



Mr Adam Wallish
CEO
Little Athletics Australia
Suite 2, level 5
14 Queens Rd
MELBOURNE VIC 3004

28 May 2009

Dear Mr Wallish,

I am writing to you on behalf of The Parents Jury to express the concern of our members regarding the sponsorship of Little Athletics state associations by unhealthy food and drink manufacturers.

Parents and children naturally associate sports participation with a healthy and active lifestyle. Sports associations have a responsibility to children to provide positive messages about nutrition and exercise. By allowing unhealthy food and drink sponsorship Little Athletics is giving children contradictory messages and encouraging poor food choices.

All Little Athletics state associations are sponsored by McDonald's, with NSW also sponsored by Powerade and Tasmania sponsored by a local confectionery company. The Parents Jury considers these affiliations to be inconsistent with the positive healthy lifestyle messages that participation in Little Athletics activities provides to children. We urge you to encourage the state associations to reconsider their endorsement of unhealthy food and drink brands and to seek alternative non-food or healthy food sponsorship agreements instead. We will also be writing to each of the Little Athletic state associations with the same request.

Approximately 25% of Australian children are either overweight or obese and it is important that the sports and recreation industry takes a socially responsible approach to promoting a healthy lifestyle and providing positive nutrition messages to children.

The Parents Jury is an online network of over 4,000 parents who collectively advocate for the improvement of children's food and activity environments in Australia. We have many members whose children attend Little Athletics and they will be very interested to hear your response on this matter.

Yours sincerely,

Justine Hodge
The Parents Jury Manager

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