



LAA Ambassador Program Guideline

Little Athletics Australia Program Ambassador Guidelines.

The Little Athletics Australia (LAA) Ambassador program is all about inspiring and guiding young athletes across Australia. The program aims to successfully engage young athletes with elite athletes and other notable figures who care about helping members of the Little Athletics Community succeed in sports.

This document will guide you through what to expect and how to enquire about booking an LAA ambassador visit.

Little Athletics Australia Ambassador Program

What is a LAA Ambassador?

Little Athletics Australia (LAA) ambassadors are inspirational role models and advocates for the organization's mission. They've been through the Little Athletics pathway and are now accomplished athletes themselves, playing a crucial role in promoting the values of sportsmanship, fitness and community involvement that Little Athletics fosters among young Australians.

LAA Ambassadors engage in outreach programs, visit local Centres or events, and share their personal stories of perseverance and success to motivate and encourage the next generation of athletes. They embody the spirit of dedication and excellence that Little Athletics aims to instill in its participants, helping them realize their full potential and develop life skills beyond the track or field.

What can I expect from an LAA Ambassador visit?

You will need to work closely with the LAA ambassador to prepare for their visit. Before their visit, you should inform them what activities you'd expect during their visit. Activities in their visit can include:

- A presentation about their athletics experiences and achievements
- Question-and-Answer sessions
- Media appearances
- Coaching clinics
- Presentations of awards

Family, Fun & Fitness



What do I need to do?

Booking a LAA Ambassador for your State event or Centre visit can be an exciting opportunity to inspire and engage young athletes. These are some things you can do to ensure a successful visit are:



Visit the LAA Ambassador webpage at <https://www.littleathletics.com.au/little-athletics-australia-ambassadors/>



Complete the Ambassador Booking Enquiry form



LAA admin staff will be in contact to discuss your booking enquiry requirements and the associated costs with an ambassador visit



Tag or mention @littleathleticsaust in any social media posts or media announcements

Coles Little Athletics Australia will do their best to secure an ambassador for your event. However, we cannot guarantee that your preferred ambassador will be available or that every appearance request will be met due to ambassador availability.

Please note: Coles Little Athletics Australia will fund the costs of a minimum of one LAA ambassador visit per 12 month period (1 July to 30 June) for each state/territory. LAA will consider other requests but state/territory organisations and/or Centres may need to cover the expenses of the Ambassador including appearance fees, personal car travel expenses and/or travel arrangements.

