

5.6 ADVERTISING OF NEW POLICY - HEALTHY FOOD AND DRINK POLICY

- Attachments:**
1. **Draft Healthy Food and Drink Policy**
 2. **Policy Implementation Guide (Supporting Document)**

RECOMMENDATION:

That Council **APPROVES** the proposed *'Healthy Food and Drink Policy'*, at Attachment 1, for the purpose of community consultation.

PURPOSE OF REPORT:

For Council to approve, for the purpose of community consultation, the new Healthy Food and Drink Policy (Policy) as detailed at **Attachment 1**.

BACKGROUND:

At its 20 October 2020 Ordinary Meeting, Council adopted the City of Vincent (City) [Public Health Plan 2020-2025](#) (PHP) which identifies 'Healthy Eating' as one of six priority health topics playing an important part for people leading longer and healthier lives. The PHP also has two specific deliverables related to healthy food and drink, which are:

- Increase healthy food and drink options at City venues, public open spaces, events, festivals and community activities; and
- Reduce exposure to unhealthy advertising, marketing, promotion and sponsorship (includes, but not limited to alcohol, unhealthy food and drink, smoking, and gambling).

Within the City, 58 percent of adults are living with overweight or obesity with 45 percent of adults eating less than two servings of fruit daily and 82 percent of adults eating less than five serves of vegetables (WA Health and Wellbeing Surveillance System, Epidemiology, Department of Health 2016-2020).

Healthy food and drink significantly contribute to maintaining a healthy weight, including good health and wellbeing throughout life. Being surrounded by unhealthy food and drink products and unhealthy advertising, can undermine people's efforts to maintain a healthy lifestyle.

The City can play an active role in making it easier for people to enjoy healthy food and drink options by increasing the availability and promotion of these products at City facilities, meetings, workshops, functions and community events and protecting our community from unhealthy food and drink marketing and promotion.

DETAILS:

In July 2022, the North Metropolitan Health Service Health Promotion team supported the City to undertake a food environment benchmarking exercise at two council owned community venues. Both venues include a privately operated food and drink café, that operate during centre operating hours, as well as vending services.

The food and drink offerings at each venue were assessed against the state-based ['Healthy Options WA'](#) criteria, with unhealthy food and drink items making up (on average) more than 50 percent of the food and drinks offered in the cafés.

From this point, the City's Public Health Team undertook informal consultation with key stakeholders including the Cancer Council WA, North Metropolitan Health Service and the Telethon Kids Institute, to draft the Policy.

It was evident from this work that the City can positively influence food environments, by providing, promoting and/or advocating for healthier food and drink choices. Food environments within the scope of control include, but are not limited to:

- Cafes at City facilities (including vending machines);

- City run meetings, workshops, functions and events; and
- Community events supported by the City.

Comprehensive research has been undertaken to inform the development of this Policy, including:

- National and State strategies that place the provision and promotion of health food and drink in our community as a priority, including:
 - [State Public Health Plan for Western Australia \(2019 – 2024\)](#);
 - [WA Health Promotion Strategic Framework \(2022 – 2026\)](#);
 - [National Obesity Strategy \(2022 – 2032\)](#); and
 - [National Preventive Health Strategy \(2021 – 2030\)](#).
- Other Local Government policies, including but not limited to:
 - [Upper Hutt City Council – Healthy Food and Drink Guidelines](#);
 - [City of Melton Healthy Food and Drink Policy](#) (click on Policies);
 - [City of Albany Event Approval Guideline](#);
 - [Port Phillip Catering Policy](#); and
 - [Shire of Manjimup Healthy Catering Policy](#).
- Good practice guidelines from [Creating Healthier Local Food Environments. A Guide for Local Government](#) and [Western Australian School Canteen Association – Fuel to Go and Play](#) have also been considered.

The purpose and objectives of the Policy have been developed using best practice examples from the research and consultation carried out. This Policy would enable the City to lead by example by supporting the provision and promotion of healthy food and drink.

The objectives include:

1. Provide and promote healthy and supportive environments where healthy food and drink is valued and encouraged;
2. Create and maintain environments within the City, which support healthy food and drink by:
 - 1.1 increasing provision and promotion of healthy food and drink;
 - 1.2 reducing provision and promotion of unhealthy food and drink; and
 - 1.3 providing environments free from the marketing and promotion of unhealthy food and drink;
3. Increase community members, employees and contractors understanding of the importance of making healthy food and drink widely available;
4. Consider the cultural, religious and dietary needs of the community when providing or promoting food and drink; and
5. Consider the environmental impact of food and drink provision, minimising waste of food and packaging.

The Policy is aligned with the [Australian Dietary Guidelines](#) and the [Australian Guide to Healthy Eating](#) and associated resources and guides.

CONSULTATION/ADVERTISING:

In accordance with the City's [Community and Stakeholder Engagement Policy](#), community consultation of all new and significantly amended policies must be provided for a period exceeding 21 days in the following ways:

- notice published on the City's website;
- notice posted to the City's social media;
- notice published in the local newspapers;
- notice exhibited on the notice board at the City's Administration and Library and Local History Centre; and

- letters distributed to relevant local businesses and community groups.

Public notice of this proposed new policy will be provided following endorsement from Council to advertise.

LEGAL/POLICY:

Section 2.7(2)(b) of the *Local Government Act 1995* provides Council with the power to determine policies.

The City's [Policy Development and Review Policy](#) sets out the process for the development and review of the City's policy documents.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to undertake community consultation of the proposed new policy.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2022-2032*:

Connected and Healthy Community

We protect, improve and promote public health and wellbeing within Vincent.

Innovative and Accountable

We deliver our services, projects and programs in the most inclusive, efficient, effective and sustainable way possible

We embrace good ideas or innovative approaches to our work to get better outcomes for Vincent and our community.

SUSTAINABILITY IMPLICATIONS:

This is in keeping with the following key sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*.

Waste Reduction**PUBLIC HEALTH IMPLICATIONS:**

This is in keeping with the following priority health outcomes of the City's *Public Health Plan 2020-2025*:

Increased healthy eating**FINANCIAL/BUDGET IMPLICATIONS:**

There are no budget implications. The draft Policy would better equip Administration to make guided and informed decisions on the provision and promotion of healthy food and drink.

COMMENTS:

Through developing, endorsing, and subsequently implementing the Policy, the City would be adopting a best practice approach that would provide a structured direction for Administration to manage healthy food and drink provision and promotion in a consistent, fair and equitable manner.

The adoption of such a Policy would also contribute to the City delivering outcomes on one of our priority health areas of the PHP, which is Healthy Eating.

Administration has prepared a Policy Implementation Guide included as **Attachment 2** for the application of the draft Policy. This guide is not intended to form part of the Policy but will be used as part of the supporting framework for its implementation.

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Legislation / local law requirements	<i>Public Health Act 2016</i>
Relevant delegations	Not applicable
Related policies, procedures and supporting documentation	City of Vincent Public Health Plan Australian Dietary Guidelines Council of Australian Governments Health Council Promoting and supporting healthy food and drink choices Fuel to Go & Play

PART 1 – PRELIMINARY

INTRODUCTION

The City of Vincent (City) [Strategic Community Plan 2022 – 2032](#) (SCP) sets the community vision, priorities and aspirations for the City and includes the Connected and Healthy Community priority with an outcome of *'We protect, improve and promote public health and wellbeing within Vincent.*

The City recognises and values the importance of healthy food and drink in promoting public health and wellbeing and has included healthy eating as a priority in the City's [Public Health Plan 2020 – 2025](#).

The City is committed to creating and maintaining environments, which supports community members, visitors, employees and contractors to have healthy food and drink options. The City will achieve this through implementing this policy.

This policy aims to promote the recommendations of the [Australian Dietary Guidelines](#) in our community.

PURPOSE

The purpose of this policy is to enable the City of Vincent to lead by example by supporting the provision and promotion of healthy food and drink.

OBJECTIVE

The objectives of this policy are to:

1. Provide and promote healthy and supportive environments where healthy food and drink is valued and encouraged;

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2. Create and maintain environments within the City, which support healthy food and drink by:
 - 2.1 increasing provision and promotion of healthy food and drink;
 - 2.2 reducing provision and promotion of unhealthy food and drink; and
 - 2.3 providing environments free from the marketing and promotion of unhealthy food and drink;
3. Increase community members, employees and contractors understanding of the importance of making healthy food and drink widely available;
4. Consider the cultural, religious and dietary needs of the community when providing and promoting food and drink; and
5. Consider the environmental impact of food and drink provision, minimising waste of food and packaging.

SCOPE

This Policy is aligned with the [Australian Dietary Guidelines](#) and the [Australian Guide to Healthy Eating](#) and associated resources and guides.

This policy applies to the sale or provision of food and drink to community members, employees and contractors by the City, including:

- City facilities that have onsite cafes, kiosks or vending machines;
- Catering provided for City meetings, workshops and functions; and
- Community events delivered, supported and/or promoted by the City.

This policy also applies to:

- Promotion of food and drinks at City facilities and events;
- Tenders, contracts and leases that include the supply of foods and drinks at City facilities; and
- Food waste and sustainability.

Supporting guidelines will be provided by the City to assist with Policy implementation and will be consistent with the [Australian Dietary Guidelines](#).

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POLICY PROVISIONS

DEFINITIONS

Healthy food and drink is described in the [Australian Guide to Healthy Eating](#) as:

Drinking plenty of water and eating a wide variety of:

- grain (cereal) foods, mostly wholegrain and/or high cereal fibre varieties;
- vegetables and legumes/beans;
- fruit;
- milk, yoghurt, cheese and/or alternatives, mostly reduced fat; and
- lean meats and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans.

Unhealthy food and drink means high in saturated fat and/or added sugars or salt or alcohol. These foods often displace more nutritious foods from the diet. Examples sugar sweetened drinks, energy drinks, confectionary, processed meats such as bacon and ham, ice-cream, pies and pasties, crisps and other salty snacks, biscuits, cakes, and deep-fried food.

Sugar sweetened drinks means any drink with sugars that are added during processing. (Examples are include in [National interim guide to reduce children's exposure to unhealthy food and drink promotion \(published by the Council of Australian Governments \(COAG\) Health Council\)](#)).

City facilities means any building or structure owned or under the care, control or management of the City that have onsite cafes, kiosks or vending machines. This does not apply to sporting clubs or community groups that are tenants of City facilities, or hirers of City facilities.

Catering means food and drink catering that is purchased using City of Vincent funds.

Promotion means price promotions, advertising, sponsorship, and any other marketing techniques used to encourage consumers to purchase or eat specific foods, drinks, or meals.

Provision means the availability and accessibility of food within the community and specific settings.

Onsite cafes and kiosks means any Council owned or managed venue that sells food or drink including but not limited to Beatty Park Leisure Centre and Loftus Centre.

POLICY

1. The City will ensure that healthy food and drink:
 - a) is available where food is sold to community members at City facilities, including in cafes, kiosks and vending machines;
 - b) is predominantly offered and encouraged, and unhealthy food and drink is limited and discouraged when catering is provided at City meetings, workshops, functions and events at City facilities;

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- c) are encouraged at community events supported by the City; and
 - d) has priority promotion at City facilities, meetings, workshops and events.
2. Where feasible and not in contravention of other City Policies, food and drink is provided in an environmentally sustainable way, meaning that:
 - a) preference will be given to local catering suppliers;
 - b) preference will be given to catering provided in reusable/less packaged/recyclable packaging; and
 - c) consideration will be given to the portion size and amount of food provided.
 3. Compliance with this Policy to be incorporated by relevant clauses in tender documentation, contractual or tenancy arrangements (where relevant) for the supply of food and drinks at City facilities;
 4. Promotion of unhealthy foods and drinks at City facilities will be discouraged;
 5. Content that promotes unhealthy food and drink options will be limited on our Website/Social Media Channels/Marketing and Promotional Material.
 6. The City will not engage in sponsorship of brands and businesses directly associated with unhealthy food and drink options.
 7. Information and educational opportunities are offered to community members, employees and contractors to increase the understanding and importance of the [Australian Dietary Guidelines](#) and selecting healthier food and drink options.
 8. Provision of food and drink is considerate of the cultural, religious and dietary needs of the community.
 9. In line with the City’s Reconciliation Action Plan, where practical, purchase from an Aboriginal or Torres Strait Islander supplier ensuring that healthy food and drink is on offer.

OFFICE USE ONLY	
Responsible Officer	Please use title only
Initial Council Adoption	DD/MM/YYYY
Previous Title	Applicable if the policy has been renamed
Reviewed / Amended	DD/MM/YYYY
Next Review Date	MM/YYYY

Guide on the Application of the Draft ‘Healthy Food and Drink Policy’

<p>Cafes at City facilities (including vending machines)</p>	<ul style="list-style-type: none"> • Administration has been in conversations with Cafe occupiers/operators/managers that will be impacted by this Policy. • Administration will encourage them to rebalance the proportion of food and drink options towards healthier choices. • Administration will encourage them to minimise the marketing and promotion of unhealthy food and drinks such as remove vending machine decals that promote unhealthy food/drink/brands and placing healthier food items in prominent positions on display. • The requirements to adhere to this Policy will be reflected in the contractual or tenancy arrangements. • This Policy will be incorporated in tender documentation for proposed new cafes at City Facilities to ensure they meet the requirements in the Policy.
<p>Catering provided at City run meetings, workshops and events</p>	<ul style="list-style-type: none"> • Administration will maintain a current list of preferred local catering suppliers who provide a range of services and meet the basic requirements of this policy. • Healthier food options will be identified from the catering menu to assist Administration with choosing healthier food when ordering catering for City meetings, workshops and events. This includes local Aboriginal or Torres Strait Islander catering suppliers. • Healthier drink options will be predominantly offered and encouraged. Options will be suggested by Administration and will include but not limited to: water (plain, sparkling, with 99% fruit juice), 99% fruit juice <300mL, fruit smoothies, coconut water (no added sugar), coffee, artificially sweetened drinks. • Administration will provide information and educational opportunities to employees to increase awareness and knowledge of the Australian Dietary Guidelines to ensure they are confident to cater for healthy food and drink choices. • Unhealthy food and drink options will be discouraged and limited.
<p>Community events supported by the City</p>	<ul style="list-style-type: none"> • Administration will encourage community events to consider offering healthy food and drink options. • Administration will encourage event organisers to look at resources produced by the WA School Canteen Associations as part of their Fuel to Go program, to help promote healthy food and drink at events e.g. Catering guidelines for Community Events; Community Events Toolkit; Event Organisers Guide to Healthier Options; and Healthier Vendor Guide. • Administration will encourage event organisers to provide free drinking water and not provide unhealthy food/drink as prizes or awards. • Administration will consider the inclusion a new question in Event Sponsorship Application to ask how event organisers will encourage healthy food and drink options at their events.

Guide on the Application of the Draft ‘Healthy Food and Drink Policy’

	<ul style="list-style-type: none"> Administration will strengthen the healthy food and drink recommendations in the Festival and Event Sponsorship Agreement.
Promotion of healthy foods and drinks at City facilities	<ul style="list-style-type: none"> Administration will work with City facilities to ensure that healthy food and drink promotion has priority placement. Marketing and promotion of unhealthy food and drinks will be discouraged including: <ul style="list-style-type: none"> Removing vending machine decals that promote unhealthy food/drink/brands; Placing unhealthy food and drink items behind healthier options; Removing any unhealthy advertising at City Facilities.
Website/Social Media Channels/Marketing and Promotional Material	The Communications and Marketing Team have embedded this principle within their everyday work and will continue to monitor this.
Sponsorship of unhealthy food and drink options and brands	The Communications and Marketing Team have embedded this principle within their everyday work and will continue to monitor this.
Food and drink is provided in an environmentally sustainable way	<ul style="list-style-type: none"> Administration will maintain a current list of preferred local catering suppliers who provide a range of services and meet the basic requirements of this policy including catering provided in reusable/less packaged/recyclable packaging. Administration will ensure consideration is given to the portion size and amount of food provided. Administration has re-usable cups, plates and cutlery to be encouraged and promoted to minimise packaging waste.
Tenders, contracts and leases that relate to supply of foods and drinks on City premises	Governance and procurement will ensure that compliance with this policy would be incorporated by relevant clauses in tender documentation, contractual or tenancy arrangements for the supply of food and drinks on City premises.
Information and educational opportunities	Administration will organise information sessions in a variety of formats (face to face/online) for community members and employees in 2024. Resources will be developed and promoted to complement the Policy.
Cultural, religious and dietary needs of the community.	Administration will ensure consideration is given for cultural, religious and dietary needs of community members attending workshops, meetings, functions and events and cater for these needs.’