

Over a three-year period, the Australian Sports Commission will invest \$450,000 with the ABF and ASF to support *Play Ball*. Major League Baseball as corporate partner will contribute equipment and resources to the program valued at \$500,000 per year over three years.



The Australian Sports Commission

AUSTRALIAN SPORTS COMMISSION

The Australian Sports Commission (ASC) vision is to 'enrich the lives of Australians through sport'. The ASC has three divisions: the Australian Institute of Sport; Business Operations; and the Sport Development Group (SDG). The SDG and its Active Australia initiatives are characterized by quality sports participation programs and services that expand the reach and active membership of grass-roots sporting clubs and associations.

The aims of the Group include:

- a significant increase in the number of people participating in sport including in regional and rural communities;
- a marked increase in youth participation in organized sport;
- boosted active membership of sporting organizations and local sporting clubs;
- renewed awareness of the enduring values of fair play, self improvement and sporting achievement; and
- provision of new means for business to actively support grass-roots sport.

Active Australia initiatives align closely with the challenges and needs of sport as they endeavor to expand membership and grass-roots sports participation. The ASC has a wide range of programs, products and services that can assist sports achieve this objective. From volunteer management to umpire education the ASC has produced some fantastic resources. For more information and/or to access the resource catalogue, log on to the ASC website at www.ausport.gov.au or phone the switch on (02) 6214 1111.

Many of these resources and programs are supported by interactive workshops and courses conducted by State and Regional Departments of Sport and Recreation. You may wish to contact the relevant Department in your state to see what's on offer.



Major League Baseball

Major League Baseball will supply significant equipment, resources and incentives to the program.

MLB will provide:

1. The Pitch, Hit and Run resource folder, which includes a video, warm-up routines, lesson plans, modified games and contact information.
2. An equipment kit (to each participating school or community program) with a retail value of around \$1000 (bat, balls, gloves, base set and tee etc)
3. Team uniforms for all participants who register under the program.
4. Incentives for kids and teachers – 2 tickets to MLB All Star Game in 2003.

MLB is headquartered in New York and operates full time offices in Sydney, London and Toronto. These offices provide greater opportunities for feedback between fans and business partners around the globe.

The international division was founded in 1989. Its mission is to grow the game worldwide. Visit the Major League Baseball website www.majorleaguebaseball.com for more information and links to its international partners.
