



A GREEN LIGHT FOR HEALTHIER CHOICES

LIMITING ACCESS TO UNHEALTHY FOOD AND DRINKS

CREATING A CULTURE OF HEALTHY EATING

We voluntarily adopted guidelines from the Victorian Government – the **Healthy Choices** program uses a traffic light system to classify nutritional value and portion size.



GREEN

BEST CHOICE



AMBER

CHOOSE CAREFULLY



RED

LIMIT CONSUMPTION



THE TARGET

AT LEAST
50%
'GREEN' FOOD/DRINK

LESS THAN
20%
'RED' FOOD/DRINK

AVAILABLE FOR PURCHASE

1

ONSITE RETAIL SALES



BUILDING RELATIONSHIPS with 4 different retail outlets and their staff



MENU REDESIGN with support from dietitians



FOOD/DRINK PLACEMENT favoured healthier options



PRICING increase for some 'red' foods/drinks



SERVING SIZES adjusted where appropriate

WHAT WORKED FOR US

THE STORY THEN AND NOW

FOOD & DRINK AVAILABILITY



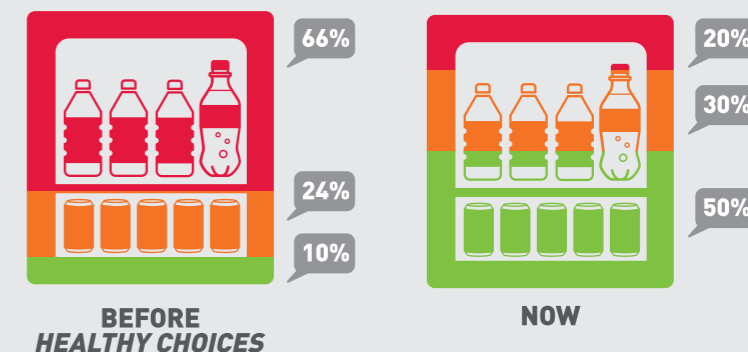
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VENDING MACHINES

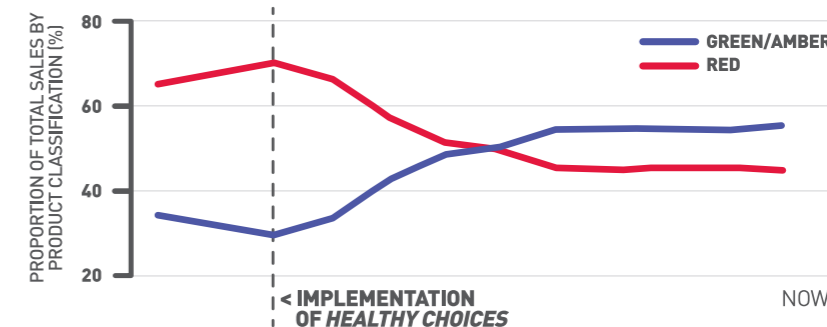
HOW WE DID IT

We worked with our supplier to adjust contractual obligations and meet the targets.

FOOD & DRINK AVAILABILITY



PROPORTION OF TOTAL SALES



3

CATERING

Although not part of the Victorian Government's initial guidelines, we took it upon ourselves to review the menus offered by our suppliers.



ZERO TOLERANCE for 'red' food/drink available – ambitious, but worth aiming for.



WHAT WE'RE DOING We've appointed a panel of social enterprise and onsite providers to help meet our new catering needs.

BUT

CAN LIMITING ACCESS ACTUALLY MAKE A DIFFERENCE?



YES Our world-first behavioural insight trials showed...

AROUND **36,500 FEWER** 'RED' DRINKS SOLD AT THE ALFRED EACH YEAR



A WIN FOR ALL

We're proud that we've been able to team up with our retailers to take a stance against the obesity epidemic. We even received a prestigious award from VicHealth along the way. **HOWEVER, OUR WORK CONTINUES.**