



# Partnering Guide

## 2009/2010

Proud partners in bringing health and wellbeing to our local communities

*Local Heroes* 

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## Introduction

IGA, Australian Little Athletics (ALA) and Little Athletics Associations nationwide have partnered to support our local communities by providing a positive and healthy activity for children across Australia.

The objective and aim of the IGA partnership with Little Athletics, whether it's at a local level or from a national outlook, is to foster, develop and create a strong loyalty between IGA stores, Little Athletics Centres and Little Athletics families – providing a benefit to all parties.

### Objectives

IGA – drive new traffic and sales in store (loyalty from LA families).

Little Athletics – provide LA with an additional funding opportunity to support the centre and local families.

LA families – provide a shopping experience that meets and exceeds their expectation.

Throughout the season, we aim to make IGA stores the preferred shopping destination for LA communities.

We will do this by:

- Launching the partnership to LA centres and IGA retailers
- Communicating through LA and IGA newsletters
- Communicating via LA websites
- Communicating directly with LA families
- Creating PR strategies to promote the relationship
- Maximising branding opportunities at LA events
- Building relationships through attendance at LA events and meetings
- Communicating directly with IGA retailers and LA centres to provide details of the local partnership

To help deliver on our objective in 2009, IGAD will launch, for the first time nationally, the IGA Little Athletics Docket Competition Promotion. The promotion will run over the LA season from September to April with the aim to really drive sales in IGA stores while bringing benefit to those LA centres who participate wholeheartedly in this promotion.

Throughout the LA season, we will use effective communication strategies to emphasise the ongoing partnership between IGA and LA, reinforcing why IGA is the perfect partner and the benefits the partnership provides back to the families to assist in fostering the stronger local relationship.

Throughout the season, IGA branding will be used accordingly based on each state's state-based LA agreement, for example:

- Athlete age patches/membership patches
- Event patches (State Multi-Event and State Cross Country Championships)
- Championship event programs
- Certificates (State Multi-Event and State Cross Country Championships)
- Signage at major events, where possible
- Signage at Presentations (State Multi-Event and State Cross Country Championships)
- All LA communications and newsletters
- LA website
- LA handbook
- Plus local area initiatives



## IGA's Docket Promotion

The 2009/10 season of Little Athletics will see IGA launch, for the first time nationally, the IGA Little Athletics Docket Competition. The idea behind the competition is to foster a stronger relationship locally between IGA and the local LA centre, to deliver not only a benefit to the local children and families, but deliver new sales and traffic opportunities for IGA.

The key aspect of this promotion will centre on a \$15,000 prize pool available to LA centres in each state, paid by IGA.

There will be 3 divisions each offering a prize pool based on your state's own requirements, however below is an example:

Place	Prize Money
1st	\$3,500
2nd	\$1,000
3rd	\$500

The LA centres across each state have been broken into 3 divisions based on the number of athletes per centre. This provides equal opportunity for all centres to share in the prize pool. The following example, however, will be state-centric, based on your state LA environment:

Division	Athletes	Centres
1	1-120	73
2	121-299	89
3	300+	45

\* Number of centres subject to confirmation as registrations are finalised.

The competition will be judged on the **greatest value docket collection** from a LA centre.

LA centres will be encouraged to shop at IGA stores with the possibility of winning "cold hard cash" for their centre by simply shopping at IGA.

LA centres will collect IGA dockets at their weekly meets and tally the sales. Bundled dockets will be sent to IGAD monthly, with a reconciliation. In April 2010, LA Centres will send IGAD their final batch of dockets and final reconciliation for judging. Final batches are to be received no later than the end of the first week of May. The winners will be announced in May 2010 (excluding QLD as the winners will be announced in October 2010 to encompass both LA seasons)

This will cement the value of sponsorship at centre and store level, and drive business to stores.

Dockets are to be sent to each state IGA representative, details of which can be found at the end of the partnering guide.



## Local Partnering Opportunities

Here is a quick and simple outline of opportunities presented by the partnership at a local level and how to capitalise on these. Different initiatives will work in different areas, but the following should give you some ideas to consider!

***IGA stores are asked every day for support by many other organisations, so please be mindful that IGA pride themselves on supporting a variety of community organisations and events throughout the year and may not be able to support all requests. All IGA stores are independently owned and operated, and as such all discussions and approval process is at that individual owner's discretion***

Examples of local area initiatives include:

i. Local BBQs

Little Athletics meets occur weekly at each LA centre. A great idea is to approach your local IGA store to put on a monthly BBQ at a meet. You may want to make it regularly the last Friday or the second Saturday of each month, whatever works best for you and your local IGA store.

By providing a regular BBQ, the store will be showing their support of your local LA Centre and athletes. The LA families will be able to put a face to the sponsorship and this creates a fantastic opportunity to build relationships.

ii. Encouragement Awards

If your centre already regularly presents Encouragement Awards to your athletes, or you are interested in adding this to your offering, why not approach your local IGA store to get involved in this program?

They may want to provide certificates or prizes for these awards or attend events to present the selected athletes with their awards. A personal “*Congratulations*” is a memorable moment for children, and something which will build relationships between your centre and the store.

iii. Athlete of the Month

An Athlete of the Month program is a great initiative which may be implemented by your centre in conjunction with your local IGA store.

Featuring a poster in store with the name and photograph (if permission is given by the parents/guardian of the child) will be a great morale boost for the featured athlete. The store may also wish to provide a prize for the featured athlete.

Everyone likes to see their name “in lights” and a program such as this will create competition with athletes striving to be the next IGA Athlete of the Month.

iv. Local Training Activities

There may be opportunities to promote your partnership by working with your local IGA store to explore opportunities at local training events. It may be by IGA staff volunteering to help at these events, or providing branding at local activities.

v. IGA Community Chest Beneficiary Nomination

Pure cash is always a winner. Why not approach your local IGA store and ask them to nominate your centre as their IGA Community Chest beneficiary?



vi. Local Equipment Sponsorship through IGA Community Chest

Sporting organisations are always needing new equipment. This may be a great opportunity for your local IGA store to donate new equipment to your centre. You may wish to recognise the store for their donation by publicising the donation to the LA athletes and their families, or by gaining local media coverage by using the press release template, or even branding the equipment with the store details.

vii. Local Uniform or Bib Sponsorship

New uniforms are another constant. The opportunity may exist for your local IGA store to sponsor team tracksuits for those athletes who need to travel to regional, state or national events. Once again, you may want to recognise the store for their donation within the LA centre and the athlete's families, gain local media coverage by using the press release template and brand the uniforms with the store details.

viii. Personal Best (PB)

As the aim of IGA's partnership with Little Athletics is to promote healthy lifestyle initiatives, why not work with your local IGA store to initiate a PB Score system? This PB Score may be organised in such a way that all athletes will be encouraged to compete and will be rewarded for doing so. Achieving your Personal Best is a foundation of LA's. Those athletes who achieve the highest number of PB's throughout the season will be rewarded.

Points may be allocated as follows:

First Place: 8 points

Second Place: 7 points

Third Place: 6 points

Competitor: 5 points

At the end of the season or a specified period, you may like to award the winners of the IGA PB Score with prizes – possibly donated by the store?

ix. LA Database

Many LA centres often distribute information to the members on their database. The opportunity may exist for you to add useful information or special offers from your local IGA store to these mail outs or to use the database to send direct mail to the LA members. You may even approach your local store to use the database to send birthday cards to LA athletes. Speak with your local IGA store to discuss opportunities in this area.

x. LA Websites

As IGA will be providing valuable information on our website for LA athletes and their families, you may wish to include a link to [www.iga.com.au](http://www.iga.com.au) on your website and include details of your partnership at a local level.

xi. Encourage IGA Representatives to Attend LA Events

By encouraging IGA representatives to attend LA events, you will be showing your support of the partnership. The LA families will be able to put a face to the sponsorship, and this creates a fantastic opportunity to build relationships. It may be as simple as attending, or you may even be able to build on the opportunity by securing a token giveaway (e.g. show bag, IGA stress ball) for the attendees or larger scale prizes for fundraisers etc.

xii. Presentations

LA centres have regular and annual presentation ceremonies to reward their athletes for their achievements. This is a great opportunity to work with your local IGA store, by asking them to become involved in these presentation events. These events are also great times to display IGA signage and thank your local store for their support throughout the year.

Your local IGA store may want to provide prizes for these awards or attend events to present the selected athletes with their awards.

xiii. Special Events

Many LA centres often hold special events and “gala days” at their venue, whereby they invite participants from their own and from other Little Athletics centres. A great idea would be to advertise such events in your local IGA store, through the display of posters or the distribution of flyers. Advertising these special events would also increase exposure for your centre.

xiv. Raffles

LA centres are always looking for opportunities to raise much needed funds. If a suitable space is available, you could approach your local IGA store to allow LA personnel to conduct raffles either inside or immediately outside the store. The store may even assist in the provision of some suitable prizes.

xv. LA Discounts at IGA Stores

Your local IGA store may wish to offer discounts to LA families who shop in their store. This may involve showing a membership card at the register, or promoting special offers (eg. Buy 1, get 1 Free) for LA families only. Promotions or programs such as these will give you something to talk about at local meets and can be publicised through the local LA centre to show the added value you are bringing through your commitment to the partnership.

xvi. LA Lunchbox

A store level initiative to provide a pack containing suitable nutritious food, (a piece of fruit, a bottle of water and some sunscreen, etc), may be a great idea for a one-stop-shop on the way to a LA meet. The ease of being able to purchase a product which caters for the needs of athletes may be a great drawcard for LA families to stop at their local IGA store on their way to or from a LA meet. This may be a great opportunity to investigate with your local IGA store.

xvii. IGA Products in Canteens

Most LA centres are responsible for running their own canteens. This is a great opportunity for you to enter into a supply arrangement to stock IGA products in these canteens. Not only will this increase the awareness of the IGA partnership at your local centre, but it may even save you money in purchasing your stock through a store with which you have a strong relationship. This initiative will also increase your centre’s docket tally and really show the link between your centre and the local IGA store. Why not investigate the IGA Lunchbox idea as a great product for the canteen to sell at the events?



## Ideas for Registration Day

Most Little Athletic centres have one or more “registration days”, at which registrations are taken and relevant material is distributed to members.

Below is a list of suggested ways to which the local IGA store and Little Athletics centre can work together to maximise opportunities available at registration time. Again different initiatives will work in different areas, but the follow gives everyone some ideas to consider:

- Registration day/s can be advertised on posters in/at the local IGA store
- One or more registration day/s can be held at the local IGA stores (this could be in front of the store or in a suitable area of the car-park)
- The store may be able to provide good (bread, sausages etc) for the BBQ on registration day/s
- The store may be able to provide a hamper/voucher for a raffle/fundraising effort on registration day/s
- The centre could display signage promoting the store at the registration day/s
- The store owner/manager may be able to attend the registration day/s
- Flyers promoting the store may be distributed to all families who register with the centre
- Your local IGA store may wish to offer discounts to all families who shop at their store on the registration day/s. this may involve showing their membership details/LA receipt or a flyer advertising exclusive Little Athletics deals.

## PR

All of the above activities are worthy of PR. Use the PR template available at your local IGA store to promote your partnership and achievements through:

- Local press and media
- Local community groups
- IGA and LA newsletters
- *IGA Today* magazine (a magazine for IGA retailers across the country, but not available to the public)

## Let’s share news of this great partnership!

Make sure you advise us of the great work you’re doing at a local level. We have the ability to feature stories in *IGA Today* and IGA newsletters, so make sure you let us know what’s happening in your area. Send your information to your state IGA contact, which can be found at the end of this partnering guide.

IGA will also be aiming to promote these stories through:

- DSR news
- Press releases
- Catalogues

Throughout the season we will be adding templates to IGA PAM (accessible by your local IGA store) which you may find useful in promoting this partnership. These templates will include items such as:

- Branding posters
- Certificate templates
- Athlete of the Month templates
- Docket competition poster
- PR templates



## **IGA Little Athletics Docket Competition Internal Administration Process**

This internal administration process is a guide only and can be managed by individual states depending on resources available and current systems in place. However it must be managed in conjunction with each other to ensure a successful promotion.

### **The Role of the LA Centre**

1. Make contact with the local IGA stores to introduce yourself. Please arrange a meeting with the store owner or manager before turning up.
2. Communicate the docket competition to your members each week
3. Hang the IGA poster up in the centre canteen for all members to see
4. Create an entry box for the centre canteen for members to drop in their IGA receipts
5. Each month, each centre president or the elected program manager to collate and tally the value of the receipts (not the number of receipts)
6. Once the receipts are tallied, the program manager is to send the batch of receipts into their IGA state contact (as provided further down)
7. The batch of the receipts must be clearly labelled with:
  - i. The centre's details
  - ii. The centre's program manager
  - iii. The value of the batch
  - iv. The running tally value
  - v. The centre's program manager signature on each batch
8. Steps 1 – 7 must be followed each month or each time you send in your IGA receipts for the IGA Little Athletics docket competition

### **The Role of IGAD/State Office**

1. Elect your internal champion to administer the IGA Little Athletics docket competition
2. You must divide each of your centres into the 3 divisions (state based, not national divisions) to ensure they fit into the correct division for the judging of the prize pool (NSW example provided)
3. Each time the LA centre president/representative sends you in a batch, you must record the batch against the centre in the provided spreadsheet
4. The receipts must be filled and a running tally kept for ease of judging
5. The receipts must be filled in a safe place and in a format that you can access when necessary, by centre
6. IGAD must maintain the spreadsheet until the end of the promotion as it could possibly be audited during the final judging
7. Each month, the IGAD champion is to send an update to the LA state office for inclusion in the LA newsletters as well as a progress update on the LA state website page
8. Each month, the state LA office will provide you with an update on centre member numbers to ensure the centre still remains in the correct division throughout the campaign
9. Each month as part of the LA newsletter/website, IGAD is to promote and provide a running winners' table to encourage friendly rivalry within each division (sample attached)
10. At the end of the promotion, you will be required to carry out an audit on your prize winners in each division to ensure all information is correct, equal and fair. This will eliminate any conflict or ambiguity. I would recommend that you also audit all runners-up if the results are very close.
11. Once you have confirmed the winners, you will need to provide the winners to IGAD National for final sign off and announcement with the CEO of ALA
12. Once both national offices have given final sign off, you can make the announcement to your state LA office
13. Your state winners will be announced at the state LA conference (cheques awarded)
14. A promotional flyer, introductory welcome letter and partnering guide will be sent out to all retailers in August launching the program



15. IGAD are to ensure communication is kept open through weekly LA and IGA newsletter alerts leading up to the 1<sup>st</sup> September and periodically throughout the promotions, i.e. tally of receipts etc

### The Role of IGAD ( National Office)/ALA

1. LA state office is to send out centre information packs to all centre presidents
2. LA state offices to insert an IGA Little Athletics flyer and welcome letter into all registration packs on behalf of IGA
3. LA state office to promote and communicate the promotion to all centres through the website and newsletters throughout the promotional period and encourage participation
4. LA state office is to guide the centres about the support and importance of the promotion at all available times
5. LA state office to match up each LA centre with their local IGA store through the LA database (IGAD will provide a store database for location matching)
6. Each month, LA state office is to provide the IGA state office with LA centre numbers to ensure all the judging guidelines are maintain, fair and equal
7. IGAD to send out all LA promotional information plus welcome letter to all state LA offices for further distribution to the actual LA centres
8. IGAD will communicate with ALA each month with national progress reports on each state's current results and any issues raised throughout the month
9. ALA will continually communicate, encourage and support IGAD, LA states and centres and drive the IGA Little Athletics promotion at all levels to ensure its success.

### Launch Timeline:

IGA	Little Athletics
Information packs out to stores <b>24<sup>th</sup> July 2009</b>	Welcome letters sent to LA state offices by <b>15<sup>th</sup> June 2009</b> for insertion into all 2009 member registration packs
POS material up in stores <b>3<sup>rd</sup> August 2009</b>	IGA Little A docket competition information packs sent out to LA state offices for distribution to LA centres <b>by mid July</b>
IGA retailer to meet with LA centre president by mid <b>August 2009</b>	All state LA offices to promote promotion/competition on state LA websites from <b>17<sup>th</sup> August 2009</b>
State offices to start recording batch details (receipts) from the <b>1<sup>st</sup> October 2009</b> and onwards	Advertising material to be hung up in LA canteens/club by <b>27<sup>th</sup> August 2009</b>
Judging process to commence May after last batch accepted on <b>30<sup>th</sup> April 2010</b> .	LA centres to start sending 1 <sup>st</sup> batch of receipts, due <b>1<sup>st</sup> October 2009</b>
Finalist announced to IGAD national office by <b>14<sup>th</sup> May 2010</b>	Last batch must be received by close of business on Friday <b>30<sup>th</sup> April 2010</b>
Winners to be announced and presented cheques at the LA state conferences in 2010	Last batch for <b>QLD</b> must be received by close of business <b>1<sup>st</sup> October 2010</b>

## State Contact Details

### IGAD Contact Details

#### **IGA Distribution NSW/ACT**

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### Little Athletics Contact Details

#### **LA NSW**

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## State LA Newsletter Communication Schedule:

State	Frequency of newsletters	Timing of newsletters (+ deadline)
Tasmania	3 per year	October (1 September 09); December (1 December 09); March (mid-February 2010)
Victoria	2 per month	14th of each month – centres. 28th of each month – families.
Queensland	Monthly	Last Friday of month (second last Friday of month).
Western Australia	3 per year	Deadlines only: 31 July 09; 6 November 09; 15 February 2010.
ACT		Website only
NSW	See below	See below
South Australia	Monthly	First week of each month

### NSW

<b>Jan/Feb 09</b>	Monday 19 <sup>th</sup> Dec 2008	Tuesday 13 <sup>th</sup> January 2009
<b>March/April 09</b>	Monday 23 <sup>rd</sup> February 2009	Tuesday 3 <sup>rd</sup> March 2009
<b>May/June 09</b>	Monday 27 <sup>th</sup> April 2009	Tuesday 5 <sup>th</sup> May 2009
<b>July/Aug 09</b>	Monday 29 <sup>th</sup> June 2009	Tuesday 7 <sup>th</sup> July 2009
<b>Sept/Oct 09</b>	Monday 24 <sup>th</sup> August 2009	Tuesday 1 <sup>st</sup> September 2009
<b>Nov/Dec 09</b>	Monday 26 <sup>th</sup> October 2009	Tuesday 3 <sup>rd</sup> November 2009