



Australian Government
Australian Sports Commission

MEDIA RELEASE

SPORTAUS

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JOIN SPORT AUSTRALIA'S TEAM TO GET OUR NATION MOVING

The Australian Sports Commission (ASC) will be known as Sport Australia from today, with Chief Marketing Officer Louise Eyres describing the strategic shift as a chance for generational change to get all Australians moving.

Sport Australia and the AIS will be the Australian Government's leading agencies for sport and physical activity, providing a coordinated approach from grassroots participation to elite international competition.

Sport Australia will launch a national awareness campaign in coming days aimed at getting Australians moving, part of a long-term approach to build a healthier, happier nation through sport and physical activity.

"Sport Australia isn't just a brand change, it's our opportunity for generational transformation," Eyres said. "Australians are living increasingly passive and sedentary lives and so we want to be the organisation that leads and drives behavioural change.

"The brand change also signals our intent to partner more broadly to achieve these results. These partnerships may be with other government initiatives, corporate partners and brands as well as the broader sport and physical activity sector. Collaboration across industries will be pivotal. Together, we can get Australia moving and contribute to national sporting success."

Sport Australia was launched today as part of the Australian Government's national sport plan, Sport 2030, a long-term vision for Australian sport and physical activity over the next 12 years. Sport 2030 has set a target to reduce inactivity in Australia by 15 per cent.

"We need to inspire and empower Australians to get active. That means connecting with and activating every person of any age, race, gender, cultural background and physical ability. We will move bodies, move lives, and build a healthier, happier you."

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