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2 November 2016

Ms Jodi Rahme
Upper House Committees
Legislative Council
NSW Parliament
Macquarie Street
SYDNEY NSW 2000

Dear Jodi

Inquiry into childhood overweight and obesity

Further to your email, please find below responses to the questions on notice raised during the public hearing on 10 October.

Question: Would sponsorship continue if branding were not associated with sponsorship?

Question: Another view was that even if they decided to pull their sponsorship of those organisations it is a competitive market and there would be others who would sponsor those organisations. From your understanding of junior sports and the like and the environment of sponsorship, do you think that if somebody pulled out there would be somebody eager to sponsor it in that breach?

The principle objective for most companies sponsoring sporting activities is as part of their social responsibility investment. Their aim is to help develop and support the delivery of sporting programs and activities recognising the benefit to the community. Indeed there are occasions when companies, including within the confectionery sector, sponsor programs and do deliberately without branding to ensure it is not misconstrued.

At the local community level attracting sponsorship is difficult and we must ensure that unintended consequences don't harm the very existence of their being.

Question: Can you provide the Committee with information as to how many of your members are participating in the Health Star Rating System?

As part of industry's development of *Be treatwise* in conjunction with the Health Star Rating (HSR) System, most of the major confectionery companies are committed to implementing HSR. The Ai Group Confectionery Sector continues to support and encourage industry uptake of HSR.

If you have further queries, please do not hesitate to contact me on 03 9867 0181.

Yours sincerely

Jennifer Thompson
Technical & Regulatory Manager, Confectionery Sector