

10 December 2021

Parents' Voice
570 Elizabeth Street
Melbourne Victoria 3000

Via email: hello@parentsvoice.org.au

Dear Ms Pryor,

Thank you for your note regarding the Parents' Voice – Fame and Shame Awards. While your organisation has taken the trouble to focus on two of our sponsors, it is disappointing that you have not sought to acknowledge the role the AOC plays in promoting healthy lifestyles and good choices.

For your background, the Australian Olympic Committee (AOC) is an independent, incorporated not-for-profit organisation committed to the development of youth and sport in Australia. We receive no Federal Government funding. Sending a Team to a summer Games costs in excess of \$22 million.

Yes, we send teams to Olympic Games and other games, but we also believe sport has a vital role to play in promoting national health and wellbeing, building national pride, community spirit and social cohesion, as well as promoting a positive image for Australia internationally.

The support of all our sponsors contributes to the AOC's efforts to send Teams to Games and inspiring generations of Australian children to pursue active and healthy lifestyles. Sponsorship also allows the AOC to pursue a range of community programs aimed at promoting good decision making by school aged children

On behalf of member sports, the AOC advocates for appropriate levels of government investment in sport to achieve these ends. Our submission to the Federal Government Budget 2021/22 reflects this, as do previous submissions to the National Obesity Prevention Strategy.

Indeed, I have attached our most recent comments to the Federal Health Minister regarding the next iteration of this strategy, particularly given the opportunity provided for Australia's youth with Brisbane to host the 2032 Summer Olympic Games.

I have also attached a further submission to the Federal Government which picks up these themes. Sport – Powering Australia's Future (10+10) argues the future health of Australians requires significant investment by government with sport at its heart.

While your "awards" make for an easy headline and soundbite, the success of the Australian Team at the Tokyo 2020 Olympic Games will significantly contribute to young people making good and healthy choices and leading active lifestyles – well beyond any media statements.

I believe it's a great pity your "awards" is so narrow in its focus and urge you to read our submissions to better under the contribution the Olympic movement, with the support of our sponsors, makes to the national good.

Kind regards,



Matt Carroll AM
Chief Executive Officer