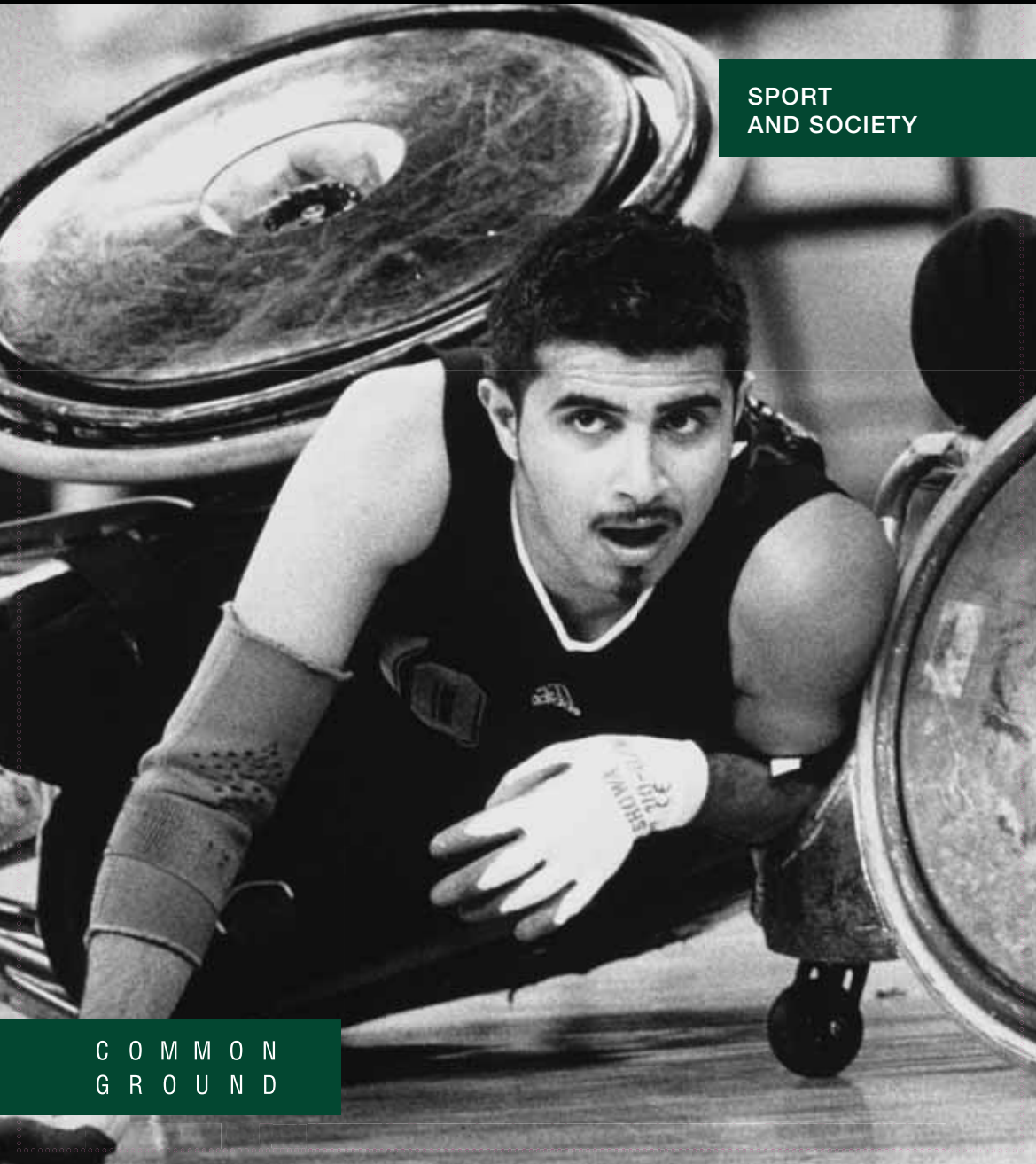


PARALYMPIC LEGACIES

David Legg and Keith Gilbert

SPORT
AND SOCIETY

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GROUND



PARALYMPIC LEGACIES

EDITORS:
DAVID LEGG AND KEITH GILBERT

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Table of Contents

Part I : The Paralympic Legacy Debate

- Chapter 1: Conceptualising Legacy** 3
Keith Gilbert and David Legg
- Chapter 2: The History of the Paralympic Games** 13
David Legg and Robert Steadward
- Chapter 3: An Overview of the Benefits of Hosting the Paralympic Games** 21
David Legg and Keith Gilbert

Part II : Paralympic City Legacies

- Chapter 4: The Toronto Olympiad for the Physically Disabled** 35
‘A.K.A.’ the Fifth Summer Paralympic Games held in 1976
Ian Brittain
- Chapter 5: Seoul 1988** 47
The first Modern Paralympic Games
Justin Jeon and David Legg
- Chapter 6: Barcelona 1992** 53
The Coming of Age for the Paralympic Games
Patrick Jarvis
- Chapter 7: Atlanta 1996** 65
Trials and Triumphs of the Human Spirit
Travis Musbett and Ann Cody
- Chapter 8: Sydney 2000** 75
Moving from Post-Hoc Legacy to Strategic Vision and Operational Partnerships
Simon Darcy and Lois Appleby
- Chapter 9: Athens 2004** 99
Personal Reflections
Mary A. Hums

Chapter 10: Legacies and Tensions after the 2008 Beijing Paralympic Games	111
<i>Sun Shuban and Jill M. Le Clair</i>	
Chapter 11: Vancouver 2010	131
<i>Dena Coward and David Legg</i>	
Chapter 12: London 2012	143
The Right Choice for the Paralympic Games?	
<i>Tony Sainsbury</i>	
Chapter 13: The Paralympic Games	155
Legacy and Regeneration in Brazil	
<i>Fernando Telles Ribeiro</i>	
Chapter 14: Winter Paralympic Games	165
Founding Legacies 1976 - 1980	
<i>Ted Fay</i>	
Chapter 15: Winter Paralympic Games	173
Founding Legacies 1984 – 1988	
<i>Ted Fay</i>	
Chapter 16: Winter Paralympic Games	181
Summary of Legacies 1976 - 1988	
<i>Ted Fay</i>	
 Part III : Emerging Issues of Paralympic Legacy	
<hr/>	
Chapter 17: Legacy	191
Generating Social Currency through Paralympic Excellence	
<i>Phil Lane</i>	
Chapter 18: Paralympic Legacy in Physical	199
Activity and Health	
A UK Perspective	
<i>Paul Smith and Scott Fleming</i>	
Chapter 19: Physical Education and the 2012 Paralympic Legacy ...	213
From Playground to Podium?	
<i>Natalie Campbell</i>	

Chapter 20: Urban Regeneration and Paralympic Legacy for London
2012 217
Gavin Poynter

Part IV : Reconceptualising Paralympic Legacies

Chapter 21: A Metasynthesis of Paralympic Legacy 229
Keith Gilbert and David Legg

Chapter 22: Epilogue 239
The Plot Thins
Keith Gilbert and David Legg

The Paralympic Games: Legacy and Regeneration

Foreward

Dr. Robert D. Steadward, O.C., A.O.E., LLD

Many of us have been fortunate to have lived through and witnessed the most significant changes in the Paralympic movement's recent history and the impacts that they have made on the world as we know it today. In this manner it is so very difficult to talk about the Movement and sport for athletes with disability in this brief forward since I have been involved with the movement for nearly five (5) decades. I have been privileged to work closely with athletes, managers, coaches and parents within disability, sport settings and the association with sport has therefore taken up a great part of my life.

It has been fifty (50) years (September 25th 1960) since the humble beginnings with our first Paralympic Games in Rome in 1960. At that time, the Paralympic Movement worldwide was a mere fledgling competition caught within the superstructure of international sport. Over the years we struggled for our rights, recognition, respect and equality in order to equate ourselves with the so-called "normal" realm of sport. In the past, our focus was on rehabilitation through the implementation of remedial exercise and not through sport. This was known, as the 'medical model'.

In time, our struggle was alleviated through our commitment to sport excellence, athleticism and high level sport competitions and in order to survive we had to adapt and master change. We did more than survive; we experienced unprecedented growth and development. We have been ambassadors and role models extending far beyond sport. Our athletes have been an inspiration for society as a whole. As a result, the status, visibility, profile, and credibility of our movement, continues to grow to this very day. Indeed, there were significant historical changes that took place through the 70's, 80's, 90's and on into the 21st Century.

1976 saw athletes with visual impairments and amputation compete for the first time in the Summer Paralympic Games. It was also the beginning of our Winter Paralympic Games. In 1980, athletes with cerebral palsy were added to the program. As a result of these changes, it became necessary to create a new umbrella international body that would govern the future of Paralympic sport. But this structure did not last very long as it was necessary to create a democratic organization made up of member nations and athletes with the assurance that it become a sport structure and not a medical one. This led to the foundation of a wonderful relationship with the IOC, the creation of the IPC and the first modern Summer Paralympic Games in Seoul, Korea in 1988.

The 1990's allowed us to grow and market our brand and product in the number of countries participating in IPC activities. It also allowed us to enhance the quality of our athletes and to further our relationship with the IOC and other international federations.

In the year 2000, in Sydney, Australia, one of the most significant pieces of Paralympic history was signed between the former President of the IOC, the late Juan Antonio Samaranch and I as the President of the IPC. This document, a result of nearly 20 years of negotiating and relationship building, formally linked our two movements together and since that date the relationship has continued to grow and prosper to the benefit of both movements. Eventually the IPC has become a great international sporting organization.

But, what constitutes greatness. If we look over the past 20 years of our history, we might reflect that they were indeed the years of growth, progress and improvement. However, I suggest that they were the *result*, not the *cause* of our greatness as we had to excel in our organizational developments as well as in our sports. I believe greatness has shown itself in the works of our volunteer committees, in our Headquarter's staff, in the success of our athletes at Paralympic Games and in our historical Agreement/MOU with the IOC. All of these were the *acorns*, but they were not the *oak*.

Is democracy the determining factor towards greatness? We have, unmistakably, demonstrated time and again our need and our desire for openness, transparency, and the absolute liberty to make our views known. We have not hesitated in expressing our opinions and engaging in open discussion on issues that are felt deeply by each of our members. But, even in such virtues as liberty and freedom, we sometimes find that personal and political agendas cloud the way to clear and rational process.

So, today we may be large, powerful, free and bold, but my personal belief is that these qualities alone will not make us great. No, our greatness is in our passion, our honesty and our spirit.

It is in that spirit which prizes the glory of our athletes above all. And, it is in that spirit of generosity and fairness that raises us above the lowest human level. It is with us when we review our history. It swells at the recollection of how far we have come in such a brief period of time. This spirit of ours is fierce to protect and support the Paralympic ideals. It is noble, holding in the highest esteem that role and responsibility with which we have been tasked.

And, when this spirit prevails, our organization will be wise and energetic because such an organization will be led by those who are themselves guided by the same spirit. Such an organization, in the true interest of those over whom it is responsible, will find the same spirit establishing itself throughout the entire movement. Such are the blessings of greatness, borne on the pillars of hope and dreams for our future. It is this spirit which I have found everywhere there was an IPC flag waving; it is this spirit which has done so much during our brief history, to draw us and hold us together.

In order that we do hold together in the future, I believe there are three (3) pillars upon which the IPC should be based: Unity, Tolerance and Respect. During my tenure as President of the IPC from 1989-2001, I consistently promoted the unity of the Paralympic Movement, between the IPC, the sports, the IOSDs, the NPCs and most importantly the athletes. This unity was essential to our growth and development, for without constant contact we would have no athletes. It is the Sports that feed athletes to the NPCs and IOSDs and it is the NPCs and IOSDs who ensure representation in the Paralympic movement.

But, relationships do not just happen overnight. It takes time to nurture them and to build trust, confidence, credibility and acceptance among them. There must also be accountability and responsibility for our member nations, with full participation in our General Assemblies and Games. Only then can we have balanced representation in our Paralympic Movement.

I ask you; have we achieved greatness and success in the Paralympic Movement over our short history? If you read carefully and study this book you will be able to draw your own conclusions.

Dr. Robert D. Steadward, O.C., A.O.E., LLD
Founding President International Paralympic Committee (1989-2001)
Honorary President International Paralympic Committee (2001 to current)

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Many different individuals have contributed to the writing of this book. Indeed, when we first started to put together the proposal draft and first documents for the publisher Common Ground we were speaking to friends and work colleagues to try to better understand the conceptual basis and theoretical framework for this text. At that time several important people came together at different times to discuss the proposal and comment on its use in the higher education and practical contexts. Therefore thanks go to Professor Otto J. Schantz, Associate Professor Alan Edwards, Professor Karin Volkwein – Caplan, friends and contributors to this book and fellow staff members, and postgraduate students at the University of East London and Mount Royal University, who provided valuable advice and direction. It goes without saying perhaps that we need to thank the individual authors who have spent their own time to make this text the first of its kind in the world. We would like to thank Kathryn Otte from Common Ground Publishing for her continued support and her editing skills throughout the past year. Also thanks go to our families and in particular our children Jackson, Isaac, Cade and Tamsyn, Caja, Phillip and partners Julie and Yuen Ching for their support throughout. Both of us understand the basic premise of the difficult concepts in this book and we understand that this book represents the beginning of an unknown journey which will not be completed until we have further enriched Paralympic research and perhaps more importantly cultivated and stimulated debate and perhaps some controversy.

David Legg and Keith Gilbert

December 2010

Contributors

Lois Appleby

Lois Appleby is the former Chief Executive of Tourism Victoria (Australia), a senior position in the Victorian Government which she held from 2001-2006. Lois then retired from full time work in 2006. During her five years as CEO of Tourism Victoria, international visitor numbers to Victoria continued to increase and the marketing of regional Victoria became a priority. Under her management Tourism Victoria became the number one tourism agency in Australia. Lois took an active interest in the positioning and marketing of Melbourne and Victoria through all the major events, but especially for the 2006 Commonwealth Games. Prior to her move to Melbourne in 2001, Lois was the Chief Executive of the Sydney 2000 Paralympic Games, a position she held for six years. She was responsible for the overall day to day management and marketing of the Games. Through her leadership and collaborative relationship with the organizing committee for the Olympic Games, the delivery of the Paralympic Games was a joint effort of both organizing committees leading to the outstanding success of the Games. The Games were declared “the best ever” by the President of the International Paralympic Committee raising the standards for all Games to follow.

Ian Brittain

Ian Brittain, PhD, is currently Project Manager for ‘Peace, Olympics, Paralympics’ in the Centre for Peace and Reconciliation Studies at Coventry University, UK. He has written extensively in the field of disability and Paralympic sport including *The Paralympic Games Explained* published by Routledge in 2009. He has also been researching the history of the Paralympic Games for over ten years, collecting material and data from around the world. In addition to his academic work Ian has also been an Executive Board member of the International Stoke Mandeville Wheelchair Sports Federation, Sports Co-ordinator for the International Wheelchair and Amputee Sports Federation World Games in Rio de Janeiro in 2005 and has attended the last three summer Paralympic Games in Sydney, Athens and Beijing.

Natalie Campbell

Natalie gained her undergraduate degree from Plymouth University, her teaching qualification from Thames Valley University and has a Masters in Human Performance from Brunel University. She is currently completing

her PhD in Paralympic studies at the University of East London. Natalie's academic interests are grounded in the sociology of sport and include the student-athlete, disability studies, performance lifestyle and education. Before starting her PhD Natalie was the Lead Athlete Support Manager for the U.K. Talented Athlete Scholarship Scheme (TASS). As well as being a strength and conditioning coach, Natalie is also a competitive rower and basketball player.

Ann Cody

Ann Cody is Director of Policy and Global Outreach for BlazeSports America and leads the organization's efforts domestically and internationally with government and non-profit sectors. BlazeSports is the direct legacy organization of the 1996 Atlanta Paralympic Games. As a three-time Paralympian and gold medalist in Athletics, Ann retired from competition to work for the Atlanta Paralympic Organizing Committee in sports planning and venue management. In 2005 Ann was elected to the Governing Board of the International Paralympic Committee and serves as the IPC's liaison to the United Nations.

Dena Coward

Dena Coward is passionate about sport and the opportunities and legacies sport provides. So when the opportunity came around to work on an event that would host the world's best athletes in her home town she jumped at it. Dena was the Director of Paralympics with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games from 2005 to 2010 and oversaw the planning of the 2010 Paralympic Winter Games.

Simon Darcy

Simon Darcy PhD is an Associate Professor and Research Director of the School of Leisure, Sport and Tourism at the University of Technology, Sydney. He teaches subjects including environmental planning, public policy, venue management, diversity management and research methods across the School's undergraduate and postgraduate programs. He has held research grants with the Australian Research Council, Australian Sports Commission, Australian Paralympic Committee, Australian Rugby Union and the Football Federation Australia. His sport related research has included sport participation patterns, inclusive planning processes, volunteer management, planning issues for major sport developments, and Olympic and Paralympic planning and legacy processes. Since incurring a spinal injury in 1983 Simon is a power wheelchair user and has been active in the advocacy and research of issues facing people with disabilities. He has held and holds a variety of board positions with sport and disability organizations and

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Ted Fay

Ted Fay, PhD, is a professor of Sport Management at the State University of New York (SUNY) at Cortland. He holds a doctorate from the University of Massachusetts in Amherst, a MPA in Public Affairs from the University of Oregon, and a B.A. in government from St. Lawrence University. Dr. Fay served as a senior research fellow at the Center for the Study of Sport in Society at Northeastern University. Fay has an extensive background in international sport including the Olympic and Paralympic movements. He has had a varied career as an educator, advocate and activist involved in a number of human rights initiatives, environmental policy and protection campaigns, and community organizing efforts. Fay is recognized as an international expert on issues related to the integration and inclusion of athletes with a disability in mainstream sport. He was involved in the drafting of Article 30.5 of the United Nations Convention on the Human Rights for Persons with a Disability that addresses issues involving culture, leisure, and sport. He has worked with or for a number of national and international sport federations including U.S. Ski & Snowboard Association, the US Biathlon Association, USA Hockey, US Team Handball Federation and the International Paralympic Committee over a span of 30 years as a national team coach, program director, marketing and strategic consultant, international games and event official and executive director of national and world championship events in cross country skiing, biathlon and ice hockey. Fay has been actively involved in nine Winter Paralympic Games (1980 – 2010) and was a member of the 1988 U.S. Winter Olympic Team in Calgary Alberta.

Scott Fleming

Scott Fleming PhD, is Professor of Sport and Leisure Studies at the Cardiff School of Sport, UWIC. He is also an Honorary Research Fellow at the Asia-Pacific Centre for the Study and Training of Leisure, Zhejiang University, China, and was Chair of the Leisure Studies Association between 2004 and 2009. He serves on the Editorial Boards of Leisure Studies and Sociological Research Online, and on the Editorial Advisory Board of the Journal of Hospitality, Leisure, Sport and Tourism Education. He has published extensively on aspects of the sociology of sport and leisure and on research ethics for over twenty years, and has co-edited (amongst others) *Leisure and Tourism: International Perspectives on Cultural Practice* (2009), *Events Management - Education, Impacts and Experiences* (2006), and *New Leisure Environments: Media, Technology and Sport* (2003).

Keith Gilbert

Keith Gilbert, PhD, is a Professor in the School of Health & Bioscience at the University of East London and Director of the Centre for Disability, Sport & Health. He researches in the area of sport sociology and disability sport and has a strong interest in qualitative, interpretive and narrative research methodologies. He has numerous publications and has edited several books in the broad areas of sport, sociology, cultural studies, and disability which include the following: *The Paralympics: Empowerment or Sideshow*; *Sexuality, Sport and the Culture of Risk*; *Extending the Boundaries: Theoretical Frameworks for Research in Sports Management*; *Some like It Hot: The Beach as Cultural Dimension*; *Life on the Margins: Implications for Health Research*; *Reconstructing Lives: The Problem of Retirement from Elite Sport*; *Striving for Balance: Modernity and Elite Sport from an Islamic Perspective*. Along with the above, Dr. Gilbert has written over 55 published research articles. He has been an Executive Board Member of the International Council of Sports Science and Physical Education (ICSSPE) and is currently on the publications Board of (ICSSPE). Professor Gilbert is chief editor of the International Journal of Sport in Society and he has two book series, one in the area of Disability and Sport and the other in the broad area of Sport in Society. He was the Assistant Chef de Mission [Administration] of the Australian Paralympic Team in Sydney 2000 and maintains a healthy relationship with Australian and British sport. Dr. Gilbert was an IOC research scholarship winner. He was awarded an Australian Prime Ministers medal for his work at the Sydney 2000 Paralympic Games.

Mary Hums

Mary A. Hums holds a PhD, in Sport Management from Ohio State University, an M.A. in Athletic Administration as well as an M.B.A. from the University of Iowa, and a B.B.A. in Management from the University of Notre Dame. Mary was the 2009 NASSM's Earle F. Zeigler Lecture award and in 2008 was named an Erasmus Mundus International Visiting Scholar in Adapted Physical Activity at the Katholieke Universiteit Leuven, Belgium. In 2006, the USOC selected her to represent the United States at the International Olympic Academy Educators Session in Olympia, Greece. Hums was a co-contributor to Article 30.5 (Participation in Cultural Life, Recreation, Leisure and Sport) of the 2006 United Nations Convention on the Rights of Persons with Disabilities. She volunteered for the 1996, 2002, and 2010 Paralympic Games. In 2004, she lived in Athens, Greece, working both the Olympic (Softball) and Paralympic (Goalball) Games. Hums has co-authored or co-edited five books as well as 60+ refereed journal articles and book chapters, and is a frequent presenter at international conferences. She is a 1996 inductee in the ASA Indiana Softball Hall of Fame and a 2009 inductee into the Marian High School (Mishawaka, IN) Athletic Hall of Fame.

Patrick Jarvis

Patrick Jarvis is a Paralympian (Barcelona, 1992 – athletics) and is currently the Past President and CEO of the Canadian Paralympic Foundation. Prior to being appointed to this executive position, Patrick was involved with Canadian Paralympic sport as a volunteer for over 20 years including 13 years on the Canadian Paralympic Committee (CPC) Board; seven of those as president. With his extensive background in the Paralympic Movement, Patrick has served on a number of boards and committees including the Board of Directors of the Organizing Committee for the Vancouver 2010 Olympic and Paralympic Winter Games (VANOC); WinSport (Calgary); 2010 Legacies Now (Vancouver); the Board of Governors at the University of Guelph and is in his second four-year term as a Governing Board Member of the International Paralympic Committee (IPC).

Justin Jeon

Justin Y. Jeon, PhD, is currently an Associate Professor at Yonsei University, Seoul, Korea, teaching Adapted Physical Activity and Sport Medicine. Justin has been involved with the Paralympic Games since 1996 Atlanta Paralympic Games as a Secretary General of the Whang Youn Dai Achievement Award, and participating in a total of 8 Paralympic Games. He has been involved with preparing bid processes for 2014 and 2018 Pyeong Chang Winter Paralympic Games. He has been involved with Asian Para Games, and Paralympic Games as a member of the Development Committee. Currently, as chairman of the Sports and Development Committee of the Korean Paralympic Committee, he is promoting participation of sports for people with disabilities in elite and also non-elite levels. Justin is also involved with research into the areas of obesity, diabetes and cancer.

Phil Lane

Phil Lane was the Chief Executive Officer of the British Paralympic Association, Great Britain's second largest multi-sport organisation. He joined the BPA in August 2001, the organisation being responsible for leading and coordinating the development of Paralympic sport in the UK, and the funding, management and organisation of the Great Britain, Winter and Summer, Paralympic Teams at the Paralympic Games. Phil was the Chef de Mission for the GB Summer Paralympic Team in Athens 2004, and Beijing 2008 and Winter Paralympic Teams in Salt Lake City in March 2002, Torino 2006 and the recent Winter Games in Vancouver 2010. The former Essex head teacher and coach at Saracens rugby union club has been a tireless fundraiser and champion of Paralympic sport. He said recently that "involvement in sport has given me the privilege of working with and meeting elite performers, coaches and administrators from all over the world and in many sports besides rugby. The opportunity to extend this as-

sociation through the Paralympic movement in Great Britain is one which inspires and challenges both my sporting and professional instincts.” Phil was appointed an OBE in the New Year Honours list in 2008 for services to sport.

Jill M. Le Clair

Jill Le Clair PhD, is an anthropologist with a long term interest in the cultural framing of sport and physical activity, and in supporting opportunities for girls and women. She conducted a longitudinal study on the organizational changes in the Paralympic Games and in IPC swimming and has written about transformations in the lives of athletes through swimming. Recently her focus has been on the meaning of ableism, ‘normalcy’ and barriers to participation in the context of differing abilities in Canada, and globally. Jill is the founder of the *Global Disability Research in Sport and Health Network* with its aim of disseminating disability research, and supporting a global discourse on disability that includes low and middle income countries, while supporting inclusive national disability policy initiatives and good practices. Her hope is for the inclusion of ability and mobility as concepts in all aspects of curriculum, research and planning. She is a faculty member of the School of Liberal Arts and Sciences at Humber College ITAL in Toronto, Canada.

David Legg

David Legg, PhD, has spent the past twenty years actively involved as an educator, researcher and volunteer in sport management and adapted physical activity. At Mount Royal University, David coordinates the Bachelor of Applied Business and Entrepreneurship - Sport and Recreation Applied Degree. In 2004 David was a visiting professor at Dalhousie University in Halifax and in 2009 at Deakin University in Melbourne. As a volunteer David is currently the President of the Canadian Paralympic Committee. David also coordinates and teaches the sport management program for the Erasmus Mundus European Masters in Adapted Physical Activity at Katholieke Universiteit Leuven.

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Travis Muschett is a writer based in New York City. In addition to producing short stories, plays, children’s books, and works of music and cultural criticism, Travis is currently a PhD student at the Columbia University School of Journalism.

Gavin Poynter

Gavin Poynter PhD is Chair of the London East Research Institute (LERI) and Professor of Social Sciences at the University of East London. He has widely published on 'London 2012', the economics of the service industries and urban regeneration. He has completed several studies on the East London region, including for the London Assembly, central government and local boroughs. His most recent book publication (with Dr I. MacRury eds.) is 'Olympic Cities and the remaking of London' (Ashgate Press, September 2009). His 'From Beijing to Bow Bells' was published in Portuguese by the Ministerio do Esporte, Brazil as part of that government's analysis of major sporting events and their socio-economic legacies. He co-authored 'A Lasting Legacy?', a report for the GLA (2007) on 'London 2012' and is currently working on a new publication that focuses upon London's economy in the wake of the credit crunch and the global economic recession.

Fernando Telles Ribeiro

Fernando has academic training as a Civil Engineer and Physical Educator and is currently a Planning Specialist in Sport and Recreation Facilities. He works as an Architectural and Urban Technology Researcher at the University of São Paulo, Brazil and is a member of IAKS – International Association for Sports and Leisure. Fernando is Vice-President for Latin America of the American Association of Infrastructures for Sport and Recreation, Member of the International Committee for Latin America and Caribbean of IASLIN – International Association of Sport and Leisure Infrastructure Management and Director of the Brazilian Confederation of Aquatic Sports. He has co-authored several chapters on sport facilities and lectures on planning of sport facilities, legacy and sustainability of mega-events at international and national events. He is also the author of the site www.planesporte.com.br which aims to disseminate the most up-to-date knowledge about concepts, practices and policies adopted worldwide for planning of sports and leisure facilities. Finally, as a former athlete he was an Olympic Diving competitor at the Melbourne, 1956 and Rome 1960 Olympic Games and South American Diving Champion in 1958, 1960, 1962 and 1968.

Tony Sainsbury

Tony Sainsbury OBE qualified as a sport and recreation professional in the late 1960s. He had a successful initial career in Schools Physical Education before moving to local government sport and recreation management where he was Assistant Director of Sport for the Metropolitan Borough of Barnsley in Yorkshire and then Director of Sport at the University of Manchester where he completed this phase of his career. During the above period he conducted a parallel voluntary career as a leading sports manager in Para-

lympic sport, serving as Great Britain Chef de Mission five times between 1980 and 1996; initiating a ten year development programme for wheelchair basketball in the UK and helping to kick start the British Paralympic Association from its foundation in 1989.

After taking early retirement from the University Tony has worked professionally with many Organising Committees and Bid Committees for the Olympic and Paralympic Games - Sydney 2000; Salt Lake City 2002; Manchester Commonwealth Games 2002; Athens 2004 and Beijing 2008. After two unsuccessful Bids with Manchester Tony joined the successful London 2012 Bid Committee in 2003. Since that success he worked initially both as Head of Paralympic Planning and Athlete Villages Manager. He currently holds the post of Head of Athletes Villages. Throughout a successful career in sport Tony has written many articles on Paralympic sport and made informed contributions to other publications on this subject and Village operations. London 2012 will be the thirteenth Olympic and/or Paralympic Games in which he has participated in some organisational capacity. Tony was awarded the OBE (Officer of the Order of the British Empire) for his contribution to Paralympic sport in 1995.

Paul Smith

Paul Smith PhD, is a Senior Lecturer and an accredited Exercise Physiologist at the Cardiff School of Sport, UWIC. His main research interest lies within the area of upper-body exercise, and he has published extensively on methodological developments and physiological response to generic arm crank ergometry. In addition to his academic roles Paul is a trustee of the UK Handcycling Association, a national charity concerned with the promotion and development of this relatively new division of Paracycling. His work in this regard is targeted at both the recreational and competitive ends of the participation spectrum. Paul is the UK representative on the European Handcycling Federation committee, and has recently helped to organise and run a number of international, UCI-sanctioned road cycling competitions. He is currently exploring the development of a Centre for Disability Sport at UWIC, a project that will not only see the emergence of educational and sports science services for elite athletes, but one that will also strive to create new and lasting participation opportunities for people with disability from the wider community.

Robert D. Steadward

Bob Steadward PhD, is the founder and Honorary President of The Steadward Centre, a multi-disability fitness, research and lifestyle facility for people with disability at the University of Alberta. Founded in 1978 it was later renamed in Dr. Steadward's honour. For over forty years, Dr. Steadward has worked tirelessly to improve the health, fitness, and lifestyle, independence and sport opportunities for people with disability. Over the years,

Dr. Steadward's volunteer contributions have included posts in sport at all levels, from coach to administrator, from international to local, involving people with and without disability: Commonwealth Games, Universiade, World Championships, Olympic and Paralympic Games. He has been a passionate advocate for amateur sport. In 1989 he founded the International Paralympic Committee (IPC) and served as its President until his retirement in 2001. By that time the IPC had grown from 40 nations to over 175 member nations, resulting in expanding access to sport for people with disability, worldwide. He was also a member of the International Olympic Committee (IOC) and served on the IOC Commissions for Ethics and Reform; Peace and Truce; and Environment. Dr. Steadward created the idea and was the leader in mobilizing Edmonton's successful bid for the 2001 World Championships in Athletics. During this period of time he also served as a member of the Board of Governors for the 2005 World Masters Games in Edmonton.

Sun Shuhan

Dr. Sun PhD, is the Vice-President of the China Disability Institute at Renmin University in Beijing and has been the recipient of numerous national awards in research and teaching, while mentoring a large number of graduate students. As a highly ranked scholar she has headed up research teams that have addressed labour and insurance law while fulfilling her responsibilities as the Standing Director of the China Association for Labour Studies, and of the China Social Insurance Association. Dr. Sun has a passion for furthering the rights of women, and persons with disabilities and has played an important role in her country in conducting extensive research in the areas of industrial injury (migrants and miners), workers compensation, medical insurance, and labour law rights in health and safety. More recently she has addressed issues related to rehabilitation, accessibility in the built environment, and in sport focused on the impact and legacy of the Paralympic Games, as well as the development of recreational/leisure activities for the disabled.

Part I
The Paralympic Legacy Debate

Chapter 1

Conceptualising Legacy

Keith Gilbert and David Legg

Introduction

We first met over lunch at a restaurant in Melbourne, Australia on Monday 13th July, 2009 and since that time we have been working together to produce this book. The past two years have been a personal and exciting time period for both of us. In fact, we have grown to understand each other as individuals and academics so that in completing this book our friendship has grown along with our mutual understanding of the theory of legacy and the Paralympic Games. Throughout the arduous task of compiling this book we have been supported admirably by our academic peers, many of whom we class as friends, and they have intrigued us by offering a myriad of ideas, innovations and perspectives to support our themes without which there would be no book. We also discussed the development of the text with our postgraduate students who offered ideas as to what sort of content they would support for their courses and as an expansion to their skill and knowledge base. We realise that providing a description of our meeting and referring to the conception of this book is important in placing it into some context but we really need to get down to the main premise of the text and ask the question; What is Legacy?

What is Legacy?

There is little doubt that the notion of sporting legacy grew out of the Olympic Movements quest for further global recognition, self promotion and power. Indeed, Girginov and Hills (2008, p. 2091) refer to the IOC's quest for legacy in the following manner:

'.....the concept of 'legacy', which together with the concept of 'sustainable sports development', has become an essential part of the IOC and the Organising Committee of the Olympic Games (OCOG) vocabulary'. As a result, the IOC, among other things, amended the Olympic Charter to include a particular reference to the creation of positive legacies from the Games and the promotion of sports for all in the host country'.

The birth of legacy, in reality, began in 2002 when the Olympic Studies Centre in Barcelona organised the International Symposium on Legacy of the Olympic Games, '1984-2000', (Chappelet, 2008, p. 2). The report from the Symposium exposed many new directions for Olympic legacy. However, delegates could not decide on a definition of legacy. Indeed, defining legacy is difficult as Gratton and Preuss (2008 p.1923) argue when referring to the outcomes of the Barcelona conference 'It attempted to define legacy, but the participants found that there are several meanings of the concept, and some of the contributions have highlighted the convenience of using other expressions and concepts that can mean different things in different languages and cultures'. When referring to legacy they go onto to argue that: 'Three legacy definitions can be identified: first, the degree of planned structure; second, the degree of positive structure; third, the degree of quantifiable structure'. They also provide 6 of their own event legacy structures and these are: [1] Infrastructure [2] Knowledge [3] Skill-Development and Education [4] Image [5] Emotions and [6] Culture (Gratton and Preuss, pp. 1926 – 1929). MacAloon (2008, p.2065) argues that the term Legacy as a general term is referential enough to seem substantive and readily hypothesized, yet it is open enough to attract the claims and particular attentions of paid specialists' and that 'in the name of legacy, every sport is now claiming the right to have a substantial venue and sports programming left behind after the Games are concluded' (p.2066). So what then is the definition of legacy?

We understand that there might be different cultural meanings for the term legacy and believe that the Barcelona delegates should have unpacked the debate; but we also believe that someone somewhere has to provide a definition in the context of sport as the open ended terms provided by the Symposium actually support the IOC stance. Because if no one can define legacy and what it is supposed to be achieving, then the IOC and or IPC can bend the term to suit themselves.

We accept that there are many definitions of the word and if we try to define the term 'legacy' it means 'something handed down or received from an ancestor or predecessor', (Macquarie Dictionary, 2006) 'an inheritance'

(Concise Oxford English Dictionary, 2008) 'a birthright or heritage', (Free Online Dictionary, 2010) 'a form of bequeath' or literally it means 'that which is left behind' (Merriam Webster Dictionary, 2009). For the purposes of this book we have chosen the latter 'that which is left behind' as our definitive open ended meaning. We feel that this definition is broad enough to cover most aspects of legacy as displayed in the academic narratives by authors such as Cashman (2003, p.32), Chappelet (2008, p. 3), Gratton and Preuss (2008, p. 1922), Girginov and Hills (2008, p.2092) and for the comments we make in the final chapter of this book. Having said this, many of our authors here have used their own definitions although they are similar enough to enable appropriate comparisons.

The Paybacks of Legacy?

Although Chapter 3 by David Legg and Robert Steadward provides an excellent perspective of the benefits of legacy what follows is a brief look at the paybacks of legacy in order to place the book in the correct frame of reference. Gratton and Preuss (2008, p. 2) list the positive characteristics of legacy as ranging from:

'.....commonly recognised aspects (urban planning, sport infrastructure) to less recognised intangible legacies, such as urban revival, enhanced international reputation, increased tourism, improved public welfare, additional employment, more local business opportunities, better corporate relocation, chances for city marketing, renewed community spirit, better interregional cooperation, production of ideas, production of cultural values, popular memory, experience and additional knowhow'.

However, Richard Cashman et al (2003) have a more specific take on the benefits of legacy. They argue that legacies can be broken down into six categories which are: [a] economic [b] the built and physical environment [c] information and education [d] public life, politics and culture [e] sport and [f] symbols, memory and history. However, there are other legacies which appear just as relevant and the legacy of sustainability and the environment should clearly be taken into account. Perhaps the most important legacy, and one which is very difficult to put into place and sustain, as Girginov and Hills (2008, p.2092) argue when referring to the London 2012 bid, is to 'inspire the country's people to be more physically active'. We tackle this specifically in the final chapter.

It appears to us as outsiders looking into the Olympic legacy debate that everything which is positive coming out of the Games is classified as intended legacy but that there are also positive unintended legacies which occur as if by default such as changing attitudes and 'feel good factors'. Whereas we would not disagree that the above perspectives of legacy are important, we argue that there appears to be little research or idea as to 'planning for legacy' and what legacies are 'left behind' from the Paralympic Games. Hopefully this book will begin to address this void.

The Paralympic World

Understanding the Paralympic world is not just a question of understanding the reality of people with disabilities lives. It is also about reviewing and researching the policies which have been put into place by government, sporting authorities, and others regarding issues such as 'legacy' which has largely been ignored in the Paralympic empire. This issue is important as it affects the individual athlete, National Paralympic Committees, the International Paralympic Committee, future athletes and the public. We are not necessarily looking to be political but we have not shied away from the politics of legacy and in many ways we had a 'political awakening', a series of personal 'moments of truth' about ourselves, and each other, and about how the Paralympic world works. Some of these truths have left us dazed and it's no exaggeration to say that they were a cause of much reflection and angst regarding the lack of planning for Paralympic legacy. What we are manifestly unable to discuss in this book is how the culture and politics of a country can be hidden behind the development of globalisation and recent cultural shifts towards power, capital and control but argue that this is an area which requires further examination in order for us to understand more regarding the political climates involved in the Paralympic sporting contexts. This is interesting as the culture of the Olympics and Paralympics does get overlaid onto the culture of the host country and this, in turn, effects the way in which local legacy can be developed. Cultural contexts are thus important issues not to be undersold or forgotten in the development of the following chapters. Along with dealing with this cultural war between nation state and Paralympic legacies we experienced the problem of authors placing their own slant onto the chapter and approaching the work from a personal belief system. We understand that this is necessary as it is their perspective which we wanted but were wary of idealism and overzealousness as we fought hard to develop a text which was relatively 'apolitical'. However, when we looked at the content material of the book we realised that an 'apolitical' stance would be near impossible to achieve. This is a topic for another text perhaps? This book then is an attempt to place the legacy of the Paralympic Games into a framework to be further analysed and developed.

Anthology

This anthology of work in the area of Paralympic legacy plays a role in providing a no-nonsense and conjectural approach to the significance of the topics which contribute to the theoretical constructs at the core of Paralympic legacy. In actuality, when we first developed the concept of this book we were interested in understanding the notion of legacy across all concepts of sport. However, wherever we looked we could find little in the Paralympic context and consequently the chapters which follow are a first we believe for this area of research. Of importance is the manner in which the chapters which have been written by practitioners and academics. They

are formulated into a serious analysis of the role of different parts of the Paralympic movement in developing legacy. This is achieved by developing some fundamental issues and discussions raised by the authors in their individual chapters without which we would not have been able to analyse the notion of Paralympic legacy as a whole. We have been very fortunate to gain the services of individuals who have had personal insider knowledge of previous Paralympic Games and this book details their thoughts, and as such, acts as a form of historical perspective of the Paralympic Games; albeit from a legacy viewpoint. In this manner we have used their thoughts to develop the area of legacy research within the university context and also to add to the literature so that managers, administrators, coaches, students and business people can better understand the notion of legacy in the Paralympic realm. It is hoped that the information in this book might be used to further develop bidding documents and other important projects which support the Paralympic movement.

This book has been divided into four distinct parts. The first part titled *'The Paralympic Legacy Debate'* places the book firmly into a historic-graphical contextual framework in order that the benefits of hosting a Paralympic Games can be discussed. These first three chapters highlight the nature of 'legacy' and its relationship to the Paralympics. The chapter by Legg and Steadward on the history of the Paralympics is really an interesting take on the history of the Games as almost every previous text has attempted to emphasise the historical beginnings of the Paralympic Games. This historical analysis takes into account the lived experiences of Steadward who of course is the Past President of the International Paralympic Committee. We therefore have an insider's account of how some of the major incidents affected the development of the Paralympics. They cover the issues of the foundation of the Games from 1960 to the modern history and particularly the influence that the Seoul and Sydney Games had on the movement. This chapter leads nicely into the themes further developed by Legg and Gilbert in chapter 3 on the 'Benefits of Hosting the Paralympic Games'. They argue that there are many advantages to the host city investing in the Paralympic Games and these include financial, tourism, cultural perspectives, and argue that host cities are prone to 'basking in the reflective glow' of the Games. Other important reasons for hosting the Paralympic Games include the total economic impact, cultural considerations, social debate, sporting legacy and political legacy. These two chapters set the scene for the main body of the book by offering some very important aspects of legacy and those are the influence of history and the benefits of the Paralympic Games.

The second part titled *'Paralympic City Legacies'* traces the effects of legacy of the Paralympic Games from Toronto to Rio de Janeiro. The chapters in this section relate specifically to different Games and are organised from the point of view of a dateline from 1976 – 2016. The chapter by Ian Brittain on the 'Toronto Olympiad' is perhaps one of the most interesting in the book as it refers specifically to Toronto being the first multi-disciplinary Games and its impact on the 'naming' of the Paralympics. Of particular in-

terest is the section on South African disability sport and their influence on Toronto while highlighting athlete reaction to political interference. Britain highlights media coverage as an important aspect of legacy and credits the media with changing attitudes of Canadian sport and the rest of the world to Paralympic sport. This chapter is followed by the important writing of Justin Jeon and David Legg on the Seoul Games. They expand the notion of legacy from the development of KOSAD (Korean Sports Association for the Disabled) to the inherent social change which occurred in Korea prior to and during the Paralympic Games. They further argue that the Seoul Paralympic Games had more than just an impact in Korea but had worldwide influence. There was another important aspect of the Korean Games and that was in the development of the logo for the International Paralympic Committee. Patrick Jarvis has written an excellent chapter on the relevance and legacy of the Barcelona Paralympics. In his chapter he makes first reference to the social context of Games' legacies and provides a vivid account of the Games in Barcelona. He refers to the 'old adage' of urban renewal and of increased employment levels, increased public awareness and recognition, enhanced sport technical elements, implementation of functional classification, improved Games organization and perhaps most importantly the formalization of the transfer of responsibility for all things Paralympic to the International Paralympic Committee. On the other hand Travis Mushett and Ann Cody in chapter 7 argue that the legacies inherited from the 1996 Atlanta Games were not all positive. They discuss the problems which the IPC and teams had to endure on arrival to the Atlanta athlete's village and the efforts to make the village habitable. However, they are also very enthusiastic about the positive results which came out of the Atlanta experience. These include the number of records set, better media coverage, the introduction of the first Paralympic mascot and well performed opening and closing ceremonies. They complete this well written chapter by providing an excellent description of the founding of Blazesports which is an ongoing legacy from the Games. Sydney 2000 was the beginning of the legacy debate for the Paralympic movement so argue Simon Darcy and Lois Appleby in chapter 8. They found that perhaps the major legacy was the amount of people who attended the Games in Sydney and this started a new era of ticketing for the Paralympics. Branding, media coverage, sport delivery to athletes, education and increased IPC and NPC relationships and a strategic organizational vision including knowledge transfer were also important to them in their account of the legacy provided for and by the 2000 Games. In chapter 9 Mary Hums writes from a reflective and personal perspective about her work at the 2004 Athens Paralympic Games. This is a very detailed chapter and different from many of the others as it highlights her experiences in the management of people involved at the coalface during the actual event. Mary promotes the importance of the event to her own ideas of legacy and the Paralympic Games and further develops this theme by suggesting that she is a much better person because of her experiences. Her final section tells the tale of the effects of legacy on Athens itself and the muted promises from government

and IPC as to the benefits of hosting the Games. Chapter 10 'Legacies and Tensions after the 2008 Beijing Paralympic Games' penned by Sun Shuhan and Jill Le Clair is a well written piece about the legacy of the Beijing Paralympic Games and relates specifically to the historical problems which Beijing and indeed China have had with people with a disability in communist society. They refer specifically to legacy issues which they directly relate to China's increasing economic power across the world and to its renaissance and political ascendancy. More specifically they argue that a change in language associated with people with disabilities, and greatly improved world class facilities and training sites are important legacies from the Games. Also they discuss the celebration of disability sport in China and more specifically in Beijing as a lasting legacy from the Games. The following chapter by Dena Coward and David Legg is very important in the book as it highlights the notion of legacy in Vancouver which has boasted about its legacy perspective and leads the rest of the world in the Paralympic legacy debate. They argue throughout that Vancouver 2010 was responsible for a number of 'firsts' and that the Paralympic impact indicators should perhaps be applied to the Paralympics. Their main thesis relates however, to the 2010 LegaciesNow programme which is well documented and explained. Throughout, they highlight other specific legacy issues which arose in Vancouver and the important relationship between VANOC and their concept of legacy. Chapter 12 was written by Tony Sainsbury with his essay having as its premise that the historical relationship between the International Olympic Committee and the International Paralympic Committee is very important. He discusses the issue of the Paralympics being a distraction from the main event and offers pre Games/pre Bid analysis as an important tool in developing legacy from a sporting event. He argues that there is a "Purpose and Promotion" to any Games bid document.

Of particular interest is the final chapter of Part 2 by Fernando Telles Ribeiro a Brazilian academic who is interested in supporting the notion of Paralympic legacy in Rio de Janeiro for the 2016 Paralympic Games. He provides a wonderful historical background to disability and Paralympic sport in Brazil and in particular the Brazilian Paralympic Committee. He goes further by highlighting some of their perceived issues relating to legacy. These include revamping the accessibility procedures, integrating planning and delivery of systems, comprehensive education and training and the importance of the media in the legacy plans of Rio de Janeiro.

Part three of this book is titled '*Emerging Issues of Paralympic Legacy*' and here there are 5 chapters which are written by leading academics and practitioners in the field of Paralympic sport. They provide innovative and novel ideas to be taken forward in the legacy debate and offer solutions and areas to be included in future bid documentation. Chapters 14, 15 and 16 have been written by Ted Fay who is arguably one of the best known academics in the field of Paralympic Winter sports. Ted provides a sound historical basis to the chapters and highlights many significant legacy issues which need to be taken into account when organizing a Winter Paralympics. It is an important addition to the text and worth a careful inspection as to

our knowledge there has been little written about the Winter Paralympics. Chapter 17 by Phil Lane provides an introspective viewpoint of a National Paralympic Committee. His main thesis is that he would like governments, and those responsible for legacy to target the area of 'social responsibility in respect of disability, ethnicity and gender, rather than the overtly economic, and politically expedient, one of health, education and crime'. Furthermore, Lane argues for more access to physical activity for people with disabilities and that there can be no better way to utilize future legacy. He argues that legacy should be lasting and not fleeting and that the only way to achieve long term legacy is by education. Chapter 18 by Paul Smith and Scott Fleming provides an excellent synopsis of the effects of legacy on health and fitness in society. They argue for increased exercise and raised levels of public awareness of public health and those local authorities, the NHS and various government agencies should be charged with the legacy and promotion of health and fitness across the UK. They write at length about health and disability and the barriers to physical activity for individuals with disability and the relationship between the Paralympics and health legacy. Natalie Campbell's work in chapter 19 revolves around the notion of physical education and Paralympic legacy. This is a well designed chapter which relates to individuals with an intellectual disability arguing many of the promises in the London 2012 document have not been met and have failed to reach an underrepresented group. She argues that a lasting sporting legacy to children with learning difficulties in schools is far down the list of priorities for LOCOG and other sporting authorities. Chapter 20 is the final chapter in this section and has been written by Gavin Poynter. He argues that any legacy from the London 2012 Games should include some examination of social legacy, social inequality and visions of social transformation. Poynter refers to the promises of Olympic legacies and the potential offered by such mega events for long lasting leagues both at the Olympic and Paralympic levels. He argues strongly for a lasting legacy of the engagement of young people in sport and physical activity but doubts that this will be the case in Paralympic mode. His final section refers specifically to legacy aspects of the London Games and in particular the London Sports Forum for Disabled People. It is an excellent chapter to complete this section of the text and leads nicely into part four of the book which is titled *'Reconceptualising Paralympic Legacies'*.

In this fourth and final part Chapter 21 offers a way to better understand the notion of Paralympic legacy and utilizes a metasynthesis approach to dissect the previous chapters and draw out the important perspectives of legacy in the Paralympic realm. Finally, in chapter 22 we offer an Epilogue which asks some important questions regarding the relationship between the International Olympic Committee and the International Paralympic Committee.

These four sections adequately reflect the areas of legacy which we felt required highlighting in the literature. While this book has been edited in order to support students in higher education it is also relevant for those for those working in the world of sport and those who wish to become involved

in researching and working in this area. We also hope that the chapters herein will enable public and government eyes to be opened to the notion of Paralympic legacy and that the text will support the development of further research by academics into the Paralympics. To summarize, this book examines the relationship between the Paralympics and Legacy and the volume is attempting to achieve something new and innovative while opening up new areas of research. In achieving this we believe that we should challenge convention and not just live it.

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Chapter 8

Sydney 2000

Moving from Post-Hoc Legacy to Strategic Vision and Operational Partnerships

Simon Darcy and Lois Appleby

The vision of the Sydney Paralympic Organising Committee was to inspire the world by successfully staging a Paralympic Games which set new standards in excellence to enable athletes to achieve their best performance (Appleby, 2007).

Introduction

The Sydney 2000 Paralympic Games demonstrated the transcendence of the Paralympic Games through a significant increase in the number of athletes, development of spectator numbers through marketing the event and media coverage. Yet, after what some described as the debacle of the 1996 Atlanta Paralympic Games, the major advancement for the Sydney 2000 Paralympic Games was the organisational partnership between the Sydney Olympic Games Organising Committee (SOCOG) and the Sydney Paralympic Organising Committee (SPOC), which effectively created a single administration to deliver the three month festival of the Olympics, Paralympics and cultural festival. Sydney redressed the substantial backward step of 1996 Atlanta by restoring the high standards set in 1988 Seoul and

1992 Barcelona. More importantly, the Sydney 2000 Paralympic Games went about setting objectives to improve on the two previous benchmarks. They did so by breaking previous ticket sales records with 1.1 million tickets sold and the Games attracted 360,000 organized school and community groups (Appleby, 2007; Cashman, 2006b; Cashman & Darcy, 2008).

Legacy

Before discussing the legacy of the Sydney 2000 Paralympic Games a number of preliminary considerations about the legacy need to be noted. Legacy is a reasonably recent area in the academic literature. As Appleby (2007) notes as late as 2007, with respect to the Sydney 2000 Games, most discussion had been anecdotal given a few notable exceptions (Appleby, 2007; Cashman, 2006b; Darcy, 2001; Darcy, 2003; Goggin & Newell, 2001). This, in part, is due to legacy being a recent inclusion within academia and major event considerations as part of the triple bottom line valuation processes where city states seek to broaden the inclusions for events evaluation beyond economic impact (Carlsen & Soutar, 2000; Preuss, 2007; Smith, 2009). However, there are two more important considerations that need to be acknowledged before we move forward. First, legacy by definition is an action that is planned for prior to the event and sustained into the future (Chalip, 2004; Preuss, 2007). There was not, by any stretch of the imagination, planning for a Sydney 2000 Paralympic legacy (Appleby, 2007; Cashman & Darcy, 2008). Any of the research into Paralympic Games legacy research prior to Beijing 2008 is post-hoc and quite simply, scholars use an historic lens to fashion a legacy arising from the Paralympic Games experience. Second, Paralympic scholars need to recognize the intrinsic link between the Olympics and Paralympics since Seoul 1988. In the introduction to this book, we recognize the connection of the Paralympic Games to the motivation of cities to host the Olympics. For whatever reasons that city states bid to host the Olympic Games, these are quite separate issues to the partnership agreement to host the Paralympic Games. The Paralympic movement should celebrate this partnership as the Paralympic Games is not yet of the same status, magnitude or gravitas as the Olympics or other major sporting events that host city's bid for. If this were the case, we are sure that the International Paralympic Committee (IPC) would be happy to 'go it alone' and put the Paralympic Games out to bid cities for competition in the marketplace. This in no way diminishes the Paralympic Games as an event, as an elite competition for athletes with disabilities or challenge the place it has as one of the largest sporting events in the world but it does recognize the harsh market reality of the city state, sponsors, the media and the public's perception of the Paralympic Games as a an attractive marketable commodity.

The perception of legacy is also affected by the stakeholder involved and their centrality to the event or phenomena taking place. While the Paralympic Games have primary stakeholders such - the IPC, National Organ-

ising Committees, National Paralympic Organisations, elite athlete participants, hosting city-state – there are also secondary stakeholders including the sponsors, volunteers, other facilitating government departments, the local community and people with disabilities. Stakeholder theory, developed from the field of strategic management studies, acknowledges that the conflicting perspectives of stakeholders need to be managed as part of organisational objectives (Freeman, 1983). Stakeholder theory has been used synonymously in relation to government management of environmental development processes and collaboration among key players as a ‘fundamental ingredient in sustainable development’ (Sautter & Leisen, 1999, p. 312). City-state redevelopment associated with the Olympic and Paralympic Games is a foundation of modern Olympic Games particularly in those cities where the Paralympics had been carried out within partnership. Stakeholders can be defined as, ‘any individual, interest group, pressure group or corporation affected by a public policy issue, government action or inaction’ (adapted from S. Davis, 1993; Hall, 1999; Mitchell, Agle, & Wood, 1997). The main contribution of such an analysis is to be able to identify from the perspectives of the stakeholders, the issues they regard as significant to the proposed changes and incorporate these views into management strategies. Stakeholder groups hold considerable power to influence the community and receive considerable media coverage. Certainly there are cases where the big cities have dropped out from contention because major stakeholders have protested at their exclusion or lack of consideration (e.g. Berlin). Historically there is a need for this understanding where citizen movements have had a major impact on the environmental landscape.

With these preliminary comments in mind, it is also recognized that the Sydney 2000 Paralympic Games has been well served by albeit post-hoc evaluation through an excellent yet poorly distributed post Games report (Sydney Paralympic Organising Committee, 2001), post Games access reports (Olympic & Paralympic Disability Advocacy Service, 2000; Olympic Co-ordination Authority, 2001), a number of disability critiques (Darcy, 2001; Darcy, 2003; Goggin & Newell, 2001), an historical review (Cashman, 2006b), an insider’s perspective (Appleby, 2007) and the most comprehensive interdisciplinary examination of a single Paralympic Games (Cashman & Darcy, 2008).

Major Legacies

The chapter now examines the major legacies of the Sydney 2000 Paralympic Games through a re examination of the main legacy critiques of Appleby (2007), Darcy and Cashman (2008) and other sources, and by providing a fresh summary and interpretation as identified by the following Table 1. As evidenced by Table 1, what is interesting with the analyses by the two authors is that one presents an insider’s perspective and the other a more interdisciplinary academic examination but both cover similar ground albeit in different ways and under different headings. Appleby acknowledges

a more anecdotal approach where Darcy and Cashman limit their commentary to where research evidence can be presented. Both recognized that legacy should be split into international and domestic categories where as commentators have noted that both sport and disability have specific cultural contexts.

Table 1: Sydney Paralympic Legacy Literature

Appleby 2007	Darcy & Cashman 2008	This Chapter
International	International	International
IOC Recognition	Media benchmarks	IPC IOC relationship
Improved organization	IPC IOC relationship	Strategic Vision
Media coverage	Sport delivery	Branding/ Media Coverage
Athlete support		Sport Delivery and Athlete support
Education		Education
Moving beyond disability sport community		PostGames Evaluation/ Knowledge Transfer
Australia	Australia	Australia
Access issue	Community response	Community Response
Role Models	Disability education	AustralianParalympic movement (funding and mainstreaming)
Mainstreaming of Disability sport with NSOs	Legacy for Paralympians (funding and status)	Education/Role models
Greater sporting recognition		Infrastructure
Public recognition		

In presenting the following commentary it is acknowledged that many of these discrete headings are interdependent and overlapping.

International & Operational Partnership

The success of the Sydney 2000 Paralympic Games can in part be attributed to the operational partnership between SOCOG and SPOC to deliver the three month festival of the Olympics, Paralympics and cultural Olympiad (Darcy, 2003). The operational partnership established by SOCOG and SPOC alleviated many of the transitional problems that occurred between the Olympic and Paralympic Games in 1996 at Atlanta (Appleby, 2007; Heath, 1996). The importance of this operational partnership cannot be overstated as it meant that those responsible for delivering the Olympic Games were largely those responsible for delivering the Paralympic Games (Darcy, 2003, 2008a, 2008b; Darcy & Cashman, 2008a). This meant that there was an organisational continuity which embedded an understanding

of Paralympic, disability and access issues across the organisational culture of SOCOG/SPOC. However, as discussed later, there were still tensions between the organising committees and other host city bodies responsible for the long-term planning, organization and management facilities and operations. In particular, the Olympic Coordination Authority had an important role to play in legacy as they were the ones that would be in charge of the access issues for perpetuity. The OCA in short did this through the production of *Access Guidelines*, implemented the Olympic Access Advisory Committee as central to process of planning for disability and access issues, produced an access guide for the Games and wrote a critical review of Games access operations (Olympic Co-ordination Authority, 1996, 1998, 1999, 2000, 2001). The Olympic Coordination Authority still plays a critical yet albeit reduced role in the NSW government through its successor the Sydney Olympic Park Authority, which recently released its master plan of the site to 2030 (Sydney Olympic Park Authority, 2009). SOPA has maintained the important role that the Olympic Access Advisory Committee played through the SOPA Access Advisory Committee.

IPC and IOC Relationship

The major international legacy was the closer relations between the IPC and IOC. Whilst the IOC had given some ‘fatherly’ support to the IPC it was after Sydney that contracts were exchanged positioning the Paralympics as part of the Olympic City Bid process. This has provided incredible status and security for the Paralympic Movement and the Games, which up until 1988 often was not staged with the Olympics and on occasions could not find a host city. The relationship between the two organisations was formalized by IOC President Samaranch and IPC President Steadward through two signed memorandums of understanding following the Games with a third signed by different Presidents in 2003 (Appleby, 2007). The first signed in October 2000 (International Paralympic Committee, 2000) focused on IPC representation on IOC commissions while the second signed in June 2001 focused on formalizing the requirement where cities had to bid to host both Games – something that was understood but not enforceable through a bid document beginning as far back as the 1988 Summer Games in Seoul. It is difficult, however, to say that the 2000 Summer Paralympic Games were the catalyst for either of these agreements particularly when the relations between the IOC and Paralympic sport officials go back as far as when Sir Ludwig Guttmann hosted his first Stoke Games the same day as the opening of the 1948 London Summer Olympics. As well, meetings between Samaranch and Steadward started as early as 1988 when they met in Calgary and Samaranch attended the Paralympic Congress in 1992 in Barcelona just prior to their Games.

Strategic Organisational Vision

The legacy of the Sydney 2000 Paralympic Games could not have been achieved without the strategic organisational vision of SPOC. Dr John Grant, President of SPOC, in the foreword to the Paralympic Post Games Report (Sydney Paralympic Organising Committee, 2001) was rightfully glowing of his assessment of the success of the Games:

‘The support for the Paralympic Games was outstanding. The 2000 Paralympic Games smashed all our predictions—the largest number of athletes and delegations ever to compete at a Paralympic Games, unprecedented media coverage and record crowds and ticket sales. More than 1.16 million spectators turned out in force to witness this spectacular international event showcasing some of the finest sporting talent in the world’.

Yet, operational success is not legacy as Appleby noted some six years later. In reflecting back on the vision of the Sydney Paralympic Organising Committee (SPOC) she could see that it was also a legacy statement (Appleby, 2007). Whilst recognizing that the Olympic and Paralympic Games had separate and unique identities, it was obvious to Appleby that economies of scale and efficiency in operations could be achieved by combining many of the operations of both Games, in effect delivering a 60 day sporting festival which would include the transition time between the two Games. Combining this operational planning allowed this transition to be seamless and highly effective, unlike what was experienced in Atlanta (Appleby, 2007).

As CEO she used her organisational skills to deliver the Paralympic Games seamlessly across the two organising committees. Importantly, the athletes were treated as elite athletes, in the same manner as the Olympic athletes and not as second rate athletes and to Appleby these are the two most important legacies of the Sydney Games. This closer link with the Olympics pointed the way to greater cooperation between Olympic and Paralympic movements and led to a succession of agreements between the IOC and IPC, which shored up the future of the Paralympic Games. This is not a legacy for the future of Paralympic Games is one in which Sydney is very proud (Appleby, 2007).

SPOC proved to the IOC in Sydney that the event was credible, professionally organized and could bring a softness to the often more calculated Olympic arenas. The Sydney model of close liaison and a constructive operating relationship between the two committees appealed to the IOC. Secondly, Sydney put the organization of this event on the same platform as an Olympics Games. This raised the expectation of athletes that all subsequent Games would be as well organized. This indeed seems to be evolving with joint organising committees for the Games. As well, Sydney expected the National Paralympic Committees to be professional, timely and organized. Many were not. The legacy here is that NPC's went home knowing that they had to improve their administration and management or get left behind (Appleby, 2007).

Appleby (2007) contends that there is a strong sense that Sydney contributed to the Paralympic movement being less dependent 'on its own people and networks', where there was a greater engagement with new relationships from areas of professional expertise that influenced development of the SPOC and the event itself. However, the SPOC organizers were not from the community of disabled people - there were only 3 staff out of 100 who had a physical disability. The CEO had no background with sport for the disabled but she had a background in running major sport events for example the World Masters Games. SPOCs apparent deficiencies in disability and disability sport expertise were balanced by the SPOC Board who were immensely experienced in these areas.

The philosophy taken was that this was an event for elite athletes who, happened to have a disability. SPOC didn't focus on the disability but instead applied the same philosophies and organizational systems to the Paralympic Games as the Olympics. The legacy here then is that people became passionate about these athletes. Many have gone on to other Paralympic Games and taken their passion with them. So an entire new group of people in Sydney became part of the Paralympic Movement. Sydney took the movement outside of itself introducing new ideas, new thought about how to present the athletes as speakers, ambassadors and heroes and new ways of marketing the event. Sydney set the benchmark for 2008 and 2012 Paralympic Games and those beyond (Appleby, 2007). Yet, this philosophy and the resulting organisational discourse also alienated the Sydney disability community who were not brought in as part of the community engagement process as school children and seniors were (Darcy, 2003).

Branding

Achieving this new sense of professionalization brought about by the strategic organisational vision of SPOC was closely linked to communicating this to external stakeholders. Before the Games Appleby noted that, while garnering greater recognition than any time previous, the Paralympic Games were still an event with no brand, little to no international sponsor interest, little public understanding and a high resistance by the public to watch 'handicapped people' or 'Supercrrips in sexy chairs'. This was coupled with the fact that the Paralympics was up against the biggest sport brand in the world, the Olympic Games (Appleby, 2007). SOCOG and the SPOC took on this task and agreed that they must plan for a 60 day event, and with this, increase the international profile and marketing potential of the event. To do so required an organisational brand and media coverage in Australia and internationally.

Appleby has already noted the importance that Paralympic ambassadors played in portraying the event as one for elite athletes. The ambassadors were successfully used to create brand and develop the very successful community outreach programme. As the face of the Games the ambassadors

provided the opportunity to leverage media coverage, ticket sales and merchandising. Iconic representation is always an important element of brand. As Darcy and Cashman (2008, p. 218) note, one of outstanding successes was the visibility and success of the mascot Lizzie in the Sydney 2000 Paralympic Games. The SPOC marketing group took the mascot to the community through its low cost pricing strategy and having the low-budget Franklins stores sell the product rather than the elite high end strategy adopted by the IOC and SOCOG for Olympic merchandise (see Cashman & Darcy, 2008, pp. 123-140). Where the Olympic mascots (there were three) never captured the imagination of the Australian public, Lizzie (Paralympic mascot) seemed to be everywhere and coupled with the highly successful community engagement programs became the iconic representation of the Sydney Paralympic Games. Subsequently, the APC recognised that there was a significant branding capital in the popularity of Lizzie that could be leveraged into the future. The Australian Paralympic Committee (APC) seized the opportunity that arose when SPOC disbanded to claim the rights to Lizzie and to develop the power of the brand over the coming years (Cashman & Darcy, 2008).

Media Coverage

The media benchmarks centred on the massive increase in coverage via the internet specifically as a result of coverage from US based WeMedia. WeMedia, however, was a casualty of the dot.com crisis and in 2001 and no longer exists. The coverage by WeMedia was regarded as first rate from a sport perspective and from the perspective of disability representation (Goggin & Newell, 2001). The concept of web-based delivery of content has subsequently been assumed by the IPC itself with www.Paralympicsport.tv but it is hard to ascribe that this was created as a direct legacy of the WeMedia precedent and not just as part of technological development. What can be linked, however, is the significant change in television coverage in Australia which may have translated to better coverage internationally. It is important to recall that only 4 years before the Sydney Games in Atlanta there was no US based network coverage and the organising committee actually had to pay for four hours that were shown after the Games (Cashman & Tremblay, 2008).

There was no doubt that media coverage of the 1996 Paralympic Games in Atlanta was disappointing in every sense (Schantz & Gilbert, 2001). In contrast to Schantz and Gilbert (2001), Darcy & Thomson (case study in Cashman & Tremblay, 2008, pp. 110-123) found the newspaper coverage by the Sydney Morning Herald to focus far more on the sporting spectacle, athletic performance, was gender balanced, sought to educate the public about Paralympic sport and presented the contrast between Paralympic and Olympics sports. The photographic imagery analyzed reinforced the importance of national medal count and ceremonies as part of the commercial media focus. However, unlike Schantz and Gilbert's (2001) analysis of

European coverage of the Atlanta Paralympics the Sydney Morning Herald images presented the full embodiment of Paralympic athletes and highlighted images of their athletic performance. In combination, the text and photographic representation had a much greater focus on athletic competition, while having a fascination for the technology body interface of Paralympic athletes.

Yet, the international transferability of these changes is questionable given other studies reviewed by Hardin (2003) that suggested the overall presence of athletes with disabilities in the mass media was still lacking in both quantity and quality. In particular a study by Golden (2002) noted that coverage of the 2002 Salt Lake City Paralympic Games was virtually nonexistent in US based media. In Golden's study a US reporter was quoted as stating 'It's a bone they throw to them to make them feel better. It's not a real competition, and I for one, don't see why I should have to cover it' (Golden, 2002, p. 13).

As well, in 2002 following Sydney, the Salt Lake organising committee signed a contract with A & E to broadcast eight hours, one per day, during the Games and NBC the Olympic broadcaster showed a one hour highlight of the opening ceremonies. In Canada, coverage too has improved with an announcement that the coverage for the 2010 Games was the highest ever with all coverage available in High Definition, marking the first time the Games was produced entirely in HD by a Canadian rights-holder (CTV Olympics, 2010). What is also of interest is that the coverage was delivered by Canada's Olympic Broadcast Media Consortium which is a unique relationship between leading media conglomerates CTV Inc. and Rogers Media Inc. which are both for profit ventures. Prior coverage was by the Canadian Broadcasting Corporation (CBC) which was a federally funded enterprise and thus was perhaps more inclined to showcase federally supported Paralympic athletes. Returning to Australia in particular was the significant coverage in 2008 from the Australian Broadcasting Corporation (ABC), which is Australia's government owned national television carrier. Having had the experience of covering the Games in 2000 they expanded their scope and televised three hours nightly in prime time hours. For their ongoing efforts the ABC they were awarded Paralympic broadcaster of the year for their coverage of the Beijing 2008 Paralympic Games (International Paralympic Committee, 2009).

While these challenges continue, Sydney established the benchmark for media coverage and television production for this event. As Cashman and Tremblay (2008) note in their concluding comments, the Sydney 2000 Paralympic Games extended the television coverage and approach to Paralympic sport. This was evidenced through the record high ratings for the opening ceremony, the solid ratings for the daily highlights package which demonstrated public interest in Paralympic sport. Sydney provided baseline evidence of the media potential of the event. There is no doubt that this was linked to both SPOCs marketing and community outreach programs. The Secretary General of the IPC told Appleby that the coverage in subsequent

Games has built on what Sydney delivered. More countries are buying broadcast rights to the Paralympic Games. What is less well known is whether this increased profile translated into long term improved public perception, greater funding or other opportunities. For instance, only a few select athletes in Australia and abroad may now be recognized as elite performers but it is debatable whether this has transcended to all levels and whether the bias and prejudice of athletes with disability not being considered, at least publically, as true 'athletes' has changed (Appleby, 2007).

Sport Delivery to Paralympic Athletes

Linked closely to operational partnership between SOCOG/SPOC and the access culture fostered by the OCA was the phenomenal Games and sport competition experience delivered to Paralympic athletes (Cashman, 2008). Coupled with Appleby's (2007) approach of focusing specifically on the elite nature of the athletic performance, the Sydney 2000 Paralympic Games provided the entire infrastructure and support the athletes needed. The Paralympians used the Olympic village, venues, transport and planning overlay albeit with a slightly reduced number of venues due to different sports. As a result, performances hit a new level of excellence. The debate about the technology and the equipment used by athletes (wheelchairs, prostheses etc.) on the track, in tennis, wheelchair rugby and cycling engaged the public. The technology of prosthesis and wheeled equipment is advancing all the time and athlete performance are continuing to improve. Appleby was told that it was the athletes that were driving the need for greater advances in technology, rather than the technology driving the athletes (Appleby, 2007). However, a continuing issue with technology is that of the divide between the developed and developing world that creates further inequities for those athletes (Cashman, 2008).

As Cashman (2008) notes, what is not recognized by those outside of the Paralympic family is that the delivery of sport at a Paralympic Games is more complex and challenging than that of the Olympics. While there are 10 less Paralympic sports in 2000 compared with the 28 Olympic sports, Paralympic sports are then divided by as many as seven disability categories as well as by gender. With athletic classification, Paralympic sports are more complicated than for Olympic events through protocols, regulations and adaptations for disability. This was compounded with the introduction of the two new sports in 2000 of sailing and wheelchair rugby as well as the increase of 22 events for athletes with an intellectual disability. Yet, Sydney highlighted that with these challenges were efficiencies in having the same competition managers across the Olympics and the Paralympics. The other major innovation was the establishment of the SOCOG sports commission, which facilitated these efficiencies for sport competition delivery outside the politics of the organising committees (Cashman, 2008).

Education and Disability Awareness

A major legacy from Sydney 2000 was education and disability awareness and this was certainly what a great deal of media attention focused on in the lead up to, during and after the Games (Gare, 2000). The other component of education was about the Paralympics and Paralympic sport. The education legacy can be divided into: staff; volunteers; and the general public. All staff, volunteers and contractors working on the Games had disability awareness training that was facilitated through the production of a Paralympian specific disability awareness training video and program (Darcy, 2001). The aim of the training program was to introduce volunteers on how to live and work with people with a disability. They learned to focus on a person's abilities – the Paralympics was really about what people can do, not what they can't do. As Appleby notes, 'As able bodied people many of us would be out run, out swum by many of the athletes with a disability'. The real legacy in this area is that volunteers and staff took their education and, more importantly, their first hand experiences with them into the community and business where they will have an ongoing greater understanding of people with disabilities (Appleby, 2007).

As Cashman (2006a, pp. 237-239) notes, SOCOG organised an ambitious and innovative Olympic 2000 National Education Program for Australia's 10,500 school communities from 1997 to 2000. This included a Paralympic component and was well received by a post Games evaluation of the programs. The Secretary General of the IPC, Mr. Xavier Gonzalez, notes that:

'.....the IPC is getting more involved in the way the Paralympic Games education programmes are being planned and delivered. Our intention is to ensure that there is a quality programme that introduces the Paralympic values, Paralympic sport and Games to school children - not only a spectator programme. Sydney is the example we refer to'.

Further discussion of the education programme will be discussed later in the Australian legacy section.

Post Games Evaluation and Knowledge Transfer

The Sydney 2000 Olympic Games became the first Olympic Games where Games evaluation and knowledge transfer were a foundation to Games planning and on selling of knowledge (Halbwirth & Toohey, 2001). The same cannot be said for the Sydney 2000 Paralympic Games outside of what was common to the organising of the Olympics. Paralympic knowledge was not valued as much as Olympic knowledge. As such, the reports noted earlier became important documents for the IPC and future host cities. Sydney was the first Paralympic Games to complete a detailed post Games report (Sydney Paralympic Organising Committee, 2001) and an access specific Post Games Report (Olympic Co-ordination Authority, 2001). These reports were also supplemented through a third-party assessment of the Olympic and Paralympic Disability Advocacy Service (2000), which was a government funded project to assist and document any identified prob-

lems by the disability community with access to the Sydney 2000 Olympic and Paralympic Games. A full third party assessment related to legacy which was completed by Cashman (2006), and Cashman and Darcy (2008). These documents together with the disability education and awareness training became part of Beijing leading up to the Games but not so after the Games have ended.

The other knowledge transfer that occurred to Athens as part of education was courtesy of an 'Education Partnership' between SOCOG, The Greek Government and the University of Technology, Sydney. Some 100 Greek postgraduate students studied at UTS for a Master of Sport Management degree and simultaneously held operational roles with SOCOG and SPOC in preparation for Athens 2004. Most of these people went back to operational positions with the Athens Organising Committee with a significant number having positions with the Athens Paralympic Organising Committee. This in itself was an important legacy for Greece and Athens, which had very different cultural approaches to disability (Cashman and Darcy 2008). As Appleby (2007) identified, through opening up SPOC to people from outside of the Paralympic and disability sport communities, many staff also developed a passion and moved on to other disability related opportunities.

Australian Legacy: Community Response and Disability Awareness

The previously mentioned record television coverage and ratings, ticket sales and bumper crowds at many of the Paralympic events are all indicators of community response to the Sydney 2000 Paralympic Games. Arguably the most outstanding strategy devised by SPOC and the community development manager Donna Ritchie was the very successful *Reaching the Community Program* (SPOC 1998a) that targeted school children and seniors. It offered one of the greatest potential legacies of the Paralympics. Darcy (2003) reported that some people with disabilities noted that during the Games school children had openly approached them to see what sport they participated in (Stern 2001). Writing at the end of the Games, Australian Paralympian swimmer and swimming captain, Priya Cooper believed that:

'.....the Paralympics transformed Australia's perception of people with disabilities and added that this was a legacy that must be nurtured. She added that: 'the Games also left an everlasting social legacy for a generation of schoolchildren who witnessed first-hand the Games and athletes of all nations, and will grow up appreciating our sporting skills and be more accepting of all people with disabilities.'

Horin (2000) believed that the Paralympics had raised the nation's consciousness' and was a positive and possible life-changing experience for many Australians. About 320,000 school children attended the Games. They learned about disability in their school curriculum and they will never forget the achievements they saw performed (Appleby, 2007). Does the success of the attendance at the Paralympics equal improved disability

awareness amongst the non-disabled public? Darcy (2003) identifies this as the outcome most discussed by politicians and the media. Yet, as Darcy (2003) and Appleby (2007) state, this can only be pointed to anecdotally as no research was conducted to affirm this before, during or after the Games. It was a lost opportunity. As previous research by Wilhite, Muschett, Goldenberg and Trader (1997) suggests that even school children involved in a Paralympic inclusive sports program may not have a positive attitude change towards people with disabilities. Certainly the case study by Darcy and Thomson (cited in Cashman & Tremblay, 2008) suggests that the positive images of athletes with disabilities competing in sport was an empowering image and one that challenged the stereotypes of disability that are portrayed in the media and film (Goggin and Newell 2001). In future Paralympic Games there is a need to research these and other aspects of legacy.

Australian Paralympic Movement

The Paralympians who competed at Sydney 2000, future Paralympians and the Australian Paralympic Committee have been the recipients of a lasting legacy. In 2006 and 2007 the APC in conjunction with Woolcott Research sought to monitor and analyse Australian attitudes towards the Paralympics and Paralympians (Australian Paralympic Committee, 2008). The key findings are:

- 93 per cent of Australians believed that Paralympic athletes were elite athletes who train as hard as able-bodied athletes and 87 per cent believed they should receive the same or more funding than Olympic athletes;
- 71 per cent of Australians would like to know more about the personal stories of the Paralympic athletes and 72 per cent think Paralympians do not receive the recognition they deserve in the media;
- 57 per cent of Australians followed the success of the Australian Paralympic Team in Athens; and
- Television and newspapers are the preferred media used by people to follow the Games (Australian Paralympic Committee, 2008).

As Darcy and Cashman (2008) suggest, the Paralympics have left a positive legacy as Paralympians continue to be highly regarded by the Australian public. Yet, there are questions as to whether these positive feelings translate into greater recognition for individual Paralympic athletes. What is not in dispute is the increased levels of Paralympic funding.

Increased Paralympic Funding

Higher levels of government funding to the Australian Paralympic Committee are a direct legacy of Sydney 2000 including coaching scholarships from the Australian Sports Commission to athletes with a disability. Now, national recognition is given to athletes with a disability in the national sports

awards programs (Appleby, 2007). The Paralympics had a high level of political patronage, which has been converted into financial support (Darcy & Cashman, 2008, p. 222). Table 2 shows that the ASC grants to the APC more than doubled in the three years before the Sydney 2000 Paralympic Games and surged again before the 2004 Athens Paralympic Games. This table also shows the ASC regard for the Paralympics with an increasing proportion of funding (55%- 85%) compared to the 15% for 10 other disability sports groups.

Table 2: Grants to the Australian Paralympic Committee from the Australian Sports Commission

Year	APC/Paralympic grants	Grants other disabled groups	Total/ASC disabled grants	Percentage of APC grant to the total grants
1994-95	\$650,000	\$543,000	\$1,193,000	54.5
1995-96	\$1,000,000	\$558,600	\$1,558,600	64.2
1996-97	\$837,200	\$651,900	\$1,489,100	56.2
1997-98	\$995,000	\$589,600	\$1,584,600	62.8
1998-99	\$1,975,000	\$592,900	\$2,567,900	76.9
1999-2000	\$2,239,500	\$571,000	\$2,810,500	79.7
2000-01	\$2,090,000	\$1,009,700	\$3,099,700	81.3
2001-02	\$3,080,000	\$710,323	\$3,790,323	81.3
2002-03	\$3,500,000	\$720,123	\$4,202,123	83.3
2003-04	\$3,800,000	\$813,000	\$4,613,000	82.4
2004-05	\$5,750,000	\$719,593	\$6,469,593	88.9
2005-06	\$5,470,000	\$864,000	\$6,334,000	86.4
2006-07	\$5,323,300	\$894,905	\$6,218,205	85.6

Source: Annual reports of the Australian Sports Commission (Cashman & Darcy, 2008, p. 223)

Mainstreaming Sport

Another important legacy in Australian sport has been the integration of disability sport with mainstream sport allowing for better training, coaching and officials. For example, Appleby was a Director on the Board of Basketball Australia and their responsibility covers all aspects of basketball in Australian including the wheelchair basketball teams. As Appleby (2007) notes, Greg Hartung, President of the Australian Paralympic Committee said in a 2006 newsletter:

'I believe that the mainstreaming partnerships between the APC and national sporting organizations are bearing fruit. The result is that athletes and their coaches are better supported and can focus on their preparation'.

This approach is administered through the Sport CONNECT program that seeks to partly tie National Sport Organisation (NSO) funding to their performance in disability inclusion (Australian Sports Commission, 2009a). The program is regularly evaluated with organizations gaining a hierarchical accreditation from green to platinum, with levels and funding being revoked based on performance. The program and NSOs have generally been quite successful. Yet, significant organisational constraints and cultural issues have been identified with certain NSOs, which suggests that there are still issues in mainstreaming disability sport.

The focus of government funding on one elite event, organization and sport development approach has also created great deal of concern as to access to disability sporting opportunities at the grassroots level. Quite simply, very little funding is available at the grassroots level and there are significant constraints that people with disabilities face if they want to participate in sport and recreation. People with disabilities in Australia have significantly lower participation rates than the rest of the community (Garber, Allsworth, Marcus, Hesser, & Lapane, 2008; Murphy & Carbone, 2008; Vanner, Block, Christodoulou, Horowitz, & Krupp, 2008). *The Crawford Report* made significant comment on these issues as part of a review of the funding of Australian sport (Independent Sport Panel, 2009). The ASC have commissioned research to better understand community sport and recreation needs of the Australian community people with disabilities (Australian Sports Commission, 2009b).

Education

As discussed in the international section on education, a *Disability Education Program* was delivered as part of the Olympic education programme with the objective to advance the discussion of disability, diversity and inclusion in the school curriculum. This program has continued and expanded since 2000 with the support of the Australian Sports Commission (ASC) and may provide the longest lasting legacy. As Table 3 indicates, from 1996 to 2008 the *Disability Education Program* has been delivered 1966 times to some 38,318 individuals including over one thousand people overseas predominantly from Asia and the South Pacific. The ASC has commissioned research to evaluate the impact of the disability education program, which will be due to report in mid-2010 (Australian Sports Commission, 2009b).

Table 3: The number of people involved in the delivery of the Disability Education Program 1996 to 2008

Australia	
Coaches:	5232
Students:	16,882
Teachers:	7130
Others:	8004
Total attendance:	37,248
International	
Coaches:	0
Students:	32
Teachers:	0
Others:	1038
Total Attendance:	1070
Overall Attendance:	
Coaches:	4626
Students:	16,323
Teachers:	6713
Others:	8645
Total Attendance:	38,318

Source: (Darcy & Cashman, 2008b, p. 220)

Infrastructure

One of the conventional wisdoms is that hosting the Paralympic Games will bring with it an improved level of accessibility for all those involved (e.g. Davis, 1996; Higson, 2000). Certainly one of the major motivations and legacy of the Olympics is generally urban regeneration and improved sporting infrastructure. Appleby (2007) was convinced that there was a steep rise in understanding about access issues for people with disability. Certainly Sydney had significant access issues, particularly with many of its sporting and cultural venues such as the Sydney Opera House (Darcy, 2003). As a result of the Games, many buildings made adjustments for wheelchair access and the main streets became access friendly for wheelchair and for those with visual impairments. The improvements that took place then helped the disability community long after the Games were over (Appleby, 2007). As previously discussed, the operational partnership between SOCOG and SPOC meant that there was the shared responsibility for planning and the

operational delivery of the Games. As Appleby noted there was an emphasis on developing expertise from outside the disability sporting community so those within SOCOG and SPOC may not have given disability and access issues the prominence they deserved. However, these organizations are charged with an event focus rather than with a wider community and social sustainability agenda.

Others commentators regard the assertion that the Sydney 2000 Paralympic Games were the catalyst for the high level of access provisions as naïve. Access provisions and improvements could not have been made without a highly sophisticated approach requiring a human rights framework, building codes that include access considerations and Australian Standards for access and mobility (Darcy, 2003; Fox, 1994, 2000, 2001). Nowhere has the Paralympic movement benefitted from the political advocacy of the disability politic than the Sydney 2000 Paralympic Games (Darcy, 2003, 2008a, 2008b). In particular, the very lack of disability expertise within SOCOG and SPOC created a series of significant constraints for spectators, volunteers and employees with disabilities that culminated in a series of complaint cases and Federal court actions through the Australian Human Rights and Equal Opportunity Commission (“Maguire v SOCOG [HREOCA H pp. 99/115]” 2000; “Maguire v SOCOG [HREOCA H pp.99/115],” 1999; Olympic & Paralympic Disability Advocacy Service, 2000). It wasn’t until the responsibility for the overall accessibility of the Games was handed over to the Olympic Coordination Authority that access was systematically included within operational planning (Darcy, 2008a, 2008b). What is certain is that the speed of access changes would not have been possible without Sydney’s winning of the Sydney 2000 Olympic and Paralympic Games (Darcy, 2003).

It should be noted that one of the major contributors to the accessibility of the 2008 Beijing Paralympic Games was use of IPC accessibility consultants Nick Morris and Apostolos Rigas both of whom gained their experience through their positions with SOCOG, SPOC and as consultants (International Paralympic Committee, 2008).

Summary

The above discussion takes the best available sources and research on the Sydney 2000 Paralympic Legacy and reinterprets legacy through the lens of the tenth year since the event. With the luxury of time, other sources and an insider’s perspective Figure 1 suggests that the Sydney 2000 Paralympic Legacy can be conceptualised through an international and domestic construct and sport stakeholder and event/social/community stakeholder perspectives.

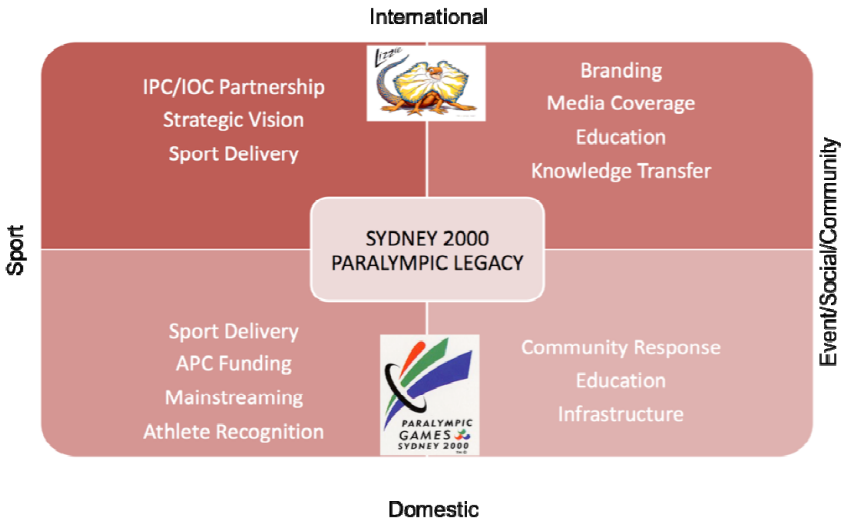


Figure 1: Legacy Matrix

As DePauw and Gavron (2005, pp. 241-256) note, there are a series of perennial and ongoing challenges for disability sport two of which were highlighted by the Sydney 2000 Paralympic Games and are still unresolved through to the conclusion of the Beijing 200 Paralympic Games.

Challenges

First, an area of ongoing concern for the International Paralympic Movement is the vexed area of classification and competition. This has implications for developing Paralympic sport as part of the global sport event calendar. Put quite simply, sport is a competition and competition should be easily understood and require little interpretation. Paralympic sports like wheelchair basketball require little interpretation as the game is similar to stand up basketball and the winner is the team that scores more baskets. While there is a complexity to the configurations of the team on the court based on an allocated point classification system, this is largely invisible to the spectating public. Yet, in swimming and other multiple classification races the results are delayed and there is not a simply understood result. This created confusion not only amongst the general public but also the sports journalists covering the events. Second, Sydney saw the controversial exclusion of athletes with intellectual disabilities due to a challenge with the classification system (Jobling, Jobling, & Fitzgerald, 2008). This critical incident raised many issues with regards to who is included within the Paralympic family from a disability perspective and what levels of ability should be able to compete. This question has a complex crossover between classification systems, sport development strategies and the way that the IPC

will market the Paralympic Games into the future. The trend in Paralympic sport to become more sport specific rather than disability specific has occurred for a number of reasons. There are major administrative and logistics problems when, as DePauw and Gavron (2005) noted, there are over fifty 100-metre track events on the books to cater for gender and disability groups: this includes three for blind, eight for cerebral palsy, nine for amputee, six for Les Autres and seven for wheelchair users. Streamlining, based on a functional model, is an attractive alternative because it emphasises the elite athletic character of the Paralympic Games and, at the time, reduces the public confusion about a multitude of events. While streamlining is an attractive proposition, it will likely exclude the more severely disabled. There was no doubt that these issues of classification and sporting spectacle were some of the most challenging that were highlighted in the Sydney 2000 Paralympic Games.

Conclusion

Every event organising committee has a responsibility to improve the quality of the event from the previous one - to build on what has been done before and to make it incrementally better. From building the profile of the athletes, the brand, engaging the support from business, being financially responsible, taking the event to the people, the people to the event and to providing a legacy - all must be achieved. A successful event can mean different things to different stakeholders. Records broken are success. Coming in on budget with a surplus is success. Great athlete performances are a success. Extensive media coverage is success. A well thought out, planned, strategic and achievable legacy of the event is success.

So were the Sydney 2000 Paralympic Games successful?

By many criteria that can be applied, **yes**, the 2000 Games were a success. However, from a Legacy perspective there should have been a well thought out legacy strategy ownership of implementation and the sustainability of the legacy clearly articulated. As Figure 1 identified, the Sydney 2000 Paralympic Legacy can be conceptualised from an international and domestic construct and from a sport stakeholder and event/social/community community stakeholder perspectives.

Pleasingly, an ad hoc legacy from the Sydney 2000 Paralympic Games has happened to a degree but with more planning the legacy could have been powerful. Not only for an understanding of athletes with a disability as athletes and what they can do but for the community of people with disabilities. In some ways, there was an opportunity lost. We can only learn from each staging of an event and leave it to the Games organisers who follow to improve and grow the event and leave an enduring legacy.

What could others learn from the Sydney Paralympic experience about legacy?

From a domestic perspective, one part of that legacy responsibility should have been strategically bequeathed to the Australian Paralympic Committee and the National Sports Organisations. To do this would have required a well developed working relationship in the lead up to, during and after the Games had completed. This would have ensured that the organisations involved would have seen that they were going to be direct beneficiaries from their engagement. Similarly, at the international level SPOC and IPC could have been developing a knowledge transfer system of Paralympic documentation to rival that of Olympic movement. While there was knowledge transfer through the post-games documents and the movement of SOCOG/SPOC staff to future host cities, a great deal could have been done with the Paralympic specific knowledge legacy. While domestically there was a degree of legacy custody through the Olympic Coordination Authority and, its successor, the Sydney Olympic Park Authority, some 10 years post event even this body is only just beginning to consider Paralympic legacy where Olympic legacy has been much more consciously considered and celebrated (Hay & Cashman, 2008). Lastly, a great deal of what is regarded as the event/social/community legacy is without a research base and remains largely anecdotal. Future host cities have the opportunity to redress this situation through well-planned research programmes. We leave this challenge with them.

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