

SUPPORTING
THE NSW
HEALTHY SCHOOL
CANTEEN
STRATEGY

LOOKBOOK

How to make Everyday foods
and drinks stand out and sell
well in your canteen

Good marketing and promotion can make your canteen healthy and financially sustainable.

Marketing is getting the right **product**, in the right **place**, at a favourable **price** and using the right **promotion** to attract customers.

This book looks at how 5 schools around NSW have used marketing and promotion to make healthy foods and drinks sell well in their canteens.





Orange Public School	4
----------------------	---

Waitara Public School	8
-----------------------	---

Murrumbidgee Regional High School - Griffith Site	12
--	----

Winston Heights Public School	16
----------------------------------	----

Sturt Public School	20
---------------------	----

ORANGE PUBLIC SCHOOL

NO. OF STUDENTS: 679

OPERATION: P&C run

LOCATION: Orange

This school canteen keeps parents in the loop by sending out fantastic canteen e-newsletters.

They also use social media, publishing daily and weekly specials on their canteen Facebook page.

Tip: If you need help using social media, ask a friend, teacher or senior student to help you - it's worth it!



Salads can be interesting!
This menu item displays an attention to colour and texture.



Students are greeted with a rainbow display of Everyday snacks at the counter. The bright colours and favourable pricing make them a huge seller!



See the appeal. Clear packaging helps attract students to these veggie sticks, 99% fruit juice sticks and bite-sized fruit salads.



Last minute temptations.

Colourful advertising of affordable snacks at point of sale helps students make healthy choices.



Attractive on the outside, delicious on the inside – check out these custom labels!



Eye level is buy level.

Use your counter area to sell healthy snacks – price and position is key!

Keep the community informed.
OPS promotes their canteen menu on social media and in the school newsletter.

Orange Public School Canteen
15 October

Spring has sprung, and the garden is full of beautiful salad leaves. OPS garden special this week will be a roasted beetroot salad. This salad will have fresh salad leaves, roasted beetroot, cucumber, feta and pepita's, dressed in a balsamic & honey dressing. Delicious earthy flavours!



FROM THE OPS GARDEN...

BEETROOT SALAD

\$5

9 1 Comment

Orange Public School Canteen
5 November 2018

New to the menu! Made by the canteen, give them a try! 5 meatball are the same serving size as 5 dino snacks. Enjoy!

Chicken Meatballs



\$3.50

INTRODUCTION PRICE! GIVE THEM A TRY!

MADE BY THE CANTEEN, FULL OF GOODNESS

AN 'EVERYDAY FOOD' OPTION WITH THE FLAVOURS OF DINO SNACKS IN MIND!

5 1 share

Like Comment Share

Canteen News

WEEK 3

Canteen Open Tuesday - Friday

SOUP SPECIAL

Creamy Carrot Soup
served with a fresh bread

THIS WEEK

LUNCH ORDERS
TUESDAY - THURSDAY

\$4

MADE BY THE CANTEEN, FULL OF GOODNESS

Soup Weather!
With our soup specials, you will receive a coupon in your lunch bag, please return this to the canteen in exchange for your hot soup

Pizza Pocket

New to the menu
Our ham and cheese Pizza pocket's are a healthy choice
Swap your pizza single order to try our homemade option

Thanks to everyone who is enjoying our Pizza pocket trial, the feedback has been great. We are continuing to trial options that work in the lunch orders and with canteen handling. This week the pizza pocket shape has changed a little. We welcome all feedback, pop it on your lunch order while our special trial price continues!

1 FOR \$2

2 FOR \$3

FOR THE FIRST TIME IN OVER 5 YEARS, WE HAVE ADJUSTED THE PRICE OF OUR ICE BLOCKS TO 70c FROM THIS WEEK.

ICE BLOCKS 70c

WITH ICE BLOCK PRICE RISE, IF YOUR CHILD DOESN'T HAVE ENOUGH MONEY, WE WILL OFFER ITEMS THEY CAN AFFORD
Look out for more healthy options coming to the menu. This term the menu will be changing regularly!

Canteen Snacks

- CARROT STICKS 20c**
- FRUIT CUPS 50c**
- CARROT STICKS & DIP 50c**

Interested in volunteering at the canteen?
Call Wendy on 63617550 or message us via our facebook page, search OPScanteen

Coloured Hard boiled Eggs



ONLY 50c

AVAILABLE OVER THE COUNTER ALL WEEK

Special events and themes are a great way to promote Everyday items like these colourful eggs for Easter.

WAITARA PUBLIC SCHOOL

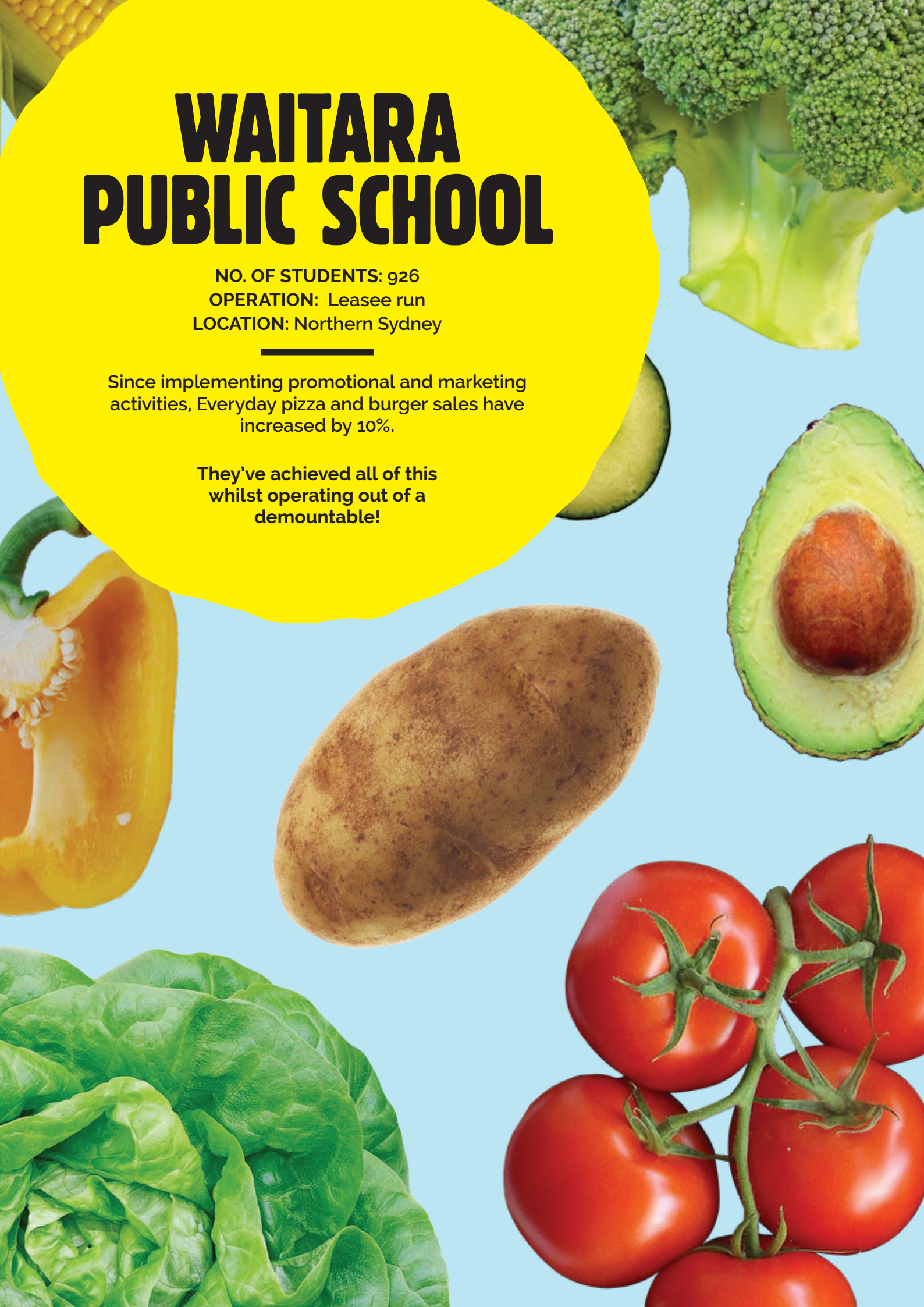
NO. OF STUDENTS: 926

OPERATION: Leasee run

LOCATION: Northern Sydney

Since implementing promotional and marketing activities, Everyday pizza and burger sales have increased by 10%.

They've achieved all of this
whilst operating out of a
demountable!



WPS CALENDAR OF SPECIALS

JANUARY

-

FEBRUARY

Valentine's Day (14th):
Chunky strawberry smoothie pops

MARCH

World Harmony Day (21st):
Multicultural Lunch Day

APRIL

Big Vegie Crunch (4th): Vegie sticks \$1.50
Easter (12th): Coloured Boiled Eggs \$0.50

MAY

Heart Week (1st week of May): Healthy
Heart Salad all week

JUNE

Wholegrain Week (17th-23rd):
Baked falafel available all week

JULY

Eat Beans Day (3rd): Recess special -
Baked beans on English muffins

AUGUST

Healthy Bones Week (19th-23rd):
Cheese Stringers all week

SEPTEMBER

Fruit and Veg Month: Rainbow salads &
Rainbow wraps 25% off all month

OCTOBER

Halloween (31st): Jaffle Sand-witches

NOVEMBER

World Iron Deficiency Day (26th):
Spaghetti & meatballs

DECEMBER

Last week of school meal deal:
Santa's Special - Cheese burger & carrot
sticks with water or flavoured milk \$7.00

Planning
ahead and
identifying special
theme days that
promote healthy
choices

Each week, students get excited for Pizza Fridays – they get to choose from a range of Everyday options like the 'Happy Hawaiian', the 'Tandoori Treat' and the 'Vegorama'.

PIZZA



\$5

FRIDAYS

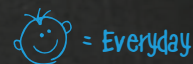


Healthy Kids Canteen Menu

Waitara Primary School

Term 4

Order online at www.flexischools.com.au



Sandwiches

(All sandwiches are made using wholemeal bread. No white bread or spreads unless specified or requested)

☺ Happy little Vegemite (with margarine)	\$2.50
☺ Say "cheese"	\$3.00
☺ Ham	\$3.50
☺ Rainbow: Lettuce, carrot, tomato & cucumber	\$4.00
☺ Egg, lettuce & mayo	\$4.00
☺ Ham, lettuce & mayo	\$4.50
☺ Chicken, lettuce & mayo	\$4.50

Wrap it up

☺ Chicken, lettuce & mayo	\$5.00
☺ Ham, lettuce & mayo	\$5.00
☺ Tandoori chicken, yoghurt & lettuce	\$6.00
☺ Rainbow: lettuce, carrot, tomato & cucumber	\$4.50

Toasted sandwiches

☺ Say "cheese"	\$3.50
☺ Tomato & cheese	\$4.00
☺ Ham & cheese	\$4.50
☺ Chicken & cheese	\$4.50
☺ Ham, cheese & tomato	\$4.80

Salad boxes

☺ Superhero salad: Lettuce, carrot, tomato, cucumber, corn & beetroot	\$4.50
☺ 3 C's veggie pasta salad: Pasta, carrot, capsicum, corn & mayo dressing	\$5.00

Add extras to your sandwiches or salad!

Ham, chicken, tuna, egg, cheese	\$1.20
Gluten free bread or wrap	\$1.20
Lettuce, beetroot, carrot, cucumber or tomato	\$0.60
Mayo	\$0.60

Drinks

☺ Water: 600ml	\$2.00
☺ Plain milk: 300ml	\$2.00
☺ Oak Lite flavoured milk: 300ml (choc, strawberry)	\$3.00
☺ Just Juice: 200ml (apple, orange, apple & blackcurrant)	\$2.00
☺ Glee Sparkling Fruit Juice: 250ml (tropical treat, blackcurrant burst, rockin' raspberry)	\$3.00
☺ Chill J 100% Sparkling Fruit Juice: 250ml (blastin' blackcurrant, rippin' raspberry, groovy grape)	\$3.00

Daily specials

Monday: Sushi

☺ Super sushi: veggie, tuna or chicken	\$3.80
--	--------

Tuesday: Burgers & sushi

☺ Angry birds burger: chicken, lettuce & mayo	\$5.00
☺ Super sushi: veggie, tuna or chicken	\$3.80

Wednesday: Sushi

☺ Super sushi: veggie, tuna or chicken	\$3.80
--	--------

Thursday: Burgers & sushi

☺ Angry birds burger: chicken, lettuce & mayo	\$5.00
☺ Super sushi: veggie, tuna or chicken	\$3.80

Friday: Pizza

☺ Pizza: Happy Hawaiian, Tandoori Treat or Vegorama	\$5.00
---	--------

#ot meals - Everyday, canteen made

☺ Mac 'n' cheese	\$4.50
☺ Pasta bolognese (beef, chicken, veggie)	\$5.00
☺ Fun fried rice (chicken, veggie)	\$4.50
☺ Toasted UFOs with cheese (beef, chicken)	\$8.00

Snacks

☺ Piece of seasonal fruit	\$1.00
☺ Tooty fruit salad	\$2.00
☺ Celery swords & crazy carrot sticks with tzatziki	\$2.00
☺ Poppin' corn	\$1.00
☺ Jumpin' jello made with 100% juice	\$1.50
☺ Crazy cup of custard	\$1.50
☺ Chompin' choc cup (with Oak Light Choc Milk)	\$1.50
☺ Berry yummy yoghurt	\$2.50
☺ Assorted English muffins	\$2.50
☺ Chicken pita pocket rocket (tandoori, honey soy)	\$2.50
☺ Cheesy garlic pita pizza	\$1.20
Funky monkey banana bread	\$1.50
Red Rock Deli chips	\$1.50

Frozen

☺ Quelch juicy sticks	\$0.50
☺ Eskimo fruit snacks	\$1.50
☺ Juicies (wild berry, tropical, lemonade)	\$2.00
Bulla frozen yoghurt: 97% fat free (mango, strawberry)	\$2.50
Twisted frozen yoghurt (chocolate/vanilla, Strawberry/vanilla, watermelon/mango)	\$2.50

Current as at 1 Oct 2018

Know your audience - use catchy names for Everyday menu items to entice students!



**EAT
THE
RAINBOW**

Colourful posters
can be used to
promote healthy
lifestyle messages
to students and staff
while they wait in
line at the canteen



**1 HOUR
PER DAY**



EVERYDAY

\$2

\$2.50

\$2

\$1

SNACKS

ANGRY BIRDS BURGER

\$5

TUES & THURS

Murrumbidgee Regional High School

Griffith Site

NO. OF STUDENTS: 558
OPERATION: School run
LOCATION: Griffith

This canteen has received praise from the school community for their fantastic marketing and promotional activities. They were even featured in the local newspaper for their creative efforts!

Walking into the school each morning, students can see what's on special at the canteen that day.





What a set up! The use of colourful posters and signs in prominent positions, and the abundance of Everyday options at the counter encourage healthy food purchases.



Tubs of fresh local watermelon displayed in a way where food is visible and cut into bite-sized pieces. Whole fruit such as apples, oranges and mangoes bring a splash of colour to the point-of-sale area.



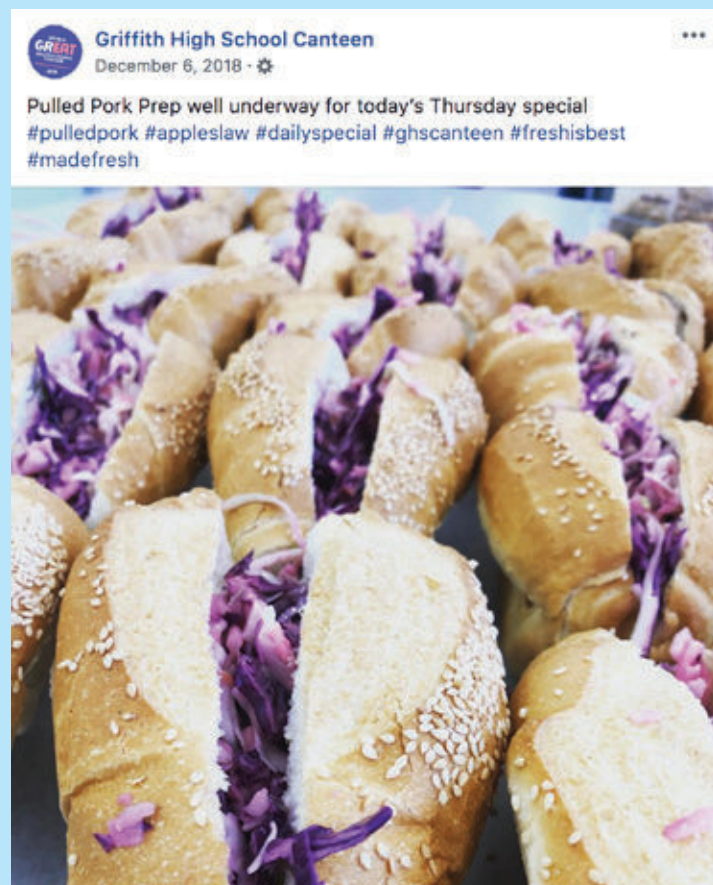
Everyday options displayed in prominent positions in the fridge.

Making the healthy choice the easy choice. The Great Choice stickers draw students' attention to the healthy options available on the counter.



Getting students involved is a great way to create a sense of pride in the canteen. These posters were designed by students for an assignment. Students were also called upon to help in a vegetable and herb garden, taste testing and recipe development.

Whether it's a Thursday or the end of the term, the school community is reminded of upcoming Everyday specials via social media.



If it's yummy, it'll be in their tummy. The canteen engages with the school community to get feedback on new additions to their menu such as these canteen-made rice paper rolls and Pad Thai. Thai-riffic!

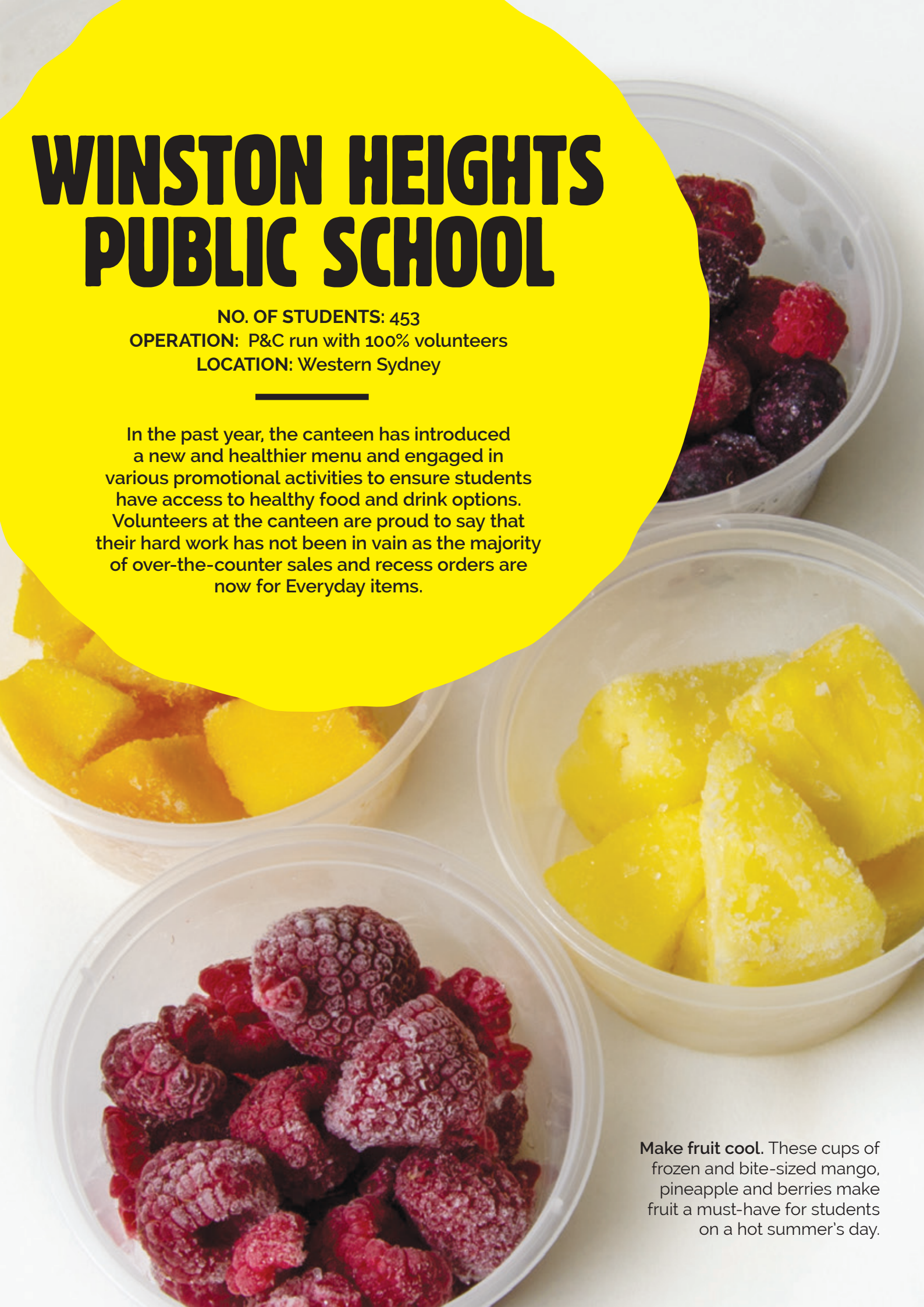
WINSTON HEIGHTS PUBLIC SCHOOL

NO. OF STUDENTS: 453

OPERATION: P&C run with 100% volunteers

LOCATION: Western Sydney

In the past year, the canteen has introduced a new and healthier menu and engaged in various promotional activities to ensure students have access to healthy food and drink options. Volunteers at the canteen are proud to say that their hard work has not been in vain as the majority of over-the-counter sales and recess orders are now for Everyday items.



Make fruit cool. These cups of frozen and bite-sized mango, pineapple and berries make fruit a must-have for students on a hot summer's day.



Canteen		
Be Safe <ul style="list-style-type: none"> • Line up quietly • Go straight back to the playground • Only buy for yourself • Finish your food before playing • No! Go! Tell! 	Be Respectful <ul style="list-style-type: none"> • Remember please and thank you • Speak politely • Wait your turn patiently 	Be Responsible <ul style="list-style-type: none"> • Keep the area clean



A fresh coat of bright paint and use of the Healthy School Canteen posters have made the canteen an appealing place to be!

You be the judge! The canteen held special "Try-It-Out Thursdays" to find out which Everyday foods are popular and help decide what would make it onto their new menu. Students loved being involved and this built excitement around healthy foods.

Try-it-out Thursdays

@ the Canteen

WEEKS 7 & 8: 15th & 22nd March 2018

BEEF BURGER \$4

Burger roll, lean beef pattie, lettuce, tomato, and choice of BBQ or Tomato sauce

Veggie Burger \$4

Burger roll, vegetable pattie, lettuce, tomato, and choice of BBQ or Tomato sauce

Everyday

Frozen Milk

60¢

Large

Small

Large

30¢

Small

Chocolate
Strawberry

Cheap and healthy snacks. This is one of many parent-made posters displayed proudly at the canteen to influence healthy choices.



Ham, Tomato
& Cheese
Sandwich with
Bottled Water

\$4.20



Twista
Bolognese
with Yoghurt

\$5.20



Twista
Bolognese
with Bottled
Water

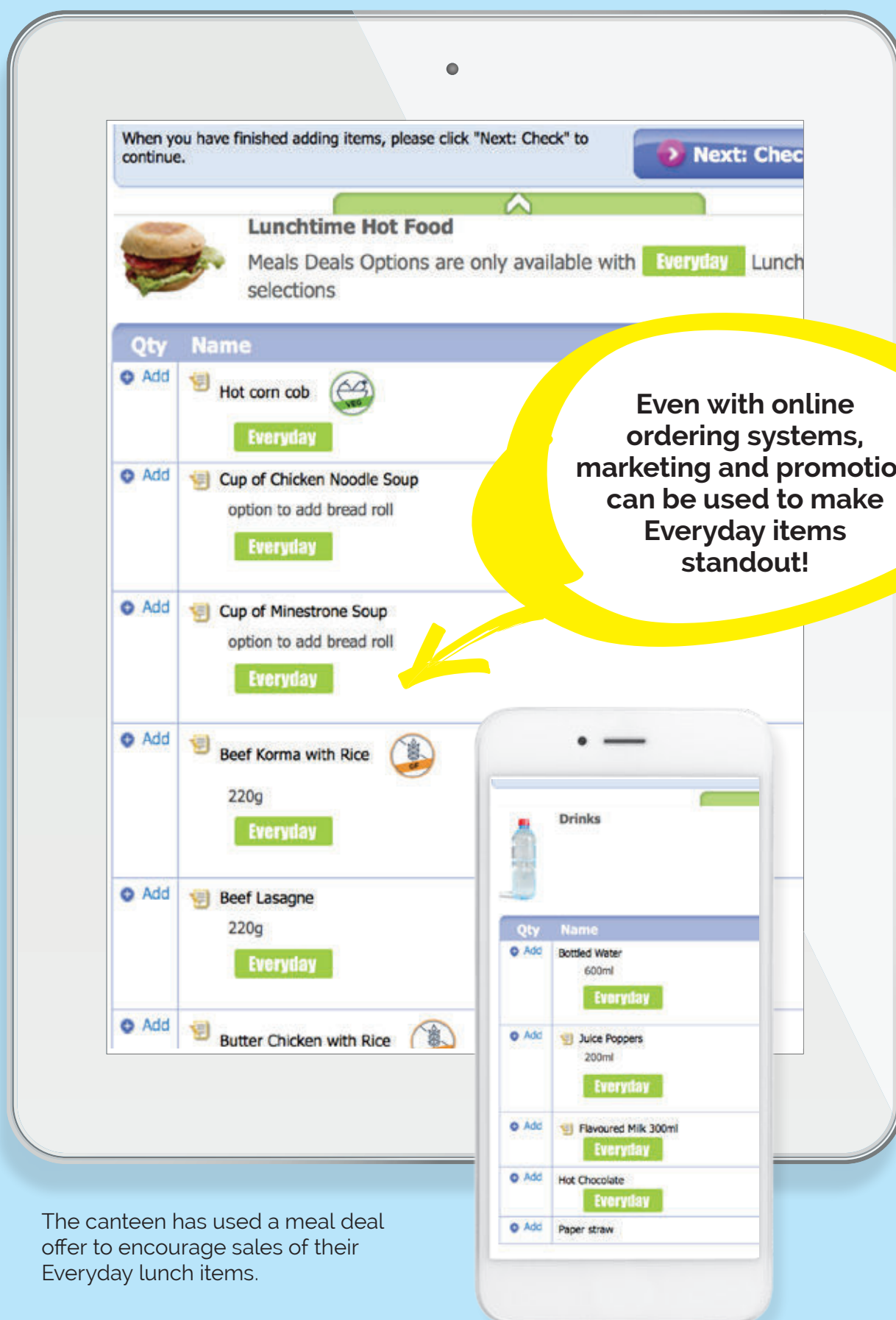
\$4.70



Egg & Salad
Wrap with
Chocolate
Milk

\$4.70

Combining popular Everyday items into a meal deal has proven to be a hit – here are some of the options the students at Winston Heights get to enjoy!



The canteen has used a meal deal offer to encourage sales of their Everyday lunch items.

STURT PUBLIC SCHOOL

NO. OF STUDENTS: 373

OPERATION: P&C run

LOCATION: Wagga Wagga

The canteen has received only positive feedback since implementing healthy marketing and promotional strategies – and they've had increased sales to prove it!

Fruit presented in a fun way, enticing students to choose this healthy, favourably priced snack.





Get the school community involved – These fantastic “Fresh” posters were made by a parent for the canteen.



Every week a vegetable is chosen as the veggie of the week – this helps to create excitement around a healthy snack and has proven popular with both students and staff. These snow peas were picked fresh from the canteen garden.



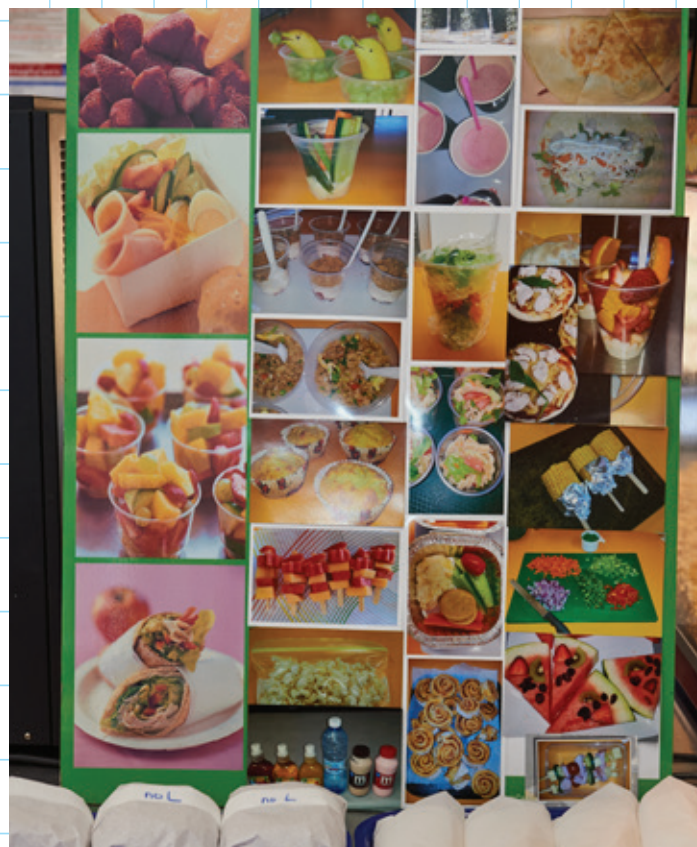
Fruit skewers and mini salad wraps temptingly presented on the counter.



Healthy choices – two salad options, both at an attractive price and in clear packaging. Students love seeing what they’re going to eat!



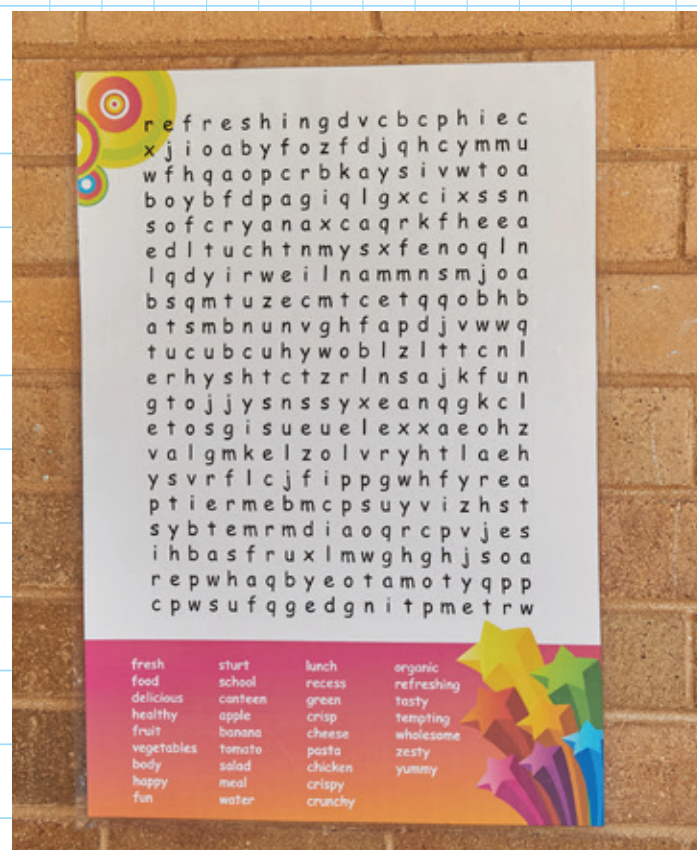
What's not to love about this snack? It has the appeal of colours, the smooth and crunchy textures, and thoughtful presentation.



The canteen displays this colourful collage of popular Everyday items at school events such as kindy orientation to let parents know what is available in the canteen.



Colourful and fun cartoons are used to appeal to students and promote healthy snacks.



A healthy canteen crossword makes the canteen line more fun and influences good food choices when students get to the front.

Sturt Public School Canteen added 2 new photos. 20 November 2018 · 🌐

RESPECT Week Mufti day (Wed) at Sturt. You can choose to wear yellow or purple.

We will have purple smoothies at recess.



Be someone you would want to be friends with

9 likes · 3 Comments · 1 share

The canteen participates in school events such as Respect Week by creating and promoting special items like this purple smoothie.

Sturt Public School Canteen September 27, 2018 · 🌐

Some our recess selection today.

These prices are very low today as we were lucky to have some donated produce so are passing on the savings and hopefully having lots of our students tasting more than 1 item.



5 likes · 1 Comment · 1 Share

Sturt Public School Canteen 4 December 2018 · 🌐

Frozen pineapple rings are a lunchtime counter sale option, aren't they cute!



What's on the menu? The school community is informed of Everyday recess and lunch options and meal deals through the canteen Facebook page.

INFORMATION AND RESOURCES

For marketing tips and information on the 4Ps, visit the 'Marketing a healthy canteen' page on the Healthy School Canteens website at:

<https://healthyschoolcanteens.nsw.gov.au>

The website also has a selection of promotional materials available for download and printing.

Posters

You can display any of the nine posters throughout your school and in your canteen to promote healthy choices.

Loyalty cards

You can use the cards to reward students for making healthy choices in the canteen.

Specials templates

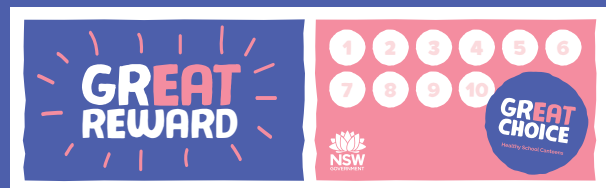
You can use the templates to promote Everyday specials and help boost sales of popular Everyday choices.

Great Choice stickers

You can use the stickers to help students identify Everyday choices on the menu. The stickers can be placed on food wrappers or given to students as a reward for making a healthy choice.

Great Choice icon images

You can use the Great Choice icon images on specials posters and other promotional materials.



Support for your school and canteen

Primary Schools

You can access support from your Local Health District Health Promotion Officer. Visit the NSW Healthy School Canteen Strategy website for contact details: <https://healthyschoolcanteens.nsw.gov.au/contact-us>

Secondary Schools

You can access support by calling the NSW School Canteen Secondary School Support Service:
Phone: (02) 9876 1300 or 1300 724 850 if calling from outside Sydney (TOLL FREE)

Healthy Kids Association (HKA)

HKA provides free support on general enquiries on the Strategy. If you have any questions, you can contact HKA on their school support line:

Phone: (02) 9876 1300 or 1300 724 850 if calling from outside Sydney (TOLL FREE)

Email: info@healthy-kids.com.au