



# ENGAGING SPORTING CLUBS IN HEALTHY CHOICES

## MACEDON RANGES CASE STUDY

### INTRODUCTION

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In 2019, Cobaw Community Health and Macedon Ranges Health offered 37 sporting clubs in the Macedon Ranges Shire the opportunity to have their club's canteen, kiosk or vending machine assessed against the State Government's Healthy Choices Guidelines and to provide advice on how their current menu offerings could be improved. The offer outlined the benefits to the club from bringing their canteen, kiosk or vending machine in line with the Healthy Choices Guidelines, including:

- Sending consistent healthy lifestyle messages to our community
- Positioning their club as a role model and leader in driving positive health changes
- Supporting the health and wellbeing of their players, volunteers and spectators
- Creation of a positive culture of healthy eating at the club

**No clubs took up the offer.**

### CHALLENGES TO ENGAGING CLUBS

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Challenges to engage sporting clubs include:

- Engaging with volunteers who operate the canteen – they are often commuters and can change each shift
- Volunteers are already under pressure with other regulations (e.g. child safe standards, food safety, etc.)
- Financial – who can guarantee the bottom line? Clubs receive approx. 10% revenue from canteen sales – even a 2% drop in profit would have a big impact.

### LESSONS FOR FUTURE WORK

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- Consult with clubs (committee, canteen manager, members) prior to commencing a project to bring the club community along and identify barriers and motivators
- Work with clubs to create a 'Healthy Club' policy to address a range of health issues, rather than healthy eating in isolation:
  - smoking
  - sun protection
  - injury prevention
  - alcohol and other drugs
  - healthy eating.

