

A Better Choice

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. Nowhere is that more important than at our local sporting clubs.

Getting the most out of enjoying sport extends beyond what happens on the ground, in the pool or on the track. There are great benefits for all when you offer better food and drink options for your players and families.

A Better Choice is an initiative by Health and Wellbeing Queensland that gives canteen convenors, volunteers, and committee members the tips and tools to make it easier to provide better choices at your canteen. No matter what the venue size.



Help your players and families Choose healthy snacks

The canteen is a vital way for players and families to fuel their fun during sport. In addition to helping with a player's performance, offering healthier choices and promoting healthier snacks in the canteen and at halftime is beneficial for many reasons.



It's the change local parents want to see.

66% of Queensland parents recognise the importance of having healthier options at local sports clubs, while 57% want to see them available for their kids.



It brings in a healthy source of revenue.

Players and families looking for healthy alternatives will be bringing those dollars to the venue, instead of taking snacks from home or purchasing them elsewhere – putting dollars into your organisation.



It helps kids play at their best.

Providing healthy, quality nutrition on site helps boost team spirit and performance.



You can be part of a bigger movement across Queensland.

Club canteens play a critical role in the community, providing a social hub for children, parents, players and spectators. By offering healthier options you're setting a new standard and playing a role in a wider health and wellbeing movement.



It contributes to a healthier next generation.

Surrounding kids with tasty, healthy snacks encourages choices that lead to a healthier generation. Kids burn nowhere near enough energy playing sport to warrant eating snack foods high in fat and sugar such as hot chips, lollies and ice creams.

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The quick wins.

Here are some quick wins you can take to encourage players and families to choose healthy snacks. Every one you try can make a big difference! Start with 1 or 2 of these bite-sized changes then continue to evolve your offering over time.



Make fruit readily available.

Always make fruit readily available, and display at canteen counters for sale. There are multiple options such as whole fruit, cut fruit, fruit with yoghurt, or fruit-based smoothies.

Research shows that placing fruit prominently on point of sale counters and in front facing fridges can make a huge difference to sales.



Introduce healthier half-time snacks.

Focus on fresh fruit! If snacks are provided by the club or parents, fresh fruit is best (such as oranges, bananas, or apples), as well as plenty of water. Fruit provides the energy kids need to boost them mid-game.

Include healthy snacks in meal deals.

Update your current meal deals to feature healthier snack options. For example try a fruit salad cup and chilled water meal deal. Promote these changes with signage, social media posts and in other club communications for better sales.

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More tips to try.



Move less healthy options out of sight.

Place less healthy snacks in less visible places or completely out of sight. This might mean moving them under the counter but keeping them on the menu.

Promote healthier options in highly visible locations like your front counter. These items can be very popular sellers when they're displayed more prominently at eye level. It's all about how they're presented and promoted.



Price healthier snacks competitively.

People are more willing to buy healthier snacks when they're cheaper than less healthy options. The key is to price healthier options competitively so they're the cheaper choice, by either lowering their price or increasing the price of less healthy options.

Swap in healthier options.

Try swapping less healthy items on your menu for healthier options. Consider swapping out poor selling items first, while drumming up interest for healthier options with promotion such as, free tasters, deals, posters, and on menu boards. Put some messages over the loudspeaker and customers will be queuing up for a taste.

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How to spot the better choice.

With so many snack options available to sell, it can be hard to determine what is healthy and what is less healthy. Here's a quick guide:

Offer more of these:	Offer less of these:
<ul style="list-style-type: none">• Fresh fruit (whether whole or cut up)• Yoghurts• Fresh vegetable sticks with hummus• Fruit smoothies (with no added sugar)• Cheese (preferably reduced fat) and crackers• Fruit or nut-based snack bars• Unsalted nut or seed packs• Popcorn• Fruit-based muffins	<ul style="list-style-type: none">• Hot chips, packaged chips• Lollies• Chocolate, biscuits, cakes, slices• Ice creams



Let's make healthy options easy together.

Encouraging players and families to choose healthier snacks before, during, and after exercise is important. Providing and promoting healthier snack options over less healthy options will allow you to support the health and wellbeing of your clubs' patrons.

For more on *A Better Choice for Sport and Recreation in Queensland*, visit hw.qld.gov.au/a-better-choice/