



## THE RESPONSIBLE ADVERTISING AND MARKETING COMMUNICATIONS TO CHILDREN INITIATIVE

### ACTION PLAN

**COMPANY NAME:** McDonald's Australia (herein known as McDonald's).

**DESCRIPTION OF CORE BUSINESS:** McDonald's is part of the quick service restaurant industry and is a franchise operation with around two thirds of restaurants in Australia owned and operated by Australian small business people. There are more than 780 McDonald's restaurants operating in Australia and McDonald's employs approximately 85,000 people in restaurants and management offices across Australia.

**STATEMENT OF COMPANY COMMITMENT:** At McDonald's striving to do what is right and being a socially responsible company is part of our heritage. As a business leader, we have a responsibility to take a leadership role on the issues that are important to our community.

McDonald's has a reputation for being a responsible advertiser built up over the past 35 years. We adhere to the global McDonald's standards for communicating to young people, which require us to communicate to children balanced food choices, encourage physical activity, provide nutritional information for our foods and engage subject matter experts and informed third parties to help guide our efforts for children and families.

Over the past 7 years we have responded to community concerns around advertising to children and;

- Have voluntarily reduced our advertising during children's television programs by 60 per cent.
- Introduced Happy Meal Choices which provided a way for us to help families select food options that can be part of a balanced diet but still ensure children enjoy their McDonald's experience.
- Shifted away from toy focused advertising so that Happy Meal advertisements now concentrate on the overall experience of the Happy Meal.
- We also use our licensed characters to help promote active lifestyles
- We support a range of local sporting sponsorships that focus on encouraging activity, exercise and overall wellbeing for children.

More widely, we have;

- Introduced DI% nutrition labelling on packaging wherever possible to allow customers to make informed food choices as well as putting nutrition information on our website which includes suggested options for those watching their Sodium, Saturated Fat, Kilojoule and GI levels.
- Introduced a range of Heart Foundation Tick approved options, we now have 7 approved Meals and 2 approved Wraps. The Tick meals provide our customers with a healthier option that meets the Heart Foundation strict standards for serving size, saturated fat, salt and vegetable/fibre content.
- Introduced a vegetable oil blend which is basically free of Trans Fatty Acids, which are known to increase the risk of coronary heart disease.

- Introduced a range of lighter menu options such as English Muffin and Salads Plus.

We have a genuine commitment to advertising appropriately and continue to review the research in relation to the impact of advertising on childhood obesity.

To demonstrate our commitment we have voluntarily signed up to the Australian Quick Service Restaurant Initiative for Responsible Advertising and Marketing Communications to children and this Company Action Plan provides further details as to our plans for advertising and marketing with respect to children less than 14 years going forward.

**CORE PRINCIPLES:** We will meet each of the core principles outlined in the Australian Quick Service Restaurant Initiative for Responsible Advertising and Marketing Communications to Children by:

#### Advertising or Marketing Messages

McDonald's agrees to only advertise or market food and/or beverages to Children less than 14 years if the advertising or marketing communications represents healthier choices, as determined by a defined set of Nutrition Criteria for assessing children's meals.

#### Popular Personalities and Licensed Characters

McDonald's has already significantly decreased the use of popular personalities and licensed characters in all advertising and marketing communications and we further agree to only use popular personalities or licensed characters in our advertising and marketing communications for food and/beverages if the advertising and marketing communications represents healthier choices, as determined by a defined set of Nutrition Criteria for assessing children's meals.

#### Product Placement

McDonald's will not pay for or actively seek to place food and/or beverage products in the program or editorial content of any Medium directed primarily directed to children less than 14 years unless such food and/or beverage products represent healthier choices, as determined by a defined set of Nutrition Criteria for assessing children's meals.

#### Use of Products in Interactive Games

McDonald's will ensure that any interactive game primarily directed to children less than 14 years which includes food and/or beverages products, represents healthier choices, as determined by a defined set of Nutrition Criteria for assessing children's meals.

#### Advertising in Schools

McDonald's does not advertise in schools or conduct marketing activity in schools without prior approval of the school authorities. Such activity is usually related to educational or information purposes or related to healthy lifestyle or physical activity. If food and/or beverages are given out as part of the endorsed school activity then the food/beverage should represent our healthier options, as determined by the defined set of Nutrition Criteria for assessing children's meals.

#### Premium Offers

McDonald's will not advertise any Premium offers in any marketing communications to children unless the reference to the Premium is merely incidental to the food and/or beverage being advertised.

#### On-pack Nutrition Labelling

McDonald's commits to continue to provide nutritional profile information (Daily Intake %) on packaging wherever practical.

### Availability of Nutrition Information

McDonald's commits to continue to provide nutritional profile information (including ingredients lists, allergens and Daily Intake %) on our website and upon request in our stores.

### **NUTRITION CRITERIA:**

We have worked closely with a team of Accredited Practising Dietitians in consultation with national guidelines and authorities on children's nutrition to develop a defined set of nutrition criteria for assessing children's meals.

For a meal to be considered a healthier choice, according to Appendix 1 - the nutrition criteria for assessing children's meals - 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.

These criteria will be piloted over the next 12 months and updated as required to reflect changes in nutrition science and government recommendations. Please refer to Appendix 1 available on our website for further details about the nutrition criteria for assessing children's meals.

**ADVERTISING AND MARKETING COMMUNICATIONS:** McDonald's will apply these principles to any matter generated by us which is published or broadcast using any Medium for payment or other valuable consideration but does not include in-store point of sale material, labels, or packaging of products. Medium includes television, radio, newspapers, magazines, outdoor billboards and posters, emails, interactive games, cinema and internet sites.

**COMPLIANCE AND COMPLAINTS:** McDonald's will ensure that the responsibility for compliance with their own guidelines and policies and local regulation is adhered to across the organisation.

McDonald's agrees to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this initiative.