PARALYMPICS AUSTRALIA

THE PROBLEM

Over 20% of Australians live with a disability, but Para-sport lags behind able-bodied sport in the emotional connection that drives fandom. How do we change how Australians perceive and support Paralympians and people with disabilities as a nation?

THE IDEA

The Brand Platform, ***IMAGINE WHAT WE CAN DO*** was created to move Paralympic sport into the heart of the national conversation. It's a rally cry for Australians to look beyond limits and see the extraordinary potential that emerges when we change how we think, feel, and act about disability and sport.

THE RESULTS

We measured the emotional connection between a sports team and its fans—the true measure of fandom.

The Australian Paralympic Team is:
#1 Respect
#1 Trust
#1 Pride
#1 Bond
#2 Enjoyment (currently held by The Australian Olympic Team)

Paralympics Australia

IMAGINE WHAT WE CAN DO

