



coles  
**Little Athletes,**  
**BIG Dreams**

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Summary  
December 2019

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# National Summary



## Key Stats:

- 5194 little athletes inspired
- 35 centres reached
- 11 Team Members engaged
- 31 media stories generated (2 x radio, 1 x TV, 15 x print and 13 x online news)
- MSM audience of 385.3K people
- 185 social media posts reaching 1.07M followers with 5.87% engagement rate





# New South Wales 22-23 November

# Sally Pearson

## FOUR



**1316** athletes  
& families

Central Coast Council (Terrigal Wamberal)  
City of Gosford (Gosford)  
Port Stephens Council (Raymond Terrace)  
City of Maitland (Woodberry)

“ Thanks so much for visiting us...it put a lot of big smiles on our kids and created a whole bunch of PB's. Sally was absolutely great and very giving to everyone...thanks to you, Sally and Coles...  
- David Summerville, President, Raymond Terrace Little Athletics ”



Terrigal Wamberal



Gosford



Raymond Terrace



Woodberry

## HIGHLIGHTS

- Centres have had a few challenging weeks due to fires & air quality so the visit was a big boost for the area
- Mainstream media coverage across print, radio and TV (NBN News)

# NSW MEDIA AND SOCIAL MEDIA COVERAGE

## Inspirational Pearson shines bright at Woodberry

### ATHLETICS

FRED Harvey Oval, Woodberry, on a Saturday morning is a long way from the starting line for the 100 metre hurdles in front of a crowd of 80,000, but Olympian Sally Pearson's star shines bright no matter the location.

The 2012 Olympic gold medalist and 2011 and 2017 world champion is feeling blessed with the opportunity to give back to the sport she loves so much.

An ambassador for the Coles Little Athletics program Pearson, who retired in August this year, was at

Woodberry Athletics and in her element sharing tips on everything from technique to diet with her enthusiastic young fans.

"When I was coming to the end of my career I was really passionate about how am I going to give back to the sport. I really want to be a part of it still and see the next generation coming through," she said. "With Coles it was an easy fit as I get to come out to especially the regional communities, show my face and teach them how to achieve their best."

—MICHAEL HARTSHORN



# Olympic Champ

# takes on our Little Athlete



STAR ATTRACTION: Sally Pearson poses for a photo with Woodberry Little Athletics on Saturday morning.

Olympic Champion Sally Pearson congratulates Boston Maloney (7) on a good challenge against her.

LAST Saturday morning, Olympic Champion Sally Pearson paid Port Stephens a visit as well as stopping by the local Little Athletics Club for some help and assistance.

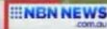
As part of the Coles Little Athletics Big Dreams Program which is aiming to inspire the next generation of athletes Ms Pearson made a big impression on some of the little athletes within the area.

Deirdre Hall from Woodberry Athletics

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TRACK MEET  
SALLY PEARSON VISITS CENTRAL COAST  
HANDS GEAR TO LITTLE ATHLETICS STARS



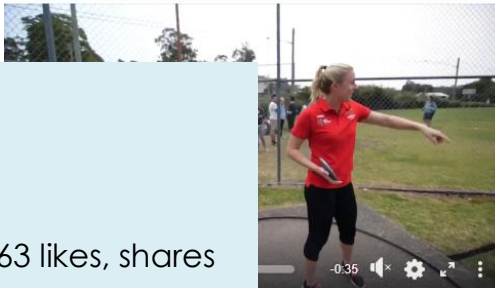
## Sally Pearson drops into local Little Athletics club

Gosford and Wamberal-Terrigal Little Athletics Club Olympic gold medalist, Sally Pearson, visited the club on Saturday to see some new hurdles secured through the club's fundraising efforts.

ABC Central Coast  
22 November at 02:43 · 1 comment

🏆🏆 WORLD AND OLYMPIC CHAMPION VISITS THE COAST 🏆🏆  
Sally Pearson has given Little Athletics children some tips on sport and healthy living when visiting the Central Coast.

Pearson, the 100 metres hurdles Champion at the London Olympics in 2012, retired earlier this year... See more



7 comments 5 shares 1

DECEMBER 2 2019 - 3:00PM

## Sally Pearson inspires at Raymond Terrace Athletics Centre



SHARE TWEET COMMENTS



Terrigal Wamberal Little Athletics Club  
23 November at 01:50 · 1 comment  
Our Little Athletics certainly have big dreams and a heightened enthusiasm for athletics - following our visit from Sally Pearson - Thanks Coles and Coles #Twice #SallyPearson #Activekids #LittleAthletics Little Athletics NSW Athletics NSW



# coles Little Athletics Big Dreams

1 comment

## SALLY PEARSON VISITS CENTRAL COAST'S RISING TRACK STARS

By Sarah Iuliano · November 23, 2019

Like 35  
Share f t G+ P

## MEDIA SUMMARY

- TV coverage on NBN News
- Eight media stories, equating to audience of 32.5K
- 41 social media posts reaching 306.7K followers, with 20,563 likes, shares and comments (6.70% engagement rate)

Woodberry Athletics  
22 November at 19:55 · 2 comments  
I think everyone had a great time today with the visit from Sally Pearson, Patrick and Lisa from COLES. Thanks COLES for arranging this for the Little Athletics, Big Dreams program. #ColesLittleAthletics



2 comments