



Georgie Bullen

Georgie Bullen was 5 years old when it was discovered that she had a very rare form of Macular Degeneration which resulted in her being registered as blind. Throughout her education, Georgie attended mainstream schools as she was determined to remain as independent as possible and achieve everything that her fully sighted peers did.

At the age of 14, having never participated in adapted sports, Georgie attended a Paralympic Talent Identification Day. Despite having been told by her mainstream school that she “wouldn’t be able to handle GCSE PE”, Georgie’s athletic potential was spotted and she was selected to join the Great Britain Women’s Goalball team.

In the space of three and a half years, Georgie went from not knowing the sport, to being in the starting line-up of the GB Women’s Goalball team which competed in the London 2012 Paralympics. Despite being the least funded sport in the entire Paralympics GB team, the GB Women reached the quarter-finals in 2012, only being knocked out in Golden Goal by, the now bronze medal winners, Sweden.

After the Paralympics, Georgie began to seek employment but quickly discovered how difficult it was to get a job when you’re visually impaired, as over 70% of Visually Impaired and Blind people of working age are unemployed. Georgie felt this was down to a lack of awareness and so decided to do something to try and educate employers in VI awareness in the hope that she could change their perceptions and improve employment levels.

In 2014, Georgie combined her skills in Goalball, as well as her desire to educate the public in visual impairment awareness, to launch her own business, Team Insight. Team Insight uses Goalball, as well as other blindfolded activities, to deliver team building and visual impairment awareness training events for corporates.

Whilst starting and running her own business, Georgie has continued to compete as part of the GB Women’s Goalball team.

