

Healthy Kids

Product Registration Scheme 2024



The [Healthy Kids Product Registration Scheme \(PRS\)](#) is the leading food and drink registration program for school canteens in Australia. By registering with Healthy Kids, you can take advantage of our extensive canteen network and promote your products to over 8,000 school canteens across the country.

Benefits of registration

- A comprehensive product listing in our [School Canteen Buyers' Guides](#) – highly regarded and trusted resources used by canteen managers to assist them to choose healthier products for their school canteen menus in line with their state/territory canteen guidelines/policies.
- A registration certificate that shows the assessment of your registered products against each state/territory canteen guidelines/policies (useful for distributors and sales staff).
- Use of the distinctive and credible Healthy Kids Registered Product Logo in your marketing materials, subject to a signed Licensed Deed Agreement.
- The exclusive opportunity to advertise with Healthy Kids in our Buyers' Guides, Members' Magazines, eNewsletters and on our website. View our [2024 Media Kit](#) for more information.
- An opportunity to participate in our biennial Healthy Kids Exhibition and Training Day.

Criteria for inclusion

To be registered with Healthy Kids in ACT, NT, Qld, SA and Vic:

Products must meet the [Healthy Kids Nutrient Standard 2024](#). Products are then assessed against the guidelines and/or policies for each state/territory and classified as **GREEN**, **AMBER** or **RED**.

To be registered with Healthy Kids in NSW:

Products must meet the criteria of the NSW Healthy School Canteen Strategy. Healthy Kids requires ALL products registered in NSW to have a Health Star Rating of 3.5 stars or more, or meet the [Healthy Kids Nutrient Standard 2024](#). Products are classified as **Everyday**, **Occasional** or a **Basic Ingredient**.

2024 cost of registration (ex. GST)

Company Benefit Fee:

- \$1,500 (1-5 employees)
- \$2,000 (6-15 employees)
- \$2,300 (16+ employees)

Product Assessment Fee:

- \$120 per product for NEW products
- \$105 per product for RE-REGISTERED products

Registering products throughout the year

The Product Registration Scheme runs year-round. When products are registered after the cut-off date to make it into the initial 2024 Buyers' Guides (8th September 2023), they will be added to the ["What's New"](#) page on our website.

How to register

Companies are invited to fill out the [Healthy Kids Product Registration Scheme 2024 Application form](#).

Questions? Call (02) 9876 1300 or email info@healthy-kids.com.au

