



Boosting Revenue with Healthy Options

Sporting clubs and community venues often overlook the potential of marketing healthy options at their canteens and kiosks. This guide provides practical tips for promoting healthy choices while increasing revenue.

Purpose of Canteens

Beyond providing food, canteens can foster community, support club activities and serve as a reliable income source. Not-for-profit organisations can—and should—generate income. Smart marketing can enhance your club's financial health whilst supporting its mission.

Overcoming Roadblocks

The first step is to overcome any roadblocks which may hinder the addition of healthy menu items to the canteen. Have you heard any of the below comments?

“We tried it once and it didn’t work”

Marketing strategies evolve. Reassess your approach, consider the seasonality and try again with a fresh perspective.

“We’ve always done it this way”

Tradition is valuable but innovation drives growth. Experiment with new ideas while respecting your club’s culture.

“If it ain’t broke, don’t fix it”

Even successful strategies can improve. Regularly review and refine your practices for optimal results.

Smart marketing can enhance your club's financial health!

Business Models

Canteens are most commonly run by clubs’ volunteers who are rostered on to work the canteen. However, there are other options for clubs when considering how to structure the running of a canteen. The below options can benefit clubs with limited volunteers. While they may not provide as much direct profit, they can increase your level of service to your members and visitors.

Outsourced

You can outsource your canteen to a third-party private or commercial operator who pays a lease fee.

Community Partnership

Establish a partnership with another community group or charity. Such organisations use food and beverage sales to fund their charitable activities.

Overlay

To avoid capital and operational expenses of owning a canteen you can invite mobile food trucks to your events. This can be a creative and flexible solution that can be tailored to specific events or to ‘scale up’ your capacity for major events.

Profit-Sharing

Develop partnerships with private or commercial operators, sharing profits fairly and transparently.



Food trucks can provide healthy options

A Better Choice

Healthy options made easy



Marketing Strategies

The 4 Ps

Marketing can greatly improve your canteen's profitability and the popularity of healthy options. Consider the 4 Ps:

Place - Where to sell and promote your canteen.

- **Roaming sales** – Take orders from spectators directly, improving customer experience and boosting sales. This could be as simple as using a pen and paper or you can set up an online ordering system.
- **Go digital** – Use pre-event menu promotion on club and community social media to advertise your healthy options.
- **Pre-orders** – Allow customers to order in advance, having their food ready when they want it.

Price - Make sure the price is right.

- **Review your prices** – It's a good practice to review your prices at least once a quarter. If the primary goal is to promote healthy eating habits, you can consider a slimmer profit margin on healthier options (say, 10-20%).
- **Comparison** – Evaluate pricing of popular 'signature dishes' and compare against local shop pricing.
- **Well priced options** – Price healthier options competitively so they're the cheaper choice, by either lowering their price or increasing the price of less healthy options.

 **Queensland Hockey Club**
25 October 2022

Burger up! Fuel your game this Saturday with our famous 'Burger with the Lot' available for pre-order now for only \$5, and \$7.50 with a thirst-quenching bottle of water.



Digital marketing increases canteen sales!

Product - What are the best products for your canteen and where do you purchase them?

- **Think seasonal** – Consider seasonal menu variations to save money and provide new options to your members. For example, try serving warm pumpkin soup in winter.
- **Data collection** – Track sales to understand what works. This is a great way to know if a new healthy menu item is successful. Promote the item and allow enough time before deciding on its success or failure.
- **The right amount** – Purchase and maintain an inventory of healthy food products according to member demand. Ensure you have the right quantities on hand, and always have a contingency plan in place for emergency restocking to consistently offer healthy options.

Promotion - Know your customers and direct your communication to their needs.

- **Appeal to the decision-makers** – Parents are often the decision-makers when it comes to food choices. Emphasise health and nutrition, promoting convenience and showcasing value.
- **Player rewards** – Offer canteen vouchers or rewards to players, encouraging them and their families to visit the canteen.
- **Visual appeal** – Use high-quality, appealing images of healthier food and drink options and show families enjoying it. Make sure the visuals convey the message of fresh, healthy and fun food options.

Healthy options attract more customers! Diversify your canteen menu and see the difference.

Check out the [Health & Wellbeing Queensland site](#) for more tips on providing healthier food and drinks.

This resource has been developed by CPR Group, in consultation with Health and Wellbeing Queensland.