

9.2 OUTCOME OF ADVERTISING AND ADOPTION OF NEW HEALTHY FOOD AND DRINK POLICY

- Attachments:**
1. **Healthy Food and Drink Policy**
 2. **Community Consultation Comments**
 3. **Healthy Food and Drink Policy - Marked Up**
 4. **Policy Implementation Guide (Internal Only)**

RECOMMENDATION:

That Council ADOPTS the Healthy Food and Drink Policy at Attachment 1.

PURPOSE OF REPORT:

To present the outcome of community consultation and seek approval of the proposed Healthy Food and Drink Policy at **Attachment 1**.

DELEGATION:

Section 2.7 of the *Local Government Act 1995* sets out the Role of Council as being to 'determine the local government's policies'. There is no delegation to Administration to make, review or repeal policies.

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 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).

At its [13 February 2024 Ordinary Meeting](#), Council approved the draft Healthy Food and Drink Policy for the purposes of community consultation, to be conducted in accordance with the City's [Community and Stakeholder Engagement Policy](#).

The draft Healthy Food and Drink Policy was advertised between Wednesday 28 February 2024 and Thursday 21 March 2024, which is in excess of the 21 days required.

The draft Policy was advertised on the City of Vincent website, social media and through the following:

- public notice in Perth Now Central on 26 February 2024;
- news item on City of Vincent website on 28 February 2024;
- notice exhibited at the City's Administration and Library and Local History Centre;
- social media post on 29 February 2024;
- five emails sent out to external stakeholders including Cancer Council WA, North Metro Health Service, Edith Cowan University, Telethon Kids Institute, and City of Armadale;
- emails sent to three businesses operating cafes from City facilities including Loftus Centre Café, Beatty Park Café and The Meeting Place Café in Hyde Park, followed by face-to-face meetings; and
- dedicated project page developed on Imagine Vincent providing the community the opportunity to fill out a survey.

DETAILS:Outcomes of Advertising

The outcomes of advertising the draft Policy included:

- social media post reaching 2147 people with three comments of support describing the Policy as a good idea;
- external stakeholder support received from Cancer Council WA and one letter of support from North Metro Health Service;
- the Imagine Vincent project page was viewed 199 times by 169 visitors and 17 surveys were completed by participants.

Survey participants were mostly supportive of the draft Policy and its intent. Based on the survey responses, 11 participants (65 percent) were supportive of the Policy; five (29 percent) were unsure; and one person was not supportive.

Summary of Community Consultation Comments

A summary of community comments from the survey are outlined below under key themes, along with Administration's responses and any recommended Policy changes. A full summary of community comments can be found in **Attachment 2** and a marked-up version of the Healthy Food and Drink Policy reflecting recommended changes by Administration included as **Attachment 3**.

Key themes	Administration comments	Recommended Policy Changes
Supporting Comments	There were several supporting comments for the Policy which included reducing the availability and marketing of highly processed, unhealthy food and drinks in our current environment, which is a contributor to poor diets. This is especially important to protect children and young people in our community.	No change.
Cancer Council WA Support	Cancer Council WA supports the Policy objectives to encourage residents, families, visitors and staff to eat well. They noted that children and families are bombarded by the availability and marketing of highly processed, unhealthy food and drinks and supports environments where healthy food and drinks are those that are valued, available, promoted and advertised. Cancer Council WA has offered further discussion and support on this work, which will be welcomed when implementing the Policy.	No change.
North Metro Health Service Support	North Metropolitan Health Service welcomes and supports the Policy, which will provide and promote healthy and supportive environments where healthy food and drink is valued and encouraged and promote the recommendations of the Australian Dietary Guidelines. North Metropolitan Health Service commends the City in prioritising both increasing the provision of healthy food and drink and reducing the promotion of unhealthy food and drinks.	No change.

Key themes	Administration comments	Recommended Policy Changes
Businesses receiving sponsorship from the City	<p>Feedback indicated that the Policy could be interpreted to preclude businesses from receiving City sponsorship if their business was associated with the sale or supply of unhealthy food or drink. =</p> <p>The intent of the Policy is for the City not to benefit from receiving sponsorship from unhealthy food and drink businesses. This does not affect sponsorship the City may offer local businesses.</p>	<p>Amend:</p> <p>6. The City will not benefit from sponsorship of brands and businesses directly associated with unhealthy food and drink options.</p>
Support for discouraging the promotion of unhealthy food and drink brands at City facilities	<p>Feedback from Cancer Council WA suggested that the promotion of unhealthy food and drink brand names within City facilities should also be discouraged. This will mean that for example, fridges at City facilities, are not branded with a sugar drink brand.</p> <p>The amended version of policy provision No.4 will see that the promotion of unhealthy food and drinks and associated brands is discouraged and as a result, this will have the same effect as current policy provision 1d. As such, Administration propose to delete this provision.</p>	<p>Amend:</p> <p>4. Promotion of unhealthy foods and drinks and associated brands at City facilities will be discouraged.</p> <p>Add:</p> <p>Brand means a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.</p> <p>Delete:</p> <p>1d) has priority promotion at City facilities, meetings, workshops and events.</p>
Internal feedback - Catering provided at City functions and events that are hosted at private venues	<p>Discussion with teams in Administration highlighted that when hosting functions and events at private venues, there may be fewer catering options available to choose from.</p> <p>This means that healthy food and drink options would be available but may not be predominantly offered.</p> <p>This policy provision will ensure that healthy food and drink options are available when delivering functions and events for the community, including children and young people. Administration has included additional guidance within the implementation plan (Attachment 4) to ensure the demographics of the attending community members are considered.</p>	<p>Add:</p> <p>1c) is available at City functions and events delivered by the City.</p>
Providing healthier options at cafés at City facilities	<p>Administration has been in conversations with cafe operators at City facilities and will encourage them to rebalance the proportion of food and drink options towards healthier choices.</p> <p>This would not limit customer choice and could attract new customers, improve the health of the customer, and improve business.</p> <p>A tailored approach is required to consider the unique needs, challenges and environment of each premises to support the businesses to achieve the Policy provisions.</p>	<p>No change.</p>

Key themes	Administration comments	Recommended Policy Changes
Need for education to enable people to make informed choices	<p>Community comments highlighted the need for education to enable individuals to make informed choices about healthy food and drink choices.</p> <p>Administration will organise workshops for community members and employees on healthy food and drink choices.</p> <p>Information will also be provided on the City's website and resources will be developed to complement the Policy.</p>	No change.
Comments that some of the Policy provisions are broad and overreaching	<p>The Policy has been developed using best practice examples, from National and State strategies that place the provision and promotion of healthy food and drink in our community as a priority. Administration has also reviewed other Local Government Healthy Food and Drink policies, and good practice guidelines.</p> <p>Administration has chosen to include policy provisions around healthy food and drink marketing, promotion and sponsorship to increase the reach the Policy, rather than just limiting it to where and when healthy food and drink must be provided. This strengthens the importance the City puts on promoting public health and wellbeing.</p> <p>The Policy will have a strong positive influence over spaces owned or operated by the City.</p> <p>The Policy will also encourage change in the wider community, but Administration understands the Policy is not designed to control this space such as influencing external events.</p>	No change.
How does the policy intend to reduce food waste	<p>Policy provision 2c) describes that food and drink is provided in an environmentally sustainable way, and consideration will be given to the portion size and amount of food provided.</p> <p>This Policy provision will ensure that Administration will work towards minimal waste from catering.</p>	No change.
How will the City monitor compliance with Policy	<p>The Public Health team will monitor compliance against the Policy provisions and will provide information and education to all stakeholders affected by the Policy. This is to ensure they are well informed of their role in its implementation and their contribution to achieving the Policy objectives. This Policy is not designed for the purpose of taking 'enforcement action'.</p> <p>Administration acknowledge that behaviour change takes time, and will apply a flexible and tailored approach to transitioning stakeholders over to the Policy in the first 12-24 months.</p>	No change.

Key themes	Administration comments	Recommended Policy Changes
<p>Cancer Council WA notes there is no set targets for the availability of healthy food and drinks within the policy and suggest monitoring the baseline availability and track any progress made against the policy objectives.</p>	<p>The Policy applies to the provision and promotion of food and drink in a number of settings. For example, catering provided for City meetings, workshops and functions using City funds will be easier to implement and track, compared to food and drink available at community events.</p> <p>A baseline of the provision and promotion of healthy food and drink in different settings will be documented before the Policy is adopted to provide a starting point.</p> <p>Progress made to increase the provision and promotion of healthy food and drink will be monitored.</p> <p>Supporting guidelines will be provided by the City to assist with Policy implementation. A tailored approach will be required to consider the unique needs, challenges and environment of each food and drink setting.</p>	<p>No change.</p>

CONSULTATION/ADVERTISING:

The consultation showed predominant support (65 percent) for the Policy with positive responses from the community.

Administration has notified all submitters of this item being presented to Council for approval. Administration will further notify all submitters of the outcomes of the Ordinary Meeting of Council.

LEGAL/POLICY:

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

The City’s [Policy Development and Review Policy](#) sets out the process for repealing and adopting policies.

RISK MANAGEMENT IMPLICATIONS

Low: Adopting the proposed policy is low risk because its preparation has been undertaken in accordance with the [Policy Development and Review Policy](#) and informed by best practice.

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:

The implementation of the Healthy Food and Drink Policy will be met through existing operational budgets. The draft Policy would better equip Administration to make guided and informed decisions on the provision and promotion of healthy food and drink within existing budget.

COMMENTS:

Unhealthy diets, overweight and obesity are the leading risk factors for death, disease and disability in Western Australia, after tobacco use, with a majority (71 percent) of adults are either overweight or obese.

Healthy food and drink significantly contributes 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.

Recommended changes to the draft Policy referred to in this report will strengthen its intent in relation to unhealthy food and drink sponsorship, catering at external events and facilities and discouraging the promotion of unhealthy food and drink brands at City facilities.

The adoption of this Policy will help the City influence our current food environments at our City facilities, meetings, workshops, functions and community events to ensure healthy food and drink is valued and encouraged.

The Policy aligns with two of the deliverables in the City's PHP, 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).

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.

Healthy Food and Drink Policy



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;

Healthy Food and Drink Policy



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](#).

Healthy Food and Drink Policy



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. This includes sugar sweetened drinks (any drink with sugars that are added during processing). Examples are included in the [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.

Brand means a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.

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;
 - c) is available at City functions and events delivered by the City; and
 - d) is encouraged at community events supported by the City.

Healthy Food and Drink Policy



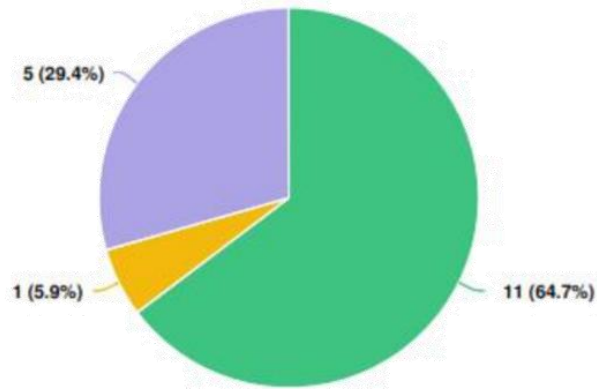
2. Where feasible and not in contravention of other City Policies, food and drink is provided in an environmentally sustainable way, meaning that:
 - a) preference will be given to local catering suppliers;
 - b) preference will be given to catering provided in reusable/less packaged/recyclable packaging; 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 and associated brands 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 benefit from 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

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

Healthy Food and Drink Policy
Community consultation comments
February and March 2024

Q1 Are you supportive of the new Healthy Food and Drink Policy?



Question options

Yes No Unsure

Mandatory Question (17 response(s))

Question type: Dropdown Question

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

Q2: Please take a few moments to tell us why/why not you are supportive of the new Healthy Food and Drink Policy?

	Participant comments	Administrations comments
Supporting Comments		
1	With the rising rates of obesity, the limiting of unhealthy food choice is essential to encourage healthy eating whenever possible. Having a policy in place that prioritises healthy eating is to be applauded.	Noted
2	Support a consistent approach to availability and promotion of healthy food and drinks at City facilities, events etc.	
3	Yes! Healthy food should always be the default. Minimally processed, Whole Foods, with a focus on fruit and vegetables.	
4	As a parent of young children living in the City of Vincent, who are unable to understand the selling intent behind advertising and how it shapes their food preferences, I am pleased to see the City of Vincent taking an active role in providing and promoting environments that support healthy eating. It is great to see this policy placing priority on providing and promoting foods and drinks across the City, that consider health as well as cultural, religious and dietary needs of the community, in addition to limiting the impact of commercial advertisements across City facilities at that promote unhealthy foods or drinks. I look forward to seeing this policy implemented and greater alignment between the provision and promotion of foods and drinks, at City venues (such as those listed in the policy - Beatty Park and the Loftus Center) and the reasons for which I attend these venues with my children, to be healthy and active.	
General Comments		
5	Why wouldn't you be? I do question how much you can actually do, given some of the poor execution you have over a large number of initiatives. I'd love if you'd make a policy and do the thing well.	Noted
6	Need more options.	

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

	Participant comments	Administrations comments
Comments that the Policy is too broad and overreaching.		
7	This seems a bit broad and overreach/unnecessary in principle. Compostable packaging, sure, this is good and should be implemented everywhere the council can control or influence. It's a direct link to the built environment health and waste which are clearly local council mandates. Beyond that, we're talking the food available at Beatty Park? Unclear what the public facing aspect of the rest of it is.	The purpose and objectives of the Policy have been developed using best practice examples from the research and consultation carried out. Research has included National and State strategies that place the provision and promotion of healthy food and drink in our community as a priority, other Local Government Healthy Food and Drink policies and good practice guidelines.
8	In my opinion, I believe that your policy objectives 3 and 4 are rather 'over-stepping' the parameters of the role of a local council. I feel that the COV is better off focusing on matters that can directly improve the lives of the COV community, and not using rate payers money on such policies and pie in the sky initiatives.	The Policy is designed to exert strong positive influence over spaces owned or operated by the City. The Policy also includes provisions to 'encourage' and 'support' change in the wider community, but Administration understand the Policy is not designed to control this space.
Providing more healthier options at café's at City facilities		
9	Eating well is really important but it can be hard to do. The more help you can offer the public the easier it will be. Hopefully this will mean more vegan options available/promoted. Places like Beatty Park really need a push to provide healthier food options and some vegan options.	Administration has been in conversations with café operators a City facilities and will encourage them to rebalance the proportion of food and drink options towards healthier choices. A tailored approach is required to consider the unique needs, challenges, and environment of each premises, to support the businesses to achieve the Policy provisions.
Education to enable people to make informed choices.		
10	It depends on any restrictions to other foods that may come about. I'm all for good health and preventative medicine, however the responsibility should be the individual's, otherwise behaviour change won't come about. Education is best.	Administration will organise workshops for community members and employees on healthy food and drink choices. Information will be provided on the City's website and resources will be developed to complement the Policy.

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

	Participant comments	Administrations comments
Compliance of policy.		
11	I imagine it will be like other policies; long winded, full of buzz words and good intentions and then no enforcement. Just like pedestrian amenity and no smoking in town centres.	This Policy is not designed for the purposes of taking 'enforcement action'.
12	How are you going to police it?	<p>The Public Health team will monitor compliance against the Policy provisions and will provide information and education to all stakeholders affected by the Policy, to ensure they are well informed of their role in its implementation.</p> <p>Administration will apply a flexible and tailored approach to transitioning stakeholders over to the Policy.</p> <p>Feedback sought or received in relation to compliance with the Policy will be investigated by Administration.</p>
Education.		
12	It depends on any restrictions to other foods that may come about. I'm all for good health and preventative medicine, however the responsibility should be the individual's, otherwise behaviour change won't come about. Education is best.	Administration will organise workshops for community members and employees on healthy food and drink choices. Information will be provided on the City's website and resources will be developed to complement the Policy.
Reduce food waste.		
13	To reduce food wastage, could arrangements be made to donate food to local charity organisations?	Administration will work towards minimal waste from catering and encourage participants to take home any leftover food items.
14	Only because item 5 states that the city is to consider the impacts of food waste on the environment.	

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

	Participant comments	Administrations comments
Objection.		
15	<p>I am writing to express my opposition to the proposed Healthy Food and Drink Policy. While I acknowledge the importance of promoting healthy lifestyles, I believe that this policy is primarily symbolic in nature, lacking substantial strategies to effectively address public health issues and inadvertently impacting venues that do not inherently offer healthy options.</p> <p>My primary concern with the policy lies in its practicality and necessity within our community. As a local government entity, we must recognize the limitations of implementing restrictive measures to influence public health outcomes. For example, similar initiatives like the Smoke-Free campaign have proven largely unenforceable and ignored more than a year later. Prioritizing the promotion of healthy options and discouraging unhealthy choices through this policy may lead to a false sense of accomplishment without addressing the root causes of poor dietary habits and lifestyle choices. Simply restricting access to certain foods and drinks fails to address the multifaceted factors contributing to overall health and wellbeing.</p> <p>From a personal perspective, I am vegan, which is commonly associated with healthier food options, and I would love more plant-based options in Vincent. However, two of my favourite places to go for vegan food are the Hyde Park Hotel and The Moon, both of which are pubs. According to this policy's guidelines on discouraging unhealthy food and drink options, I don't believe a pub would fall within the "Healthy" category. Consequently, these venues are automatically at risk of any sponsorship or promotion by the city due to their association with "unhealthy food and drink options." This raises questions about the potential unintended consequences this policy could have on businesses that provide alternative dietary choices.</p> <p>Overall, I believe these policies may, at best, achieve little, but at worst, they could unfairly burden businesses and limit consumer choice based on symbolism rather than evidence. Instead, I urge the city to consider alternative approaches that prioritize education and support services to enable individuals to make informed choices about their diet and lifestyle, which would empower rather than impose.</p> <p>Thank you for considering my perspective :)</p>	<p>Supporting business</p> <p>There will be an emphasis on swapping some unhealthy items to healthier options which will not limit customer choice and could attract new customers, improve the health of the customer and improve business.</p> <p><i>Example:</i> YMCA Victoria introduced a healthy food and beverage policy for kiosks, cafes and catering services at aquatic and recreation centres. They initiated a campaign to phase out regular soft drinks and replace with healthier choices such as water, sparkling water, milk and diet soft drinks. The campaign showed no negative impact to drink sales overall, while providing healthier options for customers.</p> <p>Education</p> <p>The implementation of the Policy will be supported through educational initiatives. Administration will organise workshops for community members and employees on healthy food and drink choices. Information will be provided on the City's website and resources will be developed to complement the Policy.</p> <p>Sponsorship</p> <p>The intent of this policy provision is for the City not to benefit from receiving sponsorship from unhealthy food and drink businesses. This does not affect sponsorship the City may offer local businesses.</p> <p>Policy provision No. 6 has been updated to reflect the desired intent.</p>
No set targets in the Policy		

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

	Participant comments	Administrations comments
16	<p>Cancer Council Western Australia (Cancer Council WA) commends the City of Vincent’s dedication to promoting and enabling the health and wellbeing of residents, notably via the City’s Strategic Community Plan 2022-2032 and Public Health Plan 2020-2025</p> <p>Cancer Council WA is a leading health promotion charity in Western Australia. Our vision is a cancer-free future for all Western Australians and over the last 60 years, we have strived to achieve this vision through cancer research, advocacy, education, and support. We are highly regarded in the community and work closely with a diverse range of stakeholders to help deliver outstanding, client-centred customer service and health equity throughout our communities.</p> <p>In the spirit of deepening relationships, Cancer Council WA acknowledge all the traditional custodians and owners of country throughout Western Australia and recognise their continuing connection to land, waters and community. We also pay our respect to their Elders and extend that respect to all Aboriginal peoples living and working in this area.</p> <p>Increasing healthy eating is a priority for Western Australian families to live in the best possible health and prevent chronic disease. We support all the objectives of the draft policy, each objective an important aspect to supporting residents, families, visitors and staff to eat well. The current environment in which Western Australian children and families go about their day is bombarded by the availability and marketing of highly processed, unhealthy food and drinks. This is a major contributor to current poor diets. Therefore action is required across many levels to shift to an environment where healthy food and drinks are those that are valued, available, promoted and advertised.</p> <p>Cancer Council WA particularly supports the draft policy’s focus on reducing provision and promotion of unhealthy food and drinks simultaneously to increasing provision and promotion of healthy food and drinks. In addition to providing environments free from marketing and promotion of unhealthy food and drinks. Previous research conducted by the Telethon Kids Institute in Western Australia found on average, Perth schools have over 20 food and drink advertisements within 500m, three quarters for unhealthy food and drinks, mostly fast-food meals and sugary drinks. Almost half (44 percent) of all advertisements along Perth school commute routes are for food and drinks, 80 per cent is for unhealthy food. This is just a minor glimpse into the unhealthy food and drink advertising children are exposed to every day so any action the City can take to protect children from exposure is commendable and supported by Cancer Council WA.</p>	<p>The policy will be supported by an implementation plan that monitors the baseline availability and tracks any progress made against the policy objectives.</p> <p>Policy provision 4 has been updated as suggested by Cancer Council WA to ensure unhealthy food and drink brand names within City Facilities are discouraged.</p>

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

	Participant comments	Administrations comments
	<p>We suggest that under the policy parameters, point 4. Promotion of unhealthy food and drink at City facilities will be discouraged. That this be amended to include unhealthy food and drinks, and their associated brands, as per policy parameter 6. This is to ensure that for example, fridges are not branded with a sugar drink brand.</p> <p>We note also that there is not set targets for the availability of healthy food and drinks within the policy parameters. The policy we suggest will be supported by an implementation plan that monitors the baseline availability and tracks any progress made against the policy objectives.</p> <p>Cancer Council WA welcomes further discussion and support to the City of Vincent in this work.</p>	

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy**17 - Support letter from North Metropolitan Health Service**

Government of Western Australia
North Metropolitan Health Service
Mental Health, Public Health and Dental Services

One team, many dreams.
Care / Respect / Innovation / Teamwork / Integrity



Caroline Dewey
Senior Public Health Officer
City of Vincent
244 Vincent Street
LEEDERVILLE WA 6007

Email: mail@vincent.wa.gov.au

Dear Caroline

DRAFT HEALTHY FOOD AND DRINK POLICY

Thank you for the opportunity to comment on the City of Vincent's draft Healthy Food and Drink Policy. The Public Health Service, North Metropolitan Health Service (NMHS) welcomes and supports the Policy, which will provide and promote healthy and supportive environments where healthy food and drink is valued and encouraged.

NMHS aims to promote and improve the health of our communities, which includes more than 729,000 people in north metropolitan Perth. The Public Health Service collaborates with local governments and other agencies to reduce lifestyle risk factors such as poor nutrition. We are a supportive partner and strong advocate of the City's Draft Healthy Food and Drink Policy, which will help to create and maintain environments within the City that promote the recommendations of the Australian Dietary Guidelines¹.

It is pleasing to note that the Policy aligns to the City's Public Health Plan 2020-2025² as well as state strategic plans such as the State Public Health Plan for Western Australia 2019-2024³, the WA Health Promotion Strategic Framework 2022-2026⁴, which recommend creating supportive environments to encourage healthy eating patterns within the community.

Unhealthy diets, overweight and obesity are the leading risk factor for death, disease and disability in Western Australia, after tobacco use⁵, with a majority (71%) of adults either overweight or obese. Being overweight is closely linked to the environment in which people are born, live, work, learn, play and age. Current food environments promote discretionary food and drinks, items that are energy-dense and/or high in salt, saturated fat or added sugar, which should be limited in a healthy diet.

The City of Vincent's public health leadership in prioritising both increasing the provision of healthy food and drink and reducing the promotion of unhealthy food and drinks, as set out in the draft healthy food and drink policy, is to be commended.

Mental Health, Public Health and Dental Services, 54 Salvado Road, Wembley WA 6014
Telephone (08) 9380 7767 NMHShealthpromotion@health.wa.gov.au
www.nmhs.health.wa.gov.au

Attachment 2 – Community consultation comments – Healthy Food and Drink Policy

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Should you have any queries or require additional information, please contact Krista Coward, Manager Health Promotion on (08) 9380 7767 or via email Krista.Coward@health.wa.gov.au.

Yours sincerely



Maree Hose
A/DIRECTOR PUBLIC HEALTH

20 March 2024

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References

- ¹National Health and Medical Research Council (NHMRC), Eat for health: Australian Dietary Guidelines. Providing the scientific evidence for healthier Australian diets. 2013. Canberra: NHMRC. Available from: <http://www.nhmrc.gov.au/about-us/publications/nd5>
- ²City of Vincent. Public Health Plan 2020-2025. Perth: City of Vincent, 2020.
- ³Public and Aboriginal Health Division, Department of Health of Western Australia. State Public Health Plan for Western Australia 2019-2024. Perth: Department of Health Western Australia.
- ⁴Chronic Disease Prevention Directorate, Department of Health Western Australia. Western Australian Health Promotion Strategic Framework 2017-2021. Perth: Department of Health, Western Australia, 2017.
- ⁵Chronic Disease Prevention Directorate, Department of Health of Western Australia. Evidence Brief: Food, Built environments and obesity. Perth: Department of Health Western Australia, 2022 <https://www.health.wa.gov.au/Reports-and-publications/Evidence-brief-food-built-environments-and-obesity>

Healthy Food and Drink Policy



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;

Healthy Food and Drink Policy



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](#).

Healthy Food and Drink Policy



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. [This includes](#)

[sugar sweetened drinks](#) (~~means~~ any drink with sugars that are added during processing). (Examples are included in the [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.

[Brand](#) means a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.

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;
 - c) [is available at City functions and events delivered by the City; and](#)
 - d) [is](#)are encouraged at community events supported by the City; ~~and~~

Healthy Food and Drink Policy



- ~~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 and associated brands 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 benefit from 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, coconut water (no added sugar), tea and coffee. Ensure the demographics of the attending community members are considered when ordering catering for events, including children and young people. 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 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 of a new question in Event Sponsorship Application to ask how event organisers will encourage healthy food and drink options at their events. Administration will strengthen the healthy food and drink recommendations in the Festival and Event Sponsorship Agreement.

Guide on the Application of the Draft 'Healthy Food and Drink Policy'

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 brands and businesses directly associated with unhealthy food and drink options.	The Communications and Marketing Team have embedded this principle within their everyday work and will continue to monitor this.
Preferred catering suppliers including Aboriginal or Torres Strait Islander suppliers.	<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. • Aboriginal or Torres Strait Islander catering suppliers will be included on the preferred local catering suppliers list ensuring that healthy food and drink is on offer.
Minimising waste of food and packaging.	<ul style="list-style-type: none"> • 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. 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.