

Health, Wellbeing & Nutrition Strategy 2023 - 2027



Our Vision

Caring, Every day, Always



Our Mission

'To provide essential goods and services that support communities to be healthier and sustainable.'



Healthier, More Sustainable Communities

The Health, Wellbeing & Nutrition Strategy was developed in line with CEQ Board's strategic outcome area to support 'Healthier, More Sustainable Communities'.

CEQ commits to delivering on five key objectives as follows:



Advocate and collaborate to support initiatives that improve health, wellbeing and nutrition and celebrate culture and tradition

- We embrace opportunities to support schools and community organisations to improve health, wellbeing and nutrition particularly for children and young people.
- We support communities to continue traditional food production and collection practices through provision of equipment and supplies.
- We support local food providers and emerging businesses to provide healthy options.
- We partner with agencies to extend the reach of health promotion programs in the communities we serve, including supporting tobacco control efforts.
- We use our advocacy efforts to influence government policies to address health, wellbeing and nutrition challenges impacting the communities we serve.
- We establish networks and partnerships with researchers and other stakeholders to address food security in remote communities.



Ensure availability of healthy foods and drinks

- Our stores maintain minimum standards for stocking healthy food and drinks.
- We will manage the range of less healthy products available in our stores, whilst continuing to offer our customers choice.



Address the affordability of healthy foods and drinks

- We will adopt and maintain pricing practices that preference healthy products whilst remaining a sustainable business.
- We commit to continue to offer bottled water at the cheapest price possible.



Create and maintain a supportive store environment that encourages customers to make healthier choices

- We place healthy products in the most prominent positions and locate the unhealthy food and drinks away from high traffic areas.
- Our promotional efforts focus towards healthy products.
- We strive to create a shopping experience for our customers that is free from promotion of key unhealthy food and drink.



Invest in health, wellbeing and nutrition education and promotion within the CEQ team and our communities

- Our social marketing campaigns promote healthy choices using a range of platforms.
- We deliver support and training to our team members on nutrition policy and procedures to facilitate implementation of the Health, Wellbeing & Nutrition Strategy.
- We promote smoking cessation support programs to our customers.

