



PRIME MINISTER

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Fund Raising Campaign of Australian Olympic Federation

All of us, I am sure, are aware of the importance of sport to our way of life. We are a sporting nation. We take pride in the achievements and sportsmanship of the men and women who have represented Australia in international competition.

As a country of only 14 million people, Australia has a record of remarkable success in international sport. This record extends to the Olympic Games, where we can be proud of our achievements not only in terms of medals won and events entered, but also because we are one of only four nations which has competed at every Olympic Games of the modern era.

I am sure I speak on behalf of all Australians when I say that we would want that proud record of Olympic participation maintained. The next Olympic Games in 1980 in Moscow and the winter events to be held at Lake Placid, U.S.A., earlier that year will once again see competition among the great athletes of the world, including our own.

In a world where many countries' sporting administration and training programs are government-controlled, Australians may be justly proud that their own athletic and sporting organisations are free of such restraints and controls.

It does mean, however, that a special effort is needed from all Australians to support our athletes so that the best possible team from Australia may be sent to the 1980 Olympics.

It is pleasing to note that the Australian Olympic Federation has already commenced planning for the 1980 Games, and set in motion significant aspects of its fund-raising measures, particularly its marketing and franchising program.

For its part, the Commonwealth Government is prepared to vary past practice, and announce support for the Federation's fund-raising efforts well in advance.

This new Government initiative will mean that the Federation will have two years lead time for the planning, selection and training of our Olympians. The policy of early announcement of Government assistance to sport will be extended in future to other major international events, such as the Commonwealth Games.

Total Commonwealth assistance for the 1980 Olympics will be \$800,000. Of this \$300,000 will be made available to the Federation for pre-event training and competition for those athletes seeking selection.

A further grant of up to \$500,000 will be made available on a \$1 for \$1 basis to match funds raised by the Federation over and above its marketing and franchising program.

With this help, the Federation should be better placed to reach its target. I am confident that all Australians will join the Government in the Olympic ideal, and give generously to the appeal fund.

On the occasion of this launching, I wish all the organisers and all athletes who aspire to gain selection for Australia every success.

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