



Outback Stores
49 Woods Street,
Darwin NT 0801
P: (08) 8982 1900
F: (08) 8982 190
E: info@outbackstores.com.au

Affordable, nutritious, quality food: fundamental to Outback Stores, 2007–2009

Outback Stores: Mission

To make a positive difference in the health, employment and economy of remote Indigenous communities by providing quality, sustainable retail stores.

Outback Stores: Core Values

Integrity	We are committed to the principles of truth and honesty and we will be equitable, ethical and professional.
Diversity	We respect and embrace cultural differences.
Health & Safety	Health and safety is a fundamental element of all our activities.
Simplicity	We value and practice simplicity.
Quality	We work to the highest standards believing that Indigenous people deserve the best.
Accountability	We are transparent and accountable to our organisation, stakeholders and each other and we do what we say we are going to do.

Outback Stores: Nutrition Strategy

Aim

To improve the health and wellbeing of indigenous people living in remote communities by improving access to a nutritious and affordable food supply.

Nutrition Strategy

(continued)

Background

- Indigenous Australians have a life expectancy which is 20 years less than non-Indigenous Australians, experience worse outcomes in relation to mortality and morbidity and are the most disadvantaged group in terms of social determinants which impact on health.
- Access to an affordable and nutritious food supply is a right of all Australians and a key aspect influencing health.
- Community stores are the primary vehicle to ensure access to an affordable and nutritious food supply in remote Indigenous communities.
- Stores in remote communities have a unique role, commonly holding the monopoly on the primary food supply. This role requires a level of social responsibility to ensure access to an affordable and nutritious food supply.
- A nutritious food supply provides access to foods which promote an eating pattern consistent with the Australian Dietary Guidelines for Australian Children and Adolescents, and Adults. Key indicators in improving food supply in remote community stores include improving the range of healthy food and drink choices, improving the quantity, quality and variety of fresh fruit and vegetables and improving the range of healthy takeaway options.
- Improvements in nutrition and health outcomes will be realised for Indigenous people when a healthy eating pattern occurs. Demand for healthy choices can increase through strategies which bias the stocking, pricing, marketing and promotion of healthy foods, whilst discouraging the promotion of, and limiting the range of nutrient poor foods and drinks.
- Effective relationships with stakeholders are vital to improving the supply of nutritious foods.
- The benefit of providing a nutritious food supply is significantly increased where the supply is promoted. This requires building effective partnerships with service providers working in nutrition and health in remote communities.

Providing a nutritious, quality food supply through the implementation of quality, retail stores, will ensure communities and Outback Stores together will achieve beneficial health and economic outcomes.

Nutrition Strategy Goals

1. A nutritious, affordable and quality food supply is available.
2. Stores and takeaways create supportive environments where healthy food choices are easier choices.
3. The community in which people live supports the promotion of health outcomes.

Nutrition Strategy Success Factors

- Commitment to achieve both health and economic outcomes
- Nutrition expertise provided at the level required to meet the stated goals
- Skilled store and retail support staff working in communities
- Effective partnerships with industry and service providers

Goal One

A nutritious, affordable and quality food supply is available.

Objectives

- Develop policies that ensure the delivery of a nutritious, affordable and quality food supply which promotes an eating pattern consistent with the Dietary Guidelines for Children, Adolescents and Adults
- Partner with industry to drive changes to the supply chain to ensure a quality, nutritious food supply is available
- Ensure staff are skilled to implement policies relevant to providing and promoting a quality, nutritious food supply
- Develop and implement processes to ensure policies are enacted and remain relevant

Measures

- Nutrition policy developed in conjunction with retail policies
- Quality, nutritious food supply provided
- Training program developed; proportion of staff trained
- Monitoring and evaluation framework, including the sale of indicator food and drinks, developed and implemented according to timeframes

Nutrition Strategy

(continued)

Goal Two

Stores and takeaways create supportive environments where healthy food choices are easier choices.

Objectives

- Develop and implement in store promotion strategies which educate consumers about nutrition and health, such as shelf labeling programs, shopping tours/assistance and promotional taste testing
- Develop and implement strategies which support consumer education processes by biasing the stocking, pricing, marketing and promotion of healthy foods, whilst discouraging the promotion of, and limiting the range of nutrient poor food and drinks
- Develop and implement policies which create supportive environments for health outcomes, such as only promoting nutritious foods when targeting children

Measures

- Health promoting strategies developed and implemented
- Promotional activities implemented and recorded
- Targeted sales data reported

Goal Three

The community in which people live supports the promotion of health outcomes.

Objectives

- Develop effective partnerships with community groups, such as the council, child care centres and aged care programs
- In conjunction with nutrition and health service providers, develop education programs to support the demand for a quality, nutritious food supply
- Develop an understanding of the resources, such as health hardware, required by individuals and communities to support nutrition and health outcomes
- Develop and/or advocate for strategies to support nutrition and health outcomes

Measures

- Effective partnerships developed with community groups
- Effective partnerships developed with service providers
- Reporting systems established and implemented
- Strategies developed and implemented