

## Why are Healthier Choices Important?

Every weekend thousands of parents do the junior sport run. It's often a crazy last minute dash out the door without breakfast, let alone snacks for the day.

Some days parents rely on sporting canteens to grab a bite and get them through the busy day.

### Did you know...

Over half of Canberrans said they want healthier food options at junior sport.

"Canteens are so important for local junior sports – giving you the chance to connect with your community and raise vital funds for your club or association"



### WE KNOW –

- Lots of families pick up food on the way home from sport. Give them a reason to buy from your canteen instead.
- Canteens attract new customers with healthier options.
- Parents spend their cash for their kids to play sport – help them get bang for their buck by providing healthier food options.



# HEALTHIER CHOICES

CANBERRA

SPORT CANTEENS

Healthier Choices Canberra is about making it easier for Canberrans to find tasty, fresh and healthier food and drink when they're out and about. **We have the industry experts to help your club:**

Support coaches and volunteers to promote healthier halftime snacks



### Rachel Wright

Marketing expert

"If marketing healthier choices can help our kids perform, attract more sponsors for clubs and increase canteen sales, it's a win-win for junior sport."

Boost sales of healthier items at your canteen



### Dan Conroy

Chef, sports canteen manager

"I'm passionate about opening up the possibilities for canteens – for profit and for health".



Help find sponsors that support your goals for children's fitness and health.



### Vickie Saunders

Sponsorship expert

"I am so excited to guide you to better, more enjoyable, sponsorship".

For many clubs, the money raised from the canteen is vital. Running a healthier and more profitable business has helped clubs fund new equipment and resources, improve facilities and attract new members.

Find out how easy it can be with the Healthier Choices Canberra canteen resources.

Visit [act.gov.au/healthierchoices](http://act.gov.au/healthierchoices)

HEALTHIER CHOICES CANBERRA

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ACT Health Directorate