



Healthy Kids

Product Registration Scheme 2021



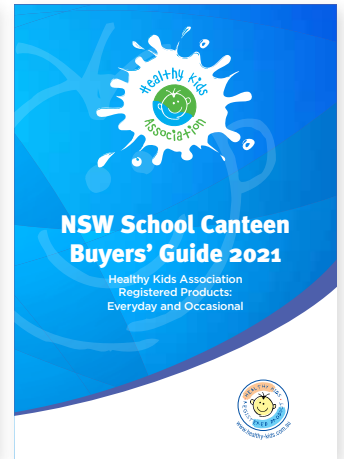
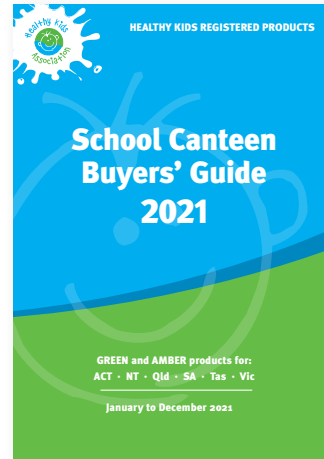
Why register with Healthy Kids?

Take the hard work out of promoting your products to schools. Cut through confusing canteen guidelines.

More than 8,000 canteen managers can access the Healthy Kids Buyers' Guides to see how your product/s are classified under the Healthy Kids category specific nutrient criteria, and under their state/territory specific school canteen guidelines.

Take advantage of the reputation and profile that Healthy Kids has with canteens in NSW and across the country.

Access marketing opportunities that are only available in relation to registered products and extend your reach with canteens.



Market exposure to:

- 8,000 school canteens, including 3,000 in NSW
- More than 3 million children across Australia



Benefits included with registration



* Regulations and a signed licence deed agreement apply

Healthy Kids Registered Product Logo

- Registered products can use the distinctive, credible logo that identifies Healthy Kids Registered Products to customers across Australia*.
- May be used on all printed promotional material + websites specific to the registered product, but not product packaging.

School Canteen Buyers' Guides: Registered products listing

- The **NSW Buyers' Guide** will be printed and sent to schools in NSW at the beginning of Term 1, 2021. An online easily accessible PDF version will also be available at www.healthy-kids.com.au. Products will be classified as Everyday or Occasional.
- The Buyers' Guide for six other states/territories (ACT, NT, QLD, SA, TAS and VIC) will be available as PDFs online at healthy-kids.com.au. It can be viewed online, printed or downloaded. Products will be classified and colour coded as GREEN or AMBER.

Healthy Kids Certificates of Registration

- You will receive 2 certificates that shows current Healthy Kids Registered Products for NSW, and also for other states/territories.
- Useful for distributors and sales staff.

Other opportunities for registered products

Advertising in our Buyers' Guide

The only printed directory of products that is sent to schools across NSW and published online for schools across Australia to view and download.

Advertising in our Members' Magazine

The HKA Members' Magazine is printed and distributed to our Members in Term 1 and Term 3 each year.

Advertising on: www.healthy-kids.com.au

- Monthly users: 54,000
- Monthly page views: 116,000
- The Healthy Kids website is the **number one resource** for canteen managers looking for information on how to stock and run a healthy school canteen.
- Flexible banner advertising is available - refer to our **Healthy Kids Media Kit** to find out more.



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How to register NEW products for the first time

Submit products by completing the Healthy Kids Product Registration Scheme application form on page 3 and returning it to Healthy Kids Association. Email to: info@healthy-kids.com.au

Products for NSW are assessed against NSW Healthy School Canteen Strategy Food and Drink Criteria, but in keeping with the Healthy Kids Association mission, a higher standard is used to register products. Products for the ACT, NT, QLD, SA, TAS and VIC are assessed against Healthy Kids Nutrient Criteria and colour coded according to individual state/territory guidelines.



Conditions of Product Registration 2021

Payment of Invoices

A product is registered only on payment of the Company Benefit Fee and the Product Assessment Fees. Optional extras such as advertising are not confirmed until payment is received.

Product Specifications

Healthy Kids Product Registration is only valid while the product being supplied to schools is the same as the product specifications and details supplied to the Healthy Kids Product Registration Scheme upon registration. Any changes to the product specifications, pack size, packaging or availability (including recalls) must be immediately notified in writing to Healthy Kids.

Promotional Material and Use of the Healthy Kids Registered Product Logo

Any promotional material (including advertising, point-of-sale material, catalogues, flyers and websites) using the Healthy Kids Registered Product Logo, name or reference to the Healthy Kids Nutrient Criteria MUST be submitted to Healthy Kids Association for written approval prior to publication. Please refer to the Advertising Guidelines for Healthy Kids Registered Products on the Healthy Kids website.

There are specific conditions attached to the use of the Healthy Kids Registered Product Logo. These are provided in the Healthy Kids Registered Product Logo Licence Deed Agreement Kit. The Healthy Kids Registered Product Logo may not be used unless a signed Licence Deed Agreement has been provided to Healthy Kids. The logo may not be used on any product packaging.

Compliance Program

The Healthy Kids Product Registration Scheme undertakes a Compliance Program. Registered Products may undergo NATA laboratory testing as part of ongoing Quality Assurance. Product samples may need to be supplied on request.

Penalties

Healthy Kids reserves the right to de-register products that do not comply with these conditions of registration. Notification of de-registered products will be placed on the Healthy Kids website. Products will be removed from the Healthy Kids Online Buyers' Guide. Products will not be eligible for registration in the following year.

Products For Which There is Not a Clear Product Category

New products that do not readily fit a product category of current food and drink criteria will be assessed on an individual basis. Healthy Kids will assess products based on ingredients, intrinsic nutrient density and context of consumption e.g. snack or main meal. The current Healthy Kids Nutrient Criteria will be used as a reference, as well as the state/territory specific school canteen guidelines and criteria.

Healthy Kids reserves the right not to register products that are considered to be of poor nutritional quality or contain nutrients that are better provided by another source that is intrinsically nutrient dense. Product names or packaging that do not meet FSANZ labelling requirements or are deemed to be inappropriate for school aged children may also be denied registration. It is always advisable to discuss any new product development with the Healthy Kids dietitians for advice on eligibility for Product Registration.



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Registration Application Form Registration Period January - December 2021

Please tick the box(es) for the states you wish to register products in:

NSW ACT, NT, QLD, SA, TAS, VIC

The application cannot be processed until all information, payments, labels and samples have been supplied.

✓ Checklist – on this form have you completed:

- Part A – Company Details
- Part B – Advertising Booking Form
- Part C – Product Listing
- Part D – Payments
- Part E – Declaration

✓ Checklist – have you included:

- Payment or remittance advice
- Labels/packaging for all products to be assessed
- Samples of all new or reformulated products in on-market packaging
- Extra Information if required:
 - NATA approved laboratory analysis for calcium or fibre
 - Juice declaration, for juice based products

Please email completed application to:

Healthy Kids Association
Email: info@healthy-kids.com.au

Healthy Kids prefers high resolution labels to be submitted electronically. Please supply a colour PDF or scan of the on-market label including the products NIP and ingredients. PLEASE ENSURE ALL LABELS SUPPLIED ARE LEGIBLE.

Deadline for receipt of completed applications is Friday September 18th.

Part A: Company Details

All correspondence will be forwarded to Contact Person 1 listed below

Company Name	<input type="text"/>	ABN	<input type="text"/>
Postal Address	<input type="text"/>		Postcode <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Contact Person 1	<input type="text"/>	Position	<input type="text"/>
Mobile	<input type="text"/>	Phone	<input type="text"/>
Email	<input type="text"/>		
	Send me Account emails <input type="checkbox"/>	Send me Advertising emails	<input type="checkbox"/>
Contact Person 2	<input type="text"/>	Position	<input type="text"/>
Mobile	<input type="text"/>	Phone	<input type="text"/>
Email	<input type="text"/>		
	Send me Account emails <input type="checkbox"/>	Send me Advertising emails	<input type="checkbox"/>

SCHOOL CANTEEN BUYERS' GUIDE COMPANY INFORMATION:

The following details will be listed in the School Canteen Buyers' Guides and Online Buyers' Guides for schools to contact you.

Company Name	<input type="text"/>		
	This is the Company Name that will be listed in the Buyers' Guide		
Company Website	<input type="text"/>	Company Email	<input type="text"/>
National: Phone	<input type="text"/>		
NSW: Phone	<input type="text"/>	TAS: Phone	<input type="text"/>
ACT: Phone	<input type="text"/>	WA: Phone	<input type="text"/>
QLD: Phone	<input type="text"/>	SA: Phone	<input type="text"/>
VIC: Phone	<input type="text"/>	NT: Phone	<input type="text"/>



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Part B: Advertising Booking Form Pre-Book* Print and Web Advertising

	Marketing & Promotional Opportunities	Timing/Availability	Detail	Cost Ex GST	Tick your selection	Sub-Total
PRINT ADVERTISING	NSW Annual School Canteen Buyers' Guide - print + online PDF AND Annual School Canteen Buyers' Guide (ACT, NT, QLD, SA, TAS and VIC) - online PDF	January 2021	Inside Back Cover	\$4,980		
			Full page	\$3,750		
			Half page	\$2,399		
			Quarter page	\$1,245		
			Insert Flyer	POA		
	Please tick one box below: <input type="checkbox"/> NSW Annual School Canteen Buyers Guide - print+ online PDF OR <input type="checkbox"/> Annual School Canteen Buyers' Guide (ACT, NT, QLD, SA, TAS and VIC) - online PDF	January 2021	Inside Back Cover	\$3,240		
			Full page	\$2,460		
			Half page	\$1,565		
			Quarter page	\$810		
			Insert Flyer	POA		
Healthy Kids Members' Magazine (all members, majority in NSW +ACT)	January 2021 (Term 1)	Inside Back Cover	\$2,170			
		Full page	\$1,890			
		Half page	\$1,245			
		Quarter page	\$645			
		Insert Flyer	POA			
	July 2021 (Term 3)	Inside Back Cover	\$2,170			
		Full page	\$1,890			
		Half page	\$1,245			
		Quarter page	\$645			
		Insert Flyer	POA			
Healthy Kids Website Placement is for a full calendar month. Placement will be on most general content pages + most members pages. Ad position is a box in the right sidebar (no box on home page). Ads rotate in one-minute cycles with a maximum three slots per month. Minimum 20 seconds per slot, per one minute. Booking Deadline: 21st of the month before Artwork Deadline: 28th of the month before	January - December 2021	January	\$435			
		February	\$435			
		March	\$435			
		April	\$435			
		May	\$435			
		June	\$435			
		July	\$435			
		August	\$435			
		September	\$435			
		October	\$435			
HKA Kitchen Feature Recipe Placement is a feature recipe a hero product in the online Healthy Kids kitchen. Recipe can be supplied or developed in conjunction with the Healthy Kids chef. All recipes are subject to testing and approval based on nutritional guidelines. Can include ingredients or produce - product does not have to be registered. Placement includes website as feature recipe + product details + product image. Also indles blurb, link and image in monthly eNewsletters to all members. Booking Deadline: 1st of the month before Artwork Deadline: 15th of the month before	January - December 2021	January	\$490			
		February	\$490			
		March	\$490			
		April	\$490			
		May	\$490			
		June	\$490			
		July	\$490			
		August	\$490			
		September	\$490			
		October	\$490			
HKA Kitchen Feature Recipe + Video Featurre recipe as above plus 2-5 minute video showing recipe being made with product featured. Booking Deadline: 1st of the month before Artwork Deadline: 15th of the month before	January - December 2021	January	\$2,450			
		February	\$2,450			
		March	\$2,450			
		April	\$2,450			
		May	\$2,450			
		June	\$2,450			
		July	\$2,450			
		August	\$2,450			
		September	\$2,450			
		October	\$2,450			
November	\$2,450					
December	\$2,450					



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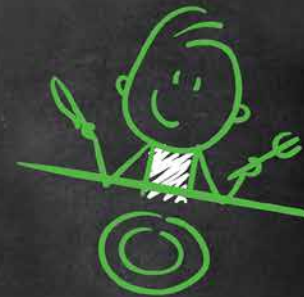
WEB ADVERTISING	Marketing & Promotional Opportunities	Timing/ Availability	Detail	Cost Ex GST	Tick your selection	Sub-Total
	Newsletter Advertising Placement is a rectangle banner under the first story in the selected eNewsletter. Chose between Members Monthly eNews or the General Database eNews. Exclusive opportunity! Only one slot available per month. Only Healthy Kids registered Green/Everyday products can be promoted. Booking Deadline: 21st of the month before Artwork Deadline: 28th of the month before	January - December 2021	January	\$590		
			February	\$590		
			March	\$590		
April			\$590			
May			\$590			
June			\$590			
July			\$590			
August			\$590			
September			\$590			
October			\$590			
November			\$590			
December			\$590			
Social Media Placement includes content up to 160 characters (including links and hashtags) + post image. Select platform - Facebook, Twitter or Instagram. Three slots per month per platform available. Only Healthy Kids registered Green/Everyday products can be promoted. Booking Deadline: 21st of the month before Artwork Deadline: 28th of the month before			January - December 2021	January	\$249	
	February	\$249				
	March	\$249				
	April	\$249				
	May	\$249				
	June	\$249				
	July	\$249				
	August	\$249				
	September	\$249				
	October	\$249				
	November	\$249				
	December	\$249				
	Social Media As above + boosting for 7 days (add \$100) Book Deadline: 21st of the month before Artwork Deadline: 28th of the month before	January - December 2021		January	\$349	
February			\$349			
March			\$349			
April			\$349			
May			\$349			
June			\$349			
July			\$349			
August			\$349			
September			\$349			
October			\$349			
November			\$349			
December			\$349			
<i>Please tick the month/s that you wish to book your web advertisement. Should a booking not be available for that month, you will be contacted by Healthy Kids and advised of alternative months.</i>					Office use only Advertising Sub-Total	\$

Advertising Cancellation Policy

Bookings are only valid once a signed booking form or booking on the registration application form has been received. Once a form has been received, an invoice will be issued and must be paid by the due date. Failure to do so will result in removal of the advertisement from the publication and a cancellation fee of 50% being issued. Once the booking deadline date has passed, companies cannot cancel their advertisement without payment of the 50% cancellation fee. Once the material deadline has passed companies cannot cancel their advertisement without full payment of the booking. For specifications and deadlines, please refer to our Media Kit available at www.healthy-kids.com.au



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Part D: Payments

1. Payment required with this application

Product assessment fees	No. of products	Costs
Re-registered product @ \$99 ex. GST		\$
New product @ \$115 ex. GST		\$
Company Benefit Fee		\$2049 ex.GST
Total		\$

There will be an assessment fee payable for all products being considered for registration throughout the year, or submitted for registration during the PRS general application period. Further information will be provided by HKA staff.

2. Advertising (as specified in Part B)

An invoice will be sent to the advertising contact as entered in Part A.

Payment Methods

Credit Card Visa Master Card (sorry no Amex) Please debit this credit card: \$

Please include the 1% surcharge that applies to credit card payments

Credit Card Number Card Expiry

Card Holder Name

Signature.....

Direct Deposit

Account Name: Healthy Kids Association Bank: ANZ BSB: 012 290 Account No: 481362044

Please include the company name when direct depositing

Part E: Declaration

I agree to register the above listed products with the Healthy Kids Product Registration Scheme and abide by the 2021 Conditions of Registration.

I understand that the application will not be processed until payment of the Company Benefit Fee is made. I agree to forward payment of invoices for Assessment Fees and selected Advertising within 14 days of invoice date. I understand a booking, payment and cancellation policy applies for optional extras.

I certify that the information contained within this application with regards

company information and product details and specifications is correct. I also certify that I will immediately contact Healthy Kids should any modifications to product details and specifications be made during the 2021 Registration period.

I understand products may undergo NATA laboratory testing as part of ongoing Quality Assurance of the Healthy Kids Product Registration Scheme. I understand Healthy Kids has the right to deregister products found not to conform with information provided at registration. I understand the company may be requested to provide

product samples to Healthy Kids on request for laboratory testing as part of the Compliance Program.

I understand that registration does not guarantee sales and the Buyers' Guide is one tool of many that canteen managers can use to stock their canteens. I understand that businesses should always conduct their own due diligence when working in the canteen space and not rely on just the Buyers' Guide for generating sales.

I confirm that the labels supplied with this application are for the product to be supplied in school canteens in 2021.

Signed.....

Print Name

Date



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Providing Samples and Labels

Healthy Kids uses the information found on the product label to assess products for registration, including the nutrition information panel (NIP), ingredients list and product description. The on-market product label for each product to be assessed for registration must be provided including different flavours and pack sizes of the same product. **Products must be labelled to FSANZ standards.** To be sold in school canteens, products in multi-packs must be individually labelled. If actual labels are not available by the deadline for registration please call Healthy Kids on (02) 9876 1300.

Healthy Kids prefer labels to be submitted electronically. PLEASE ENSURE ALL LABELS SUPPLIED ARE LEGIBLE.

For NEW Products

A high resolution colour PDF or scan of on-market label.
An on-market sample of all NEW products must be supplied at the time of submitting the application. The product must be supplied fit for consumption. If the product needs refrigeration please contact Healthy Kids to make delivery arrangements.

For RE-REGISTRATION of products registered in 2021:

A high resolution colour PDF or scan of the on-market label including the products NIP and ingredients.

HSR Rating



The more stars,
the healthier.

The Health Star Rating (HSR) is used to assess products for the NSW Buyers' Guide.

Healthy Kids requires companies to provide the HSR for each product. It accepts:

- The HSR logo on the product label **OR**
- A calculation of the HSR done by the company accompanied by information on the fibre content (g/100g) if not on the Nutrition Information Panel and the percentage of Fruit, Vegetable, Nut and Legume content.

Please include the HSR on the Product Listing table (page 5).

Find out more about the HSR calculator at <http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/calculator>

For more information about the NSW Guidelines, contact HKA on 02 9876 1300 or 1300 724 850 (outside metro area)

A NATA approved laboratory analysis may be required for calcium and fibre.

Calcium:

Dairy products, milk based beverages, ice confections and ice creams require the calcium content to be assessed for registration. IF the calcium level is NOT stated in the NIP then a calcium analysis from a NATA approved laboratory for EACH product must be included. If the same product in different pack sizes is to be registered then only one analysis is required. Products available in different flavours must have a calcium analysis for each flavour.

Fibre:

Snack foods, breads, cakes etc require the fibre content to be assessed for registration. If the fibre level is NOT stated in the NIP then a total dietary fibre analysis from a NATA approved laboratory for EACH product must be included. If the same product available in different pack sizes is to be registered then only one analysis is required.

