

4th July 2017

Open Consultation Process Regarding:

POLICY BRIEF: A sugary drink tax for New Zealand

Official Submission Form

A. Your Information

Title:	Miss		
First name:	Louise	Last name:	Beckingsale
Organisation:	Dietitians New Zealand		
Organization type:	Professional Association	City/region:	Wellington
E-mail:	dca@dietitians.org.nz		
Conflict of interests:	nil		

Please note that formal submission should be emailed to g.sundborn@auckland.ac.nz with the subject heading: **Consultation Submission** not later than **1st August 2017**.

B. Formal Input on the document -

POLICY BRIEF: A sugary drink tax for New Zealand

1st August 2017

To whom it may concern

Dietitians are registered health professionals who meet standards required by the New Zealand Dietitians Board under the Health Practitioners Competency Assurance Act (HPCA) 2003. In New Zealand, by law, dietitians must be registered with the Dietitians Board and hold a current practising certificate, work within a specified scope of practice, participate in a continuing competency programme, and adhere to a Code of Ethics.

Dietitians New Zealand Incorporated (Dietitians NZ) is the professional association of registered dietitians and associated nutritional professionals. With a membership of approximately 640, we represent the largest group of fully trained food and nutrition professionals in New Zealand. Dietitians NZ exists to build a strong and sustainable profession that empowers New Zealanders around food and nutrition; and inspire change to enhance the health and wellbeing of Aotearoa, New Zealand. We trust the comments made in our submission will be given due consideration.

Dietitians NZ supports a multipronged strategy be implemented to address obesity in New Zealand. Sugar consumption is one of many factors that contribute to obesity and therefore support the move to place a tax on sugary drinks.

Dietitians NZ responds as follows to the questions drawn up by the NZ Beverage Guidance Panel.

2.1 Who should pay?

We support the recommendation made in the consultation paper by the NZ Beverage Guidance Panel that manufacturers and importers of sugary drinks should pay the tax. We would also be keen to see the tax ring-fenced and put back into nutrition-related health promotion initiatives.

2.2 What should be taxed?


We support the recommendation made in the consultation paper by the NZ Beverage Guidance Panel that all beverages with sugar content exceeding 5g/100ml be subject to tax (Definition B - 100% juices and flavored milk included).

2.3 What should the rate of tax be?

We support the recommendation made in the consultation paper by the NZ Beverage Guidance Panel that tax be a 'per unit tax' rather than a 'ad valorem tax' and the tax rate be ideally set at \$1 per liter or \$0.5 per liter. Further to this, we support the World Health Organization's recommendation that the tax increase should increase price by 20%.

Thank you for the opportunity to make a submission. We ask that our comments be taken into consideration.

Yours faithfully,



Louise Beckingsale, NZRD
Dietetic Communications Advisor
Dietitians NZ

Contributors to this submission:

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