

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 water first

When it comes to hydration and sport, water is the best choice for players and families for many reasons.



It improves healthiness and happiness.

Providing access to freely available and chilled bottled water and other healthier drink options helps you to keep your club members hydrated, healthy and happy.

It helps fulfil a kid's daily needs.

Depending on their age, kids need 7 to 10 cups of water a day, and even more when playing sport.

It's better for performance.

Water is the best drink for hydration and performance. Sports and sugary drinks provide more sugar and energy than is needed when playing sport. Water provides all the hydration players need to play at their best and recover like a pro, saving you money as well.

It helps improve club profit.

Research highlights that water is generally a best-seller at sports clubs and therefore makes the most profit over other drinks.

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The quick wins.

There are some quick wins you can take to encourage players and families to choose water first. Start with 1 or 2 bite size changes. These small changes are simple and can make a big difference! Keep a note of the results and try adding new tactics into the mix. **Here are some bite-sized steps to help:**

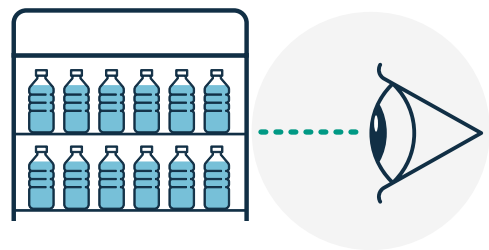


Place water at eye level.

Position your water at the top half of the fridge so it's always at eye-level.

This is our top sales tip!

Research shows this is one of the simplest, yet most effective changes you can make.



Make free tap water available.

Make water freely available via a fountain, jugs or drinking tap and use signage so it's easy to find. Promote free drinking water to encourage players and families to bring refillable drink bottles to games and training.



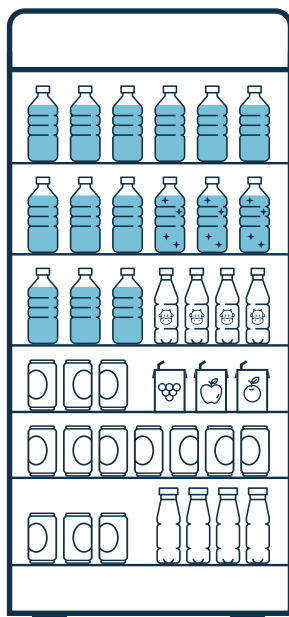
Include water in meal deals.

Why not try changing your meal deals to feature water as the default drink option? Promote these deals via signage, social media posts and in other club communications for better sales. It's amazing the difference it can make when you add a blackboard special to the menu. Of course always ensure the pricing encourages sales of the deal.

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More tips to try.



Reduce the visibility of sugary drinks in fridges.

Option 1. Move them to the bottom half of the fridge

Place drinks like soft drinks, iced tea and sport drinks in the lowest rows. Next, position other drinks in the second or third last row from the bottom, such as milk-based drinks, 99–100% fruit juice, artificially sweetened or low sugar sports or soft drinks.

Option 2. Move them out of sight

Keep sugary drinks on the menu but remove them from front facing fridges. In point of sale fridges, you can still place water and other healthier drinks like diet drinks, milk-based drinks, 99–100% fruit juice and artificially sweetened or low sugar sports drinks or soft drinks.



Price water competitively.

People are more willing to buy water if it's cheaper than other drinks, especially when chilled. Water is a best-seller in sports clubs and facilities and makes more profit than other drinks. The key is to price healthier options competitively so they're the cheaper choice.



Swap sugary drinks for healthier options.

Pick a few sugary drinks that are your poorest sellers and swap them for healthier options, then increase the visibility of these options in fridges and promotion. This is a key to success of making any change.

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How to spot the better choice.

With so many drink 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">• Plain, still or sparkling water, including tap water• Flavoured waters with no added sugar• Plain or flavoured milks (preferably reduced fat)• 100% fruit juice (250ml or less) with no added sugar• Drinks with intense artificial or natural sweetener or 'diet' drinks, with no added sugar• Kombucha, with <1g sugar per 100g• Sugar free or zero sugar sports drinks, with intense artificial or natural sweetener	<ul style="list-style-type: none">• Regular, soft drinks such as cola, lemonade, etc.• Flavoured mineral waters and iced teas with added sugar• Regular sports drinks• Fruit juices, cordials or fruit-flavoured drinks with added sugar



Let's make healthy options easy together.

You play an important role in encouraging and enabling players and families to hydrate with water before, during and after exercise. Providing and promoting water over sugary drinks 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/