



STRATEGIC PLAN

2019 - 2022

#INCLUSIVEASIA





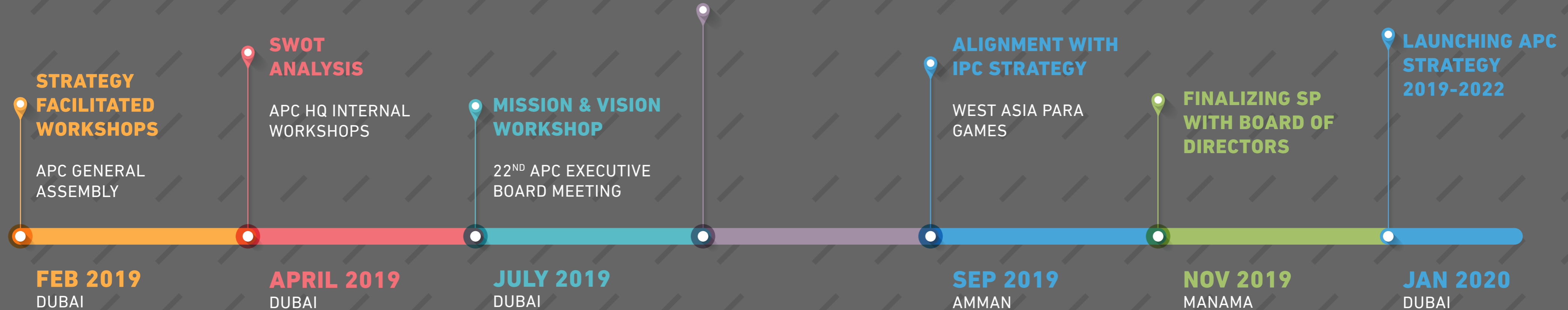
#INCLUSIVEASIA

STRATEGY DEVELOPMENT MILESTONE PLAN



Asian
Paralympic
Committee

IPC STRATEGIC PLAN 2019-2022





PHOTOS © THE JAKARTA POST.

VISION

**“MAKE FOR
AN INCLUSIVE
ASIA THROUGH
PARA-SPORT”**



VISION

MAKE FOR AN INCLUSIVE ASIA
THROUGH PARA-SPORT

LEADING THE PARALYMPIC MOVEMENT

VISION ELEMENT EXPLANATION

- 1** Aligns with IPC Vision
- 2** Acknowledges the higher purpose of Paralympic movement in challenging perceptions of people with disabilities in Asia
- 3** People with disability in Asia have additional cultural, geographical and economic barriers than other parts of the world.
- 4** Using the Asian Para Games as driving force for social inclusion in Asia.

DRIVING FORCE
FOR SOCIAL
INCLUSION IN
ASIA



MISSION

“TO LEAD THE PARALYMPIC MOVEMENT IN ASIA, DELIVER SUCCESSFUL AND SUSTAINABLE ASIAN PARA GAMES AND SUPPORT THE NPCS TO ENABLE PARA-ATHLETES TO ACHIEVE SPORTING EXCELLENCE FROM GRASSROOT TO ELITE LEVEL”

LEADING THE PARALYMPIC MOVEMENT

MISSION ELEMENT

EXPLANATION

- 1** The APC is the leading organization of the Paralympic movement in Asia
- 2** The APC ensures successful delivery and sustainable Asian Para Games and regional sport events as the biggest and highest level of Para sport events in the region
- 3** To support the NPCs to develop Para-sport and advocate social inclusion.
- 4** Providing sporting opportunities for all Para-athletes from grassroot to elite level.

THE BIGGEST
AND HIGHEST
LEVEL OF PARA
SPORT EVENTS
IN THE REGION



APC STAKEHOLDERS

1 NPCS

2 ATHLETES

3 IFS/AFS

4 APGOCS

5 PARTNERS
(CONCERNED
GOVERNMENTS,
NGOS
AND PRIVATE
SECTOR)

6 MEDIA



PARALYMPIC VALUES

#INCLUSIVEASIA

COURAGE

Para athletes through their performances showcase to the world what can be achieved when testing your body to its absolute limits

INSPIRATION

As role models, Para athletes maximise their abilities, empowering and exciting others to be active and participate in sport

DETERMINATION

Para athletes have a unique strength of character that combines mental toughness, physical ability and outstanding agility to produce sporting performances that regularly redefine the boundaries of possibility

EQUALITY

Through sport, Para athletes celebrate diversity and show that difference is a strength. As pioneers for inclusion, they challenge stereotypes, transform attitudes and break down social barriers and discrimination towards persons with disabilities.

DIFFERENCE IS A STRENGTH





APC VALUES

WHILST WE ADHERE TO THE IPC VALUES OF DETERMINATION, INSPIRATION, EQUALITY AND COURAGE, WE HAVE DEVELOPED THE FOLLOWING VALUES WHICH ARE SPECIFIC FOR OUR REGION'S NEEDS.

DETERMINATION, INSPIRATION, EQUALITY AND COURAGE

DIVERSITY

We celebrate and champion the many different and unique cultures that make our region so diverse.

SOLIDARITY

We recognise that through unity of purpose and supporting one another, no matter how big or small, our diversity becomes a huge strength.

SUSTAINABILITY

Everything that we do, we will ensure that it can be maintained, replicated and built upon so that the Paralympic Movement continues to grow and develop at pace in our region.

STRATEGIC THEMES / PRIORITIES

LEGACY

Improve the standard of the Asian Para Games and leave a legacy

INCLUSIVE

Drive a cultural shift through Para Sport for an inclusive Asia

IMPACT

Enhance the positive impact of the Paralympic Movement in Asia

EQUALITY

Strengthen APC and Asian Para Games brands

EQUALITY

Develop excellence in our organization operations and governance

STRATEGIC PRIORITY 1

ENHANCE THE POSITIVE IMPACT OF THE PARALYMPIC MOVEMENT IN ASIA

1. ENGAGE WITH APC MEMBERS AND STAKEHOLDERS (BROADCAST, POTENTIAL SPONSORS AND GOVERNMENTS) TO ACTIVATE AUDIENCES IN THE GAMES
2. IMPLEMENT A REGIONAL ENGAGEMENT STRATEGY THAT COMMUNICATES THE VALUES OF THE APC AND ASIAN PARA GAMES BRAND AND SHOWCASES ACTIVITIES WITHIN THE PARALYMPIC MOVEMENT

STRATEGIC PRIORITY 2

IMPROVE THE STANDARD OF THE ASIAN PARA GAMES AND LEAVE A LEGACY

1. ENSURE THE SPORT PROGRAM IS THE HIGHEST LEVEL OF COMPETITION IN ASIA AND PROVIDES ATHLETES WITH THE BEST EXPERIENCE IN THEIR SPORT CAREER
2. DEVELOP CLOSE RELATION WITH OCA TO INCREASE GAMES VISIBILITY AND BRAND AWARENESS, FURTHER CO-OPERATION AND EFFICIENCIES IN OPERATIONAL DELIVERY AND KNOWLEDGE TRANSFER
3. ENHANCE THE COLLABORATION MECHANISM, WORKING PROCESSES AND COORDINATION STRUCTURES TO EFFECTIVELY GUIDE AND SUPPORT ASIAN PARA GAMES ORGANIZER
4. ENCOURAGE NPCS TO ENGAGE YOUTH ATHLETES ACTIVELY IN THE PARA SPORT EVENT AND THE PARALYMPIC MOVEMENT
5. INCREASE AND PROMOTE OPPORTUNITIES FOR NPCS DEVELOPING ATHLETE PATHWAY, TECHNICAL EXPERTISE AND KNOWLEDGE

STRATEGIC PRIORITY 3

DRIVE A CULTURAL SHIFT THROUGH PARA SPORT FOR AN INCLUSIVE ASIA

1. CULTIVATE A GENERATION OF PARALYMPIANS AND PARA ATHLETES WHO ACT AS AMBASSADORS FROM ASIA FOR THE PARALYMPIC MOVEMENT IN THE REGION
2. INVOLVE FUTURE GENERATIONS THROUGH EDUCATION IN THE HISTORY AND VALUES OF THE PARALYMPIC MOVEMENT IN ASIA
3. ENGAGE STAKEHOLDERS AND AUDIENCES TO HELP CHANGE THE NARRATIVE AND LEVELS

STRATEGIC PRIORITY 4

STRENGTHEN APC AND ASIAN PARA GAMES BRANDS

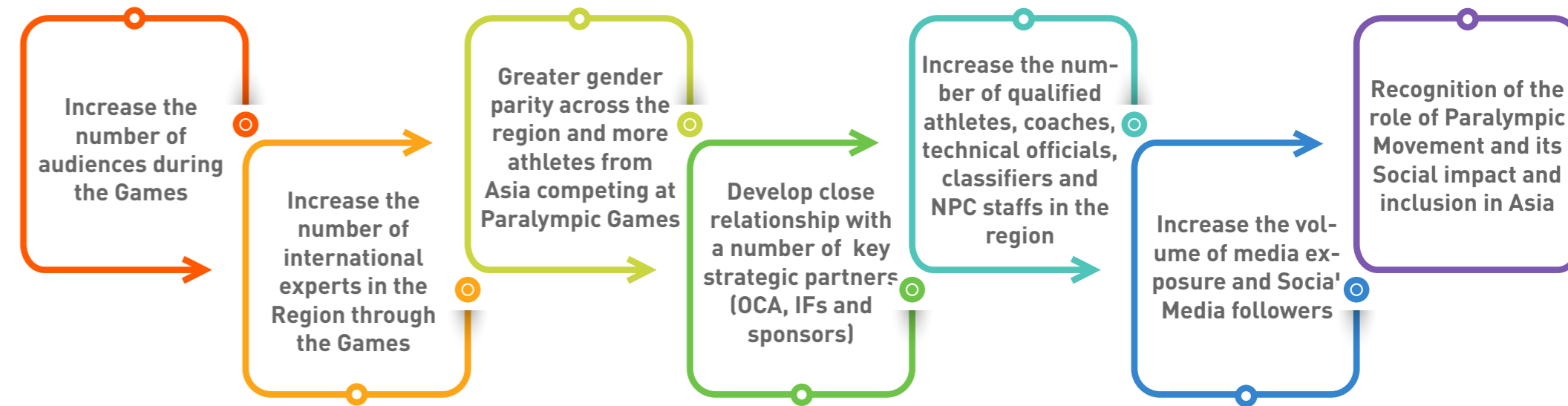
1. DEVELOP A STRONG BRAND FOR APC THAT REFLECTS AND SUPPORTS THE VISION AND MISSION
2. INCREASE APC BRAND PRESENCE IN ALL COMMUNICATIONS AND RAISE AWARENESS OF THE APC AND THE ASIAN PARA GAMES ACROSS THE REGION AND GLOBALLY.

STRATEGIC PRIORITY 5

DEVELOP EXCELLENCE IN OUR ORGANISATION OPERATIONS AND GOVERNANCE

1. FOSTER NETWORKING, FACILITATION, COLLABORATION AMONG APC MEMBERS
2. ADVANCE ORGANIZATIONAL MATURITY AND CAPACITY OF APC MEMBERS TO BETTER SUPPORT THE DELIVERY OF THE APC'S VISION AND MISSION
3. IMPLEMENT GOOD GOVERNANCE AND EFFECTIVE MANAGEMENT IN A TRANSPARENT MANNER
4. IDENTIFY AND IMPLEMENT THE STANDARDS AND BEST PRACTICES AND IMPROVE THE CAPACITY OF THE WORKFORCE
5. ENCOURAGE COMMUNICATION WITH MEMBERS AND STAKEHOLDERS THROUGH TRUE EFFECTIVE TOOL AND TECHNOLOGIES
6. TO SOURCE AND SECURE FUNDS TO ENSURE RESOURCES ARE AVAILABLE TO SUPPORT AT ALL LEVELS OF OPERATIONS AND ACTIVITIES

APC STRATEGIC PLAN OUTCOMES



MAKE FOR AN INCLUSIVE ASIA THROUGH PARA SPORT

BY PROVIDING OUR STAKEHOLDERS WITH

Increase the number of audiences during the Games

Increase the number of international experts in the Region through the Games

Greater gender parity across the region and more athletes from Asia competing at Paralympic Games

Develop close relationship with a number of key strategic partners (OCA, IFs and sponsors)

Increase the number of qualified athletes, coaches, technical officials, classifiers and NPC staffs in the region

Increase the volume of media exposure and Social Media followers

Recognition of the role of Paralympic Movement and its Social impact and inclusion in Asia

THROUGH FOCUSING OUR EFFORTS ON THE FOLLOWING PILLARS

ENHANCE THE POSITIVE IMPACT OF THE PARALYMPIC MOVEMENT IN ASIA

1. Engage with APC members and stakeholders (broadcast, potential sponsors and governments) to activate audiences in the Games
2. Implement a regional engagement strategy that communicates the values of the APC and Asian Para Games brand and showcases activities within the Paralympic Movement

IMPROVE THE STANDARD OF THE ASIAN PARA GAMES AND LEAVE A LEGACY

1. Ensure the sport program is the highest level of competition in Asia and provides athletes with the best experience in their sport career
2. Develop close relation with OCA to increase Games visibility and brand awareness, further co-operation and efficiencies in operational delivery and knowledge transfer
3. Enhance the collaboration mechanism, working processes and coordination structures to effectively guide and support Asian Para Games organizer
4. Encourage NPCs to engage Youth athletes actively in the Para Sport event and the Paralympic Movement
5. Increase and promote opportunities for NPCs developing athlete pathway, technical expertise and knowledge

DRIVE A CULTURAL SHIFT THROUGH PARA SPORT FOR AN INCLUSIVE ASIA

1. Cultivate a generation of Paralympians and Para Athletes who act as ambassadors from Asia for the Paralympic Movement in the Region
2. Involve future generations through education in the history and values of the Paralympic Movement in Asia
3. Engage stakeholders and audiences to help change the narrative and levels of awareness towards people with impairment

STRENGTHEN APC AND ASIAN PARA GAMES BRANDS

1. Develop a strong brand for APC that reflects and supports the Vision and Mission
2. Increase APC brand presence in all communications and raise awareness of the APC and the Asian Para Games across the Region and globally.

And enabling a

DEVELOP EXCELLENCE IN OUR ORGANISATION OPERATIONS AND GOVERNANCE

Foster networking, facilitation, collaboration among APC members

Advance organizational maturity and capacity of APC members to better support the delivery of the APC's vision and mission

Implement good governance and effective management in a transparent manner

Identify and implement the standards and best practices and improve the capacity of the workforce

Encourage communication with members and stakeholders through true effective tools and technologies

To source and secure funds to ensure resources are available to support at all levels of operations and activities



PHOTOS ©: LIEVEN COUDENYS, GETTY IMAGES,
MARCUS HARTMANN, IPC, ROB PREZIOSO

**For any enquiries, please feel free to
contact us at:**

Asian Paralympic Committee (APC)

POBox: 20990, Dubai, United Arab Emirates

email: info@asianparalympic.org

website: www.asianparalympic.org



@asianparalympic