

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2013-14, 20 November 2013

Question: E13-187

OUTCOME: 1 – Population Health

Topic: Front-of-Package Labelling

Type of Question: Written Question on Notice

Senator: McKenzie

Question:

Before any decisions are made to consider making this scheme mandatory it is important to measure how successful the scheme has been in changing consumer behaviour.

- a) Therefore what research, monitoring and reporting is planned to ensure that the scheme is achieving the intended changes to consumer behaviour?
- b) Over what timeframe will this review be undertaken?
- c) What funding has been allocated to support such a review?

Answer:

- a) Qualitative and quantitative market research was conducted to inform the development of the Health Star Rating (HSR) system and is available at:
<http://www.health.gov.au/internet/main/publishing.nsf/Content/foodsecretariat-front-of-pack-labelling-1> Further research to assess the likely impact of the HSR system on consumer purchase choice is currently in progress and the results of this research will be made available on the above website in due course.

A business case for the HSR System is being undertaken, which will include evidence-based research and extensive industry consultations to produce a cost benefit analysis regarding implementation of the system. The report is expected to be provided to the Legislative and Governance Forum on Food Regulation in June 2014.

The Implementation Working Group has already undertaken some initial work to develop a monitoring and evaluation framework. Upon its establishment in 2014, the Front-of-Pack Labelling Oversight Committee will have overall ongoing responsibility for monitoring and evaluating the HSR system, and reporting its effectiveness to the Food Regulation Standing Committee.

- b) This will be a matter for the Front-of-Pack-Labelling Oversight Committee to consider.
- c) Approximately \$880,000 has been allocated towards monitoring and evaluation costs.