

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2013-14, 20 November 2013

Question: E13-192

OUTCOME: 1 – Population Health

Topic: Front-of-Package Labelling

Type of Question: Written Question on Notice

Senator: McKenzie

Question:

It has also been stated that qualitative and quantitative consumer research has been completed. Did this research provide results on the impact of FOPL on consumer choice about whether to purchase a particular product? In relation to International examples of systems that have been in place long enough to provide some results (eg UK) - was this looked into in the research?

Answer:

Market Research Company Hall & Partners Open Mind were engaged to undertake initial consumer research and testing to inform the design of the Health Star Rating (HSR) System label. The associated qualitative and quantitative market research reports are available at <http://www.health.gov.au/internet/main/publishing.nsf/Content/foodsecretariat-front-of-pack-labelling-1>

In developing a design brief for Hall & Partners Open Mind to undertake its initial consumer research and testing, the Front-of-Pack Labelling (FoPL) Technical Design Working Group reviewed existing and proposed FoPL schemes, including an evaluation of types of (or design/elements of) different FoPL systems internationally.

A further piece of research to assess the likely impact of the HSR System on consumer purchase choice is currently in progress. The results of this research will be made available on the above website in due course.