



COLES LITTLE ATHLETICS AUSTRALIA JOINS FORCES WITH THE SESF

March 22, 2023: The Sports Excellence Scholarship Fund has today announced a partnership with Coles Little Athletics Australia for 2023. Together, they will provide 6 scholarships of \$1,000 to emerging athletes from disadvantaged backgrounds to aid in the costs of attending national Little Athletics competition.

Coles Little Athletics Australia facilitate a modified athletics program for athletes from 5 to 17 years old, introducing them to foundational skills progressing to track and field competition. Since starting over 50 years ago, Little Athletics now boasts over 500 centres with 90,000 athletes and an additional 60,000 participants across Australia.

With this financial support from Coles Little Athletics Australia, the SESF will provide scholarships to assist one athlete with travel expenses from each of the six States participating in new Australian Junior Athletics Championships (AJAC) for U14 & U15-U16 Multi-Class Athletes to be held in Melbourne in April this year.

The SESF becomes the official scholarship partner of the Australian Junior Athletics Championships (AJAC) and encourages athletes experiencing financial hardship and attending this event to apply for a scholarship.

Applications for scholarships are now open. To apply for a scholarship, visit www.sesf.org.au/application and complete the online form.

Myles Foreman, Chief Executive Officer, Coles Little Athletics Australia said:

“Coles Little Athletics Australia is thrilled to partner with the SESF and support 6 deserving athletes attending the new Australian Junior Athletics Championships in April 2023.

“In these challenging economic times more than ever we are very mindful of the cost pressures on families associated with travelling interstate for national competition.

This is why Coles Little Athletics Australia is funding these new athlete scholarships and has partnered with SESF who are highly experienced to independently manage the application and selection process for the athlete scholarships.”

Nick Mooney, Executive Director, SESF said:

“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.”

If you would like to learn more about the SESF or would like to enquire about partnering with the foundation, please email:

Nick Mooney, SESF Executive Director nickm@sesf.org.au

