

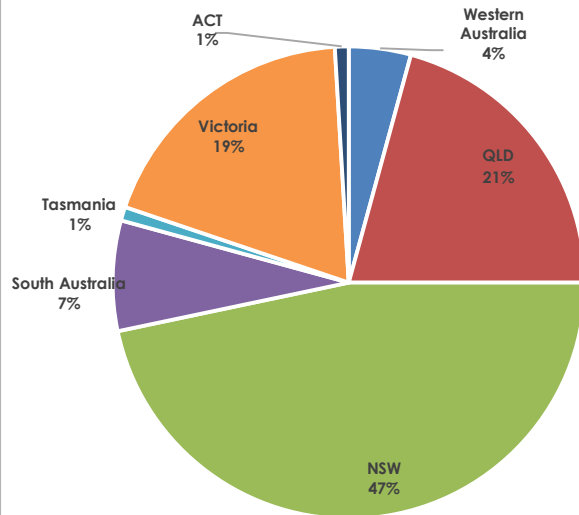


Little Athletics

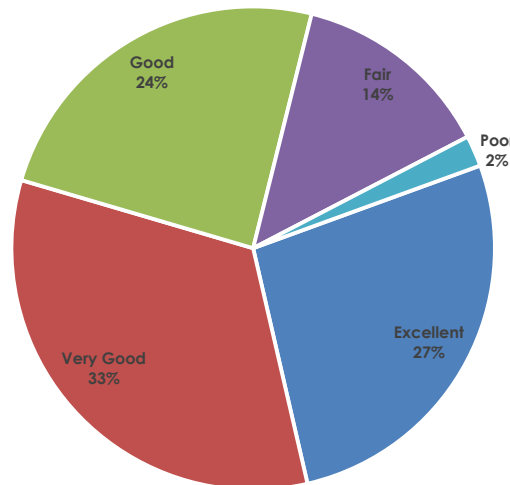
Victoria Conference
Coles Partnership Overview

Summary Coles Survey Feedback

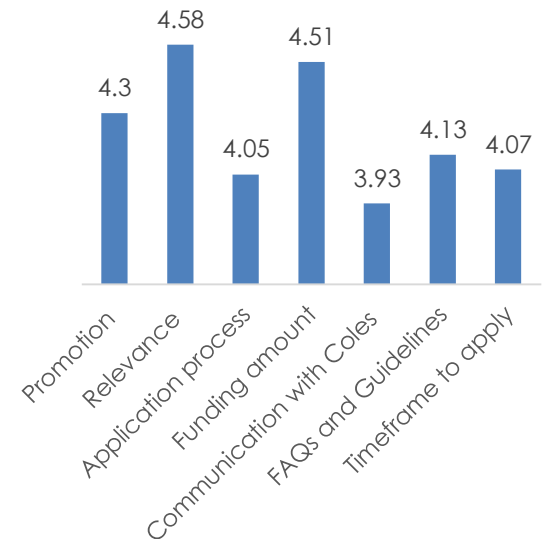
212 Respondents from at least 175 centres



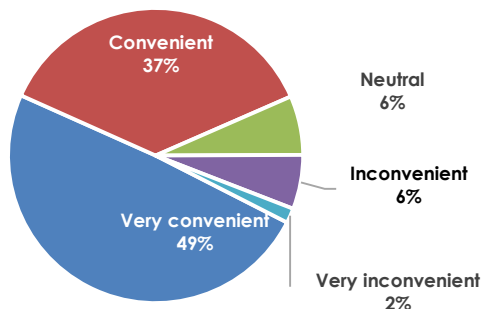
84% of centres have a good or above relationship with their local Coles store



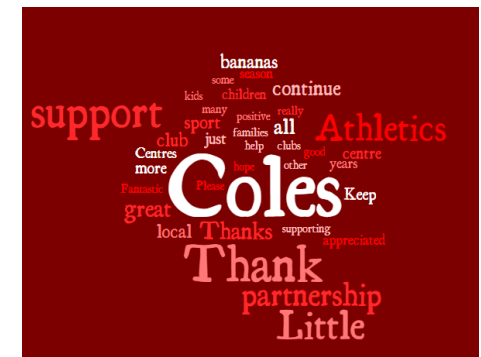
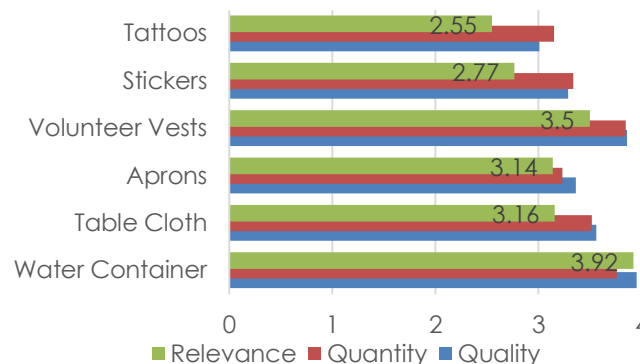
Coles Little Athletics Community Fund – weighted scores (out of 5)



96% of centres love the bananas and want the donations to continue. Below is feedback on the donation process



Merchandise – weighted scores (out of 5)



Coles Banana Donations

- Since the partnership began in September 2017 Coles has donated around 2.5 million bananas to Little Athletics. The banana donation has fast become a key legacy of our “healthy communities” pillar.
- The coupon system was introduced and will continue in 2019/20
- There will be a longer donation period to give centres more flexibility around start dates, washouts, state events, etc.
- We will continue to donate bananas at selected larger state and region events.
- We will also be partnering with yogurt supplier **Chobani** to add further value to selected events

2019-20 Banana Donation Dates

Round 1:

23rd September – 1st December 2019

Round 2:

20th January – 29th March 2020



Local Store Engagement

- The Coles Store Promotion Weekend in September 2018 was widely embraced by Victorian centres.
- Coles will look to expand this 2019/20 through “**Promotional Pack**” offer in lieu of a generic merchandise mailout and specific Store Promotion Weekend.
- Centres can apply to receive a Coles Little Athletics Promotional Pack for store activations and/or if a Store Manager is attending a Little Athletics meet or event.
- Examples of eligible activities:
 - **Store Activations:** Centre registration day, Little Athletics promotion day, BBQ fundraiser (subject to store type and permits)
 - **Centre Visit** (from a Store Manager): Coles Little Athletics Community Fund equipment presentation, season launch, end-of-season awards day/night, weekly centre meet, special centre anniversaries, sponsors functions, etc.
- Promotional Pack items are currently being finalized.



Coles Store Promotion Weekend, VIC centres, September 2018

coles

Good things are happening

Coles Little Athletics Community Fund

- The fund was a HUGE success in season 2018/19 and will continue in 2019/20.
- Nationally, 217 centres shared in over \$800,000
- **Round Four applications will be open Thursday 1 August (close Sunday 1 September)**
- Application form, guidelines, and FAQs will be posted to coles.com.au/littleathleticsfund



Stawell Little Athletics Centre's new Hurdles

Bacchus Marsh Little Athletics Centre's new speakers



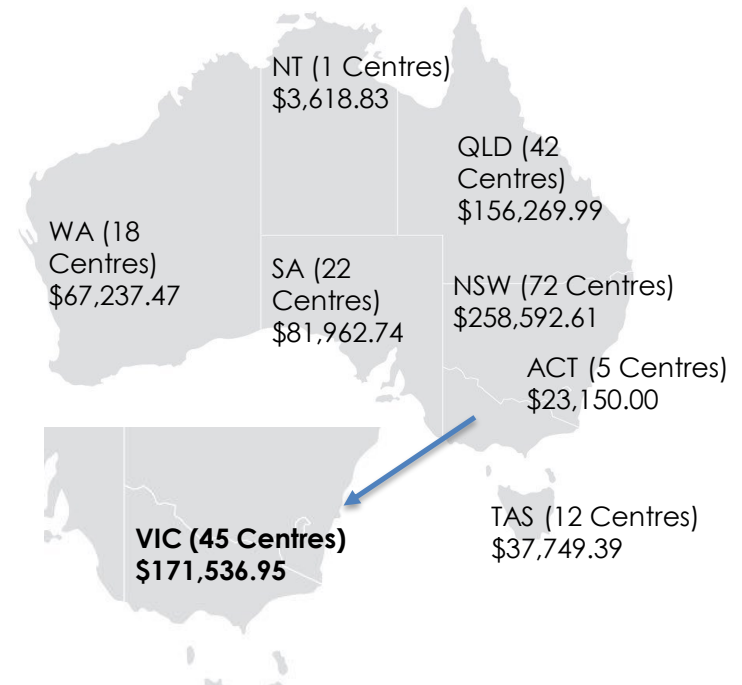
Camperdown Little Athletics Centre's new line marker



Cranbourne Little Athletics Centre's new race clock



Barooga Little Athletics Centre's new equipment



How Centres can support Coles

- Promote Coles support through your various communication channels newsletters, website, social media and handbooks etc
- Utilise the supplied Coles branded merchandise where possible, aprons, volunteer vests, water containers, marquees, table clothes etc at your weekly programs.
- Encourage Little Athletics centres and families to shop at Coles where possible.



A number of other exciting initiatives / benefits are currently being finalised for the 2019/20 summer Little Athletics season with information to be distributed in the coming weeks.

**A BIG THANK YOU FROM COLES TO ALL VICTORIAN
LITTLE ATHLETICS CENTRES FOR YOUR ONGOING SUPPORT.**

**THE PARTNERSHIP CERTAINLY WOULDN'T BE AS STRONG
WITHOUT YOUR ENGAGEMENT**

