

Making water the drink of choice in sport

Removing all 'red' drinks off display at Geelong Central Netball Association

When Geelong Central Netball Association decided to implement a healthy choices nudge in their canteen, it was far easier than they expected. The association informed their netballers about the change in advance and then removed all 'red' drinks off display so that only water was visible in the fridge. A range of healthier food options were also introduced into the canteen.

The changes were embraced very quickly and the vast majority of children now buy just water, with some asking for the new milk or organic juice products. The change made no significant difference to the canteen revenue and feedback from parents has been very positive. Healthy food options have been more difficult to sell but the association intends to find different products that are more appealing in the future.

Impact of the initiative at the Geelong Central Netball Association:



Majority of children now buy just water, milk or organic juice.



There was no significant change in canteen revenue.



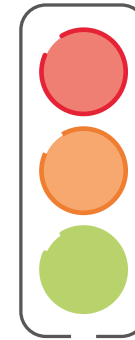
Feedback from parents has been very positive.




The committee is able to fulfil its duty of care to netballers.


“
We were concerned that sales would drop in our canteen as that is an important source of income for us, but we have seen very little change.”


– Liz Coles, Secretary, Geelong Central Netball Association.



Geelong Central Netball Association 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 policy at the Geelong Central Netball Association:



The association has continued with the changes and will continue to keep 'red' drinks off display.



There will now be a focus on finding healthy food options that are appealing to customers.

Keys to success

Geelong Central Netball Association identified areas that were key to the success of the trial:



Committee support was very important.



Accessing support from our State Sport Association, Netball Victoria, was very useful.



Giving notice in advance to customers eased the transition.



Viewing it as a duty of care to participants embedded the importance of the change.

“

We have a duty of care to look after these kids and hope we are setting a good example for them to follow. They don't need sugary drinks to succeed in their chosen sport.”

– Liz Coles, Secretary, Geelong Central Netball Association.

Recommendations for making healthy choice the easy choice in sports clubs



Let customers know about the changes in advance.



Encourage feedback from participants.



It's easier than you think – go for it!

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 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

