



IT'S  
*your move*  
— TIP SHEET

Transforming your high  
school canteen



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STUDENT INNOVATION FOR HEALTHIER HIGH SCHOOLS

[health.act.gov.au/itsyourmove](http://health.act.gov.au/itsyourmove)  
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# WHAT'S BEEN DONE?

## Lanyon High School: Brekkie Bar

As part of It's Your Move, Lanyon High School set up a brekkie bar to assist students to make healthy choices to start their day.

Hospitality students prepared menu items, including smoothies, quiches and muffins for taste testing.

The brekkie bar sells hot drinks to students before school in winter. They also sell fresh juice in summer and sell basic breakfast items e.g. make your own toast, muffins, yoghurt etc.

## Calwell and Lanyon High Schools: Dining space transformations

Calwell and Lanyon High Schools have created new appealing dining spaces to:

- » promote healthy meals
- » encourage positive social interactions
- » give their canteens a competitive edge.

Calwell High created a funky café style space out of recycled furniture, in partnership with boyandgirlco. Lanyon High worked with IYM and GH constructions to develop a new vibrant dining space, pop-up breakfast bar and mini music stage.

See the "How to transform your canteen dining space" How-to Guide for more information.

THINK OUTSIDE  
THE BOX. IS THERE LIFE  
BEYOND THE OLD STYLE  
SCHOOL CANTEEN?

## Sharing ideas across Canberra

Many Canberra high school canteens are now making changes to implement the National Healthy Canteen Guidelines and the ACT Public School Food and Drink Policy. This tip sheet will be updated to share the good ideas as more canteens come up with innovative solutions to promote healthier choices.



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# HOW CAN YOUR SCHOOL DO IT?

## STEP 1 PLAN

Create a working group that includes students, teachers, parents and canteen staff. Get your school executives and P&C on board. Make sure you follow the National Healthy School Canteen Guidelines and relevant policies such as the ACT Public School Food and Drink Policy.

### The 4 Ps – the classic marketing mix

- » Identify and offer PRODUCTS that appeal to students.
- » PLACE products where they are easy to see and choose.
- » PROMOTE products so students know about them and are motivated to try them.
- » PRICE the products so students want to buy them.

### Find out what your customers want

- » Use social media, face to face, written and online surveys, focus groups, suggestion boxes.
- » Ask questions about what students want out of a canteen, what they think of current canteen items, what they would like on the menu, what prices they expect.
- » Ask people to describe their favourite foods. What words do they use to talk about food?
- » Include taste testing of menu items in the research and take note of the words to describe menu items they like.

### Make a plan

- » Include what changes you will try and who is responsible for making it happen.
- » Consider what promotional materials you will need.

## STEP 2 IMPLEMENT

### Some ideas you might like to try

- » Donate a percentage from the sale of healthy items to a charity or a school project.
- » Use a rewards card or stamp system.
- » Use incentives, such as a free drink bottle, with any healthy purchase.
- » Offer taste testing for healthy items.
- » Offer healthy choices menu vouchers as classroom prizes.
- » Run competitions to choose new menu items, name the canteen, logo design etc.

### Getting the price right

- » Price is a major factor affecting food choices.
- » Try discount coupons, introductory sales, meal deals.
- » Consider charging less for healthy choices or increasing the price of less healthy items.

## STEP 3 PROMOTE

### Promotional materials

- » Use words that students use themselves.
- » Messages should be catchy, easily remembered, and repeated frequently.

### Get the messages out

- » School newsletters, e-newsletters, website and social media, notes home, canteen menu, announcements, posters, through the school-parent communications app.
- » Point of sale – display healthy items at the front, make them attractive.
- » Word of mouth and face to face are the most powerful mediums.



## A SNAP SHOT FROM OUR NEIGHBOURS

### Western Sydney Local Health District: My Canteen Rules

High school students learn about the canteen traffic light system in Health and PE and come up with green menu items for a tasting session with the school executive and canteen manager.

They market their items and students vote on which items are added to the menu.

Students also pitch ideas for changes in the canteen. At least one idea is chosen to be implemented.

**FOR EXAMPLE:** New pricing for green menu items, replacing fried chicken and chips to roasted crumbed chicken and wedges, introducing 'green' snacks for under \$3.

## IYM PRINCIPLES

- » Invite school leaders and teachers to become involved.
- » Try and get parents, local businesses or local champions involved.
- » Look for ways to embed changes into the school system for long term benefits.
- » If something is working, continue to build and improve it. If something is not working, change it or start again.

## IYM WEBSITE RESOURCES

[www.health.act.gov.au/itsyourmove](http://www.health.act.gov.au/itsyourmove)

- » Entrepreneurs: It's Your Move elective information and learning materials
- » IYM: Safe Cycle for High Schools curriculum resource
- » IYM How-to Guides for examples of great projects in other schools
- » IYM Food&Me nutrition curriculum resource
- » Suite of photos, templates and key messages to use in your promotional materials

## ADDITIONAL RESOURCES

- » ACT Fresh Tastes canteen support page [www.goodhabitsforlife.act.gov.au/fresh-tastes/canteen-support](http://www.goodhabitsforlife.act.gov.au/fresh-tastes/canteen-support)
- » ACT Nutrition Support Service – free nutrition advice and support for all schools [www.actnss.org](http://www.actnss.org)
- » Healthy Kids Association – menu and business advice for member schools [www.healthy-kids.com.au](http://www.healthy-kids.com.au)
- » National Healthy School Canteen Guidelines [www.health.gov.au/internet/main/publishing.nsf/Content/phd-nutrition-canteens](http://www.health.gov.au/internet/main/publishing.nsf/Content/phd-nutrition-canteens)
- » ACT Public School Food and Drink Policy [www.education.act.gov.au](http://www.education.act.gov.au)



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It's Your Move is part of the ACT Government's Healthy Weight Initiative, supporting a healthy, active and productive community.

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