

Consultation summary

Healthy food makes us feel great. Putting the right fuel into our bodies helps us all remain active for longer, improves focus, concentration and boosts our ability to perform. That's why when it comes to sporting venues, we all need healthier options on the menu than are currently available.

The foods and drinks available in sporting venues are influenced by many factors and guidelines are a great tool to provide advice on targets and ways to make the healthy choice the easy choice. The Queensland [Food for Sport guidelines¹](#) have been around for over 10 years and it's time for a review to see what sport and recreation settings need in 2022 and beyond.

The first step was to consult with the Queensland sport and recreation sector to inform a guideline revision and complementary support approach.

Health and Wellbeing Queensland consulted over a six month period to:

Better understand the current food environment, learning how food and drink is provided and/or promoted in settings.

Understand the challenges and enablers to healthier provision and promotion of food and drinks, and gathering ideas to support the sector to make healthier changes.

1: <https://www.qld.gov.au/recreation/sports/club-support/food-for-sport/about-the-food-for-sport-guidelines>

**6
months**

Mar-Aug 2022

11 state sporting organisations

29 local sporting clubs

20 sport and recreation facilities

3 stadiums and caterers

1,250 parents, spectators and participants



Interviews



Online surveys



Market research



Insights from similar programs

The sporting codes and organisations consulted included: Hockey Queensland, Australian Football League Queensland, Softball Queensland, Football Queensland, Motorcycling Queensland, Netball Queensland, Queensland Rugby League, Tennis Queensland, Queensland Cricket, Baseball Queensland, Queensland Rugby Union, Little Athletics Queensland, Outdoor Recreation Queensland, Stadiums Queensland, Department of Tourism, Innovation and Sport – Sport & Recreation, Stadiums and large venues, Recreational centres, and Sports facilities.

Findings

The key enablers and challenges for providing and choosing healthier foods and drinks.

ENABLERS

Increasing demand for healthier options.

Incentives and funding support.

Club role models or champions invested in making healthy changes.

Case studies showcasing what others have done.

Simple tips and resources making healthier changes easier.



CHALLENGES

Low awareness about how to successfully introduce healthier options.

Unhealthy options provide a reliable **profit** and healthier options are perceived as more expensive.

Limited food preparation **equipment, time and space.**

Social norms of spectators and players having 'treat' items during events drives their demand.

Higher food waste and storage needs for healthier foods.

Cost and lack of healthier options.



57% of Queensland parents want healthier options for their children.



Purchases are influenced by the weather (e.g. salads do not sell well in winter).



Sponsorships and contracts strongly influence the food and drinks on offer.



Sports performance and endurance may be a better way to promote healthy options.