



From Edwin Flack to Brisbane 2032



Since Edwin and forever...
Once an Olympian, always an Olympian.

Australian Olympians Association
MANTRA

AOC Purpose

Provide athletes with the opportunity to excel at the Olympic Games and promote the value of Olympism and benefit of participation in sport to all Australians



AOC Vision

***Our Olympians unite all
Australians to be their
best and dream big***



AOC Strategy 2026+



Areas of Operation

The areas of operation bringing the AOC strategy to life, supporting our Olympians and ensuring they have the best possible environment for success at the Games

- Games Performance and Support
- Olympian Support – including alumni
- Fan Engagement & Media
- Commercial
- Corporate Affairs
- Public Affairs, Advocacy & Community
- Philanthropy & Events
- Legal
- IT
- Finance



Programs supporting Olympism

New & continuing programs supporting the strategic plan and providing support to our Olympians

- Olympics Unleashed Schools Program
- Australian Olympic Community Foundation
 - Indigenous Athlete Scholarship
- Olympic Pathway Schools – NSW & QLD
- Olympic Change-Maker
- Road to LA28 – Australia House with B2032
- Olympic Club Australia - Philanthropy Program
- Olympian Futures Fund - \$50m investment
 - \$32k Retirement Grants per Games
 - Return to Olympic Sport Grants - \$10k
 - Team Selection Grant - \$5k
 - Athlete Incentive Funding (Medal Incentive)





OLYMPIC WINTER GAMES
MILANO CORTINA, ITALY

6 - 22 FEBRUARY 2026

93 COUNTRIES
8 VENUES
16 SPORTS
116 MEDAL EVENTS

55
TEAM SIZE

20 MALE
35 FEMALE

6
MEDALS

3 **2** **1**

Most successful team in our Olympic history



The most women on any Australian Olympic Team

62.3%

25.45
AVERAGE AGE OF TEAM

Nine Network BROADCAST



TV and Digital coverage connected with the nation at an unprecedented scale. The coverage reached 15 million viewers across Channel 9, 9Gem, 9Now and Stan Sport. That's over half of the Australian population. Stan Sport saw over 200 million minutes watched, contributing to the most weekly active users in Stan Sport's history.

@AUSOLYMPICTEAM
SOCIAL MEDIA

1,561 Posts
109.22m Impressions
53.45m Reach
2,27m Engagement
4.58m Video Views

#ForzaTeamAUS
CAMPAIGN

1,900 Posts
106m Reach
249 Authors

ABOUT
#ForzaTeamAUS

#ForzaTeamAUS was the AOC's official Milano Cortina 2026 Olympic Winter Games campaign, providing the platform to engage fans, Olympians, Partners, Member Sports and other Olympic stakeholders.

The 'Total Metrics' - #ForzaTeamAUS' stated to the left are a direct result of the #ForzaTeamAUS campaign, which included all Milano Cortina 2026 Australian Winter Olympic Team content, including performance and campaign content.



MAKING MEDAL HISTORY

3 Gold 2 Silver 1 Bronze

Danielle SCOTT
Aerials

Australia's fourth aerial skier to win a medal and at her fourth Games.

Cooper WOODS
Moguls

Australia's seventh Winter Olympic Champion.

Matt GRAHAM
Dual Moguls

Joined the elite club of eight Australians who have won two Olympic medals.

Jakara ANTHONY
Dual Moguls

Australia's most successful Winter Olympian with two Olympic gold medals.

Scotty JAMES
Snowboard Halfpipe

Australia's first Winter Olympian to win three individual Olympic medals.

Josie BAFF
Snowboard Cross

Australia's first snowboard cross Olympic gold medal.

Over \$636k raised for Winter athletes through the Aspiring Australian Olympian Funding initiative.



And on to Los Angeles

14 -30 July 2028

36 sports | 51 Disciplines
49 Venues – LA & Oklahoma

New
Flag Football & Squash

Returning
Lacrosse (1908), Cricket (1900)
Baseball & Softball





And on to Brisbane and beyond Fit for the Future





Thank you



@AUSOlympicTeam
olympics.com.au