

Water in Sport: Greater Shepparton City Council

Introduction

During 2018–2020, Greater Shepparton City Council partnered with VicHealth to improve access to water and create healthy drink environments in 6 sports and recreation facilities.

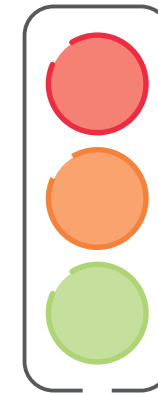
The facilities we worked with included:

- Aquamoves Verve Café
- KidsTown – Adventure Playground
- Shepparton Sports Stadium
- Merrigum Rural Outdoor Pool
- Mooroopna Rural Outdoor Pool
- Tatura Rural Outdoor Pool

Objectives

- Increase the promotion and supply of water and reduce the availability and supply of sugary drinks in our community sports and recreation facilities. (>50% **GREEN** drinks like water and <20% **RED** sugary drinks)
- Strengthen council policies and practices to enable longer-term changes to healthy drinks environments across council-owned sport and recreation facilities.

The Healthy Choices: food and drink classification guide uses a traffic light system to classify foods and drinks as:



RED: Limit intake

AMBER: Choose carefully

GREEN: Best choice

Why



Greater Shepparton City Council has a commitment to supporting the health and wellbeing of our community.



The environments in which we live, work, learn, and play are key drivers of the types of food and drink we consume. Local governments can play a key role in implementing policies and practices to improve local food and drink environments.



There is community support and expectation for healthy food and drinks – 75% of customers surveyed from all Water in Sport councils believed that sport and recreation facilities should promote healthy eating.

Outcomes



Overall, availability of **'GREEN'** drinks increased from 39% to 59% of all drinks and **'RED'** drinks decreased from 39% to 7% of all drinks.



All facilities implemented changes to improve the availability of **'GREEN'** drinks and reduce the availability of **'RED'** drinks in their retail outlets.



KidsTown, Shepparton Sports Stadium and Mooroopna, Merrigum and Tatura Rural Outdoor Pools met the Healthy Choices Guidelines for drinks.



Greater Shepparton City Council adopted a Healthy Food and Drinks Policy and Procedure that supports healthy food and drink environments across the 6 facilities. This policy and procedure also applies to all internal catering and vending machines, fundraising activities, rewards, incentives, gifts and giveaways, advertising, promotion and sponsorship and contracts, leases and tenders.

Recommendations for creating healthy food retail environments in your community



Use the [VicHealth toolkit](#) for creating healthy food and drink environments in community food retail outlets.



Start by trialing a small 'quick win' which is easy to implement and unlikely to cause revenue loss, such as rearranging the fridge to put **'GREEN'** drinks at eye-level.



Develop healthy food environment policies and procedures for councils and facilities.



Contact the [Healthy Eating Advisory Service](#) for practical implementation support.

