

Terms of Reference for the Five Year Review of the Health Star Rating System

Overarching objective:

The five year review of the Health Star Rating (HSR) system will consider if, and how well, the objectives of the HSR system have been met, to identify options for improvements to and ongoing implementation of the system.

With a focus on processed packaged foods, the objective of the HSR system is:

To provide convenient, relevant and readily understood nutrition information and /or guidance on food packs to assist consumers to make informed food purchases and healthier eating choices.

Intended scope of the five year review:

The five year review will broadly consider:

- the impact of the system;
- whether the system has successfully met its objectives; and
- if necessary, how the system, including but not limited to the algorithm, could be improved.

The HSR Advisory Committee (HSRAC) has agreed that the areas of communication; system enhancements; and monitoring and governance will be considered when identifying whether the objectives of the HSR system have been achieved. Specific detail about the scope of the review will be outlined in the statement of requirement for the independent consultant.

The HSR system is:

The HSR system consists of the graphics, including the words ‘Health Star Rating’, the rules identified in the HSR system Style Guide, the algorithm and methodology for calculating the HSR identified in the Guide for Industry to the HSR Calculator, and the education and marketing associated with the HSR implementation.

The primary references are:

- Australia and New Zealand Food Regulation Ministerial Council - Front of Pack Labelling (FoPL) Policy Statement
- FoPL Project Committee – objectives and principles for the development of a FoPL system
- Australian Dietary Guidelines (2013) and the New Zealand Eating and Activity Guidelines
- Additional Food Regulation Forum directions / directives
- HSR Style Guide
- Guide for Industry to the HSR Calculator
- HSR Calculator
- Monitoring data, including Year 1 and 2 reports on the monitoring of implementation of the HSR system
- HSR Program Logic
- Social marketing research data
- Public consultation and stakeholder engagement activities and outcomes
- Academic publications relating to the HSR system
- Any other relevant materials identified during the review.

Reporting:

An independent consultant will be engaged to undertake the review. The consultant will report to the HSRAC, via the Department of Health, at specified periods during the review process.

Implementation of the HSR system has been funded until June 2019, therefore, it is intended that the final five year review report be provided to the Food Regulation Standing Committee and the Forum by mid-2019.

Consultation:

A formal public submission process will be undertaken as part of the five year review of the HSR system. Further consultation with stakeholders may be required and will be determined by HSRAC as the five year review progresses.

Background:

In December 2011, the Australia and New Zealand Ministerial Forum on Food Regulation (the Forum) agreed to support Recommendation 50 of *Labelling Logic: Review of Food Labelling Law and Policy*, namely that an interpretive FoPL scheme should be developed.

In March 2012, a FoPL Steering Committee was established by the Forum to lead the development process, comprising officials from each state/territory and a representative from the Australian Health Ministers' Advisory Council (AHMAC).

A FoPL Project Committee was established to develop the system. It comprised cross members from the FoPL Steering Committee and representatives from industry and public health and consumer organisations. The FoPL Project Committee developed the objectives and principles for the FoPL system known as the HSR system.

On 27 June 2014, the Forum agreed that the HSR system should be implemented voluntarily over five years with a review of the progress of implementation after two years. Subsequent to this decision, on 20 November 2015, members of the Forum agreed that a formal review of the system should also be carried out after five years of implementation.