



Healthy Kids

Product Registration Scheme 2022



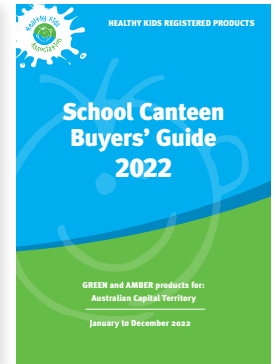
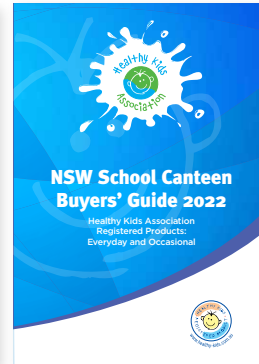
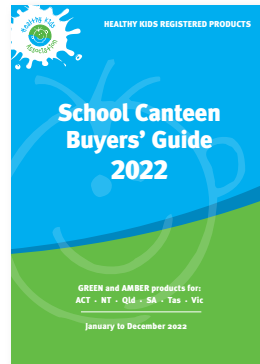
Why register with Healthy Kids?

Take the hard work out of promoting your products to schools - let us do it for you!

More than 8,000 canteen managers across Australia have access to the Healthy Kids Buyers' Guides and can use these resources to build menus in line with their state/territory canteen guidelines and policies.

Take advantage of our extensive canteen network and the reputation and profile Healthy Kids has with canteens across the country.

Access marketing opportunities available only to Healthy Kids Registered Products.



Market exposure to:

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



Benefits included with registration



Healthy Kids Registered Product Logo

- The distinctive and credible Healthy Kids Registered Product Logo can be used to identify Healthy Kids Registered Products to customers across Australia*.
- This logo may be used on all printed and online promotional material, but not product packaging.

* Regulations and a signed licence deed agreement apply

Registered Products are listed in our School Canteen Buyers' Guides

- The **NSW School Canteen Buyers' Guide** will be printed and sent to schools in NSW in Term 1, 2022, and a PDF version will be available online at healthy-kids.com.au. Products will be listed as Everyday or Occasional.
- The **School Canteen Buyers' Guide for ACT, NT, QLD, SA, TAS and VIC** will be available online as a PDF at healthy-kids.com.au. Products will be classified using the traffic light system and listed as GREEN, AMBER or RED.
- The **ACT School Canteen Buyers' Guide** will be printed and sent to schools in ACT in Term 1, 2022, and a PDF version will be available online at healthy-kids.com.au. The content is derived from the above resource but includes the ACT classification of products only. Products will be classified using the traffic light system and listed as GREEN or AMBER.

Healthy Kids Certificates of Registration

- You will receive certificate(s) that show your 2022 Healthy Kids Registered Products and the classification they have been given against each state/territory canteen guidelines and the Healthy Kids Nutrient Criteria.
- Useful for distributors and sales staff.

Other Exclusive Opportunities for Registered Products

Advertising in our Buyers' Guide

The only printed directory of products that is sent to schools across NSW and ACT 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 twice a year.

Advertising on: 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.
- Refer to our **2022 Healthy Kids Media Kit** to find out more.



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Product Registration Scheme 2022



How to register

Submit an application by filling out this Product Registration Scheme application form and emailing it to info@healthy-kids.com.au along with on-market labels for each product you wish to register. See page 8 for more information.

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 2022

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 Logo or references to Healthy Kids Registered Products, Healthy Kids Association, or 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 policies.

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 Healthy Kids for advice on eligibility for Product Registration.



Healthy Kids

Product Registration Scheme 2022



Registration Application Form Registration Period January - December 2022

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 10th September, 2021.

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"/>
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"/>



Healthy Kids

Product Registration Scheme 2022



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 School Canteen Buyers' Guide 2022 <i>- print and online PDF</i> AND School Canteen Buyers' Guide 2022 (ACT, NT, QLD, SA, TAS and VIC) - <i>online PDF</i> AND ACT School Canteen Buyers' Guide 2022 - <i>print and online PDF</i>	January 2022	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 School Canteen Buyers Guide 2022 - <i>print and online PDF</i> OR <input type="checkbox"/> School Canteen Buyers' Guide 2022 (ACT, NT, QLD, SA, TAS and VIC) - <i>online PDF</i> Note: Advertisements in the School Canteen Buyers' Guide 2022 are automatically included in the ACT School Canteen Buyers' Guide 2022 - <i>print and online PDF</i>	January 2022	Inside Back Cover	\$3,240				
			Full page	\$2,460				
			Half page	\$1,565				
			Quarter page	\$810				
			Insert Flyer	POA				
HEALTHY KIDS WEBSITE	Healthy Kids Website Placement is for a full calendar month. One placement includes one size in one position (right sidebar). Placement will be on most general content pages + most members pages. Ads rotate in one-minute cycles with maximum three slots per month. Minimum 20 seconds per slot, per one minute cycle. Exclusivity offer! Reserve a whole month for your advertisement only. 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 2022 (Term 1/2)	Inside Back Cover	\$2,170				
		January 2022 (Term 1/2)	Full page	\$1,890				
			Half page	\$1,245				
			Quarter page	\$645				
			Insert Flyer	POA				
			January 2022 (Term 3/4)	Inside Back Cover	\$2,170			
		HKA KITCHEN FEATURE RECIPE	HKA Kitchen Feature Recipe Placement is a feature recipe featuring 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. Recipe can include ingredients or produce which are not registered as long as they meet canteen guidelines. Placement includes website as feature recipe + product details + product image. Also includes 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 2022	January	\$435		
					February	\$435		
					March	\$435		
					April	\$435		
May	\$435							
June	\$435							
July	\$435							
August	\$435							
September	\$435							
October	\$435							
HKA KITCHEN FEATURE RECIPE	HKA Kitchen Feature Recipe Placement is a feature recipe featuring 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. Recipe can include ingredients or produce which are not registered as long as they meet canteen guidelines. Placement includes website as feature recipe + product details + product image. Also includes 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 2022	November	\$435				
			December	\$435				
			Exclusive advertisement	\$999				
			January	\$490				
			February	\$490				
			March	\$490				
			April	\$490				
			May	\$490				
			June	\$490				
			July	\$490				
August	\$490							
September	\$490							
October	\$490							
November	\$490							
December	\$490							



Healthy Kids

Product Registration Scheme 2022



WEB ADVERTISING	Marketing & Promotional Opportunities	Timing/ Availability	Detail	Cost Ex GST	Tick your selection	Sub-Total
	HKA Kitchen Feature Recipe + Video Feature recipe as above + 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 2022	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			
eNewsletter Advertising Placement is a rectangle banner under the first story in the Healthy Kids Members Monthly eNews. Exclusive opportunity! Only one slot available per eNews 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 2022	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 2022	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 2022	January	\$349			
		February	\$349			
		March	\$349			
		April	\$349			
		May	\$349			
		June	\$349			
		July	\$349			
		August	\$349			
		September	\$349			
		October	\$349			
		November	\$349			
		December	\$349			

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.

Office use only Advertising Sub-Total	\$
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Advertising Cancellation Policy: Bookings are only valid once a 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 healthy-kids.com.au



Part C: Product Listing

- Product Assessment**
- Please complete the table below for each of the products that you wish to have assessed.
 - Photocopy this form for additional products or supply as an Excel spreadsheet.

Company or Brand Name for Product	Product Name	NEW ✓ (previously unregistered)	Variety or Flavour	Product Size (grams or mLs)	Product Code Number	Health Star Rating (NSW only) See page 8
Eg Aussie Foods	Fruity Snacks		Apple	30g	3125N	4
Eg Aussie Foods	Fruity Snacks - light	✓	Orange	30g	3125DL	4.5



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Product Registration Scheme 2022



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 2022.

Signed.....

Print Name

Date



Healthy Kids

Product Registration Scheme 2022



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, including NIP and ingredients.
- 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. Please contact Healthy Kids to make delivery arrangements.

For RE-REGISTRATION of products registered in 2022:

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

Health Star 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 (please provide accompanying documentation that shows fibre content (g/100g) and the percentage of Fruit, Vegetable, Nut and Legumes, if not listed on product label).

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

Note: By 15 November 2022, companies using the HSR system must be using the revised HSR calculator. For this reason, Healthy Kids will be using the new HSR calculator in our 2022 Product Registration Scheme. This means all Health Star Ratings listed in our 2022 NSW Buyers' Guide, and any advertising material promoting Healthy Kids Registered Products that include a HSR, must be consistent with the new calculator.

Find out more about Health Star Ratings and the revised HSR calculator at <http://www.healthstarrating.gov.au/>.

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.

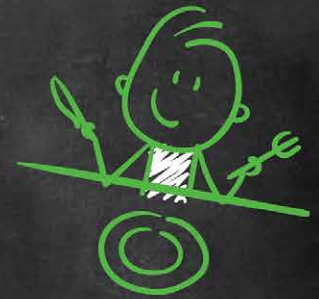
Fibre:

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.



Healthy Kids

Product Registration Scheme 2022



Deionised Juice Declaration

Healthy Kids Association does not register fruit/vegetable juice-based products made with deionised juice in our Product Registration Scheme (PRS), as NSW Food Authority has ruled that deionised fruit juice is not equivalent to fruit juice in its nutritional value.

As part of our Compliance Program, companies who wish to register products containing 99% fruit/vegetable juice (including frozen and diluted products) must complete the table below, sign the declaration and return to Healthy Kids with your PRS application.

Company Name:	
Name of Product	Flavour

I declare the products listed above that are being submitted for registration with the Healthy Kids Product Registration Scheme are not made with de-ionised fruit and/or vegetable juice.

Signed
General Manager

Signed
Technical Manager

Name.....

Name.....

Date.....

Date.....



Healthy Kids

Product Registration Scheme 2022



Information on your distributors

Please feel free to share the details of the distributors you work with. Our aim is to market local distributors to school canteens in both regional and metropolitan areas, therefore make your products more visible.

Distributors Name	Region/Area	Phone Number	Email address