



AUSTRALIAN HIGH COMMISSION PRETORIA

MEDIA RELEASE

Tuesday 25 May 2010

Welcome to the Australian football team - the 'Socceroos'

The Australian High Commission warmly welcomes the Australian senior mens football team - the "Socceroos" - to South Africa for the 2010 FIFA World Cup. Australia is proud that the Socceroos will be the first team to arrive in South Africa on the evening of Wednesday 26 May 2010.

Australia strongly supports South Africa's hosting of the 2010 FIFA World Cup, for what will be the biggest sporting event ever held on African soil. The Australian High Commissioner to South Africa, HE Ann Harrap described the hosting of the FIFA 2010 World Cup as a triumph for South Africa and Africa as a whole.

The Australian Minister for Sport, Ms Kate Ellis MP is scheduled to visit South Africa for the tournament. Australian fans are also getting right behind the event. With around 43,000 tickets sold to Australians, more than 10,000 Australian fans are expected to visit South Africa.

Australia hopes to similarly welcome thousands of South African and other international fans to Australia if we are successful in Australia's own bid to host either the 2018 or the 2022 FIFA World Cup.

Australia will be one of only five (5) teams to play friendlies on South African soil before the FIFA World Cup, offering around 10,000 children from township areas near Roodeport the once-in-a-lifetime opportunity to see a world-class football match.

Football in Australia reflects Australia's rich history of migration. Many of the players arriving today in the Socceroos team come from migrant backgrounds from a wide variety of countries, reflecting the diversity of contemporary Australia.

Australia's new brand launched earlier this month – 'Australia Unlimited' – will be a useful motto for the Socceroos as they take on the world's best. The brand seeks to convey to the rest of the world what we know ourselves as Australians - that we have unlimited capacity, versatility, creativity, innovation and diversity.

Ms Harrap said "We know that South Africans will be supporting Bafana Bafana and have their other favourites, but we certainly hope that South Africans will also blow their *vuvuzelas* for the Socceroos!"

Local and international media are welcome to attend the Socceroos Welcome Function on Thursday 27 May, to be held from 6-8pm at the Sandton Sun. RSVPs are essential - Nomphelo.Fundani@dfat.gov.au or +27 12 423 6187.

For information regarding the Socceroos team, please direct all enquiries to Football Federation Australia. Please contact Mr Rod Allen, Head of Media Relations on +27 83 468 8524 or rod.allen@footballaustralia.com.au or Mr Adam Mark, Media relations on +27 83 577 8882 or adam.mark@footballaustralia.com.au

For information regarding Australian High Commission activities during the FIFA 2010 World Cup, please contact Public Affairs Officer, Mr William Blomfield on +27 83 409 3619 or william.blomfield@dfat.gov.au.