



**Office  
of Sport**  
Chief Executive's Office

Mr Brian Bell  
General Manager  
Central Coast Council  
PO Box 20  
WYONG NSW 2259

Dear Mr Bell

I am writing to inform you about the Active Kids program that launches on 31 January 2018, and to seek your support in promoting messages to your networks.

Through the Active Kids program, the NSW Government will provide a \$100 voucher to parents/guardians/carers of school-enrolled children to use for registration and participation costs of sport and fitness activities. The Active Kids program is a key initiative of the 2017-18 Budget to help NSW families meet the cost of getting their kids into sport and active fitness and recreation activities.

The program will not be means tested and one voucher will be available for each eligible child in the family annually. The voucher can be used for registration or membership fees at any approved Active Kids sport and fitness provider. Providers must offer structured activities of no less than eight weeks' duration that provide moderate to vigorous level of physical activity.

Parents can apply for the voucher at any time of the year and the voucher is valid until 31 December of that year.

The NSW Government wants to ensure that this program is widely used by families in NSW and children have access to the largest number of potential activity providers. As such, I would be grateful if you would help to spread the word amongst your clients or stakeholders, as well as potential providers.

If your Marketing or Communications Officer would like to receive assets to help promote the program (newsletter articles, website banners, social media tiles etc.) please email [branding@sport.nsw.gov.au](mailto:branding@sport.nsw.gov.au).

Further information about Active Kids is available at [www.sport.nsw.gov.au/activekids](http://www.sport.nsw.gov.au/activekids). For more information, you could also email [activekids@sport.nsw.gov.au](mailto:activekids@sport.nsw.gov.au) or telephone Service NSW on 13 77 88.

Yours sincerely

Matt Miller  
**Chief Executive**  
19 January 2018