

Media Release



28 MARCH 2024

COLES LITTLE ATHLETICS AUSTRALIA EXTENDS PARTNERS WITH THE SPORTS EXCELLENCE SCHOLARSHIP FUND

Coles Little Athletics Australia (LAA) today announced it has extended its partnership with The Sports Excellence Scholarship Fund (SESF) after successfully partnering last year for the 2023 Coles Australian Little Athletics Championships (ALAC).

The Sports Excellence Scholarship Fund (SESF) will independently administer the RAW C – All Natural Premium Coconut Water Little Athlete Scholarships for the 2024 Coles Australian Little Athletics Championships which will assist Little Athletes who are experiencing financial hardship with travel expenses when attending the 2024 Coles Australian Little Athletics Championships in Adelaide from 26-28 April 2024.

Funded by a brand-new partnership between Coles Little Athletics Australia and hydration brand RAW C – All Natural Premium Coconut Water, Sports Excellence Scholarship Fund (SESF) will independently allocate equally the Scholarships to Athletes travelling to Adelaide from the Australian Capital Territory, New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia.

“The Sports Excellence Scholarship Fund is proud to be partnering with Coles Little Athletics Australia to support emerging track and field athletes and their families. “Many athletes around the country require financial support to help them reach their full potential and achieve their sporting goals. Through this partnership with Coles Little Athletics Australia, the SESF can continue to help reduce these financial barriers associated with national competition.” Said Nick Mooney, Executive Director, SESF.

The 2024 Coles Australian Little Athletics Championships will take place from Friday, 26 April to Sunday, 28 April at SA Athletics Stadium in Adelaide, and it’s the pinnacle event for Little Athletics in Australia. The partnership between Coles Little Athletics Australia and RAW C extends to product provision, with all little athletes provided with RAW C’s natural coconut products across the two days of ALAC.

“Coles Little Athletics Australia is thrilled to once again be partnering with The Sports Excellence Scholarship Fund (SESF) to independently manage the application and selection of Scholarship recipients funded this year via our partnership with RAW C – All Natural Premium Coconut Water. The Sports Excellence Scholarship Fund (SESF) are highly experienced to independently manage the application and selection process.” Said Myles Foreman Chief Executive Officer Coles Little Athletics Australia.

How To Apply

Little Athletes selected to compete at the 2024 Coles Australian Little Athletics Championships can apply by visiting the Sports Excellence Scholarship Fund website:

<https://sesf.org.au/application/>

About Coles Little Athletics Australia

Coles Little Athletics Australia is the peak body responsible for Little Athletics in Australia, providing leadership, governance and a national framework for Member Associations to grow and develop the sport of athletics across ACT, NSW, QLD, SA, TAS, VIC and WA.

Little Athletics is a modified athletics program for 5yo to 17yo athletes. Little Athletics commenced in 1964 and now boasts 500+ Little Athletics Centres across metropolitan and regional Australia with over 90,000 athletes and a further 60,000 participants. Our motto is Family, Fun & Fitness.

Celebrating 60 years of Little Athletics Australia, the 2024 Coles Australian Little Athletics Championships consists of an U13, U14 and U15 Track & Field Championship including Multi-Class athletes and an U15 Combined Events Championship. Over 1,000 athletes are expected to compete for individual medals and team trophies.

Little Athletics teaches fundamental movement skills that are critical for many other sports. Little Athletics welcomes athletes, their families, volunteers, coaches and officials from all parts of the community including those with physical or cognitive disability. Many of our Centres can cater successfully to a wide variety of needs. Our approach is to fully integrate children's participation without the need for separation wherever possible.

About SESF

The Sports Excellence Scholarship Fund (SESF) invests in the future of Australian sports by providing financial scholarships to support talented young athletes. SEFS's purpose is to deliver a scholarship program that provides:

- Financial scholarships of \$1,000 each to support school-aged athletes in representing their State of Country at sporting championships.
- Ongoing mentoring opportunities from former scholarship holders and SESF ambassadors.
- Education program through an online Masterclass series to support SESF athletes and school students.

About RAW C

Founded in 2013 RAW C is proudly Australian-owned and provides the community with 100% natural coconut drinks and products. Committed to being not only 100% natural, all RAW C's products are also dairy-free, gluten-free and 100% plant-powered. RAW C operates with the mission to use only single-origin, fresh coconut water. No frozen syrups, concentrates, sugars, additives, sodium, or stabilisers.



<https://sesf.org.au/>

<https://rawc.com.au/>

<https://www.littleathletics.com.au/>

For more information

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