



# HEALTHY SPORTS REWARDS PROJECT 2024/25

The Healthy Loddon Campaspe Healthy Sports Rewards Project offers alternatives to the unhealthy food and drink vouchers often presented to junior sporting club participants, replacing them with healthier, locally sourced rewards.

The project was piloted in Greater Bendigo in 2021 and later expanded to Campaspe, Central Goldfields, and Loddon Shires, guided by local context and stakeholder feedback.



## OBJECTIVES

Increase sporting clubs' knowledge of the benefits of healthy eating for children and young people

Increase sporting clubs' awareness and provision of healthy reward options for junior players.

## HOW DID WE WORK WITH CLUBS?

The Healthy Sports Rewards project was delivered differently across LGAs, shaped by stakeholder feedback, reward availability, and local capacity.



In Campaspe and Central Goldfields Shires, an Expression of Interest process was undertaken inviting local junior sporting clubs to apply for vouchers.



In Loddon Shire, HLC worked with the local cricket association to recruit clubs to the project.



Rewards provided varied by location, and included:

- Healthy food vouchers from local cafes and supermarkets
- Pool passes
- Sports store vouchers
- Cinema vouchers
- Local fauna park vouchers
- Drink bottles
- Swimming bags
- Caps



Types of sporting clubs engaged included:

- Cricket
- Tennis
- Basketball
- Triathlon
- Pony club
- Hockey
- AFL
- Netball
- Soccer
- Calisthenics
- Cycling



HLC Health Brokers supported connections with Vic Kids Eat Well to ensure sustainability.



The Healthy Loddon Campaspe Initiative is supported by the Victorian State Government

# Healthy Sports Rewards



## OUTCOMES

2892

### EVALUATION DATA INCLUDED:



73% of respondents said they had more knowledge of providing healthy reward options.



80% stated they had more skills in providing healthy reward options.

junior players engaged with the project

35

junior sports clubs involved

14

local businesses engaged

## FEEDBACK

- Excellent to see the kids having healthy food at training... (I also liked) "Supporting local businesses and healthy eating. - Parent
- The kids get excited about the vouchers. - Parent
- They are amazing!! ...the pack was so good! A fabulous initiative! - Club volunteer



## SUSTAINABILITY



Campaspe Shire recognised the health and economic value of the project to both local sporting clubs and local businesses, and have taken over funding of the project in the future.

### PARTICIPATING CLUBS REPORTED SUSTAINED CHANGES INCLUDING:



- Implementing canteen vouchers for healthier options.
- Focusing on negotiating with local businesses for healthy reward options.
- Offering healthier options in their broader club food and drink environments such as canteens, school holiday programs, and afternoon teas.