

# EN ROUTE TO PARIS

**#ALLEZAUS**

*'Let's Go Australia'*



AUSTRALIA  
PARIS 2024

# ***Our Purpose***

*“Australians inspired by the spirit of Olympic Sports”*





**Purpose**

*The North Star*

Australians inspired by the spirit of Olympic Sports

**Milestones**

*Partnership purpose*

Paris 2024 Olympic Games > LA 2028 Olympic Games > Brisbane 2032 Olympic Games

**The platform**

*The banner for all comms*

Australian Olympic Team

**Campaign Pillars**

*What we want to achieve*

Australian Olympic Team – **#AllezAUS**  
Promoting the Team & Partners

Fan Engagement – **#TeamAUS**  
Growing engaged fanbase flame to flame

Participation – **#HaveAGo**  
More people playing Olympic Sports

**Campaign Initiatives**

*How we will succeed*

Branding  
Content  
Milestones  
Team Selections  
Team & Flag Bearer Announcements  
Fan Messages  
Welcome Home  
Partner Integrations / Collaborations  
Media Rights Holder Collaboration  
Influencers  
Fundraising (Team Appeal)  
Stakeholder Engagement

Olympics Live  
Fan Competitions  
Athlete Interactions  
Green & Gold Day  
Schools / Education Programs  
#TeamAUS Fan Engagement Program  
Olympic Day

Olympic Day  
#HaveAGo Month  
Games-Time Campaign  
Post-Games Engagement  
Partner integration  
Impact & legacy

Fan Engagement Activation

Data-led decision making | Olympian-led approach



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**#AllezAUS  
TEAM**

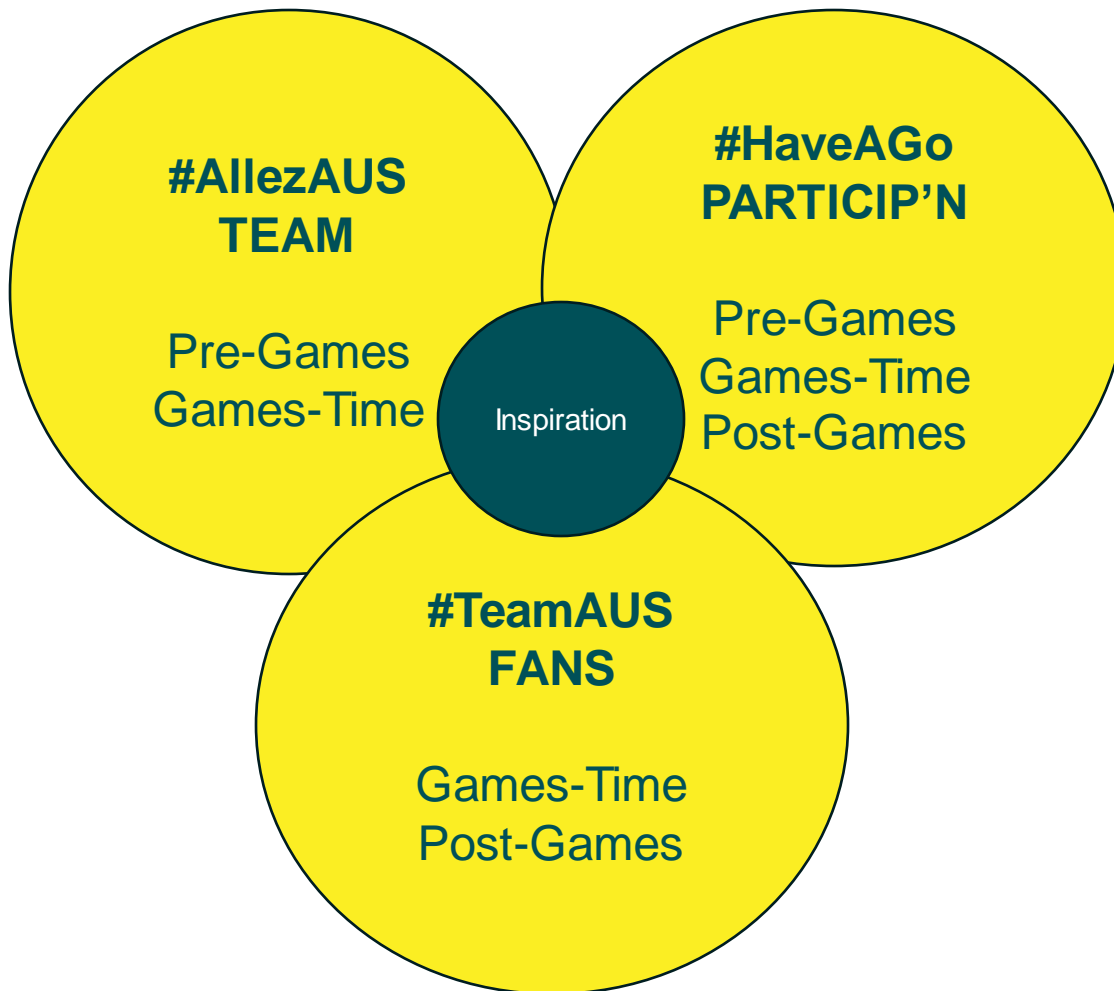
Pre-Games  
Games-Time

**#HaveAGo  
PARTICIP'N**

Pre-Games  
Games-Time  
Post-Games

**#TeamAUS  
FANS**

Games-Time  
Post-Games



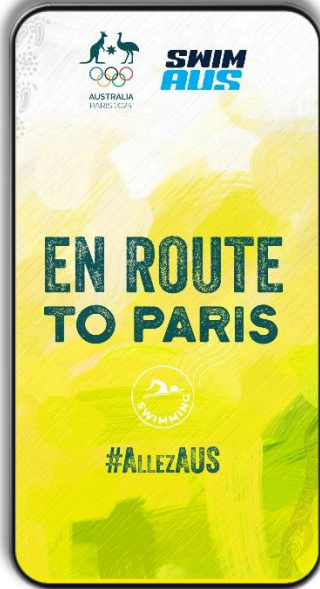


AUSTRALIA  
PARIS 2024

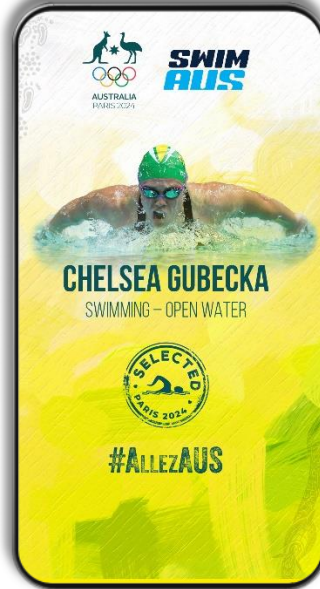


# Selections

Intro + sport



Athlete + sport



Postcards



# Fan Message





Create your Paris 2024 Olympic

# Village Art



Submissions close  
Friday 28 June 2024



#ALLEZAUS  
'Let's Go Australia'







# GREEN & GOLD DAY

**FRIDAY 2 AUGUST 2024**



**#AllezAUS**





AUSTRALIA

2024

**OLYMPICS**  
**LIVE**  
**PARIS 2024**

RIVER SEINE

PARIS

GO TEAM

TEAM AUS

#ALLEZAUS

JUMP

PARIS





....from gatherings at Melbourne's Federation Square, to Winton's open-air cinema in outback Queensland, from Swim clubs watching the finals at sunrises, to Athletics clubs following the AUS teams ... roof top bars in Brisbane, schools tuning into the surfing in Tahiti ... and families gathering in the living rooms across Australia =

## ***Olympics & Paralympics LIVE***





# Olympic Partners in your Community



# **Your #AllezAUS Next Steps**

- 1. Find your local Olympian (Now)**
- 2. Submit Village Art & Fan Messages (June)**
- 3. Celebrate Green & Gold Day (July)**
- 4. Host Olympics Live events (July)**
- 5. Look out for Partner activations (July)**



GREAT THINGS HAPPEN  
WHEN YOU

# HAVE A GO



#HaveAGo

[haveago.olympics.com.au](http://haveago.olympics.com.au)







# #HaveAGo Month

## 23 June – 23 July 2024



GREAT THINGS HAPPEN WHEN YOU

# HAVE A GO

CLICK HERE TO FIND THE FULL TOKYO OLYMPIC GAMES COMPETITION SCHEDULE!

CLICK HERE TO SHOP OUR OFFICIAL "TEAM AUSTRALIA" MERCHANDISE!

WATCH YOUR AUSTRALIAN OLYMPIANS COMPETE IN TOKYO AT AN OLYMPICS LIVE SITE! YOU CAN FIND WHERE YOUR CLOSEST OLYMPICS LIVE SITE IS [HERE](#)

OLYMPICS UNLEASHED PROGRAM DELIVERS OLYMPIANS INTO SCHOOLS TO INSPIRE STUDENTS TO ACHIEVE THEIR GOALS. [CLICK HERE TO FIND OUT MORE!](#)

DON'T MISS A MOMENT OF THE TOKYO GAMES ON CHANNEL 7'S 24/7 DEDICATED OLYMPIC CHANNEL!

NOMINATE A STUDENT FOR THE AUSTRALIAN OLYMPIC CHANGE-MAKER PROGRAM!

USE THESE ACTIVITIES TO MOVE, LEARN AND DISCOVER EVERYTHING ABOUT OLYMPIC SPORTS AND THE AUSTRALIAN OLYMPIC TEAM!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>19-25 JULY</b> <b>HOW WILL YOU #HAVEAGO?</b> Use our checklist to move, learn and discover more about Olympic sports. Decorate your classroom with our <a href="#">sports infographics</a> to help!	<b>FUN FACT</b> Approximately 450 athletes will be representing Australia at the Tokyo Olympic Games. Go to <a href="#">know your team by clicking here</a> .	<b>LET THE GAMES BEGIN...</b> Olympic competition kicks off today with <a href="#">The Maillies</a> (swimming) and <a href="#">The Sports</a> (tennis).	<b>IT'S A TRADITION!</b> The Opening Ceremony is tomorrow! <a href="#">Learn</a> about all the Ceremonies that take place during an Olympic Games.	<b>LIGHT THE FLAME!</b> Tune into Olympics Unleashed TV at 11:30am AEST. Live from Brisbane! Don't miss the Opening Ceremony on Channel 7 at 9:00pm AEST.	Go and watch Australian Olympians competing on the big screen at an Olympics Live presented by Westpac and <a href="#">find your closest Olympics Live site here!</a>	<b>FEELING INSPIRED?</b> #HaveAGo at an Olympic sport with your friends, family or your local club. Click on a sports icon at the bottom of the calendar to find out more.
<b>26 JULY - 1 AUGUST</b> <b>SUSTAINABLE SPORT</b> Design and create your own sports equipment using recycled materials. Discover how the Tokyo Games are the most sustainable Games ever held <a href="#">here</a> .	<b>LEARN &amp; DISCOVER!</b> Australia has a proud Indigenous Olympic history - learn more about our <a href="#">Indigenous Olympians</a> .	<b>FUN FACT</b> There are 37 Summer Olympic sports. How many have you tried? Select five sports that are new to you and learn more about them.	<b>MAKE SURE TO #HAVEAGO!</b> Check in with your #HaveAGo checklist.	<b>IT'S GREEN &amp; GOLD DAY!</b> Decorate your classroom with our Green & Gold assets and wear as much Green and Gold as you can. Tune into Olympics Unleashed TV to see Australia turn Green & Gold.	<b>IT'S SUPER SATURDAY!</b> How are you supporting our Aussies today? Find an <a href="#">Olympics Live</a> presented by <a href="#">Westpac</a> in your area or tune into <a href="#">Channel 7</a> .	<b>LISTEN UP</b> Listen to our Olympics Unleashed Tokyo podcast and hear from members of the Tokyo Team and other Australian Olympic news.
<b>2-8 AUGUST</b> <b>IT'S TRIVIA TIME!</b> Create your own Olympic Trivia with these Australian Olympic team <a href="#">facts &amp; stats</a> .	<b>LET'S GET MOVING</b> Choose a sport you have not heard of and <a href="#">HaveAGo!</a> Research the sport and be creative with how to set up the field of play.	<b>GET IN TOUCH</b> Write a letter to the Olympian who inspired you the most during the Games! Send your letter to <a href="#">education@olympics.com.au!</a>	<b>HOST YOUR OWN MINI OLYMPICS!</b> Choose four sports you can play with your class and award 1st, 2nd & 3rd with a #HaveAGo medal or certificate!	<b>THE LAST EPISODE</b> Tune into the last Olympics Unleashed TV episode to celebrate the Tokyo Olympics, reflect on #HaveAGo and look ahead to the Beijing 2022 Winter Games.	Head down to your <a href="#">Olympics Live</a> presented by <a href="#">Westpac</a> site for the last Saturday of the Games.	Watch the Closing Ceremony on <a href="#">Channel 7</a> and reflect on your favourite moments of the Games. How did you <a href="#">#HaveAGo?</a>



nicwardri • Follow

nicwardri Next generation inspired right here! 🇦🇺  
 Week 6 into lockdown thanks to the @tokyo2020 Olympics and our sensational @ausolympicteam for giving us hope, optimism and inspiring so many youngsters to have a go during these challenging times  
 #haveago #asicsremoved #teamaustralia #nextgeneration #swimbikerun #triathleteinthemaking #tikids #athlismotivation #tikids

15w

sherrii 🤍 if the suit fits 🤍

Liked by asicsaustralia and 104 others

AUGUST 3



ausolympicteam

ausolympicteam @ Congratulations Ayla, you are today's #HaveAGo moment of the day, brought to you by @asicsaustralia, and we have a pair of ASICS trainers on the way to you. Great things happen when you have a go. Just ask the @kookaburraofficial!

To be in with a chance of winning a pair of ASICS trainers:

- Have a go at an Olympic sport
- Share your #HaveAGo moment on social media
- Tag @AUSOlympicTeam, #HaveAGo and #ASICSBeloved

View Insights

36,557 views

AUGUST 3

Add a comment...

Send photos of your school or class having a go at these activities to [education@olympics.com.au](mailto:education@olympics.com.au) and post on social media, tagging us @AUSOlympicTeam and using the hashtags #HaveAGo and #TokyoTogether

CLICK ON A SPORT TO LEARN MORE!



TRY OUR TOKYO 2020 EDUCATOR RESOURCES! YOU CAN FIND CURRICULAR MATERIALS, LESSON PLANS AND ACTIVITIES FOR LOWER PRIMARY, UPPER PRIMARY & SECONDARY SCHOOL [HERE!](#)



# #HaveAGo - Team







# ***Your #HaveAGo Next Steps***

- 1. Request the toolkit (Now)***
- 2. Take part in #HaveAGo Month (June)***
- 3. Host #HaveAGo activities during Green & Gold Day & Olympics Live (July)***

# TEAMAUS CONNECTING THE ELITE WITH THE EVERYDAY

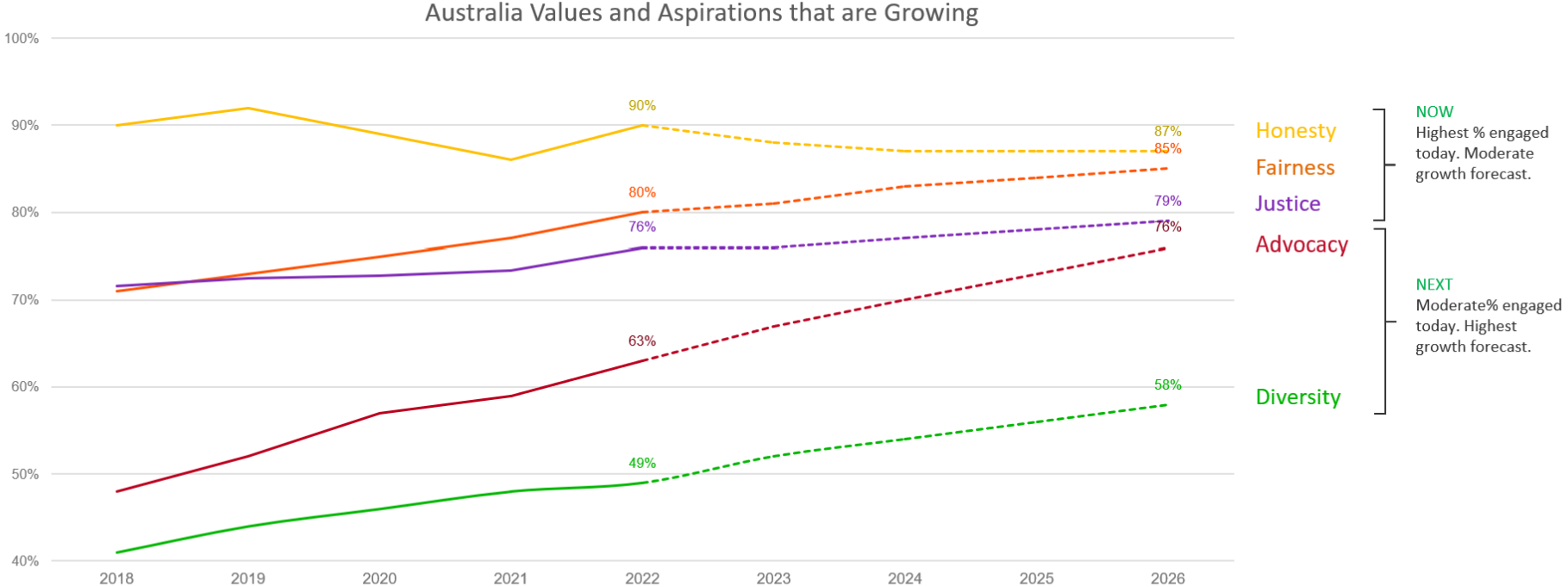
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AOC FAN ENGAGEMENT PROGRAMME  
FINAL REPORT

8 June 2023



# THE PARADIGM OF PROGRESSION IN SPORT IS GROWING



WE KNOW THAT THERE ARE THREE  
AREAS OF LIFE/ THINGS THAT PEOPLE  
WANT TO MOVE FORWARD.

THEMSELVES, THEIR COMMUNITIES  
AND THEIR COUNTRY.

A large crowd of people is marching outdoors, filling a wide street. Many individuals are wearing blue knit hats and holding flags, primarily in shades of blue and red. In the middle ground, a white banner is held up with the text "NO DEMONS" and a circular logo. The scene is set against a backdrop of trees and a bright sky, suggesting a sunny day. The overall atmosphere appears to be one of a significant public demonstration or rally.

PEOPLE DON'T WANT TO MOVE  
FORWARD ON THEIR OWN.

THEY WANT TO MOVE FORWARD  
TOGETHER WITH OTHER PEOPLE.



**Club Brand**  
*The Vehicle*

**Club Brand Guardian(s)**  
*The Vehicle Owners*

**Supporting Stakeholders**  
*Promotors & beneficiaries*

**Promotional Channels**  
*Reach & Engage #TeamAUS*

#TeamAUS

AOC

AOC | Member Sports | Olympians | Team Partners

Websites | Portals | Apps | Social Media | Email | Paid Socials | Paid Search | QMS | NewsCorp | SMS | Push MSG

### Inclusions (Individuals)

#TeamAUS Merch / Credit

Virtual Village Tour

Fan Tile (each Games)

Newsletter

Birthday E-Card

Sponsor Offers

Fan message keepsake

Member Sport Offers

Competition Entry (TeamAUS Kit)

Olympics Unleashed Online

Listed on Olympics.com.au

Brisbane 2032 Priority

#TeamAUS

Sports

Change-Makers

Olympians

Partners

At Paris 2024

Walk With US  
Reconciliation

Educators

Team Appeal

Under-16s

Volunteers

Sustainability

CALD

### Inclusions (Clubs)

Group Leader / Champion (AOC  
Stakeholder Group)

#TeamAUS Club Brand

#TeamAUS Club Merch

Targeted Olympian Appearance

Request Olympian visit to Club

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## **Request Toolkits**







***Thank you***

**#AllezAUS | #TeamAUS | #HaveAGo**



@AUSOlympicTeam  
**olympics.com.au**