

Western Australian Branch
c/o 38 Surrey Road
KESWICK SA 5035
adminwa@healthpromotion.org.au
www.healthpromotion.org.au

24 May 2016

Steve Rosich
Fremantle Football Club
PO Box 381,
Fremantle WA 6959

Dear Mr Rosich,

We write to express great concern about the sponsorship agreement between McDonalds and the Fremantle Football Club. In particular, the *Mac for a Match* offer which entitles ticket holders over the age of 14 to a free McDonalds Big Mac on the Monday following a home game win by the Fremantle Football Club.

We understand McDonalds core business is to sell these products, however are concerned about the extent of recent campaigns that appear to be promoting junk food and sugary drinks to young people. As you are aware, in Australia many people consume foods that are high in fat, sugar and salt, which significantly increase the risk of obesity and preventable chronic diseases, such as type 2 diabetes, heart disease and some cancers. Australia is one of the fattest nations in the world and junk foods and sugary drinks do not contribute to the healthy diet recommended by the Australian Dietary Guidelines.

We also know that young people are eating more unhealthy foods, with recent data from the Australian Health Survey suggesting that over 40% of daily energy consumed by 14 to 18 year olds came from junk foods, which is higher than any other age group. Despite these alarming facts, the fast food industry, including McDonalds continues to invest millions of dollars to market junk food and drinks to children who are particularly vulnerable to such advertising.

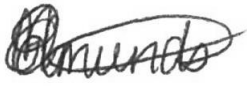
The *Mac for a Match* offer is of particular concern due to its poor nutritional value and the targeting of many young football fans. As a Big Mac contains 26.9g (5 teaspoons of fat), it is equivalent to 3 serves of junk food. Offering this type of product free of charge is promoting to people, including many young football fans a diet which does not align with the national dietary guidelines and contributes to overweight and obesity. Your Club's association with the promotion of this unhealthy behaviour is in conflict with the essence of the Australian sporting culture, which recognises the benefits, social, physical and mental, of participating in a free, movement based event. In addition to this, the promotion of junk foods through advertising at AFL home games sends a conflicting message to supporters of the game. The Fremantle Football Club has a responsibility to ensure that decisions do not negatively impact the health and welfare of society and their supporters, and we believe there is a misalignment between the values of the organisation and the sponsorship arrangement.

We recognise that McDonalds has entered into a tri-level sponsorship with WA Football which has been promoted as "crucial for the survival of the game and the development of the next generation of football stars". However, in doing so, the Fremantle Football Club has agreed to a sponsorship deal that uses Australian Rules Football as a platform to promote junk foods and sugary drinks to children and young people.

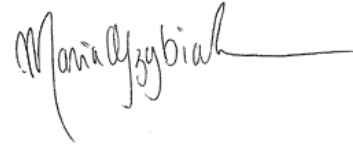
We strongly encourage you to reconsider the promotion of the *Mac for a Match* offer and consider alternative sponsorships that do not compromise the positive reputation and image of your organisation and the sport. Our organisations would be more than happy to discuss with the Board alternative options and strategies for a healthier sponsorship environment, and one where your supporters are not exposed or encouraged to participate in unhealthy behaviours.

We look forward to your response on this matter.

Kind regards,



Melinda Edmunds
President
Australian Health Promotion Association (WA Branch)



Maria Szybiak
Campaign Director,
LiveLighter WA



livelighter.com.au



Jillian Abraham
President
Public Health Association of Australia (WA Branch)



Dr Melissa Stoneham
Deputy Director
Public Health Advocacy Institute of WA



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24 May 2016

Trevor Nisbett
CEO West Coast Eagles
PO Box 508
Subiaco WA 6904

Dear Mr Nisbett,

We write to express great concern about the sponsorship agreement between McDonalds and the West Coast Eagles Football Club. In particular, the *Mac for a Match* offer which entitles ticket holders over the age of 14 to a free McDonalds Big Mac on the Monday following a home game win by the West Coast Eagles Football Club.

We understand McDonalds core business is to sell these products, however are concerned about the extent of recent campaigns that appear to be promoting junk food and sugary drinks to young people. As you are aware, in Australia many people consume foods that are high in fat, sugar and salt, which significantly increase the risk of obesity and preventable chronic diseases, such as type 2 diabetes, heart disease and some cancers. Australia is one of the fattest nations in the world and junk foods and sugary drinks do not contribute to the healthy diet recommended by the Australian Dietary Guidelines.

We also know that young people are eating more unhealthy foods, with recent data from the Australian Health Survey suggesting that over 40% of daily energy consumed by 14 to 18 year olds came from junk foods, which is higher than any other age group. Despite these alarming facts, the fast food industry, including McDonalds continues to invest millions of dollars to market junk food and drinks to children who are particularly vulnerable to such advertising.

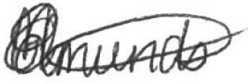
The *Mac for a Match* offer is of particular concern due to its poor nutritional value and the targeting of many young football fans. As a Big Mac contains 26.9g (5 teaspoons of fat), it is equivalent to 3 serves of junk food. Offering this type of product free of charge is promoting to people, including many young football fans a diet which does not align with the national dietary guidelines and contributes to overweight and obesity. Your Club's association with the promotion of this unhealthy behaviour is in conflict with the essence of the Australian sporting culture, which recognises the benefits, social, physical and mental, of participating in a free, movement based event. In addition to this, the promotion of junk foods through advertising at AFL home games sends a conflicting message to supporters of the game. The West Coast Eagles Football Club has a responsibility to ensure that decisions do not negatively impact the health and welfare of society and their supporters, and we believe there is a misalignment between the values of the organisation and the sponsorship arrangement.

We recognise that McDonalds has entered into a tri-level sponsorship with WA Football which has been promoted as "crucial for the survival of the game and the development of the next generation of football stars". However, in doing so, the West Coast Eagles Football Club has agreed to a sponsorship deal that uses Australian Rules Football as a platform to promote junk foods and sugary drinks to children and young people.

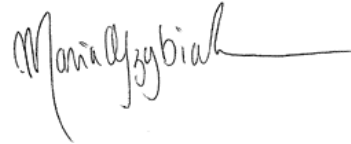
We strongly encourage you to reconsider the promotion of the *Mac for a Match* offer and consider alternative sponsorships that do not compromise the positive reputation and image of your organisation and the sport. Our organisations would be more than happy to discuss with the Board alternative options and strategies for a healthier sponsorship environment, and one where your supporters are not exposed or encouraged to participate in unhealthy behaviours.

We look forward to your response on this matter.

Kind regards,



Melinda Edmunds
President
Australian Health Promotion Association (WA Branch)



Maria Szybiak
Campaign Director,
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24 May 2016

Murray McHenry
Chairman West Australian Football Commission Inc. Board
PO Box 275
Subiaco WA 6904

Dear Mr McHenry,

We write to express great concern about the sponsorship agreement between McDonalds and the West Australian Football League. In particular, the *Mac for a Match* offer which entitles ticket holders over the age of 14 to a free McDonalds Big Mac on the Monday following a home game win by the West Coast Eagles or Fremantle Football Club.

We understand McDonalds core business is to sell these products, however are concerned about the extent of recent campaigns that appear to be promoting junk food and sugary drinks to young people. As you are aware, in Australia many people consume foods that are high in fat, sugar and salt, which significantly increase the risk of obesity and preventable chronic diseases, such as type 2 diabetes, heart disease and some cancers. Australia is one of the fattest nations in the world and junk foods and sugary drinks do not contribute to the healthy diet recommended by the Australian Dietary Guidelines.

We also know that young people are eating more unhealthy foods, with recent data from the Australian Health Survey suggesting that over 40% of daily energy consumed by 14 to 18 year olds came from junk foods, which is higher than any other age group. Despite these alarming facts, the fast food industry, including McDonalds continues to invest millions of dollars to market junk food and drinks to children who are particularly vulnerable to such advertising.

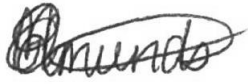
The *Mac for a Match* offer is of particular concern due to its poor nutritional value and the targeting of many young football fans. As a Big Mac contains 26.9g (5 teaspoons of fat), it is equivalent to 3 serves of junk food. Offering this type of product free of charge is promoting to people, including many young football fans a diet which does not align with the national dietary guidelines and contributes to overweight and obesity. Your Commission's association with the promotion of this unhealthy behaviour is in conflict with the essence of the Australian sporting culture, which recognises the benefits, social, physical and mental, of participating in a free, movement based event. In addition to this, the promotion of junk foods through advertising at AFL home games sends a conflicting message to supporters of the game. The WAFC has a responsibility to ensure that decisions do not negatively impact the health and welfare of society and their supporters, and we believe there is a misalignment between the values of the organisation and the sponsorship arrangement.

We recognise that McDonalds has entered into a tri-level sponsorship with WA Football which has been promoted as "crucial for the survival of the game and the development of the next generation of football stars". However, in doing so, the West Australian Football Commission Inc. has agreed to a sponsorship deal that uses Australian Rules Football as a platform to promote junk foods and sugary drinks to children and young people.

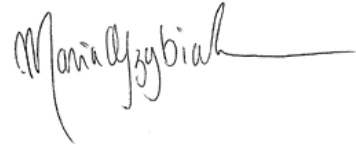
We strongly encourage you to reconsider the promotion of the *Mac for a Match* offer and consider alternative sponsorships that do not compromise the positive reputation and image of your organisation and the sport. Our organisations would be more than happy to discuss with the Board alternative options and strategies for a healthier sponsorship environment, and one where your supporters are not exposed or encouraged to participate in unhealthy behaviours.

We look forward to your response on this matter.

Kind regards,



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