Smith, Jake Clear and David Smith in winning their gold, while the sailors down at Weymouth dominated with three gold and a silver. Tom Slingsby (Laser), Malcolm Page and Mathew Belcher (470), Nathan Outteridge and Iain Jensen (49er) and the women in the match racing - Nina Curtis, Lucinda Whitty and Olivia Price, all did us proud.

There were many other standout performances from our Team. Jessica Fox won so many hearts winning silver in the whitewater after capsizing in the first run. The baby of the Team Brittany Broben, at just 16, claiming silver in the 10m platform diving. Kim Crow's two medals at the rowing, silver in the double sculls with Brooke Pratley and bronze in the single scull. Mitchell Watt in the long jump and Jared Tallent in the walk were superb with their silver medals. In the team sports, men's hockey, women's basketball and women's water polo were magnificent, each winning bronze medals.

While much has been made of our swimmers' performance, behaviour and the governance of the sport, swimming has been by far the major contributor to our Olympic medal tally and the sport deserves our full support.

To this end the AOC supports the recommendations of the Independent Review of Swimming commissioned by the Board of Swimming Australia Limited and the Australian Sports Commission (ASC) and remains confident that our swimmers can return to the top few nations in Olympic competition.

The Australian public also deserve a big thank you for their loyal support of our London Team. The Welcome Home Parades were again a rousing success with the warmest of welcomes given to our athletes in all cities visited.

I believe the signs are good for our 2016 Team in Rio de Janeiro with so many talented athletes coming through the ranks in a variety of sports. We are planning at this early stage of the quadrennium to send a Team of 480 athletes which would include the new sports of golf and rugby sevens, pleasingly in each case with equal numbers of men and women participating.

Our objective again is to finish in the top five nations on the gold and overall medal standings and I am pleased that the Australian Sports Commission (ASC) shares this target

PRESIDENT'S REVIEW continued

in Australia's Winning Edge 2012-2022 plan released by ASC Chairman, John Wylie last December.

I fully support the thrust of Winning Edge with its unapologetic emphasis on producing champions. And it is hard to argue against the corporate logic of individual national federations being held more financially accountable for the Government funding they receive, not only for their high performance and whole of sport participation outcomes but also for their anti-doping, integrity and corporate best practice measures and targets.

Just as national federations will have to measure up, so too will the AOC in the better, and perhaps with a different approach, delivery of our Olympic Teams. Our major competing NOCs have clearly moved on since our Teams finished fourth on the medal tallies in Sydney 2000 and Athens 2004.

Working with the AIS and the other Institutes, including tapping into their key administrative, as well as coaching, sports science and medicine personnel and resources even more closely than we did in the lead-up to 2000, will be crucial if our Olympic Teams are to lift again and achieve the success we wish for them.

We are mindful of the tough economic climate that persists across most sectors of Australian business and society. As I said during the London Games this is not the time for national federations, or the AOC on their behalf, to be going cap in hand to the Federal Government for more money.

The AOC is not immune and in that regard I refer to my Chairman's Review at page 102 of the accompanying 2012 Annual Report of the Australian Olympic Foundation (Foundation).

You will read that while the capital base of the Foundation has increased from \$109 million at the commencement of 2001 to \$115.6 million at the end of 2012, after distributions to the AOC totalling \$80.4 million over those 12 years, distributions over the 2013-2016 quadrennium will likely be \$18.4 million, a negative variance of \$6.77 million on the 2009-2012 quadrennium. Essentially this is a result of the combination of the 10 year bond rate on which the Foundation's distributions are based being at its lowest in the history of the Foundation and the asset base of the Foundation being lower than that on which the 2009-2012 distributions were based.

In response and as part of its 2013-2016 quadrennium budget deliberations, the AOC Executive determined that it would be its funding to summer national federations for

international competition (\$6.4 million over the 2009-2012 quadrennium) which would not be continued. Some cushion has been provided for the eight summer national federations which each receive less than \$100,000 per annum or thereabouts in high performance funding from the ASC/AIS by the setting aside of \$500,000 over the 2013-2016 quadrennium under a new funding program to assist in preparing their most talented athletes.

Total AOC funding budgeted for our four Olympic Teams and other programs for the 2013-2016 quadrennium is \$39,168,000 comprising for:-

- sports on the program of the 2016 Olympic Games	\$29,879,000
- sports on the program of the 2014 and 2018 Olympic Winter Games	\$8,829,000
- Olympic education	\$460,000
	<hr/>
	\$39,168,000

Full details of these programs and funding guidelines are available on the AOC website olympics.com.au.

As for the Olympic Games in Rio, our expectations for the Olympic Winter Games in Sochi are high. With the inclusion of ski and snowboard slopestyle events our Team could number 55 to 60 athletes, considerably more than the 40 who competed for Australia in both Torino 2006 and Vancouver 2010.

Our objective is to improve on our 18th position in Vancouver and finish within the top 15 nations on the medal tally. Again this is a target the ASC shares in its Winning Edge plan.

Ian Chesterman will again lead our Team to Russia, his fifth as Chef de Mission and he and Olympic Winter Institute of Australia, Chief Executive Geoff Lipshut are aware of the challenges our Team faces from President Vladimir Putin's inspired Russian team, other generously funded emerging winter NOCs from eastern Europe as well as the USA, Canada, China, Republic of Korea, Japan and the traditional winter sport nations from Scandinavia, western and central Europe. A tough call.

I was delighted when Olympic swimming legend, Susie O'Neill accepted our invitation to assume the role of Chef de Mission for our 2014 Youth Olympic Team to compete in Nanjing, China. She is not only most capable, but will be an inspirational leader.

I also welcomed seven new members elected by their peers to the AOC Athletes' Commission in London - Anna Meares,

PRESIDENT'S REVIEW continued

Steve Hooker, Stuart O'Grady, Lauren Mitchell, Ken Wallace, Loudy Wiggins and Kim Crow. They join James Tomkins and winter athletes Paul Murray and Jenny Owens. At the first meeting the Commission elected Kim Crow Chair and Paul Murray Deputy-Chair.

Congratulations to six-time Olympian and three-time Olympic champion, James Tomkins on his election to the IOC Athletes' Commission. There are appeals before the Court of Arbitration for Sport involving two athletes, but not affecting James and one other. When they are determined and it is clear who are the four athletes elected to the Athletes' Commission in London, they will be submitted for election as IOC Members by the IOC membership. James will make an outstanding contribution to the IOC and the athletes of the world will benefit from his experience and leadership.

On behalf of our Olympic Teams I thank our State and Territory Olympic Appeal committees for another superb effort in raising a record net \$7.2 million, exceeding their target by \$1 million.

The Victorian Olympic Team Appeal netted \$2.7 million of which the 2012 Prime Minister's Olympic Dinner in Melbourne, driven by Committee Chairman, Peter Fox provided \$2.1 million. A superb evening and record result. The NSW Olympic Team Appeal netted a solid \$2 million, while the South Australia Olympic Appeal performed with credit among the other States and ACT in taking bronze with \$800,000.

In September 2012 the AOC consented to the sale by Michael Bushell of his 100% shareholding in the AOC's long-term exclusive marketing and licensing agent, Sports Marketing and Management Pty Ltd to Lagardère Unlimited, which in turn is a subsidiary of one of France's largest and best known companies, Lagardère SCA. Michael has committed to stay with the company at least until the end of 2016.

SMAM has agreed on a "revenue target" of \$40.2 million for the 2013-2016 quadrennium which is a 9% increase on the \$36.6 million (\$32.6 million net) of total sponsorship revenue achieved for the 2009-2012 quadrennium.

At which point it is appropriate to thank our worldwide and national sponsors for their wonderful support. Given the AOC neither seeks nor receives Federal Government funding, our sponsors are critical and very much appreciated.

Our colleagues at the ASC/AIS and the State and Territory Institutes and Academies deserve our collective praise for their efforts in preparing our Olympic Team athletes.

Finally, I must express my gratitude to the AOC Executive, Secretary General Craig Phillips, the Directors and staff of the AOC for their professionalism. We have a small but remarkable team.

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; and
- Rio 2016 Coordination Commission

President, International Council of Arbitration for Sport (ICAS) and Court of Arbitration for Sport (CAS)

Council Member, International Rowing Federation (FISA)

Member, AOC Finance Commission

Chairman, Australian Olympic Foundation Limited (AOF)

Member, AOF Investment Advisory Committee

Member, Oceania National Olympic Committees (ONOC) Executive

Director, Oceania Foundation

Member, Grant Samuel Advisory Board

Chairman, William Inglis & Son 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 Finance Commission

Member, AOC Audit Committee

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 South Coast, NSW

Member since 1993

Chairman, AOC Remuneration & Nominations Committee

Director, Australian Olympic Foundation Limited

Advisor, Department of Regional Australia, Local Government, Arts & Sport

IOC Member in Australia

R KEVAN GOSPER AO BA (Hons) Dsc.

Olympian (Athletics)

1956 (1 Silver medal), 1960 (Team Captain) Olympic Games

Resident of Melbourne, VIC

Member since 1977

Member, International Olympic Committee

Chairman, IOC Press Commission

Member, Olympic Solidarity Commission

Member, AOC Remuneration & Nominations Committee

Director, Australian Olympic Foundation Limited

Member, ONOC Executive

Honorary Chairman, Oceania Foundation

Member Executive Council, Association of National Olympic Committees (ANOC)

Deputy Chairman, Crown Limited

Chairman, Code of Practice for Sports News Reporting

Chairman, United Nations Global Compact Principles for Social Investment

MEMBERS OF THE EXECUTIVE continued

Secretary General

CRAIG PHILLIPS

MBA Dip. Teaching (PE)

Resident of Sydney, NSW

Member since 2005

Director, Olympic Winter Institute of Australia

Member, 2012 Team Executive

Member, 2014 Team Executive

Member, ANOC Technical Working Group

Other Members

LYNNE BATES AM

Olympian (Swimming)

1968 (1 Silver medal) Olympic Games

1970 (4 x Gold medals) Commonwealth Games

Resident of Sydney, NSW

Member since 2001

Director, Australian Olympic Foundation Limited

Life Member, Swimming Australia Limited

Company Director

HELEN 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

Chairperson, FIC Women's Commission

President, Oceania Canoe Association

President, Commonwealth Canoe Federation

Chair, ONOC Women & Sport Commission

Deputy Chair, Penrith Whitewater Stadium

Member, Australian Centre for Olympic Studies Advisory Committee

IAN CHESTERMAN B.Com

Resident of Launceston, TAS

Member since 2001

Chef de Mission, 2014 Australian Olympic Winter Team

Director, Australian Olympic Foundation Limited

Director, Olympic Winter Institute of Australia

Director, Sportcom Pty Limited

KIMBERLEY CROW BA/LLB (hons) GDLP

Olympian (Rowing)

2008, 2012 (1 Silver medal, 1 Bronze medal) Olympic Games

Resident of Canberra, ACT

Member since 2012

Chair, AOC Athletes' Commission

Deputy Chairperson, Rowing Australia Athletes' Commission

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

Member, Venue Management Advisory Committee, Sydney International Regatta Centre

MEMBERS OF THE EXECUTIVE continued

NICHOLAS GREEN OAM

Olympian (Rowing)
1992 (Gold medal), 1996 (Gold medal)
Olympic Games
Resident of Melbourne, VIC
Member since 2005
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

PAUL MURRAY B.Ed

Olympian (Cross Country Skiing)
2006, 2010 Olympic Winter Games
Resident of Melbourne, VIC
Member since 2012
Deputy Chair, AOC Athletes' Commission

ANDREW PLYMPTON

Resident of Melbourne, VIC
Member since 2009
Member, AOC Audit Committee
Member, AOC Finance Commission
Director, Australian Olympic Foundation
Limited
Member, AOF Audit Committee
Commissioner, Australian Sports
Commission
Chairman, Beyond Sportswear
International Limited
Chairman, Adeffective Limited
Chairman, Entellect Limited
Director, Energy Mad Limited
Director, Newsat Limited
Australian Advisory Board, Aon Risk
Limited
Chairman, Yachting Australia High
Performance Advisory Board

RUSSELL G WITHERS

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

ATHLETES' COMMISSION

Chairperson

KIMBERLEY CROW BA/LLB (hons) GDLP

Rowing

2008 Beijing

2012 London (1 Silver, 1 Bronze medal)

Deputy Chairperson

PAUL MURRAY B.Ed

Cross Country Skiing

2006 Torino

2010 Vancouver

Members

STEVEN HOOKER OAM

Athletics

2004 Athens

2008 Beijing (1 Gold medal)

2012 London

ANNA MEARES OAM

Cycling

2004 Athens (1 Gold, 1 Bronze medal)

2008 Beijing (1 Silver medal)

2012 London (1 Gold, 1 Bronze medal)

LAUREN MITCHELL

Gymnastics

2008 Beijing

2012 London

STUART O'GRADY OAM

Cycling

1992 Barcelona

1996 Atlanta (2 Bronze medals)

2000 Sydney

2004 Athens (1 Gold medal)

2008 Beijing

2012 London

JENNY OWENS

Alpine Skiing

2002 Salt Lake City

Freestyle Skiing

2010 Vancouver

JAMES TOMKINS OAM

Rowing

1988 Seoul

1992 Barcelona (1 Gold medal)

1996 Atlanta (1 Gold medal)

2000 Sydney (1 Bronze medal)

2004 Athens (1 Gold medal)

2008 Beijing

KENNETH WALLACE OAM

Canoe/Kayak

2008 Beijing (1 Gold, 1 Bronze medal)

2012 London

LOUDY WIGGINS

Diving

1996 Atlanta

2000 Sydney (1 Bronze medal)

2004 Athens (1 Bronze medal)

2012 London

SENIOR MANAGEMENT

Director, Corporate Services

JOCELYN WEBB MBA BEc CA

Director, Marketing and Brand Protection

ALAN GROVER FAMI CPM*

Director, Media and Communications

MIKE TANCRED

Director, Sport

FIONA DE JONG LLB (Hons) BIT

General Manager, AYOF and Events

ANDREW MCALLISTER B.Ed**

General Manager, National Fundraising and Community Programs

JAMES EDWARDS BA Leisure Mgt

Senior Counsel and General Manager Brand Protection

CLAUDIA MACKIE BMedia LLB (Hons)

General Manager, Information and Technology

ANTHONY SOULSBY MA Comms

* Retired 15 October 2012

** Position redundant as of 28 February 2013

ANDREW REID B.AppSc (Sp Media), G.Cert (Mktg)

Manager Websites and Media

FRANCES CORDARO BEd (HMHE)

Manager Media and Olympic Education

TAYA CONOMOS BA Pub Com LLB

Media Assistant

Sport and Operations

LISA SAMS BA (Sp Mktg)

Manager Games Operations

(Parental Leave)

NICOLE PALMER B.Ed HMR

Coordinator Games Operations

(Parental Leave Replacement)

LAUREN FITZGERALD

Manager Sport Services

JENNIFER ANSON BA Sp St, Dip Event Mgt

Manager Sport and Youth Programs

CAYLIE SAUNDERS LLB (Hons) BIR

Manager Sport Services

GABRIELLE MASSON BSpBus

Coordinator Sport

National Fundraising and Community Programs

MEGAN SISSIAN

Manager Athlete and Olympian Services

JULIA COOK BBus

Coordinator National Fundraising and

Events

Marketing and Brand Protection

MEGAN HOR BCom

Manager Brand and Ticketing

Finance

PAULINE SYDENHAM BFA CPA

Manager Finance

BEN GRAHAM BCom BMath MAcc ASA

Accountant

ANGELA MONTI

Accounts Payable

Information Technology

BEN TROY

IT Administrator

DANIEL EVANS BBusSportMgt(Acctg)

Data Coordinator

Administration

RAELENE MAIR

Manager Administration

LISA MILLEN

Administration Assistant/Receptionist

ACT Olympic Council

BRUCE COE PhD

Honorary Secretary

New South Wales Olympic Council

JAMES EDWARDS BA Leisure Mgt

Executive Director

GEORGINA EXTON BM Sp Ex

Coordinator

Queensland Olympic Council

TREVOR BECKINGHAM BBus (Acctg) FCPA

Secretary General

South Australian Olympic Council

KIRSTY WITHERS

Executive Director

Tasmanian Olympic Council

SALLY NAPTHALI

Executive Officer

Victorian Olympic Council

GILL BREWSTER MBA, BA, Dip Teaching (Primary)

Executive Director

MARIA CABELIZA Dip Tourism/Event Mgmt

Project Coordinator

Western Australian Olympic Council

AMANDA GOHR BA Comms

Executive Director

JASON PEDULLA BCom

Manager, Operations and Events

STAFF

Executive Office

PAMELA HARRIS

Executive Assistant to President

Secretary General's Office

KYLIE PEAKE

Executive Assistant

KYLIE ALGIE

Manager Human Resources

Media and Communications

JULIE DUNSTAN BBus (Tourism)

Manager Media

ALICE WHEELER BA PubCom BA IntSt

Manager Media

AUDITORS

ERNST & YOUNG

SOLICITORS

ALLENS LINKLATERS

JOHNSON WINTER AND SLATTERY
LAWYERS

KENNEDYS

MINTER ELLISON

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

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.

Honorary Life President

SYDNEY B GRANGE AO OBE MVO (deceased)

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)
HERBERT K MAXWELL (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
HELEN M BROWNLEE OAM

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 achievement or his own contribution to the development of sport.”

The following Australians have been awarded the Olympic Order:

JOHN BROWN AO

DAWN FRASER AO MBE

SYDNEY B GRANGE AO OBE MVO (deceased)

WILLIAM BERGE PHILLIPS OBE (deceased)

JULIUS L PATCHING AO OBE (deceased)

BETTY CUTHBERT AM MBE

HERB ELLIOTT AC MBE

SHANE GOULD MBE

GEOFFREY HENKE AO

JOHN DEVITT AM

BRIAN TOBIN AM

STEPAN KERKYASHARIAN AO

PROF. LOWITJA O'DONOGHUE CBE AC

JOHN D COATES AC (GOLD)

THE HON MICHAEL KNIGHT AO (GOLD)

DAVID RICHMOND AO (GOLD)

SANDY HOLLWAY AO

JIM SLOMAN OAM

MICHAEL EYERS AM

BOB LEECE AM

MICK O'BRIEN AM

ROBERT ELPHINSTON OAM

MARGARET MCLENNAN

NORMAN MAY AM

JOHN FITZGERALD AM (deceased)

SHIRLEY DE LA HUNTY (STRICKLAND) AO MBE (deceased)

DI HENRY OAM

HARRY GORDON CMG AM

CATHERINE FREEMAN OAM

PETER MONTGOMERY AM

THE HON JOHN HOWARD OM AC (GOLD)

MARJORIE NELSON (JACKSON) AC CVO MBE

KERRY STOKES AC

PHILLIP W COLES AM

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 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 confer the Order of Merit on a person who, in the opinion of the Executive has achieved remarkable merit in the sporting world, either through his/her personal achievement or his/her 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 (deceased)
TOM WIGLEY (deceased)

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 TRESPCOWTHICK AC KBE
NORMAN RYDGE AM CBE OBE

1989

NORMAN MAY AM

1990

MICHAEL WINNEKE (deceased)
THE HON. GRAHAM RICHARDSON

1991

JOHN STANLEY
DAVID ZUKER OAM

1994

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

1996

DR JEAN ROBERTS
GARY PEMBERTON AC

1997

WILF BARKER (deceased)

1999

HARRY GORDON CMG AM

2001

DR BRIAN SANDO OAM (deceased)
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
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 (deceased)
DAVID FORDHAM (deceased)
BRUCE MCAVANEY OAM

2009

MAX BECK AM
JOHN CONDE AO
ROBERT GERARD AO

2010

MICHAEL BUSHELL
DAVID CLARKE AO (deceased)
DR JOHN HEWSON AM
JOHN MCINTOSH

2012

PROF. PETER FRICKER OAM

2013

H.E. SHEIKH AHMAD AL-FAHAD AL-SABAH

AUSTRALIAN OLYMPIC COMMITTEE PRESIDENTS & SECRETARIES GENERAL⁽ⁱ⁾ & INTERNATIONAL OLYMPIC COMMITTEE MEMBERS IN AUSTRALIA

CHAIRMAN / PRESIDENT	HONORARY SECRETARY/ SECRETARY GENERAL	IOC MEMBERS	IOC EXECUTIVE BOARD
JAMES TAYLOR CBE ⁽ⁱⁱ⁾ 1920 – 1944	GEORGE SHAND (acting) 1920	LEONARD A CUFF ⁽ⁱⁱⁱ⁾ 1894 – 1905	R KEVAN GOSPER AO Executive Board 1986 - 1990, 1995 - 1999 Vice President 1990 – 1994, 1999 - 2003
SIR HAROLD ALDERSON MBE 1944 – 1973	OSWALD G H MERRETT 1921 - 1924	RICHARD COOMBES 1905 – 1932	JOHN D COATES AC Executive Board 2009 - present
SIR EDGAR TANNER CBE 1973 – 1977	JAMES S W EVE MBE 1924 – 1947	JAMES TAYLOR CBE 1924 – 1944	
SYDNEY B GRANGE AO OBE MVO 1977 – 1985	SIR EDGAR TANNER CBE 1947 – 1973	SIR HAROLD LUXTON 1933 – 1951	
R KEVAN GOSPER AO 1985 – 1990	JULIUS L PATCHING AO OBE 1973 – 1985	HUGH R WEIR CBE OBE 1946 - 1975	
JOHN D COATES AC 1990 - present	PHILLIP COLES AM 1985 – 1993	LEWIS LUXTON CBE OBE 1951 - 1974	
	PERRY CROSSWHITE AM 1993 – 1995	DAVID H MCKENZIE AM 1974 – 1981	
	CRAIG McLATCHEY OAM 1995 – 2001	R KEVAN GOSPER AO 1977 - present	
	ROBERT ELPHINSTON OAM 2001 – 2004	PHILLIP COLES AM 1982 - 2011	
	CRAIG PHILLIPS 2005 - present	SUSAN O'NEILL OAM 2000 – 2005	
		JOHN D COATES AC 2001 – present	

(i) The list of office bearers includes the Chairman/President and Honorary Secretary/Secretary General of the Australian Olympic Committee's predecessor organisations, the Australian Federated Olympic Council (1920) and the Australian Olympic Federation (1921 - 1989).

(ii) James Taylor passed away in 1944 and Sir Harold Alderson served as Acting Chairman until 1947.

(iii) Leonard Cuff, originally from New Zealand, represented the interests of Australasia from 1894 until 1905.

AUSTRALIAN TEAMS AT THE OLYMPIC GAMES

OLYMPIC GAMES	NATIONS	ATHLETES	OFFICIALS	MALE ATHLETES	FEMALE ATHLETES	OPENING FLAGBEARER	CLOSING FLAGBEARER	GENERAL MANAGER/CHIEF DE MISSION (iii)	GOLD	SILVER	BRONZE	TOTAL
1896 Athens	14	1	-	1	-	-	-	-	2	-	1	3
1900 Paris	22	3	-	3	-	-	-	-	3	-	4	7
1904 St Louis (iv)	12	3	-	3	-	-	-	-	-	3	1	4
1908 London (i)	22	27	-	27	-	Henry St Aubyn Murray (NZ)	-	William Hill	1	2	1	4
1912 Stockholm (i)	22	22	-	20	2	Malcolm Champion (NZ)	-	Vicary Horniman	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 (ii)	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 Donnet	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 (v)	201	482	285	274	208	Colin Beashel	Petria Thomas	John Coates	17	16	17	50
2008 Beijing	204	435	318	236	199	James Tomkins	Stephanie Rice	John Coates	14	15	17	46
2012 London	204	410	319	224	186	Lauren Jackson	Malcolm Page	Nick Green	7	16	12	35
									142	160	183	485

See following page for notations.

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 ⁽ⁱⁱⁱ⁾	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 Steggall	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
									5	1	3	9

- (i) Competed with New Zealand as Australasia. Figures do not include New Zealand.
- (ii) 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 a number of European countries, did not march behind its national flag but that of the International Olympic Committee
- (iii) Since the 1964 Olympic Games the Olympic Charter designation of Chef de Mission has been adopted.
- (iv) Swimmer Francis Gailey who won three silver and one bronze medal at the 1904 St Louis Games was confirmed, in March 2009, as being Australian and not American as the Games records show.
- (v) Cyclist Michael Rogers elevated to bronze in 2012 in road time trial following Tyler Hamilton (USA) being stripped of the gold for doping.

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*
								8	15	9	32*

* This tally includes medals won in mixed gender and mixed NOC events.

AUSTRALIAN TEAMS AT THE WINTER YOUTH OLYMPIC GAMES

YOUTH OLYMPIC GAMES	NATIONS	ATHLETES	OFFICIALS	MALE ATHLETES	FEMALE ATHLETES	OPENING FLAGBEARER	CHEF DE MISSION	GOLD	SILVER	BRONZE	TOTAL
2012 Innsbruck	70	13	14	7	6	Greta Small	Alisa Camplin	-	-	2	2
								-	-	2	2



AUSTRALIA'S OLYMPIC CHAMPIONS

SUMMER OLYMPIC GAMES

1896 ATHENS, GREECE

Athletics

Edwin Flack - 800m, 1500m

1900 - PARIS, FRANCE

Shooting

Donald Mackintosh - Game

Swimming

Fred Lane - 200m Freestyle, 200m Obstacle Race

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 'Fanny' 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 'Dick' Eve - Plain Tower

Swimming

Andrew 'Boy' 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, 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 Freestyle 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

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

AUSTRALIA'S OLYMPIC CHAMPIONS continued

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;
Beverly 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 -
4 x 100m 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 110kg

1988 - SEOUL, KOREA

Athletics

Debbie Flintoff-King - 400m Hurdles

Hockey

Tracy Belbin, Deborah Bowman, Lee Capes, Michelle Capes, Sally Carbon, Elspeth Clement, Loretta Dorman, Maree Fish, Rechelle Hawkes, Lorraine Hillas, Kathleen Partridge, Sharon Patmore, 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 - Four

Swimming

Kieren Perkins - 1500m Freestyle

1996 - ATLANTA, USA

Equestrian

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

Hockey

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 Powell, Danielle Roche, Kate Starre, Liane Tooth

Rowing

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

AUSTRALIA'S OLYMPIC CHAMPIONS continued

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

Katie Allen, Alyson Annan, Lisa Carruthers (Powell), Renita Garard (Farrell), 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;
Jennifer Armstrong, Belinda Stowell - 470

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) - 4 x 100m Freestyle Relay;
William Kirby, Michael Klim, Todd Pearson, Ian Thorpe, Grant Hackett*, Daniel Kowalski* (*heat swim) - 4 x 200m Freestyle Relay

Taekwondo

Lauren Burns - Under 49kg

Volleyball

Natalie Cook, Kerri-Ann Pottharst - Beach Volleyball

Water Polo

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

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

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

2008 - BEIJING, CHINA

Athletics

Steven Hooker - Pole Vault

Canoe/Kayak

Kenneth Wallace - K1 500m Flatwater

Diving

Matthew Mitcham - 10m Platform

Rowing

Scott Brennan, David Crawshaw - Double Sculls;
Duncan Free, Drew Ginn - Pair

Sailing

Tessa Parkinson, Elise Rechichi - 470;
Malcolm Page, Nathan Wilmot - 470

Swimming

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

Triathlon

Emma Snowsill

AUSTRALIA'S OLYMPIC CHAMPIONS continued

2012 - LONDON, GREAT BRITAIN

Athletics

Sally Pearson - 100m Hurdles

Canoe/Kayak

Jacob Clear, David Smith, Tate Smith, Murray Stewart - K4 1000m Sprint

Cycling

Anna Meares - Individual Sprint

Sailing

Malcolm Page, Mathew Belcher - 470;

Thomas Slingsby - Laser;

Iain Jensen, Nathan Outteridge - 49er

Swimming

Cate Campbell, Alicia Coutts, Brittany Elmslie, Melanie Schlanger, Yolane Kukla*, Emily Seebohm*, Lisbeth Trickett (Lenton)* (*heat swim) - 4 x 100m Freestyle Relay

OLYMPIC WINTER GAMES

1924 CHAMONIX - 1998 NAGANO

No gold medals won

2002 - SALT LAKE CITY, USA

Freestyle Skiing

Alisa Camplin - Aerials

Short Track Speed Skating

Steven Bradbury - 1000m

2006 - TORINO, ITALY

Freestyle Skiing

Dale Begg-Smith - Moguls

2010 – VANCOUVER, CANADA

Freestyle Skiing

Lydia Lassila - Aerials

Snowboard

Torah Bright - Halfpipe

AUSTRALIA'S YOUTH OLYMPIC CHAMPIONS

SUMMER YOUTH OLYMPIC GAMES

2010 - SINGAPORE

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 Mathieson, 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 -

4 x 100m Medley Relay

Max Ackermann, Justin James, Nicholas Schafer, Kenneth To -

4 x 100m Medley Relay

WINTER YOUTH OLYMPIC GAMES

2012 - INNSBRUCK, AUSTRIA

No gold medals won

SECRETARY GENERAL'S REVIEW

The year 2012 was a bumper year for the Australian Olympic Committee (AOC). It was a culmination of an extremely busy quadrennium for the AOC and the Olympic Movement.

January 2012 saw Australia's first Winter Youth Olympic Team attend the inaugural Winter Youth Olympic Games (WYOG) in Innsbruck, Austria. Innsbruck had previously hosted the Olympic Winter Games on two occasions – 1964 and 1976. The Australian Team led by Chef de Mission Alisa Camplin competed with great distinction and were wonderful ambassadors for their country. In the subsequent pages of this Annual Report are full details of the outstanding achievements of these young athletes.

The AOC's main focus for 2012 was the final preparation for and participation of the Australian Olympic Team in the London Olympic Games. In total, 410 athletes were selected to the Team making it the fourth largest team at the Games and the fifth largest to represent Australia at an Olympic Games.

The AOC had set an ambitious target of finishing in the top five nations on both gold and overall medal tallies. Despite some memorable and exciting performances, this target was not achieved.

By and large, Australia's 2012 Olympians were a source of great inspiration and pride for Australians old and young.

The medal results and full list of Team members are included in this Annual Report, as are some personal reflections on the London Olympic Games by the AOC's official historian, Harry Gordon. Harry has managed to capture the magic of these wondrous Games.

With a number of other National Olympic Committees (NOCs) celebrating their centenary years in 2013 and 2014, Harry has also written a fascinating account of the formative years of the Olympic Movement in Australia and the eventual establishment of the AOC's predecessor organisations the Australian Federated Olympic Council (1920) and the Australian Olympic Federation (1921 - 1989).

In 2012, the AOC signed a Cooperation Agreement with the Hungarian Olympic Committee (HOC). Hungary has a rich and successful history in Olympic sports. Its athletes performed exceptionally well in London finishing ninth on the gold and 13th on the overall medal tally. Hungary was well represented at the 2013 Australian Youth Olympic Festival (AYOF).

Whilst not part of the reporting year, this Annual Report contains an account of the very successful sixth edition of the AYOF which was held in January 2013. With the catchcry "See tomorrow's Olympians today", the AYOF once again provided the participating athletes with a wonderful Olympic themed multi-sport competition opportunity.

During 2012, the AOC progressed its planning for the 2014 Olympic Winter Games in Sochi, Russia and the 2014 Youth Olympic Games in Nanjing, China. The Australian Teams to these Games will be ably led by Ian Chesterman and Susie O'Neill respectively.

The 2009 - 2012 quadrennium saw the AOC's sponsorship program reach record levels with \$36.6 million in revenue being achieved. The AOC's sponsorship program is managed by Sports Marketing and Management (SMAM). Mike Bushell and his team at SMAM are to be commended on their outstanding efforts. It is to their credit the AOC saw the most sponsor activation in the marketplace since the Sydney 2000 Olympic Games.

In December 2012, planning commenced for the Rio 2016 campaign. A delegation comprised of Secretary General Craig Phillips, Director of Sport Fiona de Jong and Australian Institute of Sport (AIS) representatives Director Matt Favier, Mike McGovern and Shona Halson, undertook a familiarisation visit to the 2016 Olympic city. The joint visit, which included site inspections of possible pre-Games training locations in Brazil, provided the backdrop for the AOC and AIS to discuss greater levels of cooperation and collaboration to support the preparation and performance of the 2016 Australian Olympic Team.

Full details of the AOC's achievements are provided on subsequent pages of this Annual Report.

WHEN SUCCESS BECAME ALMOST CONTAGIOUS

Harry Gordon reflects on London's third Olympics



The omens were hardly propitious. On 6 July 2005, the day after London won the right to stage the 2012 Olympic Games, suicide bombers killed 52 people and injured 700 on the city's public transport network. In the next seven years, as the hosting role drew closer, Britain had cause to question its own sense of confidence: it was ravaged by its worst economic crisis since the 1930s, continued race riots, banking and political scandals and then, to cap it all, along came one of the wettest summers in living memory.

Throughout these gestation years, though, one aspect of the nation's Olympic planning looked increasingly promising: the home team's performance prospects. It helps to remember that there was a time in Olympic history when Britain, although it produced many genuine champions, was often seen as a land of heroic failures. That era reached its nadir in 1996, when Britain bagged just one gold medal in Atlanta and finished 36th on the medal table.

It was just one year before those Games, however, that an event of

huge significance occurred: the British government established a national lottery to raise funds for sport at grassroots and elite levels - one that by 2012 had raised £4.4 billion. Its benefits to Olympic sport became increasingly impressive, to a point where Britain had climbed to fourth on the gold medal table, with 19, in Beijing in 2008. (Australia finished with 14).

So then, how did things work out in the summer of 2012, when London became the only city to host the Games for a third time? In a word, wondrously. Despite all the omens, and much apprehension, London delivered a Games of almost overwhelming success and, as if by decree, even the rain retreated.

Events began with a witty, almost quirky Opening Ceremony that somehow managed simultaneously to salute Britain's past with affection, and still take the mickey out of it. In a show which featured milkmaids, Morris dancers, industrial chimneys, nurses with beds, sheep, village cricketers, even a Chariots of Fire send-up, the defining moment was provided by the parachuted arrival of the Queen in the company of James Bond. A delightful spoof, but how do you top that ... in Beijing, Athens, Sydney, anywhere?

Over the following 16 days, the host nation's mood brightened massively. As London's Lord Mayor, Boris Johnson, remarked, the city's traditional reserve crumbled to a point where commuters even *talked* to each other on the Tube. And, increasingly as the Games

progressed, they had plenty to talk about: Britain's athletes achieved a degree of success that became almost contagious, finishing with 65 medals, including 29 gold, and third place on the medal table, behind only the USA and China.

Eight of those gold medals were won on bikes. Bradley Wiggins, fresh from winning the Tour de France 11 days before, then sounding the bell that began the opening ceremony, won his fourth Olympic title, and his first on the road. He told reporters afterwards that, if he were to be knighted (and he was), he wouldn't use the title. "Sir Wiggo doesn't sound right ... I'll always be just Brad." Another rider, Chris Hoy (already a knight), became Britain's most successful Olympian ever, by winning his sixth and seventh gold medals.

Britain's triumphs were diverse. Probably the most notable performance came from a Muslim named Mohamed, who was born in Mogadishu, Somalia, and taken as a young boy to London, where he acquired the nickname Mo, a chirpy accent and a devotion to Arsenal football team. Mo Farah won the rare 5,000-10,000 metres double, entering the illustrious company of Hannes Kolehmainen (1912), Emil Zatopek (1952), Vladimir Kuts (1956), Miruts Yifter (1980) and Kenenisa Bekele (2008). Back in Mogadishu his eldest brother Faisal walked four miles to the nearest village to see him run. Mo had no doubt about his own identity in the multi-ethnic, multicultural nation that is Britain today. Asked after his second triumph whether he wouldn't rather be



Celebrations as London wins the bid



James Bond and Her Majesty the Queen



Bradley Wiggins - Cycling

WHEN SUCCESS BECAME ALMOST CONTAGIOUS

continued

representing Somalia, Farah responded: "Look, mate, this is my country. This is where I grew up, this is where I started life. This is my country and when I put on my GB vest, I'm proud. Very proud."

Britain's rapidly increasing ethnic diversity was certainly reflected in its Olympic triumphs. Immigration had a part to play in at least 24 of the 65 medals won, and it reached the highest levels. Apart from Farah, the heptathlon champion Jessica Ennis has a Jamaican father, and Bradley Wiggins was born in Belgium, with an Australian father.

Despite the heroics of such local athletes as Farah, Wiggins, Hoy and Ennis, the stand-out champions of the London Olympics were Usain Bolt and Michael Phelps, who rammed home their claims to be, respectively, the greatest sprinter and the greatest swimmer the world has ever known. Phelps, at 27, became the most decorated Olympian of all time when he won six medals in London - four gold and two silver. His tally stands at 22, 18 of them gold. Bolt, at 25, entered a universe of his own: he became the first athlete in history to retain the Olympic 100 and 200 metres titles, then anchored the Jamaican 4 x 100m team as it won its second relay crown in a row. Only eight athletes had ever won the 100m and 200m at even a single Games, and the last of them, Carl Lewis, did it 24 years before.

For Australia, sure, there were disappointments but there was also much cause for pride, and hope for the future. We finished 7th on the medal table, with 35 - seven of them gold, 16

silver and 12 bronze. That total meant Australia's athletes had reached the benchmark set for them before the Games, but it also reflected realistically a decline that began after Sydney's peak of 58 medals: through Athens (originally 49, now 50) and Beijing (46).

After some rather dismal early days, three magnificent individual performances in the second week gave Australian supporters some of the golden moments they craved. They came from Sally Pearson, who showed admirable composure under pressure to win the 100 metres hurdles; Anna Meares, who overcame her arch-rival Victoria Pendleton in the women's individual cycling sprint, before a ferociously patriotic British crowd; and the sailor Tom Slingsby, who won gold in the Laser class off the coast of Dorset. Slingsby's victory was just the beginning for the sailors; it was followed by gold medal wins by Nathan Outteridge and Iain Jensen in the 49ers, and Malcolm Page and Mathew Belcher in the 470 class, plus a silver to Olivia Price, Nina Curtis and Lucinda Whitty in the Elliott 6m class. Page, contesting his last Olympics at the age of 40, couldn't have had a better farewell: he had now won back-to-back Olympic gold medals, plus seven world championships. The performance of the sailors reflected huge credit on head coach Victor Kovalenko, whose involvement since 2000 has been a factor in 10 medal wins.

Australia's four-man crew of Tate Smith, Dave Smith, Murray Stewart and Jacob Clear, won Australia's first ever kayak team gold in the 1000 metres sprint,

reinforcing a tradition that has existed since Dennis Green and Wally Brown won bronze in 1956: all Australia's finest male kayakers have graduated from surf lifesaving. Jessica Fox, 18, whose parents competed (for France and Britain) in the 1996 Olympics, won silver in the women's K1 slalom. Drew Ginn became Australia's most decorated rower when his coxless-four crew was beaten into second place by Britain. He now has three golds and a silver from four Games, ahead of James Tomkins (three golds and a bronze from six). Kim Crow set herself a mighty task by contesting the single and double sculls and became the nation's first female rower ever to win two medals at a single Olympics.

Swimming, historically the spine of this nation's Olympic achievements, delivered just one gold medal - one that wasn't anticipated. The women's freestyle relay team, represented in the final by Alicia Coutts, Cate Campbell, Brittany Elmslie and Melanie Schlanger - were seen as underdogs to the Dutch quartet which had dominated the world since winning gold in Beijing; but Schlanger, swimming a heroic anchor leg, held off a challenge from the fastest woman in the world, the Netherlands' Ranomi Kromowidjojo.

It was only the third Olympic triumph ever (after 1956 and 2004) for an Australian women's 4 x 100m relay team. That victory set Coutts on her way to a five-medal haul in London - matched only by Shane Gould in 1972 and Ian Thorpe in 2000. A silver medal in the medley relay enabled Liesel Jones to finish her luminous career with nine



Mo Farah - Athletics



Anna Meares - Cycling



Mathew Belcher and Malcolm Page - Sailing

WHEN SUCCESS BECAME ALMOST CONTAGIOUS

continued

medals - equal with Thorpe for most by an Australian.

For the first time since Montreal in 1976, Australia did not have an individual Olympic swimming champion. James Magnussen and Emily Seebohm came agonisingly close, both edged out in tight finishes. Among the disappointments, it was the failure of the much-vaunted men's 100m freestyle relay team to gain a placing that hurt most. It was a loss which seemed to impact on the performance of the entire swim team. Certainly there was a far greater spread of medals among lesser-known swimming nations, which have simply caught up (and it's worth remembering that Britain didn't win a single gold in the pool) but there were suggestions that a questionable culture existed within the swimming team. These became the subject of separate inquiries by Swimming Australia and the Australian Sports Commission, both of which resulted in highly adverse judgements.

When it was all over, one question had to be asked: were they the greatest Games of all? Certainly, I would rate London and Sydney as the two most successful ever, but it's hard to separate

them. Sure, there was a magical quality about some of London's historic venues: who could forget the sight of bikini girls gambolling in the sand at Horse Guards Parade, where for centuries the action has been ceremonial and sedate? Or archers blazing away at targets on the hallowed turf at Lord's? Or a dressage horse dancing impeccably, improbably, to the strains of Land of Hope and Glory? But the venues were geographically diverse, and this caused logistical problems; Sydney Harbour's proximity, and that of all the 2000 arenas, gave every athlete at those Games the rare experience of sharing the same Village.

Both Games met the first criterion of hosting success: the home athletes performed superbly. The organisation at both was flawless. London's volunteers were as unfailingly cheerful as Sydney's, but perhaps less knowledgeable. London's Opening Ceremony shaded Sydney's, but Sydney's crowds were even friendlier (and, dare it be said, less partisan), its transport more accessible, and the sheer diversity of its Torch Relay enabled it to outpoint London's. Lord Sebastian Coe, who publicly credited Sydney 2000 as his benchmark, sensibly recruited plenty of Australian talent as he guided London's Games to glory.

In comparing Games, much depends on the often-elusive issue of legacy, always hard to judge at short range. Both Games converted virtual wastelands into vibrant community centres. After a stuttering start, Sydney's legacy asserted itself mainly in the development of Olympic Park. It was plain to see that London's involved positive inspiration in the minds of children, as well as a stunning velodrome and large slabs of regenerated parkland. Other objectives were declared: to lift the economy, fight obesity, improve school sport, increase volunteerism and create jobs. It's far too early to assess whether any of these have been achieved.

London's legacy may eventually give its Games of 2012 the edge over Sydney 2000. But until that's proven, I'd make it a dead-heat for gold between London and Sydney, with Barcelona 1992 taking bronze.

HARRY GORDON CMG AM

Harry Gordon is the AOC's honorary official historian. He is a recipient of the AOC's Order of Merit, the IOC's Olympic Order and the Lifetime Achievement Award of the International Society of Olympic Historians.



2012 AUSTRALIAN OLYMPIC TEAM

The 2012 Australian Olympic Team consisted of 410 athletes representing 29 disciplines, and 319 officials selected in coaching, medical, performance and support personnel roles.

With a total delegation of 729 personnel, Australia was the fourth largest NOC participating in the Games of the XXXth Olympiad.

While Australia clearly entered the Games with the performance objective of a Top 5 finish on the Medal Table, strong performances across a range of sports saw the Games conclude with Australia in a respectable 7th place on the overall medal tally, and 10th on the gold medal tally.

In summary, Australia won a total of 35 medals across 13 sports and disciplines, and continued to show depth and dominance across a number of disciplines. Australia finished in the Top 3 nations in 8 disciplines, out of a total of 23 in which Australia was represented, and recorded 82 Top 8 performances in both team and individual sports.

The first half of 2012 saw the AOC staff and Team Management finalise the detailed planning for the organisation of the 2012 Australian Olympic Team.

In February 2012 a second and final London 2012 Team Management Meeting was held bringing together its key stakeholders and management Team in advance of the Games. This marked a milestone for the AOC's readiness for the Games. This meeting, in addition to the final three Team Executive Meetings and a final planning visit enabled the AOC to refine its final Team preparations.

On the occasions of six and three months to go to the Games, the AOC continued its One-on-One-Operational Reviews with National Federations (NFs) to ensure all elements of the Games operational plans were aligned including Athlete Selection, Sport Entries, Accreditation, Arrivals & Departures,

Transport, Freight, Logistics, Outfitting, Accommodation, Medical and Media Services.

In total, 21 Team Processing Sessions were held around Australia for the 2012 Australian Olympic Team, processing 1,082 prospective Team Members. An additional 284 prospective athletes and officials completed online Team Processing. For many, these Team Processing Sessions represented an opportunity to reaffirm their commitment to pursuing their Olympic dreams in London. Importantly this included fittings of their competition, village and formal wear supplied by AOC sponsors adidas, Sportscraft, Volley and Speedo.

The four Athlete Liaison Officers (ALOs) John Eales, Steve Waugh, Kieren Perkins and Layne Beachley were busy in the months leading into the Games attending 22 training camps and preparation events in Australia and overseas. The ALOs were generous in their sharing of time and experiences providing invaluable support and encouragement for athletes in their Olympic campaign.

To ensure our athletes were prepared for the challenges of an Olympic campaign, the AOC conducted eight planning visits to the United Kingdom in which 11 head coaches and section managers visited London prior to the Games. Australian Olympic Team representatives also attended two Security Conferences led by key United Kingdom security organisations. The lessons learnt from these visits were shared with other Team members in Section Manager Workshops and Team Management Meetings conducted in 2011 and 2012.

The AOC worked closely with the Australian Sports Commission (ASC) and Australian Institute of Sport (AIS) to focus Green & Gold funding on initiatives to assist London-bound athletes achieve their performance objectives. Under the combined efforts of the AIS and

AOC, a "Green & Gold Performance Analysis Centre" was established in close proximity to the Olympic Village and utilised primarily for video analysis by many sports at Games time.

The "Green and Gold Performance Analysis Centre" illustrated the importance of having high performance initiatives supporting athletes in their 2012 campaign. This Centre, together with the Athlete Recovery Centre established for Australian athletes and supported by world class medical and support staff, meant our athletes were provided with a high performance environment for their 2012 Games experience.

In an effort to support the development of future Olympic Team personnel, the AOC also supported an Olympic Coaches Study Tour during the Games period. In partnership with the AIS, future prospective Olympic coaching personnel gained access to official Olympic training venues in order to better prepare them for their first Olympic campaign.

Acknowledging the invaluable knowledge and experience of the Olympic Coaches from London, the AOC and AIS conducted an Olympic Coaches Debrief in November 2012. This debrief provided a forum for discussing the highlights and challenges in London Olympic Games preparation, Games time experiences and areas to be reviewed for the Rio 2016 campaign.

The AOC acknowledges and congratulates the National Federation staff and volunteers for their tireless efforts to support the AOC in its preparation of the 2012 Australian Olympic Team.

2012 AUSTRALIAN OLYMPIC TEAM - MEDALLISTS

GOLD

Athletics	Sally Pearson	100m Hurdles
Canoe/Kayak Sprint	Jacob Clear, Tate Smith, David Smith, Murray Stewart	K4 1000m
Cycling	Anna Meares	Sprint
Sailing	Mathew Belcher & Malcolm Page	470
	Iain Jensen & Nathan Outteridge	49er
	Thomas Slingsby	Laser
Swimming	Cate Campbell, Alicia Coutts, Brittany Elmslie, Melanie Schlanger, Yolane Kukla*, Emily Seebohm*, Libby Trickett* (*heat swim)	4 x 100m Freestyle

SILVER

Athletics	Jared Tallent	50km Race Walk
	Mitchell Watt	Long Jump
Canoe/Kayak Slalom	Jessica Fox	K1
Cycling	Samuel Willoughby	BMX
	Jack Bobridge, Rohan Dennis, Michael Hepburn, Glenn O'Shea	Team Pursuit
Diving	Brittany Broben	10m Platform
Rowing	James Chapman, Joshua Dunkley-Smith, Drew Ginn, William Lockwood	Four
	Kimberley Crow, Brooke Pratley	Double Sculls
	Kate Hornsey, Sarah Tait	Pair
Sailing	Nina Curtis, Olivia Price, Lucinda Whitty	Elliott 6m
Swimming	Christian Sprenger	100m Breaststroke
	James Magnussen	100m Freestyle
	Emily Seebohm	100m Backstroke
	Alicia Coutts	200m Individual Medley
	Alicia Coutts, Leisel Jones, Melanie Schlanger, Emily Seebohm, Brittany Elmslie* (*heat swim)	4 x 100m Medley
	Bronte Barratt, Alicia Coutts, Kylie Palmer, Melanie Schlanger, Angie Bainbridge*, Brittany Elmslie*, Blair Evans*, Jade Neilsen* (*heat swim)	4 x 200m Freestyle

BRONZE

Basketball	Suzy Batkovic, Abby Bishop, Elizabeth Cabbage, Kristi Harrower, Laura Hodges, Lauren Jackson, Rachel Jarry, Kathleen Macleod, Jenna O'Hea, Samantha Richards, Jennifer Screen, Belinda Snell	Women's Basketball
Cycling	Shane Perkins	Sprint
	Annette Edmondson	Women's Omnium
	Kaarle McCulloch, Anna Meares	Team Sprint
Hockey	Nathan BURGERS, Matthew Butturini, Joel Carroll, Christopher Ciriello, Liam De Young, Timothy Deavin, Jamie Dwyer, Russell Ford, Matt Gohdes, Kieran Govers, Fergus Kavanagh, Mark Knowles, Edward Ockenden, Simon Orchard, Matthew Swann, Glenn Turner	Men's Hockey
Rowing	Karsten Forsterling, James McRae, Christopher Morgan, Daniel Noonan	Quad. Sculls
	Kimberley Crow	Single Sculls
Swimming	James Magnussen, Christian Sprenger, Hayden Stoeckel, Matthew Targett, Tommaso D'Orsogna*, Brenton Rickard* (*heat swim)	4 x 100m Medley
	Alicia Coutts	100m Butterfly
	Bronte Barratt	200m Freestyle
Triathlon	Erin Densham	Women's Triathlon
Water Polo	Gemma Beadsworth, Victoria Brown, Kate Gynther, Bronwen Knox, Holly Lincoln-Smith, Alicia McCormack, Jane Moran, Glencora Ralph, Melissa Rippon, Sophie Smith, Ashleigh Southern, Rowena Webster, Nicola Zagame	Women's Water Polo

2012 AUSTRALIAN OLYMPIC TEAM - ATHLETES

ARCHERY

Elisa Barnard, Taylor Worth

ATHLETICS

Youcef Abdi, Luke Adams, Anthony Alozie, Jarrod Bannister, Collis Birmingham, Lauren Boden, Alana Boyd, Melissa Breen, Zoe Buckman, Brendan Cole, Nathan Deakes, Martin Dent, Chris Erickson, Henry Frayne, Ryan Gregson, Benn Harradine, Steve Hooker, Jeffrey Hunt, Genevieve LaCaze, Regan Lamble, Tim Leathart, Beki Lee, Scott Martin, Andrew McCabe, Kaila McKnight, David McNeill, Kim Mickle, Joel Milburn, Kathryn Mitchell, Craig Mottram, Isaac Ntiamoah, Ben Offereins, Liz Parnov, Sally Pearson, Jeff Riseley, Joshua Ross, Adam Rutter, Dani Samuels, Michael Shelley, Steven Solomon, Ben St Lawrence, John Steffensen, Dale Stevenson, Claire Tallent, Jared Tallent, Tristan Thomas, Jessica Trengove, Mitchell Watt, Lisa Weightman, Eloise Wellings, Benita Willis, Julian Wruck

BADMINTON

Leanne Choo, Victoria Na, Ross Smith, Renuga Veeran, Glenn Warfe

BASKETBALL - MEN

David Andersen, David Barlow, Aron Baynes, Peter Crawford, Matthew Dellavedova, Adam Gibson, Joe Ingles, Aleks Maric, Patrick Mills, Brad Newley, Matt Nielsen, Mark Worthington

BASKETBALL - WOMEN

Suzy Batkovic, Abby Bishop, Liz Cabbage, Kristi Harrower, Laura Hodges, Lauren Jackson, Rachel Jarry, Kathleen MacLeod, Jenna O'Hea, Sam Richards, Jenni Screen, Belinda Snell

BOXING

Ibrahim Balla, Naomi Fischer-Rasmussen, Cameron Hammond, Damien Hooper, Jeff Horn, Luke Jackson, Johan Linde, Jai Opetiaia, Jesse Ross, Billy Ward, Jackson Woods

CANOE/KAYAK - SLALOM

Jessica Fox, Warwick Draper, Robin Jeffery, Kynan Maley

CANOE/KAYAK - SPRINT

Stephen Bird, Jo Brigden-Jones, Jacob Clear, Hannah Davis, Jake Donaghey, Naomi Flood, Lyndsie Fogarty, Alex Haas, Rachel Lovell, Sebastian Marczak, Alana Nicholls, Jesse Phillips, Dave Smith, Tate Smith, Murray Stewart, Ken Wallace

CYCLING - BMX

Caroline Buchanan, Brian Kirkham, Lauren Reynolds, Samuel Willoughby, Khaleen Young

CYCLING - MOUNTAIN BIKE

Daniel McConnell, Rebecca Henderson

CYCLING - ROAD

Cadel Evans, Simon Gerrans, Shara Gillow, Matthew Goss, Chloe Hosking, Stuart O'Grady, Michael Rogers, Amanda Spratt

CYCLING - TRACK

Jack Bobridge, Amy Cure, Rohan Dennis, Alex Edmondson, Annette Edmondson, Matt Glaetzer, Michael Hepburn, Melissa Hoskins, Kaarle McCulloch, Anna Meares, Glenn O'Shea, Shane Perkins, Scott Sunderland, Josie Tomic

DIVING

Brittany Broben, Rachel Bugg, James Connor, Matthew Mitcham, Jaele Patrick, Anabelle Smith, Sharleen Stratton, Ethan Warren, Loudy Wiggins, Melissa Wu

EQUESTRIAN - DRESSAGE

Mary Hanna, Kristy Oatley, Lyndal Oatley

EQUESTRIAN - EVENTING

Chris Burton, Clayton Fredericks, Lucinda Fredericks, Sam Griffiths, Andrew Hoy

EQUESTRIAN - JUMPING

Julia Hargreaves, James Paterson-Robinson, Edwina Tops-Alexander, Matt Williams

GYMNASTICS - ARTISTIC

Georgia Bonora, Ashleigh Brennan, Josh Jefferis, Emily Little, Larrissa Miller, Lauren Mitchell

GYMNASTICS - RHYTHMIC

Janine Murray

GYMNASTICS - TRAMPOLINE

Blake Gaudry

HOCKEY - MEN

Nathan Burgers, Matthew Butturini, Joel Carroll, Chris Ciriello, Liam De Young, Tim Deavin, Jamie Dwyer, Russell Ford, Matt Gohdes, Kieran Govers, Fergus Kavanagh, Mark Knowles, Eddie Ockenden, Simon Orchard, Matthew Swann, Glenn Turner

HOCKEY - WOMEN

Teneal Attard, Madonna Blyth, Fiona Boyce, Jade Close, Toni Cronk, Casey Eastham, Anna Flanagan, Kate Jenner, Kobie McGurk, Hope Munro, Georgia Nanscawen, Ashleigh Nelson, Megan Rivers, Jodie Schulz, Emily Smith, Jayde Taylor

2012 AUSTRALIAN OLYMPIC TEAM - ATHLETES continued

JUDO

Jake Andrewartha, Mark Anthony, Arnie Dickins, Ivo Dos Santos, Daniel Kelly, Carli Renzi

MODERN PENTATHLON

Chloe Esposito, Ed Fernon

ROWING

Samuel Beltz, Josh Booth, Scott Brennan, Brodie Buckland, James Chapman, Renee Chatterton, Rod Chisholm, Amy Clay, Sarah Cook, Bryn Coudraye, David Crawshay, Kim Crow, Ben Cureton, Josh Dunkley-Smith, Anthony Edwards, Hannah Every-Hall, Dana Faletic, Karsten Forsterling, Pauline Frasca, Tess Gerrand, Tom Gibson, Drew Ginn, Alexandra Hagan, Francis Hegerty, Kerry Hore, Kate Hornsey, Sally Kehoe, Tobias Lister, Sam Loch, Will Lockwood, James Marburg, Cameron McKenzie-McHarg, James McRae, Chris Morgan, Daniel Noonan, Elizabeth Patrick, Brooke Pratley, Nick Purnell, Matt Ryan, Robyn Selby Smith, Todd Skipworth, Phoebe Stanley, Tom Swann, Sarah Tait, Hannah Vermeersch, Bronwen Watson

SAILING

Mathew Belcher, Brendan Casey, Nina Curtis, Jessica Crisp, Iain Jensen, Nathan Outteridge, Malcolm Page, Olivia Price, Elise Rechichi, Tom Slingsby, Belinda Stowell, Krystal Weir, Lucinda Whitty

SHOOTING

Dina Aspandiyarova, Suzanne Balogh, Clive Barton, David Chapman, Hayley Chapman, Michael Diamond, Keith Ferguson, Will Godward, Lauryn Mark, Russell Mark, Warren Potent, Daniel Repacholi, Dane Sampson, Alethea Sedgman, Robyn Van Nus, Adam Vella, Lalita Yauhleuskaya

SWIMMING

Daniel Arnarnart, Jess Ashwood, Angie Bainbridge, Bronte Barratt, Bronte Campbell, Cate Campbell, Alicia Coutts, Nick D'Arcy, Tommaso D'Orsogna, Brittany Elmslie, Blair Evans, Sally Foster, Thomas Fraser-Holmes, Melissa Gorman, Jayden Hadler, Samantha Hamill, Belinda Hocking, Ky Hurst, Leisel Jones, Yolane Kukla, Mitch Larkin, Matson Lawson, James Magnussen, Cameron McEvoy, Ned McKendry, David McKeon, Kenrick Monk, Ryan Napoleon, Meagen Nay, Jade Neilsen, Kylie Palmer, Leiston Pickett, Jarrod Poort, Stephanie Rice, Brenton Rickard, James Roberts, Jessicah Schipper, Melanie Schlanger, Emily Seebohm, Christian Sprenger, Hayden Stoeckel, Eamon Sullivan, Matt Targett, Daniel Tranter, Libby Trickett, Tessa Wallace, Chris Wright

SYNCHRONISED SWIMMING

Eloise Amberger, Jenny-Lyn Anderson, Sarah Bombell, Olia Burtaev, Tamika Domrow, Bianca Hammett, Frankie Owen, Tarren Otte, Samantha Reid

TABLE TENNIS

Jian Fang Lay, Robert Frank, Justin Han, William Henzell, Miao Miao, Vivian Tan

TAEKWONDO

Safwan Khalil, Carmen Marton

TENNIS

Casey Dellacqua, Jarmila Gajdosova, Lleyton Hewitt, Anastasia Rodionova, Sam Stosur, Bernard Tomic

TRIATHLON

Courtney Atkinson, Erin Densham, Emma Jackson, Brad Kahlefeldt, Emma Moffatt, Brendan Sexton

VOLLEYBALL - BEACH - WOMEN

Louise Bawden, Natalie Cook, Tamsin Hinchley, Becchara Palmer

VOLLEYBALL - MEN

Thomas Edgar, Andrew Grant, Travis Passier, Harrison Peacock, Nathan Roberts, Luke Smith, Greg Sukochev, Aden Tutton, Adam White, Lincoln Williams, Igor Yudin, Aidan Zingel

WATER POLO - MEN

Jamie Beadsworth, Richie Campbell, James Clark, Tim Cleland, Johnno Cotterill, Joel Dennerley, Rhys Howden, Sam McGregor, Billy Miller, Aidan Roach, Thomas Whalan, Gavin Woods, Aaron Younger

WATER POLO - WOMEN

Gemma Beadsworth, Victoria Brown, Kate Gynther, Bronwen Knox, Holly Lincoln-Smith, Alicia McCormack, Jane Moran, Glencora Ralph, Mel Rippon, Sophie Smith, Ash Southern, Rowie Webster, Nicola Zagame

WEIGHTLIFTING

Damon Kelly, Seen Lee

WRESTLING

Farzad Tarash

2012 AUSTRALIAN WINTER YOUTH OLYMPIC TEAM

The AOC was proud to send a Team of young athletes to participate in the inaugural Winter Youth Olympic Games (WYOG) held 13-22 January 2012 in Innsbruck, Austria. This event provided 10 days of world-class sporting competition and cultural/educational activities to the 13 young Australian athletes who took part. The Australian Team, who were aged between 15 and 18 years of age, competed in 24 events, across ten sports disciplines at five different venues. Significantly, Australian athletes helped make Olympic history by participating in a number of events that appeared for the first time on an Olympic sport program, ahead of their inclusion in the Sochi 2014 Olympic Winter Games.

Alisa Camplin OAM, was Chef de Mission for the 2012 Australian Winter Youth Olympic Team. Under Alisa's leadership, the AOC worked closely with National Federations (NFs) to develop and implement strong sport preparation plans for these young athletes and created a supportive high performance environment that enabled them to optimise their Games experience. This was underpinned by a team culture designed to provide athletes and officials with a balance of support and empowerment and included an emphasis on learning and

development, active encouragement of self-improvement and excellence in elite athlete development, both on and off the field of play.

Leading the Team of outstanding young athletes in the Opening Ceremony was Alpine skier Greta Small who proudly carried the Australian flag. Dressed in the distinctive Australian Team uniforms courtesy of apparel suppliers Karbon and XTM the Australian Team marched into the Ceremony united in their strong sense of team camaraderie, and passion to embrace their first Olympic experience.

Bronze medals were won by Alex Fitch and Sharnita Crompton in Snowboard Slopestyle and Ice Hockey Individual Skills Challenge respectively. These medal performances, six other top-ten results and many personal best results highlighted the talent, confidence and commitment of these young Australian athletes as they continue to build in their preparations to achieve success in future Olympic Teams.

"Australia has a rich history in winter sport and these athletes are the future. We are continuing to improve as a nation at both Olympic and World Championship level and Innsbruck has provided these athletes with the team

environment and strong preparation that they need to go on and be champions in their sports," said Chef de Mission Alisa Camplin.

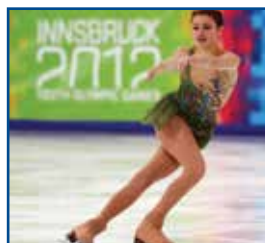
After the Closing Ceremony Alisa Camplin summarised the experience, "Our athletes were unbelievably dedicated to achieving great performance outcomes, with all but two of them achieving personal best results. More impressively, they worked extremely hard to be respectful of one another's pre and post competition routines while living in the village, and they went to great lengths to cheer each other on at different venues. I am so proud of these young athletes, and their coaches, who have all been open and eager in sharing the knowledge and experiences they've acquired. Everyone is leaving Innsbruck with so many more skills than they arrived with. Each and every athlete now has a roadmap forward to Sochi 2014 and PyeongChang 2018. Their passion and determination inspired us all and if their performance here is any indication, then I can't wait to see what they achieve in the future."

The next edition of the Winter Youth Olympic Games will be in Lillehammer, Norway in 2016.



2012 AUSTRALIAN WINTER YOUTH OLYMPIC TEAM RESULTS

NAME	EVENT	RESULT
Harry Laidlaw	Alpine Skiing - Giant Slalom - Slalom - Super Combined - Super G	DNF 17th DNF DSQ
	Freestyle Skiing - Ski Cross	4th
Greta Small	Alpine Skiing - Giant Slalom - Slalom - Super Combined - Super G	13th 7th 13th 7th
Lachlan Porter	Biathlon - 7.5km Sprint - 10km Pursuit	49th 50th
Alex Gibson	Cross Country - 10km Classic - Sprint	44th 40th
Lucy Glanville	Cross Country - 5km Classic - Sprint	34th 31st
Chantelle Kerry	Figure Skating - Individual	10th
Thomas Waddell	Freestyle Skiing - Halfpipe	11th
Jack Millar	Freestyle Skiing - Ski Cross	14th
Claudia Leggett	Freestyle Skiing - Ski Cross	5th
Sam Hodic	Ice Hockey - Skills Challenge	15th
Sharnita Crompton	Ice Hockey - Skills Challenge	3rd
Alex Ferlazzo	Luge - Singles	19th
Alex Fitch	Snowboard - Halfpipe - Slopestyle	4th 3rd



2013 AUSTRALIAN YOUTH OLYMPIC FESTIVAL



While not part of the 2012 reporting year, the successful Australian Youth Olympic Festival (AYOF) held in January 2013 warrants inclusion in this report.

The 2013 AYOF held between 16 and 20 January was the sixth edition conducted by the AOC.

A total of 1,350 athletes including 489 Australian representatives participated in the 17 sports on the AYOF program. The athletes were supported by 460 team officials and 60 National Olympic Committee support staff. A total of 1,142 medals were awarded over five days of competition.

A total of 12 venues – eight of which were used for the Sydney 2000 Olympic Games - hosted the sports competition. The AYOF Villages were established in university and private school accommodation across the Greater Sydney area. Accommodation was selected based on proximity to competition venues and the ability to house larger numbers to provide the athletes with a multi sport/nation atmosphere akin to an Olympic Village. Common areas and games rooms were provided to encourage athlete interaction.

The Opening Ceremony, produced by the Arts Unit of NSW Department of Education and Communities, showcased young talent from NSW Schools. The performances were energetic, fun and emotive, with highlights including an impassioned speech by Jessica Fox, 2012 London Olympic Games silver medallist recounting her first international competition at the 2009 AYOF launching her quick rise to international sporting acclaim. Other highlights included a tribute to the Nanjing 2014 Youth Olympic Games and a classic highlight for the athletes with the lighting of the cauldron. Aimed at inspiring young people to pursue their dreams this Opening Ceremony celebrated the Olympic values and launched the commencement of the 2013 AYOF.

Seventeen high profile Australian Olympians (including eight Olympic medallists) plus three role model athletes from rugby and golf served as Athlete Ambassadors during the AYOF. The Athlete Ambassadors, who all volunteered their time, stayed in the Villages sharing meal times with the young athletes, attended training and competition sessions, shared their experiences and acted as mentors to the next generation of Olympians.

The legacy of the AYOF is well established and is reflected in the achievements of the 2012 Australian Olympic Team's results. A total of 106 Australian former AYOF participants competed in the 2012 Olympic Games in London. Between them they contributed to the winning of 19 medals; 3 gold, 8 silver and 8 bronze. It is expected more AYOF athletes will move into the elite ranks and claim a place on the 2016 Australian Olympic Team.

The AYOF provided Australian athletes with an opportunity to gauge their progress against athletes of a similar age from other countries. If the results from the 2013 AYOF are any indication of Australia's future sporting success, the years ahead look promising.

The AOC would like to acknowledge and thank the supporters who contributed to the 2013 AYOF including the Australian Sports Anti-Doping Authority, Coca-Cola, Destination NSW, Getty Images, NSW Department of Communities, NSW Institute of Sport, Olympic Solidarity, P&G and Sydney Olympic Park Authority.

2014 AUSTRALIAN OLYMPIC WINTER TEAM

The Russian city of Sochi on the Black Sea coast will host the XXII Olympic Winter Games from 7 – 23 February 2014.

In 2012, detailed planning for delivering a successful 2014 Australian Olympic Winter Team campaign built upon the preliminary plans developed in 2011. On 4 May 2012, the AOC Executive adopted the Strategic Plan for the Participation of the Australian Olympic Team at the 2014 Olympic Winter Games in Sochi.

The 2014 Team Executive, comprising Chef de Mission Ian Chesterman, Chief Operating Officer Craig Phillips and Performance Director Geoff Lipshut conducted a preliminary Sochi site visit in June 2011. They were pleased with the progress made by the Sochi Organising Committee. Impressively, for the first time in Olympic Winter Games history, an Olympic Park will be created in Sochi with a cluster of training, competition venues and Olympic Village within the one area.

The AOC anticipates the largest Olympic Winter Team in the history of Australia's participation, with around 55 athletes from 17 disciplines competing in Sochi 2014. The athletes will be supported by an equal number of coaching, medical and support personnel. It is likely that the Australian Team will

be split between the three Olympic Villages located in the Sochi Coastal area and two in the Mountain area. In what is anticipated to be the most compact Winter Games ever, athletes are expected to enjoy superb athlete amenities and Villages located right next to competition venues.

The AOC, together with apparel sponsor Karbon, commenced the design and manufacture of the Team delegation uniform in 2012. In 2013, the specialised competition wear needs of each sport and discipline will be refined together with formal and ceremonial wear. In conjunction with personnel from the Olympic Winter Institute of Australia (OWIA), high performance training facilities were secured as a number of our athletes prepare for the first of the Sochi Test Events. Test Events will continue throughout 2013.

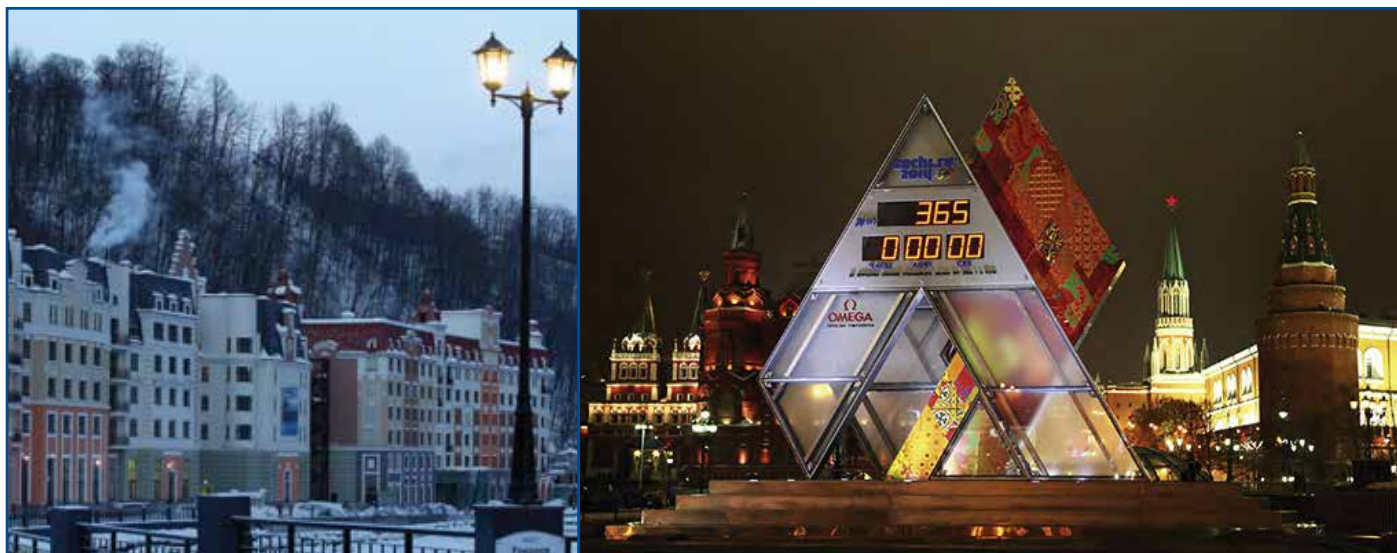
The 2011/12 season saw unprecedented success from many of our winter athletes, and unearthed talented athletes across a range of disciplines and events. Since the 2010 Olympic Winter Games in Vancouver, five World Championship medals, and World Cup podium finishes in disciplines never before achieved have seen more Australians than ever in medal contention for Sochi 2014. Many of these results and other strong

performances can be attributed to the innovative work of the OWIA.

2013 will be an important time for many winter athletes attempting to achieve qualifying standards required to compete in the Games, and to achieve the standards required for nomination and selection to the 2014 Australian Olympic Winter Team. National Federations have worked closely with the AOC on the development of criteria for the nomination and selection of athletes to the 2014 Olympic Winter Team.

The AOC will stage Team Processing sessions for prospective Team members in May 2013. This is an exciting and critical part of the preparations for the Team, providing many athletes with their first interaction with the Olympic Movement. These sessions also allow the AOC to brief prospective Team members, share information on Sochi and capture accreditation, biographical and outfitting data.

The AOC wishes the athletes the very best in their preparations for the forthcoming season as they aspire to be part of the Australian Olympic Winter Team.



OLYMPIC WINTER INSTITUTE OF AUSTRALIA

Sport Programs Overview

The 2011/12 season saw a further improvement in performances with a view towards the 2014 Olympic Winter Games in Sochi, Russia. Australia's leading winter sports athletes built on the momentum from multiple World Championship successes of the previous year to secure seven World Cup medals, and numerous top ten results.

In aerial skiing, Laura Peel ended a stunning 2011/12 season ranked fourth in the world, highlighted by her maiden World Cup victory in Kreischberg, Austria.

At the same event, teammate Danielle Scott was named the International Ski Federation (FIS) Aerial Skiing Rookie of the Year and finished ranked equal 10th in World Cup standings. Fellow aerial team members Samantha Wells and Renee McElduff also had impressive rookie seasons achieving a handful of top ten World Cup finishes between them.

In the ski cross, Jenny Owens secured her first X Games medal, placing third in Aspen, Colorado, USA in January. Sami Kennedy-Sim achieved a career high of 11th place in world ranking, after five top ten World Cup results throughout the season.

Olympian Britteny Cox became Australia's first ever female World Cup medallist in mogul skiing this season, claiming bronze at the 2012 Deer Valley World Cup, USA.

The snowboard program continues to impress with reigning World Champion Nathan Johnstone ending the season ranked second in the overall World Cup standings after four top ten results and victory at the World Cup in Stoneham, Canada. Holly Crawford, fresh from her own 2011 World Championship title, took out a podium finish at the opening World Cup event in Cardona, New Zealand.

The skeleton program had a breakthrough season with athletes Lucy Chaffer and Emma Lincoln-Smith both sliding to a World Cup silver medal result and finishing seventh and ninth respectively in the World Cup standings.

In short track speed skating, 16-year-old Deanna Lockett continued to perform outstandingly for her age and improved her performances against the best senior skaters in the world, with four top ten World Cup performances in the 1000 and 1500 metre events.

After impressive results achieved by both slopestyle athlete Anna Segal and veteran bobsleigh athlete Astrid Radjenovic during 2011/12, the Olympic Winter Institute of Australia (OWIA) is pleased to announce that both athletes will be supported by the OWIA during the 2012/13 program year.

Infrastructure Development Update

OWIA is continuing its endeavour to establish essential infrastructure to support excellence in winter sport.

The Melbourne Icehouse at Docklands, has officially become the new headquarters of OWIA administration, after the successful relocation from the previous offices in South Melbourne.

The Federal Government continues to be supportive of the Water Jump

Development project. Efforts are continuing with further discussions with the Queensland State Government to encourage progress on the construction of the jumps. The special 33metre x 50metre x 4metre deep swimming pool for the water jump project, has been completed and is already in use.

The establishment of a halfpipe at Perisher, NSW, has received support from both the Federal Government and Perisher Resort and funding from the Australian Sports Commission has been received. The required environmental planning applications are well underway and construction of the halfpipe will take place during late 2013, ready for the Australian winter season, in June 2014.

Sochi 2014

The aerial skiing team were the first Australian athletes to compete at an Sochi 2014 Olympic venue, when the whole squad attended a Europa Cup event during February 2012. Reports were very encouraging about the course, organisation and available accommodation, together with a lot of new snow during the period of the competition. The aerial skiing team staff have since shared their experiences in Sochi, with many of the other winter sport programs, in advance of the official test events for all sports to be held during January, February and March 2013.



Nate Johnstone



Laura Peel

PROGRAMS AND FUNDING FOR SPORTS ON THE OLYMPIC PROGRAM

adidas Medal Incentive Funding

The adidas Medal Incentive Funding (MIF) program continued to provide support to likely Olympic Games medallists. During 2012, over \$1.3 million was paid to 97 athletes across nine summer sports. Payments were made to athletes who had achieved top three performances in World Championships or comparable “Benchmark Events” held throughout 2011.

The payments made in 2012 brought the total funding provided directly to athletes during the 2009-2012 quadrennium to in excess of \$5 million. 85 of the 99 (86%) Australian athletes that won medals in London, were recipients of MIF during the 2009-2012 quadrennium.

At its November 2012 meeting, the AOC determined to continue to provide support to athletes under MIF as part of the Programs and Funding Guidelines for Sports on the Program of the 2016 Olympic Games in Rio.

Funding for International Competition

Under its Funding for International Competition program, the AOC provided support to summer and winter National Federations (NFs) to help defray the cost of their respective overseas touring programs. The amount of funding provided to each NF is based on the likely number of athletes and officials to compete in their respective sport/discipline at the forthcoming Olympic or Olympic Winter Games.

During 2012, the AOC allocated over \$1.9 million to NFs to support 859 athletes and officials across both summer and winter sports under this program.

The total funding paid to NFs for International Competition during the 2009-2012 quadrennium was in excess of \$7.3 million.

2012 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 2012, the AOC and its member NFs continued to enjoy the assistance provided through Olympic Solidarity. Importantly, following analysis of the difficult economic situation the world over, all National Olympic Committees (NOCs), including the AOC, received special financial assistance of US\$100,000 from Olympic Solidarity. The AOC utilised this exceptional and one-off support grant to assist in conducting 2012 Australian Olympic Team Processing sessions. Team Processing was an important step in the preparation of all prospective athletes and officials striving for selection to the 2012 Australian Olympic Team.

With the support of Olympic Solidarity, the following initiatives were also undertaken in 2012:

- National Activities Programs – Archery, Badminton, Ice Hockey, Ski Slopestyle and Wrestling
- Youth Olympic Games (Nanjing 2014) – Athlete Preparation for Women’s Rugby Sevens
- NOC Administration Support
- Equipment Grants – Basketball, Biathlon, Handball, Alpine Skiing and Ski Cross
- Culture & Education – 2012 Pierre de Coubertin Awards as well as the celebration of 20 Years of the Pierre de Coubertin Awards, ‘a.s.p.i.r.e. school network’, 2012 Olympic Day, ‘Talk with a Champ’, ‘Chat to a Champ’, and ‘Learn from a Champ’, International Olympic Academy participation, and 2012 London Olympic Education Program
- London Games Subsidies including transport, logistical assistance, assistance towards transport and accommodation for the NOC

President and Secretary General

- Participation Subsidy for the AOC’s contribution to the success of the Games
- NOC Legacy – AOC Media Centre, Australian Olympic stories
- International Coaching Enrichment Certification Program (ICECP) –Paul Crook, National Fencing Coach is undertaking a project titled “Development of a Training Model to Prepare Australian Epee Athletes for International representation and success”

In addition to the above activities, in November 2012 the AOC secured Olympic Scholarships for 11 Australian athletes preparing for Sochi 2014. Under this scholarship program athletes are provided with a monthly subsidy to support their qualification pathway to the 2014 Olympic Winter Games. Olympic Scholarship holders include:

1. Lydia Lassila – Freestyle Skiing (Aerials)
2. Torah Bright – Snowboard Halfpipe
3. Russ Henshaw – Freestyle Skiing (Ski Slopestyle)
4. Alex Pullin – Snowboard Cross
5. Astrid Radjenovic – Bobsleigh
6. Anna Segal – Freestyle Skiing (Ski Slopestyle)
7. Greta Small – Alpine Skiing
8. Nate Johnstone – Snowboard Halfpipe
9. Danielle O’Brien and Gregory Merriman – Ice Dance
10. Britteny Cox – Freestyle Skiing (Moguls)

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 recognises the support and assistance provided by Olympic Solidarity, Oceania National Olympic Committees (ONOC), the Australian Institute of Sport (AIS), International Federations and NFs for these programs in 2012.

AOC FUNDING PROGRAMS - 2012

	FUNDING FOR INTERNATIONAL COMPETITION				FUNDING FOR MEDALLISTS			2009 AUSTRALIAN YOUTH OLYMPIC FESTIVAL	
	Athletes 2012	Officials 2012	Total 2012	Quad Total	Athletes 2012	Total 2012	Quad Total	Athletes & Officials	\$
SUMMER									
Archery ⁽¹⁾	5	2	12,727	64,318	-	-	-	34	67,815
Athletics	52	12	160,000	597,500	3	43,400	206,800	198	394,922
Badminton	6	2	20,000	80,000	-	-	-		
Basketball Men	12	6	45,000	180,000	-	-	-	134	267,271**
Basketball Women	12	6	45,000	180,000	-	-	239,994		
Boxing	12	4	40,000	150,000	-	-	-		
Canoe	22	10	80,000	310,000	4	53,600	126,100	162	323,118
Cycling	29	14	107,500	452,500	13	213,400	565,200	86	171,532
Diving	10	3	32,500	107,500	4	46,800	128,600	55	109,701
Equestrian	13	9	55,000	217,500	-	-	100,000	62	123,663
Fencing	2	1	7,500	37,500	-	-	-	48	95,739
Football Men	18	8	65,000	260,000	-	-	-	97	193,472**
Football Women*	18	8	32,500	227,500	-	-	-		
Gymnastics	8	6	35,000	162,500	-	-	47,500	150	299,184
Handball Men*	14	5	11,875	47,500	-	-	-		
Handball Women*	14	5	11,875	47,500	-	-	-		
Hockey Men	16	8	60,000	240,000	28	319,984	999,964	165	329,102**
Hockey Women	16	8	60,000	240,000	-	-	160,000		
Judo	9	3	30,000	142,500	-	-	-		
Modern Pentathlon	2	1	7,500	30,000	-	-	-		
Rowing	47	12	147,500	467,500	16	246,800	592,200	250	498,639
Sailing	16	8	60,000	222,500	5	100,000	376,800		
Shooting	17	8	62,500	255,000	-	-	43,400	61	121,668
Swimming	47	12	147,500	575,000	22	342,600	1,008,900	136	271,260
Synchronised Swimming	9	3	30,000	92,500	-	-	-		
Table Tennis	6	2	20,000	80,000	-	-	-		
Taekwondo	2	1	7,500	22,500	-	-	-		
Tennis	8	3	27,500	92,500	2	23,400	60,900		
Triathlon	6	3	22,500	90,000	-	-	70,900	62	123,663
Volleyball Men	12	5	42,500	170,000	-	-	-		
Volleyball Women*	12	5	10,625	42,500	-	-	-		
Volleyball Beach	6	2	20,000	70,000	-	-	-	47	93,744
Water Polo Men	13	5	45,000	180,000	-	-	-	136	271,260**
Water Polo Women	13	5	45,000	180,000	-	-	214,259		
Weightlifting	2	1	7,500	35,000	-	-	-		
Wrestling	4	2	15,000	65,000	-	-	-		
SUB TOTAL	510	198	1,629,602	6,414,318	97	1,389,984	4,941,517	1,883	3,755,751

See following page for notations.

AOC FUNDING PROGRAMS - 2012

continued

	FUNDING FOR INTERNATIONAL COMPETITION				FUNDING FOR MEDALLISTS			2009 AUSTRALIAN YOUTH OLYMPIC FESTIVAL	
	Athletes 2012	Officials 2012	Total 2012	Quad Total	Athletes 2012	Total 2012	Quad Total	Athletes & Officials	\$
WINTER									
Alpine Skiing ⁽²⁾	4	2	22,500	46,500	-	-	-		
Biathlon	2	1	7,500	26,000	-	-	-		
Bobsleigh ⁽²⁾	7	3	27,500	97,413	-	-	-		
Cross Country Skiing ⁽²⁾	4	2	17,500	66,500	-	-	-		
Curling Men*	5	2	4,375	16,500	-	-	-		
Curling Women*	-	-	4,375	17,125	-	-	-		
Figure Skating ⁽²⁾	2	1	10,000	26,000	-	-	-		
Freestyle Skiing Aerials ⁽²⁾	4	2	35,000	79,000	-	-	27,500		
Freestyle Skiing Moguls ⁽³⁾	4	2	10,000	65,000	-	-	10,000		
Freestyle Skiing - Ski Cross	5	2	17,500	55,500	-	-	-		
Freestyle Skiing - Ski Slopestyle ⁽⁴⁾	4	2	30,000	30,000	-	-	22,500		
Freestyle Skiing - Ski Halfpipe	4	2	15,000	15,000					
Ice Hockey Men*	23	4	8,438	35,439	-	-	-		
Ice Hockey Women*	20	3	7,188	30,189	-	-	-		
Long Track Speed Skating ⁽²⁾	2	1	10,000	24,000	-	-	-		
Luge	1	1	7,500	23,500	-	-	-		
Short Track Speed Skating ⁽²⁾	4	2	22,500	57,000	-	-	-		
Skeleton	3	2	15,000	55,000	-	-	-		
Snowboard ⁽²⁾	13	6	65,625	146,625	-	-	76,750		
SUB TOTAL	111	40	337,501	912,291			136,750		
TOTAL FUNDING	621	238	1,967,103	7,326,609	97	1,389,984	5,078,267	1,883	3,755,751
OWIA			1,000,000	4,000,000					

* 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

1. 2012 Archery ICG reflects a payment which excludes GST
2. Denotes 2012 ICGs including a 2011 ICG allocation not forecast at the time of previous publications
3. Denotes 2012 ICGs reflecting a reduction from 2011/12 for amounts not forecast at the time of previous publications
4. Denotes 2012 ICGs reflecting a retrospective ICG as it is a new Winter sport discipline/event added to the Sochi 2014 program

AUSTRALIA'S NOC CENTENARY

Harry Gordon

Australia has had a distinct Olympic identity since the congress at the Sorbonne University in Paris in June 1894 at which the Modern Olympic Games were created. Basil Parkinson, of the Victorian Amateur Athletic Association, made a detailed submission to that Congress, relayed through Australia's proxy, Charles Herbert (England's AAA secretary, who had also obligingly undertaken to look after New Zealand's interests). At the same meeting Leonard Cuff was appointed as a member of the founding International Olympic Committee, representing Australasia.

That early identity was reinforced by the presence of Australia's Edwin Flack at the first Modern Olympics in 1896 in Athens, at which he won two championships and led the eventual winner, Spiridon Louis, during much of the marathon. Other Australians followed at successive Games. Australia continues to be able to make the proud, rare claim to an uninterrupted presence at every summer Olympics ever held.

Given this kind of pioneering DNA - beginning nearly 120 years ago, in the twilight of the 19th century - it may seem strange that the Australia's National Olympic Committee, as represented today by the Australian Olympic Committee, will not be celebrating its centenary until 29 April 2020.

Three major factors help to explain why:

- One was the freelance nature of the earliest Modern Olympics, in Athens in 1896, Paris in 1900 and St Louis in 1904. Australians competed in all three, but they did so mostly under their own steam, as young athletes who wanted to test themselves against the best in the world. Some (like Flack in 1896 and the hurdler Corrie Gardner in 1904) had the blessing of local associations, but a number just turned up in the host cities: the swimmer Freddie Lane, the runner Stan Rowley, the shooter Donald Mackintosh (in Paris) and the swimmer Francis Gailey (in St Louis). Australia had no NOC. No New Zealanders attended any of these Games.

- Another was the shared, and sometimes difficult, relationship between Australia and New Zealand, which appear to have been seen - at least by some founders of the Olympic movement - as a couple of twin colonies, residing close to each other at the other end of the earth. The IOC regarded these two dominions - more than 2000 kilometres apart, sitting on either side of an ocean - as a single entity, "Australasia". They competed together under this banner at two Olympics (in 1908 and 1912), and even shared a gold medal in the 4 x 200m freestyle relay in 1912 - but New Zealand grew increasingly unhappy with the relationship. Its administrators sometimes talked of being "dragged at the chariot wheels of Australia". Understandably, they disliked the term "Australasia", which at least related recognisably to Australia, but gave no hint that New Zealand was part of the duo. If there had to be a joint term, the preference on the eastern side of the Tasman was for "Australia and New Zealand".
- A final factor was the outbreak of the Great War in 1914. The Games which had been due for Berlin in 1916 were obviously cancelled, and after the war the IOC decided that Antwerp would become the host city for the next Games, in 1920. The splitting of the twins in the Antipodes had to wait until that year.

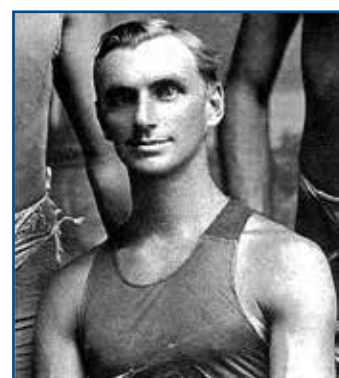
There is some irony in the fact that the two countries which experienced difficulty competing together in sport were able, less than a year after war broke out, to perform together so well together in battle. Their heroic collaboration as the Australian and New Zealand Army Corps from the landing on Gallipoli on 25 April 1915 gave both nations one of the most hallowed dates in their calendars. (It is worth noting that the first name suggested for this joint corps was the Australasian Army Corps: the New Zealanders, echoing their Olympic attitude, rightly felt this was offensive. The name was changed. The word ANZAC didn't come into general use until after the Gallipoli landing.)



Edwin Flack - Athens 1896 (IOC)



Australasian swimming relay team (Mitchell Library)



Freddie Lane - Paris 1900 (Mitchell Library)

AUSTRALIA'S NOC CENTENARY continued

In the eyes of the IOC, from Cuff's appointment in 1894 until 1920, Australia was part of Australasia. Richard Coombes, a Sydney sportswriter who took over from Cuff, a New Zealander, in 1905 - and proved to be a much more energetic and effective representative of the IOC - tried very hard to make the trans-Tasman relationship work. On 23 January 1914 Coombes convened a conference of delegates representing New South Wales, Victoria, Tasmania, Queensland and South Australia, as well as New Zealand, at the Amateur Sports Club in Melbourne, with a view to founding an Australasian Olympic executive council.

When he wrote to Baron Pierre de Coubertin on 23 December 1913 to inform him of the coming conference, he took the opportunity to unburden himself about the uneasy relationship that existed in his domain. "I manage to keep pretty well in touch with my various Olympic bodies here, but there is always a certain amount of jealousy between the various States of the Commonwealth of Australia and also between Australia and New Zealand," he wrote. "It requires tact and judgment to maintain harmony."

The January conference, chaired by Basil Parkinson, voted to establish the Olympic Federation of Australia and New Zealand by a majority of 8 votes to 2 - but the two dissenting New Zealand delegates then promptly walked out, taking no further part. The remaining delegates decided to "leave the door open" for New Zealand to return, but New Zealand remained out in the cold. The Australian delegates met for two days, organising a fund to finance a team for Berlin in 1916, agreeing on headquarters for the OFANZ, appointing office-bearers. Within a fortnight they had extracted a promised donation of £1000 from the Prime Minister, Sir Joseph Cook towards funding of a team for the 1916 Games. With the outbreak of war and the non-cooperation of New Zealand, though, OFANZ became a dormant organisation.

After the war Coombes committed himself strongly to the cause of separation for New Zealand. He made a strong submission to the IOC in April 1919 that the IOC

membership occupied by Australasia since 1894 should be split into two - with one seat for Australia and one for New Zealand. His proposal was accepted on April 5 at the IOC congress in Lausanne. It was at the same meeting that the IOC decided that Antwerp would host the first post-war Olympics, in August 1920.

Australia was now finally alone. It was on 29 May 1920 that the nation's first National Olympic Committee, called the Australian Federated Olympic Council* was formed at the Amateur Sports Club in Melbourne. James Taylor (NSW) was elected as chairman/president, and George Shand the acting secretary. The original members were Taylor and Vicary Horniman (representing NSW), Shand and Basil Parkinson (Vic), H.A. Bennett and H. Snape (Queensland), and R. H. Croll (South Australia). Most were based in Victoria and NSW, but had undertaken to look after the interests of other states.

A deputation was quickly arranged to ask the Prime Minister, then Billy Hughes, for financial help in sending an Australian team to the Games in Antwerp. Hughes responded: "I will give you the £1000 which my colleague, Sir Joseph Cook, promised in a moment of generosity in 1914." The committee was subsequently handed cheques for £1,435 from the people of Victoria and £1,420 from New South Wales.

Nominations were made at the first two-day meeting for swimmers, track and field athletes, cyclists and a tennis player to represent Australia in the team to go to Antwerp, and H. A Bennett**, of the Victorian Amateur Swimming Association, was named as manager.

*It was also variously referred to by newspapers of the time as the Olympic Council of Australia and the Australian Olympic Council. In 1923 the name was formalised as the Australian Olympic Federation. In 1990 the AOF became the Australian Olympic Committee.

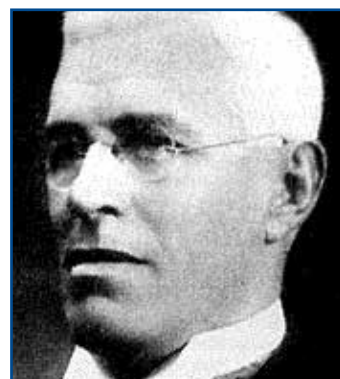
**H.A. "Horrie" Bennett was a Melbourne tea merchant, although he was listed as a Queensland delegate. It seems he agreed to act as a proxy for that state at the conference.



Pierre de Coubertin



Richard Coombes (James Eve Collection)



James Taylor (IOC)

OLYMPIANS CLUB OF AUSTRALIA

“ONCE AN OLYMPIAN, ALWAYS AN OLYMPIAN”

In a nation that reveres its sporting stars, Olympians are held in the highest esteem. They are recognised as great role models for the community and, in particular, for young people.

Australia's Olympians are a wonderful source of inspiration.

The alumni of Olympians is represented by the Olympians' Clubs of Australia (OCA). An OCA exists in each state and in the ACT.

The respective OCA Presidents for 2012 were:

VIC	LEON WIEGARD OAM (Chairman & National President)
ACT	SHAUN CREIGHTON
NSW	PETER HADFIELD OAM
QLD	JUDY LUXTON
SA	LEON GREGORY
TAS	BETHANIE KEARNEY
WA	LIANE TOOTH OAM

The OCA are supported by their respective State Olympic Council (SOC) with the organisation of social events and other forums for their Olympian alumni. Conversely, the Olympians provide important support for Team fundraising and Olympic education initiatives.

For its part, the AOC produces a quarterly newsletter and maintains a national database of Australia's Olympians.

In 2013, the AOC will further develop the use of social media as a key strategy for Olympians to maintain their connection to the Olympic Movement and each other.

OLYMPIC TRAINING CENTRES

The network of Institutes and Academies of Sport throughout Australia provide the all important daily training environment for athletes aspiring to success at the Olympic Games. In recognition of their vital contribution these organisations make to Australia's Olympic Teams the AOC bestows "Olympic Training Centre" (OTC) status on them.

While not part of the reporting year, it is important to note that in 2013 the AOC has invited each of the Institutes and Academies to renew their OTC recognition for further four years in the full knowledge that they will make a significant contribution to the Rio 2016 campaign.



An Olympic Training Centre
recognised by the
Australian Olympic Committee

STATE OLYMPIC COUNCILS

State Olympic Councils (SOCs) represent the AOC and the Olympic Movement in each State and the ACT. SOCs are tasked with the primary responsibility to raise funds for the Australian Olympic Team, promote the Olympic Movement through education and to support the Olympians Clubs in their respective states.

The 2012 Australian Olympic Team Appeal raised \$7.2 million against a target of \$6.05 million – an outstanding result in a challenging financial climate. SOCs and their Team Appeal Committees produced a tailored calendar of major fundraising events throughout Australia. They harnessed the strong momentum leading into the London 2012 Olympic Games and converted this into strong corporate and community support for the Olympic Team Appeal.

Leading the way was the Victorian Olympic Council which raised \$2.7 million for the quadrennium including an outstanding \$2.1 million from the Prime Minister's Olympic Dinner. The NSW Olympic Council and the South Australian Olympic Council raised \$2 million and \$800,000 respectively amongst a concerted national effort.

Credit for these results rests with the outstanding Team Appeal Committees in each state. Many Committee members are long time supporters of Australian Olympic Teams. The AOC is indebted to them for their outstanding efforts in support of the London 2012 campaign.

The AOC also wishes to thank the State and Territory Governments for their generous contributions totalling \$2.1 million which underpinned the success of the Olympic Team Appeal nationally.

The promotion of the Olympic Movement through education in each state complements the AOC's national Olympic Education programs. SOCs once again collaborated with the AOC's 'Talk with a Champ' program in bringing the Olympic Movement and Olympians to Australia's regional schools. The visits are always well received.

In 2012 the AOC's Pierre de Coubertin Award program celebrated its 20th year of operation under the expert guidance of AOC Executive Member, Helen Brownlee OAM. The award, pitched at secondary schools and delivered by SOCs, celebrates the Olympic spirit through the achievement of excellence in sport and the demonstration of sportsmanship and fairplay. In 2012, over 860 students received the award nationally, an impressive figure considering each school can only nominate one student. This brings the grand total to over 12,700 student award recipients over the first 20 years of operation. The AOC congratulates Helen Brownlee and the SOCs for this outstanding result and the AOC looks forward to the next 20 years of this valuable community program.

With an emphasis on excellence and sportsmanship, the AOC is particularly pleased when Pierre de Coubertin recipients go on to represent Australia at the Olympic Games. The 2012 Australian Olympic Team boasted 23 award recipients, including nine medallists: Brittany Elmslie (swimming, gold and dual silver medallist), Kim Crow (rowing, silver and bronze medallist), Nina Curtis (sailing, silver medallist), Jessica Fox

(canoe/kayak slalom, silver medallist), Kaarle McCulloch (cycling, bronze medallist), Matthew Butterini, Matt Gohdes, Fergus Kavanagh and Matthew Swann (hockey, bronze medallists), Lauren Boden, Ryan Gregson, Rebecca Lee, Steve Solomon and Kim Mickle (athletics), Naomi Flood (canoe/kayak sprint), Caroline Buchanan and Amy Cure (cycling), Toni Cronk (hockey), Cameron McEvoy, Leiston Pickett, Tessa Wallace (swimming), Bianca Hammett (synchronised swimming) and Emma Jackson (triathlon).

The respective Olympians Clubs receive the benefit of administrative support from the SOCs. The AOC and SOCs look forward to working with each Olympians Club in the forthcoming quadrennium.

The AOC wishes to thank the Executive Boards and staff of each SOC. Collectively, SOCs delivered an outstanding fundraising result and a wide range of programs which promote and strengthen the Olympic Movement. The AOC appreciates this significant national effort and looks forward to working collaboratively with each SOC in the coming quadrennium.



Prime Minister's Olympic Dinner

SPONSORSHIP AND MARKETING

SPONSORSHIP

This quadrennium saw the most successful sponsorship program ever for the Australian Olympic Teams who competed in Vancouver and London, as well as the Youth Teams competing in the inaugural Youth Olympic Games and Winter Youth Olympic Games. The AOC's sponsorship and licensing activities continue to be implemented successfully by Sports Marketing and Management (SMAM), led by Michael Bushell and his team of professionals.

A flexible, market-driven business proposition that combined London's appeal as a destination with the historic rivalry of Australia with Great Britain was tailored to each sponsor's business objectives. This generated a strong response from corporate Australia which translated into remarkable promotion of the Team.

The 2009-2012 Sponsor family was comprised of 26 Partners, 15 Suppliers and 21 Licensees. This generated record revenue for the Team, including the supply of world-leading equipment, support services and expertise creating an optimal environment for Australia's Olympians. Additionally, the Sponsor family invested an extraordinary amount of their resources to promote the Team, Olympic values, ideals and education themes throughout Australia, while achieving their respective corporate objectives.

SPONSOR ACTIVATION OVERVIEW – 2012 AUSTRALIAN OLYMPIC TEAM

The Sponsor family undertook extensive activation before, during and after the London 2012 Olympic Games. The level of promotion witnessed was unprecedented in the Australian market in a non-home Games environment.

Brand Marketing – Partners and Suppliers undertook numerous activities to promote their association with the Australian Olympic Team. Through their efforts, the Olympic Team reached over 93% of Australians via the following channels:

- Product and Point of Sale Packaging
- Consumer Promotions / Competitions
- Official broadcasters and Broadcast partnership
- Outdoor advertising
- Digital / Social Media
- Publications / Media Partnerships
- Public Relations events / activities
- Premium merchandise

Seventy-five percent of the Team's Partners developed Athlete Ambassador relationships with 36 Olympians. These relationships supported the Partners in leveraging their brand's alignment with the Team through marketing initiatives.



Community Marketing & Social Responsibility – A growing area of focus for the Sponsor family is connecting with the Australian community through the Olympic Team. Several Sponsors were involved in community projects and fundraising initiatives. Notably **Coles** Olympified its on-going 'Sport for Schools' program to successfully leverage their association with the Team and deliver sports equipment to schools, while **Telstra** helped inspire over 3,300 school kids from around the country supporting the AOC's 'Chat to a Champ' program streaming live chats with Olympians each day of the Games.



Digital & Social Media – London 2012 was the first 'social media Games' and the Team Partners exemplified this fully, with over 85% working across Facebook, Twitter, YouTube and other platforms. This quantum shift from previous Games now forms an integral and critical part of the Team Partners' promotional efforts. The Sponsor family's social media channels also offer the AOC cost-effective reach for the promotion of the Team and Olympic values to key demographic audiences.

For example, Kraft Foods utilised its **Vegemite** brand and worked with Team Motivator Laurie Lawrence and played on the time zone difference to create a digital 'wake-up call' app, while **Coles** congratulated Sally Pearson on her gold medal performance in London, which saw over 46,000 people Like, Share or Comment for that single post. **Commonwealth Bank** sponsored the successful Official Australian Olympic Team app that generated nearly 240,000 installs for users to get immersed in the Team.



SPONSORSHIP AND MARKETING continued

Staff Engagement – The Sponsor family engaged their employees with different methods to suit their business objectives. These included ticket incentives, Olympian appearances, corporate co-branded uniforms, as well as integrating the Team brand on corporate stationary and as part of internal communications. For example, **Rio Tinto** worked with Olympians to target new employees as part of a successful recruitment drive.

Fitness First, the Presenting Partner of the Welcome Home Celebrations, funded the celebrations for this 10-day tour that saw London Olympians travel to eight Australian cities, with assistance from **Mitsubishi**, **Qantas** and **Accor**, to meet and thank the Australian fans for their support.

The Team's return home was also celebrated in style by **Qantas**, with the Team's arrival in their hangar in Sydney gaining widespread media coverage for the Team, including live, national TV and radio coverage.



Events – In Australia, the campaign around London 2012 saw an unprecedented appetite for community engagement events by the Partners who activated in schools, at product launches, PR events, in-store promotions, workplace sport and spirit challenges and many more. Highlights included the AOC media event to mark 100 days to go, celebrated across Sydney **Fitness First** clubs with appearances from Olympians and the Boxing Kangaroo, the **Qantas** Gymbus with Lauren Mitchell and the **Swisse** Olympic Day Fitness Class.

The AOC's Team Reception and Flagbearer announcement was supported by **Commonwealth Bank** and **Westfield**. Among other Partners' contributions, Westfield helped host the event and the Commonwealth Bank created an inspiring atmosphere as Australian athletes entered the venue.

Among the different corporate functions held, the AOC played an important role enhancing the Sponsors' Olympic experience. For example, **AMP** hosted a leadership forum with feedback on the Australian athletes' appearances prompting delegates to lavish praise on the London Olympians with comments like: "the best sports people I've heard from."

In London – Many of the Partners and Suppliers played a crucial role in providing the athletes with the best environment to perform at their peak, some of the assistance provided included:

adidas – in addition to providing world-leading Competition, Podium-wear and Casual Outfitting, adidas supported medallists through adidas Medal Incentive Funding;

Australia Post – "Posties" delivered fan-mail to Australian Olympians in the Olympic Village;

Fitness First – operated the Athlete Recovery Centre;

Qantas – chartered a flight home to welcome the Team in their hangar;

Speedo – technology-leading swimwear;

Sportscraft and Volley – designed and produced the Opening & Closing Ceremony uniforms and footwear.



SPONSORSHIP AND MARKETING continued

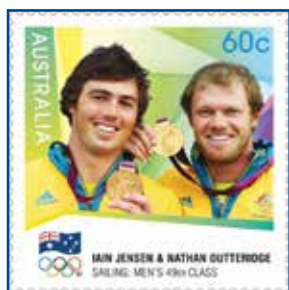
Olympic Village Visits – Over 70 privileged guests were treated by the Partners to the most exclusive Olympic experience: a tour through the Olympic Village and the Australian Team's living quarters. The immeasurable value that Partners obtain by providing major clients, high performing staff and community role models with this unique opportunity, is best summarised by one of the Partners, Swisse CEO, Radek Sali: "Thanks for organising our Olympic highlight, the tour of the Village."

Hospitality – A significant number of Partners took guests and competition winners to London through packages made available by Team Partner, **CoSport**. This once-in-a-lifetime opportunity for many Partners' guests generated outstanding business outcomes and exceptional goodwill with customers, creating new trade partnerships.

LICENSING

The 2012 licensing program was also negotiated and managed by SMAM. Licensees developed a range of officially licensed merchandise that bear the Flag & Rings and/or the Boxing Kangaroo.

While the licensing program encountered a soft retail market throughout 2012 as structural and cyclical changes continue to affect the Australian retail market, merchandise available in the market included a range that appealed to the mass market, youth and collectors alike.



INAUGURAL INSPIRATION AWARDS

The quadrennium concluded with the presentation of the **Australian Olympic Team Inspiration Awards** for excellence in sponsorship marketing.

Believed to be the first of its kind in Olympic sponsorship marketing, this innovative program saw Team Partners and Suppliers invited to summarise their Olympic marketing campaigns and enter the Inspiration Awards. The response from the Sponsor family was overwhelming, demonstrating Australia's leadership in international sponsorship best practices through the promotion of the Team and Olympism.

The entries received were judged by an independent panel with a wealth of experience. Russell Withers, AOC Executive member and Chairman of 7-Eleven Stores chaired the Judging Panel. Harold Mitchell, Executive Chairman of Aegis Media Pacific, Ian Elliott, Retired Chairman and CEO of George Paterson and Lisa Forrest, Olympian and Author were judges.

The panel selected **Qantas** as the winner of the 2012 Australian Olympic Team **Gold** Inspiration Award, with one of the most comprehensive campaigns ever witnessed in Olympic marketing. The Australian Olympic Team brand and athletes were integrated throughout the campaign, delivering unsurpassed business results for the airline.



SPONSORSHIP AND MARKETING continued

Telstra was awarded the **Silver** Inspiration Award with a program that galvanised Australians to inspire the Olympic Team, while there was a dead-heat between **Swisse** and **Coles** for the **Bronze** Inspiration Award.

Having witnessed unprecedented sales increases, double-digit lifts in brand awareness, improved favourability ratings, and entire workforces energised by the Olympic Team across a wide range of industries, Mr Mitchell went on to say: "Judging this prestigious award has left me with no doubt that Olympic sponsorship really works." The Inspiration Awards also received high praise from the IOC and other leading NOCs, who are contemplating the innovative program for their markets.

BRAND PROMOTION

Working with the IOC and the Sponsor family, the AOC and SMAM have been actively promoting and protecting the Australian Olympic Team brand (Flag & Rings) and Mascot (Boxing Kangaroo).

One initiative leading into London saw **Fitness First** assist the AOC in producing a 30 second television commercial (TVC) titled "The Inspiration of Our Nation". The TVC utilised iconic images of Australian Olympians, with Golden Globe winner and Academy Award nominee **Hugh Jackman** kindly lending his voice to record the brand essence of Team, **The Inspiration of Our Nation**.

The video was widely used to promote the Australian Olympic Team, the AOC website and recognise the Sponsor family.

Official broadcast rights holder for the 2012 Games, **The Nine Network**, provided significant exposure of the TVC, which was viewed by more than **11.6 million viewers** in the lead-up to and during the London 2012 broadcast.

A separate promotion of the TVC on the AOC YouTube channel received over 82,000 views, while the video was also played in **Fitness First** gyms for eight weeks before, during and after the Olympic Games, including whilst Fitness First presented the Welcome Home Celebrations.

BRAND PROTECTION

The AOC maintains the strategy of educating the community that revenue generated from Team Partners allows the AOC to prepare and send Australian athletes to each Olympic and Olympic Winter Games. The AOC is committed to protecting Team Partner rights to use the AOC and Team brand by relentlessly addressing unauthorised uses in Australia.

The rapid adoption of social media use by individuals and businesses has presented a new challenge in brand protection. The AOC welcomes the 2012 ruling by the Advertising Standards Bureau (ASB) that the Facebook page of a business is a 'marketing communication tool over which the advertiser has a reasonable degree of control'. This result supports and strengthens the AOC's position of restricting non sponsor companies from using Olympic insignia, protected Olympic expressions or any reference to the Team on their Facebook page.

The AOC continues to work closely with the IOC's legal team to ensure all ambushes on the Australian Territory are controlled and addressed. The AOC agreed to participate in the IOC's worldwide anti-ambush campaign aimed at promoting the official Team Partners to the Australian public.

Frequent and consistent messaging profiling CoSport as the authorised ticket reseller in Australia resulted in less members of the public and athlete family and friends being caught by fraudulent ticketing sites in the lead up to the London Games.

Ambush marketing has largely been controlled internally by the AOC led by recently retired Alan Grover and Claudia Mackie with the strong support from Miriam Stiel's team at Allens Linklaters (formerly Allens Arthur Robinson). The AOC is indebted to its staff and the wider Olympic family for reporting potential ambushes for action and encourages this practice to continue.

The Inspiration of Our Nation

[Click video to play](#)



SPONSORSHIP AND MARKETING continued

Acknowledgement - Alan Grover

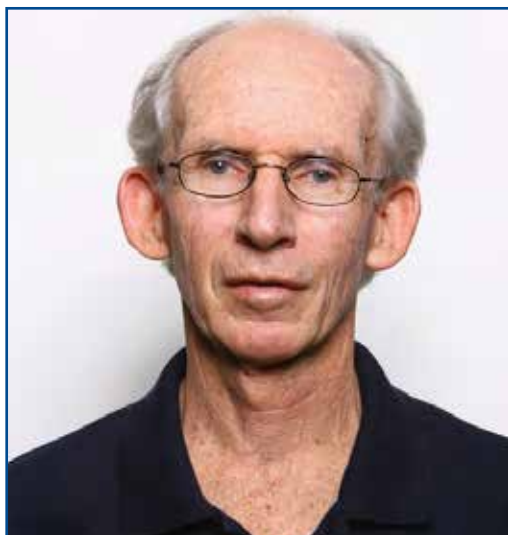


Photo: men's eight training in Sydney in 1968 - courtesy www.rowinghistory-aus.info

The quadrennium's commercial success warrants the acknowledgement of many, but in particular, Alan Grover, the AOC's Director of Marketing and Brand Protection who retired at the end of 2012 following 25 years of exemplary service to the AOC and the Olympic Movement at large.

The three-time Olympian, successfully transitioned his passion and dedication from the Olympic rowing eight whom he coxed to a silver medal at the 1968 Olympic Games into the boardroom, becoming one of the great supporters of Olympic Marketing and a staunch defender of the Olympic brand. Before moving to the AOC as it was then known, Alan was Marketing Director of Speedo Knitting Mills, one of the Australian Olympic Team's most enduring partners. This knowledge of being a sponsor gave Alan fantastic insight into the key elements of procuring corporate partners and through effective servicing, retaining them and protecting them and the Olympic brand against competitors or other corporate forms of ambush marketing.

From the restructuring of the Olympic Team marketing program in 1987 and the introduction of the first edition of the world wide Olympic program, TOP, to the Melbourne and Sydney bids, and the highly successful Games of Sydney 2000, to where the AOC's marketing program is today, Alan has been fundamental to the collective commercial success.

Alan was an unsung hero quietly doing his work in making sure the maximum marketing revenues were achieved and protected for distribution to our Teams. His determination to protect the Olympic brand and the enhancement of its value are globally recognised, and particularly by the IOC, with frequent requests for advice on anti-ambush protection through legislation and various other means and processes. Australia's recognition as one of the best Olympic marketing programs in the world has in no small way been contributed to by Alan.

The AOC wishes Alan a very happy, healthy and fulfilling retirement and thanks him for his outstanding contribution to the Olympic Movement.

CRAIG PHILLIPS
Secretary General

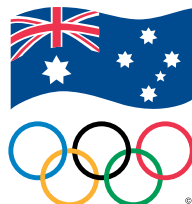
EVERY



IS MADE POSSIBLE BY YOU.

A special thanks to our partners for making every moment possible.

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AUSTRALIAN
OLYMPIC
TEAM

Partners, Suppliers and Supporters 2009 - 2012

Coca-Cola

acer

Atos

DOW

GE

McDonald's

OMEGA

Panasonic

P&G

SAMSUNG

VISA

adidas

AMP

AUSTRALIA
POST

Cadbury

coles

CommonwealthBank

CoSport

FitnessFirst

kraft foods

mitsubishi
MOTORS

QANTAS

RioTinto

speedo

Swisse

T

ACCOR

Adecco Group

ANL

ATHLEGEN

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hamilton
laboratories

KARBON

Media Monitors

nogenSi

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SPORTSCRAFT

Volley

Westfield

Klar

Follow your Team at olympics.com.au

MEDIA AND COMMUNICATIONS

LONDON 2012

The focus for AOC Media throughout 2012 centred on the London Games, including Team processing sessions, selection announcements, the allocation of accreditation to the different media organisations and briefings on the day to day operation of AOC Media during the Games.

Media enquiries in the lead up to the Games focused on the three major issues being security, athlete behaviour and Team performance. Social media and its potential impact on athlete performance was also high on the priority list. AOC Media attended all Team Processing sessions in the lead up to the Games and spoke in detail about the impact of social media and its use both in the lead up and during the Games.

Selection Announcements

Media events were held for nine team selection announcements: sailing (Brisbane), synchronised swimming (Gold Coast), swimming (Adelaide), boxing (Canberra), track cycling (Adelaide), diving (Brisbane), gymnastics (Canberra), women's water polo (Canberra), basketball (Melbourne). There was a large media turnout to these selection announcements and allowed for positive and controlled cut-through into main stream media in the months leading up to the Games.

Uniform Announcements

Media events were held to showcase the Team uniforms in the months leading into London. The AOC media team worked with adidas to showcase the competition, podium and casual uniform elements, in an event held at the State Sports Centre.

For the first time in history, a decision was made by the Team Executive to reveal the Opening Ceremony uniform before the Games. The decision allowed for an unprecedented amount of media coverage for the uniform unveiling - something that can be lost in the other aspects of the Opening Ceremony. Sponsors Volley and Sportscraft were both very happy with the outcome of the media event, which was held at Quay, in Sydney's CBD. The media was overwhelmingly positive, something which was also aided by the early release of the outfit.

100 Days to Go

A series of media events were held to mark '100 days to go' - 18 April 2012 - which successfully attracted hundreds of positive media clips, reaching an approximate audience of 25 million in Australia as well as gaining international reach.

The men's hockey team were the focus of the media event in Perth, meeting children from a local hockey club and doing interviews with all WA media. In Sydney, athletes attended Fitness First clubs to meet and greet gym-goers. In addition to the nine media outlets in attendance, athletes Liz Cambage and Brendan Sexton both did live TV interviews in studio. On the Gold Coast, Laurie Lawrence was joined by the British High Commissioner and 20 Olympians at the Southport Olympic Pool and 12 media outlets.

The Media Team

The media team for London was the most outstanding ever assembled at an Olympic Games and included three personnel based in Headquarters, 13 Media Liaison Officers (MLOs) and 12 in the Main Press Centre (MPC).

The MLOs and MPC staff led by Rod Allen were an outstanding group of media professionals. Those experienced MLOs provided a great deal of advice to the rookies allowing headquarters staff to concentrate on the issues of the day.

The MPC staff produced quality editions of the daily ASPIRE newsletter, managed the AOC's social media accounts and ensured the AOC website olympics.com.au carried the latest stories, results, photographs and video packages on a 24 hour basis.

Media Coverage

The number of clips (including newspaper, internet, radio and TV) received in the two weeks before the Games averaged 3,000 per day. During the two weeks of the Games this increased to 4,500 - 5,000 clips per day.

Press Conferences

In total, 45 press conferences were held in London and other venues starting two weeks leading into the Games and continuing until the final day of competition.

The AOC conducted 34 press conferences at the MPC chaired by Chef de Mission Nick Green and delegated to his Deputies Kitty Chiller and Chris Fydler and Media Director Mike Tancred when he was required elsewhere.

On average 30 media attended each press conference in the MPC including 8-10 cameras. International media (predominantly the British press) attended every Australian press conference. Following daily press conferences athletes conducted interviews with all Rights Holders (Channel Nine, FOXTEL, ABC radio and Macquarie Network) at the International Broadcast Centre (IBC).

MEDIA AND COMMUNICATIONS continued

Having two rights holders in television and radio was demanding but they were considered a priority and their needs were met.

At Eton Dorney six press conferences were held for rowing and one for canoe/kayak and eight grassy knoll interviews were conducted. All Australian media outlets (newspaper, TV) were based in Eton Dorney for the duration of the competition.

In Weymouth four press conferences were held for sailing and 12 grassy knoll interviews conducted. Six media outlets (and 17 programs) were on site throughout the event. In addition there were 15 wire services and international sports specific media that followed the Australian sailors throughout their competition.

Athletes from 23 sections participated in a press conference at the MPC after their arrival into London either in the lead up or during the Games. Some sections could not attend press conferences due to training time clashes and others preferred to hold media open days at their training or competition venue instead. Media open days were held for high profile sports at their pre-Games camps including athletics, swimming, cycling and rowing.

Athlete Liaison Officers (Layne Beachley, John Eales, Steve Waugh and Kieren Perkins) and Laurie Lawrence all attended press conferences and conducted numerous interviews with both rights and non-rights holders.

Interviews outside venues (grassy knolls)

AOC Media sent 120 SMS alerts about grassy knoll interviews taking place outside Stratford International train station and the entrance to the Olympic Village. Grassy knoll interviews were held from 10am to 2am depending on what time an event finished.

Medallists

After their competition, all medallists attended a venue press conference, interviews in the IBC studios with television and radio rights holders followed by a grassy knoll and one on one interviews with non-rights holders. The following morning medallists attended a 9am press conference in the MPC.

Media Activity

Hundreds of Australian media were accredited for the London Games. All were advised of various Team activities including airport, train and bus arrivals, athletes collecting their uniforms at the Uniform Distribution Centre creating media exposure for uniform sponsors adidas and



Sally Pearson



Grassy Knoll with Carrie Graf



Press Conference with Nick Green



Jess and Myriam Fox live at Channel 9 studio

MEDIA AND COMMUNICATIONS continued

Sportscraft and Volley, access to the Recovery Centre, media open days with high profile sections and training sessions.

Nine and FOXTEL both capitalised on their rights holder privileges to access inside the Olympic Village for athlete interviews. Nine also obtained approval from the IOC to enter the residential section of the Olympic Village to film a Team induction session with the men's water polo team.

The Team Reception where Lauren Jackson was named as Flagbearer, received mass and importantly positive media coverage. There was an unprecedented number of requests from both international and Australian media (approximately 65 media outlets) on the ground in London to attend the event. Numbers were limited to 30 media outlets.

A press conference was held immediately following Lauren Jackson being named as Flagbearer. The news was instantly filed to the world and Australians back home. Lauren completed approximately 30 media interviews.

Website and Digital Campaign

The 2012 Australian Olympic Team digital campaign comprised five (5) key elements linked together and managed by the AOC Media Team.

1. London 2012 Team Website (london2012.olympics.com.au / olympics.com.au)
2. Mobile version of this website (m.olympics.com.au)
3. Native Mobile Apps (iOS and Android versions)
4. E-newsletters to olympics.com.au members
5. Social Media on Facebook, Twitter, Google+ and YouTube channels.

The website, mobile site (m-site), social media campaign and e-newsletters ran across a 13 month campaign. The website and m-site were launched one-year from the Opening Ceremony on 27 July 2011 and ran until the end

of August 2012 (conclusion of the Fitness First Welcome Home Celebrations).

London 2012 was the enormous peak and focus of the year. It was the first 'digital Games' and due to the emphasis placed by the AOC, the multiple platform digital campaign ensured millions of people had exposure to the brand and positive messaging about the Team. The fans were able to get to know the athletes and feel part of their journey and follow their results and news from multiple devices whilst also enjoying great imagery.

It was the first time the AOC had produced a native mobile App, a website suitable for mobile devices and also provided a multi-platform social media campaign 24 hours a day from the MPC in London and the AOC's Sydney office.

The most advanced website the AOC has ever delivered and all of the additional platforms and development involved in the m-site and Native mobile Apps was delivered cheaper than the 2008 campaign and under budget for 2012, despite the greater resources needed for social media. This is significant as it shows how well the London 2012 website utilised developments and learnings from Vancouver 2010 and the AOC corporate site. The AOC was provided fantastic support by developer Daemon Internet Consultants and Bulletproof Networks for Hosting Services.

Working with Multi-Channel Network (MCN) advertising revenue targets were also exceeded in a tough market. The revenue achieved after commissions was three times that of 2008 (\$55K vs \$173K). Samsung, Coca-Cola/Powerade, Commonwealth Bank, McDonalds, Mitsubishi, Procter & Gamble, Omega and Foxtel all participated in either straight advertising display, integrated options (such as the Native App and competitions) or a combination of both.

The Native App for iOS and Android devices was available in iTunes and GooglePlay with Australian Olympic Team



MEDIA AND COMMUNICATIONS continued

and Commonwealth Bank (CBA) branding. Production began once CBA support was confirmed which was early May 2012. Despite this short lead in, the Apps achieved an amazing 237,962 installs (iOS 200,355 & Android 37,607).

Some high level Website/M-Site numbers:

- Over 2.85 million people (unique visitors) came to the website or m-site during the 13 months, up from 1.5m to the 2008 website
- 2.17 million people came to the website or m-site over the Games-period (20 July to 19 Aug), up from 1 million to the website in 2008
- Total visits over the Games period (20 July to 19 Aug) was 4 million
- Page views - 13 month campaign was 23 million & Games-period (20 July to 19 Aug) was 17 million
- The 2012 website and m-site achieved an increase from 2008 of 88% in people, 99% in visits and 35% in page views (the Beijing site was 'stickier' than London with more page views & duration per visit)
- During the Games 36% of visits were on mobile devices (smartphone or tablet) - *All are GoogleAnalytics stats to enable comparison between 2008 and 2012.*
- 630 videos were produced over the 13 months and 160 (5 + per day) during the Games. 225,000 video views at Games-time - *Brightcove Stats*

These London 2012 website/m-site stats bettered all forecasts. The results were particularly pleasing considering the increased competition from news and sports sites in Australia, a less friendly time-zone for following action and the drop in medal performances from 2008. The success of the Native App would have had a negative impact on web traffic but this gave great exposure to the brand with instant Team information on a new platform. A very positive overall result. The referral traffic from the Team Social Media channels and social media integration was a positive factor in the success as was the search engine optimisation (SEO) of the site and the paid search engine marketing (SEM) campaign through Google.

Social Media Campaign

London 2012 was the first truly digital Games. The goal for AOC Media was to showcase the Australian Olympic Team and be a source of information and entertainment. Through social media the spotlight was placed on stories and performances of the Australian Team providing the ultimate base for Australian supporters.

The official Team accounts had almost 200,000 fans and followers subscribed on Twitter, Facebook and Google+

during the Games. This ranked the Team's official accounts fourth compared to other National Olympic Committee's in number of total fans talking about their Team. This support base is significant given Australia is ranked outside the top 20 countries in number of users on Twitter and Facebook.

Account traffic

	August 13, 2011	Pre-Games following (July 13, 2012)	Total following (August 13, 2012)
Twitter	3,000	12,522	37,531
Facebook	19,280	35,000	114,424

The significant number of followers was due to a sustained build up to London 2012 coupled with the obvious interest in the Olympics during the weeks of the Games.

London Social Media Snapshot

- **186,334** total dedicated Fans/Followers across Twitter, Facebook and Google+ during the Games
- **1,251%** increase in Team Twitter followers over 12 months (August 2011 – 2012)
- **600%** increase in Team Facebook fans over 12 months (August 2011 – 2012)
- **34,000** followers on the Team Google+ page in four months (account launched 1 May 2012)
- **83%** of the total followers on social media began following the Team in 2012
- **56%** of the total followers on social media began following the Team in July-August 2012
- **120** Tweets/day posted by AOC media team on the busiest days of the Games
- **2,160** average likes/shares/comments on a Team Facebook post (average 130 negative)
- **57,793** average users reached each Team Facebook post
- **556,288** people reached by the Team's biggest Facebook post

Facebook in focus

- **114,424** Users subscribed to the Team Facebook page
- **3,900,782** Total unique users who engaged with Team Facebook posts during the month of the Games
- **33,905,609** Total impressions of Team Facebook posts during the month of the Games

If the majority of impressions were Australian users, of the nation's 11,624,700 Facebook users, one in three Australian would have seen an Team post during the Games.

MEDIA AND COMMUNICATIONS continued

Content

Leading into the Games the AOC produced extensive content to promote the Australian Olympic Team which was posted on social media, including a video campaign *AUSContenders* featuring 100 videos of Australian athletes. Strong Australian results were highlighted and test or selection events were often live tweeted by the AOC media team.

During the Games MLOs and MPC staff tweeted live from venues about every Australian result giving the public real-time commentary across every sport featuring every Australian athlete.

The AOC posted over 100 tweets per day during the busiest days of the Games. Facebook posts were kept to 4-5 daily in keeping with best practice and the demands of moderation, centring on the best results of the day, strong imagery and links to the daily Team newsletter, *ASPIRE*. Social media was used to direct traffic to all news articles, galleries, videos and other features on olympics.com.au.

Once the Games began, medals led the popularity stakes, with Sally Pearson the most re-tweeted athlete. The photo of Pearson celebrating gold with a link to the story on olympics.com.au was the biggest post, reaching 556,288 people.

Games colour

The Team also posted photos and provided insights into the atmosphere that could not be seen on TV. The most successful campaign leading to the Games was the simple hash tag *#TheAussiesAreComing*. It was added to Team

posts, adopted by athletes, media and the public and used in Nine's Olympic campaign. The adventures of BK around London sparked a wave of support from fans on social media. BK's personal gallery reached 58,991 people on Facebook and made the front page of a London newspaper.

Sponsors

Where relevant the Team posted about sponsor activity such as Sportscraft and Volley during the Opening Ceremony, AusPost stamps and Letterlink as well as a wave of Telstra mentions for Hero Message and Chat to a Champ.

AOC Media worked closely with SMAM before and during the Games to assist them to manage expectations with sponsors and communicate the AOC strategy of maintaining the integrity of the channels. There are benefits to sponsors and the AOC if organisations follow, retweet and engage.

Moderation and Monitoring

Moderating the Team accounts required 24/7 attention. During the Games, posts attracted an average of over 2,000 responses to filter, with an average of 130 negative sentiments. AOC Media contracted Brandtology (a branch of Sentia Media) to monitor social media during the Games and provide daily updates to the AOC. This was an invaluable service. Given the heights the Team accounts reached and the scale of social media content it would have been impossible to do this internally.

WEBSITES AND SOCIAL MEDIA

The year started with the AOC Media staff providing digital coverage to organisations in Australia and sports fans of the first Winter Youth Olympic Games from Innsbruck, Austria. The end of the year (into 2013) was another Youth event, with a very successful website, video production and social media campaign for the 2013 Australian Youth Olympic Festival.

In addition there were other development improvements made in 2012. The AOC corporate website had the Readspeak software added to greatly improve the accessibility to content for users who are vision impaired or dyslexic. The State Olympic Council mini-sites were migrated across to the latest content management system and the navigation in the Media Centre was greatly improved for going live in 2013.



MEDIA AND COMMUNICATIONS continued

INNSBRUCK 2012

Andrew Reid headed up the AOC Media operation at the inaugural Winter Youth Olympic Games in Innsbruck. He was supported by Alice Wheeler and Taya Conomos.

The first Team announcement of nine athletes was made on October 17 at Canterbury Ice Rink in Sydney. A further four athletes were announced over the following weeks. Their selection attracted regional coverage in print, radio and TV.

Chef de Mission, Alisa Camplin, was a great asset for getting people talking about Innsbruck 2012 and the athletes who are the future of Australian Olympic Winter Teams. Alisa appeared on the Today Show, Foxsports and different radio programs in the weeks before the Games.

In Innsbruck video interviews were fed back to Australian media and appeared on Nine, Foxtel, Ten, Seven, ABC and SBS. Regular mentions on national radio were achieved and leading websites like NineMSN, Foxsports.com.au and SBS.com.au published the daily written wraps and multi-media wraps produced by the Media Team on the ground in Innsbruck.

The strong performance by the Australian Team, including two bronze medals and eight top-10 performances, boosted media interest. The Nine Network's Today Show was a big supporter of the Team and even after the athletes had returned to Australia, Alisa Camplin and ice hockey medallist Sharnita Crompton continued to do radio interviews.

Nine showed the one-hour international highlights package on their digital youth GO channel twice-daily and Foxtel ran the same highlights on Foxsports twice daily. This coverage managed to get Australians talking about the event and winter sports during the Australian summer.

SOCHI 2014

In November 2012, AOC Media Director Mike Tancred travelled to Sochi, Russia, for a World Press Briefing.

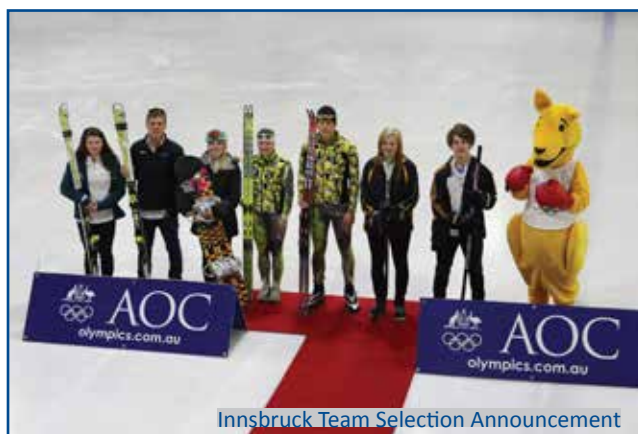
The Chairman of the IOC Press Commission, Kevan Gosper, opened the conference with a prediction - "Sochi will deliver one of the great Games of our times, not just a Winter Games, a great Games." The conference included tours of the mountain venues and the coastal cluster of venues which border the Black Sea.



Greta Small - Innsbruck



Alisa Camplin and Thomas Waddell - Innsbruck



Innsbruck Team Selection Announcement



World Press Briefing - Sochi

MEDIA AND COMMUNICATIONS continued

OLYMPIC EDUCATION

Chat to a Champ – Term 1, 2 and 4

1200 primary school students in 40 unique 30-minute chat sessions spoke with 19 Olympians using web video conferencing in Terms 1, 2 and 4 of 2012. Students and Olympians were equally delighted to chat, ask and answer questions. Positive responses were received from both the participating schools and the Olympians. Highlights included links with schools in remote areas of Western Australia, Queensland and the Northern Territory.

“Thank you for organising the link up between Australian rower Kim Crow and Year 4. The girls were very enthusiastic to take part in this fantastic experience. After researching who Kim was on the AOC websites, the girls created many interesting and thorough questions about rowing, her hopes, aspirations and favourite foods. We had 21 girls each asking one question, in front of the laptop while the rest of the class was on the floor watching the activboard. We would like to thank Kim for giving up time from her gruelling schedule to talk. Her warm personality, drive and dedication make her an inspiring role model for the girls. We learnt so much about rowing and what life is like being an Olympian. Thank you again for organising this unique opportunity.”

Jessica Raeside, Teacher

Chat To A Champ – Live from London 2012

Fifteen athletes representing nine Olympic sports participated in Chat to a Champ in London. Twenty-two chat sessions were held with schools from every state and territory. Over 600 primary school students had the opportunity to chat with their Olympic heroes. In addition another 2,000 people watched the Chat sessions at four larger community sessions in Aspley (QLD), Penrith (NSW), South Morang (VIC) and Prescott (SA).

The MPC team ran the extremely successful Chat to a Champ sessions at the London Games. A mini studio with backdrop was set up in the MPC office to conduct the sessions. The athletes that took part in the London 2012 Chat to a Champ program were:

Taylor Worth and Elisa Barnard (Archery)
Annabelle Smith and Loudy Wiggins (Diving)
Blake Gaudry (Gymnastics – Trampoline)
Daniel Kelly and Ivo Dos Santos (Judo)
Jess Fox (Canoe/Kayak Slalom)
Kim Crow (Rowing)
Yolane Kukla, Mel Schlanger and Libby Trickett (Swimming)
Sarah Bombell and Eloise Amberger (Synchronised Swimming)
Damon Kelly (Weightlifting)

Presenting partner Telstra assisted in the organisation of the program in both Australia and London. Telstra provided the technology for participating schools and technical support during the chats. They were also responsible for setting up the four community events. Telstra were happy with the support they received from the AOC in the months leading into the Games as well as throughout the London campaign. Both Telstra and the AOC received significant positive media coverage.

Lesson Plans – Primary and Secondary

Primary resources, containing 60 cross-curriculum lesson plans were themed on the London Games and emphasised the a.s.p.i.r.e. values, literacy and numeracy skills, the use of information and communication technologies, active lifestyles and links with the community. For the first time, a secondary digital resource was produced with e-learning environments, exploring Australia's involvement at the Olympic Games during significant historical events over the last 100 years. The resource allowed for self-paced and student-centred learning, linked to the new national curriculum. It included multimedia, transcripts, weblinks and references which formed a rich learning experience for teachers and students. The lesson plans were downloaded 230,000 times from the AOC website.

Village Art

600 pieces of art were created by students from 35 primary schools across the country. The artwork was transported to London by the AOC and used to decorate the Australian athletes' apartments in the Olympic Village. The artwork made the apartments look inviting and friendly. Feedback from athletes was extremely positive and many athletes took time to send thank you letters to students. A selection of the artwork was made available to view online on the AOC website.

Olympic Day

17,500 primary school students participate in Olympic Day in 2012. Embracing the IOC's theme "Move, learn and discover" the students organised sports days, art competitions and mock opening ceremonies wearing different colours and marching under the flags of different nations. The AOC Athletes' Commission championed Olympic Day in 2012 visiting 35 schools across the country. 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.

MEDIA AND COMMUNICATIONS continued

Pierre de Coubertin Awards

In 2012, over 860 secondary school students received the prestigious Pierre de Coubertin award around the country. The students received the award for demonstrating sportsmanship, respect as well as excellence on the field of play. The students received their awards at Olympic Academies and Presentation Ceremonies organised by the State Olympic Councils and involving 21 Olympians and Youth Olympians. The Academies provided the opportunity for the students to interact with their Olympic heroes as well as learn about aspects of the Olympic Movement such as its history, philosophy, values, marketing and sponsorship.

Talk with a Champ

Three Talk with a Champ sessions were held in 2012. 600 secondary school students were able to listen to 11 Olympians share their experiences about being an elite athlete and the positive impact sport has had on their life. In this one hour discussion, students are also able to ask questions and get photos and autographs. Warwick Draper, Nicole Livingstone and Linley Frame visited Mornington College, VIC. Annette and Alex Edmondson, Laura Hodges and Becchara Palmer went to St John's Grammar in Adelaide. Leisel Jones, Cate Campbell, Rhys Howden and Julie McDonald visited St Peter's Lutheran College in Brisbane, QLD.

International Olympic Academy (IOA)

Olympian Sara Carrigan attended the IOA's Session for Young Participants at Olympia, Greece. Sara was immersed in the traditions of the Olympic Movement, participating in guided tours to places of cultural significance and lectures about the challenges and strengths of the movement. The session was a rewarding experience both professionally and personally for Sara. 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.

Eat like a Champ

The AOC registered the program name and trademark BK logo for Eat like a Champ. It is anticipated that this program will be implemented in 2013. The health education program includes an online video recipe book featuring Curtis Stone and Olympians, in-store 'Eat like a Champ' fresh product and supporting teacher guide and student activities. It will encourage Australian children to follow their Australian Olympic Champions to 'Eat like a Champ' with fresh food, to ensure they can compete, fit and healthy, at their school's sports day.

Other Programs

The AOC Olympic education unit supported and assisted in the development of government and corporate partners' Olympic education programs. This included the Prime Minister's Olympic Challenge, Australia Post's LetterLink program, RIC Publications' Primary Activity Books and the LOCOG Twinning Schools program.

MIKE TANCRED

Media Director



Mel Schlanger & Libby Trickett
Chat to a Champ - London



Talk with a Champ - Victoria



Pierre de Coubertin - Tasmania

ATHLETES' COMMISSION

The Australian Olympic Team holds a unique place in our national psyche. For so many Australians, our Olympians are a powerful source of inspiration and pride.

For those of us privileged enough to wear the green and gold, this is both an honour and a responsibility.

As athletes, we represent much more than just our specialised physical pursuits. We embody a philosophy of sportsmanship, fair play, solidarity and daring to dream. When we compete, we are not only competing for ourselves, but for our friends, families and all Australians.

The Athletes' Commission, elected by their peers, is charged not only with representing the views of the athletes to the AOC Executive, but with promoting these founding principles of Olympism.

The Athletes' Commission comprises ten 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 chairperson and any member of the AOC Athletes' Commission also sitting on the IOC Athletes' Commission.

2012 saw our athletes compete in the London Olympic Games and new heroes enter the national consciousness.

Community engagement with our Olympians, thanks to developments in IT and social media, was greater than ever. The AOC's Chat to a Champ sessions were run at the

Games direct back to Australian schools, and twitter saw Olympians closer than ever to their fans. The Welcome Home Parades were once again well supported by our athletes and the community, and represented a timely reminder of the joy and pride evoked by the Olympics.

In 2012, the members of the Athletes' Commission once again supported Olympic Day by going to schools and sharing their Olympic experiences with school children around Australia.

Following the Games, in partnership with the Australian Sports Commission, transition workshops were run across the country to help athletes prepare for life after the Games – whether it be in sport or outside of sport. Significant steps were also made in piloting the Adecco Athlete Career Education Program in Victoria. This program will build on the work by Athlete Career Education Managers based at the State Institutes of Sport, by enabling athletes to access the services of Adecco in finding jobs that suit their training and competition demands.

The Commission wishes all Australian athletes preparing for the upcoming Youth Olympic Games in Nanjing and Olympic Winter Games in Sochi all the very best of luck- you are an inspiration to us all.

KIM CROW
Chairperson



MEDICAL COMMISSION

The AOC Medical Commission (AOC-MC) held a full day meeting on 13 May chaired by the late Dr Brian Sando OAM. Other matters were managed during the year by email and telephone.

London 2012 Olympic Team

This topic occupied the majority of the May meeting. Key points discussed included:

- Athlete numbers were predicted to be around 400. Medical staffing was finalised and the total would be 69 including the recovery centre staff.
- Team's pharmaceuticals and potential UK customs issues for their importation – Dr Ken Fitch advised contacting the OCOG head pharmacist Mark Stewart, an Australian. He proved to be most helpful.
- London 2012 Medical Manual – the AOC-MC complimented Dr Peter Baquie on its excellence.
- Athlete whereabouts – posed many significant difficulties - the roles of ASADA and Dr Susan White were pivotal.
- Proposed 'No Needle Policy' of IOC – lack of any information from IOC even to Dr Ken Fitch who would oversee the policy for the IOC's Medical Commission.
- Concerns that some sports who invariably took doctors when travelling overseas were declining to nominate a doctor and opting to seek medical help from the Headquarters Clinic. This appeared to be primarily to include an additional coach or technical staff within their accreditation allocation. The AOC-MC recommended that the AOC further review this situation for future Olympic Teams.

Sochi 2014 Olympic Winter Team

The AOC-MC recommended that, subject to his appointment as the 2014 Team Medical Director, Dr Peter Braun visit Sochi in 2013 as a member of an AOC Planning Visit. The need for two doctors to care for the Sochi 2014 Team was discussed and the Commission recommended

that this occur, with one doctor based in the Coastal Zone and the other in the Mountain Zone.

Innsbruck 2012 Winter Youth Olympic Team

Dr Larissa Trease's excellent report on these successful inaugural Winter Youth Olympic Games was discussed. Issues such as low vitamin D levels in Winter athletes and its role in bone health, poor response to the health screening questionnaire by team officials and the team's unsatisfactory boots with their relatively high risk of injury were aspects that should be heeded in the future.

ONOC Advanced Team Physiotherapy Course

Convenor Mark Brown's report on the course co-hosted by the AOC and Sports Medicine Australia (SMA) in November 2011 was received – it was a well organised, successful course.

ONOC Medical Commission (ONOC-MC)

Dr Peter Baquie acknowledged that, due to other commitments he had not contributed as much to the work of the ONOC-MC as he would have liked and, as a consequence, would not seek reappointment. The AOC-MC identified that Dr Larissa Trease would be a most suitable candidate for ONOC-MC for the 2013-17 period. It was noted that David Zuker would retire as physiotherapist on ONOC-MC in 2013 having been a most active member since the Commission began in 1985.

Sports Medicine Australia (SMA)

SMA had approached both Dr Brian Sando and Dr Ken Fitch about a closer liaison with the AOC-MC. Ross Smith had accepted the role and provided an update. The Commission is most grateful for the excellent support provided at all times by Lauren Fitzgerald and the wise counsel of Fiona de Jong.

DR KEN FITCH AM

Acting Chairman, AOC-MC

VALE - DR BRIAN SANDO OAM

After courageously living and working with a terminal malignancy for almost two years, Brian died peacefully at home on 4 August, lovingly nursed by his wife Lee. During this time, nobody could have conducted himself more gallantly and with his unique brand of humour undiminished throughout, despite multiple courses of potent and debilitating chemotherapy.

Brian was an inaugural member of the AOC-MC in 1981 and became its chair in 1997. He was an Olympic team physician at seven Summer Games between 1980 and 2004 and Senior Medical Director at Seoul, Barcelona, Atlanta and Sydney. However, everyone's lasting memories of Brian will not be merely his many outstanding achievements but the wonderful qualities and personality of this remarkable man. His calm demeanour, wry humour, quiet leadership and warm friendliness were legend for all who knew him. Never critical, always supportive and encouraging, Brian was the nicest man that many of us had the privilege of meeting and knowing.

Typical of Brian, a few months before he died, he called me and asked if, subject to the AOC's agreement, I would complete his term as chair of the AOC-MC. The AOC-MC will be forever grateful to Brian for his years of outstanding leadership and will miss him greatly. - Dr Ken Fitch AM



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 2012.

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 recognised 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 Team Membership Agreements for athletes and officials for the Olympic and Olympic Winter Games*+;
- The appointment of the Chef de Mission and other senior 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

CORPORATE GOVERNANCE STATEMENT continued

- 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.*

+reference to Olympic and Olympic Winter Teams and Games also includes Youth Olympic and Winter Youth Olympic Teams and Games.

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;
- 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 of the AOC first convened 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. However, where an Australian citizen is a member of the IOC by virtue of being elected to the IOC Athletes' Commission, only the Chairperson of the Athletes' Commission will be a member of the Executive, or if the Chairperson is also the IOC member, then only the Deputy Chairperson will be a member of the Executive.

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 except for the Chairperson

and Deputy Chairperson of the Athletes' Commission 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 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

CORPORATE GOVERNANCE STATEMENT continued

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 Reform Act 2012 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 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 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

CORPORATE GOVERNANCE STATEMENT continued

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 Commission 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 conducted a comprehensive review of succession planning processes with recommendations presented to the Remuneration Committee. Activation of these processes commenced in 2011 and continue to be developed.

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 Compliance with AOC By-Laws

As a condition of membership, all members of the Executive are required to comply with all By-Laws made by the Executive, including the Ethical Behaviour By-Law and the Anti-Doping By-Law.

In particular, changes to the Ethical Behaviour By-Law effective from 8 February 2013 require all members going forward to make a statutory declaration regarding anti-doping matters. This is addressed in greater detail in the Corporate Conduct and Responsibility section, below.

EXECUTIVE COMMITTEES & COMMISSIONS

Executive Committees and Membership

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

CORPORATE GOVERNANCE STATEMENT continued

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

The members of the Team Executive for the 2012 Winter Youth Olympic Games were :

Alisa Camplin (Chair)
Fiona de Jong

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

Nick Green (Chairman)
Chris Fydler
Kitty Chiller
Craig Phillips

The members of the Team Executive for the 2014 Olympic Winter Games are:

Ian Chesterman (Chairman)
Craig Phillips
Geoff Lipshut

The members of the Team Executive for the 2014 Youth Olympic Games are:

Susan O'Neill (Chair)
Fiona de Jong

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.

All Committee members must also comply with the AOC By-Laws, including the Ethical Behaviour By-Law and the Anti-Doping By-Law.

In particular, changes to the Ethical Behaviour By-Law effective from 8 February 2013 require all members going forward to make a statutory declaration regarding anti-doping matters.

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 Chefs de Mission 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 was supported in the overall management of the Olympic Team by seven (7) Team Directors who attended meetings of the Team Executive to provide advice and guidance on their

respective areas of responsibility.

Similar management arrangements apply for the Youth Olympic and Winter Youth Olympic 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;

CORPORATE GOVERNANCE STATEMENT continued

- 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 AUDITOR'S 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.

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

CORPORATE GOVERNANCE STATEMENT continued

to its business. This control environment extends to the Olympic, Youth Olympic, Olympic Winter and Winter Youth Olympic Teams.

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 and Youth Olympic 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 2012:

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

- The 31 December 2012 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 Incorporation 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.

CORPORATE GOVERNANCE STATEMENT 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 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.

While not part of the reporting year, in February 2013, the AOC Executive

unanimously resolved to amend the Ethical Behaviour By-Law to require all "Relevant Persons" to make a statutory declaration regarding anti-doping matters, effective immediately.

All current and future members of the Executive, the Committees and Commissions, AOC staff, interns and contractors will be required to make the statutory declaration. All Athletes and Officials seeking inclusion in any Shadow Team or selection to any Australian Olympic Team will also be required to make the statutory declaration. Minors will not be required to make the statutory declaration.

Any person who does not make the statutory declaration or who, in the AOC's opinion, falsely makes the statutory declaration will be ineligible for such membership, or to receive funding from or to hold any position within the AOC, unless otherwise determined by the AOC. These matters will also be reported to relevant anti-doping organisations, on a case by case basis.

In addition, any person who wilfully and corruptly makes a declaration knowing it to be untrue in any material particular, will be guilty of a criminal offence (Section 25 Oaths Act 1900 (NSW)). These matters will be referred by the AOC to law enforcement agencies and such persons will be liable to up to 2 years imprisonment, a fine of 50 penalty units (currently \$5,100) or both, if dealt with summarily. If dealt with on indictment, the penalty is up to 5 years imprisonment.

The AOC Policy Manual supplements the Code of Conduct and all Members of the AOC Executive, Commissions, 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 The Executive, 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 with the exception of the AOC Policy Manual are available on the AOC's website olympics.com.au. The need to comply with these requirements is emphasised to all.

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 achievements thus far in promoting gender diversity in senior management positions.

In particular, the AOC employs 30 staff of whom 21 (70%) are females. Of the seven senior management positions making up 13% of the workforce, four (57%) are held by females. State Olympic Council employees are also employed through the AOC (nine in total, in addition to the above).

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 the senior IOC member.

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

The current AOC Executive of 14 includes three females (21%) which is higher than the average representation of women on boards of top 50 ASX companies (13%). However and of relevance is that 45% of the athletes in the 2012 Australian Olympic Team were females and they won 57% of medals. 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.

CORPORATE GOVERNANCE STATEMENT continued

The AOC notes that of the 34 National Federations which are the voting Members of the AOC and from which the Executive is nominated eight Presidents (24%) and six Chief Executive Officers (18%) are female.

The ten 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, and requires the Chair and Deputy Chair of the Athletes' Commission to be of different 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.

SUSTAINABILITY

The AOC, as the recognised NOC for Australia observes and is committed to the principles contained in the Olympic Movement's Agenda 21 regarding sustainable development. The report can be found at www.olympic.org/Documents/Reports/EN/en_report_300.pdf.





FINANCIAL STATEMENTS

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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 ended 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 settled on the Australian Olympic Foundation.

FINANCIAL STATEMENTS

Statement of Comprehensive Income	Notes	2012 \$	2011 \$	Quad 2009-12 \$
For the year ended 31 December 2012				
Revenue				
Affiliation Fees		682	737	2,893
Corporate Sponsorship Sales and Licence Fees	4	15,572,706	6,347,176	39,622,341
Fundraising for Olympic Teams		7,180,955	-	7,180,955
Grants from International Olympic Committee:				
Olympic Games		927,399	-	1,006,893
Olympic Solidarity		255,048	216,927	1,684,891
Other Income	4	219,194	212,246	499,015
Gain on disposal of Plant & Equipment		6,480	309	40,506
Distribution from Australian Olympic Foundation		6,293,160	6,293,160	25,173,060
TOTAL REVENUE		30,455,624	13,070,555	75,210,554
Expenditure				
Programme Services				
Olympic Teams				
- Summer		14,711,968	-	14,711,968
- Winter		-	-	2,154,177
- Summer Youth		-	-	473,416
- Winter Youth		251,296	-	251,296
Assistance to National Federations		1,967,103	1,815,255	7,326,609
Australian Youth Olympic Festival		-	-	3,755,751
adidas Medal Incentive Funding		1,389,984	1,509,036	5,078,267
Olympic Winter Institute of Australia		1,000,000	1,000,000	4,000,000
Olympic Education		54,700	68,944	169,351
High Performance Plan and Crawford Report Response		400	4,853	436,548
Olympic Solidarity Grants		91,300	163,542	1,279,704
Other Programme Services		151,555	212,762	1,073,967
Sports Administration & Operations		922,006	869,317	3,370,709
Support Services				
Annual Assembly, Executive & Commissions		272,711	172,744	769,798
Finance & Administration		1,830,535	1,287,567	6,330,599
Corporate		2,960,475	2,008,357	8,238,353
Marketing Services & Licensing		2,541,803	1,658,377	7,105,209
Public Relations & Information Services		1,338,571	1,365,191	5,231,544
State Olympic Council Grants & Support		528,301	487,160	1,904,201
Settlement on Australian Olympic Foundation	26	106,062	-	106,062
Other Activities				
Finance Costs	5	282,489	416,719	1,343,040
Net Foreign Exchange Loss	30	54,365	30,731	99,985
TOTAL EXPENDITURE		30,455,624	13,070,555	75,210,554
Surplus before income tax		-	-	-
Income tax expense	2(l)	-	-	-
Net Surplus 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

Statement of Financial Position	Notes	2012 \$	2011 \$
As at 31 December 2012			
Current Assets			
Cash and cash equivalents	6	1,993,787	4,274,817
Trade and other receivables	7	4,777,148	14,730,564
Deferred expenditure	8	1,878,210	4,002,094
Other current assets	9	131,221	193,333
Total Current Assets		8,780,366	23,200,808
Non Current Assets			
Trade and other receivables	10	10,172,875	10,377,727
Plant & equipment	11	707,547	634,861
Intangible assets	12	54,369	71,861
Deferred expenditure	13	1,114,625	1,121,879
Total Non Current Assets		12,049,416	12,206,328
TOTAL ASSETS		20,829,782	35,407,136
Current Liabilities			
Trade and other payables	14	3,103,724	2,952,342
Deferred income	15	2,051,115	16,241,247
Interest bearing loans and borrowings	16	3,115,286	4,466,614
Provisions	17	1,073,804	386,395
Total Current Liabilities		9,343,929	24,046,598
Non Current Liabilities			
Trade and other payables	18	1,019,953	1,053,366
Deferred income	19	9,797,881	9,944,591
Interest bearing loans and borrowings	20	23,807	39,152
Provisions	21	617,680	296,897
Total Non Current Liabilities		11,459,321	11,334,006
TOTAL LIABILITIES		20,803,250	36,380,604
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.

Statement of Cash Flows	Notes	2012	2011
For the year ended 31 December 2012		\$	\$
Cash Flows from Operating Activities			
Receipts from organisations		26,883,599	21,131,140
Payments to organisations and employees		(27,087,846)	(17,942,331)
Interest received		101,660	132,947
Payments of Goods and Services tax		(1,538,451)	(1,114,306)
Refunds of Goods and Services tax		1,314,951	883,153
Borrowing costs		(277,656)	(412,004)
Net cash flows (used in)/from operating activities	25	(603,745)	2,678,599
Cash Flows from Investing Activities			
Acquisition of plant & equipment		(310,608)	(448,627)
Net cash flows used in investing activities		(310,608)	(448,627)
Cash Flows from Financing Activities			
Borrowings		54,040,000	24,370,000
Repayments of borrowings		(55,390,000)	(23,840,000)
Finance Leases		(16,677)	(15,989)
Net cash flows (used in)/from financing activities		(1,366,677)	514,011
Net (decrease)/increase in cash and cash equivalents		(2,281,030)	2,743,983
Cash and cash equivalents at beginning of period		4,274,817	1,530,834
Cash and cash equivalents at end of period	6	1,993,787	4,274,817

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

Statement of Changes in Equity	Notes	2012	2011
For the year ended 31 December 2012		\$	\$
TOTAL EQUITY AT THE BEGINNING OF THE YEAR		26,532	26,532
Net expense and/or income recognised directly in equity			
- Settlement on Australian Olympic Foundation		-	-
Total recognised income and expense for the year		-	-
Surplus for the year		-	-
Other comprehensive income		-	-
Total comprehensive income for the year		-	-
TOTAL EQUITY AT THE END OF THE YEAR		26,532	26,532

This 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 2012

1. Corporate Information

The financial report of the Australian Olympic Committee Inc ("the Committee") for the year ended 31 December 2012 was authorised for issue in accordance with a resolution of the Executive of the Committee ("the Executive") on 15 March 2013.

The Committee is an Association incorporated under the Associations Incorporation 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 changed on 1 March 2013 to Suite 402, Level 4, 140 George Street, Sydney, NSW 2000 (formerly 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 2012

(b) Statement of compliance

Certain Australian Accounting Standards and Interpretations have 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 2012 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 an 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 2012

(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 ended 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 three to ten 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.

(k) Foreign currency transactions

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

Notes to the Financial Statements

For the year ended 31 December 2012

(k) Foreign currency transactions (continued)

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:

1 AUD Against	2012	2011	2012	2011
	Year End Rates		Average Rates	
1 US Dollar	1.0384	1.0156	1.0358	1.032
1 GB Pound	0.6428	0.6589	0.6536	0.6435

(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 2012

(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 settled on the Australian Olympic Foundation of which the Committee is the primary beneficiary. 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. Where sponsorship is signed for more than one quadrennium, the income is recognised in each quadrennium.

Income from sponsorships of \$11,848,996 (2011: \$9,944,591) 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-Olympic Games years appears in the financial statements as deferred income. In 2012 \$7,180,955 was raised through fundraising and has been recognised in the current year along with \$4,232,203 previously deferred from prior years.

(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 and can be reliably measured.

Amounts due and receivable in the current year, with regard to licensing and copyright royalties from third parties are unable to be measured at the time of signing the accounts and will be recognised in the year of receipt.

Notes to the Financial Statements

For the year ended 31 December 2012

(s) Intangible assets

Intangible assets consist of software development costs incurred for the ongoing development of the Zeus-sport database and accounting software. Development costs are initially brought to account at cost. The Zeus-sport database and the accounting software have been assessed as having a finite life. Finite life intangibles are amortised over their useful life. The Zeus-sport database finite life is currently considered to be three years. The accounting software finite life is currently considered to be five years. The carrying amount of the software development costs and accounting software 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 instrument contracts at 31 December 2012.

(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:

(i) 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.

(ii) Make good provision

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

(iii) Provision for onerous operating lease obligations

A provision has been raised in respect of the remaining lease obligations of the AOC offices at Governor Macquarie Tower and St Leonards. Both premises will be vacated by 31 March 2013, before both leases expire on 31 December 2014 and 31 March 2014 respectively. The costs included in the provision are future lease payments. The AOC is actively looking to sublease or assign the leases for both premises, however have not been able to do so at the time of signing the accounts.

(iv) 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 2012

	2012 \$	2011 \$
4 Revenue		
Corporate sponsorship sales and licence fees	15,525,774	5,804,821
Sponsorship interest income	46,932	542,355
	<u>15,572,706</u>	<u>6,347,176</u>
Other Income:		
Donations	200,000	200,000
Interest	18,240	12,246
Other Income	954	-
	<u>219,194</u>	<u>212,246</u>
5 Expenses		
Depreciation of non current assets:		
Plant & equipment	171,478	174,418
Motor vehicles	32,306	27,126
Leasehold improvements	25,000	25,000
	<u>228,784</u>	<u>226,544</u>
Amortisation of non current assets:		
Software development (including accounting software and Zeus Sport Database)	18,330	27,547
Finance costs expensed:		
Bank loans and overdrafts	279,945	411,858
Interest expense – finance lease	2,544	4,861
	<u>282,489</u>	<u>416,719</u>
Rental expense relating to operating leases:		
Minimum lease payments	386,796	361,711
Provision for onerous operating lease obligations (Governor Macquarie Tower and St Leonards)	666,890	-
	<u>1,053,686</u>	<u>361,711</u>
Employee benefits expense:		
Wages and salaries	3,561,260	3,350,157
Superannuation contributions	352,305	356,552
Provision for employee entitlements	80,631	96,626
Workers compensation costs	20,687	20,974
	<u>4,014,883</u>	<u>3,824,309</u>
6 Cash and cash equivalents		
Cash at bank and in hand	1,873,116	1,605,857
Short term deposits	120,671	2,688,960
	<u>1,993,787</u>	<u>4,274,817</u>

Cash at bank is available on call and has an average interest rate of 2.35% (2011: 2.98%).

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 2012

	2012 \$	2011 \$
7 Trade and other receivables (current)		
Trade debtors	2,795,275	13,281,387
	2,795,275	13,281,387
Sundry debtors	1,953,351	1,431,356
Provision for doubtful debts	(4,239)	-
Australian Olympic Foundation	32,761	17,821
	4,777,148	14,730,564
8 Deferred expenditure (current)		
Deferred expenditure	1,878,210	4,002,094
	1,878,210	4,002,094
9 Other current assets		
Prepayments	59,915	155,308
Deposits refundable	71,306	38,025
	131,221	193,333
10 Trade and other receivables (non current)		
Trade debtors	10,172,875	10,377,727
	10,172,875	10,377,727
11 Plant & equipment		
Computer network & equipment:		
Carrying amount at 1 January	259,918	39,665
Additions	60,552	329,344
Depreciation	(129,793)	(109,091)
Carrying amount at 31 December	190,677	259,918
Furniture:		
Carrying amount at 1 January	136,871	148,054
Additions	249,248	8,811
Depreciation	(18,020)	(19,994)
Carrying amount at 31 December	368,099	136,871
Office equipment:		
Carrying amount at 1 January	66,992	100,040
Additions	-	6,722
Depreciation	(23,695)	(39,770)
Carrying amount at 31 December	43,297	66,992

Notes to the Financial Statements

For the year ended 31 December 2012

	2012 \$	2011 \$
Plant & equipment (continued)		
Motor vehicles:		
Carrying amount at 1 January	96,080	90,791
Additions	-	32,415
Disposals / Write-downs	(8,299)	-
Depreciation	(32,307)	(27,126)
Carrying amount at 31 December	55,474	96,080
Leasehold improvements:		
Carrying amount at 1 January	75,000	100,000
Depreciation	(25,000)	(25,000)
Carrying amount at 31 December	50,000	75,000
Total Plant and equipment	707,547	634,861
12 Intangible assets		
Software development:		
Carrying amount at 1 January	71,861	28,073
Additions	838	71,335
Depreciation	(18,330)	(27,547)
Carrying amount at 31 December	54,369	71,861
13 Deferred expenditure (non current)		
Deferred expenditure	1,114,625	1,121,879
	1,114,625	1,121,879
14 Trade and other payables (current)		
Trade payables	192,961	36,311
Other payables	2,910,763	2,916,031
	3,103,724	2,952,342
Trade payables are non interest bearing and are usually settled on 30 day terms. Other payables are non interest bearing.		
15 Deferred Income (current)		
Deferred Income	2,051,115	16,241,247
	2,051,115	16,241,247

Notes to the Financial Statements

For the year ended 31 December 2012

	2012 \$	2011 \$
16 Interest bearing liabilities & borrowings (current)		
Finance lease secured	15,286	16,614
Commercial bill unsecured	3,100,000	4,450,000
	3,115,286	4,466,614
(a) Finance lease secured		
A finance lease with a lease term of five years was entered into in 2010 for two photocopiers at St Leonards. The average discount rate implicit in the lease is 5% (2011: 5%)		
A finance lease with a lease term of four years was entered into in 2009 for a telephone system at Governor Macquarie Tower. The average discount rate implicit in the lease is 7.26% (2011: 7.26%).		
(b) Commercial bill unsecured		
The average interest rate charged on the Commercial bills was 5.9% (2011: 5.8%).		
17 Provisions (current)		
Employee benefits	466,218	386,395
Onerous operating lease obligations (Governor Macquarie Tower and St Leonards)	607,586	-
	1,073,804	386,395
18 Trade and other payables (non current)		
Other payables	1,019,953	1,053,366
	1,019,953	1,053,366
19 Deferred income (non current)		
Deferred income	9,797,881	9,944,591
	9,797,881	9,944,591
20 Interest bearing liabilities and borrowings (non current)		
Finance lease	23,807	39,152
	23,807	39,152
21 Provisions (non current)		
Employee entitlements	173,133	146,897
Provision for make good	150,000	150,000
Onerous operating lease obligations (Governor Macquarie Tower and St Leonards)	294,547	-
	617,680	296,897

Notes to the Financial Statements

For the year ended 31 December 2012

	2012 \$	2011 \$
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) Provision for onerous operating lease obligations		
A provision has been raised in respect of the remaining leases of the AOC offices at Governor Macquarie Tower and St Leonards. The costs included in the provision are future lease payments.		
Foreign currency holdings		
The Australian dollar equivalents of amounts held in foreign currencies, not hedged at balance date amounted to:		
United States dollars	28,234	21,840
Great British Pounds (repatriated in January 2013)	1,502,452	1,045,022
European Euros	227	3,072
Other Currencies	221	681
Total	1,531,134	1,070,615
23 Expenditure commitments		
The Committee has entered into various leases for rental of premises.		
(a) Operating lease commitments – former premises		
A non-cancellable lease for current 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 five years. The Committee also entered into a five year print supplies agreement in 2011.		
Future minimum rentals payable under non-cancellable operating leases as at 31 December 2012 are as follows:		
Due no later than one year	452,187	428,509
Within one to five years	294,547	809,107
Aggregate lease expenditure contracted for at balance date	746,734	1,237,616
(b) Operating lease commitments – current lease premises		
A non-cancellable lease for premises at Suite 402, Level 4, 140 George St, Sydney, the new principle place of business as of 1 March 2013, was entered into in 2012 with a term of twelve years.		
Future minimum rentals payable under non-cancellable operating leases as at 31 December 2012 are as follows:		
Due no later than one year	445,294	-
Within one to five years	6,245,603	-
Aggregate lease expenditure contracted for at balance date	6,690,897	-
(c) 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.		
Future minimum lease payments under finance leases together with the present value of the net minimum lease payments are as follows:		
Due no later than one year	16,879	18,989
Within one to five years	24,758	41,638
Total minimum lease payments	41,637	60,627
Less amounts representing finance charges	(2,544)	(4,861)
Present value of minimum lease payments	39,093	55,766

Notes to the Financial Statements

For the year ended 31 December 2012

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 Surplus to the net Cash Flows from Operating Activities

	2012 \$	2011 \$
Net Surplus	-	-
Adjustments for:		
Provision for doubtful debts	4,239	-
Depreciation and amortisation of non current assets	247,114	248,528
Loss on disposal of non current assets	8,299	-
Change in assets and liabilities		
Trade and other receivables	10,124,953	5,039,198
Prepayments	95,393	(75,609)
Deferred expenditure	2,131,138	(1,355,513)
Trade and other payables	1,048,358	(1,006,780)
Provisions	73,604	233,405
Deferred income	(14,336,843)	(404,630)
Net Cash Flows (used in)/from Operating Activities	(603,745)	2,678,599

(b) Non-Cash Activities

During the year the Committee acquired property, plant and equipment and incurred expenses with an aggregate cost value of \$5,992,754 (2011: \$80,400) 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 2013 and at 31 December 2012 was drawn to \$3.1m (2011: \$4.45m).

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 \$456,051 (2011: \$17,821) representing:

- (i) distribution for the period of \$6,293,160 (2011: \$6,293,160) of which \$5,869,870 (2011: \$6,293,158) has been paid in cash.
- (ii) trade debtors of \$32,761 (2011: \$17,821).

The Committee Executive resolved to make a settlement on the Australian Olympic Foundation of \$106,062 representing part repayment of amounts in excess of previous planned distributions.

Notes to the Financial Statements

For the year ended 31 December 2012

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	4	4								
H Brownlee ⁽ⁱⁱ⁾	3	4								
I Chesterman	4	4	1	1						
J Coates ⁽ⁱ⁾	4	4			3	3	3	3	1	1
D Donoghue	4	4			3	3	3	3	1	1
K Gosper	4	4							1	1
N Green	4	4	3	3						
R Harvey	4	4							1	1
P Montgomery ⁽ⁱⁱ⁾	4	4			3	3	2	3		
C Phillips ⁽ⁱⁱⁱ⁾	4	4	4	4	3	3	3	3	1	1
A Plympton	4	4			3	3	3	3		
R Withers	4	4			3	3	3	3		
J Tomkins ^(v)	2	3								
T Franklin ^(vi)	3	3								
K Crow ^(vii)	1	1								
P Murrar ^{(vii) (viii)}	1	1								

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

(i) 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.

(ii) Absent on Olympic business.

(iii) 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.

(iv) Includes Team Executive Meetings for the 2012 Olympic Games and 2014 Olympic Winter Games.

(v) Membership ceased 8 October 2012. James Tomkins also attended the Executive Meeting in November by invitation.

(vi) Membership ceased 12 August 2012.

(vii) Appointed 8 October 2012.

(viii) Paul Murray also attended the Executive Meeting in May 2012 as the meeting was combined with the AOC Athletes' Commission.

(b) Compensation of key management personnel

Compensation of key management personnel relate to the following categories only:

	2012 \$	2011 \$
Short-term employee benefits	2,076,031	1,966,422
Post-employment benefits	214,525	119,495
	2,290,556	2,085,917

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.

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.

Notes to the Financial Statements

For the year ended 31 December 2012

27 Key management personnel (continued)

		Short Term		Post Employment		Other	TOTAL
		Salary & Fees	Motor Vehicle	Superannuation Contribution	Retirement / Termination Benefits		
		\$	\$	\$			\$
Executive Members							
J Coates ⁽¹⁾	2012	562,442	27,558				590,000
President	2011	455,542	26,498	-			482,040
N Green	2012	60,000	-	-			60,000
Executive Member	2011	60,000	-	-			60,000
Management							
C Phillips	2012	379,600	22,123	34,164			435,887
Secretary General	2011	365,000	22,928	32,850			420,778
J Webb	2012	253,281	20,002	22,795			296,078
Director, Corporate Services	2011	252,720	4,808	22,682			280,210
M Tancred	2012	246,400	30,682	22,176			299,258
Director, Media & Communications	2011	236,900	32,171	21,321			290,392
F de Jong	2012	246,400	19,072	22,176			287,648
Director, Sport	2011	236,900	19,272	21,321			277,493
A Grover ⁽²⁾	2012	195,224	13,247	17,570	34,695	60,949	321,685
Director, Marketing & Brand Protection	2011	236,900	16,783	21,321			275,004
TOTAL	2012	1,943,347	132,684	118,881	34,695	60,949	2,290,556
	2011	1,843,962	122,460	119,495	-	-	2,085,917

(1) Consulting fees

(2) Retired 15 October 2012

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.

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.

Notes to the Financial Statements

For the year ended 31 December 2012

28 Auditor's remuneration

	2012 \$	2011 \$
Amounts received or due and receivable by Ernst & Young Australia for:		
An audit of the financial report of the Committee and other associated entities.	114,781	112,800
Other services in relation to the Committee and other associated entities.	13,408	5,200

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.

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 2012.

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.

Notes to the Financial Statements

For the year ended 31 December 2012

30 Financial risk management objectives (continued)

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.

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 2012 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 or forward exchange contracts to meet known commitments.

Foreign exchange losses of \$54,365 (2011: \$30,731) arose primarily due to the improvement in the AUD/GBP rate compared to prior period.

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 2012:

- Bank guarantee of \$48,620 in respect of its leased premises at Atchison Street, St Leonards. The bank guarantee will be cancelled at lease expiry.

Notes to the Financial Statements

For the year ended 31 December 2012

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.

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 2013, when the Committee's bankers are due to consider extending the facility.

Budgets for the 2016 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 it 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 74 to 94 are drawn up so as to give a true and fair view of the Committee's financial position for the year ended 31 December 2012 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 15 March 2013.



J D COATES

President



P G MONTGOMERY

Vice President

Independent audit report to members of the Australian Olympic Committee Incorporated

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

We have audited the accompanying special purpose financial report of the Australian Olympic Committee Inc., which comprises the statement of financial position as at 31 December 2012, 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 the Statement by the Executive.

Executive's Responsibility for the Financial Report

The Executive of the Committee are responsible for the preparation of the financial report and have determined that the basis of preparation described in Note 2 to the financial report is appropriate to meet the financial reporting requirements of the Associations Incorporation Act, 1981 of Victoria and the Constitution and is appropriate to meet the needs of the members. The Executive 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 and fair presentation 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 Executive of the Committee, 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 Inc. as of 31 December 2012 and 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.

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 the Australian Olympic Committee Inc. to meet the requirements of the Associations Incorporation Act, 1981 of Victoria and the Constitution. As a result the financial report may not be suitable for another purpose.

A handwritten signature in black ink, appearing to read 'Et + Yoy'.

Ernst & Young
Sydney
15 March 2013

