



Tuckshop and Canteen Management Consultants

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Raising the profile of your Canteen

The canteen in many schools is the hub of the school. In other schools it is like it is forgotten about. There are many ways you can begin to raise the awareness of the canteen. I have seen many examples over the years. These include-

- ✚ Consistently having a blurb in the school newsletter- this can be as little as next week's special and rostered volunteers
- ✚ Utilising the school sign out the front once or twice per term- see school administration to see when you can book in. This could be a great spot to thank all the volunteers!
- ✚ Having competition to name the canteen- One school I know that has a crocodile emblem for the school just recently named theirs "The Hard Croc Café" with a tag line of "come in and snap up some tasty treats".
- ✚ Have a competition or speak to the principal to see if any students can design and paint a mural out the front- your mural should be healthy and also incorporate physical activity if possible, so an orange on a skateboard and an apple playing tennis is the way to go
- ✚ Go on parade every so often and talk about what is coming up next term
- ✚ Have a healthy and profitable theme day
- ✚ Decorate the outside for big events like football grand finals
- ✚ Get a marketing plan together
- ✚ Speak to the students, parents and staff and find out what they love about the canteen and what they don't
- ✚ Speak to suppliers and see if you can get them to give you some shirts to wear so everyone looks the same or speak to your employer about uniforms
- ✚ Be known to have a zero tolerance on gossiping
- ✚ Take some photos and submit them for the yearly school magazine
- ✚ Be seen to be actively valuing your volunteers- e.g. Give out certificates of appreciation for all volunteers who help out at the canteen including executive

To fast track your Healthy and Profitable theme day a comprehensive resource is available at www.canteens.com.au

To fast track your Valuing Volunteers program a volunteer recruitment and maintenance disc is available at www.canteens.com.au

Additional help to manage your Tuckshop or Canteen

- ✚ Tuckshop and Canteen Management Consultants Helpline www.canteens.com.au
- ✚ Canteens.com.au- Follow us on facebook-www.facebook.com/canteens