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<https://www.act.gov.au/healthyliving>

## **Actions arising from food and drink marketing consultation**

The ACT Government conducted a community consultation in 2015 to obtain feedback in relation to the availability and promotion of healthy food and drinks in the ACT, and reduce the marketing of unhealthy food and drinks, particularly when targeted towards children.

The consultation sought an extensive range of ideas to help influence food and drink marketing in the ACT towards healthier choices. The [consultation results](#)

<https://www.act.gov.au/healthyliving/food-environment/food-and-drink-marketing-in-the-act-community-consultation-results> are available on the Healthy Living website.

Following the consultation, a range of measures will be implemented in the ACT to change the way unhealthy food and drink is marketed, particularly towards children, and encourage healthier choices. The actions will focus on sporting clubs, businesses and ACT venues and events in an effort to help keep Canberra healthy.

Some of the initiatives include:

- Establishing a project to find innovative ways to provide healthier food and drink at sporting club canteens, and help sporting clubs broker 'healthy' sponsorships.
- Exploring options to encourage the consumption of water as the healthy drink of choice.

- Reviewing the costs and benefits of promoting healthy food and drink at ACT venues and events, with a view to introducing mandatory requirements, and initiate a competition to design healthy food and drink marketing that could be displayed in ACT Government settings.
- Engaging with children and young people to get their views on strategies to reduce unhealthy marketing and increase healthier choices.
- Implementing marketing and communications activities to motivate consumers towards healthier food and drink choices.
- Continuing to advocate at a national level for a collaborative approach to reduce unhealthy food and drink marketing, and exploring opportunities to incorporate health promotion principles in relevant ACT Government policies and legislation.
- Expanding the *Choose Healthier* pilot project for a further two years and establishing a *Choose Healthier* local business awards scheme.
- Reviewing the ACT's existing mandatory kilojoule display laws.
- Developing definitions of 'healthy' and 'unhealthy' food and drink marketing, drawing on the *Australian Dietary Guidelines*.

The ACT Government will continue to work collaboratively with stakeholders, including businesses, sporting clubs and event organisers in implementing these initiatives.

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