



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 Nutrition & Health 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 nutrition and health while celebrating culture and tradition

- We embrace opportunities to support schools and community organisations to improve nutrition and health 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 nutrition and health 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 & drink.



Invest in nutrition and health 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 Nutrition & Health Strategy.
- We promote smoking cessation support programs to our customers.

