



# PUT THE 'FUN' INTO FUNDRAISING AND MARKETING IN SPORT CLUBS

- **Healthy rewards are presented**



## WHY PUT THE 'FUN' INTO FUNDRAISING AND MARKETING?

Healthy and delicious foods and drinks give children the fuel, nutrition and hydration they need to perform, play, concentrate and be at their best.

All children should be able to enjoy sport free from unhealthy food and drink advertising.

Providing kids with healthier rewards instead of fast-food vouchers puts the health and wellbeing of children first and give kids healthier options to fuel their fun!

We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time. It's time to put the fun into fundraising and marketing so let's get started today!

Making changes at your sports club might seem overwhelming but there are small changes you can make to get started. You can 'Put the fun into fundraising and marketing' with the following 'bite' sized actions:



- **Healthy rewards are presented** – provide vouchers or rewards from healthier food businesses or non-food businesses.
- **Get creative with healthy fundraising** – swap unhealthy food and drink fundraising for non-food or healthier food and drink fundraising.

The process is the same for each of the bites. You can try one 'bite' at a time or do them both at once. It's up to you. Whichever approach you take, this guide will support you every step of the way.



# HEALTHY REWARDS ARE PRESENTED – WHAT’S INVOLVED?

The ‘Healthy rewards are presented’ bite includes ensuring vouchers or rewards are provided from healthier food businesses or non-food businesses.

Provide vouchers and rewards from the following food businesses to support the local community instead of fast-food chains:

- a local cafe
- the club canteen.

Consider other vouchers and rewards that aren’t food-based such as:

- reusable water bottles
- vouchers for a local sporting goods store
- free passes to the local pool, trampoline park or rock-climbing centre
- activity books
- collectable/swap cards
- small toys or trinkets
- a feature in the club newsletter.



To ensure **healthy rewards are presented**, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

Start by reviewing what vouchers or rewards are currently provided at the club, including any healthier food vouchers or non-food vouchers.

Identify where there might be opportunities to try introducing some new vouchers or rewards.

Consider all the times when vouchers or rewards are provided, for example on game days, at training nights or end-of-season awards nights.





## STEP TWO: PLAN

Now you know what you have, decide how you will make your changes.

### What new healthier vouchers or rewards will you be able to introduce?

Identify local businesses you could source healthier or non-food rewards from. They could be:

- the club canteen itself
- a local business that supplies promotional goods (e.g. branded water bottles)
- a local sporting goods store
- your local council's sport and recreation facilities.

Once you know where the club could source healthier rewards from, contact them to discuss and determine healthier vouchers or rewards the club can access. The club could consider entering a sponsorship arrangement with a local supplier or business to facilitate this. Also consider approaching the parents of kids involved in the club who might be employed by these local businesses to gain their support.



## STEP THREE: ACT

Now you've done all the groundwork, it's time to put it into action.

## SUPPORTING SUCCESS

Have coaches and team managers talk to players and families about the importance of healthy eating for overall health as well as performance.

### RESOURCES REFERENCED IN THIS GUIDE:

[Finish with the right stuff: Healthy game day rewards - NSW Government](#)

[Healthy sports rewards - VicHealth](#)





## CELEBRATE

Great job! You've finished the 'Healthy rewards are presented' bite for Vic Kids Eat Well. Make sure to share the good news with the club, and plan how you will continue your great work in the other action areas of Vic Kids Eat Well.

## FOR FURTHER HELP

### Vic Kids Eat Well tech team

For advice or assistance regarding program support and delivery, setting engagement and website database issues

- 1300 185 725
- [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au)

### Your local Health Promotion Officer

For on the ground support

Full name: \_\_\_\_\_

Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Contact no. \_\_\_\_\_

Email: \_\_\_\_\_



If you are having trouble accessing this document, please email [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au) or call **1300 185 725**

*Vic Kids Eat Well is supported by the Victorian Government, and is delivered by Cancer Council Victoria's Achievement Program, in partnership with Nutrition Australia's Healthy Eating Advisory Service*

