



MEDIA RELEASE

Thursday 25th June 2009

Australia's leading quick service restaurants agree to advertise only healthier options to children

A group of the leading quick service restaurants in Australia for the first time have agreed on a common framework to ensure that only food and beverages that represent healthier choices are advertised to children and to help parents and guardians make informed product choices for their children.

Companies that have signed up to the 'Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children' represent the majority of TV advertisers of such food in Australia. They have agreed all marketing communications and advertising of food and beverage combinations to children under 14 years must represent healthier choices, as determined by a defined set of nutrition criteria for assessing children's meals¹.

Seven Australian-based quick service restaurant companies are currently signed up to the Initiative: McDonald's, KFC, Pizza Hut, Hungry Jack's, Oporto, Red Rooster and Chicken Treat.

The companies have further committed to ensuring nutrition information is available on their websites or upon request in restaurants and, wherever practical, displayed on packaging.

The Initiative has been developed in collaboration with the Australian Association of National Advertisers (AANA) as part of the system of advertising and marketing self-regulation in Australia.

The companies responsible said that the Initiative will provide confidence in their responsible marketing practices by setting out clear expectations of advertising directed to children and a transparent process for monitoring and review of practices.

The group said it recognised that quick service restaurants have a significant role to play in ensuring consumers are able to make informed choices about the food and/or beverages they consume. The group also acknowledges the concerns of the community about marketing activity directed at children and believes this initiative will help allay those concerns.

The group said it would continue to work together to ensure that the industry's marketing and sales practices meet the expectations of the Australian community.

Scott McClellan, CEO of the Australian Association of National Advertisers (AANA) welcomed the group's initiative which will sit alongside the Association's existing advertising Codes. Importantly all complaints will be lodged with the Advertising Standards Bureau, meaning the public has a single speedy source for complaint resolution.

“The Initiative builds on the existing self-regulatory measures in place to help ensure advertisers maintain a high level of social responsibility in marketing to children in Australia. An independent third party will also act as a monitor and will be conducting regular reviews to ensure all participating companies are complying with the commitments made in their action plans.”

The Initiative will come into effect from 1 August 2009, and all participating companies will be releasing individual company action plans on their websites that will be available for the public to review.

ENDS

For further information, a copy of the Code or interview requests, please contact:

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Jim Wilson, 03 98317100, Hungry Jacks

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Notes to Editor

1. Nutrition Criteria for Assessing Children's Meals

The 'Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children' currently has an agreed set of nutrition criteria for assessing children's meals.

For a meal to be considered a healthier choice the meal:

- Should reflect general principles of healthy eating as defined by credible nutrition authorities; and
- Must comply with defined criteria for energy (kilojoules), saturated fat, sugar and sodium.

The defined set of nutrition criteria for assessing children's meals has been developed by a team of Accredited Practising Dietitians in consultation with national guidelines and authorities on children's nutrition. These criteria will be piloted over the next 12 months and updated as required to reflect changes in nutrition science and government recommendations.