

# AUSTRALIAN QUICK SERVICE RESTAURANT INDUSTRY INITIATIVE FOR RESPONSIBLE ADVERTISING AND MARKETING TO CHILDREN

## COMPANY ACTION PLAN

### COMPANY NAME

Oporto

### COMPANY OVERVIEW

Oporto is wholly Australian owned and currently consists of 130+ stores with more than 95% under franchise ownership and many multiple store operators. The brand's popularity is proven by the growing number of regular customers per annum.

### COMMITMENT

Oporto is responsive to the needs and concerns of its consumers. It is for this reason that Oporto has taken a proactive role in the self regulation of advertising its products to children.

Oporto and its associated brands are signatories to the 'Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children'. The Initiative has been developed in collaboration with the Australian Association of National Advertisers (AANA).

### CORE PRINCIPLES

As a signatory to the Initiative, Oporto will ensure:

- Products promoted specifically to children (under 14) represent healthier choices and meet agreed nutritional criteria as stated in this document.
- Consumers will have access to detailed nutritional information through clear labelling of all products (in-store, upon request and/or the website).

### ADVERTISING AND MARKETING PRINCIPLES

In defining advertising and marketing messages Oporto agrees not to:

- Use licensed products when advertising to children unless they consist of healthy dietary choices.
- Pay for the placement of our products in any program whose content is primarily directed at children.
- Use any child specific interactive game using any of our products unless they focus on healthy dietary choices.
- Specifically target schools in the promotion of our products unless requested by or in consultation with the school's administrators.
- Explicitly promote premium offers directed primarily at children unless in an incidental manner.

## **NUTRITIONAL CRITERIA FOR CHILDREN'S MEALS**

The Australian Quick Service Restaurant Industry's 'Initiative for Responsible Advertising and Marketing to Children' has defined the followed nutritional criteria for assessing children's meals. The criteria have been developed by Accredited Practising Dietitians and are based on national guidelines.

### **1. Meal composition**

- a. The meal must be comprised of at least a main and a beverage.
- b. The meal should reflect general principles of healthy eating as defined by credible nutrition authorities.

### **2. Energy**

a. The meal must satisfy an energy criteria based on the Nutrient Reference Values 1 for children of different age groups. The maximum energy limits for each target age group are as follows:

- i. 4-8 years - 2080 kJ per meal
- ii. 9-13 years - 2770 kJ per meal

### **3. Nutrients of public health concern**

a. The meal must not exceed maximum limits as follows:

- i. Saturated fat - 0.4g per 100kJ;
- ii. Sugar - 1.8g per 100kJ; and
- iii. Sodium - 650mg per serve.

b. Overall, the average level of saturated fat, sugar and sodium in the meal will be less than what children are currently eating (based on the Children's Survey 2).

## **COMPLIANCE AND COMPLAINTS**

Oporto agrees to abide by the compliance and complaints procedures pertaining to the execution of this initiative including the rulings of the Advertising Standards Board for complaints. Oporto welcomes public comment regarding the initiative and is committed to responding to any issues of concern.

Oporto will also continue to comply with the:

- The AANA Code for Advertising and Marketing Communications to Children.
- The AANA Food and Beverages Advertising and Marketing Communications Code
- The AANA Code of Ethics

## **MEETING CORE PRINCIPLES**

As a signatory to the Initiative, Oporto will make every effort to meet the core principles as soon as is practical and not exceeding the timeframes stated below:

Products promoted specifically to children (under 14) represent healthier choices and meet agreed nutritional criteria as stated in this document.

- Oporto does not target any specific product to children under 14 through its advertising or marketing communications.
- Any future promotion undertaken by Oporto that is specifically aimed at children under 14 will be assessed for compliance with the criteria as stated in this document.

Consumers will have access to detailed nutritional information through clear labelling of all products (in-store, upon request and/or the website).

- There is current nutritional information available on the Oporto website for the current product range.
- Oporto agrees to update or provide new nutritional information within a maximum timeframe of 12 weeks of the launch of a new product or change to an existing product.