

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. And that extends to boosting the health of rewards and fundraisers.



Photo credit: QSports

Support your local community with Healthier rewards

Fundraising and rewarding members of your sporting community is so important. No matter what kind of club you're a part of, there are long term health benefits for all when healthier prizes and rewards are promoted.

Here are some reasons why:



It celebrates being healthy with healthiness.

Providing kids with healthier rewards instead of fast-food vouchers puts their health and wellbeing first. Whether it's to reward sporting success, or to say thanks to volunteers, it makes sense to celebrate being healthy with healthier prizes.



It protects our kids from junk food marketing.

Give the next generation the best chance to lead full and healthy lives by protecting them from marketing of processed or junk foods that are making Australian's sick. Providing healthy rewards and fundraising will ensure our kids enjoy sports free from heavy junk food marketing, along with helping them to create positive food relationships.



It helps create a healthier environment.

Your club or facilities are an environment that nurtures health and wellbeing. It makes sense that it should be a place that's free from the promotion of less healthy food and drinks.

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It's easy to try.

There are simple steps to implementing healthier rewards and fundraising that everyone feels better about. Everything doesn't have to change overnight. Simply test a few ideas at your next fundraising drive or with the rewards offered for regular sporting achievements. **Here are some bite-sized tips to help:**



Start by replacing a less healthy fundraising prize or club reward.

Pick the least successful or liked reward item and replace it with a healthier one. Gauge the reaction then continue from there.



Introduce a healthier reward for club achievements.

For regular achievements like 'player of the day', replace the reward with a healthier food/drink option to help keep them refuelled or a non-food-based reward. Some simple examples are on next page. These ideas are just to get you started, your club members and families might have other ideas that really kick goals.



Photo credit: QSports

Introduce healthier ways to fundraise.

Consider healthier options and new ideas for fundraising. Some easy examples are provided on the following pages.

A Better Choice

How to spot the better choice.

Better rewards

There are heaps of ways to reward club achievements without resorting to lollies, ice creams or fast-food vouchers. Here are some rewarding thought starters:



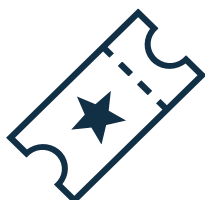
Food-based

- The choice of healthy items or a meal deal from the club canteen for a healthy recovery
- Or try partnering with the local café for discounted vouchers



Social opportunities

- A session with a coach or trainer
- A meet and greet opportunity with a senior club player
- Appearing in the club newsletter or a photo on the canteen wall to honour the weekly winner



Raffles and auctions

- Movie tickets
- Discounts at a local sporting goods store
- Passes to the local pool, trampoline park or rock-climbing centre
- Haircuts



Something different

- Reusable water bottles
- Club merchandise
- Small toys or trinkets
- Digital vouchers
- Activity books
- Collectable/swap cards

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How to spot the better choice.

Better fundraisers

When it comes to fundraising ideas there are plenty of interesting options beyond sausage sizzles and pie drives. Here's a fresh take:



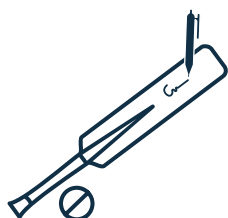
Food-based

- Hold a healthy BBQ
- Run seasonal fruit drives such as Bowen mangoes or boxes of cherries
- Raffle local fruit/vegetable boxes
- The local fruit shop or other vendors might donate or discount if you promote their name



Social opportunities

- Trivia night
- Karaoke night
- Treadmill relay
- Golf day
- A world record attempt
- Recycling collection days



Raffles and auctions

- The chance to win travel and tickets to a major sporting or concert event
- Auction signed sports memorabilia
- Auction a VIP experience
- Do your club sponsors provide services you could raffle?



Something different

- Gift hampers
- Dog wash vouchers
- Car wash vouchers
- Local gym memberships
- Healthy cook books
- Healthy cooking classes



**Let's make
healthy options
easy together.**

You play an important role in encouraging the adoption of healthier rewards and fundraising at your club. With a few bite-sized changes, you can start to foster an environment where healthy is rewarded with healthy.

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