

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Supplementary Budget Estimates 2016 to 2017**

**Prime Minister and Cabinet Portfolio**

**Department/Agency:** Outback Stores Pty Ltd

**Outcome/Program:** Outcome 2; Indigenous

**Topic:** Food Sales

**Senator:** Dodson, Patrick

**Question reference number:** 146

**Type of question:** Written, Monday 31 October 2016

**Date set by the committee for the return of answer:** 2 December 2016

**Number of pages:** 2

**Question:**

1. What has been the overall trend of food sales in the last 12 months, from July 2015? Have you seen an increase or decrease in essential food purchases?
2. Are there any particular types of food that Outback Stores has recognised in declining sales? (i.e. fresh food, baby food, meat etc)
3. Can Outback Stores attribute this trend to any particular factor?

**Answer:**

1. There are no clear trends in food sales in the last 12 months.

Fruit and vegetables sales decreased as a proportion of all food and tobacco sales in 2016 (4.15% compared to 4.58% in 2015). Total volume of fruit and vegetables (kg) increased 5.0% in 2016 compared to 2015, while the total sales of fruit and vegetables did not change significantly.

Tobacco sales increased in 2016 as a proportion of total food and tobacco sales (19.22% compared to 18.59% in 2015).

Sugar soft drinks decreased as a proportion of all food and tobacco sales in 2016 (10.53% compared to 11.79% in 2015). The volume of all drinks increased and the market share of sugary drinks decreased as the sales of water increased.

Other groceries increased as a proportion of all food and tobacco sales in 2016 (66.10% compared to 65.04% in 2015).

2. No particular types of food have declined in sales.

3. No.

Ongoing promotion of fruit and vegetables, decreases in freight costs and better prices on fruit and vegetables have helped increase the volume consumed without increasing the price.

Turnover of tobacco remained consistently high. As the price of tobacco increased from government excise and suppliers, consumption has not reduced and tobacco now accounts for 19 % of all food and grocery sales.

There have been ongoing strategies to reduce the consumption of sugary drinks and promote water.