



KickStart BREAKFAST



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA



YOUR SCHOOL'S GUIDE TO SUCCESS

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Purpose

KIA ORA AND WELCOME TO KICKSTART BREAKFAST

KickStart Breakfast is a community partnership initiative helping tamariki and rangatahi achieve their best by getting a kickstart to their day. KickStart Breakfast provides kai and guidance to help schools to run a successful, sustainable breakfast club to meet your needs.

KickStart Breakfast is designed to work for your school!

 <p>Serving A nutritious breakfast of Anchor™ milk and Sanitarium Weet-Bix™</p>	 <p>Available Deciles 1-10 schools and most alternative education providers*</p>	 <p>Location Anywhere on school grounds</p>	 <p>Led by Volunteers, students, school staff, community groups</p>	 <p>Flexibility To run once a week to every school day</p>
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More than just breakfast!

Our KickStart Breakfast clubs provide a safe place for our tamariki and rangatahi to socialise and express themselves. It's an opportunity to bring the wider community together connecting whānau, staff and volunteers to help run the breakfast club.

◀ **Tom Walsh**, Olympic medallist & Anchor Ambassador celebrating 30 million servings of KickStart Breakfast in 2019.

Schools report a variety of benefits to children participating in KickStart Breakfast*:

- ✓ Improvement in class concentration levels
- ✓ Improvement in general health and well being
- ✓ Improvement in children's behaviour
- ✓ Building positive relationships peers, teachers and other adults.

2022 Term 2 KickStart Breakfast survey. Responses gathered from 1,158 schools involved in the programme.

*Please refer to our terms & conditions regarding eligibility for becoming a KickStart Breakfast school.

Our Story

2009

KickStart Breakfast launched in 200 decile 1-4 schools. The programme provided fresh Anchor™ Mega milk & Sanitarium Weet-Bix™



2011

500 schools now part of KickStart Breakfast, proudly serving over 30,000 breakfasts every week



2013

The New Zealand Government joins the KickStart Breakfast partnership. The expansion enables any school, regardless of decile to join the KickStart Breakfast programme. Schools can choose to provide breakfast every school day



2015

KickStart Breakfast celebrates over 800 schools and has served over 10 million breakfasts



2017

KickStart Breakfast serves over 125,000 breakfast every week to more than 25,000 students across New Zealand



2019

Celebrating three huge milestones!

- Welcoming our 1000th school,
- Serving our 30 millionth breakfast
- Celebrating 10 years of KickStart Breakfast with Prime Minister Hon Jacinda Ardern and Hon Carmel Sepuloni, Minister for Social Development



2020

KickStart Breakfast celebrates a brand-new website and full logo revamp.

During the national lockdown, schools are able to send home their existing KickStart Breakfast supplies to support local communities



2022

KickStart Breakfast celebrates serving over 50 million breakfasts since 2009



2023

By Term four, KickStart Breakfast is serving over 180,000 breakfasts every week to more than 40,000 students, in over 1,400 schools across New Zealand.

And it wouldn't be possible without our community of 4,000 volunteers supporting the programme every school day.





MORE THAN JUST BREAKFAST

Why have a KickStart Breakfast Club at your school?

Schools report a variety of benefits to students participating in KickStart Breakfast:



Improvement in class concentration levels



Improvement in general health & well being



Improvement in student behaviour



Leadership opportunities



Building positive relationships with peers, teachers and other adults



Roles and Responsibilities

How do we run KickStart Breakfast?



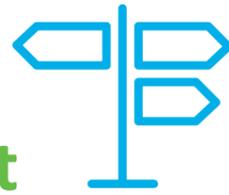
As a school, you'll need to:

- Ensure your school adheres to our programme terms and conditions on pages 14-18 of this guide
- Ensure that your KickStart Breakfast products are for use on school grounds only for your breakfast club
- Keep leftover product to use for the following term
- Complete our mandatory Term Update in Week 7 of each term to secure your product deliveries for the coming term
- Share key information and updates about the KickStart Breakfast programme with your school community
- Only store correctly prepared milk cartons for recycling. Cartons must be cut open, thoroughly clean & dry

The KickStart Breakfast Team will:

- Co-ordinate appropriate quantities of sponsored 1L Anchor™ milk and Sanitarium Weet-Bix™ for your breakfast club
- Provide you with resources to download from our website and your School Profile
- Provide your school with guidance and support with your breakfast club routines e.g. recycling
- Email you a termly newsletter and opportunity to order for the following term

Ways to run KickStart Breakfast



Tips & Tricks for Success

Over the years, our schools have shared ideas of how they run their breakfast club.

Ways to encourage students to experience breakfast club

- Invite individual classes
- Bring a friend
- Host special breakfasts where parents & caregivers can attend
- Connect with your Food & Technology class
- Invite local heroes to attend (E.g. community constable, sporting legends or mentor figures)
- Include reminders on notice board or social media
- Play music
- Recognise student helpers at breakfast club with special certificates

Reaching out for support

- Ask for donations of bowls and spoons from families or local charity stores
- Hold a 'non-uniform' date with students donating items specific for breakfast club e.g. tinned fruit in juice
- Fundraise event at the beginning or end of term to celebrate your breakfast club
- Connect with local businesses, church groups, retirement homes and local neighbours who may wish to volunteer or donate items

Leadership opportunities

- Recruit student leaders to run your breakfast club
- Encourage students to help where they can (set up, pack down, serving, etc.)
- Provide service hours for leadership or recognition programmes

We've got loads of resources available to support your KickStart Breakfast club. Whether its volunteer recruitment posters, job titles or certificates to celebrate success - we've got you covered!

Check out the Resources section under your School Profile area or email the team at kickstart.breakfast@fonterra.com and we'll send some through.



	TRADITIONAL BREAKFAST	CLASSROOM GRAZE	GRAB & GO
How it works	Students sit down to share kai in a suitable location. Volunteers may help serve and facilitate.	Classrooms are set up for Weet-Bix™ and milk on demand. Teachers/student leaders help oversee and monitor.	Products are easily accessed in a suitable location for students to help themselves.
Possible locations	<ul style="list-style-type: none"> ✓ School hall ✓ Classroom ✓ Food technology room ✓ Staff room 	<ul style="list-style-type: none"> ✓ Classroom ✓ Syndicate homeroom 	<ul style="list-style-type: none"> ✓ Office ✓ Guidance Counsellors room ✓ Food technology room
Serving Time	At a time that suits your school - either before or during school hours.		
Benefits	<ul style="list-style-type: none"> ✓ Great for all school levels ✓ Socialising ✓ Positive role models ✓ One suitable location ✓ Increased community engagement ✓ Leadership opportunities 	<ul style="list-style-type: none"> ✓ Multiple locations ✓ Great for intermediate and secondary schools 	<ul style="list-style-type: none"> ✓ Increased accessibility ✓ Reduced stigma risk ✓ Great for intermediate and secondary schools ✓ Minimal supervision required

Remember, your KickStart Breakfast programme can be tailored to suit your school whānau needs.

Get in touch to discuss your programme requirements.



If your school runs your programme a little differently, we'd love to hear about it!



What KickStart Breakfast means to some of our schools

“To me it’s not just about having breakfast, it’s about teaching social skills, helping each other, helping the little ones, and building them all up for the future.”

Pt England School



“The KickStart Breakfast club is a great initiative for our school. Our job is to ensure that all our children are in the right frame of mind to learn each day, and the opportunity to have a top-up before school starts is an excellent first step. It also allows for our student leaders and whānau to be involved in caring for others...”

Windy Ridge School



“We only joined at the beginning of this term, and already the teachers have noticed a huge improvement in the children who are participating - more settled in class, more focused, happier. Such a positive overall difference in such a short period of time.”

Norsewood and Districts School

“KickStart Breakfast is providing leadership opportunities for senior students who run it.”

Forest View High School



“Te Kura Kaupapa Māori o Takapau Board of Trustees, Tumuaki, tamariki and staff want you and your team at KickStart Breakfast to know just how appreciated the support you give to us each term means to us all.”

Te Kura Kaupapa Māori o Takapau

Guide to Stacking & Milk Pack Care

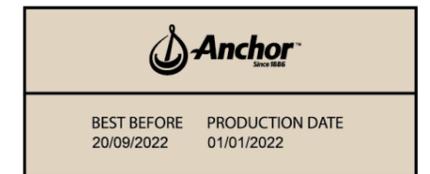
Follow the process below to ensure your milk is stacked correctly.

REMEMBER

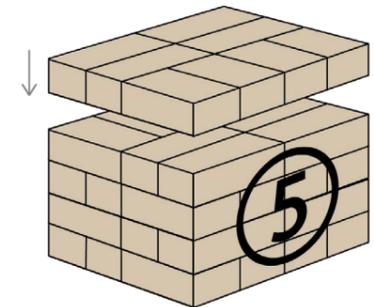
- If another delivery arrives before you have used all the milk from your first delivery, make sure you stack it separately
- Use all the milk from each delivery before you start on the new pile
- Regularly check the best before dates on boxes
- If / when your milk requirements change, please contact the Kickstart Breakfast team to discuss



1 'BEST BEFORE' information is located on the side of the pack. Make sure you can see the 'BEST BEFORE' date when stacking.



2 Check the 'BEST BEFORE' date on the milk case and use the box with the earliest date first.



3 To make sure your milk boxes don't fall over, stack them using the interlock system. For safety, it's best not to stack them more than five boxes high.



4 If you find a box is damaged, leaking or has passed the best before date, move it from your pile and place it to one side with a note saying 'do not consume'. Call the KickStart Breakfast team to arrange a replacement.

Child Protection & Vetting your Volunteers



As a school, it is your responsibility to ensure the people who oversee and run your KickStart Breakfast club are safe to do so.

Organisations like Child Matters provide support around this. They can provide information on how to set up a thorough screening, checking and a recruitment routine for the volunteers at your KickStart Breakfast Club.

This includes things like asking volunteers to show you some identification, fill out an application form and agree to a police check. Below is the address to download the forms you'll need.

<http://www.justice.govt.nz/services/criminal-records/forms/request-by-individual.pdf>

There is some great information online:

- Contact Child Matters at: www.childmatters.org.nz
- For more information on Criminal Records and Police Checks visit: <https://www.police.govt.nz/advice/businesses-and-organisations/vetting> or <https://www.justice.govt.nz/criminal-records/>

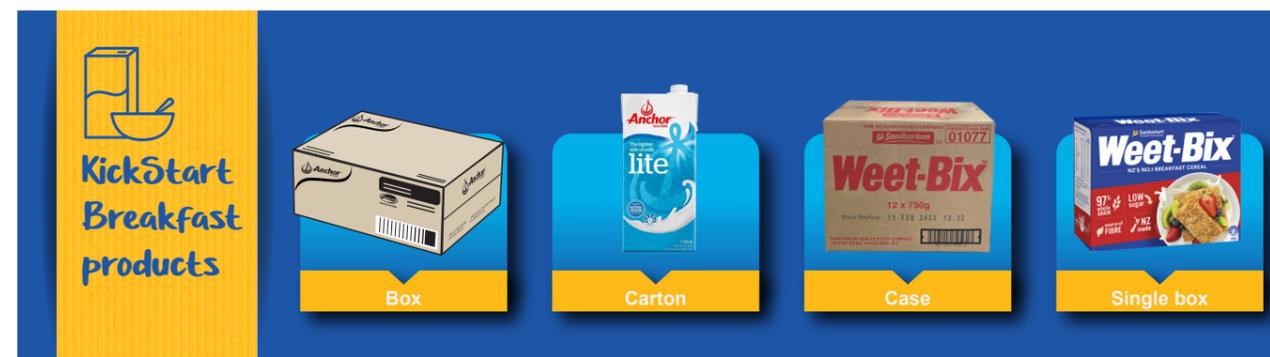
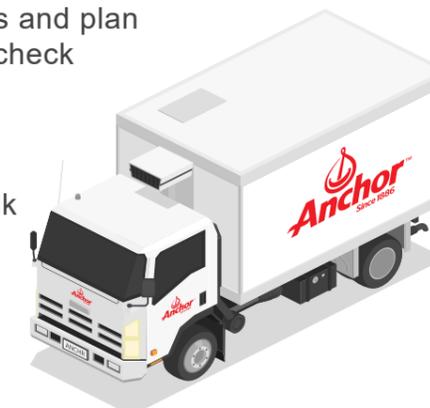


Term Update



This process is a mandatory requirement for all KickStart Breakfast schools. Participating schools are asked to check stored supplies and plan product requirements for the following term. As well as check and confirm the following details:

- School contact details
- Product requirements for Weet-Bix™ & Anchor™ milk
- Number of students attending breakfast club
- Number of days per week breakfast club is running
- Total number of students on school roll



We hope you refer back to this guide for inspiration and ways to help best run your KickStart Breakfast club.



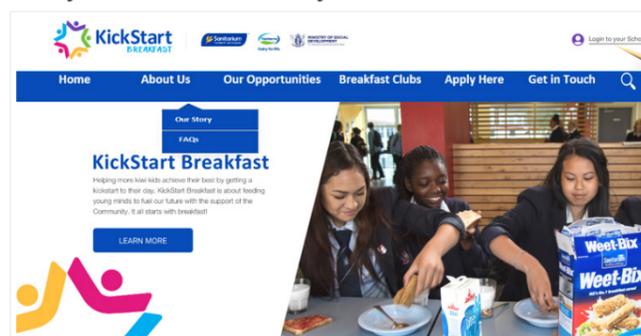
Problem Solving

Here are some common questions and challenges schools often ask.

Logging in Details

- Visit www.kickstartbreakfast.co.nz and click on the Login button located at the top right corner of the page.
- If you have forgotten your password, click the forgot my password button and follow the instruction or contact the KickStart Breakfast team.

Note, your username is your email address.



Product Information

Who do I contact if we run out of Weet-Bix™ and/or Anchor™ milk or would like to put our product deliveries on hold?

Please contact the KickStart Breakfast team.

Why can't I update my product details?

You can update your product requirements during our Term Update or by logging into your School Profile.

Please refer to Page 12 for more information on the Term Update process

Our product has arrived but is damaged, can you help?

Please contact the KickStart Breakfast team as soon as possible so we can provide you with further instructions.

Help! We have found expired milk! What do we do?

Contact the KickStart Breakfast team and let us know the number of boxes or cartons of expired milk. Our team will work with you to ensure this is disposed of appropriately. We will also help your school review your stock check routine and ordering process, so your KickStart Breakfast products are always used before their best before date

Our recycling bin is getting full, who collects our recycling?

Please ensure only correctly prepared, thoroughly clean, and dry cartons are stored in your provided clear bin liners. Contact your local Anchor milk team to align collection with your next milk delivery and/or order more bin liners.

Contact Us

Email: kickstart.breakfast@fonterra.com

Telephone: 0800 900 00 (option 1)

Terms & Conditions

1. General

- 1.1. The KickStart Breakfast Programme („Programme“) is operated by Fonterra Co-operative Group Limited („Fonterra“) in partnership with New Zealand Health Association Limited trading as Sanitarium Health & Wellbeing Company and The Ministry of Social Development (together, „The Partners“, „The Partnership“, „us“, „we“, or „our“)
- 1.2. Please read these General Terms and Conditions („Terms“). We may vary these Terms at any time. The current version of these Terms will be maintained on the KickStart Breakfast site (www.kickstartbreakfast.co.nz/) („Site“). These Terms will be interpreted in accordance with, and governed by, the laws of New Zealand.

2. Eligibility

2.1 Eligible schools are defined as below:

- i. All New Zealand schools deciles 1-10 from primary through to secondary that are identified by the Directory of Educational Institutions at <http://www.educationcounts.govt.nz/directories/list-of-nz-schools> are eligible to join the Programme;
- ii. Satellite schools and Teen Parent Units which relate to the above-mentioned schools may also be eligible to join but will be subject to an individual review before they will be accepted on to the Programme at the sole discretion of The Partners; and
- iii. Alternative education providers may also be eligible to join but will be subject to an individual review before they will be accepted on to the Programme at the sole discretion of The Partners,(each, a “School” and together, the “Schools”).

2.2. For the avoidance of doubt, boarding schools (where students are provided with breakfast as part of their living arrangements), correspondence schools, and Early Childhood Education providers are not eligible to join the Programme. Education facilities providing services to Government departments, which include providing meals funded by Government, are also not eligible.

3. Applications

3.1 Any eligible School may apply to participate in the Programme.

3.11 Each School must apply to participate through the online application page found on the Site („Application“). No other form of application will be accepted.

3.12 By submitting an Application, a School will be deemed to have accepted these Terms.

3.13 All information provided in an Application must be true and accurate at the time the Application is submitted.

3.14 Decisions on Applications will be made at our sole discretion.

3.15 Applications will be considered in the sequence they are received, however, the date of a School's commencement of the Programme will be at The Partners' sole discretion.

4. Programme operation

4.1 Schools must provide a safe and secure location(s) within the School's campus where the Product will be served and consumed (the “Breakfast Club”) as well as sufficient personnel to administer and run the Programme on an ongoing basis. If the location of the Breakfast Club is outside the School campus, approval must be gained from The Partners prior to commencement of the Programme or change in location.

4.2 The Breakfast Club may run at any time up to one hour before, and during, a School Day, but not following the end of a School Day. For the purposes of these Terms, a School Day runs from 8:30am to 3:00pm.

4.3 The School is responsible for providing the essential provisions to run the Programme including, but not limited to; tables, chairs, cutlery, bowls, cups and refrigeration to chill the milk.

4.4 Schools are responsible for ensuring the location of the Breakfast Club and any associated facilities

Terms & Conditions

and equipment used in connection with the Programme and/or Breakfast Club are cleaned on a regular basis and remain in a hygienic and tidy condition.

- 4.5** The School is responsible informing families of the School's participation in the Programme and gaining any required parental/guardian consent in relation to a student's participation in the Programme.

5. Updates

- 5.1** If any circumstances change so that the information provided in an Application is no longer true and correct, the School must either update the online school profile in accordance with clause 5.2 below (if applicable) or notify The Partners of the change in information by emailing kickstart.breakfast@fonterra.com or calling 0800 900 070.
- 5.2** An online school profile will be established by The Partners for each School („Profile“). To remain in the Programme, the School must update its Profile (or confirm that the information is current and correct) at least once per school term through the term update process or earlier if necessary, to ensure that the Profile remains accurate. Schools will be prompted to update or confirm their Profile via reminder emails, and failure to comply more than twice per year may result in suspension from the Programme.
- 5.3** Schools must maintain their student numbers and days offering breakfast through the Profile on the Site on a regular basis to maintain an accurate record of the number of children that the Product is being provided to and the number of serving days per week.
- 5.4** The School can reduce or postpone one or both Product quantities without jeopardising or compromising participation in the Programme.
- 5.5** If you wish to retire from the Programme, you may do so by emailing the KickStart Breakfast team on kickstart.breakfast@fonterra.com

6. Communication

- 6.1** You agree to receive regular KickStart Breakfast e-Newsletters. You agree to have representatives from The Partners visit your School at mutually agreed times to observe and/or participate in the Programme delivery at your School.

7. Media

- 7.1** You agree that The Partners can provide your School details, including the name of your School and relevant contact details, to local, regional and/or national and international media who may be interested in running a story on the Programme. You will have the final decision as to whether media will attend your School.
- 7.2** You give permission for your School name to be published on our website.

8. Programme Name

- 8.1** All references to the Programme by the School in both written and formal verbal communications should refer to the full name of the Programme „KickStart Breakfast“.

9. Programme logo

- 9.1** The Programme logo or reference to the Programme is to be used only in relation to the Programme and for no other purpose without written permission from The Partners.

10. Images

- 10.1** Images supplied to Schools in connection with the Programme, including for use by the School in its own written materials, are to be used solely in relation to the Programme and for no other purpose.

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11. Product quantities

- 11.1** The Partners reserve the right to put limits on a School's student participation if and when required.
- 11.2** The School can choose to run the Programme up to five days a week, provided that the School notifies The Partners of how many days per week they will be serving the Product by updating the Profile or the term update process as determined by The Partners.
- 11.3** It is the responsibility of the School to identify any children that may not be able to participate in the Programme for any reason, including food allergies or lack of parental permission.

12. Product delivery

- 12.1** Fonterra, acting through its Anchor Franchisees, will deliver Anchor™ UHT milk and Sanitarium will provide Weet-Bix™ (the “Product”) to the School.
- 12.2** The Product will be delivered to a delivery point agreed between the School and The Partners („Delivery Point“). The Delivery Point must allow easy access for unloading of the Product from the delivery vehicle.
- 12.3** A School representative will be asked to sign upon the delivery of Product.
- 12.4** The Partners are not responsible for Product that is misplaced or stolen after delivery. Schools must inform The Partners immediately if Product is misplaced or stolen so an alternative delivery to the Delivery Point can be arranged.
- 12.5** Frequency of Product deliveries to the School will be at the sole discretion of The Partners. We will consult with the School and take into consideration the number of students, number of days serving and the location of the School.
- 12.6** Schools located remotely may have a special agreement signed between The Partners and School regarding specified delivery frequency and the agreed Delivery Point.
- 12.7** We will make every effort to ensure that deliveries are made at times agreed between The Partners and the School but cannot guarantee this.

13. Product, storage and distribution

- 13.1** The School is responsible for the Product from delivery at the Delivery Point until it is consumed. The Partners are not liable for any Product that may be mishandled, misused or misplaced after delivery.
- 13.2** The School is responsible for all health and safety procedures relating to the Product and Product consumption, as well as for the safe and secure storage of the Product and any used packaging, at a single location on School grounds for collection and recycling as required by The Partners and detailed further in clause 17.
- 13.3** The School is responsible for managing the stock rotation of the Product delivered. Failure to rotate stock in an efficient manner, including build-up of expired Product, may result in suspension from the Programme.
- 13.4** The School is responsible for all movement of the Product within the School, for distribution of the Product to the students and for gathering of the used packaging.
- 13.5** The Product is to remain on School grounds at all times. In the special circumstances where the School wishes to take the Product off School grounds, written consent must be obtained from The Partnership first. The Partnership can decline permission at any time and failing to adhere to this may result in suspension from the Programme.
- 13.6** The Partners will provide guidance on the required care and handling of the Product. The School must comply with all health and safety procedures as advised by The Partners from time to time.

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14. Use of Product

- 14.1 Product provided through the Programme is exclusively for consumption by the students within the School. The Product shall not be consumed by any other persons and is not for staff or volunteer consumption, except where a staff member or volunteer consumes the Product at the same time as, and in the company of the students, to model positive behaviour.
- 14.2 The Product may only be consumed during the School's Breakfast Club. The Product may not be consumed during any paid for before- or after-school care service Schools may provide.
- 14.3 Schools may use the Product more than once during a School Day providing the Product is only used for student consumption and is offered on School grounds.
- 14.4 The Partners will provide guidance and support on the usage and serving suggestions of the Product.
- 14.5 Schools can in no way profit monetarily from the Product provided and all Product must be distributed free of charge. Specifically:
 - i. The School must not on-sell the Product to any organisation or private persons;
 - ii. No fees can be charged to the Students to receive the Product; and
 - iii. The Product is not to be used for any kind of fundraising activity.

15. Product replacements

- 15.1 Where a Product is identified as faulty the School must immediately notify The Partners so appropriate action can be taken.
- 15.2 Where a Product has passed its best before date and becomes expired, the School must immediately notify The Partners, who will arrange for the Anchor Franchisee to collect and dispose of the expired Product. The School must not remove or dispose of expired Product in any other way.

16. Over / under supply

- 16.1 It is the School's responsibility to inform The Partners by email or phone if an oversupply or under-supply of Product occurs. Schools are able to reduce the quantity of Anchor™ UHT milk without affecting the quantity of Sanitarium Weet-Bix™, and vice versa.

17. Packaging disposal and recycling

- 17.1 Fonterra will lease recycling bins ("Bins") and provide bin liners to Schools at no charge for the sole purpose of storing used Anchor™ Lite Blue UHT milk packs ("UHT Packs"). Bins must be stored on the School campus (or such other location as agreed between the parties) and will remain the property of Fonterra at all times.
- 17.2 Fonterra will, at its own expense, be responsible for the general maintenance of the Bins. The School receiving the Bins will protect them from damage and user abuse, with fair wear and tear excepted. The School will immediately advise Fonterra of any fault or damage to the Bins, and will be liable to Fonterra for any losses, damages or costs that Fonterra sustains as a result of any loss or damage to the Bins, except where Fonterra or its employees or contractors directly cause such loss or damage.
- 17.3 Fonterra will arrange for collection and removal of the used UHT Packs from the School. The School is responsible for making the used UHT Packs available for collection in accordance with the UHT recycling guidelines advised by Fonterra from time to time. Repeated failure to meet Fonterra recycling standards may result in suspension from the Programme until a recycling standard which is satisfactory to Fonterra can be attained.
- 17.4 Schools are responsible for ensuring the Bins are cleaned on a regular basis and remain in a presentable, hygienic and tidy condition.
- 17.5 Schools are responsible for notifying the Anchor Franchisee if the location of their Bins changes or they require more bin liners. The new location of the Bins must be agreed by both parties and The Partners to ensure recycling can be accessed and collected in a timely manner. Recycling will not be accepted in any bin liners other than those provided by Fonterra.

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- 17.6 If a School chooses to retire from the Programme, Fonterra or any person authorised by Fonterra, may enter the School during reasonable hours or any other address where the Bins are expected to be for the purposes of removing the Bins. The parties acknowledge that this provision survives the termination of a School's participation in the Programme.
 - i. Failing to have Bins ready for collection may result in a 'no-collect' fee at the School's expense.
 - ii. Fonterra, at its sole discretion, may request the School to move the Bins to a different location, as agreed between the School and Fonterra, to assist collection.
- 17.7 The School is responsible for ensuring all other used packaging including cardboard boxes the Product arrives in is recycled correctly as part of the schools normal recycling processes.
- 17.8 The School must not part with possession of or remove the Bins from the School campus without the express consent of Fonterra in writing.

18. Volunteer(s)

- 18.1 The Partners accept no responsibility for any volunteer(s) operating or supporting the operation of the Programme. It is the School's responsibility to ensure the volunteer(s) are suitable and abide by any school policies and procedures.

19. Disclaimer

- 19.1 If the School is not complying with these Terms, The Partners reserve the right, at their sole discretion, to either:
 - i. require the School to remedy the breach of these Terms if The Partners consider that the breach is capable of being remedied; or
 - ii. temporarily or permanently stop the School's involvement in the Programme.
- 19.2 We will work with the School to ensure that the Programme is successful, but we will not be liable to the School for anything arising from the Programme (except as required by law).

20. Privacy

- 20.1 In order to conduct the Programme, The Partners may collect personal information (such as email addresses) from the Schools. Unless otherwise authorised by each School, personal information will be used and held by Fonterra in accordance with the Privacy Act 1993 and Fonterra's Privacy Statement, for the purposes of the Programme and may be shared with partners of Fonterra solely for the purposes of the Programme. To access or request correction of personal information, please contact: KickStart.Breakfast@fonterra.com.



**MINISTRY OF SOCIAL
DEVELOPMENT**
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Enabling school-aged learners to realise their full potential by supporting their wellbeing and nutrition.

Contact KickStart Breakfast team

☎ 0800 900 070 (option 1)

✉ KickStart.Breakfast@fonterra.com