

UNDER STRICT EMBARGO UNTIL 12.01AM AEDT January 29th 2024

AUSTRALIA-WIDE INITIATIVE URGES FAMILIES TO EAT FRESH AND SAVE

- **The Outdoor Media Association (OMA), in partnership with Health and Wellbeing Queensland and Nutrition Australia, has launched its annual health initiative.**
- **Data reveals Aussie families are forking out more than ever on groceries, with the cost of food rising by nearly 5 per cent in the past year.**
- **While takeaway and fast food prices experienced sharp increases, the cost of fresh fruit and vegetables prices declined.**
- **The *Fresh veg, deliciously affordable* initiative is urging Australians to pick fresh over processed and adopt a healthier, more cost-effective diet.**

The festive season typically sees Australian bottom lines and waistlines take a hit before the New Year ushers in new motivation to eat and live better.

Inflation continues to hit households hard, with food prices rising at an unprecedented rate. In the past year alone, food prices have surged by 4.8 per cent across Australia, with the cost of takeaway and fast food the main contributors.¹

Recent data shows food prices have risen in all major capital cities, with Adelaide experiencing the biggest increase (6.7 per cent) closely followed by Sydney (6.2 per cent). Melbourne and Brisbane have seen a 5.7 percent increase, and Perth a 5.4 per cent increase.²

In good news for shoppers, fresh fruit and vegetables are defying the inflationary trend, experiencing a 3.7 per cent cost decline³, dispelling the misconception that eating fresh food is expensive.

With vegetables more affordable than ever, the OMA, in partnership with Health and Wellbeing Queensland and Nutrition Australia, has launched its new *Fresh veg, deliciously affordable* initiative, encouraging Aussies to eat a healthier, more cost-effective diet.

This year's initiative will see advertising signs rolled out at highly visible locations across the country including train stations, bus stops, airports, office lobbies and even on roadside billboards, reminding Aussies about the benefits of healthy eating. The initiative will be supported by a suite of online resources including recipes, shopping tips and nutritional advice from leading experts.

The *Fresh veg, deliciously affordable* initiative will see the Outdoor Media industry donate more than \$3 million in advertising space to promote healthy habits among Australians. OMA CEO Elizabeth McIntyre said she is thrilled to be bringing back the initiative for another year with support from the Outdoor Media Industry's 26 participating members.

"The Outdoor Media industry is committed to improving the health habits of Australians through its National Health and Wellbeing Policy," Ms McIntyre said.

"With such mass reach this campaign consistently gets results. Our post-campaign research from 2023 shows our healthy eating advertisements are a catalyst for change in consumer behaviour."

"This year's message reminds everyone that eating well not only improves your health but is a more cost-effective option. We know this is something that's so important right now, with Aussie families looking for ways to save."

Health and Wellbeing Queensland Chief Executive Officer, Dr Robyn Littlewood said the rising cost of groceries is changing the way Australians eat.

¹ [Consumer Price Index, Australian Bureau of Statistics, 2023](#)

² [Consumer Price Index, Australian Bureau of Statistics, 2023](#)

³ [Consumer Price Index, Australian Bureau of Statistics, 2023](#)

“Research shows that buying fruit and vegetables that are in season is not only healthy, but it saves you money at the checkout,” Dr Littlewood said.

“By highlighting the savings you can pocket with in-season veggies, we hope we can encourage everyone to engage in healthy eating habits.”

“This campaign is all about improving health and lowering the cost of the weekly grocery shop.”

Nutrition Australia’s Health Program Manager and Advanced Accredited Practising Dietitian (Adv APD), Amber Kelaart shares the power of vegetables for our health.

“Vegetables hold so much power and yet we’re still not eating enough of them. If you choose to embrace nutrient-rich vegetables, you will unlock positive change for your body and mind.”

“Make small changes to create a big impact. Vegetables are nutrient dense and one of the best value ways to improve your physical health and sense of wellbeing.”

The Out of Home advertising campaign has been designed by JCDecaux Creative Solutions. It will be rolled out nationwide on 28 January and will run for four weeks until the end of February.

The campaign can also be seen online across Carsales, Guardian Australia, Nine, Pedestrian Group, REA Group, Seven West Media and Yahoo! Australia – who have all contributed pro bono promotional space.

Participating OMA members include: Australian Outdoor Sign Company (AOSCo), BIG Outdoor, Bishopp Outdoor Advertising, Blue Tongue Outdoor, Cartology, Civic Outdoor, EiMedia, Gawk Outdoor, goa, Go Transit, JCDecaux, JOLT, Lumos, Motio, nettlefold, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS, Stockland, The Media Shop (TMS), Tonic Media Network, TorchMedia, Total Outdoor Media (TOM), Val Morgan Outdoor (VMO) and Vicinity Centres.

For more information about the *Fresh veg, deliciously affordable* initiative including recipe ideas, shopping tips and nutritional information visit boostyourhealthy.com.au.

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ABOUT OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939. The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services. The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.