

# INSIDE OUR QUICK SERVICE RESTAURANTS

## 2024 Australian Report

This new report rates the ten largest quick service (fast-food) restaurants in Australia on their nutrition-related policies and practices. It is a much-anticipated update from the first nutrition-related assessment of the fast-food sector in [2018](#).



**Quick service restaurant nutrition-related policies and practices** were assessed using **validated assessment methods**, tailored to the Australian context. These methods were developed by a global network of public health researchers monitoring food environments in >65 countries.

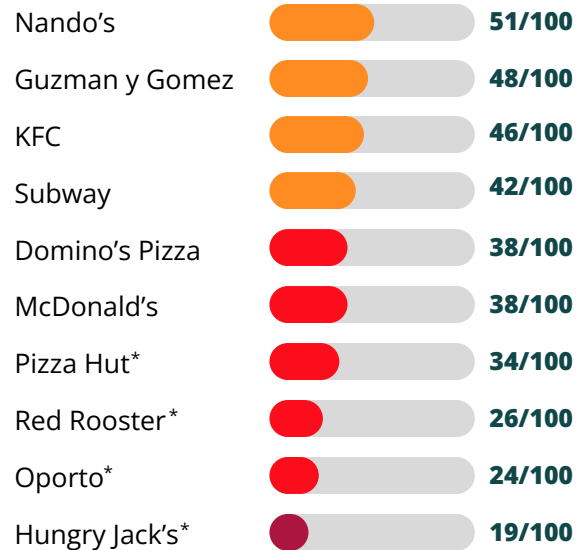
### The report includes:

- **An overview of the performance** of Australian quick service restaurants, including **changes since 2018** and a comparison to current global best-practice;
- **A scorecard (out of 100) for each quick service restaurant** across 6 key domains (e.g., policies to improve product healthiness, nutrition information, marketing practices) related to population nutrition;
- **Recommended actions** for quick service restaurants to support healthier diets for Australians.

### Key findings

- ✚ While some quick service restaurants have improved in their nutrition efforts over the last 5 years, **quick service restaurants are not doing enough to improve Australian diets.**
- ✚ **Much stronger action is needed** from quick service restaurants to ensure healthier menu items are accessible, affordable and promoted.
- ✚ **Urgent government action is needed** to protect children from exposure to heavy marketing of unhealthy foods and brands, especially through sports sponsorships and in online settings.

### Australia's ten largest quick service restaurants achieved an average score of **36/100**



\*Assessment based on publicly available information only

### Priority actions for quick service restaurants

- Sports sponsorship:** End fast-food sponsorship of sports teams and competitions, both at the elite level and in the community.
- Healthier menus:** Introduce healthier menu items, and make healthier drinks and sides the default option as part of combos and shared meals.
- Price incentives:** Use price-related promotions, value deals and loyalty bonuses to incentivise healthier selections, whilst limiting promotions on unhealthy menu items (e.g., free chips, \$1 Frozen Cokes).

### Why is this report significant?

In Australia, 92% of children do not eat the recommended amount of fruits and vegetables and almost **a third of household food budget is spent on fast-food and eating out**. With **~30,000 quick service outlets** nationally, setting higher standards for how major fast-food chains operate is **vital to create food environments that support Australians to have healthier diets.**

**Sacks G, Chan J, Gaucher-Holm A, Sievert K, Marshall J, Cameron A, Vanderlee L.** Inside our Quick Service Restaurants: assessing company policies and practices for supporting healthier food environments and improving population nutrition, Australia 2024. Melbourne: Deakin University, 2024. The report will be available at [www.insideourfoodcompanies.com.au](http://www.insideourfoodcompanies.com.au). **Note:** this report did not include an assessment of the healthiness of each chain's menu items.