

Rec 4/10/79

21 Pilcher Street,
BENDIGO. 3550

18/9/79

TO ALL AFFILIATED ASSOCIATIONS AND EXEC. MEMBERS

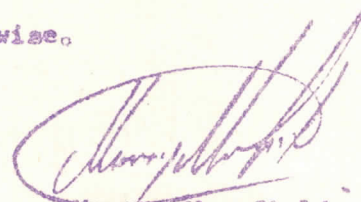
OLYMPIC SUPPORTERS CLUB OF AUSTRALIA

Attached is a circular from the Australian Olympic Federation, launching the Olympic Supporters Club of Australia. You may have already noticed the jingles and advertisements in the media.

The V.A.V.A. has endorsed the club and offered assistance with its promotion. May I suggest that your Association take out a membership of OSCA, and urge your members to do likewise as individuals.

If each Association joins OSCA, then the A.O.F. will no doubt consider Volleyball in a more favourable light when any assistance is requested from Volleyball organizations, be it in promotion, recognition or assistance to teams when the time comes for Australia to be regularly represented overseas.

Join now and invite your members to do likewise.



Murray Mansfield

Secretary



1980 Olympic Games Lake Placid Moscow



AUSTRALIAN OLYMPIC FEDERATION

GPO Box 135, South Yarra 3141. Phone 287 2998.

MARKETING PROGRAMME

Embargo: 11.30am

Wednesday 12th September 1979

AUSTRALIAN OLYMPIC FEDERATION LAUNCHES OLYMPIC SUPPORTERS
CLUB OF AUSTRALIA 1980

The Australian Olympic team depends on the support of all Australians to get to the Olympic Games in Moscow and Lake Placid in 1980.

Today we invite every Victorian to KICK IN for the Australian Olympic team by joining the Olympic-Supporters Club of Australia 1980.

It will cost \$2.5 million to send the Australian Olympic teams to the Olympic Games in 1980. The Commonwealth Government has KICKED IN \$800,000, the Victorian Government has KICKED IN \$50,000, companies and corporations have KICKED IN close to one million dollars through the Australian Olympic Federation marketing programme - so now it is your turn.

To become a member of the Olympic Supporters Club of Australia you are asked to KICK IN \$10.00 to help send an Olympian to the Olympic Games. Members of the Club will receive a lapel pin especially designed with the Olympic Supporters Club logo - the Australian Olympic symbol surrounded by a map of Australia. Junior members will receive a 2 1/2 inch lapel button with the slogan - I KICKED IN FOR AUSTRALIA - and the Olympic Supporters Club of Australia symbol.

A number of people have KICKED IN to establish the Olympic Supporters Club of Australia - USP Needham, advertising agency for Shell Australia, the sponsor of the Australian Olympic Federation, have KICKED IN and created the promotional concepts for the Club at no cost to the Australian Olympic Federation - Peter Martin KICKED IN and wrote the song for the Club with the assistance of Allan Eaton's Studios and the "Drop Kick Choir".

Ex-Olympian Ron Clarke has KICKED IN with continued inspiration and support since the early concepts of the Club.

The Commonwealth Banking Corporation have generously KICKED IN for the Club and paid for the printing of the brochures and posters for the Club and will receive membership fees at their

branches throughout Victoria.

Channel 7 have KICKED IN and created the visuals behind the jingle for the Club, and with the assistance of Telecom will conduct an Olympathon (telethon) on the 16th October during World of Sport to attract members for the Club.

The Herald and Weekly Times have KICKED IN to support the Club with promotions and advertising - coupons for membership applications will appear in the Sun and the Herald.

Melbourne's commercial radio stations: 3 AK, 3 AW, 3 DB, 3 KZ, 3 MP, 3 UZ and 3 XY have KICKED IN by providing community service advertising for the Club jingle.

In launching the Olympic Supporters Club of Australia 1980 Mr Brian Dixon, M.P., Minister for Youth, Sport and Recreation invited all Victorians to KICK IN for the Australian Olympic team and in so doing presented Mr Judy Patching, Secretary-General of the Australian Olympic Federation with \$10.00 for his membership of the Olympic Supporters Club of Australia 1980.

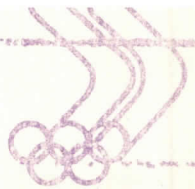
For further information:

Mr Judy Patching - Telephone: 630421 ext. 224

Miss Judi Maxted - Telephone: 267 5199



1980 Olympic Games Lake Placid, New York



AUSTRALIAN OLYMPIC FEDERATION

GPO Box 135, South Yarra 3141, Phone 267 3328.

MARKETING PROGRAMME

OLYMPIC SUPPORTERS CLUB OF AUSTRALIA 1980

KICK IN FOR YOUR COUNTRY - ITS THE AUSSIE THING TO DO

You cheered for champs like Murray Rose
For Billy Roycroft too
You cheered for champs like Devitt
It was the Aussie thing to do.
We're not in the big league
But we've won our share of gold
And our Moscow team will fight to win
Just like the champs of old.

Come on, cheer for Australia
Just like we always do
'N kick in for your country
That's the Aussie thing to do.

Dawn Fraser swam like fury
Betty Cuthbert won the day
Herb Elliott ran his heart out
That's the Aussie way.
Today the way is harder
Our cheers just aren't enough
If our boys and girls in Moscow
Are going to do their stuff.

So get right behind 'em
Back 'em through and through
'N kick in for your country
That's the Aussie thing to do.

Months and months of training
Fighting sweating straining
Running jumping throwing
Swimming riding rowing
Giving it all they got.

Get right behind 'em
Back 'em through and through
'N kick in for your country
That's the Aussie thing to do.