

Food in Sport: An Australian Perspective

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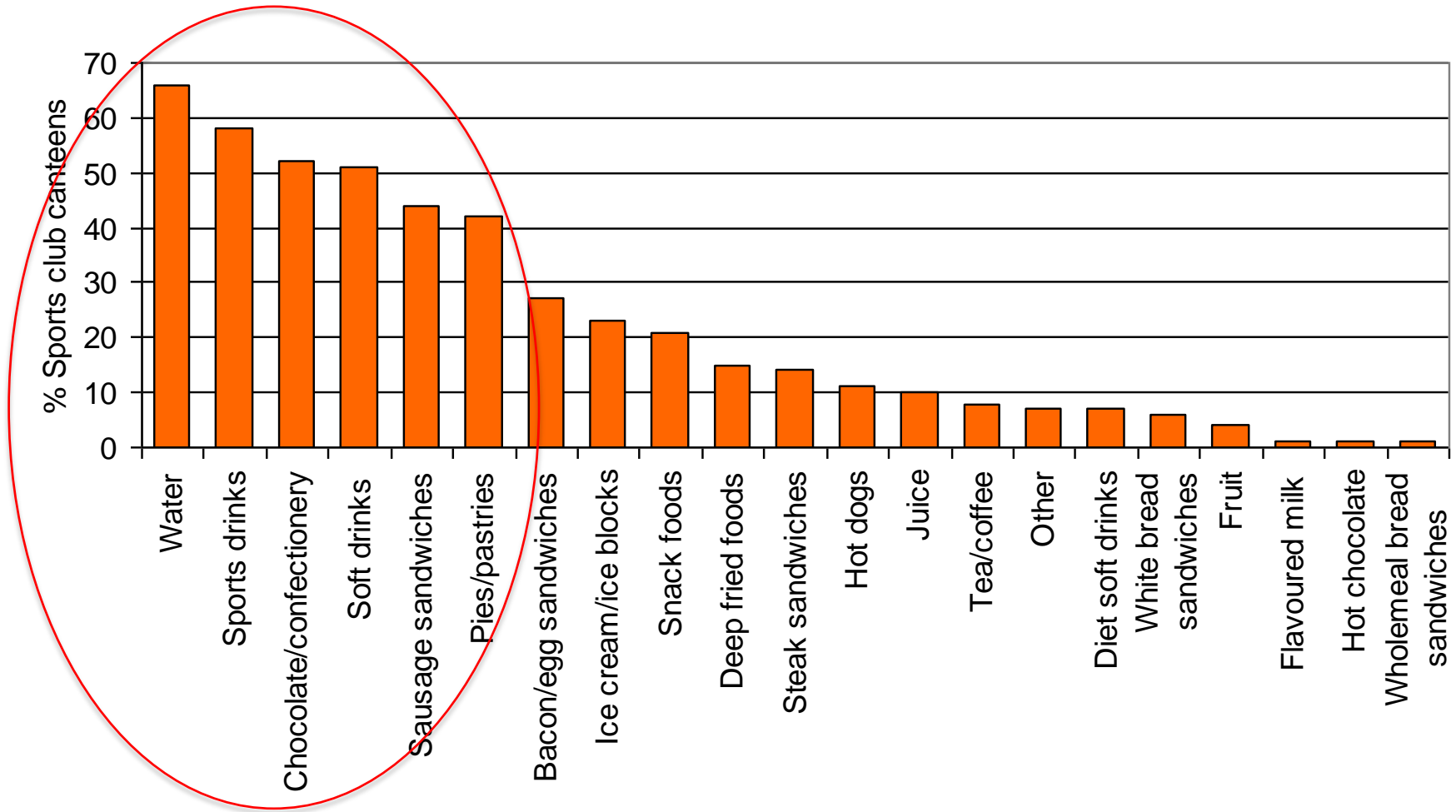
Food & Sport – Australian Research Council Grant

3 year project, \$290,500

- **Phase 1:** Assess current patterns of sports sponsorship (sports clubs and peak bodies) & opportunities for food provision at sport
- **Phase 2:** Assess stakeholders' attitudes towards sports sponsorship to children / effect of sponsorship on children
- **Phase 3:** Identify potential solutions to create healthier sports club environments

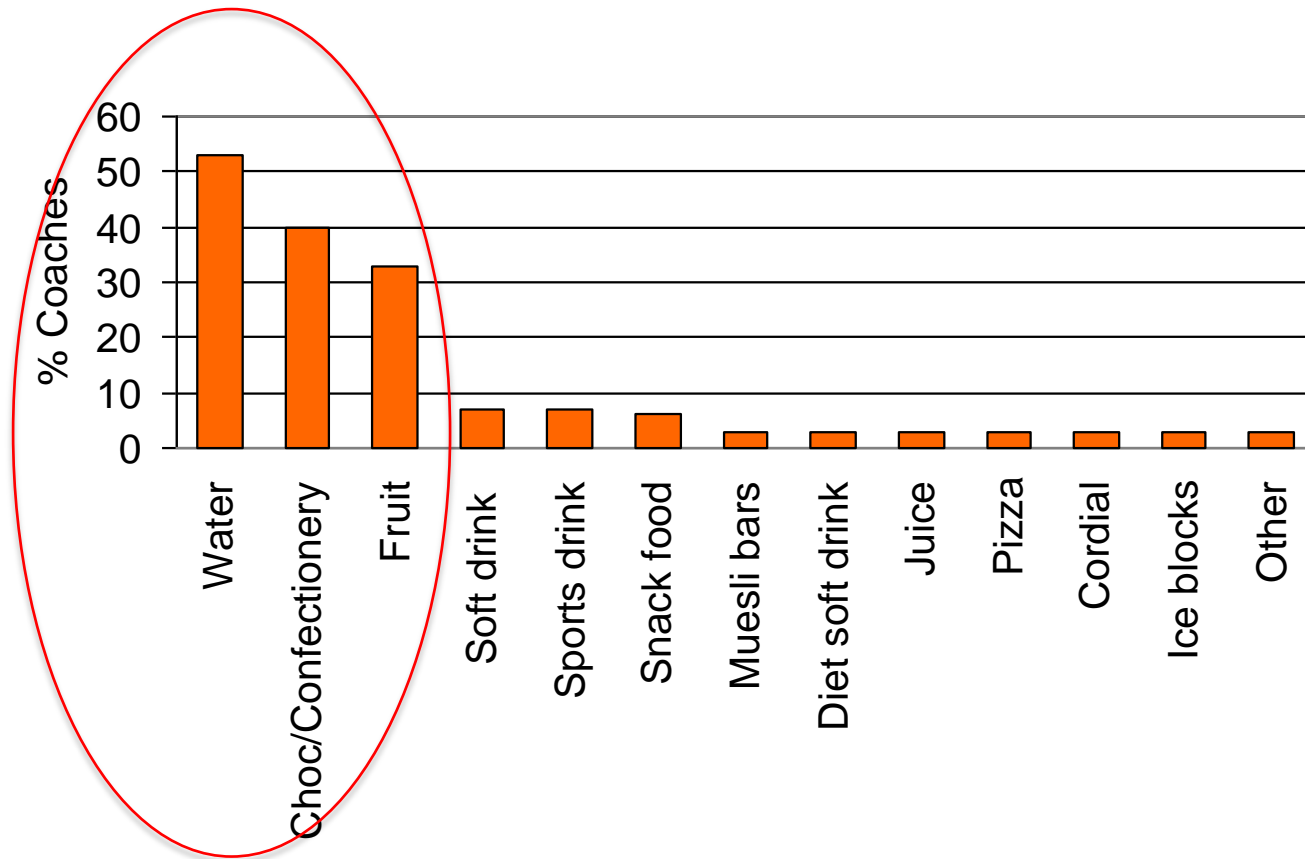


Sports Canteens: Top 5 Products Sold



Kelly B et al. Examining opportunities for healthy eating promotion at children's sports clubs. *Australian and New Zealand Journal of Public Health* 2010; 34 (6): 583-588.

Coaches: Items Provided to Players



Fundraising: Types of Food Companies Involved

Company type	% food companies (n = 50)
Chocolate and confectionery	39
Butcher	29
Supermarket	6
Cakes, donuts and biscuits	6
Fast food restaurant	6
Local restaurants	4
Fruit and vegetable shop	4
Bakery	2
Pies and pastries	2
Other	2
Total	100

Food Provision: Showing Promise

- ~40% of clubs provided recommendations to players on the types of food/drinks that should be consumed by players
 - largely encouraging children to preferentially drink water

BUT

- Only 3 clubs had a written policy on healthy eating

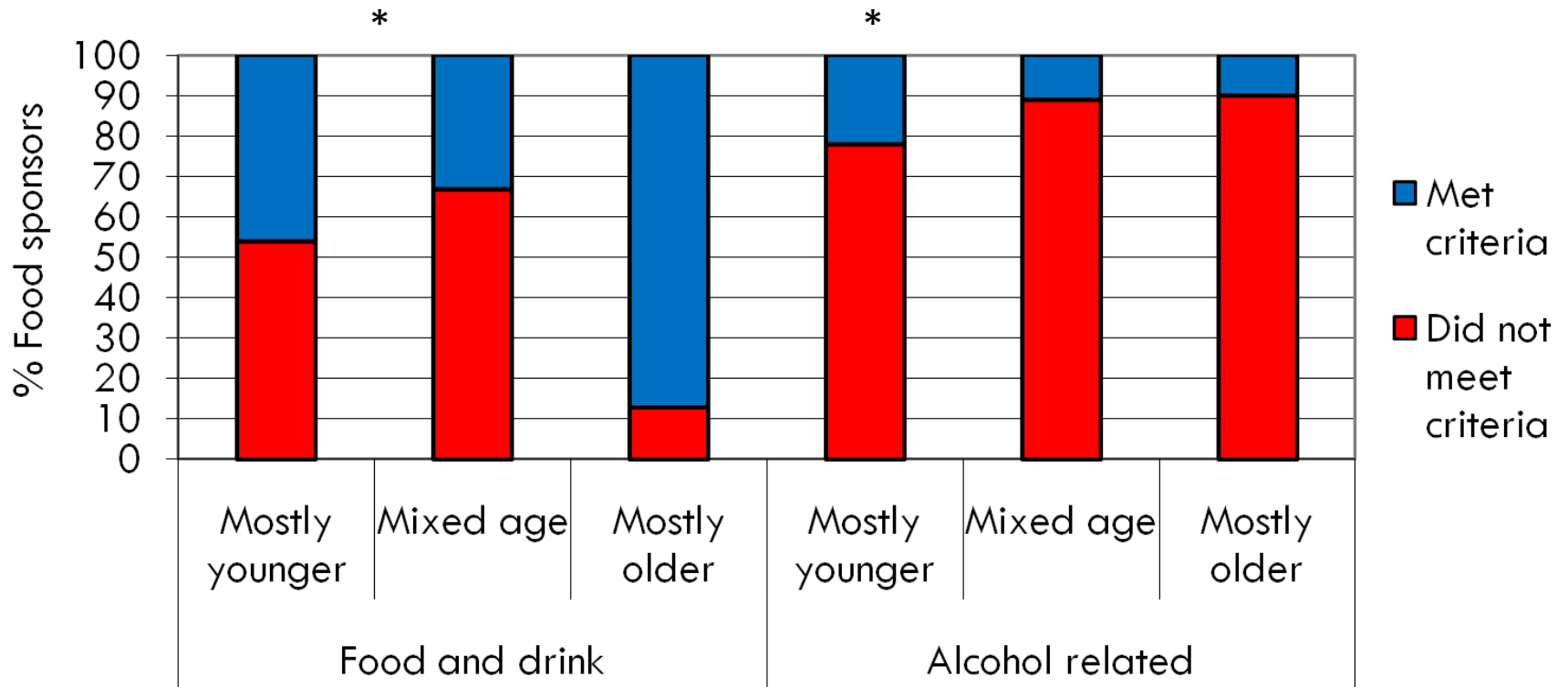
Addressing the current low availability

(+ implementation) of healthy eating policies would be a useful strategy to improve the healthiness of sports clubs

Extent of Sponsorship at Sports Clubs

Sport type	Food & drink sponsors n (%)	Non-food sponsors n (%)
Athletics	26 (48)	28 (52)
Rugby League	17 (15)	100 (85)
Cricket	5 (11)	40 (89)
Soccer	4 (11)	33 (89)
Netball	3 (9)	29 (91)
Basketball	3 (7)	41 (93)
Swimming	0 (0)	8 (100)
Martial arts	0 (0)	7 (100)
Tennis	0 (0)	3 (100)

Nature of Sponsorship at Sports Clubs



* P < 0.05

What Sponsors Received

Sponsorship benefit	Food & drink sponsors (n = 58) n (%)	Non-food sponsors (n = 289) n (%)
Uniform signage	31 (53)	158 (55)
Official club sponsors	30 (52)	200 (69)
Listed in newsletters	17 (29)	80 (28)
Signage at the club (billboards etc)	16 (28)	99 (34)
Club sells/uses sponsor's product	16 (28)	14 (5)
Sport awards using sponsor's name	14 (24)	7 (2)
Listed on club website	9 (16)	102 (35)
Announced over PA system	8 (14)	49 (17)
Invited to club events/presentations	6 (10)	20 (7)

What Sponsors Provided

Sponsorship support	Food & drink sponsors (n = 58) n (%)	Non-food sponsors (n = 289) n (%)
Direct funding	24 (41)	239 (83)
Vouchers to players	17 (29)	9 (3)
Other	13 (22)	44 (15)
Free/discounted products for players	2 (3)	23 (8)
Uniforms	1 (2)	20 (7)
Equipment	1 (2)	6 (2)
Free/discounted products for spectators	1 (2)	0 (0)

Nature of Sport Sponsorship for State/National Sporting Bodies



Developing Junior Basketball



Hoop Time Basketball



WHAT IS HOOP TIME?



McDonald's Hoop Time is a series of one-day basketball round robin tournaments for primary school teams, held at local basketball stadiums throughout Victoria. The program concludes at the end of each year with regional finals and a state grand final. Currently over 32,000 kids are involved across 480 Schools Metropolitan and Regional.

For The Classroom

For The Court

Resources

Home

McDonald's & Basketball
Victoria History

McDonald's Hoop Time

McDonald's Hoop Time Round
Robin Days

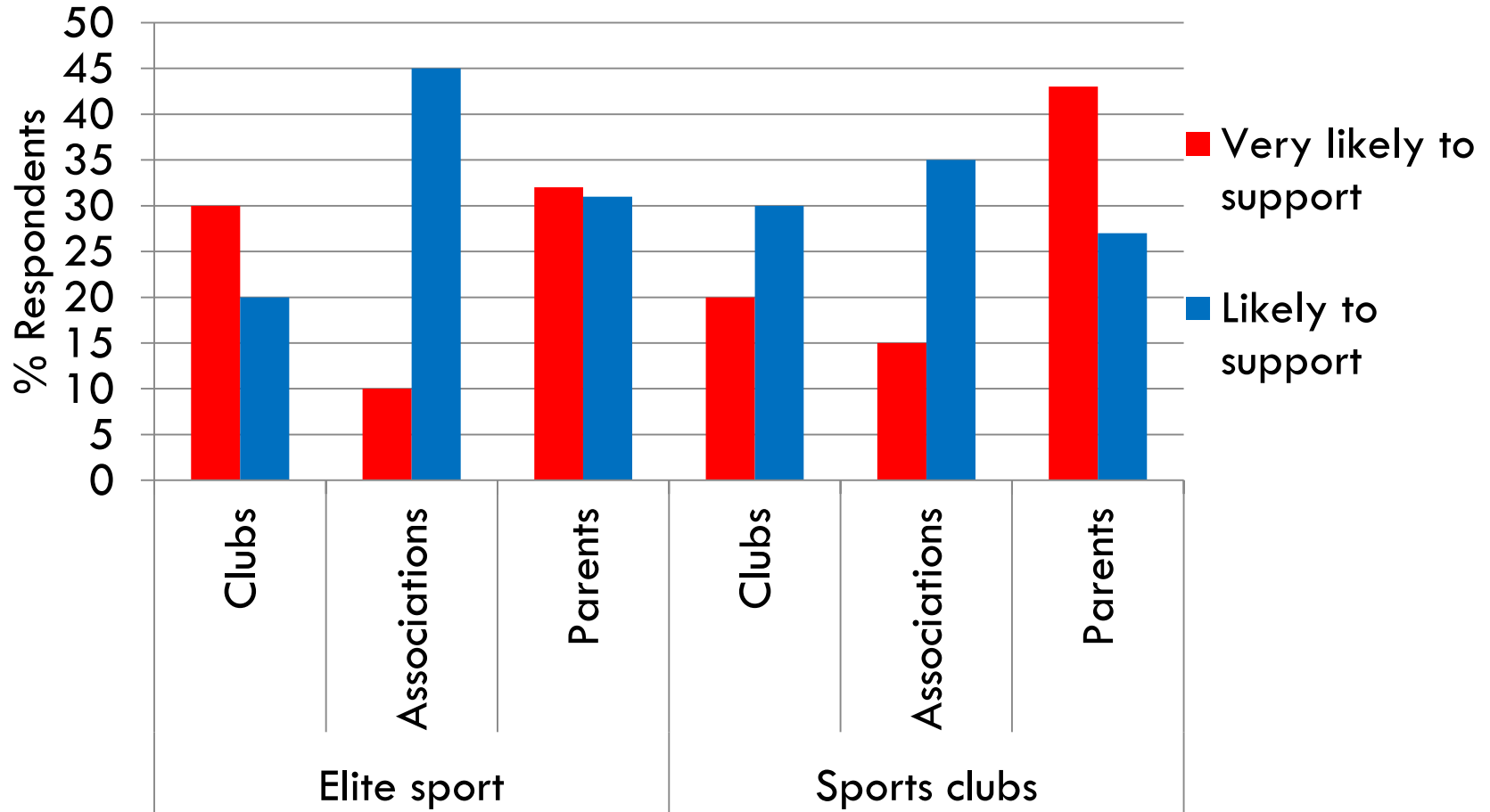
McDonald's Skill, Fun & Play

Kelly B et al. Role modelling unhealthy behaviours: an analysis of food and drink sponsorship of peak sporting organisations. *Health Promotion Journal of Australia*. 2011, 22(1).

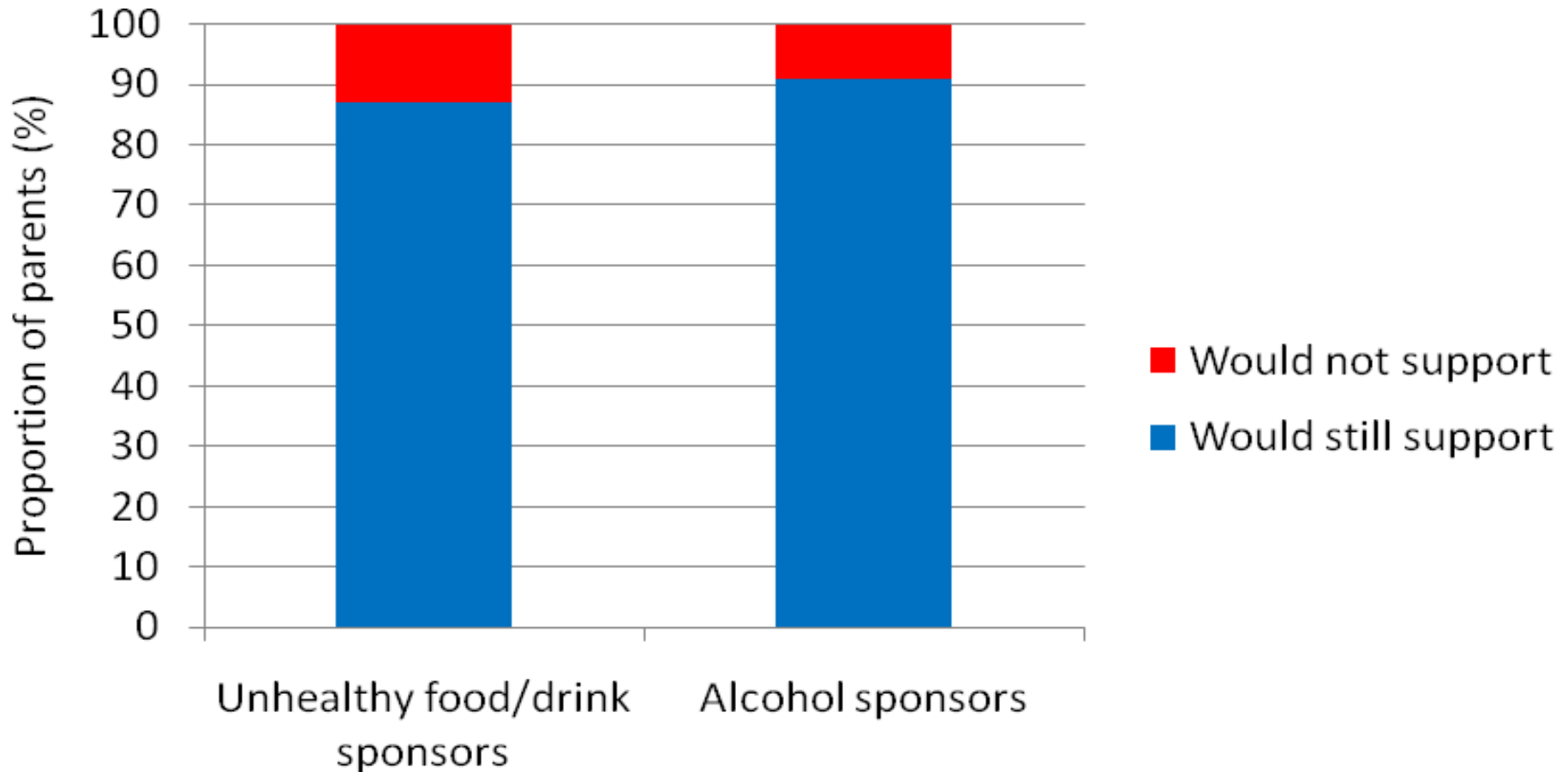
POTENTIAL SOLUTIONS TO CREATE HEALTHIER FOOD ENVIRONMENTS AT CHILDREN'S SPORT



SPORTS CLUB SURVEY: Support Of Sponsorship Restrictions



PARENT TELEPHONE SURVEY (n = 825): Support of Sponsorship Restrictions with Increasing Sport Costs



Potential Solutions For Healthy Sports Clubs

- **Healthy eating programs within sport**
- **Guidelines**
 - Guide the acceptability of sponsors or food provision
- **Centralised funding system** (Industry & NGO driven)
 - Provides funding linked to health promotion objectives
 - Reduces promotional opportunities at individual clubs
- **Compensatory funding** (Government driven)
 - Similar to Health Promotion Foundations in some Australian states
 - Established to offset revenue losses after tobacco sponsorship restrictions





NSW Health Department program (new in 2014)

- Partnering with the NSW Division of Sport and Recreation, NRL, AFL and netball
- AIM: to support clubs to become a healthier sporting environment by focussing on two key strategies:
 1. Promoting the consumption of water as the primary drink to quench thirst before, during and after a game
 2. Supporting sports canteens to provide healthier food and drink choices



GOOD SPORTS



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High Schools
Health Professionals
Community Organisations
Good Sports
Newsletters

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ABOUT THE GOOD SPORTS PROGRAM

The Good Sports program is an initiative of the Australian Drug Foundation (ADF) to develop safer and healthier communities. The program supports community sporting clubs across Australia to be safe, healthy and family friendly environments, by reducing alcohol and other drug problems, increasing the viability of sporting clubs and improve the range and quality of sport options available within the community.

The key strategy of Good Sports is the accreditation program. The three level accreditation criteria consist of a set of alcohol management standards for clubs that serve and consume alcohol. Clubs are required to move through the levels in a set amount of time (maximum 5 years), maintaining all the criteria from previous levels as they do so.

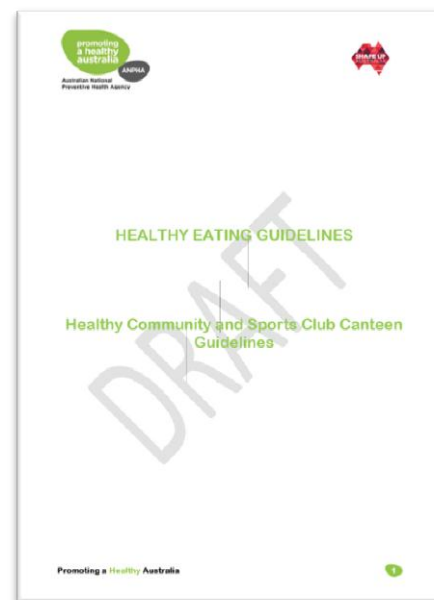
To find out more about the National Good Sports program, [click here](#).



GOOD SPORTS AND GOOD FOR KIDS. GOOD FOR LIFE. PARTNERSHIP

Australian National Preventive Health Agency: Sports Club Canteen Guidelines (Draft, 2013)

- Make recommendations for types of food and drinks to be available (aligned with Nutrition Guidelines)
- Tips for promotion and increased sale of healthy items



<http://anpha.gov.au>

NSW Sports Sponsorship Foundation

> Key features:

1. Acquisition of Foundation contributions from appropriate corporate sponsors
2. Development of health promoting standards for sports clubs
 - Minimum standards for the development of supportive environments for health



DELPHI SURVEY

HEALTH PROMOTION STANDARDS FOR SPORTS CLUBS

Top 5 priority standards for sports clubs

1. Abide by responsible alcohol practices

2. Availability of healthy food and drinks at sports canteens and reduced availability/portion size of unhealthy items

3. All areas (indoor and outdoor) and activities under organisation's control are completely smoke-free

4. Restriction of the sale and consumption of alcohol during junior sporting events and training

5. Restricting unhealthy food and drink companies from sponsoring clubs

Corporate Interviews: Concept and Program Approach

It's good to address complex issues like this one at different levels on a continuum of change, for example awareness, change behaviour, policy change
(Corporate philanthropic foundation)

I like the personalised approach with an individual action plan for each local sport club
(Corporate philanthropic foundation)

Limiting sponsorship in a sport setting will have a negative impact on sport clubs...should encourage as much funding as possible so children have more facilities & opportunities for participating in sport activities
(Non-aligned corporate)

Can't compete against advertising dollars from junk food companies
(Corporate philanthropic foundation)

VicHealth: Healthy & Welcoming Sports Clubs



The screenshot shows the VicHealth website interface. At the top, there are links for 'Register' and 'Member Login', along with social media icons for Facebook, YouTube, RSS, and a 'Share' button. Below this is a search bar and a navigation menu with categories like 'Home', 'About Us', 'Programs & Projects', 'Funding', 'Research', 'Seminars & Events', 'Media Centre', 'Publications', and 'Workforce Development'. The 'Programs & Projects' section is active, showing a breadcrumb trail: 'You are here: Home > Programs & Projects > Healthy Sporting Environments'. A sidebar on the left lists various health topics, with 'Healthy Sporting Environments' selected. The main content area features a photo of three people in a sports setting, followed by the heading 'HEALTHY SPORTING ENVIRONMENTS' and a 'Program summary' section. The summary text describes the program's goals and funding, and lists six key areas of focus: responsible use of alcohol, healthy food choices, reduced tobacco use, protection from harmful effects of UV, creation of an inclusive, safe and supportive environment for women, girls, people from culturally and linguistically backgrounds, and Indigenous people, and injury prevention and management.

Healthy Eating Module

- Introduces healthy eating policies
- Provides more healthy food and drink choices for players, officials and spectators (based on VicHealth's *Healthy Club Canteens* resource*)

* The guidelines do not ban any foods, but seek to increase the proportion of healthy food within sports clubs

Healthway: Healthy Club Sponsorship

- **Up to \$3,000 Healthway sponsorships**
- **Clubs must meet minimum criteria for Healthy Clubs:**
 - Increasing the number of healthy food/drink options
 - Decreasing unhealthy options
 - Putting measures in place to ensure a responsible culture in regards to the consumption of alcohol
 - To reduce, where ever possible, the promotion of unhealthy messages or brands
- Amount given is dependent on proposed club changes



Healthway Co-Sponsorship Policy (2010)

- Healthway will generally not enter into health message promotion sponsorships with organisations in arrangements (direct or indirect) with co-sponsors resulting in the **promotion of unhealthy brands or messages**
- **Co-sponsors** = other sponsors of Healthway-sponsored organisations or with a presence at Healthway-sponsored events
- Clubs required to provide details of existing food, drink and alcohol sponsors
- Undertake risk management (using standard matrix) to identify appropriateness of existing sponsors



Then - 2011

Sport puts \$30m price on 'healthy' sponsorship

GARETH PARKER and
REBECCA TRIGGER, The
West Australian

Updated June 13, 2011, 2:15 am

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Nic Ellis/The West Australian © Sport puts \$30m price on 'healthy' sponsorship

Banning alcohol, fast food, soft drink and confectionary companies from sponsoring WA sport would cost \$20 million to \$30 million a year in lost revenue, the WA Sports Federation says.

WASF, which represents more than 130 sport and recreation bodies, wants an independent review of Healthway, the State Government's health promotion agency, after complaints from members.

It said last week that Healthway's co-sponsorship policy was restrictive and dictatorial.

The policy says Healthway, created in 1991 to distribute State tobacco taxes to sport, arts and research bodies, will generally not sponsor groups also sponsored by companies that promote "unhealthy brands or messages".

The legislation which governs Healthway, the Tobacco Products Control Act, is under review and a discussion paper calls for an end to the requirement that 30 per cent of its funding goes to sports.

WASF's submission to the review says Health Minister Kim Hames must commission an immediate independent review of Healthway, focusing on the effectiveness of the co-sponsorship

NOW – 2013

WACA dumps booze, fast food

EXCLUSIVE Cathy O'Leary
Medical Editor, The West
Australian

Updated September 3, 2013, 2:30 am

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WACA dumps booze, fast food

WA cricket is dumping its alcohol and junk food promotion in return for a record \$2.1 million sponsorship deal with Healthway.

The WA Cricket Association's three-year agreement marks the end of sponsorship by alcohol company Lion and soft drink Coca-Cola, whose signs and logos will disappear from the WACA Ground, district clubs and uniforms.

It is the latest in a series of sporting organisations to align with Healthway, which has a policy of not sponsoring groups that also accept money to promote unhealthy brands or messages.

The deal is the biggest in the history of the State Government-funded agency, which was set up in 1991 and gives about \$7 million a year to sporting groups.

WACA chief executive Christina Matthews said cricket was making a stand that it wanted to send out healthy messages to the community.

"It doesn't affect supply, because we are a business, but it restricts them to point of sale," she said.

But Ms Matthews conceded it would not stop Cricket Australia's KFC Big Bash or Carlton and United Breweries sponsoring the one-day series.

"Healthway understands that in effect Cricket Australia comes to WA and hires our ground," she said.

WA coach Justin Langer said the move away from alcohol sponsorship was challenging but a sign of the times.

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