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MEDIA RELEASE

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MELBOURNE CITY COUNCIL KICKS A GOAL

The Lord Mayor of Melbourne John So and the City of Melbourne should be congratulated on the release of the *National and International Sports Marketing Policy 2003-2008*.

The policy, to be implemented over the next five years, enhances the City of Melbourne's sports marketing role and builds on Melbourne's reputation as the sporting capital of Australia.

Last year Melbourne's sporting industry contributed \$800 million to the state's economy, more than any other Australian city.

Victoria's many sporting events attract local and international visitors, elevate our international profile and encourage an active population.

Our great city is the home of the Australian Open, Australian Grand Prix, Melbourne Cup and the Australian Football League.

The Commonwealth Games create a further window of opportunity to enhance Victoria's leadership in national and international sport.

The Liberal Party is strongly committed to developing sport at all levels from juniors to elite.

For copies of the City of Melbourne's *National and International Sports Marketing Policy 2003-2008* contact Tanya Bulner on 9658 9167 or tanbul@melbourne.vic.gov.au.

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