

OUTBACK STORES HEALTHY FOOD STRATEGY 2017-2020¹

Outback Stores is a Commonwealth owned company with an independent Board of Directors, which provides retail management services to Indigenous owned remote community stores.

Outback Stores Mission is to make a positive difference in the health, employment, and economy of remote Indigenous communities, by providing quality, sustainable retail stores.

To achieve the mission Outback Stores will work with communities to:

- 1) Ensure a wide range of nutritious, safe, affordable, quality food, drink and grocery items are consistently available,
 - 2) Make healthy food and drink choices easier, while still maintaining choice
 - 3) Increase awareness and understanding of healthy food, among customers, store staff and Store Boards
 - 4) Support community, research and legislative initiatives to reduce the use of tobacco in communities
- 1) Ensure a wide range of nutritious, safe, affordable, quality food, drink and grocery items are consistently available:**

Outback Stores Healthy Food Policy describes in a range of healthy food and groceries which must be stocked, and strategies around ranging, promotion and pricing to promote healthier foods. There is a specific focus on affordability, safety, fruit and vegetables, sugary drinks, takeaways, confectionery and tobacco. Outback Stores works with individual communities to develop local solutions

Measures of Success

- a) Outback Stores implement the Healthy Food Policy in all stores
 - Policy checklist
- b) Outback Stores increase the relative affordability of a broad range of healthy foods
 - Price of a range of healthy options is 10% less than community managed stores
- c) Quality
 - Feedback from community/stakeholders

¹ Goal 4 Corporate Plan 2017-2020 – An effective healthy food strategy

2) Make healthy food choices easier, while still maintaining choice:

Outback stores will work with the store staff, store committees, communities, health services, schools, child care, aged care, other organisations working to improve health outcomes and food industry to make healthy choices easier.

Measures of Success

- a) Reduce the sugary drinks
 - 2% reduction in proportion of sugary drinks
- b) Increase fruit and vegetables
 - 2.5% increase in volume of FV
- c) Increase healthy takeaway options
 - 5% increase proportion of healthy food sales in takeaway
- d) Ensure all Outback Stores staff understand best practice to support and encourage healthy choices
 - Proportion of staff trained
 - Evaluation of healthy food promotion activities
- e) Working with communities to support and encourage healthy choices
 - Engagement with community organisations
- f) Working with industry to improve healthy choices
 - Engagement with industry

3) Increase awareness and understanding of healthy food, among customers, store staff and Store Committees:

Supply of healthy food is one part of the solution. Outback Stores will also work with communities to increase demand for healthy food

Measures of Success

- a) store training and promotion activities that support consumer knowledge about nutrition and health
 - New store managers complete healthy food training
 - Healthy Food training for store staff
 - Nutrition support for staff
 - Evaluation of healthy food promotion activities

4) **Support community, research and legislative initiatives to reduce the use of tobacco in communities**

Measures of Success

- a) Work with communities, researchers and government to reduce tobacco in communities
 - Engagement with stakeholders