

**PRIME MINISTER**FOR PRESSJanuary 26, 1976OLYMPIC APPEAL

The Prime Minister made the following broadcast today to support the appeal of the Australian Olympic Federation.

The olympic ideal is one of the most noble of human aspirations. It is a competitive challenge, not only for the athletes, but for Australia itself, to send its best to this year's Montreal Olympic Games in July.

Athletes from more than 120 nations have responded to the invitation and will compete in events which will be watched by the world's largest T.V. audience. It is estimated that 1,200 million people will watch the opening ceremony.

The games bring together people from all nations who compete both as individuals, and for the honour of their countries.

Australia has always been among the ten most successful olympic nations, and at the 1955 Melbourne Games, we ranked third as medal winners.

I am advised by the Olympic Federation that our sportsmen have good prospects again this year.

In all democratic countries, support for the Olympic Movement is a traditional responsibility on people and firms. It ensures freedom of selection and a stricter observance of the amateur customs and precepts upon which sporting programmes at the Olympic Games have always been based.

The total cost of Australia's winter and summer games teams is \$800,000. Of this amount, the Australian Government has made available \$250,000, representing air travel and transportation costs. State Governments are also making substantial donations leaving approximately half a million dollars to be raised through private donations.

The response so far has been a source of great encouragement to our young athletes. It highlights a responsible interest in Australia's image on this great international occasion.

A promotional campaign to encourage commerce and industry to support the appeal through the licensing of a special Olympic Symbol has brought some generous donations.

Whilst this is particularly warming to see, we still require many thousands of dollars to meet the target and send our best possible team to Montreal. I am asking you to give this great Australian cause your personal consideration.

On past performances, Australia's Olympic Team members have justified their selection and the support given by the public. I am confident that 1976 will be no exception and that the performance of our athletes in Montreal will justify once again our confidence.

I hope that your support will be generous.

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