

# PUT THE 'FUN' INTO FUNDRAISING AND MARKETING IN SPORT AND RECREATION FACILITIES

- Add health appeal to meal deals



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

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

Providing healthier food and drinks and reducing the availability of unhealthy alternatives is also a recommendation in the Victorian Department of Health's **Healthy Choices guidelines**. We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time. This also means surrounding them with consistent messages about healthy eating, including fundraising and events. It's time to put the fun into fundraising and marketing, so let's get started today!

Making changes to your sport and recreation facility marketing and fundraising might seem overwhelming but there are small changes you can do to get started. You can 'Put the fun into fundraising and marketing' with the following 'bite' sized actions:

- **Add health appeal to meal deals** – no meal deals or multi-buy specials featuring unhealthy **RED** foods or drinks including unhealthy snacks, sugary drinks and fried foods e.g. a pie and soft drink for \$5.
- **Make a positive impact with advertising and marketing** – remove all unhealthy **RED** marketing materials from canteen/vending machines, including decals on drinks fridges/vending machines, snack holders and stands/menu boards/straw holders/signage.
- **Get creative with healthy fundraising** – no sponsorship and fundraising featuring unhealthy **RED** foods or drinks (including unhealthy snacks, sugary drinks or fried foods).

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

The Healthy Choices guidelines use a traffic light system to classify foods and drinks based on their nutritional value as **GREEN** (best choice), **AMBER** (choose carefully) and **RED** (limit).

Achieving all bites should get you close to or fully achieving the Healthy Choices standards for sport and recreation centres relating to advertising, promotion and display, fundraising activities, and sponsorship and marketing.

# ADD HEALTH APPEAL TO MEAL DEALS – WHAT’S INVOLVED?

The ‘Add health appeal to meal deals’ bite includes not using marketing featuring unhealthy **RED** foods or drinks. Marketing refers to any promotion or advertisement of food and/or drink items from the facility. For example:

- meal deals or combos
- multi-buy promotions e.g. buy 2 for the price of 1 deals
- specials
- competitive prices
- posters advertising food and drink options in the kiosk

Note: **RED** food and drinks refer to confectionary, sugary drinks, fried foods, pastries, baked goods or snack food items high in added fat, salt and/or sugar. For example, packaged chips, lollies, meat pies, chocolate or soft drink.

To **add health appeal to meal deals**, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

Start by identifying the unhealthy **RED** food and drink marketing currently being used at the facility. This will help identify which marketing needs to be removed or changed.

Consider where this marketing might be taking place currently at the facility. This could include marketing of **RED** items on the facility’s website, newsletters and anywhere across the centre (e.g. posters or signage around the facility outside the kiosk; as well as menu boards at the kiosk).



## STEP TWO: PLAN

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

If you have current meal deals, multi-buy promotions or specials that include **RED** foods and drinks, you can either:

- remove them completely, OR
- replace the foods and drinks offered in these promotions with **GREEN** options e.g. offer a salad wrap and flavoured milk meal deal instead of a pie and soft drink meal deal.



# PREPARING FOR CHANGE

There are different ways to introduce changes and make improvements to the marketing in a facility. You can make changes all at once or use a gradual approach:

**All at once:** this is a quick way to drastically improve the healthy eating messages and healthy food and drink options you are promoting at the facility.

**A gradual approach:** this option gives the facility more time to remove or replace current promotion of **RED** foods and drinks. If the facility has a lot of changes to make you might consider replacing the promotion of less popular **RED** foods and drinks first. Then move onto replacing the promotion of the most popular **RED** items second.



## STEP THREE: ACT

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

Consider other areas of branding and fundraising in the small bites that you can also improve to make these changes have a greater impact.

For example:

- Position **GREEN** choices up the front, at eye level and within easy reach for customers.
- Place only **GREEN** and **AMBER** items at the cash register to encourage healthy last-minute choices.
- Create posters showing the new **GREEN** options available at the kiosk.
- Price the healthier options competitively. Encourage the sale of **GREEN** options by reducing their price, while slightly increasing the price of less healthy items.
- Promote your **GREEN** options by using rewards and other added benefits to promote sales, such as stamp cards where if you buy 5 **GREEN** items the 6th is for free.

## SUPPORTING SUCCESS

For more ideas and information go to [Promoting healthy foods and drinks | Healthy Eating Advisory Service](#). Be sure to communicate these changes to all the kiosk staff who might be stocking the food and drink displays. This will ensure the changes to unhealthy food and drink promotions are maintained.

Remember, this is just one of the 'bites' you can do to put the fun into fundraising and marketing. Check out ['Make a positive impact with advertising and marketing'](#) or ['Get creative with healthy fundraising'](#) for how to promote consistent messages about healthy eating in the facility.





## CELEBRATE

Great job! You've finished the 'Add health appeal to meal deals' bite for Vic Kids Eat Well. You're also one step closer to meeting the Healthy Choices guidelines. Make sure to share the good news with the facility, 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**

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