Media Analysis Report

July 2014 – June 2016

SA Health – Health Star Rating



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# Introduction

This document presents the results of analysis of media coverage of the Health Star Rating (HSR) system between 1 July 2014 and 30 June 2016.

* The information in the report is presented in eight quarterly periods, from Quarter 3 2014 to Quarter 2 2016 inclusive.
* The report integrates previous research which analysed press and broadcast reporting during 2014 and 2015, and includes Australian online coverage from 1 July 2014.
* The scope of press coverage was limited to national, capital city daily, and selected rural newspapers, and relevant magazines.
* With the exception of the first analysis period when it was capped at 60 reports, broadcast coverage included all relevant Australian radio and television reports, excluding syndications.
* Internet coverage was limited to Australian sites, with the exclusion of the online editions of regional and suburban newspapers. A 50% cap using random sampling was applied to this content.
* There were slight modifications to the research matrix for the period 1 July 2015 to 30 June 2016, with the most significant being the inclusion of the food retail industry as a stakeholder.

*Media analysis reports by Isentia use the CARMA® methodology – for more information, see the end of the report.*



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# Executive Summary

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## Key Findings

The Health Star Rating (HSR) system remained a significant topic of reporting on public health policy over the whole of the analysis period.

The favourability of coverage was highest in late 2014, when then-Assistant Health Minister Fiona Nash and the Public Health Association's Michael Moore each promoted the relaunch of the HSR website. This followed frequent criticisms of the federal government, after the site was hurriedly pulled offline earlier that year.

However, in the first half of 2016 the HSR system again became the focus of criticism. Coverage over this period frequently cited spokespeople from CHOICE and the Obesity Policy Coalition, with each arguing that the food industry was “gaming the system” by choosing some products but not others to be rated. These reports contributed significantly to the leading unfavourable message overall, that *HSR allows the food industry to game the system*.

Notably, the three leading favourable messages were conveyed most frequently by the food industry. These were that HSR *helps promote food products*, that it *drives innovation and product reformulation*, and that *the industry is acting to introduce the system*.

### Coverage Highlights

There were several important periods in coverage of Health Star Ratings, with the relaunch of the HSR website in December 2014 a notable instance.

The move by Kellogg’s to begin including HSR labels on its cereal products was frequently covered during April 2015. In July 2015, the federal government announced $2.1 million in spending to promote the HSR system, with the Heart Foundation appointed to monitor its uptake. Then, in December 2015 it was reported that the National Heart Foundation would retire its tick logo and adopt the HSR system.

The system was again promoted during February 2016, when reports citing Michael Moore from the Public Health Association highlighted its continued uptake. However, criticisms of the system were also reported at that time, with CHOICE’s Tom Godfrey accusing food manufacturers of gaming the system, and a report commissioned by NSW Health comparing the HSR Rating unfavourably with the state’s existing traffic light classifications.

In March 2016 the HSR system again became the focus of reports, with the Obesity Policy Coalition calling on snack bar manufacturers to display the Rating on their products.

## Stakeholders

### Food Manufacturing Industry

Because different stakeholder groups were often discussed together, there were strong similarities in the breakdown of reporting on each. Typifying this were food manufacturing industry stakeholders and consumers or consumer advocates, with each cited or prominently discussed in the same number of analysed reports (520, or half of the total analysed coverage.

There was significant disparity in the tone of radio and television coverage of the food manufacturing industry, and this shifted over time. Television news reports in Quarter 2 2015 were frequently favourable, with many noting Kellogg’s decision to adopt the HSR system. The increasing uptake of the system was also highlighted in television reports in the first half of 2016, and as a result, the tone of television coverage was relatively high (58.0 average rating).

By contrast, calls by the Obesity Policy Coalition for confectionary makers to display Health Star Rating on their products were frequently covered in radio news reports and interviews during the second quarter of 2016. These reports were largely neutral or unfavourable in tone, with a significantly lower average rating of 52.9.

As noted, the food manufacturing industry was the most frequently cited stakeholder in reports conveying the three leading favourable messages.

### Consumers or Consumer Advocates

A total of 520 analysed reports discussed consumers or their advocates. While they were mentioned second most frequently in press and broadcast coverage, consumers were the leading stakeholder in online coverage. Contributing significantly to this were unfavourable reports from the *I Quit Sugar* website, which were critical of the HSR methodology and frequently conveyed the unfavourable message that *HSR allows industry to game this system* (chart 10).

While this was the leading consumer message, and was largely conveyed in the first quarter of 2016, the second leading message was that *labels communicate effectively with consumers*, which was mostly conveyed in the second quarter of 2015, when CHOICE used the HSR system to highlight misleading health claims on some processed food products. CHOICE’s Tom Godfrey was also the second most frequently cited spokesperson overall (73 reports).

### Public Health/Medical

Public health and medical experts were the third most prominently discussed stakeholder group (394 reports, or 38.0% of overall coverage). While these stakeholders were often critical of Health Star Rating, they frequently called for the *system to become mandatory*. With 60 reports, this was the leading favourable message conveyed by this group.

A range of other favourable messages were also communicated by public health and medical stakeholders, including that *Health Star Rating will drive changes in consumer behaviour*, that *labels communicate effectively with consumers*,andthat *HSR is superior to other systems*.

Notably, the unfavourable message that the *HSR allows industry to game the system* was also often conveyed by this group, most frequently in the second quarter of 2016. Many of these reports cited Jane Martin from the Obesity Policy Coalition, who called on snack bar manufacturers to display Health Star Rating on their products. Martin was the most frequently cited spokesperson overall (74 reports).

### Government or Bureaucracy

Governments at a state or federal level were prominently discussed in a total of 384 reports, or 37.0% of total coverage.

*Government* *support for the HSR system* was the most frequently conveyed message in this coverage, and was communicated most often in the fourth quarter of 2014, when the HSR website was relaunched. Reports at the time also conveyed the favourable messages that the *HSR system will drive changes in consumer behaviour* and that *labels communicate effectively with consumers*, which were the second and third leading government messages overall.

With the exception of Quarter 4 2014, while government policy was a frequent subject of debate, its representatives rarely participated. Former Assistant Health Minister and Minister for Rural Health Fiona Nash was the most frequently cited government spokesperson (37 analysed reports), while unnamed federal health department representatives were cited in 10 reports. Nash promoted the HSR system in proactively generated reports on the website's relaunch in December 2014, and occasionally commented on the government’s position that it would not introduce a sugar tax or junk food tax, despite repeated calls by other stakeholders for them to be considered.

### Food Retail Industry

The food retail industry, including the Coles and Woolworths supermarket chains, was mentioned prominently in 125 reports, or 12.0% of analysed coverage.

A significant proportion of favourable reports promoted the sale of products with Health Star Rating, including Woolworths and Coles “home brand” ready-made meals.

Food retailers were also discussed in unfavourable reports in which the health claims of specific products were criticised by consumer advocates and medical experts.

The availability of products at supermarkets was noted in wider coverage of the HSR system, including reports on its two-year review in the second quarter of 2016, which highlighted its continued adoption. These reports conveyed the favourable message that *Health Star Rating help promote food products*, which was the leading food retail industry message.

### Primary Producers

Primary producers were discussed less prominently than most other stakeholders, in 37 reports or 3.5% of total coverage.

They were mentioned most frequently during the third quarter of 2014, when AusVeg complained that vegetables such as celery, lettuce, and pumpkin failed to meet the criteria for a five-star rating, despite their widely verified health benefits.

These criticisms were repeated in the first quarter of 2015, when a series of reports cited Rob McGavin from Cobram Estate and Boundary Bend. McGavin argued that the HSR system misled olive oil consumers because it did not recognise the presence of antioxidants and the absence of trans-fats in the product. As a result of these criticisms, the two most frequently conveyed primary producer messages were that *fresh or unprocessed foods and juices do not rate highly* and that *the HSR Rating are misleading*. These were conveyed in eight reports each.

### Other Stakeholders

Most other stakeholders were broadcast commentators who mentioned the HSR system incidentally. As a result, this group had little influence over the debate on the HSR’s implementation.

Table

*This table shows the key metrics for the period of analysis.*

| Key Metrics |  | |
| --- | --- | --- |
| Total Volume | Overall | 1,040 |
| Press | 450 |
| Broadcast | 178 |
| Internet | 412 |
| Average Favourability | Overall | 54.8 |
| Press | 55.0 |
| Broadcast | 54.4 |
| Internet | 54.9 |
| Leading Stakeholders (Mentions) | Consumers/consumer advocates; Food manufacturing industry ( 520 each) | |
| Leading Message (Mentions) | Food industry is acting to introduce HSR (143) | |
| Leading Spokesperson (Mentions) | Jane Martin, Obesity Policy Coalition (74) | |
| Leading Bylines/Comperes (Reports) | Esther Han (12) | |
| Leading Media (Reports) | ausfoodnews.com.au (77) | |

# Trend Analysis

Chart Trend: all media

This stacked bar chart shows the volume and favourability of the analysed coverage from July 2014 to June 2016, with a line graph showing the average favourability of coverage in each month.
2014
July: 16 favourable, 8 neutral and 9 unfavourable reports, 33 in total, with a 51.4 average rating
August: 12 favourable, 2 neutral and 3 unfavourable reports, 17 in total, with a 56.2 average rating
September: 14 favourable, 6 neutral and 2 unfavourable reports, 22 in total, with a 54.8 average rating
October: 12 favourable, 7 neutral and 1 unfavourable reports, 20 in total, with a 55.8 average rating
November: 7 favourable and 12 neutral reports, 19 in total, with a 53.9 average rating
December: 29 favourable and 7 neutral reports, 36 in total, with a 61.8 average rating
2015
January: 36 favourable and 5 neutral reports, 41 in total, with a 60.5 average rating
February: 20 favourable, 9 neutral and 1 unfavourable reports, 30 in total, with a 60.5 average rating
March: 35 favourable, 19 neutral and 2 unfavourable reports, 56 in total, with a 58.8 average rating
April: 32 favourable, 17 neutral and 6 unfavourable reports, 55 in total, with a 56.6 average rating
May: 29 favourable adn 13 neutral reports, 42 in total, with a 56.8 average rating
June: 17 favourable and 20 neutral reports, 37 in total, with a 53.8 average rating
July: 31 favourable, 21 neutral and 7 unfavourable reports, 59 in total, with a 53.4 average rating
August: 18 favourable and 16 neutral reports, 34 in total, with a 54.7 average rating
September: 17 favourable, 19 neutral and 10 unfavourable reports, 46 in total, with a 51.0 average rating
October: 42 favourable, 27 neutral and 6 unfavourable reports, 75 in total, with a 54.7 average rating
November: 30 favourable, 15 neutral and 3 unfavourable reports, 48 in total, with a 55.6 average rating
December: 28 favourable, 45 neutral and 3 unfavourable reports, 76 in total, with a 53.7 average rating
2016
January: 23 favourable, 11 neutral and 3 unfavourable reports, 37 in total, with a 54.1 average rating
February: 27 favourable, 21 neutral and 21 unfavourable reports, 69 in total, with a 52.5 average rating
March: 20 favourable and 10 neutral reports, 30 in total, with a 56.3 average rating
April: 26 favourable, 21 neutral and 5 unfavourable reports, 52 in total, with a 52.9 average rating
May: 34 favourable, 34 neutral and 6 unfavourable reports, 74 in total, with a 53.8 average rating
June: 19 favourable, 5 neutral and 8 unfavourable reports, 32 in total, with a 51.3 average rating

# Stakeholders

Chart Stakeholders: overall

This stacked bar chart shows the number of favourable, neutral, unfavourable and total mentions of each nominated stakeholder in the analysed coverage overall, with a line graph showing the average favourability of the reports in which they were mentioned.
Food manufacturing industry: 309 favourable, 175 neutral and 36 unfavourable mentions, 520 in total, with a 55.9 average rating
Consumers/consumer advocates: 318 favourable, 133 neutral and 69 unfavourable mentions, 520 in total, with a 54.8 average rating
Public health/medical: 245 favourable, 118 neutral and 31 unfavourable mentions, 394 in total, with a 56.4 average rating
Government/bureaucracy: 209 favourable, 132 neutral and 43 unfavourable mentions, 384 in total, with a 54.8 average rating
Food retail industry: 57 favourable, 55 neutral and 13 unfavourable mentions, 125 in total, with a 54.3 average rating
Primary producers: 17 favourable, 6 neutral and 14 unfavourable mentions, 37 in total, with a 51.6 average rating
Other: 4 favourable, 1 neutral and 2 unfavourable mentions, 7 in total, with a 54.3 average rating

Chart Stakeholders: press

This stacked bar chart shows the number of favourable, neutral, unfavourable and total mentions of each nominated stakeholder in the analysed press coverage, with a line graph showing the average favourability of the reports in which they were mentioned.
Food manufacturing industry: 134 favourable, 76 neutral and 11 unfavourable mentions, 221 in total, with a 55.9 average rating
Consumers/consumer advocates: 135 favourable, 27 neutral and 26 unfavourable mentions, 188 in total, with a 55.1 average rating
Public health/medical: 102 favourable, 45 neutral and 7 unfavourable mentions, 154 in total, with a 56.7 average rating
Government/bureaucracy: 80 favourable, 37 neutral and 19 unfavourable mentions, 136 in total, with a 54.4 average rating
Food retail industry: 32 favourable, 7 neutral and 6 unfavourable mentions, 45 in total, with a 56.4 average rating
Primary producers: 14 favourable, 5 neutral and 5 unfavourable mentions, 24 in total, with a 58.1 average rating
Other: 1 favourable mention with a 70.0 rating

Chart Stakeholders: radio

This stacked bar chart shows the number of favourable, neutral, unfavourable and total mentions of each nominated stakeholder in the analysed radio coverage, with a line graph showing the average favourability of the reports in which they were mentioned.
Public health/medical: 35 favourable, 32 neutral and 5 unfavourable mentions, 72 in total, with a 54.0 average rating
Consumers/consumer advocates: 22 favourable, 37 neutral and 6 unfavourable mentions, 65 in total, with a 52.8 average rating
Food manufacturing industry: 16 favourable, 27 neutral and 2 unfavourable mentions, 45 in total, with a 52.9 average rating
Government/bureaucracy: 9 favourable, 27 neutral and 2 unfavourable mentions, 38 in total, with a 52.0 average rating
Food retail industry: 1 favourable, 6 neutral and 4 unfavourable mentions, 11 in total, with a 49.5 average rating
Other: 3 favourable, 1 neutral and 2 unfavourable mentions, 6 in total, with a 51.7 average rating

Chart Stakeholders: television

This stacked bar chart shows the number of favourable, neutral, unfavourable and total mentions of each nominated stakeholder in the analysed television coverage, with a line graph showing the average favourability of the reports in which they were mentioned.
Public health/medical: 20 favourable, 17 neutral and 1 unfavourable mentions, 38 in total, with a 58.3 average rating
Consumers/consumer advocates: 16 favourable and 20 neutral mentions, with a 56.1 average rating
Food manufacturing industry: 17 favourable and 13 neutral mentsions, 30 in total, with a 58.0 average rating
Food retail industry: 3 favourable and 11 neutral mentions, 14 in total, with a 55.4 average rating
Government/bureaucracy: 4 favourable and 10 neutral mentions, 14 in total, with a 53.2 average rating

Chart Stakeholders: internet

This stacked bar chart shows the number of favourable, neutral, unfavourable and total mentions of each nominated stakeholder in the analysed internet coverage, with a line graph showing the average favourability of the reports in which they were mentioned.
Consumers/consumer advocates: 145 favourable, 49 neutral and 37 unfavourable mentions, 231 in total, with a 54.8 average rating
Food manufacturing industry: 142 favourable, 59 neutral and 23 unfavourable mentions, 224 in total, with a 56.1 average rating
Government/bureaucracy: 116 favourable, 58 neutral and 22 unfavourable mentions, 196 in total, with a 55.7 average rating
Public health/medical: 88 favourable, 24 neutral and 18 unfavourable mentions, 130 in total, with a 56.8 average rating
Food retail industry: 21 favourable, 31 neutral and 3 unfavourable mentions, 55 in total, with a 53.3 average rating
Primary producers: 3 favourable, 1 neutral and 9 unfavourable mentions, 13 in total, with a 39.6 average rating

# Leading Messages by Stakeholders

## Overall

Chart Favourable messages by stakeholders

This horizontal stacked bar chart shows the most frequently conveyed favourable messages, broken down into the number of mentions by each stakeholder group.
Health Star Rating helps promote food products: 4 mentions by public health/medical, 64 by food manufacturing industry, 13 by consumers/consumer advocates, 17 by food retail industry, and 1 by primary producers
Health Star Rating drives innovation/product reformulation: 25 mentions by public health/medical, 40 by food manufacturing industry, 12 by consumers/consumer advocates, 13 by government/bureaucracy, 3 by food retail industry and 3 by primary producers
Food industry is acting to introduce Health Star Rating: 19 mentions by public health/medical, 50 by food manufacturing industry, 7 by consumers/consumer advocates, 12 by government/bureaucracy, 3 by food retail industry and 1 by other
Health Star Rating should be mandatory: 60 mentions by public health/medical, 15 by consumers/consumer advocates and 9 by government/bureaucracy
Labels communicate effectively with consumers: 27 mentions by public health/medical, 9 by food manufacturing industry, 25 by consumers/consumer advocates, 20 by government/bureaucracy and 2 by food retail industry
Health Star Rating will drive changes in consumer behaviour: 27 mentions by public health/medical, 4 by food manufacturing industry, 16 by consumers/consumer advocates, 21 by government/bureaucracy and 1 by food retail industry
Health Star Rating reveals healthy foods: 23 mentions by public health/medical, 6 by food manufacturing industry, 25 by consumers/consumer advocates, 7 by government/bureaucracy and 1 by food retail industry
Health Star Rating has government support: 5 mentions by public health/medical, 3 by food manufacturing industry, 5 by consumers/consumer advocates and 32 by government/bureaucracy
Health Star Rating is superior to other systems: 26 mentions by public health/medical, 3 by food manufacturing industry, 8 by consumers/consumer advocates and 7 by government/bureaucracy
Health Star Rating is an effective public health strategy: 19 mentions by public health/medical, 2 by food manufacturing industry, 8 by consumers/consumer advocates and 9 by government/bureaucracy
Health Star Rating reveals unhealthy foods: 12 mentions by public health/medical and 16 by consumers/consumer advocates
Health Star Rating has industry support: 1 mention by public health/medical, 19 mentions by food manufacturing industry, 2 by consumers/consumer advocates, 1 by government/bureaucracy, 2 by food retail industry and 3 by primary producers
Health Star Rating reflects agreed public health policy: 12 mentions by public health/medical, 1 by food manufacturing industry, 3 by consumers/consumer advocates and 10 by government/bureaucracy
Government should intervene to improve eating habits: 11 mentions by public health/medical, 2 by consumers/consumer advocates and 4 by government/bureaucracy
Health Star Rating has public support: 6 mentions by public health/medical, 5 by consumers/consumer advocates, 5 by government/bureaucracy adn 1 by other

Chart Unfavourable messages by stakeholders

This horizontal stacked bar chart shows the most frequently conveyed unfavourable messages, broken down into the number of mentions by each stakeholder group.
Health Star Rating allows industry to game the system: 24 mentions by public health/medical, 29 by consumers/consumer advocates, 1 by food manufacturers adn 1 by government/bureaucracy
Ratings are misleading: 13 mentions by public health/medical, 6 by consumers/consumer advocates, 11 by primary producers, 2 by food manufacturers and 1 by other
Ratings do not provide fair/realistic comparisons: 12 mentions by public health/medical, 3 by consumers/consumer advocates, 1 by primary producers, 1 by food manufacturers and 1 by other
Fresh/unprocessed foods/juices do not rate highly: 1 mention by public health/medical, 1 by consumers/consumer advocates, 13 mentions by primary producers and 1 by other
Ratings are not trustworthy/credible: 4 mentions by public health/medical and 8 by consumers/consumer advocates
Health Star Rating is not accurate: 4 mentions by public health/medical, 6 by consumers/consumer advocates and 1 by food manufacturing industry
Food industry is not acting to introduce Health Star Rating: 7 mentions by public health/medical and 3 by consumers/consumer advocates
Health Star Rating encourages the purchase/consumption of processed foods: 5 mentions by public health/medical, 4 by consumers/consumer advocates adn 1 by food manufacturing industry
Labels do not communicate effectively with consumers: 5 mentions by public health/medical and 3 by consumers/consumer advocates
Health Star Rating does not reveal unhealthy foods: 5 mentions by public health/medical and 2 by consumers/consumer advocates
Health Star Rating conflicts with existing labelling schemes: 2 mentions each by public health/medical, consumers/consumer advocates and government/bureaucracy
Health Star Rating does not have government support: 3 mentions by public health/medical, 1 by consumers/consumer advocates and 2 by government/bureaucracy
Health Star Rating does not have industry support: 5 mentions by public health/medical and 1 by other
Health Star Rating is not effective public health strategy: 4 mentions by public health/medical and 2 by consumers/consumer advocates
Consumers do not rely on/ignore Health Star Rating system: 1 mention by public health/medical, 3 by consumers/consumer advocates and 1 by other
Health Star Rating drives negative reformulation of food products: 2 mentions by public health/medical and 3 by consumers/consumer advocates

## Public Health/Medical

Chart Public health/medical messages in each time period

This horizontal stacked bar chart shows the most frequently conveyed favourable and unfavourable messages conveyed in relation to public health/medical, broken down by which time period they appeared in.
Favourable messages:
Health Star Rating should be mandatory: 3 mentions in Quarter 4 2014, 21 in Quarter 1 2015, 2 in Quarter 2 2015, 4 in Quarter 3 2015, 1 in Quarter 1 2016 and 29 in Quarter 2 2016
Health Star Rating will drive changes in consumer behaviour: 2 mentions in Quarter 3 2014, 1 in Quarter 4 2014, 2 in Quarter 1 2015, 4 in Quarter 2 2015, 1 in Quarter 3 2015, 8 in Quarter 4 2015, 5 in Quarter 1 2016 and 4 in Quarter 2 2016
Labels communicate effectively with consumers: 2 mentions in Quarter 3 2014, 4 in Quarter 4 2014, 12 in Quarter 1 2015, 4 in Quarter 2 2015, 2 in Quarter 4 2015, 1 in Quarter 1 2016 and 2 in Quarter 2 2016
Health Star Rating is superior to other systems: 3 mentions in Quarter 3 2014, 1 in Quarter 4 2014, 8 in Quarter 1 2015, 1 in Quarter 2 2015, 6 in Quarter 4 2015 and 7 in Quarter 1 2016
Health Star Rating drives innovation/product reformulation: 4 mentions in Quarter 4 2014, 10 in Quarter 1 2015, 1 in Quarter 4 2015, 9 in Quarter 1 2016 and 1 in Quarter 2 2016
Health Star Rating reveals healthy foods: 1 mention in Quarter 4 2014, 2 mentions in Quarter 2 2015, 9 in Quarter 3 2015, 2 in Quarter 4 2015, 6 in Quarter 1 2016 and 3 in Quarter 2 2016
Food industry is acting to introduce Health Star Rating: 1 mention in Quarter 3 2014, 2 mentions in Quarter 4 2014, 1 in Quarter 2 2015, 2 in Quarter 4 2015, 8 in Quarter 1 2016 and 5 in Quarter 2 2016
Health Star Rating is an effective public health strategy: 3 mentions in Quarter 3 2014, 5 in Quarter 4 2014, 4 in Quarter 1 2015, 3 in Quarter 3 2015, 1 in Quarter 4 2015, 1 in Quarter 1 2016 and 2 in Quarter 2 2016
Unfavourable messages:
Health Star Rating allows industry to game the system: 2 mentions in Quarter 3 2015, 3 in Quarter 1 2016 and 19 in Quarter 2 2016
Ratings are misleading: 1 mention in Quarter 3 2014, 4 mentions in Quarter 2 2015, 4 in Quarter 3 2015, 1 in Quarter 4 2015, 1 in Quarter 1 2016 and 2 in Quarter 2 2016
Ratings do not provide fair/realistic comparisons: 1 mention in Quarter 3 2014, 1 in Quarter 1 2015, 5 mentions in Quarter 2 2015, 3 in Quarter 3 2015, 1 in Quarter 4 2015 and 1 in Quarter 2 2016
Food industry is not acting to introduce Health Star Rating: 3 mentions in Quarter 4 2014, and 1 each in Quarter 1 2015, Quarter 2 2015, Quarter 3 2015 and Quarter 2 2016
Health Star Rating does not reveal unhealthy foods: 1 mention in Quarter 2 2015, 2 mentions in Quarter 3 2015 and 2 in Quarter 2 2016
Health Star Rating encourages the purchase/consumption of processed foods: 1 mention in Quarter 2 2015, 2 mentions in Quarter 3 2015 and 2 in Quarter 1 2016
Health Star Rating does not have industry support: 2 mentions in Quarter 3 2015, 1 in Quarter 4 2014 and 2 in Quarter 1 2015
Labels do not communicate effectively with consumers: 3 mentions in Quarter 2 2015 and 2 in Quarter 3 2015

## Consumers/Consumer Advocates

Chart Consumers/consumer advocates messages in each time period

This horizontal stacked bar chart shows the most frequently conveyed favourable and unfavourable messages conveyed in relation to consumers/consumer advocates, broken down by which time period they appeared in.
Favourable messages:
Labels communicate effectively with consumers: 1 mention in Quarter 3 2014, 5 mentions in Quarter 1 2015, 13 in Quarter 2 2015, 2 in Quarter 3 2015, 2 in Quarter 4 2015 and 1 each in Quarter 1 and Quarter 2 2016
Health Star Rating reveals healthy foods: 1 mention in Quarter 3 2014, 2 mentions in Quarter 1 2015, 2 in Quarter 2 2015, 9 in Quarter 3 2015, 3 in Quarter 4 2015, 5 in Quarter 1 2016 and 3 in Quarter 2 2016
Health Star Rating will drive changes in consumer behaviour: 1 mention in Quarter 3 2014, 6 mentions in Quarter 1 2015, 6 in Quarter 4 2015, 1 in Quarter 1 2016 and 2 in Quarter 2 2016
Health Star Rating reveals unhealthy foods: 2 mentions in Quarter 3 2014, 2 in Quarter 1 2015, 10 in Quarter 2 2015, 1 in Quarter 3 2015 and 1 in Quarter 4 2015
Health Star Rating should be mandatory: 11 mentions in Quarter 1 2015, 1 in Quarter 3 2015 and 3 in Quarter 2 2016
Health Star Rating helps promote food products: 2 mentions in Quarter 2 2015, 5 in Quarter 3 2015, 1 in Quarter 4 2015, 4 in Quarter 1 2016 and 1 in Quarter 2 2016
Health Star Rating drives innovation/product reformulation: 2 mentions in Quarter 1 2015, 4 in Quarter 2 2015, 2 in Quarter 1 2016 and 4 in Quarter 2 2016
Unfavourable messages:
Health Star Rating allows industry to game the system: 2 mentions in Quarter 1 2015, 2 in Quarter 2 2015, 20 in Quarter 1 2016 and 5 in Quarter 2 2016
Health Star Rating is not accurate: 2 mentions in Quarter 1 2015, 3 in Quarter 2 2015 and 1 in Quarter 1 2016
Ratings are misleading: 1 mention each in Quarter 3 2014, Quarter 1 2015 and Quarter 2 2016, and 3 mentions in Quarter 1 2016
Health Star Rating encourages the purchase/consumption of processed foods: 1 mention in Quarter 1 2015, 2 mentions in Quarter 1 2016 and 1 in Quarter 2 2016
Labels do not communicate effectively with consumers: 1 mention each in Quarter 3 2015, Quarter 1 2016 and Quarter 2 2016
Food industry is not acting to introduce Health Star Rating: 1 mention each in Quarter 3 2014, Quarter 1 2015 adn Quarter 3 2015
Health Star Rating drives negative reformulation of food products: 3 mentions in Quarter 1 2016
Consumers do not rely on/ignore Health Star Rating system: 2 mentions in Quarter 3 2015 and 1 in Quarter 2 2016
Ratings do not provide fair/realistic comparisons: 1 mention each in Quarter 1 2015, Quarter 1 2016 and Quarter 2 2016

## Food Manufacturing Industry

Chart Food manufacturing industry messages in each time period

This horizontal stacked bar chart shows the most frequently conveyed favourable and unfavourable messages conveyed in relation to the food manufacturing industry, broken down by which time period they appeared in.
Favourable messages:
Health Star Rating helps promote food products: 4 mentions in Quarter 3 2014, 2 in Quarter 4 2014, 6 in Quarter 1 2015, 7 in Quarter 2 2015, 10 in Quarter 3 2015, 8 in Quarter 4 2015, 9 in Quarter 1 2016 and 18 in Quarter 2 2016
Food industry is acting to introduce Health Star Rating: 4 mentions in Quarter 3 2014, 6 in Quarter 2 2014, 8 in Quarter 1 2015, 17 in Quarter 2 2015, 4 in Quarter 3 2015, 1 in Quarter 4 2015, 4 in Quarter 1 2016 and 6 in Quarter 2 2016
Health Star Rating drives innovation/product reformulation: 2 mentions in Quarter 3 2014, 2 in Quarter 4 2014, 4 in Quarter 1 2015, 5 in Quarter 2 2015, 2 in Quarter 3 2015, 10 in Quarter 4 2015, 8 in Quarter 1 2016 and 7 in Quarter 2 2016
Health Star Rating has industry support: 7 mentions in Quarter 3 2014, 3 in Quarter 4 2014, 1 in Quarter 1 2015, 2 in Quarter 2 2015, 2 in Quarter 3 2015, 1 in Quarter 4 2015, 2 in Quarter 1 2016 and 1 in Quarter 2 2016
Labels communicate effectively with consumers: 1 mention in Quarter 3 2014, 2 mentions in Quarter 4 2014, 3 in Quarter 1 2015, 2 in Quarter 2 2015 and 1 in Quarter 3 2015
Unfavourable messages:
Ratings are misleading: 1 mention each in Quarter 3 2014 and Quarter 1 2015 
Health Star Rating allows industry to game the system: 1 mention in Quarter 1 2016
Health Star Rating encourages the purchase/consumption of processed foods: 1 mention in Quarter 1 2015
Health Star Rating is not accurate: 1 mention in Quarter 1 2015
Health Star Rating is a business impost:1 mention in Quarter 3 2014
Ratings do not provide fair/realistic comparisons: 1 mention in Quarter 2 2016

## Government/Bureaucracy

Chart Government/bureaucracy messages in each time period

This horizontal stacked bar chart shows the most frequently conveyed favourable and unfavourable messages conveyed in relation to government/bureaucracy, broken down by which time period they appeared in.
Favourable messages:
Health Star Rating has government support: 1 mention in Quarter 3 2014, 12 mentions in Quarter 4 2014, 6 in Quarter 1 2015, 2 in Quarter 2 2015, 5 in Quarter 3 2015, 4 in Quarter 4 2015 and 2 in Quarter 2 2016
Health Star Rating will drive changes in consumer behaviour: 1 mention in Quarter 3 2014, 5 mentions in Quarter 4 2014, 4 in Quarter 1 2015, 2 in Quarter 2 2015, 4 in Quarter 3 2015, 3 in Quarter 4 2015 and 2 in Quarter 1 2016
Labels communicate effectively with consumers: 1 mention in Quarter 3 2014, 8 mentions in Quarter 4 2014, 6 in Quarter 1 2015, 2 in Quarter 2 2015, and 1 each in Quarter 4 2015, Quarter 1 2016 and Quarter 2 2016
Health Star Rating drives innovation/product reformulation: 4 mentions in Quarter 3 2015, 7 in Quarter 4 2015 and 2 in Quarter 1 2016
Food industry is acting to introduce Health Star Rating: 2 mentions in Quarter 4 2014, 3 in Quarter 1 2015, 2 in Quarter 2 2015, 2 in Quarter 3 2015 and 1 each in Quarter 4 2015, Quarter 1 2016 and Quarter 2 2016
Health Star Rating reflects agreed public health policy: 1 mention in Quarter 3 2014, 4 mentions in Quarter 4 2014, 3 in Quarter 1 2015 and 2 in Quarter 2 2015
Health Star Rating should be mandatory: 2 mentions in Quarter 4 2014, 1 in Quarter 3 2015, 2 in Quarter 4 2015, 3 in Quarter 1 2016 and 1 in Quarter 2 2016
Health Star Rating is an effective public health strategy: 1 mention in Quarter 3 2014, 2 mentions in Quarter 4 2014, 2 in Quarter 1 2015 and 4 in Quarter 4 2015
Unfavourable messages:
Health Star Rating conflicts with existing labelling schemes: 1 mention each in Quarter 1 2015 and Quarter 1 2016
Health Star Rating does not have government support: 2 mentions in Quarter 4 2014
Health Star Rating does not have public support: 1 mention in Quarter 2 2016
Health Star Rating allows industry to game the system: 1 mention in Quarter 1 2016

## Food Retail Industry

Chart Food retail industry messages in each time period

This horizontal stacked bar chart shows the most frequently conveyed favourable and unfavourable messages conveyed in relation to the food retail industry, broken down by which time period they appeared in.
Favourable messages:
Health Star Rating helps promote food products: 5 mentions in Quarter 3 2015, 1 in Quarter 4 2015, 4 in Quarter 1 2016 and 7 in Quarter 2 2016
Health Star Rating drives innovation/product reformulation: 3 mentions in Quarter 1 2016
Food industry is acting to introduce Health Star Rating: 3 mentions in Quarter 3 2015
Ratings provide marketing opportunities: 1 mention each in Quarter 3 2015 and Quarter 1 2016
Health Star Rating has industry support: 2 mentions in Quarter 4 2015
Industry does not game the system through Healthy Star Rating: 1 mention in Quarter 2 2016
Health Star Rating will drive changes in consumer behaviour: 1 mention in Quarter 3 2015
Health Star Rating reveals healthy foods: 1 mention in Quarter 3 2015

## Primary Producers

Chart Primary producers messages in each time period

This horizontal stacked bar chart shows the most frequently conveyed favourable and unfavourable messages conveyed in relation to primary producers, broken down by which time period they appeared in.
Favourable messages:
Health Star Rating has industry support: 1 mention in Quarter 3 2015 and 2 mentions in Quarter 4 2015
Health Star Rating drives innovation/product reformulation: 2 mentions in Quarter 3 2014 and 1 in Quarter 4 2015
Health Star Rating helps promote food products: 1 mention in Quarter 3 2015
Health Star Rating applies to packaged foods only: 1 mention in Quarter 2 2016
Unfavourable messages:
Fresh/unprocessed foods/juices do not rate highly: 3 mentions in Quarter 3 2014, 1 in Quarter 4 2014, 8 in Quarter 1 2015 and 1 in Quarter 2 2015
Ratings are misleading: 2 mentions in Quarter 3 2014, 1 in Quarter 4 2014 and 8 in Quarter 1 2015
Ratings do not provide fair/realistic comparisons: 1 mention in Quarter 3 2014
Fresh/unprocessed foods/juices are not disadvantaged by Health Star Rating: 1 mention in Quarter 3 2014

## Other

Chart Other messages in each time period

This horizontal stacked bar chart shows the most frequently conveyed favourable and unfavourable messages conveyed in relation to other stakeholders, broken down by which time period they appeared in.
Favourable messages:
Food industry is acting to introduce Health Star Rating: 1 mention in Quarter 4 2014
Health Star Rating has public support: 1 mention in Quarter 1 2015
Government should intervene to improve eating habits: 1 mention in Quarter 4 2014
Unfavourable messages:
Ratings are misleading: 1 mention in Quarter 2 2015
Consumers do not rely on/ignore Health Star Rating system: 1 mention in Quarter 3 2015
Ratings do not provide fair/realistic comparisons: 1 mention in Quarter 2 2015
Fresh/unprocessed foods/juices do not rate highly: 1 mention in Quarter 2 2015
Health Star Rating does not have industry support: 1 mention in Quarter 4 2014

# Leading Spokespeople

Chart Leading spokespeople: overall

This stacked bar chart shows the most frequently cited spokespeople or other commentators and the bias of their comments, with a line graph showing the average favourability of the reports in which they were cited.
Jane Martin, Obesity Policy Coalition: 41 favourable & 33 neutral comments, 74 in total, with a 57.8 average rating
Tom Godfrey, CHOICE: 36 favourable, 36 neutral & 1 unfavourable comments, 73 in total, with a 57.0 average rating
Mary Barry, Heart Foundation: 34 favourable & 11 neutral comments, 45 in total, with a 61.3 average rating
Fiona Nash, Former Federal Assistant Health Minister: 33 favourable & 4 neutral comments, 37 in total, with a 64.3 average rating
Michael Moore, Public Health Association: 20 favourable & 3 neutral comments, 23 in total, with a 66.7 average rating
Mark Lawrence, Deakin University: 1 favourable, 6 neutral & 7 unfavourable comments, 14 in total, with a 44.6 average rating
Bruce Neal, The George Institute: 7 favourable, 5 neutral & 1 unfavourable comments, 14 in total, with a 58.9 average rating

# Quarterly Breakdown

## Quarter 3 2014

Chart Messages by stakeholders: Quarter 3 2014

Chart 17 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages conveyed by each stakeholder group in Quarter 3 2014.
Favourable messages:
Health Star Rating has industry support: 7 mentions by the food manufacturing industry and 1 by consumers/conumer advocates; 8 mentions in total.
Health Star Rating is superior to other systems: 2 mentions by the food manufacturing industry, 3 by public health/medical and 2 by consumers/consumer advocates; 7 mentions in total.
Health Star Rating will drive changes in consumer behaviour: 2 mentions by the food manufacturing industry, 2 by public health/medical, 1 by consumers/consumer advocates, and 1 by government/bureaucracy; 6 mentions in total.
Food industry is acting to introduce : 4 mentions by the food manufacturing industry, 1 by public health/medical and 1 by consumers/consumer advocates; 6 mentions in total.
Health Star Rating is an effective public health strategy: 1 mention by the food manufacturing industry, 3 by public health/medical, 1 by consumers/consumer advocates and 1 by government/bureaucracy; 6 mentions in total.
Unfavourable messages:
Ratings are misleading: 1 mention by the food manufacturing industry, 1 by public health/medical, 1 by consumers/consumer advocates and 2 by primary producers; 5 mentions in total.
Fresh/unprocessed foods/juices do not rate highly: 1 mention by the public health/medical industry, 1 by consumers/consumer advocates and 3 by primary producers; 5 mentions in total.
Ratings do not provide fair/realistic comparisons: 1 mention by the public health/medical industry and 1 by primary producers; 2 mentions in total.
Health Star Rating does not have industry support: 2 mentions by the public health/medical industry; 2 mentions in total.

Table Leading spokespeople: Quarter 3 2014

*This table shows the most frequently cited spokespeople in Quarter 3 2014, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Andrew White, Ausveg | 8 | 31.9 |
| Gary Dawson, Food & Grocery Council | 7 | 60.7 |
| Lisa Yates, Nuts for Life | 3 | 63.3 |
| Trevor Lauman, Monster Health Food | 3 | 68.3 |
| Jane Martin, Obesity Policy Coalition | 3 | 61.7 |

Chart Stakeholders: Quarter 3 2014

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarte3 2014, with a line graph showing the average favourabliity of reports for each stakeholder.
Food manufacturing industry: 22 favourable, 11 neutral & 5 unfavourable reports, 38 in total, with a 55.1 average rating
Government/bureaucracy: 20 favourable, 7 neutral & 5 unfavourable reports, 32 in total, with a 54.4 average rating
Consumers/consumer advocates: 14 favourable, 5 neutral & 8 unfavourable reports, 27 in total, with a 50.9 average rating
Public health/medical: 15 favourable, 3 neutral & 4 unfavourable reports, 22 in total, with a 53.9 average rating
Primary producers: 1 favourable, 2 neutral & 10 unfavourable reports, 13 in total, with a 38.8 average rating
Food retail industry: 5 neutral reports, with a 50.0 average rating
Other: 1 favourable report, with a 60.0 rating

## Quarter 4 2014

Chart Messages by stakeholders: Quarter 4 2014

Chart 19 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages most often conveyed overall, broken down by by each stakeholder group, in Quarter 4 2014.
Favourable messages:
Health Star Rating has government support: 12 mentions by government/bureaucracy, 3 by public health/medical and 1 by food manufacturing industry; 16 mentions in total
Labels communicate effectively with consumers: 8 mentions by government/bureaucracy, 4 by public health/medical and 2 by food manufacturing industry; 14 mentions in total
Food industry is acting to introduce Health Star Rating: 2 mentions by government/bureacracy, 2 by public health/medical, 6 by food manufacturing industry and 1 by other; 11 mentions in total
Health Star Rating reflects agreed public health policy: 4 mentions by government/bureaucracy, 4 by public health/medical and 1 by consumers/consumer advocates; 9 mentions in total
Health Star Rating is an effective public health strategy: 2 mentions by government/bureaucracy and 5 by public health/medical; 7 mentions in total
Unfavourable messages:
Food industry is not acting to introduce Health Star Rating: 3 mentions by the public health/medical industry; 3 mentions in total
Health Star Rating does not have government support: 2 mentions by government/bureaucracy and 1 by public health/medical; 3 mentions in total
Health Star Rating does not have industry support: 1 mention by public health/medical and 1 by food manufacturing industry; 2 mentions in total
Ratings are misleading: 1 mention by primary producers
Fresh/unprocessed foods/juices do not rate highly: 1 mention by primary producers

Table Leading spokespeople: Quarter 4 2014

*This table shows the most frequently cited spokespeople in Quarter 4 2014, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Fiona Nash, Former Federal Assistant Health Minister | 16 | 65.6 |
| Mary Barry, Heart Foundation | 14 | 66.1 |
| Michael Moore, Public Health Association | 10 | 71.0 |
| Bruce Neal, The George Institute | 3 | 65.0 |
| Jane Martin, Obesity Policy Coalition | 3 | 70.0 |

Chart Stakeholders: Quarter 4 2014

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarter 4 2014, with a line graph showing the average favourabliity of reports for each stakeholder.
Public health/medical: 25 favourable & 18 neutral mentions, 43 in total, with a 58.8 average rating
Food manufacturing industry: 25 favourable & 7 neutral mentions, 32 in total, with a 59.5 average rating
Government/bureaucracy: 28 favourable & 4 neutral mentions, 32 in total, with a 63.1 average rating
Consumers/consumer advocates: 18 favourable & 3 neutral mentions, 21 in total, with a 61.4 average rating
Food retail industry: 1 favourable & 3 neutral mentions, 4 in total, with a 56.3 average rating
Primary producers: 1 neutral & 1 unfavourable mention, 2 in total, with a 47.5 average rating
Other: 1 favourable mention, with a 55.0 rating

## Quarter 1 2015

Chart Messages by stakeholders: Quarter 1 2015

Chart 21 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages most often conveyed overall, broken down by by each stakeholder group, in Quarter 1 2015.
Favourable messages:
Health Star Rating should be mandatory: 21 mentions by public health/medical and 11 by consumers/consumer advocates; 32 mentions in total
Labels communicate effectively with consumers: 12 mentions by public health/medical, 5 by consumers/consumer advocates, 3 by food manufacturing industry and 6 by government/bureaucracy; 26 mentions in total
Health Star Rating drives innovation/product reformulation:10 mentions by public health/medical, 2 by consumers/consumer advocates and 4 by food manufacturing industry; 16 mentions in total
Health Star Rating will drive changes in consumer behaviour: 2 mentions by public health/medical, 6 by consumers/consumer advocates and 4 by government/bureaucracy; 12 mentions in total
Food industry is acting to introduce Health Star Rating: 1 mention by consumers/consumer advocates, 8 mentions by food manufacturing industry and 3 by government/bureaucracy; 12 mentions in total
Unfavourable messages:
Ratings are misleading: 1 mention by consumers/consumer advocates, 1 by food manufacturing industry, and 8 mentions by primary producers; 10 mentions in total
Fresh/unprocessed foods/juices do not rate highly: 8 mentions by primary producers
Health Star Rating is not accurate: 2 mentions by consumers/consumer advocates and 1 by food manufacturing industry; 3 mentions in total
Health Star Rating does not have government support: 2 mentions by public health/medical and 1 by consumers/consumer advocates; 3 mentions in total

Table Leading spokespeople: Quarter 1 2015

*This table shows the most frequently cited spokespeople in Quarter 1 2015, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Jane Martin, Obesity Policy Coalition | 14 | 62.9 |
| Kara Landau, Dietician | 10 | 64.0 |
| Tom Godfrey, CHOICE | 10 | 58.5 |
| Rob McGavin, Cobram Estate & Boundary Bend | 9 | 67.8 |
| Catherine Saxelby, Nutritionist & Food Commentator | 9 | 67.8 |

Chart Stakeholders: Quarter 1 2015

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarter 1 2015, with a line graph showing the average favourabliity of reports for each stakeholder.
Consumers/consumer advocates: 58 favourable, 11 neutral & 2 unfavourable reports, 71 in total, with a 59.4 average rating
Public health/medical: 49 favourable, 12 neutral & 1 unfavourable reports, 62 in total, with a 59.9 average rating
Food manufacturing industry: 44 favourable, 10 neutral & 2 unfavourable reports, 56 in total, with a 60.3 average rating
Government/bureaucracy: 37 favourable, 13 neutral & 1 unfavourable reports, 51 in total, with a 59.6 average rating
Food retail industry: 5 favourable, 4 neutral & 1 unfavourable reports, 10 in total, with a 55.0 average rating
Primary producers: 8 favourable reports, with a 70.0 average rating
Other: 2 favourable reports, with a 65.0 average rating

## Quarter 2 2015

Chart Messages by stakeholders: Quarter 2 2015

Chart 23 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages most often conveyed overall, broken down by by each stakeholder group, in Quarter 2 2015.
Favourable messages:
Food industry is acting to introduce Health Star Rating: 3 mentions by consumers/consumer advocates, 17 by food manufacturing industry, 1 by public health/medical and 2 by government/bureaucracy; 23 mentions in total
Labels communicate effectively with consumers: 13 mentions by consumers/consumer advocates, 2 by food manufacturing industry, 4 by public health/medical and 2 by government/bureaucracy; 21 mentions in total
Health Star Rating reveals unhealthy foods: 10 mentions by consumers/consumer advocates and 6 by public health/medical; 16 mentions in total
Health Star Rating drives innovation/product reformulation: 4 mentions by consumers/consumer advocates and 5 by food manufacturing industry; 9 mentions in total
Health Star Rating helps promote food products: 2 mentions by consumers/consumer advocates and 7 by food manufacturing industry; 9 mentions in total
Unfavourable messages:
Ratings to not provide fair/realistic comparisons: 5 mentions by public health/medical and 1 by other; 6 mentions in total
Ratings are misleading: 4 mentionsby public health/medical and 1 by other; 6 mentions in total 
Health Star Rating is not accurate: 3 mentions by consumers/consumer advocates and 1 by public health/medical; 4 mentions in total
Labels do not communicate effectively with consumers: 3 mentions by public health/medical
Health Star Rating allows industry to game the system: 2 mentions by consumers/consumer advocates
Fresh/unprocessed foods/juices do not rate highly: 1 mention by other and 1 by primary producers; 2 mentions in total
Health Star Rating does not reveal unhealthy foods: 1 mention by consumers/consumer advocates and 1 by public health/medical; 2 mentions in total

Table Leading spokespeople: Quarter 2 2015

*This table shows the most frequently cited spokespeople in Quarter 2 2015, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Tom Godfrey, CHOICE | 24 | 62.5 |
| Michelle Celander, Kellogg’s Dietician | 11 | 69.5 |
| Jane Martin, Obesity Policy Coalition | 7 | 67.1 |
| Joanna McMillan, Nutritionist | 4 | 60.0 |
| Steph Wearne, Nutritionist | 4 | 46.3 |
| Fiona Nash, Former Federal Assistant Health Minister | 4 | 65.0 |
| Bruce Neal, The George Institute | 4 | 48.8 |

Chart Stakeholders: Quarter 2 2015

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarter 2 2015, with a line graph showing the average favourabliity of reports for each stakeholder.
Food manufacturing industry: 52 favourable and 40 neutral reports, 92 in total, with a 57.2 average rating
Consumers/consumer advocates: 40 favourable, 12 neutral and 3 unfavourable reports, 55 in total, with a 57.6 average rating
Public health/medical: 23 favourable, 7 neutral and 4 unfavourable reports, 34 in total, with a 57.4 average rating
Government/bureaucracy: 22 favourable, 4 neutral and 2 unfavourable reports, 28 in total, wiht a 58.4 average rating
Food retail industry: 7 favourable and 8 neutral reports, 15 in total, with a 53.3 average rating
Other: 1 unfavourable reports, with a 40.0 rating

## Quarter 3 2015

Chart Messages by stakeholders: Quarter 3 2015

Chart 25 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages most often conveyed overall, broken down by by each stakeholder group, in Quarter 3 2015.
Favourable messages:
Health Star Rating reveals healthy foods: 9 mentions by public health/medical, 9 by consumers/consumer advocates, 7 by government/bureaucracy adn 1 by food retail industry; 26 mentions in total
Health Star Rating helps promote food products:1 mention by public health/medical, 5 mentions by consumers/consumer advocates, 10 by food manufacturing industry, 5 by food retail industry and 1 by primary producers; 22 mentions in total
Food industry is acting to introduce Health Star Rating: 1 mention by consumers/consumer advocates, 2 mentions by government/bureaucracy, 4 by food manufacturing industry and 3 by food retail industry; 10 mentions in total
Health Star Rating will drive changes in consumer behaviour: 1 mention by public health/medical, 4 by government/bureaucracy, 1 by food manufacturing industry and one by food retail industry; 7 mentions in total
Health Star Rating should be mandatory: 4 mentions by public health/medical, 1 by consumers/consumer advocates and 1 by government/bureaucracy; 6 mentions in total
Health Star Rating drives innovateion/product reformulation: 4 mentions by government/bureaucracy and 2 by food manufacturing industry; 6 mentions in total
Unfavourable messages:
Ratings are misleading: 4 mentions by publi health/medical
Consumers do not rely on/ignore Health Star Rating system: 2 mentions by consumers/consumer advocates adn 1 by other; 3 mentions in total
Ratings do not provide fair/realistic comparisions: 3 mentions by public health/medical
Health Star Rating does not reflect agreed public health policy: 3 mentions by public health/medical
Labels do not communicate effectively with consumers: 2 mentions by public health/medical, 1 by consumers/consumer advocates; 3 mentions in total

Table Leading spokespeople: Quarter 3 2015

*This table shows the most frequently cited spokespeople in Quarter 3 2015, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Mark Lawrence, Deakin University | 6 | 50.8 |
| Megan Doyle, Canstar Blue | 5 | 42.0 |
| Tom Godfrey, CHOICE | 5 | 53.0 |
| Fiona Nash, Former Federal Assistant Health Minister | 4 | 70.0 |

Chart Stakeholders: Quarter 3 2015

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarter 3 2015, with a line graph showing the average favourabliity of reports for each stakeholder.
Consumers/consumer advocates: 38 favourable, 17 neutral and 12 unfavourable reports, 67 in total, with a 52.6 average rating
Food manufacturing industry: 33 favourable, 18 neutral and 7 unfavourable reports, 58 in total, with a 52.8 average rating
Government/bureaucracy: 23 favourable, 20 neutral and 10 unfavourable reports, 53 in total, with a 51.8 average rating
Public health/medical: 24 favourable, 14 neutral and 5 unfavourable reports, 43 in total, with a 54.2 average rating
Food retail industry: 7 favourable, 13 neutral and 2 unfavourable reports, 22 in total, with a 52.5 average rating
Other: 1 neutral and 1 unfavourable report, 2 in total, with a 47.5 average rating
Primary producers: two favourable reports with a 60.0 average rating

## Quarter 4 2015

Chart Messages by stakeholders: Quarter 4 2015

Chart 27 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages most often conveyed overall, broken down by by each stakeholder group, in Quarter 4 2015.
Favourable messages:
Health Star Rating drives innovation/product reformulation: 1 mention by public health/medical, 10 mentions by food manufacturing industry, 7 by government/bureaucracy and 1 by primary producers; 19 mentions in total
Health Star Rating will drive changes in consumer behaviour: 8 mentions by public health/medical, 6 by consumers/consumer advocates and 3 by government/bureaucracy; 17 mentions in total
Health Star Rating is superior to other systems: 6 mentions by public health/medical, 5 by consumers/consumer advocates and 2 by government/bureaucracy; 13 mentions in total
Health Star Rating helps promote food products: 1 mention by public health/medical, 8 mentions by food manufacturing industry and 1 by consumers/consumer advocates; 10 mentions in total
Unfavourable messages:
Ratings do not provide fair/realistic comparisons: 1 mention by public health/medical
Fresh/unprocessed foods/juices are not disadvantaged by Health Star Rating: 1 mention by public health/medical
Health Star Rating conflicts with existing labelling schemes: 1 mention by consumers/consumer advocates
Health Star Rating is not effective public health strategy: 1 mention by public health/medical
Ratings are misleading: 1 mention by public health/medical

Table Leading spokespeople: Quarter 4 2015

*This table shows the most frequently cited spokespeople in Quarter 4 2015, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Mary Barry, Heart Foundation | 15 | 55.0 |
| Susan Kevork, Nestle Group Nutritionist | 13 | 51.9 |
| Kristina Petersen, The George Institute | 11 | 50.0 |
| Tom Godfrey, CHOICE | 10 | 60.5 |
| Unnamed Source, Vox Pop | 9 | 50.0 |

Chart Stakeholders: Quarter 4 2015

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarter 4 2015, with a line graph showing the average favourabliity of reports for each stakeholder.
Consumers/consumer advocates: 64 favourable, 20 neutral and 7 unfavourable reports, 101 in total, with a 55.6 average rating
Food manufacturing industry: 61 favourable, 34 neutral and 3 unfavourable reports, 98 in total, with a 56.3 average rating
Public health/medical: 41 favourable, 42 neutral and 3 unfavourable reports, 86 in total, with a 54.9 average rating
Government/bureaucracy: 39 favourable, 28 neutral and 5 unfavourable reports, 72 in total, with a 54.9 average rating
Food retail industry: 18 favourable, 13 neutral and 1 unfavourable reports, 32 in total, with a 56.4 average rating
Primary producers: 4 favourable, 3 neutral and 3 unfavourable reports, 10 in total, with a 49.5 average rating

## Quarter 1 2016

Chart Messages by stakeholders: Quarter 1 2016

Chart 29 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages most often conveyed overall, broken down by by each stakeholder group, in Quarter 1 2016.
Favourable messages:
Health Star Rating drives innovation/product reformulation: 2 mentions by consumers/consumer advocates, 9 by public health/medical, 8 by food manufacturing industry, 2 by government/bureaucracy and 3 by food retail industry; 24 mentions in total
Health Star Rating helps promote food products: 4 mentions by consumers/consumer advocates, 1 by public health/medical, 9 by food manufacturing industry and 4 by food retail industry; 18 mentions in total
Food industry is acting to introduce Health Star Rating: 8 mentions by public health/medical, 4 by food manufacturing industry and 1 by government/bureaucracy; 13 mentions in total
Health Star Rating is superior to other systems: 7 mentions by public health/medical, 1 by food manufacturing industry and 4 by government/bureaucracy; 12 mentions in total
Health Star Rating reveals healthy foods: 5 mentions by consumers/consumer advocates and 6 by public health/medical; 11 mentions in total
Unfavourable messages:
Health Star Rating allows industry to game the system: 10 mentions by consumers/consumer advocates, 3 by public health/medical, 1 by food manufacturing industry and 1 by government/bureaucracy; 25 mentions in total
Ratings are not trustworthy/credible: 5 mentions by consumers/consumer advocates and 1 by public health/medical; 6 mentions in total
Health Star Rating conflicts with existing labelling schemes: 1 mention by consumers/consumer advocates, two mentions by public health/medical and 1 by government/bureaucracy; 4 mentions in total
Health Star Rating encourages the purchase/consumption of processed foods: 2 mentions by consumers/consumer advocates and 2 by public health/medical; 4 mentions in total
Ratings are misleading: 3 mentions by consumers/consumer advocates and 1 by public health/medical; 4 mentions in total

Table Leading spokespeople: Quarter 1 2016

*This table shows the most frequently cited spokespeople in Quarter 1 2016, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Tom Godfrey, CHOICE | 22 | 49.1 |
| Unnamed Source, Kellogg's | 11 | 47.7 |
| Michael Moore, Public Health Association | 10 | 65.5 |
| Kate Freeman, Nutritionist | 8 | 68.1 |
| Mark Lawrence, Deakin University | 6 | 39.2 |

Chart Stakeholders: Quarter 1 2016

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarter 1 2016, with a line graph showing the average favourabliity of reports for each stakeholder.
Consumers/consumer advocates: 50 favourable, 19 neutral and 20 unfavourable reports, 89 in total, with a 53.5 average rating
Food manufacturing industry: 31 favourable, 15 neutral and 12 unfavourable reports, 58 in total, with a 54.3 average rating
Government/bureaucracy: 20 favourable, 27 neutral and 10 unfavourable reports, 57 in total, with a 51.2 average rating
Public health/medical: 31 favourable, 5 neutral and 6 unfavourable reports, 42 in total, with a 57.5 average rating
Food retail industry: 9 favourable, 2 neutral and 6 unfavourable reports, 17 in total, with a 55.6 average rating

## Quarter 2 2016

Chart Messages by stakeholders: Quarter 2 2016

Chart 31 is a horizontal stacked bar chart which shows the number of favourable and unfavourable messages most often conveyed overall, broken down by by each stakeholder group, in Quarter 2 2016.
Favourable messages:
Health Star Rating should be mandatory: 29 mentions by public health/medical, 3 by consumers/consumer advocates and 1 by government/bureaucracy; 33 mentions in total
Health Star Rating helps promote food products: 18 mentions by food manufacturing industry, 1 by consumers/consumer advocates and 7 by food retail industry; 26 mentions in total
Food industry is acting to introduce Health Star Rating: 5 mentions by public health/medical, 6 by food manufacturing industry, 1 by consumers/consumer advocates and 1 by government/bureaucracy; 13 mentions in total
Health Star Rating drives innovation/product reformulation: 1 mention by public health/medical, 7 mentions by food manufacturing industry and 4 by consumers/consumer advocates; 12 mentions in total
Health Star Rating will drive changes in consumer behaviour: 4 mentions by public health/medical and 2 by consumers/consumer advocates; 6 mentions in total
Health Star Rating reveals healthy foods: 3 mentions by public health/medical and 3 by consumers/consumer advocates; 6 mentions in total
Unfavourable messages:
Health Star Rating allows industry to game the system: 19 mentions by public health/medical and 5 by consumers/consumer advocates; 24 mentions in total
Ratings are not trustworthy/credible: 3 mentions by public health/medical and 2 by consumers/consumer advocates; 5 mentions in total
Health Star Rating does not have public support: 2 mentions by public health/medical, 1 by consumers/consumer advocates and 1 by government/bureaucracy; 4 mentions in total
Ratings to not provide fair/realistic comparisons: 1 mention each by public health/medical, food manufacturing industry and consumers/consumer advocates; 3 mentions in total
Ratings are misleading: 2 mentions by public health/medical and 1 by consumers/consumer advocates; 3 mentions in total

Table Leading spokespeople: Quarter 2 2016

*This table shows the most frequently cited spokespeople in Quarter 2 2016, the volume of reports in which they were cited, and the average favourability of this coverage.*

| Spokespeople | Vol | Avg Fav |
| --- | --- | --- |
| Jane Martin, Obesity Policy Coalition | 41 | 53.9 |
| Alison Ginn, Cancer Council Dietician | 8 | 55.6 |
| Food Retail Industry Spokesperson | 8 | 57.5 |
| Claire Deeks, Auckland Food Blogger | 7 | 32.1 |
| Rosemary Stanton, HSR Technical Committee | 5 | 35.0 |
| Fiona Nash, Former Federal Assistant Health Minister | 5 | 54.0 |
| Unnamed Source, Kellogg's | 5 | 46.0 |

Chart Stakeholders: Quarter 2 2016

This stacked bar chart shows the volume and favourability of coverage which mentioned each stakeholder in Quarter 2 2016, with a line graph showing the average favourabliity of reports for each stakeholder.
Consumers/consumer advocates: 36 favourable, 36 neutral and 17 unfavourable reports, 89 in total, with a 50.8 average rating
Food manufacturing industry: 41 favourable, 40 neutral and 7 unfavourable reports, 88 in total, with a 53.2 average rating
Public health/medical: 37 favourable, 17 neutral and 8 unfavourable reports, 62 in total, with a 54.5 average rating
Government/bureaucracy: 20 favourable, 29 neutral and 10 unfavourable reports, 59 in total, with a 50.7 average rating
Food retail industry: 10 favourable, 7 neutral and 3 unfavourable reports, 20 in total, with a 53.0 average rating
Primary producers: 2 favourable reports with a 67.5 average rating

# Leading Media

Chart Leading media: press

Chart 33 is a stacked bar chart showing the most frequent press publications to report on Health Star Rating in the analysed coverage, with a line graph showing the average favourability of their reports.
Retail World: 20 favourable, 13 neutral, and 0 unfavourable reports, 33 in total, with a 56.2 average rating
Food & Drink Business: 12 favourable, 12 neutral and  2 unfavourable reports, 26 in total, with a 53.7 average rating
CHOICE: 13 favourable, 5 neutral and 1 unfavourable reports, 19 in total, with a 56.1 average rating
Convenience World: 12 favourable, 6 neutral and 0 unfavourable reports, 18 in total, with a 56.9 average rating
Australian Healthy Food Guide: 10 favourable, 8 neutral and 0 unfavourable reports, 18 in total, with a 54.4 average rating

Chart Leading media: radio

Chart 34 is a stacked bar chart showing the most frequent radio stations to report on Health Star Rating in the analysed coverage, with a line graph showing the average favourability of their reports.
6PR Perth: 3 favourable, 4 neutral, 1 and unfavourable reports, 8 in total, with a 53.1 average rating
Curtin FM: 3 favourable, 4 neutral, and 0 unfavourable reports, 7 in total, with a 56.4 average rating
FIVEaa: 2 favourable, 3 neutral and 2 unfavourable reports, 7 in total, with a 50.7 average rating
ABC Radio Sydney: 0 favourable, 6 neutral and 0 unfavourable reports, 6 in total, with a 50.0 average rating
2GB Sydney: 2 favourable, 4 neutral and 0 unfavourable reports, 6 in total, with a 52.5 average rating
WAVE FM: 3 favourable, 3 neutral and 0 unfavourable reports, 6 in total, with a 55.8 average rating
4BC Brisbane: 1 favourable, 4 neutral and 1 unfavourable reports, 6 in total, with a 50.0 average rating

Chart Leading media: television

Chart 35 is a stacked bar chart showing the most frequent television stations to report on Health Star Rating in the analysed coverage, with a line graph showing the average favourability of their reports.
Channel 7 Brisbane: 3 favourable, 6 neutral and 1 unfavourable reports, 10 in total, with a 53.5 average rating
Channel 9 Perth: 2 favourable, 4 neutral and 0 unfavourable reports, 6 in total, with a 55.0 average rating
ABC News24: 3 favourable, 2 neutral and 0 unfavourable reports, 5 in total, with a 61.0 average rating
Sky News Australia: 2 favourable, 1 neutral and 0 unfavourable reports, 3 in total, with a 56.7 average rating
WIN Canberra: 3 favourable, 0 neutral and 0 unfavourable reports, 3 in total, with a 68.3 average rating
Channel 7 Melbourne: 2 favourable, 1 neutral and 0 unfavourable reports, 3 in total, with a 53.3 average rating

Chart Leading media: internet

Chart 36 is a stacked bar chart showing the most frequent internet outlets to report on Health Star Rating in the analysed coverage, with a line graph showing the average favourability of their reports.
ausfoodnews.com.au: 42 favourable, 32 neutral and 3 unfavourable reports, 77 in total, with a 55.8 average rating
foodmag.com.au: 26 favourable, 7 neutral and 4 unfavourable reports, 37 in total, with a 57.4 average rating
foodanddrinkbusiness.com.au: 11 favourable, 5 neutral and 2 unfavourable reports, 18 in total, with a 56.7 average rating
I Quit Sugar: 2 favourable, 4 neutral and 10 unfavourable reports, 16 in total, with a 45.9 average rating
smh.com.au: 7 favourable, 5 neutral and 2 unfaovurable reports, 14 in total, with a 54.3 average rating
news.com.au: 4 favourable, 5 neutral and 4 unfavourable reports,  13 in total, with a 50.4 average rating

# Leading Bylines/Comperes

Chart Leading bylines: press

Chart 37 is a stacked bar chart which shows the named press bylines who most frequently reported on Healthy Star Rating in the analysed coverage, with a line graph showing the average favourability of their reports.
Rachel Clemons: 8 articles in CHOICE, 6 favourable & 2 neutral; 56.3 average rating
Katie Clift: 8 articles overall, 6 favourable & 2 neutral; 55.0 average rating. 2 favourable articles in Highfields Herald, 60.0 rating; 1 neutral article in Townsville Bulletin, 50.0 rating; 1 favourable article in Dayboro Grapevine, 55.0 rating; 1 favourable article in Macintyre Gazette, 55.0 rating; 1 favourable article in Chinchilla News & Murilla Advertiser, 55.0 rating; 1 favourable article in Ayr Advocate, 55.0 rating; 1 neutral article in Dalby Herald, 50.0 rating.
Liz Graham: 8 articles overall, all favourable; 70.0 average rating. One favourable article each in the Sunday Times, Sunday Mail (Adelaide), Sunday Herald Sun, Sunday Tasmanian, Sunday Territorian, The Advertiser (Adelaide), and The Sunday Telegraph, all 70.0 ratings.
Esther Han: 7 articles overall, 4 favourable, 2 neutral & 1 unfavourable; 55.7 average rating. 2 favourable articles in The Canberra Times, 62.5 rating; 1 favourable & 1 unfavourable articles in The Sun Herald, 47.5 rating; 1 neutral article in The Age, 50.0 rating; 1 neutral article in the Sunday Age, 50.0 rating; 1 favourable article in The Sydney Morning Herald, 70.0 rating.

*The following tables show the leading comperes and bylines in radio, television and internet coverage; a breakdown of their reports by favourability and outlet; and the average favourability of this coverage.*

Table Leading comperes: radio

| Compere Name | Media Name | Fav | Neu | Unf | Vol | Avg Fav |
| --- | --- | --- | --- | --- | --- | --- |
| Loretta Ryan |  | 2 | 0 | 0 | 2 | 62.5 |
|  | ABC Southern Queensland | 1 | 0 | 0 | 1 | 60.0 |
|  | ABC Sunshine & Cooloola Coasts | 1 | 0 | 0 | 1 | 65.0 |
| Annie Gaffney |  | 2 | 0 | 0 | 2 | 65.0 |
|  | ABC Sunshine & Cooloola Coasts | 2 | 0 | 0 | 2 | 65.0 |
| Adam Shirley |  | 1 | 1 | 0 | 2 | 55.0 |
|  | ABC Radio Canberra | 1 | 1 | 0 | 2 | 55.0 |
| Gary Adshead |  | 1 | 1 | 0 | 2 | 60.0 |
|  | 6PR Perth | 1 | 1 | 0 | 2 | 60.0 |
| Leon Byner |  | 1 | 0 | 1 | 2 | 52.5 |
|  | FIVEaa Adelaide | 1 | 0 | 1 | 2 | 52.5 |
| Mark Colvin |  | 2 | 0 | 0 | 2 | 60.0 |
|  | 666 ABC Canberra | 1 | 0 | 0 | 1 | 60.0 |
|  | ABC Radio National | 1 | 0 | 0 | 1 | 60.0 |
| Chris Smith |  | 1 | 1 | 0 | 2 | 55.0 |
|  | 2GB Sydney | 1 | 1 | 0 | 2 | 55.0 |
| Steve Austin |  | 1 | 1 | 0 | 2 | 55.0 |
|  | ABC Radio Brisbane | 0 | 1 | 0 | 1 | 50.0 |
|  | 612 ABC Brisbane | 1 | 0 | 0 | 1 | 60.0 |

Table Leading comperes: television

| Compere Name | Media Name | Fav | Neu | Unf | Vol | Avg Fav |
| --- | --- | --- | --- | --- | --- | --- |
| Paul Lobb |  | 1 | 4 | 0 | 5 | 54.0 |
|  | NBN Newcastle | 1 | 1 | 0 | 2 | 60.0 |
|  | NBN Central Coast | 0 | 1 | 0 | 1 | 50.0 |
|  | NBN Coffs Harbour | 0 | 1 | 0 | 1 | 50.0 |
|  | NBN Lismore | 0 | 1 | 0 | 1 | 50.0 |
| Natasha Beyersdorf | | 0 | 4 | 0 | 4 | 50.0 |
|  | NBN Coffs Harbour | 0 | 1 | 0 | 1 | 50.0 |
|  | NBN Central Coast | 0 | 1 | 0 | 1 | 50.0 |
|  | NBN Newcastle | 0 | 1 | 0 | 1 | 50.0 |
|  | NBN Lismore | 0 | 1 | 0 | 1 | 50.0 |
| Edwina Seselja |  | 3 | 0 | 0 | 3 | 75.0 |
|  | WIN Gippsland | 1 | 0 | 0 | 1 | 75.0 |
|  | WIN Wagga Wagga | 1 | 0 | 0 | 1 | 75.0 |
|  | WIN Canberra | 1 | 0 | 0 | 1 | 75.0 |
| Geoff Philips |  | 1 | 1 | 0 | 2 | 55.0 |
|  | WIN Orange | 0 | 1 | 0 | 1 | 50.0 |
|  | WIN Canberra | 1 | 0 | 0 | 1 | 60.0 |
| Paul Kennedy |  | 1 | 1 | 0 | 2 | 57.5 |
|  | ABC News 24 | 1 | 1 | 0 | 2 | 57.5 |
| Jo Palmer |  | 1 | 1 | 0 | 2 | 52.5 |
|  | Southern Cross TV Hobart | 0 | 1 | 0 | 1 | 50.0 |
|  | Southern Cross Northern Tasmania | 1 | 0 | 0 | 1 | 55.0 |
| Jackie Quist |  | 0 | 2 | 0 | 2 | 50.0 |
|  | Channel 7 Brisbane | 0 | 1 | 0 | 1 | 50.0 |
|  | Channel 7 Melbourne | 0 | 1 | 0 | 1 | 50.0 |
| John Barron |  | 0 | 2 | 0 | 2 | 50.0 |
|  | ABC News 24 | 0 | 2 | 0 | 2 | 50.0 |
| Jennifer Keyte |  | 0 | 2 | 0 | 2 | 50.0 |
|  | Channel 7 Brisbane | 0 | 2 | 0 | 2 | 50.0 |
| Peter Mitchell |  | 2 | 0 | 0 | 2 | 55.0 |
|  | Channel 7 Melbourne | 2 | 0 | 0 | 2 | 55.0 |
| Tim McMillan |  | 1 | 1 | 0 | 2 | 60.0 |
|  | Channel 9 Perth | 1 | 1 | 0 | 2 | 60.0 |

Table Leading bylines: internet

| Byline Name | Media Name | Fav | Neu | Unf | Vol | Avg Fav |
| --- | --- | --- | --- | --- | --- | --- |
| Vanessa Brown | | 5 | 3 | 0 | 8 | 55.0 |
|  | news.com.au | 2 | 1 | 0 | 3 | 53.3 |
|  | perthnow.com.au | 1 | 2 | 0 | 3 | 53.3 |
|  | themercury.com.au | 1 | 0 | 0 | 1 | 65.0 |
|  | dailytelegraph.com.au | 1 | 0 | 0 | 1 | 55.0 |
| Esther Han |  | 5 | 0 | 0 | 5 | 63.0 |
|  | smh.com.au | 2 | 0 | 0 | 2 | 70.0 |
|  | canberratimes.com.au | 1 | 0 | 0 | 1 | 55.0 |
|  | watoday.com.au | 1 | 0 | 0 | 1 | 65.0 |
|  | farm weekly online | 1 | 0 | 0 | 1 | 55.0 |
| Rachel O'Regan | | 1 | 0 | 4 | 5 | 47.0 |
|  | I Quit Sugar | 1 | 0 | 4 | 5 | 47.0 |
| Andrea Hogan |  | 1 | 4 | 0 | 5 | 52.0 |
|  | ausfoodnews.com.au | 1 | 4 | 0 | 5 | 52.0 |
| Bevan Shields |  | 0 | 5 | 0 | 5 | 50.0 |
|  | canberratimes.com.au | 0 | 1 | 0 | 1 | 50.0 |
|  | brisbanetimes.com.au | 0 | 1 | 0 | 1 | 50.0 |
|  | watoday.com.au | 0 | 1 | 0 | 1 | 50.0 |
|  | theage.com.au | 0 | 1 | 0 | 1 | 50.0 |
|  | smh.com.au | 0 | 1 | 0 | 1 | 50.0 |

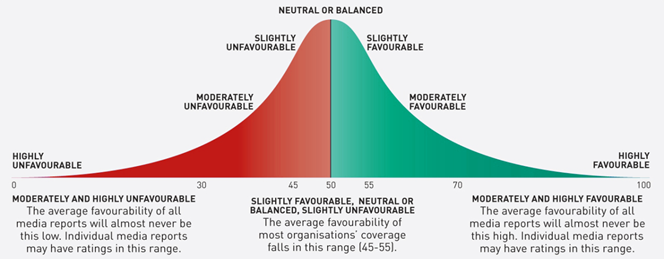
# Methodology

## Best Practice Media Analysis

The media analysis methodology used by Isentia has a systematic approach to turn media content into meaningful data. This approach analyses media content both quantitatively and qualitatively.

Isentia uses the CARMA® media content analysis methodology, which is internationally recognised as one of the leading commercial systems available. CARMA® (Computer Aided Research and Media Analysis) uses advanced technology to quantify media content, and human intelligence to provide qualitative insight and analysis.

Isentia uses the CARMA® methodology to qualitatively analyse media coverage by taking into account multiple variables. These include the:

* Placement of media reports (front page or lead item in broadcast media and websites);
* Positioning of organisation discussion (headline, prominent mentions, passing mentions);
* Image (photos, illustrations, charts, cartoons, or the image content of video);
* Topics discussed in the media and their relative importance to the client organisation;
* Messages, both favourable and unfavourable, communicated in media reports;
* Sources quoted (both organisation representatives and other individuals who make relevant comments in the media); and
* Tone of content (extreme language, adjectives and adverbs, metaphors or similes and other figures of speech).

An aggregate score is calculated based on these multiple variables and presented on a 0–100 scale where 50 is neutral. This is an overall rating of the favourability of each media report towards the client organisation (and, if relevant, other organisations or competitors). This aggregate score is called the CARMA® Favourability Rating.

The average favourability is the aggregated rating of the media coverage analysed. This can identify the potential impact of media reporting, and can be used to identify trends and establish benchmarks for future data.

The criteria for analysis (such as topics and specific key messages) are set up uniquely for each individual client by a team of media analysis experts. These experts bring their industry knowledge to identify key issues and attitudes that appear in the media, answer clients’ key questions, and, where relevant, provide recommendations for further action.

The consistency of analysis is ensured in three key ways:

* Most of the variables analysed are objective criteria (such as media name, positioning, sources’ names);
* The somewhat more subjective topics and messages are identified by either exact phrasing or acceptable alternatives, provided to researchers before analysis begins; and
* Isentia uses multiple researchers on projects to minimise individual subjectivity.

The image below shows the scale of average favourability ratings on a bell curve.

