



HILTON HOTEL

CASE STUDY

The Hilton Hotel is a family owned-operated metropolitan pub, located less than ten minutes from Adelaide CBD. The hotel considers itself to be an 'inclusive' and 'community minded' venue. It features a community garden on site, provides sponsorship to a variety of sporting clubs, and hosts a range of shows and performances especially during Adelaide's festival season (such as Adelaide Fringe shows).

Registering with the healthy kids menu initiative

The Hilton Hotel is owned by a husband and wife who have a young child, and hence saw the value in providing healthy choices for children at their venue. However the drive for healthy eating options originated from the marketing manager Elisa, who was initially responsible for encouraging healthier options on the adult menu. The marketing manager grew up with a large vegetable garden and chickens in her home, resulting in strong personal values regarding the use of fresh, local produce. After opening up the Hilton Hotel's on-site community garden, the marketing manager proposed the idea of increasing community awareness around healthy eating, which evolved into the development of a healthy kids menu.

Following this decision by the venue to create healthy options on their kids menu, an online search was undertaken looking for recommendations and recipes. They came across the Healthy Kids Menu initiative and subsequently contacted the Healthy Kids Menu team for more information. The process from contacting the team to officially registering with a compliant healthy kids menu only took a few weeks.



Implementation

The marketing manager reports that after working with the same leadership team within the Hilton Hotel kitchen for over two years, they had developed a good working relationship. This helped provide support for the development of a new healthy kids menu.

Menu decisions are made with input from both management and kitchen staff. The Hilton Hotel's existing menu only required minimal changes, so for venue staff it was only a matter of 'ticking all the boxes' to become compliant.

From a business perspective, some kitchen staff queried the need to change the existing menu. There was the perception that 'if it ain't broke don't fix it'. However the marketing manager's passion for health in addition to good internal working relationships, was sufficient to convince kitchen staff to implement changes.

This demonstrates that the motivation for venues to register with the Healthy Kids Menu is not solely a business driven decision, but can also be more ethically based and supported by a sense of social responsibility.

The Hilton Hotel found the Healthy Kids Menu graphics useful for inclusion on the menu, specifically highlighting the healthy menu options and connecting back to the initiative's brand. The colouring-in sheets have also been popular.

Building on the Hilton Hotel's registration with the Healthy Kids Menu, the venue began running school holiday activities teaching children about healthy eating and linking this to their community garden.

It's hard for the venue to determine if being a Healthy Kids Menu venue has brought in more families or broadened their customer base. Positive feedback has been received from parents on the healthy kids menu, predominantly during the school holiday activities where children are offered a lunch package and the healthy kids menu is promoted by staff.

The venue has chosen to promote their Healthy Kids Menu in conjunction with school holiday activities, primarily via Facebook and Instagram posts.

Summary

The Hilton Hotel is a great example of a South Australian venue which already had a focus on providing healthy choices to their customers. The fact that the interest in registering with the Healthy Kids Menu initiative was venue-driven helped make the registration process quick and seamless.

Both the owner and marketing manager were motivated and supportive in driving the initiative internally. Their strong internal working relationships made the registration process easy, aided by the fact that only minor changes were required on their existing kids menu. The marketing manager recognises that for a venue to register, it is important for staff within the venue to value healthy eating and drive this internally.

For more information

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