

INVICTUS GAMES

SYDNEY 2018

FOR OUR WOUNDED WARRIORS



PRESENTED BY

JAGUAR



GAME ON UNDER DOWN

EVENT REVIEW

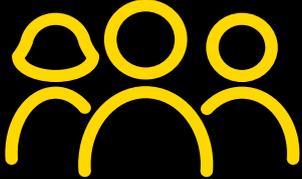


**"ORDINARY
PEOPLE DOING
EXTRAORDINARY
THINGS"**

*HRH THE DUKE
OF SUSSEX*



THE GAMES BY THE NUMBERS

491 

COMPETITORS

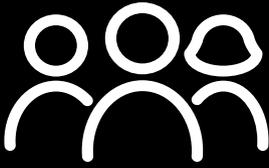
13

VENUES

75%  WANT TO ACTIVELY SUPPORT WOUNDED WARRIORS

105,000 SPECTATORS

 18
NATIONS

1007 
FAMILY & FRIENDS

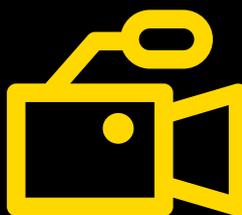
13
SPORTS

11 MEDAL
SPORTS

1263 VOLUNTEERS



10,000+
PRIMARY &
SECONDARY
STUDENTS
ATTENDED



665
MEDIA



16 ASSISTANCE DOGS 1 COBBER

"To the people of Australia who filled the stands and cheered on the sidelines – thank you so much. Your energy powered our competitors all week and you made these Games your own by creating a typically Aussie atmosphere!

To the friends and families who got our competitors to the start line and applauded them all the way to the finish line, thank you. You are all part of one big Invictus family and none of us would be here without you.

And to the competitors goes the biggest thanks of all. You have once again left us humbled and inspired by your example, by your determination, by your service and by your sense of humour."

*HRH, The Duke of Sussex
Closing Ceremony, Invictus Games Sydney 2018*



THE STORY OF THE INVICTUS GAMES

HRH The Duke of Sussex was sitting on a transport plane waiting to leave Afghanistan when the coffin of a young Danish soldier was loaded onboard.

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On the flight was the body of Morten Krogh Jensen, just 21, as well as injured British soldiers, all in induced comas, with missing limbs and wrapped in plastic.

That plane cabin was full of grief, sadness, sacrifice and pain and that moment in 2008 had a profound impact on The Duke who had just completed his first deployment.

"The way I viewed sacrifice and service changed forever and the direction of my life changed with it.

"I knew it was my responsibility to use the great platform that I have to help the world understand and be inspired by the spirit of those who wear the uniform," he told the audience at the opening ceremony of the Invictus Games Toronto 2017.

• **"I wanted to find a way for veterans to be a beacon of light and to show us we all have a role to play, that we all win when we respect our friends, neighbours and communities."**

In 2013, The Duke of Sussex was at the Warrior Games in America when he saw, for the first-time, how servicemen and women, hurt emotionally and physically, could be united and uplifted by sport.

He witnessed the joy the Warrior Games brought to the wounded warriors when he took part in a sitting volleyball match with athletes from the UK and USA teams.

He saw the power of sport and he wanted to do more.

Then serving as a Captain and Apache helicopter pilot in the British Army, he gave an inspired speech at those Warrior Games in Colorado Springs.

"I don't see how it wouldn't be possible to fill a stadium with 80,000 people, not to watch Olympics, not to watch Paralympics but to watch wounded servicemen and women fight it out amongst each other – not on a battlefield but in a stadium," he said.

As he had thought for a long time, The Duke of Sussex believed the wounded deserved recognition and inspired by the Warrior Games concept he pushed forward to create the Invictus Games.

The Latin word "Invictus" was chosen because it means "unconquered". A word which embodies the fighting spirit of wounded, injured and ill service personnel and personifies what these tenacious men and women can achieve.

The Duke moved quickly after Colorado Springs and decided London would host the inaugural Invictus Games. Nine months later in September 2014, more than 400 competitors from 13 nations competed at the Invictus Games. Tens of thousands of people packed iconic venues in London's Queen Elizabeth Olympic Park to support the competitors.

The stature of the Invictus Games has grown since then. After London the Games went to Orlando, Florida in May 2016 where 485 competitors from 14 nations lined up to compete.

In the Duke's words, Orlando went to the "next level". Toronto, Canada played host in 2017 and it too was immensely successful hosting 17 participating nations and 540 competitors.

In October 2018, 491 competitors along with 1,007 family and friends were warmly welcomed to Sydney where they showed Australians the true meaning of Invictus.

The Invictus Games will head to The Hague in 2020 to continue this inspirational journey.

THE JOURNEY HAS ONLY JUST BEGUN....



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On behalf of the local organisers, I am honoured to represent the team who delivered Invictus Games Sydney 2018, presented by Jaguar Land Rover.

To the competitors, their families and friends, the workforce and volunteers, partners and supporters along with all those who attended and were inspired by the Invictus Spirit in Sydney, we offer a sincere thank you.

We witnessed fast and furious competition as teams and individuals challenged each other on the court, on the water, the track or in the pool. But for many, the biggest challenge was a personal one that required all their focus, resilience and determination. They challenged themselves to be unconquered.

What was clearly on show was the genuine warmth and camaraderie between competitors, their families and friends. Supporters came from around Australia and the world and were privileged to witness the strength, courage and resolve of our Invictus Games competitors and, in turn, they ensured every competitor was encouraged and embraced irrespective of results.

Many times over the course of the week I heard competitors say they were honoured to again represent their nation, but they were also humbled and overwhelmed to be welcomed as members of the 'Invictus Games family'.

One of the key objectives for Invictus Games Sydney 2018 was to focus attention on the needs of our veterans as they transition to civilian life. I am incredibly proud that the work done by our team, and the contribution of our partners, has done that and delivered some positive outcomes.

RSL NSW, in conjunction with ClubsNSW and the Australian Defence Force (ADF), have launched Veteran Sport Australia (VSA). The core principle of VSA is the health and wellbeing of our veterans. This program will encourage them to use the healing power of sport to engage with their community, whether at grassroots level or internationally.

The ADF Sports Cell, led by the Department of Defence with support from the Department of Veterans' Affairs (DVA), will collaborate with like-minded service organisations to implement the VSA Program.

As part of the Invictus Games Sydney 2018 community engagement program we emphasised how important it is for everyone to lead an active and connected lifestyle. The Invictus Games Sydney 2018 team, our partners and a host of enthusiastic volunteers worked together to stage more than 2,200 activities and community events across Australia. This highlighted the healing power of sport and the importance of strong relationships and support from families, friends and the wider community.

We applaud the work done by the New South Wales Department of Education and the Department of Premier and Cabinet to establish the Invictus Games Education Project. It affords children from Years 5 to Year 12 an opportunity to develop an understanding of service, disability, inclusion and empathy, now and in the future. More than 10,000 school students attended the Games with the Education Project coordinating around 6,000 students and 600 teachers from 185 schools who participated in a series of planned activities at the Games. They were able to show support for the competitors, attend educational workshops, hear inspirational speakers and experience adaptive sports. Almost 30,000 engaged with the Games remotely through video resources. In early 2019, resources will be added to complement the NSW Syllabus and Australian Curriculum in various areas of study including Mathematics, Sport, PDHPE, Biology, Chemistry, Physics, Human Society and Environment, Performing Arts, English and History.



The Invictus Games Sydney 2018 Outreach program was hosted during the Games and featured a wide array of informative and challenging discussions in the areas of employment, volunteering and health. During the program, we secured from a range of organisations, their commitment to work with veterans on education and training options and to support employment opportunities.

In that space, we commend the contribution of our Presenting Partner, Jaguar Land Rover, who have supported the Invictus Games since 2014. They have employed more than 700 veterans across the world.

We also wish to thank HRH The Duke of Sussex for his vision and ongoing leadership of the Invictus Games and his commitment to supporting those who serve. At the Opening Ceremony, he called on all Australians to 'show support' and show support they did. More than 105,000 cheered in the stands, many millions more engaged with the Games across social media or watched the broadcast at home. Australians embraced our competitors and their families and friends.

The generosity of spirit and genuine support we witnessed in Sydney will, we hope, continue for years to come.

Game On Down Under was our rallying cry for Invictus Games Sydney 2018 and we might be tempted to say it's now, 'Game Done Down Under' But we are not done yet. We celebrate the achievement of every competitor, we recognise the contribution of every family member and friend, we acknowledge the courage of every serviceman and servicewoman and we pledge to continue to support you.

Your 'unconquered' spirit is something to behold and we will continue to honour and stand with you in the future.

Lieutenant General Peter Leahy AC (Ret'd)
Chairman, Invictus Games Sydney 2018

AUSTRALIA EMBRACED THE INVICTUS GAMES



In November 2016 Sydney was announced as the city to host the Invictus Games in 2018.

Australia was the perfect choice to host the Invictus Games as a nation with a proud military history and one that would welcome, with open arms, competitors from around the world. Of course, it helped that Australians are sports-mad and could be relied upon to throw their support behind the Invictus Games.

At the time of the announcement research indicated that 61% of Australians were familiar with the Invictus Games. By the time the first competitor arrived in Sydney in October 2018, that figure had risen to 83% as Australians of all ages and cultural backgrounds joined with us to embrace our defence community, and to be inspired by their resilience and their unconquered spirit.

A lot of planning and hard work went into delivering the Invictus Games in Sydney 2018 and it truly was a team effort. The workforce, volunteers, corporate and communications partners and thousands of community organisations and individuals joined together to create a wonderful event that saw 105,000 spectators come along to support our wounded warriors. The sincerity and warmth of that encouragement and support has given the competitors, their families and friends, memories that will last a lifetime.

One thing we couldn't control was the weather and as the time for the Opening Ceremony approached, Mother Nature put on a show of her own. Lightning flashed, thunder cracked and torrential rain came down but that wasn't going to dampen the Invictus Spirit and after a short delay, HRH The Duke of Sussex officially opened the Invictus Games Sydney 2018. The Duke called on all Australians to play their part in the Games and they certainly did that.

While some travelled thousands of kilometres to be in Sydney, all our competitors had travelled much further in their personal journeys of rehabilitation and recovery. We are incredibly fortunate to have witnessed such examples of courage, compassion and camaraderie.

We are sincerely grateful to the many corporate partners who joined us on the journey and I would like to particularly thank our Presenting Partner, Jaguar Land Rover. Thanks also to our Premier Partners; Fisher House, Medibank, Sage, UNSW and Westpac and to our Founding Partners; Australian Defence Force, Clubs NSW, Deloitte. Legacy NSW, NSW Government and RSL NSW.

Our Official Supporters and Official Suppliers helped us to deliver an extraordinary event while our media partners, APN Outdoor and Facebook, provided a platform for us to engage with the wider community. We were incredibly fortunate to have the ABC as our Official Broadcast Partner. The network embraced the Invictus Games and shared coverage across a global platform of television, radio, digital and social channels. Our thanks also go to the Packer Family Foundation for their generous support.

During the Invictus Games we highlighted the importance of volunteering both as a means of recovery and also as a way for all of us to give back. We were fortunate to have more than 1,200 volunteers join us in Sydney. Whether they lived in Sydney or had travelled from around the world or around Australia, all of them donated their time, knowledge and expertise with great enthusiasm and commitment.

On a personal note I would like to acknowledge the executive team, managers and staff of Invictus Games Sydney 2018. They worked tirelessly and with great vigour to leave no stone unturned in their quest to deliver an exceptional Invictus Games.



To the Invictus Games Foundation, your decision to send the 2018 Invictus Games 'down under' gave the competitors, their families and friends the experience of a lifetime and one, we are sure, they will never forget. Thank you for your leadership and engagement.

To the team staff, management, leaders and volunteers of the 18 participating nations, we thank you for your contribution.

The thousands of school children who joined us have witnessed resilience, courage, team work and respect. These are values we hope they will aspire to emulate. For their part, the enthusiasm and excitement they brought to the stands was infectious. Thank you to the NSW Department of Premier and Cabinet, NSW Department of Education and the hundreds of teachers who supported and facilitated the Invictus Games Education Project. Congratulations on your decision to incorporate this important initiative into the curriculum and to share the spirit of the Invictus Games with your students.

It was our pleasure to host TRH The Duke and Duchess of Sussex, your presence helped to focus attention on issues faced by our service personnel and highlighted your shared vision and commitment to building a better future for the 'Invictus Generation'.

To the competitors, we didn't witness the hours of training, the tears of frustration or the emotional struggle to overcome adversity, courage and commitment but at these Invictus Games we saw the results of that courage and commitment. We witnessed the immense pride and love of your families and friends as they encouraged and reassured you, as they have done along every step of your journey. We witnessed an amazing display of humanity, one that touched each and every one of us.

• **We witnessed the very best of the**
 • **human spirit.**

I hope that every Australian has taken something positive away from these Games. I hope they all have a greater understanding of the sacrifice of service and the importance of looking after our wounded, injured and ill service personnel, veterans and their family and friends.

Australians embraced the Invictus Games and now it is time to embrace the challenge and ensure the 'Invictus spirit' lives on.

Patrick Kidd OBE
 CEO, Invictus Games Sydney 2018

DELIVERING THE INVICTUS GAMES SYDNEY 2018

The vision of Invictus Games Sydney 2018 was to celebrate the healing power of sport to inspire recovery, support rehabilitation and to generate a wider understanding and respect for those who serve their country and the family and friends who support them by:

- delivering an international sports event for wounded, injured and ill veteran and active service personnel; and
- creating a climate, in which they and their families are valued, respected and receive support now and into the future.

Our objectives were to:

- plan for and stage a successful, well attended Games (key deliverable).
- send a positive message about the healing power of sport to a national and international audience, recognising and thanking those who serve and who are prepared to make personal sacrifice for others (public engagement).
- provide competitors with a memorable, inspiring and energising experience (participant experience).
- recognise and thank families and friends for their support and role in the recovery and rehabilitation of their loved ones (family and friends experience).
- engage corporate and philanthropic partners to provide ongoing support (partner engagement).
- engage with the community to support the Invictus Games objectives and embrace the competitors, their families and friends (community engagement).
- develop programs and support existing initiatives across employment, education, health, well-being and adaptive sport that

have a lasting positive impact on the lives of wounded, injured and ill veterans and serving defence personnel and their family and friends (long term impact).

The Australian environment, history, character, diversity, sense of optimism and 'can do' collaborative attitude were key to the success of Invictus Games Sydney 2018.

To localise the Invictus Games master brand we developed the Australian brand extension – Down Under. A universally recognised statement that defined where the Games would be held and expressed the larrikin Aussie spirit.

Game On Down Under gave an unequivocally Australian feel to the Games and was a flexible vehicle that we adapted for a variety of activities and applications.

The marketing strategy for Invictus Games Sydney 2018 was executed with the support of committed agencies, corporate and communications partners and community stakeholders. To engage and grow the Invictus Games community we identified key dates and developed hero content to mark significant milestones.

We told our story across digital and traditional media channels and enlisted support from a host of companies and individuals across sport, business, defence, community, education and health.

- Owned media – Digital and social reach of Invictus Games Sydney 2018 and the Invictus Games Foundation.

GAME ON UNDER DOWN

Talks to activity, sport,
commitment, challenge.
The healing power of sport.

STRONGER TOGETHER UNDER DOWN

The importance of family,
friends and supporters
for help on the journey of
recovery and rehabilitation.
Significance of WWI centenary
milestones too remember and
honour those who served and
still serve.

MAKE YOUR MARK UNDER DOWN

There was a role for everyone
in Invictus Games Sydney
2018 and this call to action
underpinned our community
engagement campaign.

- Corporate partners – Staff, clients, customers and social media with a combined reach of 65 million.
 - Broadcasters - ABC was our official Broadcast Partner providing us with a phenomenal level of support both as our Host Broadcaster and our Domestic Rights Holder. The ABC commissioned thoughtful and insightful content for all ages and interest groups. The network broadcast Games coverage across a global platform of television, radio, digital and social channels. Internationally we negotiated rights agreements with Sky TV (New Zealand), BBC (UK), STB (Ukraine) Bell Media (Canada) and TVR (Romania). Whilst not rights holders CBS, NBC and ESPN (USA) accessed and aired our highlights and news coverage as did networks in France, Germany, Italy and the Netherlands.
 - Media Partners – APN Outdoor delivered tremendous reach across Out of Home media through digital billboards and transit properties while Facebook boosted our content across millions of computer and mobile device screens.
 - Public Relations - Our public relations and external communications delivered extensive editorial coverage in the lead up to the Games and once the competition began, a flood of stories was aired and published across the nation and the world.
 - Live stream - Competition, stories, highlights and the opening and closing ceremonies of Invictus Games Sydney 2018 were streamed live and available on demand on the ABC YouTube channel in all territories with featured highlights broadcast via the ABC and #IG2018 Facebook pages and amplified by Facebook Australia.
 - Communications partners – We collaborated with a host of purpose aligned community organisations who shared our stories with their considerable audiences.
 - Ambassadors – an enthusiastic cadre of ambassadors volunteered their time and influence to provide invaluable endorsement for the Invictus Games and guidance to the competitors. The social reach of our Ambassadors alone was more than 50 million.
 - Participating nations - our competitors, their families and friends and the official social channels of the 18 teams shared the story of the Invictus Games Sydney 2018 with the global community.
- This report is a snapshot of the highlights of the Invictus Games Sydney 2018. It revisits some of the most inspiring moments and provides an analytical and data based overview of what we accomplished.
- In the two years between the announcement that Australia would host the Invictus Games Sydney 2018 and the close of #GameOnDownUnder we Made Our Mark.

INVICTUS GAMES SYDNEY 2018

SO MUCH MORE THAN A SPORTING EVENT

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Driving Opportunity Through Sport

The end of the Invictus Games Sydney 2018 marks a new beginning for our wounded, injured and ill serving and veteran defence personnel.

- We have inspired the wider community to respect and embrace those who have served their country.
- We have encouraged active and connected lifestyles through programs targeting sport and mental wellbeing.
- We have educated the community to realise the valuable contribution our veterans can make in civilian life.
- We have connected Government, corporate and 'not for profit' organisations around a common purpose to support our veterans and their families.

ENCOURAGE ACTIVE AND CONNECTED LIFESTYLES

Sport

National sporting programs have been developed that will support veterans and their families so they can connect with their community through sport.

- Veteran Sport Australia, led by the RSL, will oversee a fully integrated national sports program to connect veterans with the wider sporting fraternity in their local areas. For more information visit invictusgames2018.org or to get involved veteran.org.au
- The Federal Office of Sport has announced a biannual sporting event for veterans as a lead in to future Invictus Games.
- The Queensland Academy of Sport will offer grants to support future Invictus Games competitors with their training and development.

Mental wellbeing

Invictus Games Sydney 2018 helped to drive increased recognition that mental health is often a hidden challenge faced by veterans and that an active and connected lifestyle can be a powerful healer.

- This has also prompted a wider discussion around mental health and wellbeing.
- The Games has encouraged collaboration between different organisations; Open Arms (formerly the Veterans and Veterans Families Counselling Service) is working with leading mental health advocates to focus on support solutions for the defence community.
- Medibank, supported by organisations including Beyond Blue and RUOK, canvassed a range of issues around mental health through the Games inspired forum, "An Unconquerable Mind".

Education

Invictus Games Sydney 2018 has provided a platform to educate all Australians about the sacrifice of service and the challenges faced by the defence community.

The Invictus Games Sydney 2018 Education Project, developed and delivered nationally through the NSW Department of Education, provides a valuable educational opportunity centred on inclusivity, mental health, physical health, the unconquered human spirit and resilience. This will be available in schools for years to come.

For more information visit invictusgames2018.org or to review the curriculum materials visit the project site bit.ly/IG2018_Education

INSPIRE A SHIFT IN PERCEPTIONS



More than ten thousand primary and secondary school children attended the Invictus Games Sydney 2018, and more than six thousand participated in hands-on workshops during their visit. Activities included playing adaptive sports and interactive engineering sessions to understand the science behind prosthetics.

UNSW launched a Veterans Scholarship. Open to all current and former Australian Defence Force Personnel and their dependents, the scholarship supports the transition to a new career with study in any UNSW undergraduate or postgraduate coursework degree program. Visit bit.ly/IG2018 UNSW for more information or to apply.

The UNSW Veterans Mentoring Program is part of a broader program aimed at easing the shift from military service to civilian life. UNSW will also manage a mentoring program for alumni who are veterans. The program will partner veterans with others who have similar experience and who understand the specific challenges involved.

● FOCUS ON ABILITY ● AND INCLUSION

Employment

Invictus Games Sydney 2018 has connected veterans and employers, whilst educating employers about the enormous potential of those who have served. During the Games we:

- hosted the With You With Me Careers Fair
- staged Symposium on Employment for families and employers to highlight the unique skill set of veterans
- established enduring links between our corporate partners with Jaguar Land Rover, Westpac, Sage, Aon and the Defence Industry now actively working together to amplify and promote veteran employment initiatives.

Other Support

Coinciding with the Invictus Games Sydney 2018 several other initiatives were announced to support the defence community including a Veterans Card, investment into the Australian War Memorial to ensure more stories are told to honour the 'Invictus Generation' and additional funding for Kookaburra Kids to support the children of veterans affected by mental health challenges.

THE JOURNEY

2016

12 November

Invictus Games Foundation awards the 2018 Invictus Games to Sydney

2017

23-30 September

Invictus Games Toronto 2017

30 September

The Invictus Games flag is presented to the Australian team co-captains at the closing ceremony of the Invictus Games Toronto 2017

2018

18 February

The #MakeYourMarkDownUnder campaign is launched by Invictus Games Sydney 2018 Ambassador Curtis McGrath OAM to mark 250 days to go until the opening ceremony of the Invictus Games Sydney 2018

2017

8 June

Marking 500 days to go, HRH The Duke of Sussex officially launches the countdown to Invictus Games Sydney 2018 and #GameOnDownUnder

2017

26 December

Australian and UK crews take part in the 2017 Rolex Sydney Hobart Yacht Race aboard 'Game On' (UK) and 'Down Under' (AUS)

2018

29 May

Invictus Games Sydney 2018 Ambassador Ian Thorpe OAM launches public ticket sales

15 June

The 2018 Australian Invictus Games Team is announced

2018

12 July

To mark 100 days until the opening ceremony we launched 'Invictus-Unconquered'. The film featured members of the Invictus Games community narrating the William Ernest Henley poem 'Invictus' which reminded us of the power of resilience and the unconquered human spirit

2018

31 August

We revealed the official Invictus Games Sydney 2018 medals featuring wattle in the distinctly Australian design.

25 September

Our official volunteer and workforce uniforms are unveiled as we mark 25 days to go

2018

23 July

The Royal Australian Mint released into circulation the Invictus Games Sydney 2018 \$2 coin

9 August

Our mascot Cobber is introduced by The Wiggles

17 August

We climbed the Sydney Harbour Bridge to launch the Fly the Flag to campaign encouraging everyone to fly an Invictus Games Sydney 2018 flag to show their support for our wounded warriors

2018

19 October

HRH The Duke of Sussex raises the Invictus Games Sydney 2018 flag above the Sydney Harbour Bridge

20 October

The Opening Ceremony is staged on the forecourt of the Sydney Opera House

20-27 October

Invictus Games Sydney 2018

27 October

The Invictus Games flag is presented to the captain of the Netherlands team at the Closing Ceremony of the Invictus Games Sydney 2018

THE GAMES JUST MAKE ME FEEL ALIVE

Canadian Cavell Simmonds made her Invictus Games debut in Sydney. The 67-year-old retired military nurse was the oldest competitor and inspired others saying, “Get out of the house and take care of yourself and be the special person that you can be.”



Simmonds' began her inaugural Invictus Games campaign with a win in the Mixed Male and Female Tournament at the Golf Open presented by ISPS Handa.

During the week she collected a bronze medal at archery in the Women's Novice Recurve, placed fifth in the Women's Lightweight IP1 powerlifting and was a member of the Canadian team in the Sitting Volleyball Exhibition Match.



Playing with the Unconquered team against Australia in wheelchair rugby during the week, she scored a try.

The crowd at Quaycentre almost raised the roof with their roar of approval.

Later, while warming up for the Jaguar Land Rover Wheelchair Rugby Exhibition Match, Australian competitor Jamie Tanner walked over and gave her his #11 Australian shirt.

“You inspire me so much,” he said.

“For someone who has never played wheelchair rugby before and who just went and had a go, you put everyone to shame.

“I am so proud to have met you,” Tanner said

Simmonds said she was “overwhelmed” by the gesture.

• “Seeing the light in people’s eyes for just being involved is my highlight.”

• *Cavell Simmonds, Canada*

THE BEST MEDAL PRESENTER YOU COULD WISH FOR

There were tears of joy on the podium at the archery and powerlifting to mark some very special moments after Official Supporter, Coco Fuzion 100 arranged for loved ones to present the medals.



In the Men's Novice Recurve Archery, Australian gold medallist Darren Peters was thrilled when his wife Nicole did the honours.

"I couldn't have asked for anyone else in the world to present me this medal. It's a moment that I'll cherish for a very long time," Peters said.

Nicole was also caught by surprise when given the opportunity to present her husband's medal. "We're a team, Darren and I, and it felt right to give it to him," she said.

Kenneth Jepsen Hyldtoft of Denmark was delighted to have his partner, Liudmyla Kapustian, present him with his bronze medal.

"There have been many experiences which you will save in your heart," Kapustian said. "This is definitely one of the best".

At the Women's Lightweight IP1 powerlifting event, Peter Kasparis, the brother of Abbie Kasparis presented his sister's medal.

"It made me feel so proud. This is the highlight of my week, no doubt."

Australian powerlifter Sarah Sliwka embraced husband Bryce after the Women's Lightweight IP1 medal ceremony.

"That was their moment," said Bryce. "But it was amazing to be able to share in it. We've shared in their journey but to also share in that medal ceremony was a huge honour".

"These Games are for focusing on those who need fixing, regardless of where you come from. It's for the people who tried out but can't be here, the people who never came back from conflict overseas, the parents of those loved ones who have gone – that's why I did it."

Darren Peters, Australia



INVICTUS - THE POEM

Out of the night that covers me,
Black as the pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.

In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.

Beyond this place of wrath and tears
Looms but the Horror of the shade,
And yet the menace of the years
Finds and shall find me unafraid.

It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate,
I am the captain of my soul.

Invictus

By William Ernest Henley

Generations have drawn on the words of William Ernest Henley's poem *Invictus* for strength during times of adversity. Henley was himself an amputee and the poem reflects his long battle with illness. The title means 'unconquered' and the 16 short lines of the poem encapsulate the indefatigable human spirit, which is at the heart of the Invictus Games.

Invictus reminds us of the power of resilience and the unconquered human spirit. 'I am the master of my fate, I am the captain of my soul' has become a rallying cry for the wounded, injured and ill former and currently serving defence personnel who use the healing power of sport to recover, rehabilitate and overcome.

In July 2018, a group of active and former service men and women as well as family members of those who have served joined to represent the Games community to narrate the poem for a film to mark 100 days to go until *Invictus Games Sydney 2018*.

You can view the film at invictusgames2018.org

THROUGH SPORT, I OVERCAME MY STRIFE

Mike Kacer's greatest achievement in Sydney was not his results in track and field but the impact the actions of the American competitor had on eight-year-old Jemma Sellick.



Jemma Sellick with her parents Lee and Kate with Mike Kacer

Kacer, an arm amputee, was giving kids in the crowd high-fives after his strong performances in the 400m, 200m and discus when he spotted young Jemma in the crowd.

"I saw her walking towards me and when I waved out to her sister, her sister brought her over to me. She said, 'I've been cheering for you all day, I'm so happy you've been getting everything,'" said the four-time Invictus Games competitor.

"I'd never seen her a day in my life but she explained how ecstatic she was about coming to the Games and watching me, and I said, 'why me?'"

Jemma told Kacer how fun it was to watch someone with the same disability compete so well.

"It was then that I was like, you know what? This is the whole purpose of Invictus Games, it's about trying to reach out and inspire people to be a better person.

"She expressed how she wanted to be a Paralympic swimmer and that was one of her main goals in life. I thought why not give her her first medal and let her have an experience of a lifetime that hopefully she'll never forget."

After being injured in 2008, Kacer fell into really dark times, admitting he became an alcoholic. It was through sport that he was able to overcome his life challenges.

Now, he spends his time reaching out to the next generation to teach them how to overcome adversity and balancing his studies to become a physical education teacher, all while training to make his Paralympic Games debut in the sport of Para-taekwondo.

• **"The Invictus Games has been amazing. The friends you meet over the time, the places we go, it's not just a competition.**

• ***Mike Kacer,***
• ***USA***

TWO HONOURED BY JAGUAR LAND ROVER

At the closing ceremony of the Invictus Games Sydney 2018 our Presenting Partner, Jaguar Land Rover, made two very special presentations.

The competitors honoured were New Zealand's George Nepata, who was the first tetraplegic to compete at an Invictus Games and Edwin Vermetten of The Netherlands.

Nepata was presented with the Jaguar Exceptional Performance Award after he inspired spectators and competitors alike on the wheelchair rugby court. The award, presented by former Invictus Games competitors Captain Will Reynolds and Curtis McGrath OAM, honours a stand-out competitor, who displays true determination and dedication to achieve exceptional and inspiring performances throughout the Invictus Games.

• **"This was a golden journey
• with diamonds."
•
• *Edward Vermetten,*
• *Netherlands***

In a match against Australia, where Team New Zealand was a member down, Nepata pushed through and played the entire game. As the full-time whistle was about to blow on a green and gold win, in a touching gesture by their opponents, the Australian team passed the ball to Nepata to make sure he got across the New Zealand goal line to score the final try.





Humbled by the experience of competing at his first Invictus Games, Nepata said: "It's just been an awesome and overwhelming experience. Being my first Games, I have just been proud to be here with all my teammates, also family and friends."

"Just coming out for myself, being among the crowd and people it's been a really awesome journey for me and a very humbling experience. And now, I'll keep training – I want to keep going."

Vermetten of the Netherlands was also formally recognised with the Land Rover Above and Beyond Award. The award recognises an outstanding individual who has truly demonstrated the spirit of the Invictus Games.

In an emotional moment during the Closing Ceremony he was embraced by his wheelchair tennis doubles partner Paul Guest. Vermetten had supported Guest in his time of need when his Post Traumatic Stress was triggered by a helicopter flying over the tennis court.

Vermetten quickly recognised Guest's distress and went 'above and beyond' to support him, comforting him on court and singing 'Let It Go' from the Disney movie Frozen, to relieve the stress.

The pair went on to win the match, creating a moment which has shared the Invictus Spirit around the world.

"The Games were special for me because of the tennis game with Paul," said Vermetten. "That was my golden moment of the tournament."

"The feelings I have, I was lucky to help, Paul looks like a really tough guy, like a biker with all the tattoos but the chopper flew over and he went in his bubble. For me it was a moment to get him out of there."

CEO of Jaguar Land Rover, Dr Ralf Speth said, "Everyone at Jaguar Land Rover is hugely proud to be a part of the Invictus Games. The awards highlight two very special competitors, but everyone's heroic efforts in Sydney should also be recognised."

"On behalf of all our employees, I'd like to congratulate every competitor, for what has been a truly memorable and inspiring week of competition."

"It's been a very special time. This has been so important for my Invictus journey."

**George Nepata,
New Zealand**

LOVE SHINES THROUGH IN SYDNEY

Family and friends joined Invictus Games Sydney 2018 competitor Dean Irvine and wife Gailynne when they renewed their wedding vows.



They were married 18 years ago but after sustaining a traumatic brain injury Dean could no longer remember his wedding. That was something he wanted to do something about so, with support from the Invictus Games family, they renewed their vows in Sydney.

"I will definitely remember this one," said Dean.

It might not have been a traditional wedding but when Gailynne walked down the aisle in Invictus Games House she was wearing something old, something new, something borrowed and even something blue in the form of her best friend's blue koala pin.

What hadn't changed in two decades was the sentiment - "I love ya!" said Gailynne to Dean as he kissed his 'renewed' bride.

Earlier in the week, Team Australia swimmer Dean Knobel followed his medal presentation with a marriage proposal. At the Sydney Olympic Park Aquatic Centre he popped the question to Rachel Wilson and the crowd erupted in cheers when she said "Yes!".



Gail Ann Smidt walks her daughter Gailynne down the 'aisle' so she can renew her wedding vows with husband, Dean.



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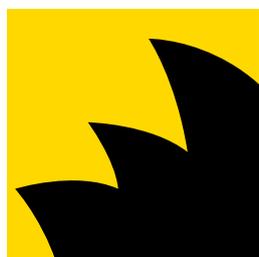


INVICTUS GAMES SYDNEY 2018

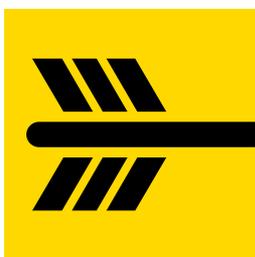


AUSTRALIAN DEFENCE FORCE

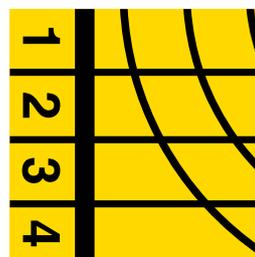
SPORTS & CEREMONIES



Opening Ceremony



Archery



Athletics



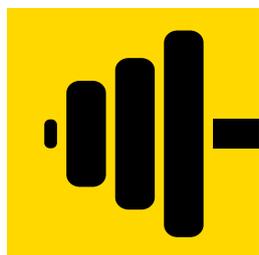
Golf



Indoor Rowing



Jaguar Land Rover
Driving Challenge



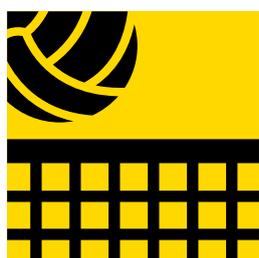
Powerlifting



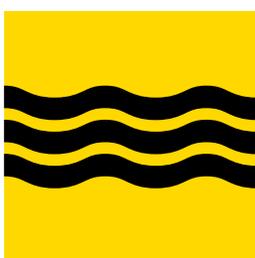
Road Cycling



Sailing



Sitting Volleyball



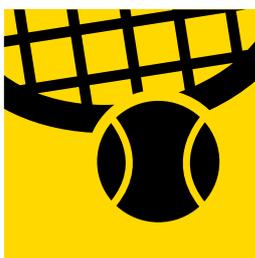
Swimming



Wheelchair
Basketball



Wheelchair Rugby



Wheelchair Tennis



Closing Ceremony



THE COMPETITORS

The Invictus Games are open to competitors from all branches of the regular or reserve Armed Forces of participating nations who have become wounded, injured or ill during, or as a direct consequence of, their service.

Eligible nations are invited to participate through their respective Ministry of Defence and each participating nation is allocated a maximum number of competitor places.

Entry is restricted to competitors who register to compete through their nation's official Invictus Games team representative and are then selected for their nation.

Competitors who have participated in a Paralympic Games, World Championships or other international events, as a past or present national team member, are eligible to participate in the Invictus Games in any sport.

Participants are allowed to compete in as many individual and team sports as they wish, and in as many events as they desire, provided the competition schedule and individual sport program allow for it and they are selected by their nation. Every attempt is made to create a competition schedule that will permit competitors to participate in as many sports as possible.

COMPETITORS

Our thanks to all of the competitors who joined us for Invictus Games Sydney 2018. It was our privilege to host them in Sydney and to witness their strength and ability. We have been inspired by their examples of true friendship, compassion and the unconquered human spirit.



AFGHANISTAN

Ahmadzai, Abdul Wali
Arsalan, Aminullah
Atahi, Aba Jan
Fehrdus, Abdul Hanan
Naseri, Sohail
Qadimi, Abdul Wahid
Rahmani,
Saifulrahman
Talash, Reyaz



AUSTRALIA

Arbuckle, Pete
Avery, Steven
Baker, Brigid
Barbara, Taryn
Bell, Graham
Bishop, Carrie-Anne
Blunt, Matt
Bradley, Nicki
Bretherton, Davin
Broughill, Vanessa
Brown, Pete
Brumby, Matthew
Connolly, Dave
Costelloe, Jesse
Daniels, Mark
Elkin, Aaron
Farinazzo, Ben
Forbes, Trent
Foster, Tom

Gawthorne, Tyrone
Gould, Sam
Griffiths, Braedon
Grover, Tim
Hardman, Brendan
Hayes, Stephen
Hill, Luke
Hopkins, Wayne
Hunt, Ruth
Irish, Damien
Jacoby, Kevin
Jones, Luke
Joosten, Heidi
Kadziolka, Emma
Kent, Jarrod
King, Beau
Knobel, Dean
Kuenstner, Rebecca
Langley, Paul
Lines, Trudi
Lyddiard, Michael
Maraldo, Sam
Marsh, Daniel
McGrath, Craig
McKinley, Jocelyn
McNaulty, Jase
Model, Matt
Mysko, Emily
Newman, Sonya
Osborne, Stephen
Parker, Nathan
Parker, Stix
Payne, Matt
Petchell, Sarah
Peters, Darren
Pitman, Chris
Reynolds, Scott
Robinson, Garry
Rudland, Pete

Sandman, Steven
Saunders, Rob
Shawcroft, Rye
Sherman, Stewart
Sliwka, Sarah
Sten, Tony
Tanner, Jamie
Vlahos, Alexia
White, Tiff
Whittington, Nathan
Wilkinson, Andrew
Wilson, Marcus
Wright, Jeff
Yeomans, Benjamin



CANADA

Anderson, Derek
Andrews, Mark
Balden, Casey
Batek, MJ
Belear, Mathew
Boulanger, Aaron
Crew, Rhonda
Dalcourt, Wendy
Dolson, Rob
Fong, Naomi
Garsch, Andrew
Gauvin, Frank
Gilliland-Power, Jo
Gunny
Grandmaison, Julie
Hicks, Rob
Ibaceta, Pedro
Innes, Dave
Irvine, Dean

Knisley, Andrew
Larouche, Julie
Little, Randy
Murillo, Nikki
Nowell, Cory
O'Loan, Tim
Patenaude, Rob
Pinangat, Gina
Pollett, Jason
Richards, Mike
Riguidel, Donna
Robb, Joanna
Simmonds, Cavell
Speirs, Derek
Tabone, Greg
Tescione, John
Their, Michael
Trottier-Mousseau,
Stacey
Vokey, Mark
Wall, Casey
Wilson, Tanner



DENMARK

Andersen, Brian
Aminde
Andersen, Jakob
Christensen, Poul
Overgaard Dich
Claydon-Smith,
Christian
Eriksen, Joakim Juul
Hansen, Johan Høeg
Hansen, Pierre
Skovgaard

Hansen, Tommi
Søndergaard
Hyldtoft, Kenneth
Jepsen
Jacobsen, Bubby
Jensen, Morten Bach
Jensen, Steffen
Häggqvist
Jensen, Trine Holst
Kildentoft, Flemming
Kirkegaard, Peter
Lehrmann, Johan
Nielsen, Jan
Büchmann
Palludan, Lene
Poulsen, Kristian
Bech
Rasmussen, Hans
Jakob Fredberg
Sewohl, Anker
Sunekær, Tanja
Thaarup, Bob
Udsen, Jacob
Wilsborg, Kim



ESTONIA

Erreline, Egerd
Hinrikus, Rene
Hoop, Margus
Jõesaar, Ott
Kanarik, Janika
Lepik, Janno
Lepik, Tarmo
Mets, Ergo
Penno, Rasmus
Piiirimägi, Marek
Piisang, Martin
Põri, Madis
Smirnov, Ivan
Tettermann, Agor
Vilba, Hannes



FRANCE

Arci, Cedric
Atgie, Benjamin
Auxant, Cyril Camille
Ludovuc
Berton, Luc
Blot, Marion Sophie
Aurelia
Boullé, Remy
Bouquet, Benjamin
Frederic Charles
Chahboune, Cyrille
Charlot, Laurent
Cieplak, Florian Eddy
Daulaus, Sabrina
Ducrocq, Guillaume
Frily, Fabian
Golf, Jean-Philippe
Mélen, Nicolas
Montoya, Jean-
Francois
Pradalier, Sebastien
Ranchin, Mickael
Raoul, Franck
Robin, Franck
Rocca, Francesca
Rouffet, Stephane
Sallembien, Arnaud
Travadon, David



GEORGIA

Beruashvili, Aleksii
Dardzuli, David
Diasamidze, Tengiz
Giglemiani, Enver
Gudushauri, Besarion
Jabakhidze, Giorgi
Jibuti, Paata
Jugeli, Onise

Mikava, Levan
Mirianashvili, Mirian
Nakishashvili,
Manuchar
Osepaishvili, Murtaz
Sutidze, Beka
Tabatadze, Alexsi
Zirakashvili,
Kakhaberi



GERMANY

Bartscher, Michael
Bourke, Jason
Briest, Meik
Faget, Manfred
Fahl, Achim
Falley, Keven
Hendriock, Daniel
Huss, Stefan
Jambé, Adrian
Matz, Steffi
Rakowski, Alexander
Rast, Matthias
Ruths, Jens
Schmitz, Franz-Josef
Schole, Simon
Seifert, Sebastian
Stöver, Michael
Vostinar, Emanuel
Wenzel, Dirk



IRAQ

Abdulrdha Hasan,
Falih
Adil Jaaafar, Abdul
Jabbar
Imran Faris, Waad
Mohammed
Abdulrazzaq, Omar

Muneer Abdullah,
Siraj
Razzaq Abdulameer,
Fadhil



ITALY

Auricchio, Antonio
Bove, Bonaventura
Caputo, Pellegrina
Careddu, Simone
Chiappetta, Massimo
Contrafatto, Monica
Graziana
Cornacchia, Luca
Corsaro, Angelo
Antonio
Di Loreto, Loreto
Di Luca, Raffaele
Vicente
Iannuzzi, Armando
Marco
Mottola, Francesco
Recita, Alessandro
Sapio, Massimo
Spatola, Giuseppe
Suma, Piero Rosario
Tomasulo, Fabio



JORDAN

Abdel Rahman, Amayn
Akram Khaled
Al Mahakim, Hayel
Kalaif Monazel
Alalawneh, Abdallah
Ahmed Saleh
Albarahmeh, Ahmad
Hashem Jihad
Al-Maradat, Jafar

COMPETITORS

Salameh Salem
Almazaydeh, Riyad
Ahmad Atieh
Alsaidat, Anwar
Haroun
Alshaboul, Omar
Abdallah Omar
Alshatnawi, Odai
Majed Ali
Alzboon, Nayef Aqeel
Taleb
Al-Zwiri, Ulfat Yaseen
Ahmad
Alzyoud, Mohammad
Abdel Hadi Ayed
Ayasrah, Amjed
Nashat Ali
Bani Omar, Jihad
Ahmad Jamil
Damra, Jamal
Abdelraheem Baker
Masa'Deh, Suleiman
Mohammad
Mestarehi, Iyad Salem
Mahmoud



NETHERLANDS

Bakker, Wouter
De Wolf, Edwin
Demirtas, Atta
Dudink, Jacco
Frijlink, Esther
Homma, Annelies
Lamp, Alex
Lunsingh, Jeroen
Nommensen, Stefan
Torenstra, Rick
van de Kuilen, Marc
van den Waardenburg,
Joyce
van der Burg, Bart
van der Steen, Jelle
van Diesen, Henry

van Dort, Ronald
van Herwijnen,
Antonie
Veltink, Luuk
Verhoef, Stephanie
Vermetten, Edwin
Vroegop, Jeffrey
Zoet, Alina
Zondervan, Rahmon



NEW ZEALAND

Bawden-Pere,
Vanessa
Bramley, Jules
Burton, Daryl
Couprie, Bart
Fairbairn, Nicki
Fell, Steve
Filo-Leaana, Nu
Graham, Robert
Harimate, PJ
Hati, Koro
Kaa, Tira
Limbrick, Steve
Marshall, Megan
Matairangi, Ihaka
Nepata, Damian
Nepata, George
O'Callaghan, Darren
Peckham, Ben
Pepper, Kiely
Philip, Grant
Pratt, Gareth
Vangioni, Matt
Whittle, Kelly
Wilson, Craig



POLAND

Chlopieniuk, Marcin
Kloc, Tomasz
Koczar, Jan
Kurowski, Jaroslaw
Liszka, Dariusz
Manczak, Mariusz
Polusik, Krzysztof
Raczy, Janusz
Rozniatowski, Tomasz
Saczek, Mariusz
Skrajny, Andrzej
Stosio, Marek Robert
Tynka, Jakub Tomasz
Wojciechowski,
Lukasz
Wysocki, Wlodzimierz
Mariusz



ROMANIA

Bida, Ionel
Butoi, Ionut-Claudiu
Ciolan-Uta, Valentin
Dragomir, Emanuel-
Bogdan
Grigore, Nicolae
Hamza, Doru
Iriciuc, Adrian-Ciprian
Nicola, Danut
Paraschiva, Dumitru-
Nicolae
Pârvu, Ion-Catalin
Patru, Eugen-Valentin
Pegulescu, Augustin-
Nicusor
Petrut, Dorin
Serban, Laurentiu
Zbânca, Vasile



UKRAINE

Bielobokov, Oleksandr
Chalapchii, Oleksandr
Dmytrenko, Yurii
Fishchuk, Denys
Havrylenko, Oleksandr
Ilnytskyi, Serhii
Korol, Volodymyr
Moskvych, Maiia
Oksentiuk, Bogdan
Oleksenko, Yevhen
Omelchenko, Vasyl
Shymchak, Serhii
Shynkaruk, Viktor
Usach, Andrii
Zozuliak, Oleksandr



UNITED KINGDOM

Adie, Naomi
Allen-Dobson, Karl
Atkin, David
Bingley, Daniel
Bull, Spencer
Carlton, Andy
Collins, Jennifer
Dewar, Alex
Dillnutt, Joe
Dunning, Peter
Fisk, Karen
Gamble, Richard
Ganfield, Kelly
Gillespie, Phillip
Goddard, Lavinia
Godfrey, Deborah
Goody, Michael
Guest, Paul
Hambro, Murray
Harrod, Wayne

“There are gold medals but there’s no national anthems, because it is not one nation versus another; it is all competitors enjoying affection and respect for each other.”

*His Excellency General the Honourable Sir Peter Cosgrove AK MC [Ret’d],
Governor-General of the Commonwealth of Australia*

Hewitt, Ryan
Hill, John
Hinett, Karl
Inman, Paul
Kasparis, Abbie
Limbu, Kushal
Majid, Daniel
Martin, Nick
Matthews, Lee
Matthews, Michael
McClellan, Alexandra
McCormick, Emma
McMahon, Edward
McNeice, Scott
Melling, Sadie
Mellon, Michael
Mitchell, Jonathan
Modou Njie, Pa
Morris, David
Moulder, Alex
O’Connell, Debbie
Ormrod, Mark
Pawsey, Poppy
Perkins, Mark
Phillips, Daniel
Pullen, Richard
Rana, Netra
Richards, Daniel
Robinson, Jeff
Robinson, Sarah
Rose, James
Rose, Malcolm
Sebburn, Steve
Shanahan, Daniel
Shepard, John

Smith, Clive
Swain, Michael
Tate, Alex
Tate, Matthew
Taylor, Andrew
Tuila, Aveuta
Turner, Michelle
Twitchell, Paul
Tye, Martin
van Biljon, Jaco
Watson, David
Watts, David
White, Alan
White, Andrew
Williamson, Rachel
Yarwood, Jennifer
Young, Darren



UNITED STATES

Alewine, Ross
Ayo, John Elliott
Barron, Josue Paul
Biviano, Jamie Lyn
Bortle, Steven
Caicedo, Vairon
Canich, Brian
Carter, Heather
Frances
Collins, Jay
Crook, David

Dillard, Linn Aubrey
Dunaway, James
Eldridge, Mark
Erickson, Josh
Evans, Brandi
Field, Chance
Fong, Phillip
Gardner, Dorian
Garza, Jaime
Godfrey Jr., Douglas
Allen
Gonzalez, Manny
Grashen, Matthew
Graves-Wake, Gabriel
E.M.
Guinn, Kenny
Hampton, Shay
Harvey, Lee
Hedington, Damion
Hockenberry, Raina
Marie
Hotchkiss, Brian
Hufford, Rob
Ingram, Mario
Ireland, Brant
Jackson, Keith
Johnson, Stephanie
Jones, Robert
Kacer, Mike
Kendrick, Altermese
Lavine, Kira
Lee, Daniel
Lopez, Sebastiana
Major, Ryan
McCullough, Leroy

McIntosh, Ryan
Morris, Kristen
Elizabeth
Nguyen, Alex Michael
Norman, Doug
Novack, Ryan Patrick
O’Neil, Ed
Pacheco, Jason
Thomas
Padilla, Alexis Eugene
Page, Dawn Maria
Palko, Megan
Parks, Chris
Payne, Tim
Pinney, Ryan
Pothoof, Danielle
Nichole
Reilly, Frankie
Roberts, Jay
Rodriguuz, Joel
Schmidt, Tyson
Seekell, Ben
Smith, Joshua David
Sousadocarma,
Michael Anthony
Stolberg, Hannah
Marguerite
Truesdale, Christina
Tui, Sua
Valerio, Carlos
Vera, George Edward
Wakefield, Jason Ray
Williams, Brian
Anthony



Team Georgia proved too strong for the UK team in the final of the sitting volleyball claiming the gold medal 2 sets to nil (21-14, 21-12)

JAGUAR LAND ROVER



Jaguar Land Rover has been the Presenting Partner of the Invictus Games since the inaugural event in 2014 and their contribution to the success of the event is invaluable. We would like to thank them again for their continued support of both the Invictus Games and for veterans around the world.

Under clear skies and only hours before the Opening Ceremony, 24 competitors from 12 nations took part in the Jaguar Land Rover Driving Challenge held on historic Cockatoo Island, in Sydney Harbour.

The Challenge tested competitor driving skills, navigational ability plus observation and teamwork to determine the winning nation.

All competitors were driving the Jaguar I-PACE cars which were tested, particularly in the canoe slalom, through a bespoke water tank full of colour coded gates, followed by a precision zone and a smart cones event.

The French team of Cedric Arci & Mickael Ranchin won gold, the Australians Craig McGrath & Scott Reynolds took silver and from Team UK, Daniel Bingley & Mark Perkins took the bronze.

TRH The Duke and Duchess of Sussex presented the medals and joined with some of the young guests in testing their own skills on a mini course.

“The course was great fun. I was really nervous at the start but it was a lot of fun. We did some training with the federal police down in Canberra, getting used to handling a car through cones”.

Craig McGrath
Australia





#MakeYourMarkDownUnder

"No matter where you are or what you do, there is a role for you in the Invictus Games Sydney 2018. This is a moment in time for us to all come together as a nation and actively demonstrate support for our defence community."

Curtis McGrath OAM

#MakeYourMarkDownUnder

.....

Leading the call to all Australians, Invictus Games Sydney 2018 Ambassador Curtis McGrath OAM encouraged everyone to plan activities to show support for our defence personnel and engage with family, friends and local communities.

With 250 days to go until the Opening Ceremony, McGrath launched the “Make Your Mark Down Under” campaign at Sydney Olympic Park. Stepping out with groups of families and friends and fellow Games competitors Michaela Gilewicz, LAC Wade Roberts and LCPL Gary Wilson, McGrath called on all Australians to be inspired by the examples of service and resilience and set a personal goal, big or small.

The event featured a ‘Walk and Talk’ to celebrate the healing power of sport and the importance of connecting with support networks of family and friends. Hundreds of these activities were held around the country, organised by local communities in the lead up to the Games.

Sharing the spirit and personal stories of adversity, friendship and triumph were key elements of Invictus Games Sydney 2018.

“Make Your Mark” was the umbrella under which organisations and individuals became an active part of the journey to the Games. It helped to raise awareness in communities across the globe, and show tangible support to the competitors and their families and friends.

Between February 2018 and the Opening Ceremony in October, more than 2,200 community events were held. The Community Engagement team presented on average 12 times a week to community organisations.

- **2200+ community**
- **events around Australia**
- **February - October 2018**



A COMMUNITY ENGAGED

For many months members of our Invictus Games community were out and about making their mark. It was wonderful to witness how the community mobilised to embrace our servicemen and women.





In August, we called on everyone to 'Fly the Flag' as another way to #MakeYourMarkDownUnder and the response was sensational. Supporters all over the world flew an Invictus Games Sydney 2018 flag in a united show of support for our competitors and as a demonstration of the respect they have for those who enlist to serve their nation.

The flag flew proudly atop the Sydney Harbour Bridge in August as members of the Australian team joined supporters to climb the bridge.

The flag flew in the grounds of Admiralty House, home of the Governor General and Sydney Games ambassador, Sir Peter Cosgrove. NSW Governor David Hurley, answered the call and raised the flag at Government House. A flurry of flags rose over Sydney and across the world. From military bases to sporting fields, from ships in port to school yards, a host of supporting organisations and individuals joined our corporate partners to 'Fly the Flag' and signal their support.

To welcome the Games to Sydney the Northern Beaches Council lined the shores of Manly beach with Invictus Games Sydney 2018 banners. The local government areas of Canada Bay, City of Sydney and City of Parramatta also hung banners in support of the Invictus Games Sydney 2018.

Our participating nations rose to the challenge to be creative, make their mark and engage their community. Invictus Games teams around the world joined the Australian Team to fly the flag.

The day before the Opening Ceremony HRH The Duke of Sussex joined members of the Invictus Games family and Australian Prime Minister Scott Morrison to again hoist the flag above the bridge where it proudly flew throughout the week of the Games.

But flying the flag to #MakeYourMarkDownUnder was about more than just a symbol it was a call to action for people to do something tangible to have a positive impact on their own lives and the lives of others.

HRH The Duke of Sussex at the Closing Ceremony of the Invictus Games Sydney 2018 called on everyone to "identify something in your own life that you want to change for the better and let the men and women of the Invictus Games remind you that no challenge is too difficult to overcome".

During the Invictus Games Sydney 2018 we were not just reminded, we were inspired. We now call on everyone to use that inspiration and the healing power of sport to nurture their own unconquered human spirit.

INVICTUS GAMES SYDNEY 2018 EDUCATION PROJECT

A joint initiative of the NSW Department of Education and the NSW Department of Premier and Cabinet, the Education Project provides high quality curriculum materials linked to the Invictus Games Sydney 2018.

THE CURRICULUM

The Invictus Games provide a unique educational opportunity centred on inclusion, mental health, physical health, positive human spirit and resilience.

The Education Project importantly, created a space to develop strong real world, connected learning materials. These curriculum resources are linked to NSW syllabus outcomes and to the Australian Curriculum. Resources are available publicly to schools in non-government sectors, interstate and internationally through the Department of Education website. All materials are fully accessible.

The Education Project complements the NSW Syllabus and Australian Curriculum in various areas of study including, Mathematics, Sport, PDHPE, Biology, Chemistry, Physics, Human Society and Its Environment, Performing Arts, English and History.

The curriculum materials are designed for students from Stage 3 (year 5) to Stage 6 (Year 12).

Specifically:

Four modules were developed to introduce the Games and the central themes. They are:

- What are the Invictus Games?
Featuring HRH The Duke of Sussex (Invictus Games Foundation Patron), Patrick Kidd OBE (CEO Invictus Games Sydney 2018) and Curtis McGrath OAM (Invictus Games Sydney 2018 Ambassador and former competitor)
- Inclusion and the Invictus Games
Featuring Garry Robinson
- Resilience and the Invictus Games
Featuring Wayne Hopkins
- Service and the Invictus Games
Featuring Andrew Wilkinson

The purpose of these modules was to orient students and their teachers to fully engage with and appreciate the Games.





Each module consists of a short film and a set of inquiry questions.

A range of syllabus connected modules was also developed and is available publicly:

- Adaptive sports and games
- Adaptive sport, technology and the Invictus Games
- Sports science and biomechanics in elite and adaptive sports
- War and the healing power of art – exploring visual artworks and their impact on community
- The science of prosthetics through the ages
- Veteran wellbeing – changing perceptions from WWI to today's Invictus Games
- Build a better world: investigating inclusive and accessible technologies and spaces
- The modern world and Australia – Australia's involvement in recent conflict

Legacy curriculum material has also been developed and will be available from 2019. These will be available through the department's website.

The development of legacy curriculum resources to enhance teaching and learning are a key priority of the Education Project. Concepts include robotics and prosthetics, infection control, history of war, resilience, inclusion, service and strategies to support positive mental health.

A new history resource with cross-curricular ties to the stage five English syllabus examines Australia's roles in war, including their involvement in WWI and WWII and highlights Australia's role in the global context during the twentieth century. This includes the historical context of the conflicts and the perceptions that existed during the twentieth century regarding veteran physical and mental health upon their return from active duty. It links these historical perceptions and the contemporary context, with special focus on the Invictus Games as a means of recognising and celebrating injured returned veterans.

The curriculum materials provide robust, sophisticated learning linked directly to current, relevant ideas, concepts and technologies. It is expected that they will remain relevant and used by teachers in NSW, Australia and internationally until the technologies and underpinning concepts are superseded. This could be as long as 10 years in some areas, especially if they are reviewed and updated.

The curriculum materials can be found at: bit.ly/IG2018_Education

**INCLUSION, RESILIENCE,
SERVICE, POSITIVE
HUMAN SPIRIT, HEALTH
AND WELLBEING**

STUDENT PARTICIPATION AND ENGAGEMENT WITH THE GAMES

Each NSW public school was encouraged to register a teacher ambassador so their school could receive current information about engagement opportunities and other educational resources as they become available throughout the year. Approximately 350 teacher ambassadors nominated.

The experience targeted students from stages 3 to 6 (years 5 – 12) and all NSW Public Schools were able to apply for tickets. Regional and remote schools, in particular, were encouraged to become involved.

More than 6,000 students from 185 schools and 500 teachers participated directly in the Project activities.

Each morning began with an orientation for attending students and their teachers. This session included Acknowledgement of Country, an overview of the day's activities and an address provided by alumni of the Invictus Games. These addresses were powerful and transformative. Students, teachers and carers were deeply engaged in these inspiring talks.

Alumni included: Rachel Kerrigan, Andy Harrison, Tony Benfer, Darren Robinson, Gary Wilson, Michaela Gilewicz and Wade Roberts.

NSW Police Youth Liaison Officers (4) attended each day to speak with students about service and their work in a less formal situation. NSW Mounted Police also attended on the last school day of the Games.

Students participating in the excursion packages at Sydney Olympic Park, depending on the day/session, also participated in supporting educational activities and watched at least one adaptive sport.

The educational activities include expert run educational workshops, educational tours and inspirational speakers. These included:

- wheelchair basketball (Wheelchair Sports NSW)
- sitting volleyball (Department of Education Sports Unit)
- STEM workshop: robotics, coding, 3D printing (NSW Department of Education)
- prosthetics (UNSW Women in Engineering)
- health and wellbeing (Western Sydney University)
- Assistance Dogs and writing workshop (Assistance Dogs Australia and author Tim Harris)
- Physical activity workshop (aimed at primary school aged students - Got Games)
- Inspirational speaker Lorin Nicholson
- ANZ Stadium Tour

The Project also engaged rural and remote students with the Invictus Games Sydney 2018 through virtual excursions and other virtual engagement strategies. Schools that were unable to attend the Games engaged with a daily live broadcast from Sydney Olympic Park. These broadcasts included film provided by ABC, live and recorded interviews and vox pops with spectators, including students, and competitors. Online curriculum resources were also available to enhance participation.

More than 4,000 additional students attended the Games as part of excursion groups coordinated by individual schools.



Thank you for setting up today at Invictus Games. It was OUTSTANDING!!! The kids (and teachers) were so excited to be there at the athletics supporting the competitors. Some of our students were high fiving the competitors before their races. They could not believe that they got to see them up close. We also didn't leave as the atmosphere at the athletics was buzzing.

To finish with the motivational speaker Lorin Nicholson was the icing on the cake.

***Primary School Teacher,
Lower Blue Mountains***

SAY G'DAY COBBER

Cobber is a Blue Heeler, the most iconic of Australian canines, whose name appropriately means friend or mate.

Cobber is a loyal companion to all Invictus Games Sydney 2018 competitors and offers comfort and comradery to our wounded warriors and their families and friends.

Cobber is caring, kind, fun, energetic and friendly. Brimming with enthusiasm the plucky little pup is also a bit of larrikin.

Cobber is an assistance dog, who has a useful and important role to play. At the Games his job was to make friends with everyone he met.

SKILLS

- Expert navigator
- Sensitive and considerate
- Expert at ball dribbling, chasing and catching
- Fast runner
- Good jumper

BAD HABITS

- Tail wagging has been known to knock things over

To find out more about Cobber and his role at the Games visit Cobber's Corner

www.invictusgames2018.org/the-games/mascot/



INVICTUS GAMES SYDNEY 2018 RESEARCH

The Games won the hearts and minds of the nation with research showing seven of every ten adults now wants to play an active role in supporting our veterans.

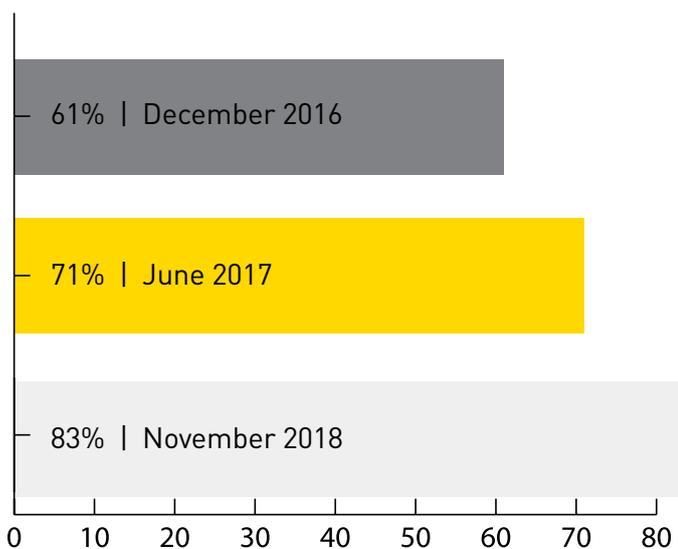
We conducted our first research poll in December 2016 soon after the announcement that Sydney would host the Games. We also surveyed again in June 2018 and November 2018.

Invictus Games has won hearts and minds

- 9 out of 10 Australians fully support any program that will help veterans overcome physical injuries and mental health challenges
- 9 out of 10 Australians agree the Invictus Games can make a significant difference in the lives of veterans with physical injuries and mental health challenges
- 7 out of 10 Australians want to do their part to support wounded, injured and ill veterans.

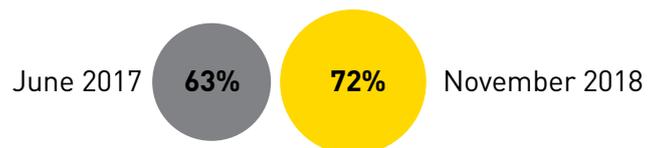
Awareness

There has been a 36% increase in the number of Australians aware of the Invictus Games in the 23 months from December 2016.

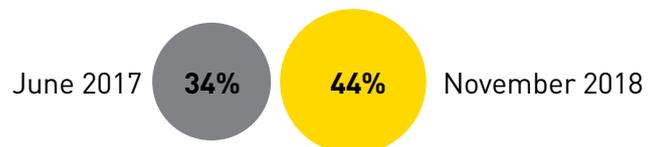


Key Messages

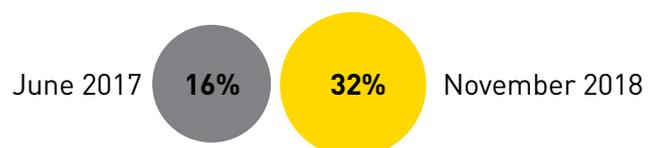
14% increase in the number of people associating the Invictus Games with support for wounded, injured and ill servicemen and women since the launch in June 2017.



29% increase in the number of people aware of our 'healing power of sport' message



The number of people who associated Game On Down Under with the Invictus Games Sydney 2018 doubled in 18 months.



Research prepared by Omnipoll. Conducted nationally among people aged 18+. Respondents were drawn from online consumer panel managed by Lightspeed Research. Sample quotas were set for each State, city and regional area by sex and age. Results post-weighted to Australian Bureau of Statistics data.



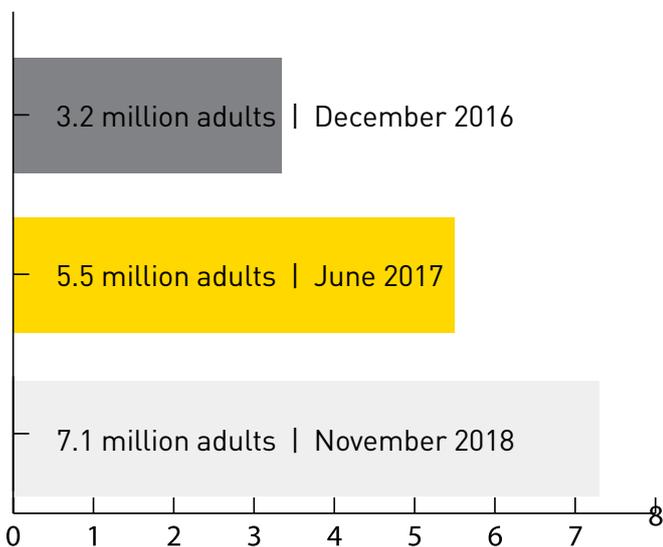
Games time interest

More than 8.7 million Australian adults followed the Invictus Games Sydney 2018 in some way

- 39% followed on TV
- 11% followed online and through social media

Sponsor favourability is widespread

The number of adults who would consider purchasing a product from a sponsor who supported Invictus Game Sydney 2018 more than doubled.



Internal Research

In the weeks after the Invictus Games Sydney 2018 we asked our volunteer workforce and our subscriber database for feedback on their Games experience. Some of our subscribers engaged with the Games as spectators while others were not in Sydney for the event and so followed via television and digital channels.

- 93% of our volunteers and 90% of our subscribers say that based on their engagement with the Invictus Games the competitors are people they would like to work with.
- A extremely high proportion of both groups (94% volunteers and 91% subscribers) are also now more likely to support initiatives that assist the recovery, rehabilitation and reintegration of servicemen and women than they were before the Invictus Games.
- Seven in ten respondents confirmed they now also have an improved understanding of Post Traumatic Stress (PTS) and mental health issues while six in ten plan to increase their involvement in sport and fitness activities as result of their Invictus Games experience.

INVICTUS GAMES SYDNEY 2018 BROADCAST

ABC was the official broadcast partner of the Invictus Games Sydney 2018. The ABC created a true national conversation, bringing communities together around the core message of the Invictus Games, building awareness and long-term impact. Celebrating and telling the stories of our returned servicemen and women is paramount to reflecting our national identity.

Coverage extended across ABC's TV channels, news network, extensive regional and metro radio networks and owned and third party digital.

Pre-Games

- Coverage across all news channels including TV, radio and digital
- Radio packages and interviews across metro and regional radio
- Coverage on weekly TV and radio sports programs
- Coverage on ABC's leading current affairs program 7:30
- Without Limits: Invictus (Co-production with BBC) 2-part documentary special
- Extensive children's content
- Podcasts
- Social media content
- Competitor profiles in prime time and across digital
- Australian Story – Invictus Games competitor Garry Robinson
- "Fighting Spirit - the Wheeling Diggers' Invictus Games Dream" documentary

DURING THE GAMES

Television

Opening and Closing Ceremonies

- Broadcast on ABC and streamed live on ABC's catch-up channel iview and on ABC's YouTube channel

The Invictus Games Sydney Daily Show – 8pm each night

- A lively half hour to capture and create the spirit of the Invictus Games Sydney. This pivotal program was also shared with international broadcast partners. In Australia the program was broadcast on the main channel and on digital on-demand and catch-up service, iview, live each evening from 21 – 26 October in the prime 8:00 – 8:30pm slot. The program was anchored by Chris Bath with co-hosts including Anthony Lehmann, Dylan Alcott and Damien Thomlinson.

Interstitials

- Hourly interstitials programmed across the ABC's channel leading up to competition and during the week of the Invictus Games Sydney. Content included profile features of competitors; highly stylised explainers; live crosses with reports and competitors; golden moments from daily competition and highlights from the Daily Show.

Fighting Spirit - the Wheeling Diggers' Invictus Games Dream documentary – 8:30pm Tuesday 16 October

- One-hour documentary following the Australian wheelchair rugby team from trials to competition. The theme was the journey rather than the destination.

Without Limits: Invictus 2-part BBC Co-Production – 8:30pm Thursday 18, 25 October

- With the support of HRH The Duke of Sussex, a team of ex-servicemen and women travelled through Australia's toughest and least travelled regions culminating in their arrival in Sydney for the first event of the Invictus Games.



News

Highlights included:

- Daily coverage in TV and radio bulletins and updates
- Live coverage across the day on News Breakfast and News Channel
- Outside broadcasts for 7pm News for the Opening and Closing Ceremonies
- Stories on all aspects of the Games and featured across current affairs
- Daily coverage on ABC News online

7:30 – 7:30pm Monday to Thursday

- Leigh Sales presents 7:30, the ABC's most prominent Monday to Friday current affairs program.

Catalyst – 8:30pm Tuesday

- Australia's flagship science document program featured an Invictus special covering "bionic humans" featuring Invictus Games Sydney 2018 Ambassador Curtis McGrath OAM.

You Can't Ask That – 6:55pm daily during the Games

- Life affirming and insightful television giving some of the most judged and least understood Australians the chance to be heard. Leading up to the Games, eight competitors were featured.

Gardening Australia – 7:30pm Friday

- Peter Rudland, former member of SAS and Commando Units and member of the Australian Invictus team shares his story on Gardening Australia, leading into the Daily Show.

Offsiders – 10am Sundays

- Live sport panel discussion show with focus on the Games and competitors.

Australian Story – 8pm Mondays

- Tells stories of Australians with intimacy, candour and integrity.
- In the lead-up to the Games, featured Garry Robinson, a Special Forces Sniper Commander who was injured in a Blackhawk helicopter crash in Afghanistan in which a number of his friends were killed. Gary's wife Katrina is forever grateful for the Invictus Games and gave HRH The Duke of Sussex a handwritten letter when he came to Sydney in 2017. Instead of handing it to an aide, he stood and read the letter, something Katrina and Garry will never forget. HRH The Duke of Sussex introduced the episode of 'Australian Story' on Garry Robinson.

ABC ME and ABC Kids

- Broadcast and digital services for Australian children featuring an array of relevant content including Play School, Advice to my 12 Year Old Self, Behind the News and more.

Storytelling Scholarship

- Provides people living with disabilities the opportunity to create Invictus Games content leading up to the Games.



Former US Airforce Staff Sergeant Sebastiana Lopez was a huge hit with school students at the athletics where she claimed gold medals in both the discus and shot put IF5 events. She also won events in powerlifting and rowing and played in the US wheelchair rugby team.

Audio Content

Four national radio networks, eight capital city radio stations, 48 local radio stations and seven digital radio channels supporting the Invictus Games Sydney 2018. ABC Sydney hosted a live OB from Sydney Olympic Park during the Games.

Content featured on Grandstand, ABC's premier audio sport program; triple j, Australia's youth network featuring host Paralympian and Invictus Games Sydney Daily Show host Dylan Alcott and podcasts including Conversations with Richard Fidler and Sarah Kanowski.

Content On Demand

ABC iview is ABC's video on demand and catch-up TV service and featured live streams of daily competition complete with commentary and graphics. Also the home of all video on demand including long and short form competitor profiles.

ABC Listen App connects audiences to the podcasts and live radio which featured Invictus Game audio content.

Invictus Games content featured on ABC News and Current Affairs online abc.net.au/news and ABC website. It also featured across all ABC social accounts including YouTube, Facebook, Instagram and others.

Marketing Campaign

A targeted content-led marketing campaign and distribution strategy was developed across owned, earned and third-party platforms. This leveraged third party platforms to reach younger, lighter consumers of ABC and owned media to reach older, existing audiences, building awareness and engagement with Invictus Games Sydney 2018.



ABC Host Anthony Lehmann chats with Invictus Games Sydney 2018 Ambassador David Beckham during a break at the athletics.

Loved watching every minute of the Invictus Games on the ABC.

Marlene Reynolds

Watched via ABC live stream, awesome. Best sporting contest I have EVER seen! The sense of pride in the achievements of every competitor by all competitors redefines 'sportsmanship' and 'team' Cannot wait for the next Invictus Games!

Survey Response

EVENT ENGAGEMENT

LONDON 2014



65,000

Spectators



15 HRS

Coverage

(BBC)



9.8M

Viewership

ORLANDO 2016



55,886

Spectators



55 HRS

Coverage

(BBC & ESPN)



12.2M+

Viewership

TORONTO 2017



75,000

Spectators



110 HRS

Coverage

(BBC, CTV, TSN, ESPN, ABC)



37M

Viewership

SYDNEY 2018



105,000

Spectators



150+ HRS

Coverage

(ABC, BBC, CTV, TSN, SkyNZ, TVR, STB)



25.7M+

Viewership*

*Limited data available at time of publication. Only UK and Australian metro included

INVICTUS GAMES SYDNEY 2018

MEDIA

Through planned and targeted campaign milestones, we achieved broad media coverage across traditional and non traditional channels.

Key milestones:

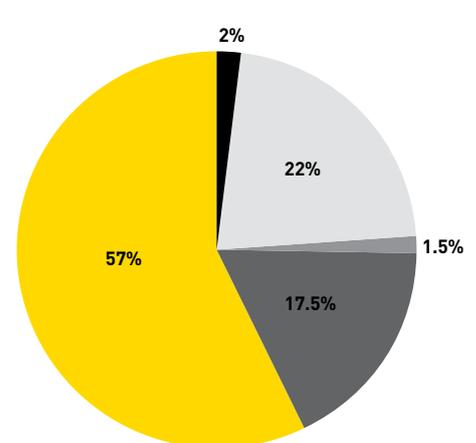
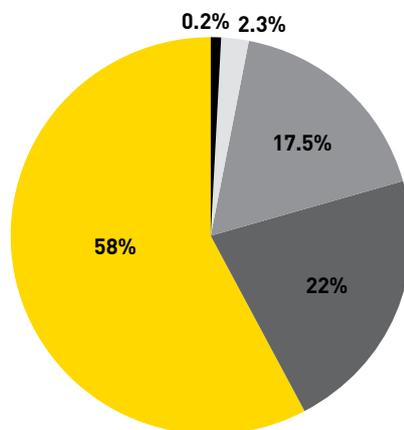
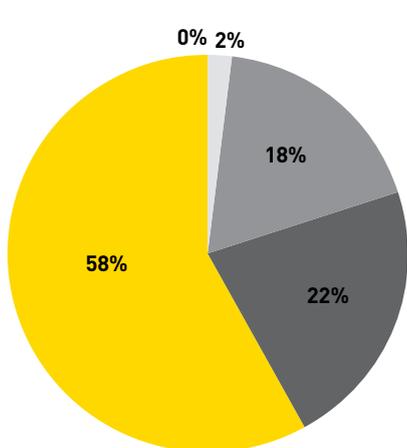
- June 2017**
 Official launch of the 500 days countdown to Invictus Games Sydney 2018 by HRH The Duke of Sussex
- 23-30 September 2017**
 Invictus Games Toronto 2017
- 29 May 2018**
 Tickets on-sale to general public
- 20 - 27 October 2018**
 Invictus Games Sydney 2018 event

Coverage by media type

In Australian media alone there were almost 90,000 individual articles and stories broadcast, televised and published across the period from November 2016 to the end of the Invictus Games Sydney 2018.

Isentia powered our media insights providing monitoring of television news programming, radio, online, print (newspapers and magazines).

The possible audience for the monitored coverage was more than 832 million with an advertising value of almost \$214,000,000.



Coverage by media type

- Magazines
- Newspapers
- Online News
- Radio
- TV

Number of articles/reports

- Magazines 209
- Newspapers 1,998
- Online News 15,445
- Radio 19,140
- TV 50,451

Circulation/Audience

- Magazines 17,919,247
- Newspapers 181,361,360
- Online News 11,765,477
- Radio 146,051,600
- TV 475,114,000

INVICTUS GAMES SYDNEY 2018 DIGITAL

WEBSITE

The official website attracted more than 750,000 users from the launch of the holding page in November 2016 through to the end of the event.

Between November 2017 – October 2018, 91% of the website visitors were from Australia (40%), United Kingdom (28%) and USA (24%) with around 8% from Canada and other European countries.

This was a marked change from the previous 12 months (November 16 – October 2017) when USA and United Kingdom visits were almost equal at 32% and 31% respectively, Canada had 8% and European visitors 5%. During that time, Australian visitors were in third place with 24% and shows the increased profile and activity in the following year drove higher local interest in the Invictus Games.

Increases in traffic coincided with key milestone activities including official launch in June 2017, tickets on-sale, launch of #MakeYourMarkDownUnder and particularly during the Games, when people sought event information and news.

More than 54% of traffic to the website came via Google, 16% direct and almost 14% from Facebook activity.

23% of website visitors were in the 25-34 year age group while 42% were aged from 35 to 54. Female users accounted for 60 percent of our website traffic.

	1 Nov 2016 – 31 Oct 2017	1 Nov 2017 – 31 Oct 2018	% change
Australian website visitors	24%	40%	66%
Users	34,055	735,592	2060%
Page views	107,760	2,679,852	2387%





INVICTUS GAMES SYDNEY 2018 OUTDOOR MEDIA

As our Official Outdoor Media Partner APN Outdoor provided us with exceptional support and extensive reach across billboards and transit media platforms both in Sydney and across Australia.

Planned transit campaigns were in market for our June 2017 official launch, the February 2018 launch of #MakeYourMarkDownUnder, May 2018 release of tickets for sale and for the two week period from 15 to 28 October.

Sydney Airport billboard and in-airport campaigns were also run in September 2017 (Australian team farewell/welcome home from Toronto) and October 2018 (arrival and departure of teams).

BILLBOARDS

- Digital billboard campaigns reached 6,086,500 people (Sydney, Melbourne, Brisbane, Adelaide, Perth)

TRANSIT *

- 500 portrait bus backs delivered national reach of 8,887,000
- 250 metro bus panels delivered national reach of 5,925,400
- 82 screens XTrackTV (rail) delivered national reach of 2,482,200

* MOVE (the audience measurement system) does not capture "filler/bonus" activity, regional areas or run reports longer than a 12-week period. So actual results are stronger than listed. For Transit, we had bus campaigns running anywhere from 3 – 7 months but reach scores only reflect a 28-day period. Invictus Games Sydney 2018 was regularly scheduled on the APN Outdoor filler list for Digital Billboard and Xtrack TV. BONUS activity is not included in the listed reach which only covers a 14 day measurement period.



INVICTUS GAMES SYDNEY 2018

SOCIAL MEDIA

A phased, integrated social media campaign was delivered from host announcement in November 2016 through tickets on-sale, community engagement activities and games time activity.

Executed through Facebook, Twitter, Instagram and LinkedIn, our community size reached 185,100 active and engaged users. We delivered 2,861 posts across the channels resulting in 21,698,000 impressions, 26,811,000 engagements and video views in excess of 16,700,000.

Content featuring personal stories creating an emotional connection generated strong engagement. Posts utilising and tagging our Ambassadors and major partners were also popular.

Our media partnership with Facebook provided VIK funding for boosted campaigns to support key content and gained strong traction with a broader audience.

KEY CAMPAIGN TIMINGS

November 2016

Sydney announced as the city to host the Invictus Games in 2018

June 2017

Official launch to mark 500 days until the opening ceremony. Our event hero video is released.

February 2018

250 days to go / #MakeYourMarkDownUnder community engagement campaign launch

May 2018

Launch of public ticket sales.

July 2018

We mark 100 days to go with the release of 'Unconquered', the Invictus Poem video

October 2018

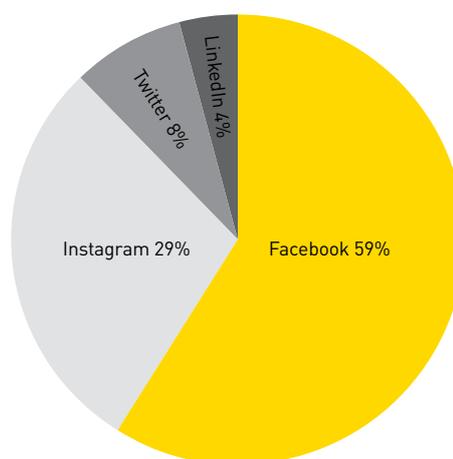
Invictus Games Sydney 2018

*Data is for organic posts on owned channels only

*Campaign period: 1 Nov 2016 - 29 Oct 2018

*ER - engagement rate

Channel Breakdown



Community Size	185,100
Facebook	137,000
Instagram	34,500
Twitter	8,600
LinkedIn	5,000

OVERVIEW

Campaign timeframe - November 2016 - October 2018

8,640,000 Facebook Impressions
574,000 Facebook engagements
(4.45% ER > benchmark 0.18%)

821,000 LinkedIn impressions
13,000 LinkedIn engagements **(1.60% ER)**

8,660,000 Instagram Impressions
320,000 Instagram engagements
(3.70% ER > benchmark 2.21%)

8,690,000 Twitter Impressions
223,000 Twitter engagements
(2.57% ER > benchmark .044%)



InvictusSydney
@InvictusSydney

Invictus Games competitor Garry Robinson is a family man. His daughter Carly was by Garry's side during the filming of Invictus, a poem by William Ernest Henley and says sport has changed Garry's life for the better. #Unconquered #BehindTheScenes #IG2018 ow.ly/aq6N30laMBn



3:01 PM - 31 Jul 2018

8 Retweets 39 Likes

Invictus Games Sydney 2018 presented by Jaguar Land Rover added 4 new photos to the album Behind the scenes at the #IG2018 Medal announcement.

Our official Invictus Games Sydney 2018 medal designs have just launched! Produced by the Royal Australian Mint, an official supporter of #IG2018, the medals draw inspiration from native Australian flora and feature extracts from the poem Invictus by William Ernest Henley.



Behind the scenes at the #IG2018 Medal announcement

4 photos



invictusgames2018 Happy New Year... the year of #IG2018 is here!
#GameOnDownUnder
#IAM #UNCONQUERED #StrongerTogether
nancy_m_hay Looking forward to the games. It is going to be great. ca
haast119 Happy New Year!
veterans_instameet Cant wait! We are hoping to get tickets so our team can come and photograph an event or two!
forgotbeauty Can't wait!!!! Got my supporters gear just waiting for applications for volunteers to open..bring it on down under!!

JANUARY 1

Log in to like or comment.



InvictusSydney
@InvictusSydney

The atmosphere was electric for the swimming heats at #IG2018. Excited school students and fans packed the stadium and cheered for every competitor. #GameOnDownUnder @sydolympticpark



11:25 PM - 22 Oct 2018

80 Retweets 328 Likes

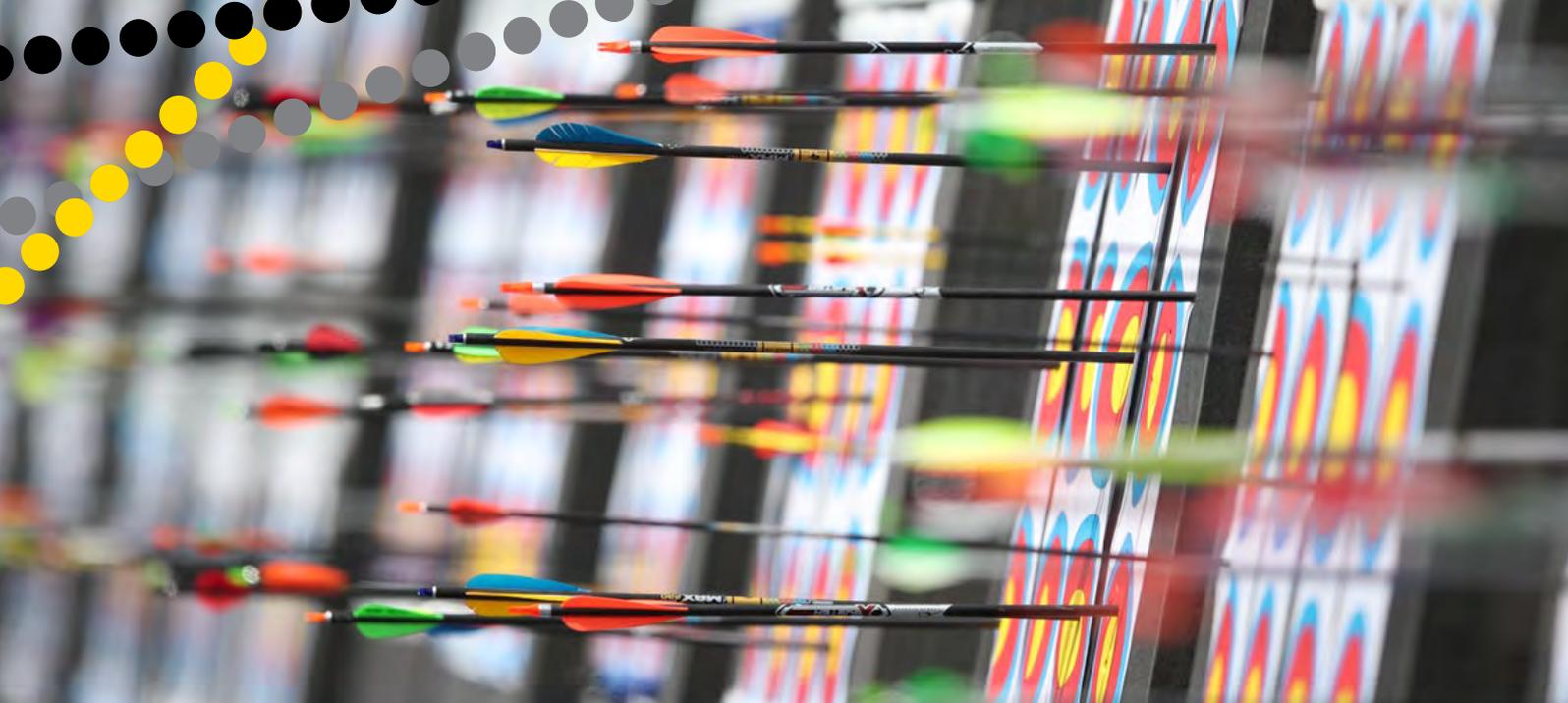
Invictus Games Sydney 2018
5,027 followers
1mo · Edited

#MotivationMonday #5DaysToGo until #IG2018. 5 inspirational words to describe our wounded warriors. Don't miss a minute of the Invictus Games Sydney 2018 action. Get your tickets here: <http://bit.ly/2u6GqHw>
#GameOnDownUnder



291 Likes · 5 Comments





SEARCH AND SOCIAL CAMPAIGN RESULTS

The campaign ran for four months from July to October and achieved the followed:

- 21,823,695 impressions
- 66,659 clicks
- 8,629 buy now clicks

SOCIAL (FACEBOOK AND INSTAGRAM)

- 21,698,921 impressions
- 4,730,911 reach
- 194,501 engagements (Facebook 1.21% ER / Instagram 0.17% ER)
- 32,771 clicks

Facebook activity outperformed Instagram activity across all metrics except Video View Rate, where there was only a minor difference in performance.

Top performing creative

Top of Funnel Prospecting - Unconquered (Invictus Poem hero content)

- 1,432,486 impressions
- 354,846 video views (24.77% video view rate)

Middle of Funnel Custom Audience - Fan Acquisition campaign (sports images and “celebrate the healing power of sport” copy)

- 4,397,502 impressions
- 52,694 engagement (1.20% ER)

The In Games Boosted Posts structure was a simple, effective set up that generated some of the highest Engagement Rates across the campaign. The #IG2018 Wrap Video Boost (a tribute to the #unconquered competitors) delivered a 5.36% Engagement Rate, more than five times the benchmark.

SEARCH PERFORMANCE

We took advantage of the Google Grants to fund an AdWords campaign for four months from July to October 2018.

Top performing creative

This ad contributed 2004 conversions in total, representing 33% of the overall number of conversions generated.

Invictus Games Sydney 2018 | Game On Down Under
invictusgames2018.org/invictus-games/buy-tickets-now
Closing Ceremony and sports session tickets now on sale. Book tickets today.

- Conversions were consistently high between 9-10am on weekdays.
- The vast majority of conversions were generated by females accounting for 65% of all conversions.
- 45-54 was the top performing age segment

FAMILY & FRIENDS WE ARE HERE TO SUPPORT EVERYONE

More than 1,000 family members and friends were recognised and celebrated for the incredible contribution they make to the daily lives of the Invictus Games Sydney 2018 competitors.

With 250 guests aged under 18, there was a wide array of activities outside of the competition to keep all members of the family happy.

Kicking off their stay, a beach party at North Head Quarantine Station was hosted on behalf of the local community by Manly MP James Griffin whose parents had both served. Arriving by ferry after passing some of Sydney's famous landmarks, there was plenty of time to enjoy the sunshine along with lunch, swimming, beach volleyball and meeting other families and friends.

Later, it was off to Sydney's Luna Park for the official welcome for the competitors, support staff and

family and friends. For the early arrivals, there were carnival rides and later a visit by native animals, live music and entertainment for all.

Access to meals, free transport and entry to many of Sydney's favourite attractions throughout the Games allowed family and friends to enjoy their visit.

However, the primary reason they came to Sydney was to support their loved ones and they were in the stands cheering enthusiastically for all the competitors as they celebrated the healing power of sport.

• **"Sydney can be proud
of its hospitality,"**
• **Georgia Robinson,**
• **USA**



"My favourite moment was watching the sailing. We are so thankful for the yacht club members who offered their boats to the family and friends and took us out on the water to watch our husbands and family members competing. Our hosts took us for a tour of the harbour and we got to see Sydney from another view!!"

Jayne Holyoke-Gauvin, Canada



We are grateful for the support of Fisher House Foundation, the Presenting Partner of the Family & Friends Program for their generous assistance. The Fisher House Foundation has supported the Invictus Games since the inaugural London event in 2014. Each day, they support service members and veterans, alongside their family and friends, in locations around the world.

Ken Fisher, Chairman & CEO of Fisher House Foundation says wounded, injured or ill service members and veterans report better health, new friendships and improved quality of life when participating in adaptive sports.

“But there’s an equally important lesson for us all – having families by their side while they heal AND while they compete can make all the difference.”

We thank Fisher House Foundation for the opportunity they have given our families and friends to come to the Invictus Games Sydney 2018.



OUR AMBASSADORS

The Invictus Games Sydney 2018 ambassadors joined the journey and shared the Invictus Spirit in the community.

We were fortunate to have a committed, willing and passionate group of volunteer Ambassadors in our team to promote the Invictus Games Sydney 2018.

In the lead up to the event they encouraged Australians to embrace our wounded warriors, their families and friends. They mentored our competitors, worked with our corporate partners and shared their experience with our Invictus Games community.

During the Games, they were on hand with reassurance, sporting knowledge but most importantly, a smile and encouragement for not just competitors, but all involved with Invictus Games Sydney 2018.

Our sincere thanks to them all for their generous support.

- His Excellency General the Honourable Sir Peter Cosgrove AK MC [Ret'd] Governor-General of the Commonwealth of Australia
- David Beckham OBE
- Hamish Blake
- Leesa Kwok
- Curtis McGrath OAM
- Anna Meares OAM
- Stephen Moore
- The Honourable Brendan Nelson AO BMBS FRACP (Hon) FAMA
- James Spithill
- Ian Thorpe OAM
- Gus Worland



(l-r) James Spithill, Anna Meares OAM and Stephen Moore.

"We must not lose sight of the fact that we must continue to promote ways of rehabilitating people who have served their nation and, as a result, have in some way been damaged.

"We must continue to think about their quality of life and their support going forward. This event shines a light; let's not turn off that light."

*His Excellency General the Honourable Sir Peter Cosgrove AK MC [Ret'd]
Governor-General of the Commonwealth of Australia*

"You can teach us so much. Your bravery goes well past your service and that's what I found here. The bravery of people to talk and to share their stories, put themselves out on the stage and show themselves and show their families what they can do".

Anna Meares OAM

There's so many benefits about being a part of the Games and I really, really recommend you get involved.

Curtis McGrath OAM

It's been a real privilege to be involved in the whole event, and I'm really humbled to be a very small part of it.

Stephen Moore

"You can feel the energy out here. Once you get amongst the group and the teams – it's very difficult to put into words – but it really does capture you. It's such a great thing to be involved with.

"For our servicemen and women, we really have an unpayable debt for what they do. It's great to be able to get down here and support them."

James Spithill



"It's been great to spend time with competitors from the 18 nations and their families and friends. The entire Invictus Games movement has achieved remarkable things in such a short space of time, using sport as a powerful force to rehabilitate and unite. I'm incredibly proud to be part of the energy of the Invictus Games Sydney 2018."

David Beckham OBE,



Clockwise from top right. Curtis McGrath OAM talks about competing at previous Invictus Games, Sir Peter Cosgrove meets the ball kids at the wheelchair tennis, Lisa Kwok speaks at 'The Unconquerable Mind' forum and David Beckham hangs out with the Australian team.

INVICTUS GAMES SYDNEY 2018 VOLUNTEERS

THEY CAME FROM EVERYWHERE TO JOIN OUR TEAM



“We have a wonderful group of experienced volunteers many of whom are connected with people who serve. Our volunteer team also celebrates the diversity of Australia.”

*Ian Thorpe OAM
Invictus Games Sydney 2018 Ambassador
and five-time Olympic Champion*

We welcomed 1263 people who travelled from around the corner, around the nation and around the world to be volunteers at the Invictus Games Sydney 2018.

They were passionate, motivated, smiling and welcoming and they played a crucial role in the delivery of the Games.

Australian team member, Squadron Leader Rob Saunders praised the positive impact of the

volunteers. “It’s been brilliant to meet some of the volunteers and we are so grateful to have their support. They are an exceptional group of people who are giving up their time to support us and our family and friends.”

While our volunteers made new friends and lasting memories they also made a difference and we are grateful to have had them on the team.

Ten assistance dogs also volunteered their time to support competitors throughout the week.

Integra Service Dogs Australia trains the dogs to work with veterans, first responders and their families suffering from Post-Traumatic Stress.

“The dogs have an immediate calming effect and a happy affect, so the endorphins come through and people settle right down. It really is quite an amazing affect,” said Ben Johnson, CEO and co-founder of ISDA.

“We only work with Labradors because of their public acceptance as a support dog, combined with their nature and ability, ease of training and natural focus on the handler.” Johnson said.



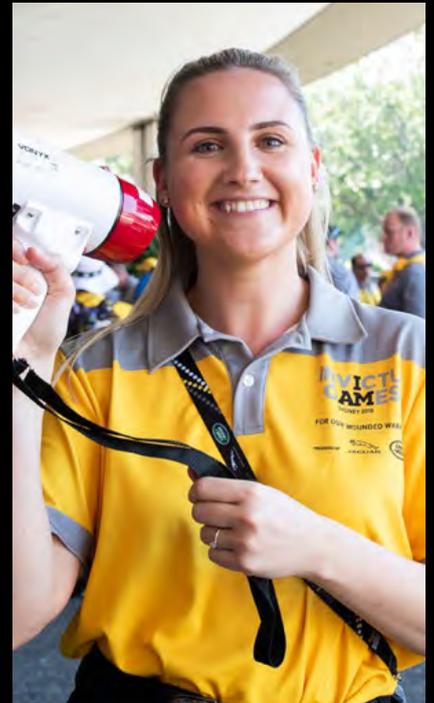


I volunteered at the Games and rate my experience in the top 6 things I have done in my life (I am 74).

Jackie Clarke

I would like to thank everyone for giving me the opportunity to volunteer at the Games. It has been a really amazing and rewarding experience. Congratulations to all the competitors you were all really amazing; really proud of you all

Beverley Emmett



INVICTUS GAMES SYDNEY 2018 MERCHANDISE

Merchandise was available for purchase through Rebel Sport online, selected Rebel stores in Sydney and at seven venue concession outlets throughout Invictus Games Sydney 2018, with the biggest outlet being the 'Super Store' at Sydney Olympic Park. There were 63 products in the range and 22,195 units of product sold.

Launched to coincide with our 'one year to go' milestone in October 2017, the range included clothing, caps, keyrings, pins and wristbands. Some of the most popular items were the Cobber mascot plush, can coolers, the 'Unconquered' caps, the 'Competitor' t-shirt which included all 500 competitor names and the 'Event' hoody.



Poland competed at an Invictus Games for the first time in Sydney and were full of enthusiasm all week.



INVICTUS GAMES SYDNEY 2018 PARTNER ACTIVATIONS

During Invictus Games Sydney 2018, our partners offered a fabulous array of activities and giveaways to entertain, inform and engage everyone who came to the event.





WITH THANKS TO OUR PARTNERS

PRESENTING PARTNER



PREMIER PARTNERS



OFFICIAL SUPPORTERS



FOUNDING PARTNERS



Your local club

Deloitte.



BROADCAST PARTNER



MEDIA PARTNERS



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PHILANTHROPIC PARTNER

Packer Family Foundation

OFFICIAL SUPPLIERS

ACCOR HOTELS

amazon

CSM live

gbe GREAT BIG EVENTS



isentia



ottobock.

pages confidence in events

SydneyOlympicPark





“Without our families, we’re only half of the whole. It’s not just about us, it’s about them as well.”

*Sergeant Anthony McDaniel,
USA wheelchair rugby coach,
former Invictus Games competitor
and US Marine Corps veteran*

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MARK
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DOWN**