

A Better Choice

CONFERENCE 19 AUGUST 2025



Event Program

Join Health and Wellbeing Queensland (HWQld) on Tuesday 19 August 2025 at the Brisbane Convention and Exhibition Centre at the 2025 A Better Choice Conference, which will explore how to deliver healthier food and drinks in schools, sport and recreation and healthcare facilities.

8:00am **Event registration & Exhibition**

Plenary and official opening | Room: P9-11

8:45am **Welcome to Country**
Songwoman Maroochy Barambah, Turrbal Dippil

9:00am **Welcome from Health and Wellbeing Queensland**
Dr Robyn Littlewood, Chief Executive

9:15am **Welcome from the Queensland Government**

9:25am **Successful implementation of healthy food policy – it can be done!**
John Hedley, Group Manager, Support Services, Western Districts Health Service and Southern Grampians Community

What does it take to lead a bold shift toward healthier food environments—and bring an entire community along for the journey?

This session will explore how one health service has transformed its food retail outlets to deliver a more successful and healthier menu, showing what's possible when leadership, vision, and community engagement come together.

Looking beyond the hospital walls, this session will also explore how these same principles are inspiring change in school and sporting club canteens.

This session sets the tone for the day by highlighting the power of leading by example and the ripple effect that healthier food supply decisions can have across all our settings.

9:55am **Making it count - realising the benefits in your community**
*Dr Simone Natalu, Director – Equity and Communities, Health and Wellbeing Queensland
Melinda Hammond, Nutrition and Health Manager, Community Enterprise Queensland*

This session will explore the value of healthy food environments from different perspectives, including how they can help address community health needs across diverse communities from remote to urban, what parents want for their children and how schools, sport and other sectors can contribute to the solutions.

Making it count brings the conversation about healthy food environments down to your workplace, volunteer space or community you serve. Seeing the higher value in this work motivates us and this session is sure to leave you understanding how you can leave your mark on the health and wellbeing of those in your community.

10:30am **Morning Tea**

Concurrent sessions

Room: P7-8

11:00am **From Barriers to Breakthroughs: Implementing ABC Healthcare & the 'Pick Me' Campaign**

Discover how real-world implementation of ABC Healthcare by Queensland Hospital and Health Services is driving success across healthcare retail settings.

This session will highlight powerful examples of overcoming common barriers and effectively engaging key stakeholders. You'll also get an inside look at the "Pick Me" campaign—designed to boost visibility of healthy food and drink options, motivate consumer purchasing, and drive results.

Join us to gain practical strategies you can take back to your own team and see how success is possible.

Session speakers:

- *Simon Dell, Metro North Hospital and Health Service*
- *Kylie Bruce, West Moreton Hospital and Health Service*
- *Sara O'Neil, Children's Health Queensland*

Session Chair:

- *Denise Cruikshank, Queensland Health*

Room: P9-11

Game Changers: Real Stories of Impact in Healthy Food and Drink Provision in School and Community Sport

Ready to be inspired? This session dives into real stories from schools and sporting clubs that are making a difference in providing healthy food and drinks to their communities—proving what's possible when passion meets action.

Hear firsthand how they've created positive change and gain practical insights you can apply in your own school and club canteens, through exploring key themes across a range of community and school sport contexts.

Walk away motivated, informed, and ready to drive impact where it matters most.

Session speakers:

- *Lauren Tuxworth, Oxley State School P&C Association*
- *Jenny Shard, Ipswich State High School*
- *Paula Sale, Western Districts Netball Association*
- *Adam Hyland, City of Gold Coast*

Session Chair:

- *Dr Jade Kubler, Health and Wellbeing Queensland*

Concurrent sessions		
	Room: P7-8	Room: P9-11
12:00pm	<p>From Intention to Impact: Making A Better Choice Work in Healthcare Retail</p> <p>Curious about what it really takes to implement A Better Choice in healthcare settings? This session goes beyond the basics, offering an inside look at the personal motivations driving change and the practical steps that made success possible.</p> <p>Join a panel of passionate professionals as they share their journeys and lessons learned. You'll also have the chance to ask questions and connect directly with the speakers—making this a great opportunity to get inspired, informed, and ready to take action in your own retail space.</p> <p>Session speakers:</p> <ul style="list-style-type: none"> Jen Ellick, Metro South Hospital and Health Service Belinda McGowan, Wide Bay Hospital and Health Service Tilly Byrne-Kirk, South West Hospital and Health Service <p>Session Chair:</p> <ul style="list-style-type: none"> Brooke Maund, Queensland Health 	<p>Fuelling Change: Volunteer Success Stories from School and Sport Canteens</p> <p>Thinking about making healthier food and drink options available in your school or community sport canteen, or maximising the sales of those you already have on the menu? This session will explore how healthy food and drink sales are being brought to life in volunteer-led environments just like yours.</p> <p>Hear from a panel of passionate canteen champions as they share what motivated them to make changes, the practical steps they took, and how they overcame common challenges.</p> <p>With plenty of time for questions and discussion, you'll leave feeling inspired, supported, and ready to take the next step in your own canteen.</p> <p>Session speakers:</p> <ul style="list-style-type: none"> Emina Shailer, Convenor, Oonooba State School Candice Walker, Convenor, Bay View State School <p>Session Chair:</p> <ul style="list-style-type: none"> Tiani van Haren, Department of Sport, Racing, Olympic and Paralympic Games
12:30pm	Lunch	

Concurrent sessions		
	Room: P7-8	Room: P9-11
1:30pm	<p>From Barriers to Benefits: Making profit with healthy food - menus, pricing, operations</p> <p>This session will highlight proven strategies that show it's possible to offer healthier options and keep your retail outlet or canteen thriving. You'll hear how others have successfully navigated common barriers—like balancing budgets and meeting customer expectations—while implementing A Better Choice or other comparable strategies in healthcare, education and sport settings.</p> <p>Learn about the operational changes that make a real difference and discover how communities have responded to the shift. Walk away with practical tips and renewed confidence to take your canteen to the next level.</p> <p>Session speakers:</p> <ul style="list-style-type: none"> Naomi Blines, Project Officer, Queensland Association of School Tuckshops Michael Hooper, Operations Manager, Far North Queensland Hospital Foundation <p>Session Chair:</p> <ul style="list-style-type: none"> Keryn O'Neill, Executive Officer, Queensland Association of School Tuckshops 	<p>Tech for Health: Using Digital Platforms to Drive Better Menu Choices</p> <p>Ready to leverage technology to promote healthier menu choices in your canteen or retail outlet? This session will explore how digital ordering platforms can be used to help guide customers toward healthier options.</p> <p>You'll hear from a service provider who will demonstrate how the platform works, followed by real-world experiences from schools, sporting clubs, and potentially healthcare settings.</p> <p>Learn how these platforms can be structured to make healthier choices the easiest choices—and how they've been successfully implemented in similar environments.</p> <p>Session speakers:</p> <ul style="list-style-type: none"> Rachel Debeck, Chief Executive Officer, Flexischools Jaylan Tahtali, Head of Sales & Operations, School24 <p>Session Chair:</p> <ul style="list-style-type: none"> Tim Klar, Chief Executive Officer, QSport

Closing

Room: P9-11

2:15pm **The Advertising Effect: The tips, tricks and insights that get things selling (and people buying)**

Adam Ferrier, Founder and Director, Thinkerbell Agency

Don't miss this exciting and thought-provoking session with Adam Ferrier, Founder and Director, Thinkerbell Agency, a high-profile marketer who blends evidence-based creativity with cutting-edge insights from cognitive behavioural psychology and behavioural economics.

Adam will share his unique approach to marketing healthier options, equipping you with the tools to influence behaviour and drive change. Drawing on his extensive experience working with top brands worldwide, Adam will introduce what may seem unconventional (but effective), award-winning ideas designed to make a lasting impact.

This session will inspire you to rethink how you approach promoting healthier choices and provide actionable strategies that you can share with your stakeholders and in your environments. By the end of the session, you'll walk away with fresh perspectives and the confidence to apply creativity and behavioural science in your own environment, ensuring the key takeaways from the conference resonate long into the future.

3:15pm **Closing**

Dr Robyn Littlewood, Chief Executive, Health and Wellbeing Queensland

3:30pm **Event concludes**