



# Healthy Venues Project

## Guidelines

## Healthy Venues Project Guidelines

### **Healthway works in partnership with sport and recreation organisations to help achieve our vision of a healthy and more active Western Australia (WA).**

The Healthy Venues Project (Healthy Venues) is aligned to our strategic plan, [Active Healthy People 2018-2023](#) and aims to increase healthy food and drink choices and reduce children's exposure to marketing of unhealthy food in local community and State owned sport and recreation centres.

This will be achieved by Local Government Authorities, Health Service Providers (HSPs) and the WA School Canteen Association Inc (WASCA) working together to help implement healthy environments within their communities.

Through Healthy Venues, grants of up to \$5,000 per food and drink outlet are available to eligible Local Government entities or State owned sport and recreation venues located in the Perth metropolitan area.

Healthy Venues builds on the success of the City of Mandurah's Health Recreation Food Environment project conducted with the Mandurah Aquatic and Recreation Centre, where the promotion and availability of healthy food and drink options increased and unhealthy options decreased. For more information about this, visit WASCA's Fuel to Go & Play website [fueltogo.com.au/case-studies](http://fueltogo.com.au/case-studies).

These Guidelines provide an overview of Healthy Venues including eligibility and funding requirements. Before applying, all applicants are encouraged to contact Healthway's Health Promotion Team on 133 777 or email [healthway@healthway.wa.gov.au](mailto:healthway@healthway.wa.gov.au).

## 1. What is Healthy Venues?

Healthway is offering funding of up to \$5,000 per food and drink outlet to eligible Local Government or State sport and/or recreational venues to achieve the following objectives:

- Increase the availability of healthy food and drink choices
- Increase the promotion, and where possible, the sale of healthy food and drink choices
- Remove the promotion of unhealthy food and drink choices
- Increase knowledge of healthy food and drink choices
- Provide a healthy and sustainable environment through healthy food and drink policies.

In addition to the above, the funding will also help local Health Service Providers, local community venues, venue operators and WASCA work together in partnership to create healthier venues.

### What is a retail food and drink outlet?

For the purposes of Healthy Venues, a retail food and drink outlet is defined as an onsite canteen, café, kiosk or coffee shop. If a venue with a food and drink outlet also has a vending machine/s it will be included as part of this project. However, the venue will not be eligible for funding if vending machine/s is the only source of food and drink.

## 2. Who is eligible for funding?

To be eligible for this funding, you must:

- Be a Local Government entity or State owned sport and recreation venue located in the Perth metropolitan area
- Provide and manage a retail food and drink outlet(s) at your venue/s. If your venue has a retail food and drink outlet that is managed by a third party, you must provide a written commitment to the Healthy Venues Project from the food service manager who is contracted to provide retail food at your venue
- Be prepared to work towards meeting all requirements of funding that are outlined in these Guidelines.

A Local Government or State owned facility is not eligible for funding if you have previously received funding from us for the same purpose.

### What is a sport and recreation venue?

As part of Healthy Venues, a sport and recreation venue is defined as a recreation centre or complex including large multipurpose centres that may feature a gym, pool, group fitness rooms and extra services such as a crèche and allied health.

### 3. What needs to be delivered?

To meet the Healthy Venues objectives, we will help you to deliver the following funding requirements.

Objective	What you will need to do
<p>Increase the availability of healthy food and drink choices</p>	<p>With support provided by Health Service Providers and WASCA:</p> <ul style="list-style-type: none"> <li>- <b>Undergo a venue review</b> to confirm food environments on-site including layout, level of food preparation, common suppliers, equipment, current signage and promotions, opportunities for replacement signage etc</li> <li>- <b>Undergo a menu review</b> in accordance with Fuel to Go &amp; Play and the Traffic Light System of categorising food and drinks (includes pre-packaged food and drinks and recipes)</li> <li>- <b>Implement a healthy food and drink menu</b>, working towards a target of a minimum 50% green and no more than 20% red food and drink items being available for sale in each food and drink outlet (e.g. if there is a café and a canteen on site, each outlet must work towards targets individually).</li> </ul>
<p>Increase the promotion and, where possible, the sale of healthy food and drink choices</p>	<ul style="list-style-type: none"> <li>- <b>Promote healthy food options</b> only – Health Service Providers and WASCA will help you develop and implement strategies to better promote healthy food and drink options such as healthy meal combos, colour coding of menu items as green, amber or red</li> <li>- <b>Promote the Healthy Venue and healthy food and drink options</b> via newsletters, social media and other promotional means and acknowledge Healthway funding where appropriate.</li> </ul>
<p>Remove the promotion of unhealthy food and drink choices</p>	<ul style="list-style-type: none"> <li>- <b>Agree to the non-display of sugary drinks</b> – sugary drinks may not be displayed (but can still be sold) and related promotional signage may not be displayed within the venue</li> <li>- <b>Agree to not use red foods</b> (or vouchers for the same) for promotional activities, fundraising, prizes or awards</li> <li>- <b>Replace unhealthy signage</b> with Healthy Venues signage and promotional materials – We will provide you with replacement signage and other resources to help remove unhealthy signage and promote the food outlet as a Healthy Venue.</li> </ul>
<p>Increase knowledge of healthy food and drink choices</p>	<ul style="list-style-type: none"> <li>- <b>Complete the Fuel to Go &amp; Play Online</b> Community training – Food outlet manager/s and other key staff must complete the free online training by WASCA. The training will take about 90 minutes to complete.</li> </ul>

<p>Provide a healthy and sustainable environment through healthy food and drink policies</p>	<ul style="list-style-type: none"> <li>- <b>Develop and implement a nutrition policy</b> – Policy template provided in Fuel to Go &amp; Play Online Community training; Health Service Provider to support development of a policy for your venue(s), or review a current policy</li> <li>- <b>Agree to adhere to the conditions</b> outlined in Healthway’s Minimum Health Policy Requirements and Co-Sponsorship Policy. More information relating to these is provided in section 6.</li> </ul>
<p>Partnership development</p>	<ul style="list-style-type: none"> <li>- <b>Agree to work in partnership</b> with your local Health Service Provider and WASCA to implement Healthy Venues – Your Health Service Provider will also be able to provide advice in relation to your Public Health Plan.</li> </ul>
<p>Acquittal and Evaluation</p>	<ul style="list-style-type: none"> <li>- <b>Complete project acquittal requirements</b> – More information on this is provided in section 8</li> <li>- Support the implementation of an evaluation for the Healthy Venues Project – Agree to participate in the broader evaluation of Healthy Venues. More information is provided in section 9.</li> </ul>

## Definitions

<p>Display</p>	<p>Refers to product placement or location and product accessibility and visibility to the consumer. Removing sugary drinks from display, means they will not be visible or advertised.</p>
<p>Sugary drinks</p>	<p>These are drinks containing added sugar (except milk-based drinks) that have no or low nutritional value i.e. drinks with added sugar, sucrose, fructose, glucose, honey, fruit juice concentrate, fruit sugary syrups (i.e. used in frozen slushies) and deionised fruit juices.</p> <p>Examples include carbonated (“fizzy”) soft drinks, energy and sports drinks, flavoured mineral waters, cordials, fruit and vegetable drinks with added sugar, iced teas and kombucha. It does not include artificially sweetened drinks which have added non-nutritive sweeteners from artificial or natural sources e.g. ‘diet’, ‘low-joule’, ‘no sugar’ or ‘low sugar’ drinks. However, artificially sweetened drinks should not be promoted to children.</p>
<p>Healthy food and drinks</p>	<p>Those classified as “green” under the traffic light system.</p>
<p>Unhealthy food and drinks</p>	<p>Those classified as “red” under the traffic light system.</p>

### What is the Fuel to Go & Play Traffic Light System?

Fuel to Go & Play, which is delivered by WASCA, uses a traffic light system to rate food and drinks as green, amber or red, based on their nutritional value (healthiest to least healthy, respectively). The traffic light system is based on nutrient criteria that support recommendations in the Australian Dietary Guidelines. Fuel to Go & Play helps food services provide and promote healthy choices and operate economically viable and professional businesses.



Green items:

- Form the basis of a healthy diet
- Good sources of vital nutrients
- Core food and drinks from the five food groups in the Australian Guide to Healthy Eating.



Amber items:

- Have some nutritional value
- May contain moderate amounts of energy, fat, sugar and/or salt
- Should be selected carefully.



Red items:

- Lack adequate nutritional value
- Often high in energy, fat, sugar and/or salt
- Discretionary items in the Australian Guide to Healthy Eating.

### What does replacement signage look like?

Healthway will apply consistent branding to the replacement signage. There will be an opportunity to add your organisation's logo(s) if you like. An example of the type of the signage is provided on the right.

2 @ pullup banners  
Finish Size: 850 x 2100mm



Floor decals (6 designs)  
Finish Size: 400 x 400mm



## 4. How much funding will be provided and for what purpose?

The amount of Healthy Venue funding provided will depend on:

- The size of your venue/s
- The number of food and drink outlets within the venue
- Ability to reach Healthway's priority target groups
- Alignment to the Healthy Venues objectives.

### **What if there is more than one food and drink outlet in the venue?**

For venues operating more than one food and drink outlet, your application will need to include all of the outlets within the venue. Funding of up to \$5,000 will be available per food and drink outlet.

Our funding must be used to achieve the Healthy Venues objectives. This may include developing and implementing a range of promotional, educational or environmental strategies specifically to increasing healthy food and drink choices, and reducing the promotion of unhealthy options.

You will be required to detail the initiatives or items that you intend to implement in the Healthy Venues application form and, if successful in receiving funding, provide evidence to support the expenditure as planned. Make sure you do not request funding for areas that are already covered such as replacement signage or staff training.

Before submitting an application, it is recommended that you to contact us to discuss how you would like to use the grant monies. Only activities that strongly align to the Healthy Venues objectives will be funded.

The types of items that grant monies cannot be used for include:

- Day to day running costs
- Travel costs
- Uniforms and clothing (unless for the specific promotion of the Healthy Venue where limited resources may be applied)
- Purchasing food and drinks for venues
- Sporting programs or other recreational activities.

### **What should be considered in developing promotional, educational and environmental strategies?**

It is a requirement of funding that the grant monies be used to help achieve the Healthy Venues objectives. While there is flexibility in how the funding may be used, you may want to consider the following to guide the strategies you plan to implement:

- How can we promote ourselves as a Healthy Venue?
- How can we promote healthier food and drink options to our staff and patrons?
- How can we engage our patrons in healthy food and drink promotions or activities?
- Is there catering equipment we need to help support healthier food and drink options?
- Are there educational programs we could implement for our patrons?
- Are there ways we can implement healthy food and drink policies within our venue or local government area more broadly?

## 5. Who will help implement Healthy Venues?

A key feature of Healthy Venues is the development of a partnership approach comprising Local Governments, Healthway, the WASCA, metropolitan Health Service Providers (South, North and East Metropolitan Health Services) and other health agencies where appropriate. The Western Australian Local Government Association (WALGA) also supports the implementation of the program. Similar to Mandurah's Health Recreation Food Environment project, all partners will work together with you to help create a vibrant, healthy food and drink service.

We will put you in touch with WASCA and your local Health Service Provider if needed however, it is recommended that you consult with your local Health Service Provider prior to submitting your application, as they may be able to assist in identifying your promotional, educational and/or environmental strategies. The contact details for the metropolitan Health Service Providers is provided in section 11.

### What should be considered in developing promotional, educational and environmental strategies?

What support will be provided to help implement the changes?

- Healthway will administer the Healthy Venues grant scheme, provide the replacement of unhealthy brand signage, and undertake an evaluation of the Healthy Venues Project
- WASCA will provide Fuel to Go & Play Online Community training, nutrition-related support such as menu reviews/assessments, develop policies; and provide nutrition-related training and expertise. Health Service Providers will support venue reviews/audit; help substitute unhealthy brand signage and promotions; strategic support; facilitate engagement and coordination between WASCA and local governments; and work with WASCA to provide menu reviews/assessments.

## 6. What are Healthway's minimum requirements for funding?

### Minimum Health Policy

For all Healthway funded events and activities, there are a number of Minimum Health Policy requirements that must be met:



1. Provide and maintain smoke-free indoor and outdoor areas.



2. Provide healthy food and drink options including free drinking water.



3. Provide adequate sun-shade.



4. Do not use unhealthy food and drink as prizes or run competitions that promote the sale of unhealthy food and drink, including lollies, chocolates and soft drink.



5. Provide safe warm-up practices for physical activity.



6. Should alcohol be available, serve in standard size drink portions and provide low strength options and non-alcoholic options.



7. Do not use alcohol or unhealthy food and drink as prizes or awards or run promotions that encourage rapid consumption or glamorise being drunk.



## Co-sponsorship Policy

Our [Co-sponsorship Policy](#) assists us to achieve the objectives of our Partnership Program and ensures these arrangements meet the requirements of our legislation.

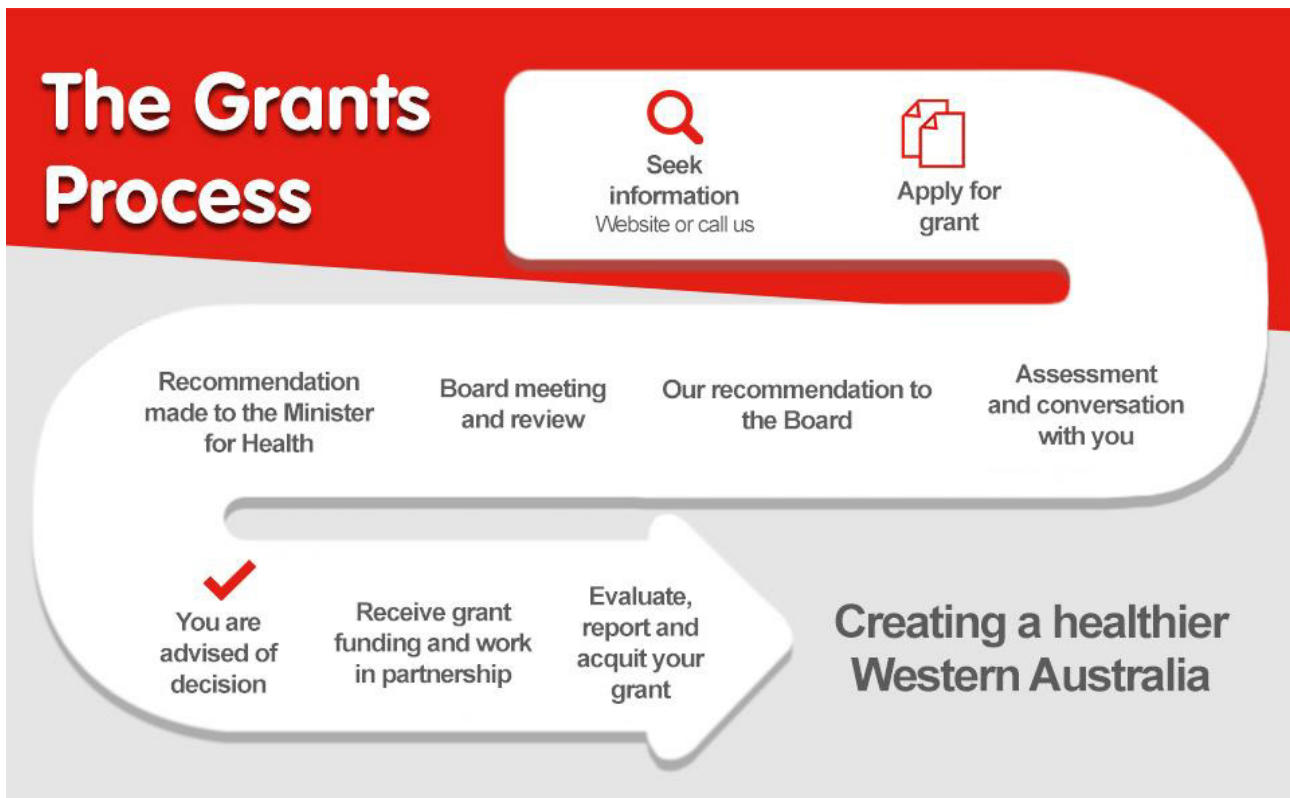
### What is a Co-sponsor?

Co-sponsors are other sponsors of Healthway supported organisations or those with a presence at Healthway supported events, whose involvement has the potential to diminish the effectiveness of the health promotion partnership or undermine Healthway objectives.

All applications for funding are required to provide information on any sponsorship that may result in the promotion of alcohol, food, drink or gambling products in association with any activities of the applying organisation. Healthway will undertake a process to assess the risk of any co-sponsorship requirement(s) that do not align with health promotion objectives. In some circumstances, funding may be offered on a conditional basis subject to co-sponsorship arrangements.

## 7. What is the application and assessment process?

All applications are reviewed by Healthway and all funding decisions are approved by the Healthway Board and the Minister for Health.



Please note that during the assessment process we may liaise with other relevant partners. This may include Lotterywest or other funding partners.

## 8. What happens if my application is successful?

Following the assessment and approval processes, we will notify you if your application has been successful or not. If successful, we will provide you with an Agreement which outlines the funding requirements. This Agreement will help you achieve the Healthy Venue objectives and will need to be signed by your organisation's legal signatory. We will send you some resources to assist you to promote healthy food and drink options within your venue. A Healthway team member will liaise with you to discuss any specific needs or requests.

In addition to implementing the project as per the Agreement, all successful applicants will be required to submit a report at the conclusion of the grant, which includes the following:

- An online acquittal form and final project report which highlights how you achieved the funding requirements
- A financial acquittal statement showing how the funds were spent
- Photographs or promotional material demonstrating your organisation's healthy activities
- Provide access to sales data for the food and drink outlet.

### **Can I apply for funding if I am outside the metropolitan area?**

At this stage, applications are open to Local Governments in the Perth metropolitan area however, if your Local Government is outside the metropolitan area, please contact us to discuss as we may be able to provide funding assistance.

## 9. What is required as part of the broader evaluation of Healthy Venues?

In addition to the information provided as part of the final report (outlined above), we will work with the food and drink outlet managers and venues to undertake a broader evaluation of the Healthy Venues Project.

Most of the information required will be drawn from the final reports however, there is additional data that may be collected and reported on to help assess if Healthy Venues has been successful in achieving its overall objectives.

Other data that will be monitored and evaluated include food and drink sales (Green, Amber and Red). These will be collected prior to the project commencing, and three and six months after the changes have been made, to assess the impact of menu changes on sales. It is also intended to interview canteen manager/s and administrators as part of this process.

## 10. Ready to apply?

To lodge a Healthy Venues funding application, please complete the following steps:

- 1) Check your organisation is eligible.
- 2) Confirm the Minimum Health Policy Requirements and Co-sponsorship Conditions have been agreed to by your organisation's governing body
- 3) Register and complete all sections of the Healthy Venues application form via our [website](#). A full assessment of your application cannot be undertaken without this information
- 4) Upload a copy of your organisation's bank statement
- 5) Upload a current food service venue/s menu
- 6) Provide the name and contact details of your food service venue/s manager
- 7) Confirm all your details are accurate as your organisation will be required to submit an acquittal based on the information you provide through your application
- 8) Submit the Healthy Venues online application form allowing up to 16 weeks for assessment and outcome.

## 11. Talk to us about your application

Contact our health promotion team who will provide support and advise you on how to apply

Telephone 133 777  
Email [healthway@healthway.wa.gov.au](mailto:healthway@healthway.wa.gov.au)  
Website [healthway.wa.gov.au](http://healthway.wa.gov.au)

To contact your local Health Service Provider, please refer to the table below:

Health Service Provider	Email	Phone
East Metropolitan Health Service – Health Promotion Officer (Healthy Venues)	<a href="mailto:EMHS.HealthPromotion@health.wa.gov.au">EMHS.HealthPromotion@health.wa.gov.au</a>	9416 3131
North Metropolitan Health Service – Health Promotion Officer	<a href="mailto:NMHSHealthPromotion@health.wa.gov.au">NMHSHealthPromotion@health.wa.gov.au</a>	92380 7763
South Metropolitan Health Service – Health Promotion Officer	<a href="mailto:Angela.Gabriels@health.wa.gov.au">Angela.Gabriels@health.wa.gov.au</a> (Melville, Fremantle, East Fremantle)	9431 0271
	<a href="mailto:Haylee.Bullock@health.wa.gov.au">Haylee.Bullock@health.wa.gov.au</a> (Cockburn, Rockingham, Kwinana)	9431 0211
	<a href="mailto:Corinne.Hunt@health.wa.gov.au">Corinne.Hunt@health.wa.gov.au</a> (Mandurah, Murray, Waroona)	9586 4509

To contact the WA School Canteen Association:

WASCA – Fuel to Go & Play

Phone: 9264 4999  
Email: [wasca@education.wa.edu.au](mailto:wasca@education.wa.edu.au)

For more information, contact our health promotion team

Phone 133 777  
Email [healthway@healthway.wa.gov.au](mailto:healthway@healthway.wa.gov.au)  
Website [healthway.wa.gov.au](http://healthway.wa.gov.au)

