

**ASIAN
PARALYMPIC
COMMITTEE**



APC STRATEGIC PLAN 2024 - 2028

TOGETHER WE ARE STRONGER

#INCLUSIVEASIA





**ASIAN
PARALYMPIC
COMMITTEE**



VISION

“Make for an inclusive Asia through para-sport”

MISSION

“To lead the Paralympic Movement in Asia, Deliver successful and Sustainable Para Games and support the NPCs to enable Para-Athletes to achieve sporting Excellence from grassroots to Elite-Level”

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APC VALUES



CORE VALUES

COURAGE

DETERMINATION

INSPIRATION

EQUALITY

- Whilst we adhere to the IPC, we have developed the following values which are specific for our region's needs.

APC VALUES

DIVERSITY

SOLIDARITY

SUSTAINABILITY

- We celebrate and champion the many different and unique cultures that make our region so diverse.
- We recognise that through unity of purpose and supporting one another, no matter how big or small, our diversity becomes a huge strength.
- 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.

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CHANGE AGENDA STRATEGIC SHIFTS



From... (Current State)

- **Event-centric:** Focusing mainly on staging the Asian Para Games (as an end in itself)
- **Centralized APC-driven model:** Strategy and support that often came from APC or IPC in one direction (one-way communication)
- **Generic support across NPCs:** Limited differentiation in supporting NPCs (treating all members similarly despite different needs)
- Sporadic athlete development support

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CHANGE AGENDA STRATEGIC SHIFTS



From... (Current State)

- **Financially constrained operations:** Reliance on few funding sources (e.g. a heavy dependence on a handful of government grants or IPC funds)
- **Low awareness:** Low public visibility of para-sports, with sporadic or isolated outreach efforts
- **Gender and youth gaps:** Underrepresentation of women (in both sports participation and leadership) and not enough youth coming up the ranks
- **Manual and ad-hoc processes:** Informal management, limited use of data and technology in operations

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CHANGE AGENDA STRATEGIC SHIFTS



To... (Strategic Future State)

- **Impact-centric:** Using events as a platform to drive social inclusion and legacy (APC shifts from just delivering Games to leveraging them for broader societal impact and para-sport growth)
- **Decentralized, NPC-empowered regional model:** Engaging NPCs, athletes, and sub-regions as co-creators. More two-way communication, regional development initiatives
- **Tiered, needs-based support systems:** Targeted capacity-building tailoring support based on each NPC's development level
- Structured, tiered athlete pathways from grassroots up

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CHANGE AGENDA STRATEGIC SHIFTS



To... (Strategic Future State)

- **Diversified, sustainable funding and sponsorship:** Expanding revenue streams via regional sponsorships, philanthropic partnerships, marketing rights to reduce risk and enable long-term investments
- **High-profile promotion:** A coordinated PR and digital media strategy to make Para athletes and events highly visible across Asia
- **Inclusive growth:** Proactive programs to develop women leaders and athletes, and a vibrant youth talent pipeline
- **Professionalized Tech-enabled management:** Data-driven planning, clear KPIs, digital systems to improve efficiency and transparency Internally, move toward a more structured, performance-oriented culture in line with international standards

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STRATEGIC PRIORITIES PILLARS



1
**Empowered NPCs and Athlete Development
& Pathways**



2
Sustainable and Inclusive Games Delivery



3
**Capacity Building and Institutional
Excellence**



4
Awareness, Advocacy, and Social Impact



5
Strategic Partnerships and Innovation



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PRIORITY 1:

EMPOWERED NPCS AND ATHLETE DEVELOPMENT & PATHWAYS

GOAL

Strengthen national capabilities and promote a comprehensive para-athlete development pathway across Asia



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1.1

Improve NPC Governance Standards & Operational Capacity

1.2

Establish Athlete Pathways

1.3

Enhance Athlete Support Services

1.4

Increase Asian athlete performance at Paralympic Games

2.1

Ensure Successful and Inclusive Delivery of Para Games

2.2

Enhance Games Legacy and Sustainability through innovation and Local impact

2.3

Promote Universal Accessibility Standards and Barrier-free participation

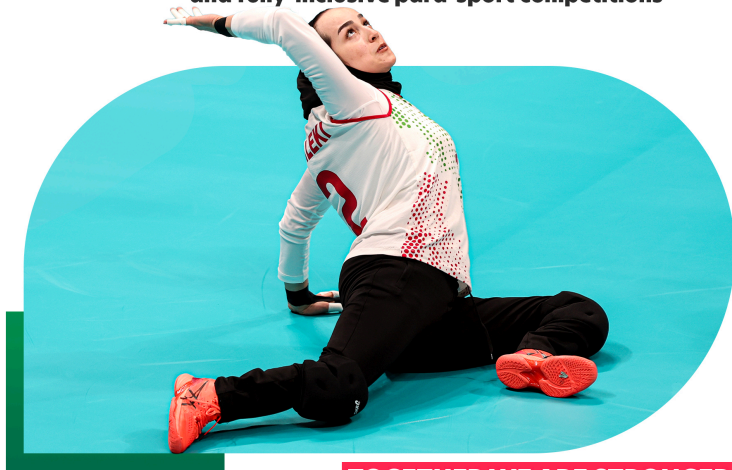
PRIORITY 2:

SUSTAINABLE AND INCLUSIVE GAMES DELIVERY



GOAL

Deliver successful, high-impact, sustainable, accessible, and fully inclusive para-sport competitions



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PRIORITY 3:

CAPACITY BUILDING AND INSTITUTIONAL EXCELLENCE

GOAL

Foster internal resilience, strategic capability, and transparent governance within APC and its ecosystem



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3.1

Improve Governance and Compliance through robust frameworks and capacity building

3.2

Strengthen APC Secretariat's operational and technical capacity

3.3

Foster Regional Cooperation and Knowledge Sharing

4.1

**Strengthen Para-Sport
Visibility**

4.2

**Advocate for Policy
and Inclusion**

4.3

**Celebrate and promote
para-athletes role
models to inspire social
change**

PRIORITY 4:

**AWARENESS, ADVOCACY, AND SOCIAL
IMPACT**

GOAL

**Strengthen public engagement, elevate para-sport visibility
and promote the social and developmental value of inclusion**



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PRIORITY 5:

STRATEGIC PARTNERSHIPS AND INNOVATION

GOAL

Unlock new collaborations and embrace innovation to drive para-sport forward



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5.1

**Forge/Establish
long-term strategic
alliances**

5.2

**Encourage Innovation
in Para-Sport**

5.3

**Secure diversified,
sustainable funding**

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