



Baseline Cafe

Tennyson, Brisbane

How this Brisbane Café is fuelling kids sports in a healthier way.

The Baseline Café at Pat Rafter Arena at the Queensland Tennis Centre is going above and beyond to ensure Brisbane kids can live a healthier life. Kids attending this facility are usually participating in movement and play through tennis but now, thanks to the Baseline Café, they also have access to food and drinks that will nourish them and fuel their game.

The menu is full of fresh and wholesome ingredients that kids love, including chicken tacos, flatbread with dips, and smashed avo on toast. It is the perfect example of how a café can offer meals that boost children's wellbeing whilst still supporting business to thrive.

This is not surprising considering it is owned and operated by members of the Australian Catering Services (ACS) that has a deep understanding of the catering market. ACS appreciates that healthy eating is important to society and that families seek out venues that have healthier food and drinks available.

The Baseline Café is a trailblazer for the Queensland Healthy Kids Menu initiative and held the official launch of the initiative in mid-2021.

Using simple guidelines which make it easy

When Baseline found out about the initiative, it was already in the process of updating its kids menu, with the intention of offering healthier options. Having access to the Healthy Kids Menu Resources provided the guidance and support they needed to make this happen.

The Baseline was initially concerned about how much work would be required to turn its menu around, but soon realised the Healthy Kids Menu Guidelines were simple and realistic.

"We were so pleased to see how easy it was to implement the Guidelines. Once we read them, the changes didn't take us very long at all. We already had a number of healthier options available on our menu and we just had to look at how we could easily offer these to children," said Baseline Venue Manager Hannah Wigan.

Being able to utilise ingredients that are already on site is a great way to save money and time in the kitchen. In the Baseline's case, it replaced the kids fried chicken with grilled chicken it already had from the adults menu and marinated it in a tasty sauce.

New menu is a win for the community

Since revising the menu, community feedback has been very positive.

"There have always been a lot of kids that come to Baseline, and now they are jumping at the healthier options," said Hannah.

"Kids who used to come in to buy chips or softdrink, are drawn to the healthier options."

HEALTHY KIDS MENU

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“We have put wraps and muesli cups in our fresh cabinet right at kid’s eyeline—they are bright in colour and catch their eye. We also have our juicer on display at the sales desk so that kids are more encouraged to purchase a fresh juice, as opposed to a softdrink or milkshake,” said Hannah.

It seems that word is starting to spread amongst the Baseline community—people who would usually bring their own lunch to the facility are more inclined to eat from the café and patrons have been telling their friends. This initiative has been a great move for Baseline. The community were ready for the change and the cafe is now bustling with happy families who are full of healthier food.

Baseline’s top tips for creating a Healthy Kids Menu:

1. **Utilise the products you have on hand**—there is no need to reinvent the wheel. Look at what is already on the menu or in the kitchen and think about how you might be able to repurpose this into a healthier kids meal. This will help to save on food wastage and cost.
2. **Market your new menu in the right way**—make sure your patrons know about the changes you’ve made. Use social media to your advantage and get the community excited. Proudly display your new menu at the venue and encourage your customers to try new things.
3. **Don’t be discouraged**- Healthy Kids Menu can work for everyone. Every business can make changes in a way that is practical and realistic for them. Don’t be put off by thinking it’s hard—the Guidelines and the support available make it simple and achievable.

To learn more about the Baseline Cafe, visit [The Baseline Café Website](#).

For more information about the Queensland Healthy Kids Menu Initiative, visit the [Health and Wellbeing Queensland website](#).



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