

Healthy Kids Advertising Guidelines for Registered Products

PART A. Advertising design and wording guidelines for the promotion of Healthy Kids Registered Products in any publication

1. Advertisement Approval

ALL proposed reproductions of the Healthy Kids Registered Product Logo or references to Healthy Kids Registered Products, Healthy Kids, Healthy Kids Association or HKA on advertising material (for example: display material, point of sale material, print advertising, educational or training materials, media releases, editorials and recipes and information published on websites) must be submitted to Healthy Kids for approval in writing, prior to printing or publishing online. Please allow plenty of time for advertisement approval from Healthy Kids prior to your printing or publication deadline. You may be required to make amendments to the advertisement before Healthy Kids approval can be given. To speed up the approval process, please follow the guidelines in this document.

Healthy Kids approval of advertisements will be valid for the current period of registration only. Should approval not be sought prior to production, Healthy Kids may enforce full recall and correction of any materials. Any changes or amendments to a previously approved advertisement must be re-submitted to Healthy Kids for approval. Please contact the Healthy Kids office on (02) 9876 1300 or email info@healthy-kids.com.au.

Healthy Kids reserves the right to not approve any material bearing the Healthy Kids Registered Product Logo, or referring to Healthy Kids in any way, or which is for use in a Healthy Kids publication, or on the Healthy Kids website. An advertisement may not be approved if (this list is not exclusive):

- The advertisement does not follow the Healthy Kids Advertising Design and Wording Guidelines outlined in this document.
- The Conditions of Use of the Healthy Kids Registered Product Logo are not adhered to (see Part C).
- The Healthy Kids name is misused.
- Healthy Kids deems the advertisement misleading in any way.
- Foods not permitted by state/territory government healthy school canteen guidelines/policies are used in association with Healthy Kids Registered Products, the Healthy Kids Registered Product Logo or the Healthy Kids name.
- The advertisement does not align with the Healthy Kids mission *to promote and influence healthy food choices for children*.
- The advertisement does not comply with the Food Standards Code Nutrition, Health and Related Claims (Standard 1.2.7).

2. Advertisement Design Guidelines

To ensure your advertisement is approved please follow the design guidelines below. If you do not follow these guidelines, you may be required to make amendments to your advertisement before it can be approved. When preparing your advertisement, please ensure that:

- If referring to the GREEN/AMBER colour code, or Everyday/Occasional classification of a Healthy Kids Registered Product, only the classification assigned by the Healthy Kids Product Registration Scheme is used (GREEN/AMBER colour coding has not been used in relation to Healthy Kids Product Registration for NSW since the rollout of the NSW Healthy School Canteen Strategy in 2017).
- When advertising non-Registered Products along with Healthy Kids Registered Products, the distinction between Registered and non-Registered Products is very clear.
- There are no references (images or statements) to products not permitted by state/territory government healthy school canteen guidelines/policies.
- All advertisements meet the requirements of the appropriate regulatory bodies e.g. Trade Practices Act. All statements referring to nutrient or health claims (e.g. low sodium, low fat etc.) are as permitted under Food Standards Code 1.2.7 Nutrition, Health and Related Claims and carry comparator statements where required.

- Statements or images accompanying advertising are ethical and carry no disparagement of another product and are not exaggerated, misleading, open to misinterpretation, or contrary to accepted proven facts. Approval will not be given to any advertisement that Healthy Kids deems misleading in any way.
- When referring to Healthy Kids Registered Products, the registered serve size and flavour/variety is clear.
- The Healthy Kids Registered Product Logo can only be used on advertisements, advertising and point of sale material including hard copy, digital, online or web-based. It excludes usage and reproduction on any packaging or labels. If you wish to use the logo in any advertising or promotion of Healthy Kids Registered Products, please request a copy of the Registered Product Logo Licence Deed Agreement by contacting the Healthy Kids office on (02) 9876 1300 or email info@healthy-kids.com.au.
- The Conditions of Use of the Healthy Kids Registered Product Logo are adhered to (see Part C).
- The Healthy Kids Registered Product Logo Specifications are adhered to (see Schedule 2 of the Healthy Kids Registered Product Logo Licence Deed Agreement).
- All company contact details are correct. Proofing contact details is not part of the Healthy Kids advertisement approval procedure.

3. Wording Guidelines

To ensure your advertisement is approved, please follow the wording guidelines below. If you do not follow these guidelines, you may be required to make amendments to your advertisement before it can be approved by Healthy Kids.

When referring to:	Please Use: ✓	Please DO NOT Use: ✗
Healthy Kids Association	<ul style="list-style-type: none"> • Healthy Kids Association • Healthy Kids 	<ul style="list-style-type: none"> • NSW School Canteen Association • Healthy Kids School Canteen Association
Healthy Kids Product Registration Scheme	Healthy Kids Product Registration Scheme	
Registered Product(s)	Healthy Kids Registered Product(s)	<ul style="list-style-type: none"> • School Canteen Approved • Approved by Healthy Kids • Approved for sale in school canteens • School Canteen Registered Products
Your company's Registered Product(s)	The product name, flavour/variety and size that is on your Registration Certificate	Other flavours/varieties or sizes
When describing:	Please Use: ✓	Please DO NOT Use: ✗
A Registered Product's classification	<p><i>Outside of NSW:</i></p> <ul style="list-style-type: none"> • Healthy Kids Registered Amber (Product) • Healthy Kids Registered Green (Product) <p><i>In NSW:</i></p> <ul style="list-style-type: none"> • Healthy Kids Registered Everyday (Product) • Healthy Kids Registered Occasional (Product) • Healthy Kids Registered Basic Ingredient 	<p>Products have been given the:</p> <ul style="list-style-type: none"> • Green tick • Green light registered • Green light tick • Amber tick • Amber light registered • Amber light tick • Everyday tick • Occasional tick
The Healthy Kids Product Registration Scheme	The Healthy Kids Product Registration Scheme registers products that meet the Healthy Kids Nutrient Standard, as well as the canteen guidelines/policies in place across various state/territories.	

Description of Healthy Kids or the Healthy Kids Product Registration Scheme, please use the following as a guide: “Schools across Australia are looking for healthy food and drinks to sell in their canteens and rely on the Healthy Kids Product Registration Scheme to assist them. The Healthy Kids Product Registration Scheme is the leading food and drink registration program for school canteens. It is highly regarded and trusted by canteen managers to assist them with making healthy choices, easy choices. School canteen managers can be confident that Healthy Kids Registered Products have been independently assessed by the Healthy Kids Association dietitians and nutritionists; meet the Healthy Kids Nutrient Standard and relevant school canteen guidelines/policies in place across various states/territories; and are better choices for their school canteen”.

4. Healthy Kids Registered Product Logo - Approved Visual Display



The Healthy Kids Registered Product Logo may be used in relation to Registered Products only.

Text may need to be added to clarify the classification of product(s) as it may differ between states/territories.

Refer to your Registration Certificate or speak to the Healthy Kids staff to confirm what the product classifications are.

5. Competitions involving Healthy Kids Registered Products

Competitions promoting products directly to children can only refer to Healthy Kids, or use the Healthy Kids Registered Product Logo, if the products are Healthy Kids registered GREEN or Everyday products. Therefore, no competitions promoting Healthy Kids registered AMBER or Occasional products directly to children can refer to Healthy Kids, use the Healthy Kids Registered Product Logo or be used in Healthy Kids publications or on the Healthy Kids website.

PART B. Conditions of Advertising in Healthy Kids Publications

Healthy Kids Registered Products may be advertised in the Healthy Kids School Canteen Buyers' Guide, the Healthy Kids Members' Magazines, Healthy Kids eNewsletters, website and social media pages. Please refer to our 2023 Media Kit or contact Healthy Kids for full details regarding technical specifications, closing dates and costs. Please follow the steps below to ensure that your advertisement is published successfully.

1. Booking

Bookings are only valid once an advertising request has been received and reviewed by Healthy Kids and you have been issued with an invoice. To make a booking, contact the Healthy Kids office on (02) 9876 1300 or email info@healthy-kids.com.au.

2. Advertisement Approval

ALL advertisements must be submitted to Healthy Kids for approval in writing, prior to publication. Healthy Kids reserves the right to accept or reject any advertisement which is for use in any of the Healthy Kids publications or website. Please ensure your advertisement is submitted for approval well before the material deadline, as only approved advertisements will be published. To ensure your advertisement is approved in time for publication, please follow the guidelines outlined in this document.

3. Advertisement Design Guidelines for Healthy Kids Publications

To ensure your advertisement is approved, please follow the following guidelines. If you do not follow these guidelines, you may be required to make amendments to your advertisement before it can be approved by Healthy Kids. When preparing your advertisement, please ensure that:

- ONLY Healthy Kids Registered Products are included. Your advertisement will not be approved for use in a Healthy Kids publications, or for use on the Healthy Kids website, if it includes products which are not Healthy Kids Registered Products, other than generic foods (e.g. fruits, salad).
- Non-food companies that have products and/or services suitable for school canteens may also advertise with Healthy Kids following an approval process.
- The only school canteen association logo included is the Healthy Kids Registered Product Logo.
- The Advertising and Wording Guidelines for Promotion of Healthy Kids Registered Products in any Publication (Part A) are adhered to.
- The Conditions of Use of the Healthy Kids Registered Product Logo (Part C) are adhered to, if you are using the Healthy Kids Registered Product Logo.

4. Payment

Once a booking request is received and reviewed by Healthy Kids, an invoice will be issued. All invoices must be paid within 14 days of issue.

5. Advertising Cancellation Policy

Failure to pay your advertising invoice by the due date will result in removal of the advertisement from the publication and a cancellation fee of 50% being issued. Once the booking deadline 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. Healthy Kids reserves the right to not publish advertisements if product registration or other fees or invoices remain outstanding beyond the material deadline.

PART C. Conditions of Use of the Healthy Kids Registered Product Logo

1. Companies are required to have a signed Licence Deed Agreement in place before use of the Healthy Kids Registered Product Logo is permitted.
2. The Healthy Kids Registered Product Logo can only be used on advertisements, advertising and point of sale material including hard copy, digital, online or web-based. It excludes usage and reproduction on any packaging or labels.
3. ALL proposed reproductions of the Healthy Kids Registered Product Logo must be submitted to Healthy Kids for approval in writing prior to printing or publishing online. Healthy Kids reserves the right to accept or reject any material bearing the Healthy Kids Registered Product Logo, or which refers to Healthy Kids in any way. Should approval not be sought prior to production, Healthy Kids may enforce full recall and correction of any materials. Any changes or amendments to an approved advertisement or web page must be submitted to Healthy Kids for approval.
4. The approval of advertisements or web pages using the Healthy Kids Registered Product Logo or Healthy Kids name will be valid for the current period of registration only.
5. The Healthy Kids Registered Product Logo can only be used in association with currently Registered Products. Registered Products are those that have been issued a current Registration Certificate.
6. The Healthy Kids Registered Product Logo must not be used in a way that is misleading, or likely to adversely affect the interests of Healthy Kids or the Healthy Kids Product Registration Scheme.
7. Healthy Kids Registered Product Logo Specifications must be adhered to (see Schedule 2 of the Logo Licence Deed Agreement).
8. The Healthy Kids Registered Product Logo may not be associated with any non-registered product/recipe, or the company in general.
9. Penalties: Any company using the Healthy Kids Registered Product Logo in any unauthorised way will, without further notice from Healthy Kids, forfeit all their Company Registration and Product Registration entitlements without refund of fees. In addition, school canteens will be notified that the company's products have been de-registered by Healthy Kids. For companies without currently Registered Products, Healthy Kids may enforce full recall and correction of any materials. Please see the Healthy Kids Registered Product Logo Licence Deed Agreement for further detail.

Healthy Kids Association Inc.
Suite 1.02, 38 Oxley Street, St Leonards NSW 2065
Tel: (02) 9876 1300
Fax: (02) 9437 4984
Outside Sydney: 1300 724 850
ARB: 127 294 615 ABN: 21 610 083 187
Email: info@healthy-kids.com.au
Web: healthy-kids.com.au
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