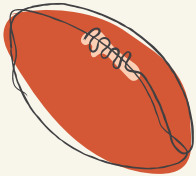


# Exploring food and beverage sponsorship and marketing in junior sports clubs in Inner East Melbourne

*The importance of advertising and current state of play for Victorian children*



Food advertising and marketing in sports clubs is common. There is currently no literature to describe the amount or impact of food advertising in junior sports clubs in the Inner East of Melbourne. Phase one of Food for Thought explored the current state of play of food and beverage sponsorship and marketing in junior sports clubs in the Inner East. The findings are illustrated below.

## Improving healthy sponsorship and marketing leads to:



### Changed emotional connection, perceptions and purchasing habits around food

From a young age, children can develop emotional connections to brands that sponsor their sporting clubs. This brand loyalty influences purchasing habits that CAN continue for life and can extend to friends and family.<sup>1</sup>



### Healthier sporting club environments

Children and teenagers are exposed to over 800 unhealthy advertisements, including online. Sports clubs are a platform to encourage healthy habits.<sup>2</sup>

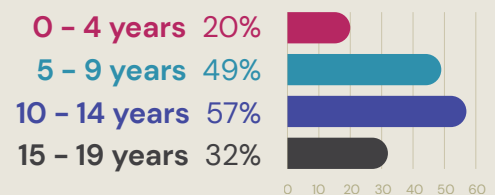


### Opportunities for children to enjoy more nourishing foods

When clubs promote nourishing foods, children may be inclined to eat more foods that support strong bones, muscle recovery and hydration, and provide them with the energy they need to play sport.<sup>1</sup>

## Children's health and wellbeing in Victoria

### Sport participation rate<sup>3</sup>



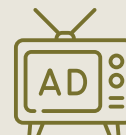
### Children meeting the Australian Dietary Guidelines<sup>4</sup>



Fruit intake  
63%



Vegetable intake  
9%



Children are exposed to over 800 advertisements daily<sup>5</sup>

# Research Findings

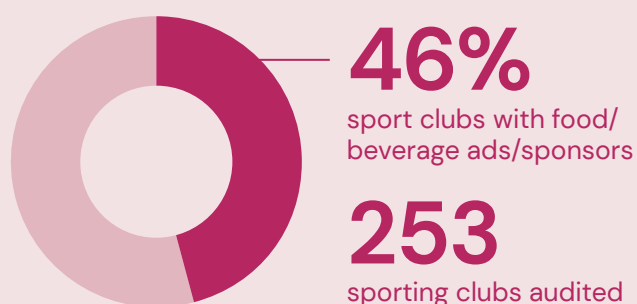
Results from interviews, online and field audits in four local government areas



The research explores sponsorship and marketing in the top eight sporting codes in the local government areas of Boroondara, Manningham, Monash, and Whitehorse. The display of advertisements at sporting grounds, clubs and online platforms alongside the perspectives of club officials were captured through field and digital audits and interviews. The results are shown below.

## Online Audit Results

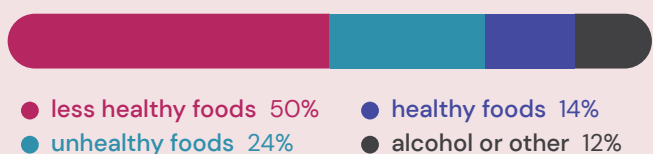
of the top eight sports codes in the four local government areas



### Percentage of food and beverage advertisements or sponsors in each sport

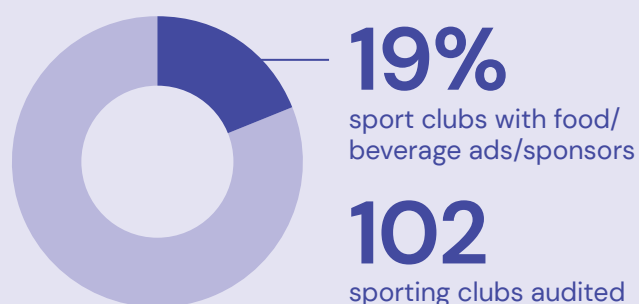


### Types of advertisements or sponsors



## Field Audit Results

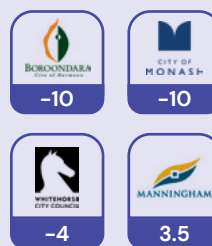
of the top five sports codes in the four local government areas



### Percentage of food and beverage advertisements or sponsors in each sport



### LGA FES scores<sup>6</sup>



#### What is a FES score?

FES = Food Environment Score which is calculated on a scale from +10 (healthiest) to -10 (unhealthiest) for a food/beverage business type.



**Changing the game**  
next steps



Improve & search for opportunities to build and strengthen food environments in Sports Clubs (Vic Kids Eat Well)



Seek sustainable, local and strong sponsorship from non food and beverage organisations



Use sponsorship and marketing around clubs to develop healthy relationships with food and drink – fuel bodies to play sport

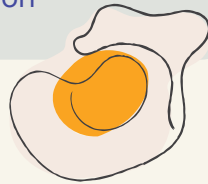


# Project Timeline



## Phase 1

- Reviewed research
- Developed inclusion and exclusion criteria
- Submitted ethics application



## Phase 3

- Updated and submitted ethics
- Conducted 102 field audits
- Interviewed officials from seven sports clubs



## Phase 5 *Underway*

- Analyse community questionnaire
- Support local clubs
- Publish research
- Partner with VicHealth and VicSport to support clubs to provide healthier sponsorship
- Partner with local government and leagues to create healthier policies and environments



## Phase 2

- Designed online and field audit method
- Designed flyers, consent forms
- Submitted ethics for field audit



## Phase 4 *Underway*

- Amend ethics and submit
- Conduct community surveys
- Publish results and findings



<sup>1</sup> Bragg MA, Roberto CA, Harris JL, Brownell KD, Elbel B. Marketing Food and Beverages to Youth Through Sports. *Journal of Adolescent Health*. 2018;62(1):5-13.

<sup>2</sup> Westberg K, Stavros C, Parker L, Powell A, Martin DM, Worsley A, et al. Promoting healthy eating in the community sport setting: a scoping review. *Health Promotion International*. 2021;37(1).

<sup>3</sup> Vic Health. Sport participation in Victoria 2015-2022 research summary. 2022.

<sup>4</sup> Australian Bureau of Statistics. Dietary behaviour [Internet]. Canberra: ABS; 2022 [cited 2024 June 26]. Available from: <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/dietary-behaviour/latest-release>.

<sup>5</sup> Boyland E, Tatlow-Golden M. Exposure, Power and Impact of Food Marketing on Children: Evidence Supports Strong Restrictions. *European Journal of Risk Regulation*. 2017;8(2):224-36.

<sup>6</sup> Moayyed H, Kelly B, Feng X, Flood V. Evaluation of a 'healthiness' rating system for food outlet types in Australian residential communities: Rating the 'healthiness' of food outlet types. *Nutrition & Dietetics*. 2016;74.