



REACH
YOUR
PERSONAL
BEST



We're giving more Australian
athletes with an intellectual
disability the opportunity to reach
their personal best through sport.

Special Olympics Australia

The national office of Special Olympics Australia is located at:
Level 1, Sports House
6A Figtree Drive
Sydney Olympic Park NSW 2127

We can be contacted at:

PO Box 62
Concord West NSW 2138
Telephone: 02 8116 9833 or
1300 225 762
Fax: 02 8732 1629
Email: info@specialolympics.com.au
www.specialolympics.com.au

Charitable Status

Special Olympics Australia is a national not-for-profit organisation with tax-exempt charity and deductible gift-recipient status granted by the Australian Taxation Office. We have been operating in Australia since 1976 and we are registered with the Department of Gaming and Racing under the Charitable Fundraising Act, 1991.

Our national fundraising licence number is CFN14503 and our ABN is 28 050 738 728.

Reporting Period

This Annual Review covers our activities and performance from 1 January 2011 to 31 December 2011, which aligns with the Special Olympics Australia financial year.

Auditors

KPMG
10 Shelley Street
Sydney NSW 2000
www.kpmg.com

Banking Partner

Westpac

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Photos: (cover): Sandy Freeman receives congratulations from her parents, Norman and Carol after her second placing in the 200m individual medley swim at the 2011 Special Olympics World Summer Games. Sandy was the youngest member of the Australian team.
Photo: Peter Muhlbock.

(this page): Australian tenpin bowlers (left to right) Stephen O'May (QLD), Raymond Scott (VIC) & Viliamu Tumaalii (NSW).
Photo: Peter Muhlbock.



About Us

Special Olympics Australia is proud to provide regular sports participation and quality competition to people with an intellectual disability of all ages and abilities.

Through mutually-beneficial partnerships and quality sporting pathways we encourage every participant to have the opportunity and choice to explore their own possibility – and ultimately reach their full potential.

Our Mission

Our mission is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with an intellectual disability, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Our History

Special Olympics began over 40 years ago when the late Eunice Kennedy Shriver invited 75 children with an intellectual disability into her own backyard to explore their talents through sport. This backyard camp has now grown into the global Special Olympics movement, which supports almost 3.5 million athletes in 170 countries.

Special Olympics began in Australia in 1976 and our programs are now delivered by a dedicated group of volunteers in local communities across the country.

In 2011, we offered 14 official sports, plus recreational activities and other lifestyle programs that reflect our holistic approach to athlete well-being.

Our Future

Every two hours an Australian child is diagnosed with an intellectual disability, which means we have much work to do to meet the demand for our services. So, we have set an ambitious target to have 10,000 athletes with an intellectual disability regularly participating in sport through our programs by 2015. This is outlined in our new National Strategy 2012-2015.



Chairman's Introduction

2011 was a year of celebration for Special Olympics Australia as we delighted in the efforts of 130 Australian athletes at the Special Olympics World Summer Games in Greece. They brought home a bag of medals and ribbons, but it was the team's 58 personal best performances that represent the Special Olympics values of perseverance and bravery.

The event raised awareness of our organisation and I was pleased to see this interest turn into action as partners, government departments, sporting organisations, supporters and local communities got behind our first multi-platform fundraising campaign. Their support in helping send the team to Athens was unprecedented and many followed the team's progress on our website, in the media and via online communications.

Our job now is to maintain this engagement, because as much as the World Games is an exciting event, it is only a very small part of what we offer. Competition opportunities for Special Olympics athletes who wish to

compete is important, and I am proud of our quality competition pathways and strong sports partnerships, but providing the benefits of regular sports participation to more people with an intellectual disability remains our focus.

In 2011, we welcomed over 1,500 new athletes and I am delighted that we can now give many more families opportunities to connect, share and belong. My wife and I are both Special Olympics volunteers, with two of our sons in the program, so I appreciate that Special Olympics provides a place where families can come together and celebrate achievement.

With 53 local Special Olympics programs across the country offering over 15,000 annual training and competition sessions, there are plenty of opportunities to celebrate, but we will always have to do more to meet the demand for our services.

2011 marked the successful completion of our first-ever National Strategy and this platform of achievement has already allowed us to

move forward with an ambitious new strategy that focuses on increasing the number of Special Olympics athletes to 10,000 by 2015.

Thanks to my colleagues on the National Board for guiding us on our journey.

On behalf of the Board I welcome Gill Stapleton as CEO of Special Olympics Australia. Gill is supported by a strong executive team and dedicated staff in national and state offices who continue to service athletes, families, partners, volunteers and coaches.

To all of these athletes, families, partners, volunteers and coaches I say a particular thank you. You make Special Olympics a worthwhile and inspiring organisation to be part of. Without your enthusiasm, dedication and passion we would have nothing to celebrate, and I look forward to many future celebrations.

Mark Streeting
Chair, National Board
Special Olympics Australia

'I am proud of our quality competition pathways and strong sports partnerships, but providing the benefits of regular sports participation to more people with an intellectual disability remains our focus.'

Mark Streeting
Chair, National Board
Special Olympics Australia



Message from the CEO

In 2011, I was delighted to join the professional team at Special Olympics Australia. With a background in the corporate health sector and a personal commitment to an active lifestyle, the Special Olympics vision to create better lives for people with an intellectual disability through sport fits perfectly with me.

Now that I have met so many athletes, families and carers I feel even more inspired to lead this organisation into the future. The tenacity of Special Olympics athletes and the resilience of their families and carers is amazing. I am also in awe of the dedicated volunteers who continue to open up a world of opportunity that allows athletes to achieve what some thought impossible.

I must also recognise those volunteers who sit on regional committees, state boards and our National Board. We have a strong governance structure that continues to take us to new heights.

Someone who understands this well is my predecessor Catriona Barry. Catriona has been a strong leader for many years and I am pleased that she has taken on the role of Chief Operations Officer.

Of course, we would struggle to exist without our partners, so we are grateful to our Principal Partner the Australian Sports Commission for supporting our vision that all Australians should be able to participate in sport at their level of choice. Special thanks also goes to our long-term partner, IGA who continue

to provide necessary funds through donations and the sale of IGA Signature products. The Turnaround Management Association (TMA), Law Enforcement Torch Run (LETR), SAS and News Limited are also major contributors to our cause. Thank you.

2011 marked a major milestone for Special Olympics Australia with the end of our first four-year National Strategy. As we begin our new journey I invite you to enjoy this celebration of the year that was 2011.

Gill Stapleton
Chief Executive Officer
Special Olympics Australia

Message from the Australian Sports Commission

The Australian Government and Australian Sports Commission are proud supporters of Special Olympics Australia. A key focus of the Australian Government's social inclusion agenda is supporting the vision of a socially inclusive society in which all Australians have the opportunity to participate in sport at their level of choice.

Investing and partnering with Special Olympics Australia provides strong opportunities to achieve this vision through the organisation's focus on

transforming the lives of people with an intellectual disability through sport.

In the 2011-12 Budget, the Australian Government, through the Australian Sports Commission, provided \$545,000 to help the organisation achieve success. This funding has supported Special Olympics Australia to focus on getting more people with an intellectual disability participating in sport. This annual funding has and will continue to boost volunteerism.

Australia's Special Olympics athletes and volunteers are an inspiration. They remind us of the power of sport to help breakdown barriers and the Australian Sports Commission looks forward to working with Special Olympics Australia to plan and support their continued sporting success.

Simon Hollingsworth
Chief Executive Officer
Australian Sports Commission



Highlights of 2011

Quality Sport and Competition

- 130 Australian athletes competed at the 2011 Special Olympics World Summer Games in Greece – the largest sporting event in the world for the year. Team Australia competed in 11 sports and returned home with many medals and ribbons, as well as 58 personal best performances.
- Special Olympics Australia and Special Olympics New Zealand held the inaugural Trans Tasman Tournament.
- A National Winter Games was held as a selection event for the 2013 Special Olympics World Winter Games where five Australian athletes will compete.
- The National Selection Committee helped establish selection committees in each state to ensure our sports and competitions are of the highest standards.

Increasing Sports Participation

- We welcomed 1,584 new athletes, bringing the number of athletes we support to 5,770.
- We also welcomed four new regions.
- Participation in the Community Sports Link program increased by 108%.
- We strengthened our partnership with Riding for the Disabled (RDA) so our athletes can now enjoy equestrian in Queensland, South Australia, Victoria and Western Australia.

Engaging Communities

- Local communities across Australia celebrated our 2011 World Games team with an unprecedented show of support for our fundraising campaigns and online communications. They also sent thousands of herograms to the team.
- Our media reach during the Games, including stories published both online and in print through News Limited, was over 250 million viewers.
- Traffic to our website increased by 159% and our social media reach was over 236,000 users.
- Corporate volunteering across the country continued to build momentum.
- Sporting clubs from various football codes got behind our cause.

Securing Our Finances

- Funding increased across all income streams.
- Our first-ever multi-platform fundraising campaign raised \$1.3 million to send the Australian team to the Special Olympics World Summer Games in Greece.
- Special Olympics Australia and our partners IGA held our first national competition to increase awareness, funds and product sales.
- In 2011, the Turnaround Management Association (TMA) achieved \$1 million in funding for our organisation over the 5-year period of our partnership.
- All state and territory governments supported our World Games team with some offering ongoing funding.

A Unified Team

- Gill Stapleton joined Special Olympics Australia as CEO at the end of 2011 when Catriona Barry moved from CEO to Chief Operations Officer.
- The National Board continued to grow in strength with the appointment of: Jon Scriven, Qantas; Major General Michael Slater, Australian Defence Force; and Luke Sayers, PricewaterhouseCoopers (PwC) Australia.
- A Finance and Funding Summit resulted in states and territories agreeing to unprecedented transparency and cooperation around finances and future budgets.
- Volunteer, Robyn Cook OAM from Victoria was inducted into our Hall of Fame and Special Olympics athlete Andrew Williams was awarded the EKS Award.

Photo: The Australian women's basketball team and coaching staff. Photo: Peter Muhlbock.



Around the States

Australian Capital Territory

- Increased athlete numbers by 31%.
- Accredited the Snowy Monaro region.
- Welcomed the Territory's first affiliated groups.
- Built local partnerships with Westpac, Bendigo Community Bank and the CFMEU resulting in ongoing income streams over the next three years.
- Hosted three Inter-regional Games where invited teams from Victoria and NSW were able to enjoy the competitions.

New South Wales

- Increased athlete numbers by 114%.
- Accredited the new Illawarra region.
- Launched the monthly Blues Informer newsletter.
- Participated in Law Enforcement Torch Run (LETR) events including the second annual LETR Plane Pull.
- Provided governance training to regional committees.

South Australia

- Increased athlete numbers by 57%.
- Accredited Limestone Coast.
- Introduced equestrian thanks to a partnership with Riding for the Disabled (RDA).

Tasmania

- Increased athlete numbers by 39%.
- Secured funding for the Community Sports Link program with over 500 participants from 60 schools and disability service providers able to enjoy 26 events.
- Junior programs were introduced in two regions thanks to a partnership with Aussie Hoops.
- Corporate volunteers, including staff from Mystate and Betfair, contributed to the quality of local events.

Western Australia

- Increased athlete numbers by 153%.
- Pioneered a new model for Athlete Leadership Programs with the University of Western Australia.
- Introduced a successful Community Sports Links program.
- Launched the Law Enforcement Torch Run program.

Queensland

- Increased athlete numbers by 270%.
- Accredited the Fraser Coast region.
- Held an inaugural Communications Conference for all regional chairs with such success that it has been added to the regular Queensland calendar.
- Hosted a successful Sports Lunch and a number of Golf Days to raise funds for local programs.

Victoria

- Increased athlete numbers by 16%.
- Confirmed Donald McGauchie as Chairman of the Games Organising Committee (GOC) for the 2014 National Games to be held in Melbourne.
- Diverted full-time resources to the Community Sports Link program and junior programs to drive growth.
- Launched the Young Athletes program, with the support of volunteers from Mattel.





Quality Sport and Competition

Regular Sports Participation For All Abilities

Special Olympics Australia is not just one single event. We provide regular sports training and quality competition for athletes of all abilities across the entire calendar year. In 2011, we offered 14 official sports through more than 350 local sports clubs with volunteers delivering over 15,000 sports and competition sessions throughout the period.

Upcoming Games

Trans Tasman Tournament 2012
Cairns QLD, Australia

Junior National Games 2012
Newcastle NSW, Australia

Special Olympics World Winter Games 2013
PyeongChang, Republic of Korea

Special Olympics Asia Pacific Games 2013
Newcastle NSW, Australia

National Games 2014
Melbourne VIC, Australia

Special Olympics World Summer Games 2015
Los Angeles, USA

Photo: Western Australian softball player, Bronwyn Russell enjoys one of our many quality competitions.
Photo: Winkipop Media.

World Games Celebrations

While our core purpose is to provide regular sports training for people with an intellectual disability, we also offer a structured competition ladder for athletes who choose to compete. At the top of this ladder is the Special Olympics World Games, which is held on a four-year cycle in both summer and winter sports.

In 2011, 130 Australian athletes with an intellectual disability experienced the thrill of a lifetime when they competed in eleven sports at the Special Olympics World Summer Games in Greece. The event was the largest sporting event in the world for the year with 7,500 athletes from 185 countries coming together in a celebration of ability and friendship.

Our Australian team returned home with a medal haul of 54 gold, 41 silver and 43 bronze medals, as well as 44 place ribbons (4-8). They also recorded 58 personal best performances during the games.

The motivation of each individual athlete contributed to this success, as did the support of local and team coaches who worked together to ensure that athletes were well prepared for the event. The 40 volunteers, including coaches, team management and medical staff, who travelled with the team, did a remarkable job and we thank them for allowing Australian athletes to share their talents.

Flame of Hope

Congratulations to Special Olympics athlete Joshua Frost from Sydney West, NSW who was one of only ten athletes from around the world selected by our global headquarters to be part of The Final Leg of the Law Enforcement Torch Run for the 2011 Special Olympics World Summer Games.

The Final Leg is just one of the many traditions of World Games competition where athletes and law enforcement officers carry the Flame of Hope on a journey to the Opening Ceremony where the flame is used to light the cauldron and officially open the Games.

National Winter Games

Following the success of previous snow camps, held in conjunction with Disabled WinterSport Australia (DWA), Special Olympics Australia hosted our first official National Winter Games, featuring snow sports.

The event, which was held in Perisher, NSW, with the support of NSW Interschool's Snowsports, saw 27 athletes and 7 coaches/officials from Special Olympics ACT, NSW, Queensland and Victoria give it their best in snowboarding and alpine skiing. With alpine skiing split into multiple divisions the event was able to cater for advanced, intermediate, novice and beginner skiers.

Special Olympics Australia will now send five athletes and three officials to the 2013 Special Olympics World Winter Games to be held in PyeongChang, Republic of Korea.

Sports Partnerships

Special Olympics Australia works closely with the Australian Sports Commission, as well as State and National Sports Organisations, to maintain best practice, strengthen sports pathways, celebrate success and develop partnerships that promote sport for all.

At a national level we have formal partnerships with:

- Bocce Federation of Australia
- Disabled WinterSport Australia
- Football Federation Australia
- Golf Australia
- Gymnastics Australia
- Softball Australia
- Swimming Australia
- Tennis Australia

We also have supportive working relationships with Basketball Australia, Sailability, Yachting Australia and Tenpin Bowling Australia. In addition, our volunteer coaches and officials are accredited, via the Australian Sports Commission's National Officiating Accreditation Scheme, by the governing body relevant to their sport. We have also developed a number of independent panels to work on the development of specific sports needs.

Expanding Opportunities

For those Special Olympics athletes who want to compete we continue to find ways to provide more competition opportunities. Knowing that only a small percentage of athletes will reach the pinnacle of our competition ladder, we approached Special Olympics New Zealand to introduce an additional competition pathway for two of our most popular sports – basketball and football (soccer). This resulted in the first Trans Tasman Tournament.

In November, Special Olympics New Zealand hosted the inaugural event where Australia was represented by five basketball teams and five football teams. This allowed 80 Australian athletes to experience a new competition pathway. Special Olympics Australia will host the competition in 2012 where we expect to see almost 500 athletes compete in basketball, football, athletics and tenpin bowling.

Developing Our Coaches

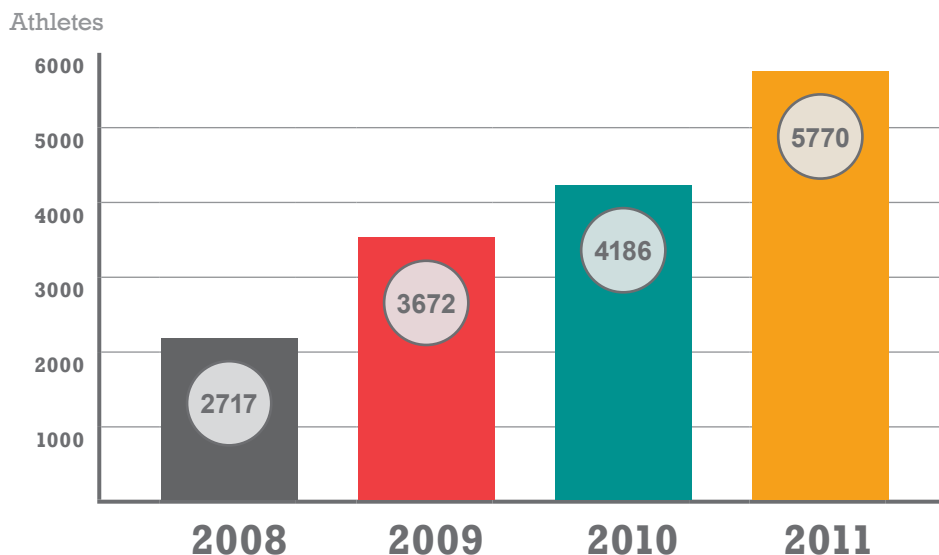
Special Olympics Australia continues to focus on providing volunteer coaches and officials with the tools that allow them to enjoy their volunteer experience while giving participants with an intellectual disability the best chance to do their best in sport. So we expanded our popular online orientation module to include additional online training for event management, Heads of Delegation, plus policies for awards and team selections. Over 1,000 viewers have completed these training modules and we continue to promote the Australian Sports Commission's Play by the Rules courses to further enhance education for our valued volunteers.

Selection Committee

Following three consecutive terms on the National Selection Committee Susan Grealy (QLD) and Shirley-Anne Milgate (VIC) finished their tenure and we welcomed Lorraine Clarke (NSW) and Tony Moore (NSW) to the team. Last year the work of the Committee included managing processes for annual awards, reviewing existing policies, as well as the fair and transparent selection of representative teams.

Increasing Sports Participation

Growth In Athlete Participation



A Milestone

Last year we welcomed our 5000th registered athlete, sixteen-year-old basketballer Christian Mamfredas from the Sydney Inner West region. Christian discovered Special Olympics through the Community Sports Link program and is now enjoying regular sport in his local community. His brother has also signed up as a Special Olympics volunteer.

We Want More Athletes

At Special Olympics Australia, our vision is to bring the joy and benefits of sport to more people with an intellectual disability in local communities across the country.

While the demand for our services continues to grow, increasing the number of athletes participating in our programs remains a priority.

In 2011, we were delighted to record 5,770 athletes with an intellectual disability actively participating in our programs. In our new National Strategy we have committed to increasing this number to 10,000 athletes by 2015.

Community Sports Link

Our Community Sports Link program promotes partnerships with disability service providers, schools and local sports clubs.

This important program brings sport directly to people with an intellectual disability with some of the highest support needs. Without this program they simply wouldn't be able to enjoy sport and we thank the small team of Community Development Coordinators, corporate and community volunteers, as well as a few generous partners who make it happen on a shoestring budget.

In 2011, the Community Sports Link program supported 2,416 athletes, a 108% increase on participation over the previous year.

Introductory Sports Programs

Other partners are also helping us increase athlete participation through introductory sports programs. These include: My Golf (Golf Australia), GymAbility (Gymnastics Australia), Aussie Hoops (Basketball Australia) and In2 Cricket (Cricket Australia).

New Local Programs

Four new regions are now up and running in Snowy Monaro (ACT), Illawarra (NSW), Fraser Coast (QLD) and Limestone Coast (SA) bringing our total number of accredited regional sports programs to 53 across the country.

Photo: Tasmania's Kelly Binns with tennis coach Neil Heyme (QLD).
Photo: Peter Muhlbock.



Engaging Communities

Our Patron

Special Olympics Australia is proud to have Her Excellency Ms Quentin Bryce AC CVO, Governor-General of the Commonwealth of Australia as our Patron. Ms Bryce gives very generously of her time to support Special Olympics athletes and we were very pleased that she joined us at the official farewell function for the Australian athletes heading to the 2011 Special Olympics World Summer Games.

As Patron of a number of charities, we were also very excited that Her Excellency chose to feature the athletes of Special Olympics on her official Christmas card.

Our Fans

The Australian team who participated at the Special Olympics World Summer Games in Athens received hundreds of messages of support including special congratulations from: Australian Prime Minister, Julia Gillard; Olympic swimmer, Grant Hackett; and singer Damien Leith.

Media and Communications

In 2011, the Special Olympics World Summer Games dominated our communications and engaged the community. Working with our partners News Limited, online and print media generated a potential viewership of 235,234,637.

Web traffic increased by 159% and we recorded the highest number of active users to our facebook page ever. 26 editions of the World Games newsletter increased our newsletter subscription base by 27% and we were delighted to see Special Olympics on air through ABC, SBS, National Nine News, Fox Sports, WIN and NBN.

Based on Games-time engagement our social media channels continue to grow and we have launched a new monthly e-newsletter, Soapbox.

Corporate Volunteering

By building our network of corporate volunteers, Special Olympics Australia hopes to provide many new opportunities to athletes with an intellectual disability, while allowing the corporate community to share the joy of Special Olympics and witness the benefits of their support.

In 2011, corporate volunteering across the country continued to build momentum thanks to the staff at Bupa, PricewaterhouseCoopers (PwC), SAS, ANZ, MLC, Booz & Company and Raytheon who gave their time to volunteer at community sports programs, state competitions and fundraising events.

We were also delighted that football clubs of various codes supported our program. These included Sydney Roosters, Melbourne Storm, Parramatta Eels, West Coast Eagles, Richmond Football Club, Melbourne Football Club, Melbourne Heart, Melbourne Rebels, ACT Brumbies, Collingwood and Hawthorne.



'The Special Olympics movement is very close to my heart and I am glad to be Patron of this national charity.'

Celebrating Achievement

Special Olympics Australia host annual awards to recognise the achievements of athletes and to celebrate the work of volunteers.

In 2011, Victorian Robyn Cook OAM was inducted into the Special Olympics Hall of Fame which recognises a volunteer who has shown outstanding service to the organisation. Robyn has been volunteering with Special Olympics for over thirty years and has been a great inspiration to athletes, coaches and fellow volunteers. Robyn was delighted to receive her award from our Patron, Her Excellency Ms Quentin Bryce.

The EKS award, in honour of Special Olympics founder Eunice Kennedy Shriver, is also presented annually to an athlete who has shown great leadership qualities and Andrew Williams from Victoria was this year's winner. Andrew is dedicated to athlete leadership and played a crucial role in establishing Australia's first Athlete Committee. In 2011, he was also the athlete representative to the Special Olympics Australia National Board.

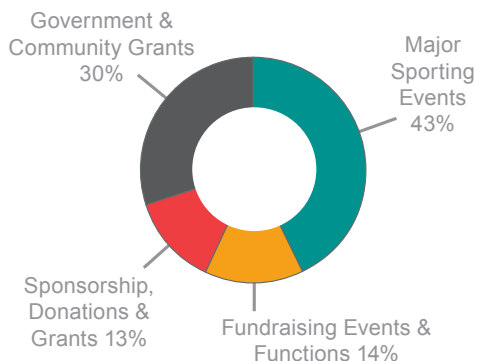
Outside of these national awards, states and regional committees also provide opportunities for recognition and reward.

Her Excellency Ms Quentin Bryce AC CVO,
Governor-General of the Commonwealth of Australia

Photo: Her Excellency Ms Quentin Bryce AO CVO, Governor-General of the Commonwealth of Australia with Special Olympics golfer, Steven Robson.
Photo: Peter Muhlbock.



Securing Our Finances



Shows % increase from 2010.

Funding Income By Type

- 43% Major Sports Competition Funding (up 4%)
- 14% Fundraising Events and Functions (up 2%)
- 13% Sponsorship, Campaigns and Donations (up 2%)
- 30% Government, Corporate and Grants

Diversified Income

In 2011, our major income sources across major events, fundraising, government and community grants increased on 2010 supporting our strategy to diversify our income and build sustainable funding partnerships.

Multi-Platform Fundraising

We delivered our best ever, national multi-platform fundraising campaign in support of the 130 Australian athletes who competed at the Special Olympics World Summer Games in Greece. With thanks to News Limited and our corporate partners over 4 million individuals engaged with our campaign via fan club support, sending team herograms, online donations and e-marketing activity.

In excess of \$1.3 million was secured to subsidise team travel, uniforms, insurance, training camps and team support. Thanks to a united effort they returned home as one of our most successful representative teams.

Fundraising Events

Fundraising events across the nation continued to strengthen and grow due to great partnerships, dedicated fundraising committees and wonderful supporters. Improvements to marketing, sponsorship and planning have increased our profit margins and added to the overall quality of our events, which offer great networking opportunities to our supporters

Special thanks to our national partners Turnaround Management Association (TMA). In 2011, we celebrated hitting \$1 million in funding over our five-year partnership – a remarkable milestone.

Diversified funding through second and third party fundraising pilots have established new income streams that will continue to provide funding for our grassroots programs to deliver weekly sports training in local communities.

New Partnership Campaign

IGA and Special Olympics Australia successfully delivered a new national Mother's Day competition with the backing of national media. The campaign increased online donations to Special Olympics Australia while increasing purchases of IGA Signature products across all IGA stores in Australia, adding value to our existing cause-related marketing program.

Government Relationships

In 2011, government departments in every state provided financial support to assist us in sending a team to Greece for the Special Olympics World Summer Games. Senator Jan McLucas, Parliamentary Secretary for Disabilities and Carers, travelled to the Games to support the team. We continue to work on partnerships with government departments to create more opportunities for athletes with an intellectual disability.

Better Use of Technology

Our in-house systems, and expertise in using new and existing technology, continues to improve the quality of our fundraising campaigns. In 2011, we began developing 53 local program websites with customised online fundraising pages assisting local regions to better connect fans and funds.



Partnerships

Steggles showed their support through Steggles Charity Nest in partnership with the Sydney Roosters.

Members of the Law Enforcement Torch Run continued to be some of our biggest fans raising funds and driving awareness.

Hundreds of News Limited staff got behind our World Games campaign resulting in unprecedented support for an Australian team. Supporters across Australia were inspired to send thousands of herograms and over 1.4 million readers followed their progress through dedicated websites at:

Courier Mail, Daily Telegraph, Herald Sun, Adelaide Advertiser, Perth Times, news.com.au, whereilive.com.au, foxsports.com.au. Hundreds of stories across all community titles at Quest, Cumberland Courier (News Local) Leader and Messenger meant every athlete was promoted as a hero.

Major corporate donations for the team came from BHP, Zurich Financial Services, PricewaterhouseCoopers (PwC), Stuart Alexander, Gloria Jean's Coffees, Steggles and News Limited.

Photos: (main photo): Prime Minister, Julia Gillard with Special Olympics NSW athletes (left to right): Megan Newell, Steven Robson, Nicole Harris and Alyse Saxby. Photo: www.newsphotos.com.au

(left inset): Grant Hackett is a fan of Special Olympics and enjoyed sharing tips with Victorian swimmer Kieran Johnson-Vickers. Photo: www.newsphotos.com.au

(right inset): Special Olympics gymnast Chris Bunton and his mum Halina were the face of our IGA Mothers Day competition.



Striding Forward

In our National Strategy 2012-2015 we show how we will give more people with an intellectual disability opportunity, choice and the possibility to reach their personal best.

To view the strategy go to www.specialolympics.com.au/resources



Platform Of Achievement

2011 marked the end of our first four-year National Strategy and we are delighted to report that we have built a platform of achievement as we move forward with an ambitious new National Strategy for the period 2012-2015.

Provide a Quality Sporting Experience

- 60% of our official sports managed by experts working with the respective National Sports Organisation.
- 100% increase in competition opportunities at all levels and in each sport.
- Recreational athletes have a place to belong in Special Olympics.
- 30% increase in accredited coaches.
- Nationally implemented standards for running events.

Increase Athlete Participation

- 25% increase in accredited regions.
- 25% increase in athlete participation.
- A database that is compatible with the international Games Management System (GMS).
- An increase in accredited states and regions, as well as affiliated groups.

Engage Communities to Support Growth

- A Families Support program.
- Athlete Leadership Programs with athletes accompanied by trained mentors on all committees.
- An Ambassador program to help raise awareness.
- A community program designed to welcome volunteers and supporters.
- A constantly improving and relevant website.
- Increased awareness through media.

Secure Our Financial Future

- Increase in funding across diversified income streams.
- A structured Fan Club providing funding.
- An aggregate of \$14.8 million from all sources, including multi-departmental government funding over the period.
- 12-months of fixed outgoings in reserve.

Unify the Organisation

- Each state and region operating within the Terms of Reference
- A unitary model of governance with all state and regions functioning as part of Special Olympics Australia.
- A centralised financial management system.
- 50% increase in the satisfaction of volunteer committees with the leadership of the national office.

Key: ■ Achieved Beyond Target ■ Achieved To Target ■ Not achieved

A Unified Team

Board of Directors

The Special Olympics Australia Board is responsible for implementing processes that reflect good corporate governance and ensure that the organisation is on the right path to achieve our mission. The Board bring important skills and expertise to the organisation and meet at least five times a year.



**Mark Streeting
(Chair)**

Mark has two sons in the program and can often be seen volunteering at his local branch of Special Olympics, despite his busy schedule as a Principal with Booz & Company. Mark is an experienced businessman having worked with various major corporate and government bodies around the world and continues to use his expertise to guide the strategic direction of Special Olympics Australia.



**Jacinta Baldwin
(Vice Chair)**

Jacinta brings with her a multitude of experience from her roles with the Victorian Government Department of Human Services, Disability Services and the Australian Sports Commission. Having previously served as CEO of Deaf Sports Australia and a board member of the Deaflympics, Jacinta is a great supporter of people with a disability.



Kim Bryan

Kim brings with her an accomplished communications and marketing career, having worked as the Public Affairs Manager with Caltex; General Manager Marketing & Strategic Communications with Rail Corp (NSW); Group Marketing Manager at St George Bank; Senior Marketing manager at ANZ Bank and General Manager, Corporate Marketing and Brand with Queensland Rail (QR).



Julieanne Cox

Julieanne is a long-term supporter of Special Olympics Australia and as a partner with Baker & McKenzie she regularly assists with matters of strategic importance having worked with many major corporates throughout her career.



Max Jackson

Max has been an active supporter of Special Olympics for many years and has held the role of Chair, Special Olympics Victoria. He is a highly experienced consultant, providing training and consultancy services to public and private sector organisations. Max has also held the role of Manager, Disability Services for the South Metropolitan Region in Melbourne.



Anna-Louise Kassulke

Anna-Louise is an experienced Special Olympics volunteer having joined the organisation in 1988. She was instrumental in establishing Special Olympics Queensland and has held the role of Head of Delegation for the Australian team at both the 2007 and 2011 Special Olympics World Summer Games.



Rex Langthorne AM

Rex has been involved with Special Olympics for over 20 years having held various roles at national, regional and international levels. At a local level he remains a committed volunteer who is credited with establishing the Special Olympics Australia golf program. He is also a member of the Special Olympics Australia Hall of Fame.



Tony McGrath

Tony is Chairman of McGrathNicol and was previously partner and head of KPMG's Corporate Recovery Team. Tony brings great financial expertise and a continually growing network to Special Olympics Australia and he is Chair of the Board's Finance Committee.



Luke Sayers

Luke is CEO of PricewaterhouseCoopers (PwC) Australia where he leads the strategic direction of Australia's largest and most respected professional services firm. Luke is committed to spending time with clients and communities and joined the National Board to use his passion and skills to help inspire people with an intellectual disability.



Jon Scriven

Jon is Group Executive, People & Corporate Services for Qantas. In this position he is responsible for human resources as well as overseeing the Office of the Chief Executive Officer which encompasses safety, security, environment, internal audit and company secretary. He also sits on the Board of the Qantas Foundation.



Robyn Sefiani

Robyn has been a member of the National Board for over eight years and both her and her staff at award-winning agency Sefiani Communications Group, have dedicated themselves to raising the profile of Special Olympics Australia. She is a fellow of the Australian Institute of Company Directors and Public Relations Institute of Australia.



Major General Michael Slater AO DSC CSC

Michael is the Australian Army Forces Commander. His most senior appointments were within human resource management and strategic policy planning and implementation, plus the design and delivery of large-scale complex training. Michael led the Queensland Reconstruction Authority after the floods in 2011.



Andrew Williams

Andrew is the athlete representative to the Board and brings with him great experience having served on Sports Rules Advisory Committees for our global headquarters. Andrew is also a founding member of the first Australian Athlete Advisory Committee.

Senior Executive Team



Gill Stapleton
Chief Executive Officer



Alex McNeilly
General Manager,
Marketing &
Corporate Relations



Catriona Barry
Chief Operations Officer



Ann Monaghan
General Manager,
Sport & Competition



Stewart Williams
General Manager,
Finance & Administration



Thank You

Patron

Her Excellency Ms Quentin Bryce AC CVO,
Governor-General of the Commonwealth
of Australia

Partners

Principal Partner
Australian Sports Commission

Gold Partner
IGA

Silver Partners
Law Enforcement Torch Run For Special
Olympics Australia, SAS, Turnaround
Management Association (TMA)

Media Partner
News Limited

Official Ambassadors and Supporters

Renae Camino, Paula Duncan,
Jarryd Hayne, Damien Leith, Jim Maxwell,
Ashley Ona, Peter Overton, Craig Wing,
Grant Hackett, Duncan Armstrong.

Our Team

Special Olympics Australia is fortunate to
have committed and dedicated staff who
give their talent, time and skills to grow the
organisation.

Community Development

Coordinators continue to introduce sport
to new generations of people with an
intellectual disability through planned sports
calendars for schools and disability services.

State Development Managers support
both regions and State Boards. Their role in
building volunteer capacity is invaluable as
they position Special Olympics as a leading
and direct provider of quality sport.

The **Fundraising Team** are relentless in
pursuing partnerships and opportunities that
are financially sustainable.

Our **Sports Staff** are passionate about
providing opportunities for athletes to
compete in quality competitions at all levels
and they are rigorous in maintaining fair team
selection procedures.

Staff in the **National Office** proudly support
the communications, finance, governance
and management functions that are crucial to
the operation of the organisation.

Regions

Australian Capital Territory
Canberra, Snowy Monaro

New South Wales
Blue Mountains, Central Coast, Central West,
Flinders, Hunter Valley, Illawarra, Macarthur,
Mid-North Coast, North West New England,
South Coast, Sydney East, Sydney Hills, Sydney
Inner West, Sydney Northern, Sydney South,
Sydney Hills, Sydney Upper North Shore,
Sydney West, Tweed

Queensland
Brisbane East, Brisbane North, Brisbane West,
Bundaberg, Far North Queensland, Fraser Coast,
Gladstone, Gold Coast, Gympie, Moreton North,
Sunshine Coast

Victoria
Ballarat, Barwon, Bendigo, Dandenong Valley,
Echuca Campaspe, Gippsland, Melbourne Eastern
Ranges, Melbourne Inner East, Melbourne North,
Melbourne Southern, Melbourne West, Ovens &
Murray, Westernport

Tasmania
North West, Northern, Southern

South Australia
Adelaide, Limestone Coast, Port Pirie, Riverland

Western Australia
Perth Metro North

Affiliated Clubs

Australian Capital Territory
Capital Football, Snowy Monaro High School,
Powderdome, Woden School.

New South Wales
AFFORD (Ashfield, Canley), Broderick Gillawarna
School, Canterbury Ice Skating Rink, Cecil
Hills High School, Chatswood High School,
Chinese Parents Association, Clarke Road
School, Cromehurst School, Eastern Respite
and Recreation, Endeavour Sports High School,
Engadine High School, Eureka Community
Services, Flintwood Disability Services Harris Park,
FRANS, House with no Steps (Bexley, Concord,
Kingswood), Highlands Ten-Pin Mittagong, JJ
Cahill Memorial High School, Karonga School,
Marrickville High School, Matraville Sports High
School, Multicultural Respite Services, North
West Disability Services, Rose Bay Secondary
College, Ryde Secondary College, SEE Foundation
Westmead, Sir Joseph Banks High School,
St Lucys School, Sunny Haven, Sunnyfield
(Marrickville, Bexley), Sydney Secondary College
Leichhardt Campus, SNAPP, The Ella Centre-
Connections, Ten-Pin City Lidcombe, Vaucluse
Public School, Warrawee Public School, WINGAP
Foundation.

Queensland
Calamvale Special School, Centacare Southside
Disability Service, Gold Coast Sport & Recreation,
Goodna Special School, Mudgeeraba Special
School, Rural Lifestyle Options Association,
Special Program Community Endeavours, Tweed
All Abilities Basketball, Ipswich West Special
School.

South Australia
Ashford Special School, Cabra College – St
Marys Unit, Cardjin College, Christies Beach High
School, Clare High School, COMREC, Elizabeth
Special School, Football Federation SA, Fremont
Elizabeth City High School, Golden Grove High
School Special Education Unit, Gordon Education
Centre, Grant High School, Grove Education
Centre, Hamilton District Special Class, Kangaroo

Island Community Education, Kensington Centre,
MINDA, Mt Barker High School, Mt Carmel
College, Nicolson Ave School Whyalla, Pasadena
High School, Renmark Primary School, Riverland
Special School, Roma Mitchell Secondary
College, SCOSA, South East Womens Football
Association, St Patricks Special School, St Peters
Woodlands Grammar, Suneden Special School,
Tenison Woods College, Riding for The Disabled
Association (SA).

Tasmania
Able Australia Life Choices (South, North),
Anglicare, Bowen Road Primary School, Claremont
College, Clarence High School, Cosgrove High
School, Cosmos Recreation Service, Devonport
High School, Devonfield Enterprises, Dominic
College, Don College, Exeter Primary School,
Glen Dhu Primary School, Hobart College, Howrah
Primary School, Huonville High School, Huonville
Primary School, Jordan River Learning Federation,
Kingston High School, Kingston Primary School,
Latrobe High School, Life Without Barriers,
Montrose Bay High School, Mowbray Heights
Primary School, Marist Regional College, Multicap,
New Town High School, Newstead Campus of
Tasmanian Polytechnic, Northern Support School,
Norwood Primary School, Northern Occupational
Support Service, Oak Tasmania, Optia, Penguin
High School, Penguin Primary, Punchbowl
Primary School, Prospect High School, Parkside
Foundation, Queechee High School, Reece High
School, Riverside High School, Rosebery District
High, Reclink, Richmond Primary School, Rosny
College, Sacred Heart College, School of Special
Education Burnie, School of Special Education
Devonport, Summerdale Primary School, Southern
Support School, St Michaels Association,
St Brigids Catholic Primary, St James Catholic
College, St Virgil's College, Timsbury School,
Trevallyn Primary School, Ulverstone High School,
West Ulverstone Primary School, Youngtown
Primary School.

Victoria
Baringa School, Barwon Valley School,
Broadmeadows Special Developmental School,
Concord School, Croxton Special School, Hume
Valley School, Glenroy Specialist School, Glenallen
School, Manor Lakes Special School, Monash
Special Developmental School, Mt Evelyn Special
Developmental School, Noble Park Special
Developmental School, Vermont South Special
School, Port Phillip Special School, Wangaratta
Special School, Yarrabah Special School,
Knoxbroke Day Service, Mambourin Enterprises,
Onemda Day Service, Helping Hoops Basketball,
Mildura Basketball Association, Croydon Rangers
Cricket Club, Ferntree Gully Cricket Club,
Wyndham All Abilities Football and Cricket Club,
RDA Victoria, Barnstoneworth United Football
Club, Doveton Special Soccer School, Wangaratta
Just for Kicks Soccer Academy, Knox City Football
Club, Nets Tennis School.

Western Australia
Beldon Education Support Centre, Belridge
Education Support Centre, Burbridge Education
Support Centre, Cannington Community Education
Support Centre, Catholic Education Department
Representative, Cloverdale Education Support
Centre, Corpus Christi College, Creaney Education
Support Centre, Durham Road School, Halls Head
Community College ESC, Holy Rosary Catholic
School, John XXIIIrd College, Kalamunda SHS
Education Support Centre, Merriwa Education
Support Centre, Methodist Ladies College,
Riverton Education Support Centre, South Ballajura
Education Support Centre, Uniting Care West Take
Time Willetton, Ursula Frayne Catholic College,
Westminster Education Support Centre.

Supporters

180 Corporate Pty Ltd, 2 Score 2 Pty Ltd, 2GB, 2KY, 2UE

ABC, ABC Tissue Products Pty Ltd, Accelerated Evolution, All Occasion Cruises, ANZ, ANZ Stadium, Aspen Medical Pty Ltd, Australia Post, Australian Government (FAHCSIA), Australian Radio Network

Baker & McKenzie, BankWest, Baycorp Australia, Bedford Industries, Bendigo Bank, BHP Biliton, Bibby Financial Services, Boomerang Executive, Booz & Company, Bupa

Canada Bay Club, Canterbury Council, Carmichael Fisher, Cato Purnell Partners, City of Sydney Council, City of Whitehorse, Clayton Utz, Coca-Cola – Company, Coca-Cola Amatil, Commonwealth Bank, Condon Associates

Degani's, Deluxe Products, Department of Families and Communities (South Australia), Department of Planning and Community Development (Victoria), Department of Premier and Cabinet (New South Wales), Department of Premier and Cabinet (Tasmania), Department of Sport & Recreation (South Australia), Department of Sport & Recreation (Western Australia), Disabilities AC, DVT Consulting

Eclipse Hospitality Services, Egon Zehnder International, Emirates, Ernst & Young, ESMbet

Factorone, Ferrier Hodgson, Fox Sports, Freemasons Campbelltown Royal Arch

Galileo Funds, GE Capital, Gecko Print, Generic Publications, Glenorchy City Council, Gloria Jean's Coffees International, Golf Australia, Graysonline, GWB Engineering, Gyrate

Hall Chadwick, Harvey Norman, Hawaiian Airlines, Healthway WA, Helping Hoops (Victoria), Hogan Foundation, Holdmark Property Group P/L

IGA Metcash Food and Grocery, IGA Signature, IGA Tasmania, IMB

James N. Kirby, JW Mailing

Kestrel Solutions Pty Ltd, KPMG, Kraft Food

Law Enforcement Torch Run (South Australia), Law Enforcement Torch Run (New South Wales), Law Enforcement Torch Run (Queensland), Law Enforcement Torch Run (VIC), Lexus of Parramatta, Lifework Foundation, Lions Australia, Lisford Pty Ltd, Liverpool City Council, Lord Mayors Charitable Foundation, Lord Taverners Tasmania, Lottery West, Loudmouth Clothing

M&M Communications, Macquarie Bank, Masonic Care, McGrathNicol, Metcash, Moves Travel, My State Financial Foundation

Navarra Venues, NBN Television, Network Ten, Newcastle Permanent, Newman's Own Foundation, Nine Network, Nova FM Sydney, NSW Government (Ageing, Disability & Home Care), NSW Communities Sport and Recreation, Nyrstar

Office National, O'Maras Valuers & Auctioneers, Orana, OTIS

Pandora, Pat Nati Fundraising, Pat Nati Roses, Patinack Farm, Paula Duncan Promotions, Perpetual Trustees, Petersham RSL, Pitcher Partners, Police Credit Union, PPB Advisory, PPI Promotions, Provender Australia Pty Ltd, PricewaterhouseCoopers (PwC)

Qantas, Queensland State Government Office of Liquor and Gaming

Randwick Labor Club, Rotary Health, RPH Adelaide

SAS Institute Australia, SBS, Sefiani Communications Group, SEN 1116, Smith Hancock, Sporting Pulse, Srixon, Stमित Building Products, Steggles - Baiada Childrens Charity Nest, Steggles Sydney Roosters Charity Nest, Storage King, Stuart Alexander, Suncorp Bank, Sydney Olympic Park Business Association

Tasmania Community Fund, Tasmania Police, Tasmanian Trade and Labour Council, The Primary Club of Australia, The TOTE, True Blue Collectables, Turnaround Management Association (TMA)

University of Newcastle, University of South Australia, University of Sydney, University of Western Sydney, University of Wollongong

Vantage Performance

WatervieW, Bicentennial Park, Western Australia State Government, Western Australia Police, Westpac, WHK Melbourne, WIN Television

Zurich Financial Services

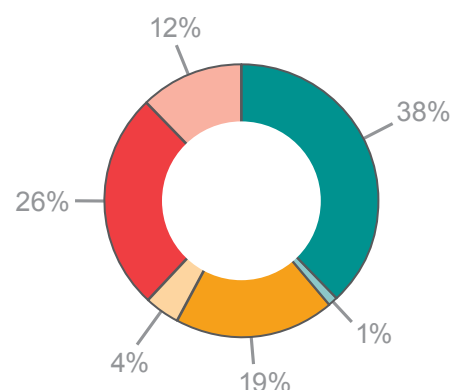


*Photo: Special Olympics athletes Gabrielle Clarke and Kathy Martin enjoy some fun at a local event.
Photo: Peter Muhlbock.*

Financial Information

Income Statement

	2011 \$	2010 \$
Contributions from State & Regional Entities	44,438	536,225
Fundraising Revenue *	2,254,754	2,033,441
Government Grants	1,132,907	954,832
Sports and Program Income	240,847	700,503
International and National Games	1,534,334	1,167,286
Other Revenue	684,369	421,519
Total Revenue	5,891,649	5,813,806
Fundraising Expenses *	833,018	784,919
Administration Expenses	638,034	398,914
Employee Expenses	1,816,037	1,870,140
International & National Games Expenses	1,128,973	1,003,648
Sports and Program Expenses	911,057	933,090
Other Expenses	319,470	447,819
Total Expenses	5,646,589	5,438,530
Surplus before Income Tax	245,060	375,276
Income tax Expense	-	-
Surplus for the Period	245,060	375,276

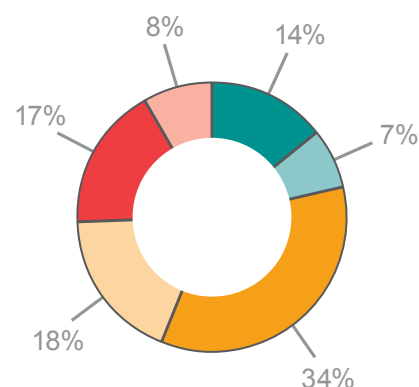


Revenue 2011

■ Fundraising Revenue	2,254,754
■ Contributions from State & Regional Entities.....	44,438
■ Government Grants.....	1,132,907
■ Sports & Program Income	240,847
■ Games Income.....	1,534,334
■ Other Revenue	684,369
TOTAL.....	5,891,649

Balance Sheet

	2011 \$	2010 \$
Assets		
Cash and Cash equivalents	3,112,056	3,352,506
Trade Receivables and Accrued Income	362,308	431,362
Prepayments and Other Assets	94,515	62,462
Total Current Assets	3,568,879	3,846,330
Property, Plant and equipment	26,720	49,879
Intangible Assets	12,390	23,235
Total Non-Current Assets	39,110	73,114
Total Assets	3,607,989	3,919,444
Liabilities		
Trade and Other Payables	172,010	103,602
Unearned Income	603,465	1,135,862
Employee Benefits	101,961	97,865
Total Current Liabilities	877,436	1,337,329
Unearned Income	-	100,000
Employee Benefits Provision	42,353	38,975
Total Non-Current Liabilities	42,353	138,975
Total Liabilities	919,789	1,476,304
Net Assets	2,688,200	2,443,140
Equity		
Accumulated Surplus	2,443,140	2,067,864
Current Year Surplus	245,060	375,276
Total Equity	2,688,200	2,443,140



Expenses 2011

■ Fundraising Expenses	833,018
■ Administration Expenses	638,034
■ Employee Expenses	1,816,037
■ Games Expense.....	1,128,973
■ Sports & Program Expenses	911,057
■ Other Expenses	319,470
TOTAL.....	5,646,589



Special Olympics Australia is the leader in promoting sport as a means of social inclusion for people with an intellectual disability, but we are not widely recognised or financed as such. How can you help us make a difference?



*Photo: (Back cover): Young football players, Kirsten Boesen and Tristan Grunsell are the athletes of our future.
Photo: Peter Muhlbock.*



Special Olympics Australia | PO Box 62, Concord West NSW 2138
Level 1, Sports House, 6A Figtree Drive, Sydney Olympic Park NSW 2127

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