

Making water the drink of choice in sport

Removing 'red' drinks from sale at Glen Eira Football Club



Football Federation of Victoria (FFV) is working to ensure its clubs promote healthy food and drink choices. Glen Eira FC was approached by FFV to be part of a VicHealth water grant initiative. The aim of the initiative was to encourage consumers to choose water as the drink of choice, by increasing the promotion and supply of water and reducing the availability and supply of sugar-sweetened beverages.

Glen Eira FC chose to completely remove 'red' drinks from sale, including soft drinks, sports drinks and fruit juice. During the trial period the club canteen sold only water, along with other 'green' and 'amber' drink choices which included tea, coffee, hot chocolate and Diet Pepsi. (Please see the Healthy Choices guidelines for classification of drinks).

Impact of removing 'red' drinks from sale at Glen Eira Football Club



As a percentage of total sales, sales of water increased by 14%, cold amber drinks increased by 6% and red drink sales decreased by 16%.



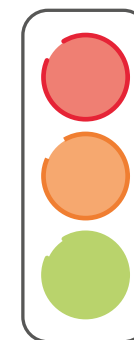
Profits increased slightly due to the sales of hot chocolate and coffee (hot green and/or amber options, see Healthy Choices guidelines), which make a higher profit per sale than red drinks.






The club was surprised to see there was positive impact on canteen revenue due the change in availability of drink choices.



When red drinks were removed from the fridge, it was easier to stock because there were fewer line items to handle.



Glen Eira FC used the Victorian Government's *Healthy choices: food and drink guidelines* traffic light system to classify foods and beverages.

-  **Red:** Limit intake
-  **Amber:** Choose carefully
-  **Green:** Best choice

Impact of the trial on future FFV policy



The club intends to continue with the changes made, and promote water as the drink of choice.



FFV now have a heightened sense of responsibility to ensure club venues offer and promote healthy food and beverage choices.



FFV plans to embed healthy meal and drink choices within FFV's new *Building Better Clubs* program.

“
Overall, we have received no negative feedback... and it's had no impact on sales generated for the club from the canteen. We look forward to continuing to promote water as the drink of choice at our club.”

– Chris Tsoiasis, Canteen Manager at Glen Eira FC

Keys to success

FFV identified five areas that were key to the success of the trial, stating that these could be barriers if absent:



Committee support of the initiative



Community club management structure that proactively supports change



Good communication between the club and the canteen manager



Competency of the canteen operator to implement changes



Adequate club resources

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There is great value in ensuring sports clubs are more accountable for the food and beverage options they provide... it would be great to see this focus extended to sports' accountability for choosing advertisers and sponsors who enlist health and wellbeing as a priority.”

– Megan Smith, All Abilities Coordinator, Football Federation of Victoria

Recommendations for making water the drink of choice in sport clubs



Ensure there is strong committee support for the initiative.



Involve canteen staff and volunteers from the beginning.



Start with a small trial and build on successes and learnings.

The Public Health and Wellbeing Act 2008 requires all public organisations in Victoria to facilitate an environment and culture where healthy choices are easy choices for all Victorians.

For more resources and information about how to support sport organisations to create welcoming and healthy environments, including healthy food and drink choices, visit: <https://vicsport.com.au/healthy-welcoming-sport>

For more information about other organisations making the healthy choice the easy choice, visit: www.vichealth.vic.gov.au/easychoice

For more information and support with implementing The Victorian Government's Healthy Choices guidelines in sport and recreation centres, visit: www.heas.health.vic.gov.au/healthy-choices/sport-and-recreation-centres-and-parks

