

# Healthier Drinks Display

## Civic Reserve Recreation Centre

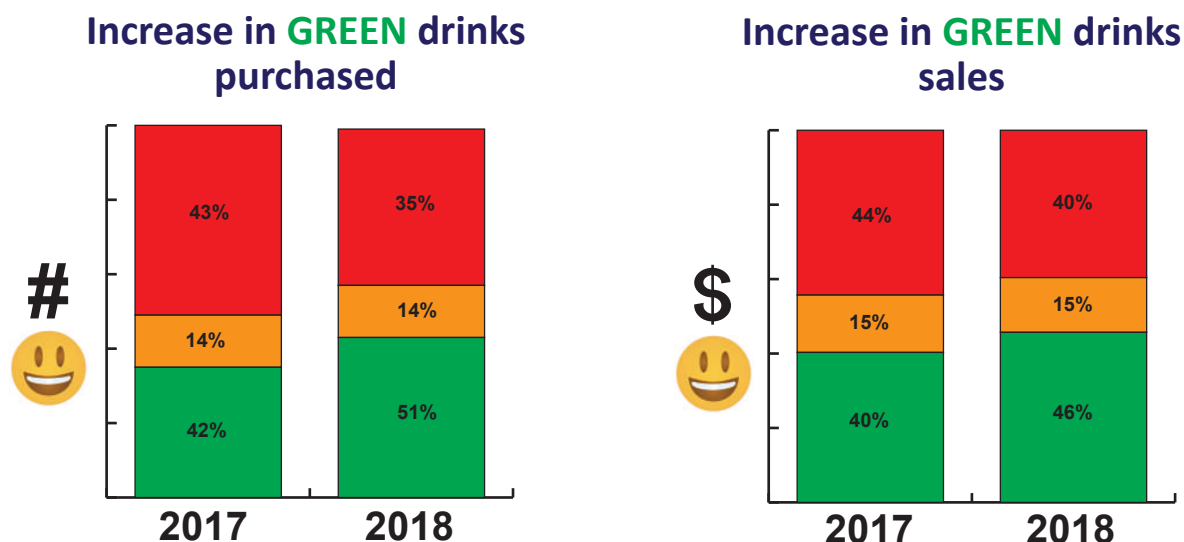
### 1st June - 31st August 2018

## WHAT DID WE DO (Probe)?

Increased **GREEN** drinks on display, and moved them into more prominent positions



## WHAT DID WE SEE (Sense)?



"Completing the nudge trials to improve the healthy options available at our centres kiosks has been an eye opening experience. Our first nudge trial has shown great results with no impact on our total sales. Our recent changes have been permanently implemented with further improvements to continue. These changes are not difficult to make, and it really does make a difference!"

- Area Manager, Belgravia Leisure, Mornington Peninsula

## WHAT NOW (Respond)?

**ADOPT** Further reduce RED 600ml soft drinks and replace with cans and reduce red drink display by a further 20%

# Menu Board—Traffic Light System

## Pines Forest Aquatic Centre

### 1 December 2018—28 February 2019

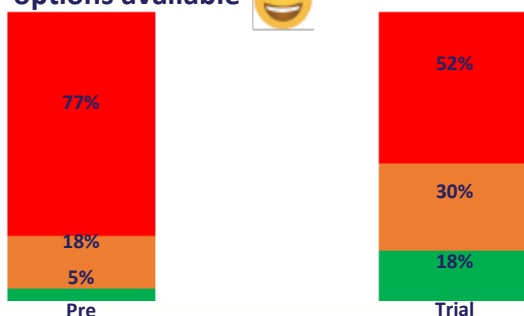
## WHAT DID WE DO (Probe)?

- Increased the number of **GREEN** and **AMBER** options on the menu
- Reduced the number of **RED** options on the menu
- Labelled food and drink items on the menu board according to their healthy choices classification.

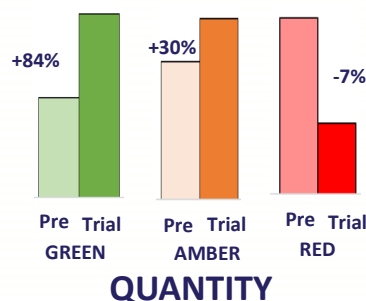


## WHAT DID WE SEE (Sense)?

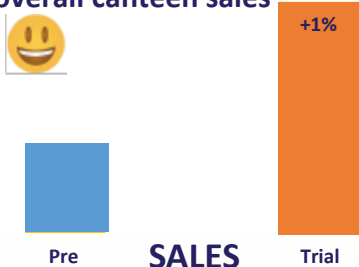
Increase in **GREEN** and decrease in **RED** options available 😊



Increase in **GREEN** items purchased  
Decrease in **RED** items purchased 😊



No significant difference in overall canteen sales 😊



“There was a minor delay in stocking hot food for the season, as on the 22 December 2018 a switch board tripped resulting in fridges and freezers not working. Therefore we lost stock, and were not able to supply our whole menu—including many of the green items. All was resolved by the 9 January 2019. We would likely have seen even more healthy options purchased should this have not occurred!”

- Centre Manager, Peninsula Leisure

## WHAT NOW (Respond)?



Adopt trial and continue to work towards making healthy choices the easiest choices in the 2019-20 season.

# Increase Number of Healthier Menu Options

## Civic Reserve Recreation Centre

### 1 June - 30 September 2019

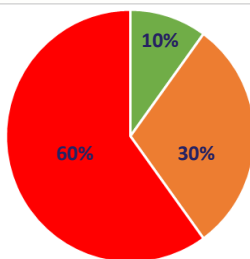
## WHAT DID WE DO (Probe)?

Increased **GREEN** and **AMBER** items and decreased **RED** items

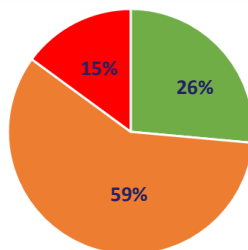


## WHAT DID WE SEE (Sense)?

Increase in **GREEN** and in decrease **RED** menu items

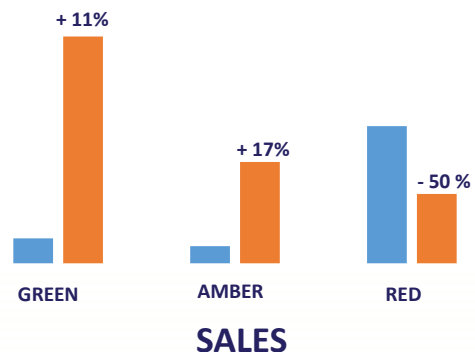


Pre



Trial

Increase in **GREEN** and decrease in **RED** sales



As an advocate for healthy eating myself, restructuring our kiosk menu to introduce more green and amber products by slowly implementing healthier items across our overall menu has been rewarding to watch. It feels good to be able to give patrons the tools and options to help change habits and also try new things!

Centre Manager, Civic Reserve

## WHAT NOW (Respond)?



Adopt trial and continue to work towards making healthy choices the easiest choices in the 2019-20 season.

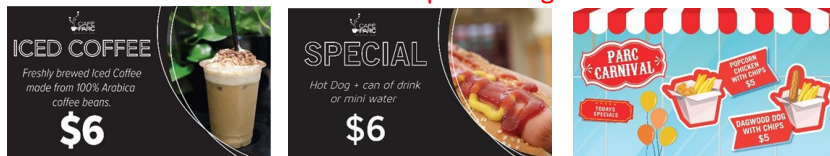
# Healthier Electronic Screen Promotions

Peninsula Aquatic & Recreation Centre  
1 January 2019— 31 March 2019

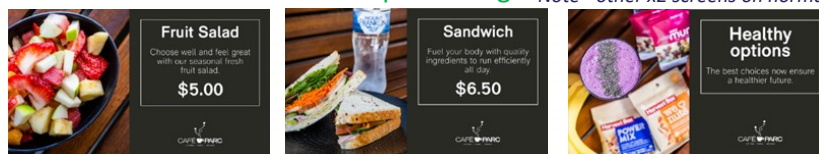
## WHAT DID WE DO (Probe)?

Promoted only **GREEN** and **AMBER** items on 2 out of 4 kiosk electronic screens.

**Pre trial Jan-Mar 2018:** x4 screens promoting items like...



**Trial Jan-Mar 2019:** x2 screens promoting **GREEN** items \* Note - other x2 screens on normal menu rotation

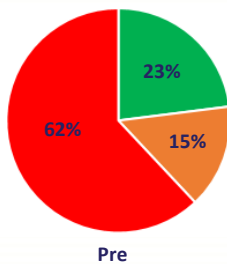


## WHAT DID WE SEE (Sense)?

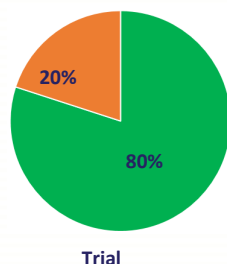
Increase in **GREEN** and decrease in **RED**



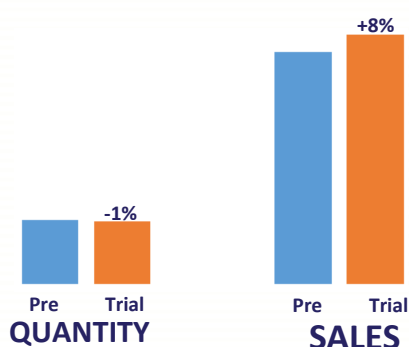
No decrease in overall sales



Pre



Trial



Increase sales of the **GREEN** items promoted on x2 electronic screens



"We were noticing more people would point to the screens and ask for the healthier options promoted."

Peninsula Leisure - PARC  
Canteen Manager

## WHAT NOW (Respond)?



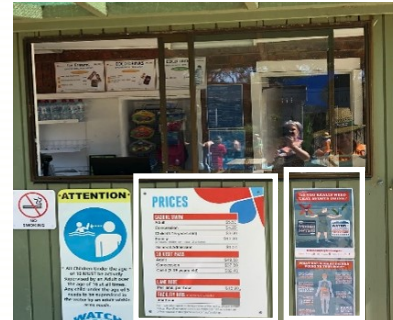
Adopt trial and continue to promote healthy choices on all four electronic screens.

### WHAT DID WE DO (Probe)?



PRE TRIAL: 2017-18

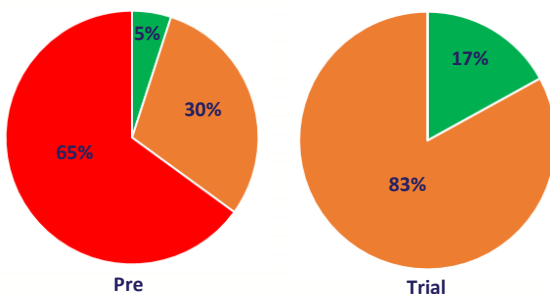
- Replaced **RED** marketing with **GREEN** and **AMBER** marketing around kiosk
- Removed 50% of **RED** items available on the menu



TRIAL: 2018-19

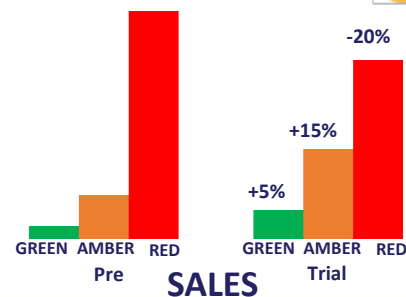
### WHAT DID WE SEE (Sense)?

Increase in **GREEN** and decrease in **RED** marketing

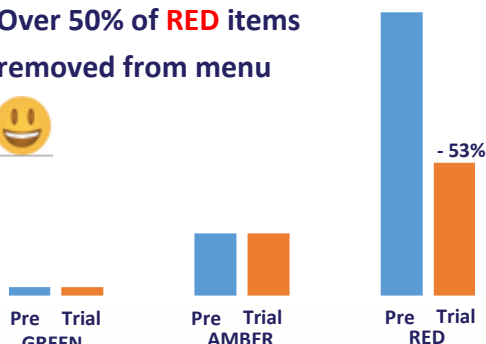


Increase in **GREEN** and **AMBER** sales

Note: overall sales remained the same



Over 50% of **RED** items removed from menu



MENU ITEMS

"Who said little changes don't have big impacts... we made some basic changes, rearranged the displays to place the healthy choice out there."

Centre Manager, Crib Point Pool

### WHAT NOW (Respond)?



Adopt trial and continue to work towards making healthy choices the easiest choices in the 2019-20 season.





## What did we do?

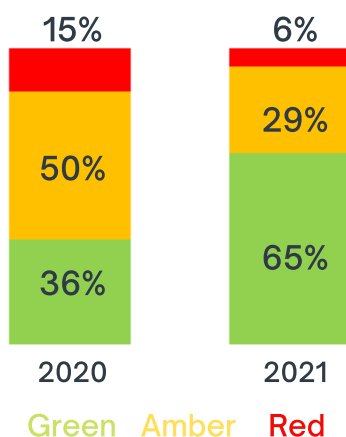


We purchased a coffee machine to increase the number of **green** and **amber** drinks purchased while aiming to reduce the number of **red** drinks purchased.

## What did we see?

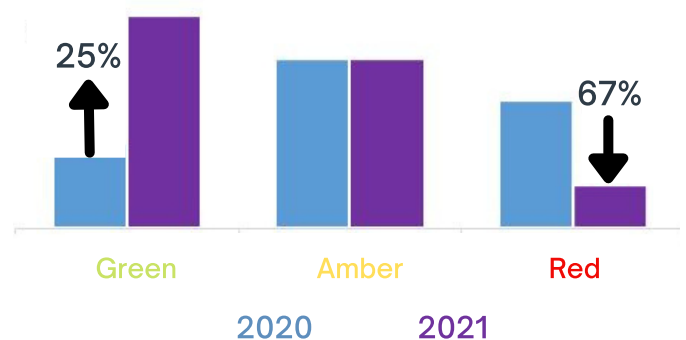
An increase in the sales (\$) of **green** and **amber** drinks and a reduction in the sales of **red** drinks.

Total Drink Sales (\$)



A 25% increase in the number of **green** drink products and a 67% reduction in the number of **red** drink products available.

Drink product availability



## What now?



ADOPT the trial. Continue using the coffee machine next season to contribute to healthier drink alternatives, and continue to increase the number of healthy drink options available.

