



EVENT ORGANISER'S GUIDE TO HEALTHIER OPTIONS



INCREASING HEALTHY FOOD AND DRINK OPTIONS AT YOUR EVENT

This guide provides a range of strategies and practical examples to support you in creating a healthier event. It will assist you with meeting your Healthway funding obligations.

Fuel to Go & Play® (FTGP®) is contracted by Healthway to support event organisers. FTGP® services for event organisers and vendors at Healthway partnered events are available free of charge. The team at FTGP® can assist you to create a healthier food environment to suit your event.

The following top strategies will help get you started:

1. Food vendor Application Form

Let food vendors know that you have received Healthway funding and are required to offer healthy food and drink options. It is easier to get food vendor compliance if they are aware of your Healthway conditions before they commit to your event.

Let vendors know your funding conditions in the application form i.e. no sugary drinks on display.

Use the Healthier Vendor Guide to engage healthier vendors for your event give preference to vendors offering healthier food and drinks.



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Your guide to sourcing
healthier food and drink
vendors for community
events & sporting clubs



2. Provide information to your food vendors and caterers

FTGP® has a range of free resources for vendors and caterers to improve their menus and meet the requirements at your event.

- [Better Barbecuing](#)
- [Catering Guidelines](#)
- [Healthy Options factsheet](#)
- [No Sugary Drinks on Display factsheet](#)

Encourage your food vendors to contact FTGP® for resources and support.



3. Use local community groups to provide a healthy food stall

Many community events draw on local sporting clubs, community groups and schools to provide food stalls such as a sausage sizzle or baked goods. Encourage these organisations to think beyond a 'sausage in a bun'.

There are a range of delicious and healthy alternatives that are equally as popular. The [Catering Guidelines](#) and [Better Barbecuing](#) resources provide easy and healthy ideas.

4. Provide FREE WATER stations

Free water encourages patrons to choose water and portable water stations are available for hire.

Advertise this to the community through the use of social media so they remember to bring a drink bottle.



A successful strategy to encourage the sale of healthier options is to remove sugary drinks from display. Use this resource as a guide.

Other ideas include:

- vendors offering water at a cheaper price
- plan a 'water only' event i.e. no other drinks sold.

5. Limit the sale of sugary drinks

ON DISPLAY



Examples: water (plain, sparkling, with 99% fruit juice), 99% fruit juice <300mL, fruit smoothies, coconut water (no added sugar), coffee, artificially sweetened drinks, 99% fruit juice slushies <300mL



6. Place healthier vendors in prime position

Place the healthier vendors in a prime position at your event so they are easily accessible.

FTGP® can review all vendors' menus to help you identify the healthier ones, as well as ensure they have healthy food options available.

The Healthy Options factsheet can assist vendors in offering a healthy option.

7. Signage for healthier vendors

Healthway can provide healthy vendors with signage to promote them at your event. To receive signage, the vendor must be included in the Healthier Vendor Guide or have their menus assessed by FTGP® and meet the healthy vendor criteria. More information about the criteria is available from [here](#).



8. Run a vendor Competition

Run a competition that requires all vendors to forward their menu to FTGP®. The healthiest food vendor (i.e. one with the most healthy choices, creative food names and/or healthy marketing ideas) will get their stallholders fee discounted/waived/reimbursed.

Speak to your Healthway sponsorship leveraging officer to see how they can support this initiative.

9. Social Media

When using social media to promote your event, don't forget to advertise the healthy and delicious food that will be available.

