



AUSTRALIAN CAPITAL TERRITORY  
LITTLE ATHLETICS ASSOCIATION

PO Box 4047 AINSLIE ACT 2602

Ph: 6247 1296

Fax: 6247 1297

E-mail [admin@actlaa.org.au](mailto:admin@actlaa.org.au)

ABN 88116713363

5 June 2009

Ms Justine Hodges  
The Parents Jury Manager  
570 Elizabeth Street  
MELBOURNE VIC 3000

Dear Ms Hodges

Thankyou for you letter of 28 May 2009 about our sponsorship arrangement with McDonalds.

Like your organisation ACT Little Athletics strives to improve the health outcomes for our young Australians. We place an emphasis on developing a healthy attitude to physical fitness at an early age, which is the key to adopting good habits for life. We encourage the development of children of all abilities by promoting positive attitudes and a healthy lifestyle through family and community involvement in athletic activities.

I am sure you know that one of the main causes of obesity in Australia's children is the reduced levels of activity that Australian children are now undertaking. This is a reflection of the current society where children are much more likely to be undertaking screen based activities, television, video games etc than being physically active in an outdoor setting. As you point out the result of this is that a large proportion of Australian children are overweight or obese. It is these children that we would like to have involved in our sport so that we can show them sport is a great way to have an active healthy lifestyle.

We take our role in promoting a healthy lifestyle very seriously and believe that it is better to have children involved in sport than not. We take every opportunity to promote our sport to as many Australian families as we can. The partnership that we have with McDonalds enables us to reach many children through their promotion of Little Athletics.

During the 2008 Olympic Games, McDonalds promoted Little Athletics through prime time television advertisements. We believe that this exposure of Little Athletics in the ACT directly resulted in the significant increase in our registration numbers, which grew by 19% this year. That translated to an additional 460 children in the ACT and surrounds be physically active every Saturday morning, through our athletics programs.

As outlined above our goal is to have as many children as possible physically active and we would be happy to work with your organisation in promoting Little Athletics as a great choice in that regard.

Peter Martens  
Chairman  
ACT Little Athletics Association Inc.

