Healthy Food Partnership aims to improve the dietary habits of all Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes.

The Australian Government, food industry bodies and public health groups have agreed to cooperatively tackle obesity, encourage healthy eating and empower food manufacturers to make positive changes to their product portfolios. The Healthy Food Partnership aims to improve the dietary habits of all Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes.

**CORE ACTIVITIES**

**GOVERNMENT**

- Communicate and promote ADG, AGHE, HSR to consumers to drive demand for healthy food
- Review self- and co-regulatory options for effectiveness and efficiency to drive healthy food
- Lead baseline data collection to review and update nutrition policies

**FOOD SUPPLY AND INDUSTRY**

- Review the research and current initiatives and consider applicability to Australia
- Understand complexity of the food service sector and identify best intervention points
- Identify opportunities for reformulation and development of tools for use across the food industry, including retail and food service
- Develop reformulation goals for key food categories based on latest nutrition survey, consumption data modelling of impact
- Develop and disseminate on-pack recipe guidelines for the food industry
- Develop a pledge scheme and support strategies for the food service sector
- Define and recommend consistent terminology for portion size
- Develop strategies for increasing availability and accessibility of healthier food and drinks served in appropriate portion sizes

**KEY INFLUENCERS AND STAKEHOLDERS**

- Identify and engage with key stakeholders
- Consult with stakeholders and agree on goals, definitions, targets, timelines and implementation
- Invite stakeholders to commit to implementing agreed messages and activities
- Develop scheme to recognise participating companies in the HFP
- Develop a communication strategy and resources for stakeholders to support healthy eating
- Communicate and promote changes made to the food environment to consumers

**OUTPUTS**

- Multifaceted communication programs with key partners
- Updated nutrition policies based on collection of current baseline nutrition data
- Evidence-based and appropriate strategies for retail and food service
- Reformulation program and associated tools for uptake by whole of food industry, including retail and food service
- On-pack recipe and food service guidelines for voluntary use by food industry
- Strategies for food service, packaged food industry and retail to increase availability and accessibility of healthier, appropriately-portioned food and drinks
- Strategies in partnership with stakeholders and decision makers
- Stakeholder education around available resources, leading to increased awareness available resources leading to consumer education and awareness of changes made in their food

**SHORT TERM IMPACTS (1-2 YEARS)**

- Increased availability and promotion of healthier food and drinks in food service and retail
- Increased availability and accessibility of food and drinks served in appropriate portion sizes in food service and retail
- Increased support and implementation of reformulation goals, targets, timelines, and on-pack and food service guidelines by retailers and manufacturers
- Increased proportion of stakeholders promoting healthy food and drinks and key messages around healthy eating including the Australian Dietary Guidelines
- Increased recognition and recall of key messages around healthy eating by consumers
- Increased advocacy and promotion around healthier food and drink choices by key stakeholders
- Increased awareness of and motivation to change purchasing behaviours in consumers

**MEDIUM TERM IMPACTS (3-4 YEARS)**

- Increased number of consumers purchasing appropriate portion sizes
- Increased purchasing and consumption of core foods and decreased purchasing and consumption of discretionary foods by consumers
- Increased purchasing and consumption of healthier food and drinks by consumers
- Funding approved and implementation of a national multifaceted consumer campaign promoting healthy diets
- Continued funding and implementation of a national multifaceted consumer campaign promoting healthy eating

**LONG TERM OUTCOMES (5+ YEARS)**

- Increased availability and promotion of healthier food and drinks
- Increased purchasing and consumption of core foods and decreased purchasing and consumption of discretionary foods by consumers
- Australian diets more aligned to the Australian Dietary Guidelines
- Continuous funding and implementation of a national multifaceted consumer campaign promoting healthy eating
- Prevention of diet-related chronic conditions such as heart disease and diabetes
- Reduction in the prevalence of overweight and obesity

The short and medium term impacts are expected to contribute to these longer term outcomes.