

Report on the monitoring of the implementation of the Health Star Rating system: Key findings for AOE1 – Consistency in Implementation of the Health Star Rating (HSR) system with the HSR Style Guide – June 2016 to June 2017

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Report Summary and Key Findings

- A total of total of 3580 products displayed a Health Start Rating (HSR) system graphic in Year 3, an increase from previous years. A sample of 601 products were randomly selected for assessment.
- Option 2 and Option 4 were the most commonly displayed HSR system graphic options, each making up one third of the graphics in the assessed sample.
- A total of 628 graphics were assessed from the sample of 601 HSR products, which included products displaying more than one HSR system graphic.
- 12 different optional nutrients were displayed on products displaying the Option 1 graphic. Fibre was the most commonly displayed optional nutrient.
- All HSR products were permitted to display the HSR system graphic, however a small proportion (4%), were not intended to display the HSR system.
- Consistency with the Style Guide was over 90%, with 4% of graphics displaying a technical variation and 10% of products displaying a design variation.
- The most common technical variation for the Year 3 Assessment was 'nominated reference measure (NRM), differs to the recommendations in the guidelines'. This was also the most common technical variation in Year 1 and Year 2.
- The most common design variation for the Year 3 Assessment was 'product displays a combination of HSR system graphics on the front of pack', which was also the most common design variation in Year 1 and Year 2.