

CCHQ 2022

STRONG ECONOMY. STRONGER FUTURE.

6 May 2022

Ms Lauren Bais
Partnerships and Campaigns Manager – Parents' Voice
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Melbourne Vic 3000
Email: Lauren@parentsvoice.org.au

Dear Ms Bais

Thank you for the opportunity to provide the views of the Coalition on important issues facing your members. A response to your questions is attached.

The last two years have been tough for our country.

Despite the setbacks, Australia's economic recovery is leading the world.

Unemployment is at 4%, the equal lowest in 48 years. And the recent Budget included the biggest turnaround in our finances in over 70 years.

There's much more to be done. To build a stronger future, our plan will:

1. Deliver more jobs and working towards unemployment below 4%.
2. Deliver tax relief for workers and small businesses.
3. Invest in roads, rail, water infrastructure and renewable energy technology.
4. Make record investments in health and other essential services.
5. Invest in stronger defence, security and borders.

This election provides a clear choice, with real consequences for Australia.

The alternative at this election is Anthony Albanese and Labor. Labor would weaken our economy and put Australia's recovery at risk. Now is not the time to change course.

Thank you for communicating our response to your members.

Yours sincerely,



Andrew Hirst
Federal Director

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NATIONALS
for Regional Australia

MORRISON GOVERNMENT RESPONSE TO PARENTS' VOICE

The Morrison Government launched Australia's first National Obesity Strategy on 4 March 2022. It is an ambitious 10-year framework for action to prevent and reduce the number of overweight and obese people in Australia. The Strategy aims to halt the rise and reverse the trend in the prevalence of obesity in adults, but more importantly for your campaign, it aims to reduce the number of overweight and obese children and adolescents by at least five per cent by 2030.

The National Obesity Strategy is a holistic approach that builds on existing Morrison Government policies, such as the Healthy Food Partnership Reformulation Program and the front-of-pack Health Star Rating system by adopting strategies that reduce exposure of consumers to unhealthy food and drink marketing, promotion and sponsorship, especially for children.

The National Obesity Strategy notes that an average child aged five to eight years, who watches about 80 minutes of television per day, is exposed to 827 advertisements and four hours of unhealthy food advertising each year on free-to-air television. The Strategy says that Australian children spend about two hours online outside of school hours on weekdays and more than 2.5 hours each day on weekends. They access digital technologies on multiple devices where they are frequently exposed to digital marketing.

The Morrison Government shares your concerns about unhealthy food marketing. This is why the National Obesity Strategy is structured to operate over a decade and will have a focus on unhealthy food and drink marketing, promotion and sponsorship targeted at children. Example actions in the Strategy include measures to reduce unhealthy food and drink advertising, branding and sponsorship in places visited by large numbers of people, especially children (like vending machines, supermarket checkouts and aisles, entertainment and sporting venues).

The Strategy will restrict promotions of unhealthy food and drinks when using devices that appeal to children like characters, toys, games, and prizes. The Strategy also aims to reduce unhealthy food and drink marketing on publicly owned or managed settings (like public transport infrastructure) and promote healthy lifestyles instead. And the Strategy aims to reduce unhealthy food and drink sponsorship and marketing at local and major sporting and community events.

A re-elected Morrison Government will engage with all stakeholders, including Parents' Voice, on these important matters.