



**Jenni Banks**  
**Executive Director, PIHCG High Performance Division**  
**Principal, Creating Excellence Consulting**

Jenni Banks specialises in assisting state, national, and international sporting organisations, groups, and individuals to become the best they can be via the provision of project management, sport education, consulting, mentoring or coaching services.

Jenni has always felt driven to succeed (she decided that she was going to represent Australia at the Olympic Games when she was 8 years old!) and is passionate about excellence. Her outstanding accomplishments as an athlete, coach, sports director/high performance manager and consultant over 25 years demonstrate that she not only knows how to excel, but can also assist others to achieve excellence.

- **As an athlete** Jenni represented Australia in hockey before a serious knee injury prematurely ended her career and forced her to change direction.
- **As a coach** During a 14 year coaching career in wheelchair track and road racing, Jenni coached athletes from grass roots to international level and was widely regarded as one of the most successful coaches in the world. Her athletes won 42 Paralympic, Olympic, and World Championship medals and broke more than 40 world records and 4 of them became number 1 in the world in one or more of their events. In recognition, Jenni was awarded various coaching awards both in Australia and the United Kingdom (UK), including the Australian Coaching Council Young Coach of the Year Award, the Australian Sports Medal and the Mussabini Medal. She was also inducted into Sports Coach UK's Coaching Hall of Fame.



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- **As a Director of Sport/High Performance Manager** Jenni's role was to assist the Australia to succeed at the Sydney 2000 Paralympic Games and beyond. In an 8 year stint at the Australian Paralympic Committee, first as Director of Sport and then as High Performance Manager, Jenni designed, implemented and then managed Australia's world renowned Paralympic Preparation Program. During her time at the APC, Australia improved from a position of 7<sup>th</sup> on the overall medal tally in at the 1992 Barcelona Paralympic Games (with medals in 3 of 12 sports competed), to 2<sup>nd</sup> at the 1996 Atlanta Paralympic Games (with medals in 10 of 13 sports competed), and 1<sup>st</sup> in Sydney. Australia also achieved it's best ever Winter Paralympic Games result, finishing 4<sup>th</sup> in alpine skiing at the Salt Lake 2002 Paralympic Games, ahead of the winter sport powerhouses of France, Switzerland, Italy, and Canada.
  - **As a consultant** Jenni established Creating Excellence Consulting in March 2003. Since that time Jenni has successfully assisted state, national, and international sporting organisations, groups, and individual athletes, coaches and officials to become the best they can be via the provision of project management, sport education, consulting, mentoring or coaching services. Clients include: the Australian Sports Commission/Australian Institute of Sport, Cycling Australia, Triathlon Australia and the International Triathlon Union, amongst many others.
  - In May 2010, Jenni was approached to join the Cycling Australia Paracycling High Performance Program staff on a part-time basis. Within this program, Jenni has the role of Assistant Coach/Coordinator (Handcycling). Jenni's objective within this program is to assist Australia's handcyclists to develop to a world class level and, over the long term, to win Paralympic Games medals.

Jenni has represented Australia in international competition as an athlete, coach and sport director/high performance manager. Her major international competition experience includes 5 Paralympic Games, 1 Olympic Games and 10 World Championships and she plans to add to this.

Jenni has authored, co-authored or co-edited more than 50 published books, chapters and articles on various aspects of coaching and performance from grass roots to high performance level. She has also coordinated, facilitated, presented or co-presented at more than 60 conferences, coaching clinics and workshops throughout Australia, New Zealand, Europe, the United Kingdom and the Pacific Islands.

Jenni has a Masters degree and a Bachelor degree from the internationally renowned University of Western Australia School of Sport Science, Exercise and Health and

# PERTH INTEGRATED HEALTH CYCLING GROUP



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completed 3½ years of a Bachelor of Psychology degree (a desire to get into the real world left this incomplete). She also has a Certificate IV in Assessment and Workplace Training from the Australian Institute of Technology and Cycling Australia Level 2 coach accreditation with plans to complete Level 3.

In her rare and much cherished time off, Jenni is likely to be found either on the bike, hiking or snow skiing in some far flung corner of the world.

Jenni recently re-located back home to Perth after 17 years in Sydney and is loving being back in the relaxed Perth lifestyle and sunshine amongst family, long time and new(!) friends.

In 2012, Jenni joins the Perth Integrated Health Cycling Group as their Executive Director for their High Performance Division. This position will enable Jenni to bring to bear her well honed skills assisting Cyclists to become the best that they can be. Her coaching and mentoring services will be available to any cyclist wanting to reach the next level in self-development, training and performance, from serious recreational cyclists through to talented young cyclists whose goal is to progress into the elite ranks of cycling.



**Perth Integrated Health Cycling Group**