

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

- **Make a positive impact with advertising and marketing**



## 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.

# MAKE A POSITIVE IMPACT WITH ADVERTISING AND MARKETING – WHAT’S INVOLVED?

The ‘Make a positive impact with advertising and marketing’ bite includes removing all unhealthy **RED** marketing materials and branding from canteens and vending machines.

Branding refers to any presence of brand logos or advertising material, which could be in the form of a sign, sticker or on display equipment. This does not include the packaging of the product itself.

**RED** food and drink branding that you might have on display across the facility includes:

- decals on drinks fridges, vending machines, ice cream freezers and pie warmers
- food displays, such as display stands or shelving (could be stand-alone or counter-top)
- straw dispensers and napkin holders
- menu boards (static or digital)
- outdoor dining equipment, including umbrellas and fencing
- product signage and promotional posters (could be in the kiosk itself or across the facility, or even on your facility’s website or social media).

This unhealthy branding could include images of **RED** foods and/or drinks or brands strongly associated with unhealthy foods and/or drinks.

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, or brands strongly associated with these types of items. For example, packaged chips, lollies, meat pies, chocolate or soft drink.

To **make a positive impact with advertising and marketing**, follow our three simple steps:



## STEP ONE: REVIEW

Start by identifying the unhealthy **RED** food and drink branding currently on display at the facility. This will help identify which options will need to be removed or changed.





## STEP TWO: PLAN

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

There are different ways to remove or replace **RED** food and drink branding on display at the facility including:

- Replace branding on drinks fridges, ice cream freezers and/or vending machines. This could be done in two ways:
  - Cover **RED** branding with posters of healthier foods (such as existing Australian Dietary Guidelines posters) or something non-food related (e.g. council logos or posters advertising upcoming events).
  - Replace the **RED** branding with **GREEN** products, if the supplier has an option for this (e.g. replacing sugary drink branding with their water branding instead).
- Hide branding if it's not possible to replace it or cover it up, such as moving the drinks fridges or ice cream freezers out of view of customers. Menu boards can be used to advertise what you have available instead.
- Replace equipment, such as getting unbranded snack, straw or napkin holders to replace those with **RED** food or drink branding, or put chocolates and packaged chips in baskets, wooden boxes or glass jars rather than branded boxes.
- Remove promotional material (e.g. posters) featuring **RED** food and drink products and replace them with signs that promote the **GREEN** food and drinks available at the facility instead.



You also need to learn how the food and drinks are purchased, as there may be marketing and advertising requirements associated with this. Find out where the facility purchases its drinks from for the café or kiosk and/or vending machines. It could be:

- a major brand food and/drink supplier
- a local distributor or wholesaler.

Once you know where the facility purchases its food and drinks from, contact the supplier to discuss and determine healthier food and/or drink marketing options the facility can use instead.

### TIP:

If there is a contract or agreement in place, discuss with the supplier what flexibility there is and how healthier options could be included in the existing contract.

If the facility uses a major brand food and/or drink supplier, the good news is they are generally open to modifying the branding of their fridges and vending machines to promote mainly healthier options, such as **removing branding associated with their sugary drinks and promoting their water brands instead.**

If the contract is set, you might need to wait to influence the contract when it comes time for renewal. Or consider using a different supplier that can offer the healthier marketing you want.



# 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** involves making the changes overnight or all in one go. 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** involves making changes gradually over time. This option gives the facility more time to work with suppliers to remove or replace current branding. If the facility has a lot of branding to change you might consider removing or replacing the branding on fridges and freezers first, then move onto removing/replacing the remaining branding across the facility (e.g. vending machines, snack holders and signs in the kiosk).



## STEP THREE: ACT

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

## SUPPORTING SUCCESS

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

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 branding are maintained.

Remember, this is just one of the 'bites' you can do to put the fun into fundraising and marketing. Check out ['Add health appeal to meal deals'](#) 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 'Make a positive impact with advertising and marketing' 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**

*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*

