

# Water in Sports: City of Greater Bendigo

## Introduction

During 2018–2020, the City of Greater Bendigo partnered with VicHealth to improve access to water and create healthy drink environments in 10 local sport and recreation facilities.

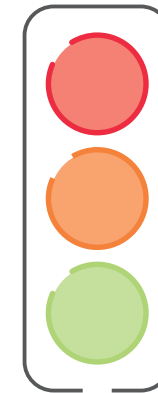
The facilities we worked with included:

- Bendigo East Swimming Pool
- Bendigo Stadium
- Bendigo Tennis Centre
- Brennan Park Swimming Pool
- Faith Leech Aquatic Centre
- Gurri Wanyarra Wellbeing and Aquatic Centre
- Heathcote Swimming Pool
- Latrobe University Bendigo Athletics Complex
- Marong Swimming Pool
- Peter Krenz Leisure Centre

## Objectives

- Increase the promotion and supply of water and reduce the availability and supply of sugary drinks in our community sports and recreation facilities. (>50% **GREEN** drinks like water and <20% **RED** sugary drinks).
- Strengthen council policies and practices to enable longer-term changes to healthy drinks environments across council-owned sport and recreation facilities.

The Healthy Choices: food and drink classification guide uses a traffic light system to classify foods and drinks as:



**RED:** Limit intake

**AMBER:** Choose carefully

**GREEN:** Best choice

## Why



City of Greater Bendigo has a commitment to supporting the health and wellbeing of our community.



The environments in which we live, work, learn, and play are key drivers of the types of food and drink we consume. Local governments can play a key role in implementing policies and practices to improve local food and drink environments.



There is community support and expectation for healthy food and drinks – 75% of customers surveyed from all Water in Sport councils believed that sport and recreation facilities should promote healthy eating.

## Outcomes



Overall, availability of **'GREEN'** drinks increased from 57% to 62% of all drinks and **'RED'** drinks decreased from 16% to 9% of all drinks.



All facilities implemented changes to improve the availability of **'GREEN'** drinks and reduce the availability of **'RED'** drinks in their retail outlets.



8 facilities met Healthy Choices Guidelines for food (>50% **GREEN** and <20% **RED** foods).



Peter Krenz Leisure Centre – sales of **'GREEN'** drinks increased 12% and sales of **'RED'** drinks decreased by 47% between May 2018 and February 2020. There was no change in total drinks revenue.



Faith Leech and Bendigo East swimming pool had no change in total drinks revenue between April 2018 and February 2020.



A draft Healthy Facilities Policy has been created to support healthy food retail across council-owned, managed or funded facilities. This policy will support the implementation of the City of Greater Bendigo Food Systems Strategy 2020–2030.

## Recommendations for creating healthy food retail environments in your community



Use the [VicHealth toolkit](#) for creating healthy food and drink environments in community food retail outlets.



Start by trialing a small 'quick win' which is easy to implement and unlikely to cause revenue loss, such as rearranging the fridge to put **'GREEN'** drinks at eye-level.



Develop healthy food environment policies and procedures for councils and facilities.



Contact the [Healthy Eating Advisory Service](#) for practical implementation support.

