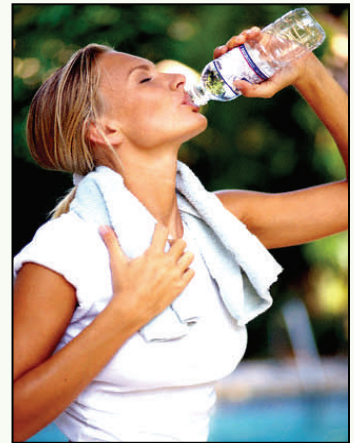


# Commitment Addressing Obesity and Other Health & Wellness Issues

AUSTRALIAN BEVERAGES COUNCIL LTD

January 2009



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# INTRODUCTION

The Australian Beverages Council Ltd (ABCL) represents a substantial part of the Australian non-alcoholic beverages industry, uniting all major producers of non-alcoholic beverages (carbonated and non-carbonated drinks, juice drinks, ready-to-drink teas and coffees, bottled water, sports and energy drinks).

ABCL's membership represent 95% of the retail market for carbonated beverages as the majority of other non-alcoholic water & juice based beverages.

ABCL and its members recognise public concerns about today's health issues, particularly the rising levels of obesity and chronic diseases related to poor diets and lack of physical activity. The non-alcoholic beverages industry also recognises its responsibility to play a positive role in tackling these problems, together with other relevant parties and has been developing and implementing initiatives to address these issues.

We recognise that as providers of a wide range of beverages we are well placed to assist governments and the community in cooperation with other industry stakeholders in the development of practical policies and programs to assist in the management of this complex public health issue.

This policy and set of commitments were adopted in October 2006 when the Beverages Council and its members provided the necessary leadership to the Food and Beverages industry in adopting these socially responsible and progressive policies.

ABCL went further, at that time, than all others in the food industry, by appointing Food & Nutrition Australia as an independent third party auditor to define and then collect Key Performance Indicators ("KPIs") against the following commitments so as to verify and document progress in the achievement of our goals. ABCL will share these findings of such monitoring activities with national health & food authorities.

## ACTIONS & COMMITMENTS

*These "actions & commitments" should be read in conjunction with the 2008 audit conducted by Food & Nutrition Australia. A copy can be obtained online or by written request.*

### ***PUBLIC EDUCATION, HEALTHY LIFESTYLES AND PHYSICAL ACTIVITY PROGRAMS***

#### COMMITMENT

ABCL members will aim to continue their active involvement either directly or in partnership with National and State educational authorities, or with appropriate private & public partners, in educational programs to provide consumers with relevant information on healthy eating and active lifestyle.

### ***PROVISION OF ADDITIONAL CONSUMER INFORMATION***

#### COMMITMENT

To voluntary provision of additional nutrition information a follows:

- ✓ Front of pack communication about the product with the % total energy in various drinks.
- ✓ Back of pack information on the % daily intake (%DI) per serve.
- ✓ Pack sizes to reflect serving size for packs on NIPs.
- ✓ On pack promotion of low or no-calorie content of beverages with such characteristics.





## ***ADVERTISING AND COMMERCIAL COMMUNICATIONS***

### **COMMITMENT**

ABCL members will continue to engage with appropriate National authorities to review policies on advertising and marketing to children under 12 years with the aim of further enhancing the code.

### ***MARKETING***

#### **COMMITMENT**

ABCL members commit to not placing any marketing communication in printed media, websites or during broadcast programs specifically aimed at children under 12 years with regards to water based sugar sweetened beverages except where the product meets the relevant Government criteria for sale in school canteens.

ABCL members commit to avoid any direct appeal to children less than 12 years aimed at persuading parents or other adults to buy products or to do anything else that goes expressly against the wishes or authority of a parent or guardian.

### ***PRIMARY SCHOOLS***

#### **COMMITMENTS**

Where directly responsible, ABCL members will:

- ✓ Voluntarily not engage in any direct commercial activity in primary schools, unless otherwise requested by school authorities or where the product meets the relevant government criteria for sale in school canteens.
- ✓ Voluntarily respect the commercial-free character of primary schools by providing, where directly responsible for final distribution of products, unbranded vending machines preferably including educational images and messages promoting balanced diets and healthy and active lifestyles.

### ***SECONDARY SCHOOLS***

#### **COMMITMENTS**

Where directly responsible for marketing beverages, ABCL members will:

- ✓ Ensure that in secondary schools, with the agreement of educators and parents, a full range of beverages (including water, juices, sports drinks, iced teas and other beverages in both regular and low-calorie/calorie-free versions), is made available in appropriate container sizes that allow for portion control.
- ✓ Where government & other school authorities parents and students have requested, efficiently withdraw sugar sweetened carbonated soft drinks from secondary schools.
- ✓ Make third-party distributors aware of these commitments in such cases where members are not directly responsible for the final distribution of their products to schools.

### ***PROMOTIONS***

#### **COMMITMENTS**

Ensure that promotional activities (e.g. redemptions, under-the-cap offerings, text message/SMS contests, etc.) offering prizes or rewards will avoid requiring consumers to drink excessive quantities of products in order to participate.

## ***PRODUCTS AND CHOICE***

### COMMITMENT

ABCL and its members will aim to:

- ✓ Increase the number of new beverages with low- or no-calorie content and light versions of existing beverages, where technologically possible, safe and acceptable to consumers.
- ✓ Increase the choice and availability of individual packaging sizes, portion control sizes and pursue where appropriate cup downsizing, to help reduce individual over-consumption.

## ***RESEARCH***

### COMMITMENT

ABCL and its members will aim to:

- ✓ Contribute, within the limits of what is commercially appropriate, to public and private research into consumer, behaviour and responsiveness to educational campaigns aimed at encouraging healthy eating and healthy lifestyles.
- ✓ Share with national health & food authorities on a confidential basis, where appropriate, our consumer research insights as they relate to health and wellness.

# **COMPETITION POLICY**

This policy must be read in conjunction with ABCL's Competition Policy attached on Page 7.

### CURRENT COMMITMENT

The ABCL has a long standing commitment to:

- ✓ The Australian Association of National Advertisers (AANA) voluntary code for advertising directed at children and
- ✓ Not to market sugar sweetened carbonated soft drinks directly to children aged less than 12 years of age.

The Council in addition to these current commitments has resolved to adopt additional policies and commitments specific to the Australian non-alcoholic beverage industry outlined in this document.

# **MARKETING & ADVERTISING GUIDELINES**

The Australian Beverages Council's members are committed to adopting responsible marketing policies and encouraging all consumers to enjoy our products in moderation and as part of a balanced diet.

The Industry is keen to participate in developing guidelines for the provision of its beverages to schools and marketing practices, when based on sound science, to assist in achieving announced Government policy objectives.

*In addition to adopting the Australian Association of National Advertisers Code of Practice for Advertising to Children, ABCL members also commit to additional marketing guidelines that support sensible consumption and a balanced life style.*



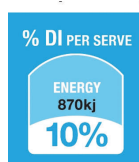
## **BEVERAGE INDUSTRY'S SUPPLEMENTARY MARKETING CODE**

### **LABELLING**

The Australian Beverages Council's members have voluntarily committed themselves to the provision of additional nutritional information on labels to enable consumers to make appropriate choices:

- ✓ Front of pack communication.

Members will voluntarily & progressively introduce, as labels are changed, additional information on front of pack labels to assist consumers in making informed choices. This will consist of the %DI logo for energy as shown below:-



- ✓ Back of pack information on the % daily intake (%DI) per serve.

Members will also voluntarily & progressively introduce in conjunction with the above, additional information in the Nutrition Information Panel (NIP). This will provide the % DI energy and for six nutrients (protein, fat, saturated fat, carbohydrate, sugars and sodium).

- ✓ Ensure pack size reflects serving size for packs.

Serving sizes on all packaging that may be reasonably consumed as a single serve will be deemed to be a single serve for the purposes of this policy commitment. This serve size will be reflected in the label's NIP. This will be introduced voluntarily & progressively as labels are changed, with the aim of achieving major coverage of the carbonated soft drinks market by the 1<sup>st</sup> November 2008.

- ✓ Promote on pack, where possible, the low or no-calorie content of beverages with such characteristics.

### **OTHER MEDIA**

ABCL members commit that:

- ✓ Copy, sound and visual presentation of all marketing material will accurately represent the products advertised, including taste, size, content and nutrition and health benefits.
- ✓ All advertising will be truthful, accurate and well substantiated. Health benefit claims will have a sound nutritional basis and comply with applicable government regulations.
- ✓ Advertising should reflect moderation in consumption and portion sizes appropriate to the social and cultural setting portrayed.
- ✓ Advertising will not portray or endorse inappropriate or over consumption.

### **SCHOOLS**

- ✓ Sugar sweetened carbonated soft drinks will not be provided to primary schools and will not be directly marketed to primary school age children except for special events such as sports days and school fetes at the school's request.
- ✓ A range of non-alcoholic water & juice based beverages, to suit every dietary need, will be made available to high schools. Where requested by the school authority we will actively assist in the implementation of that authority's policies.

These guidelines should be applied to all forms of media including print, broadcast and cable television, radio, video, telephone, point-of-sale, online advertising, other internet activities and packaging.

# DEFINITIONS

## *ADVERTISING AND COMMERCIAL COMMUNICATIONS*

Covers activities pursued through a variety of media or communication channels, such as: print media, broadcast media (radio, television), cinemas, internet and other electronic media (e.g. SMS), labelling, merchandising, packaging, point of sale material, sponsorships, and vending machines. Non-advertising materials or statements to the media, government agencies, doctors, or other health professionals or their professional associations, or the public about issues of societal concerns (such as the risk or benefits related to the consumption of non-alcoholic beverages) and educational messages about responsible consumption or the role of non-alcoholic beverages in society are not covered by this definition.

## *CHILDREN*

The signatories to the commitments consider 'children' to be defined as "below 12" and that 'programs aimed at children' to be defined as those programs whose viewers are mostly children (i.e. more than 50%).

## *ANNUAL REVIEW*

The members of the Australian Beverages Council also commit themselves to annually review these commitments and policies to ensure their compliance with the highest standards of ethical marketing of our products.

*Reviewed January 2009*



# AUSTRALIAN BEVERAGES COUNCIL LTD'S POLICY STATEMENT ON COMPETITION POLICY

## *THE PRINCIPLES*

1. Price fixing and boycotts, expressed or implied are in and of themselves violations of the law.

The Australian Beverages Council will not permit any discussion or exchanges of information regarding prices or other terms and conditions of sale that may affect price at any Association meeting or other meeting to which it is a party. Members of the Association also, should not discuss or exchange information about their production volumes or any restrictions on the amount of any member's production with a view to restricting competition.

2. The Australian Beverages Council will not deny membership to a person or firm, who would otherwise be entitled to membership, if such denial unreasonably restrains trade, nor will a member be expelled for reasons that would be insufficient to deny membership.
3. Whenever the Australian Beverages Council becomes involved in statistical reporting, it will clearly spell out its purposes and uses, which will be to provide information to assist members in business decisions and not to restrict competition. Such statistics will deal only with past transactions and will be reported to a third party, if possible, and will be disseminated only in aggregated form. Participation will always be voluntary.
4. The Australian Beverages Council believes that voluntary standard setting should only be used for pro-competitive purposes. The purposes of the standard must be a reasonable one. The Australian Beverages Council will seek to offer wide participation by affected parties in the development of standards and guidelines. There shall be no agreements to adhere to any standard or guideline, and each participant and member shall be free to follow or reject it as it sees fit.
5. Whenever collective research is undertaken by the Australian Beverages Council, care will be exercised so as not to unreasonably restrain competition. Attention also will be taken to see that no significant anti-competitive effects are realised.
6. The Australian Beverages Council will not sponsor or be a party to agreements, express or implied, which restrict the members' freedom in any way to make independent decisions in matters that affect competition.
7. These same standards of conduct are to be observed at any and all informal or social discussions at the sites at any Australian Beverages Council meeting.



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## Final Report

**ABCL's 'Commitment Addressing Obesity and Other Health and Wellness Issues' – Audit Against Key Performance Indicators**

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*Prepared for:*

**Tony Gentile**  
Chief Executive  
Australian Beverages Council Ltd

*By*

Food & Nutrition Australia

November 2008

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# 1. Executive Summary

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The Australian Beverages Council Ltd (ABCL) represents the majority of the Australian non-alcoholic beverages industry (non-alcoholic beverages include carbonated and non-carbonated drinks, juice drinks, ready-to-drink teas and coffees, bottled water, sports and energy drinks), and as such recognises their responsibility in positively influencing the health of Australians.

ABCL's *Commitment Addressing Obesity and Other Health and Wellness Issues* released in 2006 outlines the commitments of the industry to issues such as education, research, consumer information, marketing, promotions, product development and distribution to schools. Food & Nutrition Australia (FNA) was contracted to perform an independent external audit of the ABCL and its members' activities to assess progress toward the commitments made in this document.

The ABCL's aim was to have maximum compliance to the commitments outlined in their document by the end of 2008. This report documents the actions taken by ABCL members from 2006 to 2008 and provides a summary of achievement of the key performance indicators or otherwise against the commitments outlined.

Information was obtained through surveys distributed to the ABCL and its member companies in August 2007 and again September 2008. Copies of the original 2007 survey and 2008 follow up survey can be found in Appendix 1.

In 2007, surveys were distributed to 29 ABCL member companies, and 28 companies in 2008, in addition to the Australian Beverages Council itself. Of these ABCL member companies, 10 responded in 2007 and 9 responded in 2008. This report is based on the responses of the companies that responded over the 2 year period (13 companies in total). These companies have direct involvement in providing products for customers, and distribute 90% of the non-alcoholic beverages in Australia (excluding fruit juice except where this is a part of the company's usual product range) therefore representing the majority of the market. The ABCL's responses are also included in this audit report.

The remaining ABCL member companies who did not complete the survey were either distributors, contract bottlers or packers, importers, or smaller companies with limited range/resources. The Chief Executive of ABCL did however provide a summary of these companies and their policies regarding advertising to children and %DI initiatives as at September 2008.

## ***Summary of key findings for actions taken for the 2 year period from 2006 to 2008***

The following summarises the key findings from the audit:

- An increased number of public education, healthy lifestyle and physical activity programs were run by the four major companies (representing over 85% of the Australian non-alcoholic beverages market) from 2006 to 2008.
- There was significant growth in:
  - The number of ABCL member companies and the proportion of products providing front and back of pack %DI information
  - The number of products sold that displayed the product's physical serving size as the serving size in the nutrition panel
  - The number of low or no calorie beverages promoted as such.
- There was a high level of compliance (80%) by member companies to the commitment to engage and/or meet with appropriate National authorities regarding ABCL's marketing commitments.
- There was a high compliance rate of 90-100% to the commitments regarding marketing to children.

- The majority of promotions in and products sold to primary schools were requested by the schools themselves, hence being in line with the ABCL commitment in this area.
- No companies provided vending machines to primary schools for the use of students.
- The measures to improve the range and sizes of products sold to secondary schools indicates a positive move towards improving the healthfulness and choices for secondary students.
- The removal of products from schools when requested appears satisfactory.
- Further work is required by ABCL members to meet the commitment regarding third-party distributors being contacted by ABCL member companies to advise them about their responsibilities regarding sale of beverages to secondary schools.
- There is a high level of compliance by ABCL member companies to the commitment regarding avoidance of excessive consumption of products to participate in promotions.
- Seven companies manufactured new low or no calorie beverages between August 2006 and August 2008, six companies launched new pack sizes and four decreased pack sizes of existing products, indicating a good level of compliance to this commitment.
- Although the number of companies undertaking research is small, these companies represent 85% volume of the beverages market, in addition to ABCL itself. The research conducted by ABCL and its member companies and the dissemination of this information to relevant parties indicates a good level of compliance with this commitment.

## 2. Results and Assessment

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The following section outlines the results from the Audit process for the two surveys performed in 2007 and 2008, thereby monitoring actions made between 2006 and 2008 toward reaching goals outlined in the Commitment.

### 2.1. PUBLIC EDUCATION, HEALTHY LIFESTYLES & PHYSICAL ACTIVITY PROGRAMS

In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members will aim to increase involvement either directly or in partnership with National and State educational authorities, or with appropriate private & public partners, in educational programs to provide consumers with relevant information on healthy eating and active lifestyle.

**Proposed KPI:** Number of programs conducted or participated in by members.

#### Results

**Note:** Clear responses on the number of specific programs were not able to be obtained during the auditing process, so alternatively the number of companies participating in or conducting such programs was used to assess the achievement of this KPI.

**Prior to August 2006,** 30% of ABCL member companies had involvement with these parties in educational programs that provide consumers with healthy eating and active lifestyle information. These companies together represent 86% of the non-alcoholic beverages market.

Activities conducted within these programs included:

- Partnerships with the Dietitians Association of Australia (DAA) and Sports Dietitians Australia (SDA)
- Providing nutritional education brochures, website materials and nutritionally balanced recipes
- Ongoing Health Care Professional programs and education
- Education programs for high school students
- Hydration testing tools for use by sports dietitians
- Involvement with International research institutes and dissemination of their research findings
- Active Lifestyle programs, including Physical Activity Scholarships, research studies investigating children's physical activity habits and consumer booklets developed in conjunction with the Australian Sports Commission
- Participation in stakeholder forums to help inform government and aid in the creation of government sponsored initiatives

**Between August 2006 – August 2008,** the four companies involved in such programs remained the same.

Activities conducted between 2006 and 2008 included:

- Partnerships and programs with the Dietitians Association of Australia (DAA), Sports Dietitians Australia (SDA), CSIRO, RACGP, Australian Atherosclerosis Society, FOCiS and Australian Division of World Action on Salt and Health (AWASH)
- Providing nutritional education brochures, booklets, website materials and nutritionally balanced recipes
- Offering consumers 'Ask the Expert' sessions with an Accredited Practising Dietitian
- Ongoing Health Care Professional programs and education
- Partnerships with key sporting organisations to promote physical activity
- Nutrition and hydration presentations for coaches involved with children
- Health education sessions for disadvantaged teenagers in partnership with charities

- Research within the beverage industry to assess the impact of beverages on health
- Involvement with International research institutes and dissemination of their research findings
- Active Lifestyle programs, including community grants and awards focusing on healthy lifestyle choices, education programs through sporting sponsorships throughout Australia, mental wellbeing programs, consumer education campaigns on hydration and fluid choices and corporate health programs
- Research studies investigating children's physical activity habits

*Examples of a selection of initiatives are available on request.*

The 9 remaining companies who had not had involvement with such programs between 2006 and 2008 were smaller companies with either limited resources or little to no direct involvement at a consumer level.

Between 2006 and 2008, the ABCL itself invested in an independent dietetic review of the Australian Beverages website to enhance the layout and to provide information to assist students without the addition of any sales pitch (games etc). At present, ABCL are also involved with a proposal to develop school project material on the role of non-alcoholic beverages in the diet.

***Assessment***

Although the number of companies participating in educational programs on healthy eating and active lifestyles between 2006 and 2008 appears low overall, the companies participating in ongoing educational programs represent over 85% of the Australian beverages market.

FNA recommends the beverage industry be encouraged to commit additional funding to ABCL as the member body to conduct educational programs in partnership with National and State educational authorities, or with appropriate private & public partners.

## 2.2. PROVISION OF ADDITIONAL CONSUMER INFORMATION

In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members would voluntarily provide additional on-pack nutrition information, including front of pack communication about the amount of total energy in various drinks, back of pack information on the % daily intake (%DI) per serve, pack sizes to reflect serving size for packs on NIPs and on-pack promotion of low or no-calorie content of beverages with such characteristics.

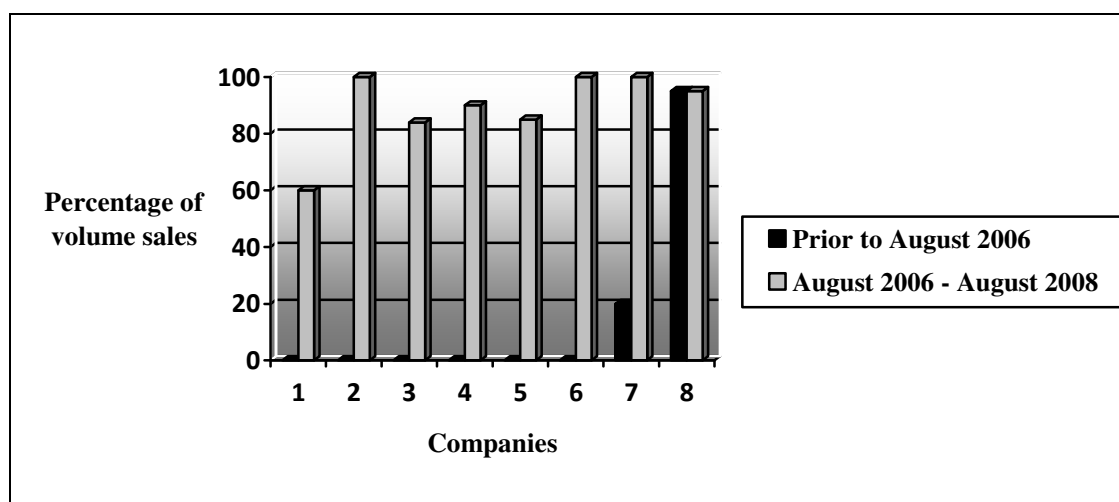
**Proposed KPI:** Growth in percentage of products with additional on pack information or growth in percentage of products doing so (in reference to pack sizes and on pack promotion of low or no kilojoule content).

### Results

#### 2.2.1 FRONT OF PACK COMMUNICATIONS

- **Prior to August 2006**, only 20% of ABCL member companies provided front of pack communication about the amount of total energy in various drinks.
- **Between August 2006 – August 2008**, this increased to 8 out of the 13 companies (62%), with 60-100% of products sold by these companies carrying this information. These companies represent over 85% of the market.

**Figure 1: Growth of companies providing front of pack communications for energy**

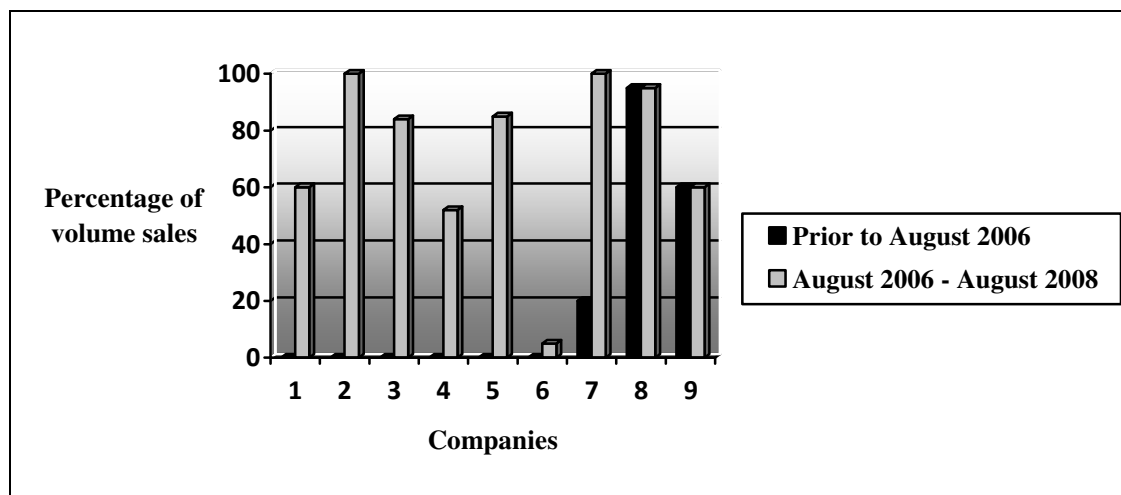


Overall there was growth in both the number of companies and the proportion of products carrying front of pack energy information between 2006 and 2008.

#### 2.2.2 BACK OF PACK %DI INFORMATION

- **Prior to August 2006**, 30% of ABCL member companies provided back of pack %DI information per serve.
- **Between August 2006 – August 2008**, this increased to 9 out of the 13 companies (69%), with 5-100% of products sold by these companies carrying back of pack %DI information. These companies represent over 85% of the non-alcoholic beverages market.
- Additionally, of the 8 ABCL member companies who did not formally complete the audit and that do sell or import products, the ABCL reports that 38% of them now also feature %DI labelling on their products.

**Figure 2: Growth of companies providing back of pack %DI communication**



Overall there was significant growth in both the number of companies and the proportion of products carrying back of pack information on %DI between 2006 and 2008.

### 2.2.3 SERVING SIZES IN NUTRITION INFORMATION PANELS (NIP)

*Note this commitment relates to beverage products 600ml and less.*

- **Prior to August 2006**, 61% of ABCL member companies included a serve size in the products' NIP that reflected the actual pack size (for products less than 600mLs).
- **Between August 2006 – August 2008**, this increased to 9 out of the 13 companies (69%).

### 2.2.4 ON-PACK PROMOTIONS OF LOW OR NO-CALORIE CONTENT OF BEVERAGES

- **Prior to August 2006** 60% of companies promoted the low or no-calorie content of beverages with such characteristics on pack.
- **Between August 2006 – August 2008**, the percentage remained at 60%, representing companies that have sugar free products in their range. For several of the companies who promoted the calorie free status of their products, the percentage of volume sales for these products increased significantly over the last twelve months, with sales increasing by 50% for one company and tripling in the other company. This indicates that for many companies, more of these products were sold in the latter period.

#### **Assessment**

Between 2006 and 2008, there was significant growth in:

- The number of ABCL member companies whose products featured front and back of pack %DI information
- The number of ABCL member companies whose products displayed the actual serving size as the serving size in the nutrition panel (for products under 600ml)
- The sales of low or no calorie beverages that were promoted as such.

In addition, the retailers Woolworths, Coles, and Franklins have recently adopted front of pack %DI labelling on their house brands. House brands represent 10% of the carbonated drinks market.

FNA considers this commitment has been adequately met as the number of ABCL member companies who featured this information increased between 2006 and 2008, and in most cases there was growth in the percentage of products that met the requirements outlined in the ABCL *Commitment* document.

FNA recommends that all ABCL member companies, independent of their size and resources, be encouraged to provide %DI information on pack to provide consumers with additional information to guide their product choice.

### 2.3. ADVERTISING AND COMMERCIAL COMMUNICATIONS

In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members would be prepared to engage with appropriate National authorities to review ABCL policies on advertising and marketing to children under 12 years with the aim of further enhancing the code.

**Proposed KPI:** Evidence of meetings and changes – subject to requests.

#### **Results**

**Since August 2006**, three companies, representing 86% of the non-alcoholic beverages market, have held meetings / discussions / forums with appropriate National authorities to review ABCL policies on advertising and marketing to children under 12 years. Of the remaining 10 companies, 5 were prepared to engage with said authorities, while five companies were not. *It should be noted that the majority of companies rely on ABCL for these meetings as this is a key role of the industry body.*

Discussions have been held with The Parents Jury, Cancer Council, NSW and VIC Health Departments, federal government MPs, AFGC, AANA, ACMA, International Council of Beverage Associations and other health and policy stakeholders including Universities, DAA, CHOICE, FOCiS and Diabetes Australia.

In addition to ABCL commitments, several larger companies reported they have supported self-regulation with their own internal policies on advertising/marketing to children.

Between 2006 and 2008, the ABCL itself was involved with the following organisations and government members, with most endorsing the ABCL policy or providing suggestions for improvement:

- Commonwealth Department of Health
- Food Standards Australia New Zealand
- Parliamentary Secretary for Health
- Health Minister's policy advisor
- Shadow Minister for Health

Most recently, a meeting was held between ABCL with the Department of Health outlining the current *Commitment* document.

#### **Assessment**

The compliance rate of member companies that have met with or those that are prepared to meet with appropriate National authorities is high (80%), therefore FNA considers this commitment has been adequately met.

## **2.4. MARKETING**

In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members would not place any marketing communication in printed media, websites or during broadcast programs specifically aimed at children under 12 years with regards to water based sugar sweetened beverages except where the product meets the relevant Government criteria for sale in school canteens, and avoid any direct appeal to children less than 12 years to persuade parents or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent or guardian.

**Proposed KPI:** Compliance rate.

### **Results**

#### **2.4.1 MARKETING COMMUNICATIONS**

As reported in the 2007 progress report, marketing for water based sugar sweetened beverages specifically aimed at children under 12 years was conducted by one ABCL member company between 2006 and 2007. The company committed not to undertake similar marketing activities in the future.

No other promotions were reported from ABCL member companies or the ABCL itself in any printed, website or broadcast media between 2007 and 2008.

Of the 8 ABCL member companies who did not formally complete the audit and that do sell or import products, the ABCL has reported that 88% of them do not market products to children.

#### **2.4.2 DIRECT APPEALS TO CHILDREN TO PERSUADE PARENTS**

**Since August 2006**, no companies have reported that they have been involved with any direct appeals to children less than 12 years to persuade parents or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent or guardian. Compliance is therefore 100% on this commitment.

### **Assessment**

Due to the high compliance rate (90-100%) to these commitments for marketing to children, FNA considers this commitment has been adequately met.

## 2.5. PRIMARY SCHOOLS

In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that where directly responsible, its members would voluntarily not engage in any direct commercial activity in primary schools, unless otherwise requested by school authorities or where the product meets the relevant government criteria for sale in school canteens, and voluntarily respect the commercial free character of primary schools by providing, where directly responsible for final distribution of products, unbranded vending machines preferably including educational images and messages promoting balanced diets and healthy and active lifestyles.

**Proposed KPI:** Qualitative assessment based on independent inquiry.

### *Results*

#### **2.5.1 DIRECT COMMERCIAL ACTIVITY**

**Since August 2006**, 5 out of the 13 ABCL member companies (38%) have engaged in direct commercial activity (such as product sales, sponsorship of events or teams, school promotions involving purchasing products for prizes etc) in primary schools.

This included activities such as:

- donations for school fund raising,
- a Fun Run with money raised going to schools for improvements and maintenance, and
- Institute of Sport athletes providing education sessions at the request of the school, with optional promotions whereby students could purchase drinks to win sports equipment prizes. However as of July 2007, this last program is no longer offered to Primary schools.

Two companies reported selling products to primary schools at the request of the school.

#### **2.5.2 RESPECTING THE COMMERCIAL FREE NATURE OF PRIMARY SCHOOLS**

**Between 2006 and 2008**, none of the ABCL member companies reported providing vending machines to primary schools. One company provided eight branded vending machines however these were placed in the teacher's staff room and not accessible to children.

### *Assessment*

These past promotions and products currently sold to primary schools were requested by the schools themselves, hence FNA considers that this is in line with the proposed commitments.

## 2.6. SECONDARY SCHOOLS

**In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members would:**

- Ensure that in secondary schools, with the agreement of educators and parents, a full range of beverages (including water, juices, sports drinks, iced teas and other beverages in both regular and low calorie/ calorie-free versions), is made available in appropriate container sizes that allow for portion control.
- Where government & other school authorities, parents and students have requested, efficiently withdraw sugar sweetened carbonated soft drinks from secondary schools.
- Make third-party distributors aware of these commitments in such cases where members are not directly responsible for the final distribution of their products to schools.

**Proposed KPI:** Qualitative assessment based on independent inquiry.

### *Results*

#### **2.6.1 BEVERAGE RANGES OFFERED TO SECONDARY SCHOOLS**

- **Prior to August 2006**, 40% of ABCL member companies provided drinks to secondary schools.
- **Between August 2006 and 2008**, 6 out of the 13 companies (46%) provided drinks to secondary schools. Of these, 4 had permission from educators and parents, while 2 did not.
- Of these 6 companies, 4 reported changing the product ranges and/or pack sizes offered to secondary schools compared to those that were offered prior to August 2006. These changes included introducing a 200mL and 250mL serve size of products, removing 600mL serve sizes of soft drink, reducing 600ml tea products to 500ml, introducing juice-based carbonated products, replacing sugar sweetened drinks with diet drinks, higher sales of water and making the necessary changes from relevant State canteen guidelines or requests by schools.

#### **2.6.2 SUGAR SWEETENED BEVERAGES**

- **Prior to August 2006**, 30% of ABCL member companies provided **sugar sweetened carbonated soft drinks** to secondary schools.
- **Between August 2006 and 2008**, upon request of government or other school authorities, all of these companies took steps to withdraw **sugar sweetened carbonated soft drinks** from secondary schools or ceased distributing these beverages to secondary schools. These drinks were withdrawn from 1350 schools with a further 73 schools having future deliveries cancelled.

#### **2.6.3 THIRD PARTY AWARENESS**

**Since August 2006**, one ABCL member company has reportedly delivered a presentation to their distributor about the commitments made by ABCL regarding distribution of products to schools.

#### ***Assessment***

Although products are sold to secondary schools by ABCL member companies, the measures to improve the range and sizes of products sold is a positive move towards improving the healthfulness and choices for secondary students. The removal of products from schools when requested also appears satisfactory. FNA therefore concludes that these commitments have been adequately addressed by ABCL members.

As reported in the 2007 progress report, compliance to the commitment for companies to provide details to distributors on distribution of products to schools still remains low. FNA suggests ABCL take relevant steps to ensure further actions in this area are taken.

## 2.7. PROMOTIONS

In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members would ensure that promotional activities (e.g. redemptions, under-the-cap offerings, text message/SMS contests, etc.) offering prizes or rewards will avoid requiring consumers to drink excessive quantities of products in order to participate.

**Proposed KPI:** Compliance rate.

### *Results*

**Since August 2006**, 6 out of the 13 ABCL member companies (46%), representing ~85% of the total volume of the market, have run promotional activities such as redemptions, under-the-cap offerings, text message/SMS contests, etc. offering prizes or rewards. These promotional activities have included:

#### **2007-2008**

- Four promotions by one company, each requiring the purchase of two iced tea products (diet or regular) to win prizes including a boat and a barbecue.
- Two promotions by another company, each requiring the purchase of a single product (diet or regular carbonated drinks) to win prizes including phone credits and iPods.
- Seven promotions by a third company, requiring only one product to enter and including both diet and regular carbonated products.
- Six promotions by the fourth company, including the purchase of one regular or diet product to enter. Promotions were run across all beverage brands including cordials, carbonated beverages and sports drinks.
- Two promotions by the final company requiring the purchase of one cordial bottle to win electronic equipment.

#### **2006-2007**

- Two promotions from one company, each requiring one barcode from a regular or diet carbonated products to enter a draw to win cash or prizes. In one of the promotions, major emphasis was on the diet products.
- A promotion offering 60 holidays in 60 days through the purchase of Tetra Pak, cordial and juice products.
- A promotion requiring purchase of two of the company's sugar sweetened carbonated beverage products or diet carbonated beverage products to win a share in a racehorse.
- A corporate promotion requiring one or two barcodes from a range of carbonated and cordial beverages, including the diet or light versions to win cash or a show package.
- A music program including rewards (redeemed via points on back of label) and prizes including music items and concert tickets. Participation was available from one or more purchases of a range of products and pack sizes including regular and diet varieties from 375mL to 600mL.
- A promotion providing a neck tag or scratch card with purchase of regular and diet beverages at participating malls & cinemas for a free download of a game to win weekly prizes of mobile credit, cinema tickets and merchandise.
- Supply of a sports team supporters top when four labels from sports beverages and a small amount of cash were sent to the company.
- Purchase of one sports drink to go into the draw for sports tickets and merchandise.
- Discounted travel and the chance to win travel tickets to various local and international destinations from purchase of 375mL, 600mL, 1.25L, 1.5L and 2L pack sized beverages, including regular and diet varieties.
- Purchase of one sports drink to go into the draw for a sports Coaching Experience.

- Purchase of one sports drink to enter competition via SMS or online to win a prize from a range of sport and entertainment related prizes.

Other promotions including music/band and short film competitions, create a can design, and sponsorship for sports packages were also run, however these did not require the purchase of products to enter.

***Assessment***

As most promotions required only one or two products to be purchased, and most included the choice of regular or diet products, FNA concludes that there is a high level of compliance by ABCL member companies with this commitment.

## 2.8. PRODUCTS & CHOICE

In its Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members would increase the number of new beverages with low- or no-calorie/kilojoule\* content and light versions of existing beverages, where technologically possible, safe and acceptable to consumers, and increase the choice and availability of individual packaging sizes, portion control sizes and pursue where appropriate cup downsizing, to help reduce individual over-consumption.

\* **Note: Low- or no-calorie/kilojoule beverages** referred to in this commitment are beverages that contain <80kJ/100ml, which include diet beverages sweetened with non-nutritive sweeteners, water and plain unflavoured or lightly flavoured mineral and soda water.

### Proposed KPIs:

Increase in number of new beverages with such characteristics.

Increase in number of individual size packs on the market.

### Results

#### 2.8.1 NEW LOW / NO CALORIE BEVERAGES

- **Prior to August 2006**, 80% of ABCL member companies manufactured low/no kilojoule beverages. This included diet versions of iced tea, carbonated beverages, sports drinks and cordials, as well as plain and flavoured waters. This represented >85% of the volume of the market.
- **Between August 2006 and 2008**, 7 out of the 13 companies (54%) manufactured new low/no kilojoule beverages including diet ginger beer, diet carbonated beverages and cordials, premium sparkling mineral water and flavoured water. This drop in numbers indicates that most companies already manufactured low/no kilojoule beverages prior to the development of ABCL's commitment.

#### 2.8.2 PORTION SIZES

- **Prior to August 2006**, the serving sizes of sugar sweetened beverages offered included 250mL, 300mL, 310mL, 315mL, 325mL, 330mL, 340mL, 345mL, 350mL, 375mL, 390mL, 500mL, 600mL, 750mL, 1L, 1.25L, 1.5L, 2L.
- **Between August 2006 and 2008**, 6 out of the 13 companies (46%) have launched new pack sizes for new or existing sugar sweetened beverage products, some of which are smaller than traditional sizes. These include 250mL portion control cans and bottles, 300mL slim line cans, 150mL, 175mL, 325mL and 385mL glass bottles, multi packs of the 325mL bottles, 330mL cans and 450mL, 500mL, 1.25L and 1.5L plastic bottles. Additionally a sports drink was launched in a 200mL pack aimed at young teenagers. The companies undertaking these initiatives represent >85% of the market volume of non-alcoholic beverages.
- **Between August 2006 and 2008**, 4 out of the 13 companies (31%) decreased the pack sizes of new or existing products. For instance, one company relaunched its 315mL drinks range in a new 300mL bottle and reduced 600mL iced tea and water bottles to 500mL, one reduced a juice product from 250mL to 200mL, one launched a 600mL bottle (reduced from 750mL), while another launched a 250mL bottle size.

### Assessment

While the majority of companies provided low or no calorie products before the ABCL Commitment document was implemented in August 2006, 7 companies manufactured new beverages in this category between then and August 2008 therefore complying with this commitment. Six companies launched new pack sizes and four decreased pack sizes of existing products further indicating compliance to this commitment, which FNA deems is satisfactory.

All ABCL member companies should be encouraged to expand their product lines to include diet offerings if feasible.

## 2.9. RESEARCH

In its Commitment Addressing Obesity and Other Health and Wellness Issues, the ABCL proposed that they and their members will aim to contribute, within the limits of what is commercially appropriate, to public and private research into consumer behaviour and responsiveness to educational campaigns aimed at encouraging healthy eating and healthy lifestyles, and share with national health & food authorities on a confidential basis, where appropriate on target market and consumption occasion, our consumer research insights as they relate to health and wellness.

**Proposed KPI:** Evidence of new research projects, produced by companies.

### *Results*

- **Between August 2006 and 2008**, 2 out of the 13 ABCL member companies (15%) have been involved with research into consumer behaviour and responsiveness to educational campaigns aimed at encouraging healthy eating and healthy lifestyles. This included company sponsored %DI focus groups and sponsorship of AFGC %DI research, as well as consumer research to investigate attitudes, behaviours and expectations in relation to 'wellbeing' within the beverage category, consumer needs in relation to beverage occasions, children's motivators for choosing diet products and beverage purchase trends. The companies participating represent ~85% of the market.
- **Between August 2006 and 2008**, 3 out of the 13 companies (23%), representing 86% of the market, have provided consumer information regarding health and wellness to national health & food authorities. This included:
  - Input into a National Heart Foundation Tick review
  - Providing data and information for front-of-pack labelling submissions
  - Provision of population data and technical input to FSANZ and NZFSA
  - Results on a Cholesterol awareness campaign run in 2008.

The ABCL itself has been involved with the following research, some of which has been provided to national health and food authorities:

- Funding a scientific analysis of sales of water based beverages to determine consumption trends and the development of a scientific paper, published in December 2007
- Commissioned an independent review of the safety of non-nutritive sweeteners, completed in October 2008
- Commissioned consumer research on consumption of fruit juice, fruit juice drinks, sports drinks and energy drinks, which was used by FSANZ for dietary modelling and assessment
- Input into a National Heart Foundation Tick review
- Commissioned Roy Morgan consumer research on consumption of energy drinks, fruit juice and sports drinks in July 2008.

### *Assessment*

Although the number of companies undertaking initiatives in relation to this commitment is small, these companies represent over 85% volume of the beverages market, in addition to ABCL itself. The research conducted by ABCL and its member companies and the dissemination of this information to relevant parties indicates a good level of compliance with this commitment.

Further research projects by ABCL and its members are recommended to ensure advancement of the nutritional and consumer science in relation to beverages.

### 3. SUMMARY and RECOMMENDATIONS

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Overall, the Australian non-alcoholic beverage industry has made significant progress towards achievement of the KPIs outlined in their document *Commitment Addressing Obesity and Other Health and Wellness Issues* released in 2006.

It is evident that there are several larger ABCL member companies who consistently have a greater input into education programs, research, promotions, labelling initiatives, and product and portion choice than the smaller companies. This is appropriate within the beverage industry as it is dominated by four major companies who together represent over 85% of the beverages market in Australia.

FNA considers that appropriate actions have been made by ABCL and many of its member companies in the areas of:

- *public education, healthy lifestyles & physical activity programs*
- *advertising and commercial communications*
- *provision of additional consumer education*
- *marketing*
- *primary schools*
- *secondary schools*
- *promotions*
- *products and choice*
- *research*

Areas that still require further development include:

- All ABCL member companies adhering to the *Commitment* document and completing future audits/enquiries
- A higher level of participation in educational activities by ABCL in conjunction with national authorities and experts including Dietitians Association of Australia, Sports Dietitians Australia, AIS, State Health Departments, universities and Australian Government Department of Health and Ageing
- All beverage companies committing to the provision of %DI information on pack
- ABCL take further steps with its members to decide whether its member companies take further action to contact third-party distributors to advise them on their responsibilities regarding distribution to schools
- Companies who have not already done so consider creating internal policies surrounding promotions, with one to two product purchases of regular and diet products the ideal conditions for competitions
- The companies who have not taken measures to increase low or no-calories beverages and smaller portion sized beverages consider this as a short-term priority
- Further research in subject areas affecting health be undertaken by companies and the ABCL.

FNA recommends ABCL and its member companies create their own internal action plans (if not done so already) covering these areas to outline activities they will undertake or continue to do in the areas outlined in this Commitment document.

## 4. Appendix 1 – Audit Questionnaire

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**Questionnaire to assess achievement of / progress toward achievement of ABCL’s KPIs outlined in the policy document:  
‘Commitment Addressing Obesity and Other Health and Wellness Issues’**

*August 2008*

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Food & Nutrition Australia has been contracted to perform an independent external audit of the Australian Beverages Council Limited (ABCL) member activities to assess the progress of all commitments made by ABCL in its **Commitment Addressing Obesity and Other Health and Wellness Issues**.

This questionnaire *must* be completed by **all ABCL members** for information relevant to the year **August 2007- August 2008** or as specified.

Please complete the following questionnaire and return **NO LATER THAN 12<sup>th</sup> SEPTEMBER 2008** to:

Food & Nutrition Australia  
GPO Box 222  
Sydney NSW 2001  
Fax: 02 9262 1279  
Phone: 1300 926212  
Email: info@foodnut.com.au

This questionnaire was completed by \_\_\_\_\_ (name)

of \_\_\_\_\_ (company).

Position: \_\_\_\_\_

Contact email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Note:** please include responses to ALL questions. Food & Nutrition Australia will contact companies who have left responses blank for further clarification.

**Thank you for your time.**

# 1. PUBLIC EDUCATION, HEALTHY LIFESTYLES & PHYSICAL ACTIVITY PROGRAMS

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**In the Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members will:**

Aim to increase involvement either directly or in partnership with National and State educational authorities, or with appropriate private & public partners, in educational programs to provide consumers with relevant information on healthy eating and active lifestyle.

**Proposed KPI:**

Number of programs conducted or participated in by members

<b>Questions to complete for audit:</b>
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**Question 1. In the last 12 months**, has your company had any involvement with National and State educational authorities, or with appropriate private & public partners, in educational programs on healthy eating and active lifestyles? **YES / NO**

If **yes**, please provide details (i.e. number of programs and brief description)

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**Question 2.** Have any projects with National and State educational authorities, or with appropriate private & public partners, been planned for 2008 or beyond that have not yet been implemented? **YES / NO**

If **yes**, please provide details (i.e. number of programs and brief description)

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**Question 3.** If you answered **NO** to questions 1 or 2, please explain why your company has not had, or has not yet planned to have, any involvement with these activities.

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## 2. PROVISION OF ADDITIONAL CONSUMER INFORMATION

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**In the Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members will voluntarily provide additional nutrition information as follows:**

- Front of pack communication about the amount of total energy in various drinks
- Back of pack information on the % daily intake (%DI) per serve
- Pack sizes to reflect serving size for packs on NIPs
- On-pack promotion of low or no-calorie content of beverages with such characteristics

**Proposed KPI:**

Growth in % of products with additional on-pack information or growth in % of products doing so

<b>Questions to complete for audit:</b>
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### 2.1 FRONT OF PACK COMMUNICATIONS:

**Question 4. In the last 12 months**, has your company provided front of pack communication about the amount of total energy in various drinks? **YES / NO**

If **yes**:

What percentage of volume sales of your company's product range has featured this information in 07-08:

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If **no**:

Does your company have plans to do this in the future? **YES / NO**

### 2.2 BACK OF PACK %DI INFORMATION:

**Question 5. In the last 12 months**, has your company provided back of pack %DI information per serve? **YES / NO**

If **yes**:

What percentage of volume sales of your company's product range has featured this information in 07-08:

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If **no**:

Does your company have plans to do this in the future? **YES / NO**

### 2.3 SERVING SIZES FOR PACKS IN NUTRITION INFORMATION PANELS (NIP)

**Question 6. Since August 2007**, have there been any changes to the serve size reflected in the NIP of your company's products that are sold/ marketed as a single serve (i.e. up to 600mL), to reflect the actual pack size? **YES / NO**

If **yes**:

What percentage of volume sales of your company's product range has featured this information in 07-08:

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If **no**:

Does your company have plans to do this in the future? **YES / NO**

**2.4 ON-PACK PROMOTIONS OF LOW OR NO-CALORIE CONTENT OF BEVERAGES:**

**Question 7. In the last 12 months**, has your company promoted the low or no-calorie content of beverages with such characteristics on pack? **YES / NO**

**If yes:**

What percentage of volume sales of your company's product range has featured this information in 07-08:

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**If no:**

Does your company have plans to do this in the future? **YES / NO**



## 4. MARKETING

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**In the Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members will:**

- Not place any marketing communication in printed media, websites or during broadcast programs specifically aimed at children under 12 years with regards to water based sugar sweetened beverages except where the product meets the relevant Government criteria for sale in school canteens.
- Avoid any direct appeal to children less than 12 years to persuade parents or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent or guardian.

**Proposed KPI:**

Compliance rate (statistically relevant sample)

<b>Questions to complete for audit:</b>
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### 4.1 MARKETING COMMUNICATIONS

**Question 9. In the last 12 months**, has your company placed any marketing material for water based sugar sweetened beverages specifically aimed at children under 12 years in the following media? **YES / NO**

If **yes**, circle any that apply:

Printed media (magazines, newspapers etc)

Broadcast media (radio, television)

Websites

Please provide details (i.e. number of promotions and brief description)

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### 4.2 DIRECT APPEALS TO CHILDREN TO PERSUADE PARENTS

**Question 10. In the last 12 months**, has your company directly appealed to children less than 12 years to persuade parents or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent or guardian? **YES / NO**

If **yes**, please provide details (i.e. number of promotions and brief description)

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## 5. PRIMARY SCHOOLS

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**In the Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that where directly responsible, its members will:**

- Voluntarily not engage in any direct commercial activity in primary schools, unless otherwise requested by school authorities or where the product meets the relevant government criteria for sale in school canteens
- Voluntarily respect the commercial free character of primary schools by providing, where directly responsible for final distribution of products, unbranded vending machines preferably including educational images and messages promoting balanced diets and healthy and active lifestyles

**Proposed KPI:**

Qualitative assessment based on independent inquiry

<b>Questions to complete for audit:</b>
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### 5.1 DIRECT COMMERCIAL ACTIVITY

**Question 11. In the last 12 months**, has your company engaged in any direct commercial activity (such as product sales, sponsorship of events or teams, school promotions involving purchasing products for prizes etc), in primary schools? **YES / NO**

If yes, please provide details (i.e. number of schools and brief description of the activity)

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### 5.2 RESPECTING THE COMMERCIAL FREE NATURE OF PRIMARY SCHOOLS

**Question 12. In the last 12 months**, has your company provided any vending machines to primary schools? **YES / NO**

If yes:

a) Were these vending machines unbranded? **YES / NO**

b) Did the vending machines feature educational images and messages promoting balanced diets and healthy and active lifestyles? **YES / NO**

c) Please provide details (i.e. number of schools and brief description)

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## 6. SECONDARY SCHOOLS

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**In the Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members will:**

- Ensure that in secondary schools, with the agreement of educators and parents, a full range of beverages (including water, juices, sports drinks, iced teas and other beverages in both regular and low calorie/ calorie-free versions), is made available in appropriate container sizes that allow for portion control.
- Where government & other school authorities, parents and students have requested, efficiently withdraw sugar sweetened carbonated soft drinks from secondary schools.
- Make third-party distributors aware of these commitments in such cases where members are not directly responsible for the final distribution of their products to schools.

**Proposed KPIs:**

Qualitative assessment based on independent inquiry and evidence (letters from companies etc.)

<b>Questions to complete for audit:</b>
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### 6.1 BEVERAGE RANGES OFFERED TO SECONDARY SCHOOLS

**Question 13. In the last 12 months, has your company provided any drinks to secondary schools? YES / NO**

If yes:

a) Did you have agreement from educators and parents? **YES / NO**

b) How many schools were drinks distributed to? \_\_\_\_\_

c) Have the product range and pack sizes offered to secondary schools on the last 12 months changed compared to those offered prior to August 2007? **YES / NO**

If yes, please provide a list of products offered in 06-07 compared to 07-08:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 6.2 SUGAR SWEETENED BEVERAGES

**Question 14. In the last 12 months, upon request of government or other school authorities, has your company withdrawn any sugar sweetened carbonated soft drinks from secondary schools or cease distributing these beverages to secondary schools? YES / NO**

If yes:

a) How many schools were such drinks withdrawn from? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b) To how many schools have **future** deliveries been ceased (if any)? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**6.3 THIRD PARTY AWARENESS**

**Question 15. In the last 12 months**, has your company provided details / letters to third party distributors about the commitments made by ABCL regarding distribution of products to schools? **YES / NO**

If **yes**, please provide details (i.e. details of distributors contacted and attach sample letter that was sent)

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If **no**, does your company have plans to do this in the future? **YES / NO**



## 8. PRODUCTS & CHOICE

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**In the Commitment Addressing Obesity and Other Health and Wellness Issues, ABCL proposed that its members will:**

- Increase the number of new beverages with low- or no-calorie/kilojoule\* content and light versions of existing beverages, where technologically possible, safe and acceptable to consumers.
- Increase the choice and availability of individual packaging sizes, portion control sizes and pursue where appropriate cup downsizing, to help reduce individual over-consumption.

**Proposed KPI:**

Increase in number of new beverages with such characteristics and increase in number of individual size packs on market

*\*Note: Low- or no-calorie/kilojoule beverages* referred to in this commitment are beverages that contain <80kJ/100ml, which include diet beverages sweetened with non-nutritive sweeteners, water and plain unflavoured or lightly flavoured mineral and soda water.

<b>Questions to complete for audit:</b>
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### 8.1 NEW LOW / NO CALORIE BEVERAGES

**Question 17. In the last 12 months, has your company manufactured any new low/no kilojoule beverages? YES / NO**

If **yes**, please provide details (i.e. number of new products, % of product range, % volume sales and brief description).

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### 8.2 PORTION SIZES

**Question 18. In the last 12 months, has your company launched any new pack sizes for new or existing sugar sweetened beverage products? YES / NO**

If **yes**, please provide details (i.e. number of new pack sizes and brief description of products, % of products and % volume sales in each pack size).

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**Question 19. In the last 12 months,** has your company decreased the pack size of any new or existing products? **YES / NO**

If **yes**, please provide details (i.e. number of products and brief description)

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## APPENDIX 1

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### SUPPLEMENTARY DEFINITIONS

#### **1. Advertising and commercial communications**

Covers activities pursued through a variety of media or communication channels, such as: print media, broadcast media (radio, television), cinemas, internet and other electronic media (e.g. SMS), labelling, merchandising, packaging, point of sale material, sponsorships, and vending machines. Non-advertising materials or statements to the media, government agencies, doctors, or other health professionals or their professional associations, or the public about issues of societal concerns (such as the risk or benefits related to the consumption of non-alcoholic beverages) and educational messages about responsible consumption or the role of non-alcoholic beverages in society **are not** covered by this definition.

#### **2. Children**

The Australian Beverages Council Ltd defines ‘children’ to be persons “below 12” and ‘programs aimed at children’ defined as those programs whose viewers are mostly children (i.e. more than 50%).