kick off

if a meeting, event, or a football game kicks off, it starts

***Coles kicks off latest round of price cuts*: MICHAEL EDWARDS: Coles' latest bid to get a bigger share of Australia's grocery market kicked off early this morning.**

***Carbon pricing brings harder sales pitch:***

**The visit kicked off with a hefty present, Australia giving Indonesia four of its older heavy lift planes for use in emergencies and natural disasters.**