



10 March 1997

**TRANSCRIPT OF THE PRIME MINISTER  
THE HON JOHN HOWARD MP  
LAUNCH OF OFFICIAL LOGO FOR  
COMMONWEALTH GAMES**

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Thank you very much to my colleagues Michael Knight and Warwick Smith; to Ray Godwin, the President of the Commonwealth Games Association and particular welcome also to Gary Pembarth and Alan Ridge, the managing directors of the two companies that were particularly acknowledged for their sponsorship. I just want to say as patron of the association how delighted I am to be associated with this formal launch of the logo and in a sense the formal part of Australia's campaign for the Commonwealth Games in Kuala Lumpur in 1998.

And I particularly acknowledge also the presence of the Consul General for Malaysia that this is the first time that Malaysia has hosted the Games and the first time that an Asian city has been the host of the Commonwealth Games is a very special thing in itself. Australia of course in 1994 surpassed itself as far as Commonwealth Games performance was concerned but I know that the determination and the competitive spirit of Australia's sportsmen and women will mean that we will be endeavouring with every sinew available for the competing athletes to do even better than that when they go to Malaysia in 1998.

It is important that as a lead up to the Olympic Games here in Sydney in the Year 2000, it is important that in preparing for those games we don't in any way relax our efforts to maintain the splendid performance of Australian athletes over the years at the Commonwealth Games. Although the similarities between the two games are obvious in so many ways, there are some characteristics of the Commonwealth Games that mark them apart from the Olympic Games and give them some special features and some special characteristics. The well-known description of them is the Friendly Games illustrates that particular character and that particular trait of the competitive spirit in which the athletes take place.

I am delighted to note the addition of so many new sports, new in the sense of them being new for Commonwealth Games participation but certainly not new in the sense that any of those sports are in any way unfamiliar to Australians. It is impossible to be the Prime Minister of Australia without I suppose virtually every week of one's existence to be reminded of the central place sport plays in the lives and indeed the very ethic of all those things that binds our nation together. Sport, I think, and I look at these things very positively does bring out some of the best features of the Australian spirit. It brings out that commitment of body and soul to achieving an objective. It brings out the capacity of people to play in a team, it brings out the capacity of people to stretch their talents to the absolute limit and it also enables us to put on display to the rest of world whether it is here in Australia or our teams competing overseas those special characteristics that define Australians as being a very distinctive and a very attractive group of people.

So ladies and gentlemen I want to wish all of those associated with the Commonwealth Games effort, the very best of good fortune. I want to take the opportunity through this luncheon on behalf of the Government to thank so many people in the Commonwealth Games movement who give up their time without any reward, without any recompense, but because they are dedicated to particular sports and they are dedicated to ensuring that Australia always puts on the best possible representation. Sometimes at gatherings like this, we can forget that sporting bodies all around Australia have their genesis in those local communities where citizens come together for no reward but simply because they love a particular sport and they are prepared to devote hours and weeks and months and years of their time ensuring that people who ultimately end up representing Australia, ultimately become household words as far as Australian sports loving is concerned, that those people have their opportunities.

So I congratulate all of those associated with today's lunch. I thank the sponsors. I commend the efforts of the Commonwealth Games association, I congratulate all of those who brought past glory and past credit to Australia's sporting reputation and for those who will ultimately be chosen to represent our country in Kuala Lumpur in 1998 I wish them well.

So ladies and gentlemen in concluding my remarks, I know my formal duty is to launch the new logo and I am therefore very pleased to officially launch the new Commonwealth Games logo which will be a very recognisable logo as we lead our team into Kuala Lumpur.

Thank you very much.