



Good Food for Our Community Marketing Guide Aboriginal and Torres Strait Islander Councils

Marketing the healthy catering policy amongst employees is essential to gaining support for implementation. Below is a list of marketing strategies that will promote healthy catering. Please use as many marketing strategies in the workplace.

| Mode | Description | Persons Required | Resources required |
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| Healthy catering poster | Display the healthy catering poster on the notice board within the workplace and in the local store. | Please contact Camilla Williams (LGAQ Healthy Workers Advisor) for a copy of the poster. | Poster |
| Nutrition education session | Hold an education session with employees on the importance of healthy eating. The session should be interactive and motivational and link to the importance of healthy catering. | Please contact your local community nutritionist/dietitian to deliver the session. | Materials provided by the nutritionist/dietitian conducting the session. |
| Cooking demonstration | Provide council staff with a healthy cooking demonstration. The demonstration should be hands on with easy, healthy recipes that taste good. | Health and wellness champion in the local council. A community nutritionist/dietitian may also help deliver the demonstration. | See the <i>Good Food for Our Community</i> Nutrition Resource Database for recipe resources and ideas. The council will need to purchase ingredients to make the recipes. |

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| Education resources | Select relevant nutrition resources from the <i>Good Food for Our Community</i> Resource Database. Print the material and display them within the workplace. Contact Camilla to have the resources ordered for your workplace. | Camilla Williams (LGAQ Healthy Workers Advisor) | <i>Good Food for Our Community</i> Nutrition resource database. |
| Case Study | Display the case study located on the LGAQ website around the workplace. This case study demonstrates an Aboriginal and Torres Strait Islander council that has implemented healthy catering in their workplace. | Camilla Williams (LGAQ Healthy Workers Advisor) | Case Study |
| Food tasting | Have the local store provide a food tasting session to staff of healthy foods available at the local store. It is recommended that food tastings are done on a frequent basis to promote any new healthy food products. | Local Store Employee in conjunction with Camilla Williams (LGAQ Healthy Workers Advisor) or a community nutritionist/dietitian | Food products and their nutritional information. |

