Dear Principal,

As the Prime Minister of Australia, I am committed to ensuring that Australians lead active and healthy lifestyles and have opportunities to participate in sporting activities whenever possible. This year’s London 2012 Olympic and Paralympic Games provide a special opportunity to inspire Australians, particularly young Australians, to be more active and play sport.

As such, I am writing to request your support to ensure that your school is involved in the Prime Minister’s Olympic Challenge and Prime Minister’s Paralympic Challenge (the Challenges) which leverage the excitement and interest in sport generated by this year’s Games.

Developed in conjunction with Senator the Hon Kate Lundy, Minister for Sport, and in partnership with the Australian Olympic Committee and Australian Paralympic Committee, the Challenges aim to encourage all Australian primary school-aged children to try a variety of Olympic and Paralympic sports. The Challenges have been developed to encourage an immediate interest by participants in physical activity with a longer term outlook that encourages children to take up their favourite Olympic or Paralympic sport by joining a club and continuing their sporting journey.

All eligible children participating in the Challenges will be able to earn points towards a gold, silver, bronze or participation certificate. Plus, they may even get the chance to meet one of their sporting heroes or win prizes along their sporting journey.

The Prime Minister’s Olympic Challenge is a sporting challenge, based on accumulated activity time and the number of sports children undertake. Once registered for the Prime Minister’s Olympic Challenge, all schools, classes/groups and individuals have to do is:

- play sport or take part in activities at school, home, and/or as part of a sporting group, each week of the Challenge
- record on the website the type of sport played and the amount of time spent playing sport
- watch the points grow over the duration of the Challenge.
Points can even be earned for unstructured sporting activities such as playing 'at home' versions of different sports, for example, hitting a tennis ball against a wall, shooting hoops in the back yard, or completing a 'marathon' by running around the back yard with the dog. Participation in non-Olympic sports also counts towards increasing points as well as active physical participation in coaching or officiating activities. It is important to note that activities can be modified to suit all interests, skills and abilities, including children with disability.

The more time spent playing sport and the more types of sports played, the higher the points will be over the duration of the Challenge.

The Prime Minister's Paralympic Challenge will expand on the existing Paralympic Education Program and will encourage children to be active and inclusive of others. It is open to Australian primary school-aged children in years five and six and will teach them about some of the unique Paralympic sports and athletes.


By encouraging your pupils to register, you can help children discover the rewards of being active and to develop a lifelong love of sport, and enjoy the many social, mental and physical benefits associated with this.

Yours sincerely

Julia Gillard
Prime Minister

Kate Lundy
Minister for Sport