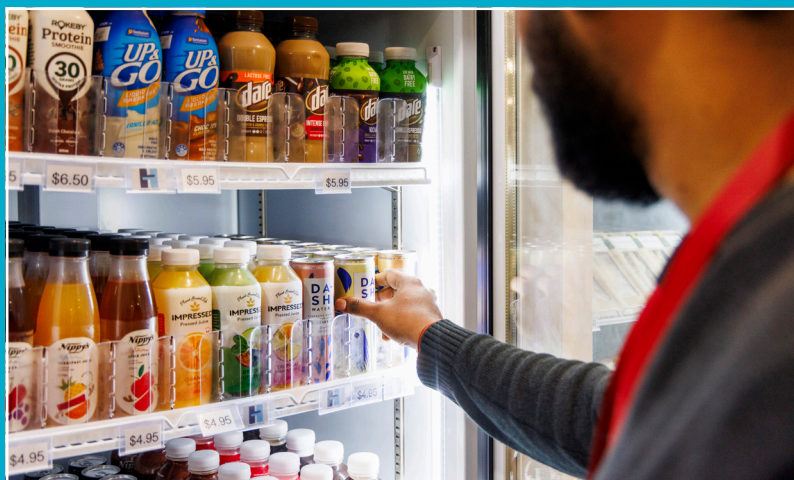


CASE STUDY

Nutrition in Sheds Pilot Program

November 2025



Introduction

Mental health remains a critical safety and wellbeing issue across Australia’s road transport, warehousing, and logistics industries. People working in these sectors face unique challenges, including long hours, isolation, demanding schedules, and the need for constant alertness when operating machinery.

Nutrition plays an important role in supporting mental health and overall performance. Evidence shows that people who maintain a nutritious diet experience improved concentration, mood, productivity and lower levels of fatigue.

Building on the success of the driver-focused “Choose Healthy & Save” program delivered in partnership with Healthy Heads in Trucks and Sheds (Healthy Heads) and bp, Charter Hall and Healthy Heads collaborated to pilot a nutrition-focused initiative for shed and warehouse team members. The program aimed to make healthy food choices more obvious and accessible while raising awareness of the benefits of balanced eating through educational content.

The Nutrition in Sheds pilot has been implemented across two sites: one featuring a traditional canteen at Metcash, in South Australia and an automated self-service Morsl installation at Ingham’s in Victoria. The program was delivered with guidance from the National Nutrition Foundation to ensure evidence-based, practical outcomes.



Partnership

Charter Hall is a Premier Corporate Partner of Healthy Heads. In 2023, Healthy Heads and Charter Hall formed a strategic partnership to support the trial of this nutrition pilot program across multiple sites. This initiative provided a valuable opportunity for Healthy Heads to extend its nutrition program work across the broader logistics and warehousing workforce.

The program aligns with Charter Hall’s approach to wellbeing and commitment to creating exceptional workplace experiences that engage and support tenant customers. It also reflects Charter Hall’s ongoing advocacy for healthy, sustainable work environments, and its focus on delivering health, lifestyle, education, and wellness initiatives across its properties.



Charter Hall is Australia’s leading fully integrated diversified property investment and funds management group. The Group uses its’ expertise to access, deploy, manage and invest equity across the core real estate sectors of Industrial & Logistics, Office, Retail and Social Infrastructure, to leverage its scale and capability and deliver enduring value.



Healthy Heads in Trucks and Sheds is a registered not-for-profit foundation that provides a national approach to improving mental health and physical wellbeing for people working in road transport, warehousing and logistics.

Rationale

The Australian road transport, warehousing and logistics industries face significant challenges relating to mental health and wellbeing.

In 2023, SuperFriend released their *Indicators of a Thriving Workplace Survey*. In this report the road transport, postal and warehousing sector received the lowest overall thriving workplace index score of any sector with 32% of people reporting high to very high levels of psychological distress and 31% reporting symptoms of burnout.

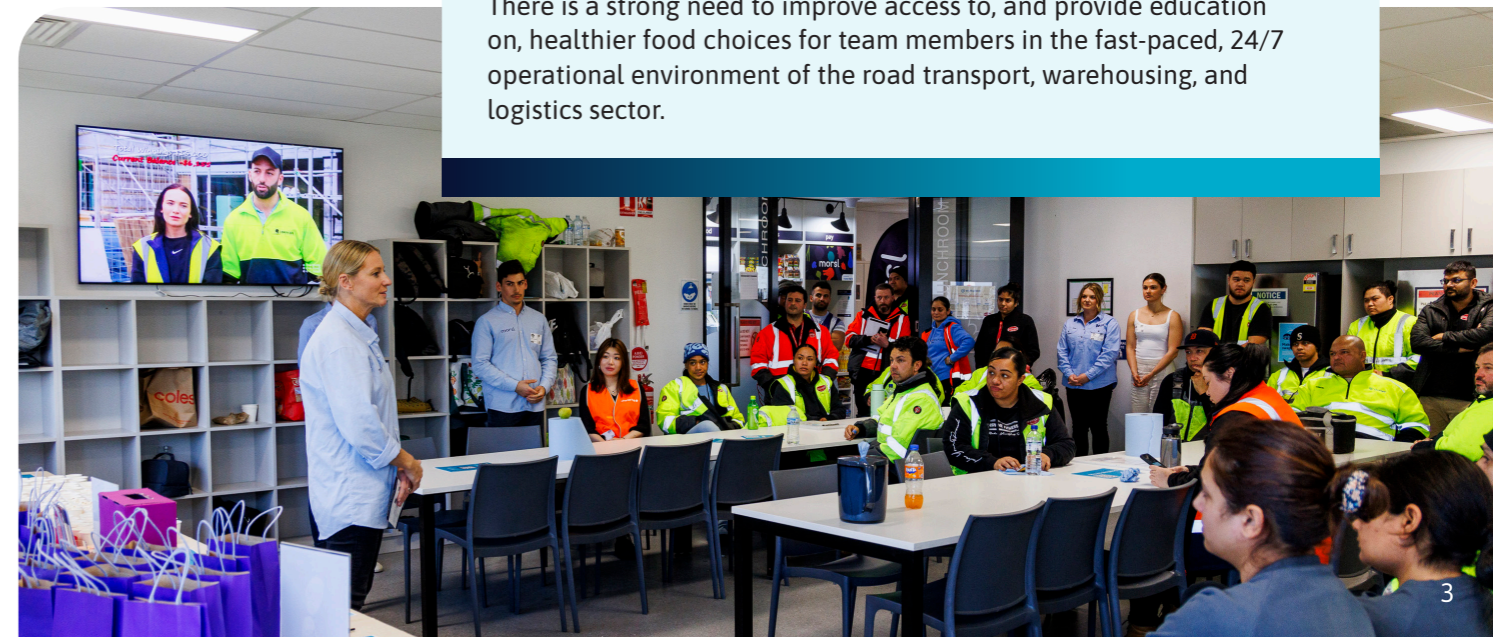
What we eat influences our brain, people who are healthy and eating a nutritious diet demonstrate improved concentration, mood, mental health, performance and productivity.

Healthy eating can be challenging for those working shift work. Many workplaces or nearby food outlets and vending machines offer processed, high-calorie and low nutrient food options. Shift workers also often have less time to plan or prepare nutritious meals leading to reliance on food and drink options available on site.

Nutrition Facts:

- The average Australian adult eats half as much fruit and vegetables as they should
- Employees with an unhealthy diet are 2.3 times less productive than healthier colleagues
- Poor nutrition is a risk factor in the occupational health context, it has implications for safety and operational performance (fatigue, crashes, near misses)
- Over two thirds (70%) of heavy vehicle drivers do not meet the guidelines for a healthy and balanced diet
- Dietary intake of tryptophan-rich foods, along with carbohydrates and supporting nutrients like B vitamins and magnesium, can support the body’s natural serotonin synthesis, improving mood and emotional wellbeing
- For every \$1 spent on employee health and wellbeing programs, there’s a return on investment of \$5.81.

There is a strong need to improve access to, and provide education on, healthier food choices for team members in the fast-paced, 24/7 operational environment of the road transport, warehousing, and logistics sector.





Program design



Objectives

The Nutrition in Sheds program aimed to achieve three primary objectives:

- 1 Increase awareness of healthy eating.
- 2 Increase healthy eating behaviours.
- 3 Increase purchase of healthy options.

Key audience – logistics and supply chain

The program was designed to engage the following:

PRIMARY AUDIENCE

Warehouse, distribution centre (shed) team members from industrial estates

- The average warehouse team member is **44 years old**, with an average **weekly salary of \$1,239** pre tax
- **79%** of people working in warehouses and distribution centres in the industry **are male**



SECONDARY AUDIENCE

Truck drivers in the Australian Supply-Chain Sector using industrial estate facilities

- On average truck drivers are **47 years old**, with an average **weekly salary of \$1,509** pre tax
- **97%** of operators in the industry **are male**
- **Obesity prevalence** in heavy vehicle drivers (over 50%) is **far above general population benchmarks** for comparable male age-groups, signalling elevated risk of related conditions (e.g., hypertension, diabetes) and impaired functional performance.



Methodology Evidence

The pilot program utilised a labelling system to help consumers to identify and choose healthier foods and drinks and improve nutrition outcomes.

Front-of-pack labelling systems, particularly those using colour-coding (green/amber/red) or symbols, aim to make nutrition information visible, simple, and actionable at the point of purchase. Evidence shows they enhance consumer understanding and nudge healthier purchasing choices.

Evidence summary:

Easy-to-read front-of-pack labels are proven, low-cost ways to help people understand nutrition, make healthier choices, and create better food environments. They work best as part of a broader approach to healthy eating, and international research, including guidance from the WHO, supports their use in national nutrition strategies.

Key points:

- Interpretive labels are consistently easier to understand and more accurately identify healthier options than numeric or % daily intake labels
- Interpretive labels improve nutrition literacy
- Meta-analyses show small but statistically significant improvements in product choice and nutrient profile of purchases when labels are used
- Coding (labels or colour coding) improves comprehension across education and literacy levels
- Standardised (consistent) schemes have stronger and more sustained effects than mixed models
 - Criteria and design are uniform across all products and locations
 - Schemes are more effective when standardised as consumers can quickly recognise and trust the label – leading to more sustained behaviour change over time.
- Greatest gains occur when combined with education, availability, and pricing strategies.

The **Healthier Choice** badge highlights products that meet Morsl's nutritionist developed criteria, making healthier choices easier.

Healthier Choice products must meet at least 4/5 of the following nutritional criteria:



Energy (Calories or KJ) – 600kj (145 cal) or less per serve.	Being aware of energy intake is an important part of maintaining a healthy lifestyle.
Saturated Fat – 2g or less per serve.	High levels of saturated fat may lead to poor heart health and overall wellbeing.
Sodium – 200mg or less per serve	Moderating sodium intake can help to maintain optimal blood pressure and cardiovascular health.
Sugar – 5g or less per serve	Limiting sugar intake is essential for supporting a balanced diet and reducing the risk of various health issues.
Fibre – 5g or more per serve.	Fiber intake is important for digestive health and can help keep you feeling full.

Healthy Choices (Morsl) pilot nutritional criteria



Healthy Heads – Healthier Choice label

Program delivery



Delivered from September 2024 to September 2025, Healthy Heads partnered with two Charter Hall tenants to pilot the workplace nutrition initiative:

- Metcash, Port Wakefield Road Distribution Facility, South Australia – on-site canteen
- Ingham’s, MidWest Logistics Hub, Victoria – Morsl self-service café installation

Key Activities

The pilot program combined increased access to healthier options, installation of the Healthier Choices badge (label) to identify these options, and display and distribution of educational content to demonstrate the benefits of healthier food choices.

Activities included:

- Auditing on-site food and beverage offerings against the Victorian Healthy Choices Guidelines
- Evaluating and recommending healthy snack and drink options (National Nutrition Foundation)
- Developing a classification system to identify healthier items and products (Morsl)
- Program launch and promotional activities, including:
 - Onsite activations at each tenancy
 - Product promotions and giveaways
 - Nutrition toolbox talks
- Identifying healthier foods and drinks with the Healthier Choices badge
- Collecting and analysing point-of-sale data to support monitoring and evaluation
- Developing and distributing educational content, including:
 - Short nutrition videos
 - Social media tiles and copy guide
 - Posters, infographics, and recipes.



Key outcomes



Healthy Heads promoted the pilot program throughout its duration, generating strong interest in the program outcomes and leading to early requests from organisations to adopt the Healthier Choices badge in their canteens and onsite retail food outlets.



Healthier Choices Badge established as the ‘hero’ of the nutrition pilot.



Data shows an overall **increase in sales of healthier options** across participating sites.



Requests received from a variety of Healthy Heads partner organisations to **implement the Healthier Choices badge**.

Behavioural Insights

The pilot program validated the power of choice architecture: employees respond to subtle cues rather than restrictions. Choice architecture is a concept from behavioural science and psychology that refers to the way choices are presented to people, which can influence their decisions without restricting freedom of choice. A simple way to think of this is, it’s about arranging choices so the better option is the easy, obvious, or attractive one.

The Healthier Choices Badge acted as an effective nudge, increasing awareness, making healthier choices obvious and shaping purchasing decisions without removing freedom of choice.

Even with minimal intervention (signage only, no pricing or product changes), consumption of healthier items increased.

Healthy Heads Healthier Choices

The **Healthier Choice** badge highlights products that are lower in calories, sugar, saturated fat and sodium, making healthier choices easier...

Look out for this!

morsl | Healthy Heads Trucks & Sheds

Make simple swaps.
Choose wholegrain bread, pick water over sugary drinks, or swap the chips for rice crackers.

Good food, good mood.
Support a good mood by eating enough vegetables, and aim to eat oily fish like salmon and tuna 2x a week.

Eat colourful.
Eat fresh food in a range of colours, a simple rule to get the nutrients you need to thrive.

Feed your brain.
Support your concentration and memory with Omega-3 rich foods like salmon, eggs, nuts and avocado.

Site-Specific Outcomes



Morisl (Ingham's, Truganina, VIC)

Overall **healthier product sales increased by 15%**, showing that highlighting these items drove genuine engagement rather than substitution loss.

Healthier beverages grew by 42%, becoming the largest contributor to category growth during the pilot.

Shifts occurred without price reductions or product changes, indicating **demand was driven purely by visibility and awareness**.

DETAILED METRICS

More healthier items consumed overall	PRE-TRIAL: 3,695 healthier units	TRIAL: 4,231 healthier units	↑ 15% increase
Shift toward no/low sugar drinks	Zero/no sugar units doubled from 658 → 1,322	Share of total sales rose from 5.4% → 7.9%	
Healthier drinks driving growth	+1,025 units	↑ 42% increase	
Overall healthier engagement	Customers engaged with healthier ranges more in absolute terms	Evidence of positive change with minimal intervention.	

Metcash (Gepps Cross, SA)

Staff canteen operator's **bottom line was not affected**.

Staff canteen operator reported **increased overall sales**, including:

- Increased sales of healthier options
- Sustained changes in purchasing inventory:
 - ↑ **More** lean proteins and fresh produce
 - ↓ **Reduced** ordering of highly processed items.



Conclusion



National Roll Out

Healthier Choices Badge in Transport and Logistics



The Nutrition in Sheds pilot demonstrates that subtle, evidence-based interventions in workplace food environments can increase awareness and consumption of healthier options.

The results validate the power of simple choice architecture, such as the use of the Healthier Choices Badge, and provides a replicable and scalable model for this workplace nutrition initiative to be implemented across the logistics and warehousing sectors.

Next Steps

Our ambition

- To promote healthier eating within the transport and logistics sector by installing the recognisable Healthier Choices Badge across food outlet providers nationally
- To provide tools and support that enable outlets to implement the system effectively and attract industry-wide participation.

Key components

1. HEALTHIER CHOICES BADGE

- Design a clear, consistent label for food and beverage items that meet defined nutritional criteria
- Confirm the national nutritional criteria that will apply.

2. EXPLAINER AND IMPLEMENTATION KIT

Provide participating outlets with a step-by-step kit including:

- Guidelines for selecting eligible products
- Instructions for installing the Healthier Choices Badge and displaying corresponding educational content
- Staff orientation/training materials and FAQs
- All nutrition educational content, assets and collateral

3. MARKETING AND ENGAGEMENT KIT

Create materials to attract industry businesses to participate:

- High level educational case study detailing the pilot program and its key outcomes
- Communications toolkit for internal and external promotions (i.e. B2B, Healthy Heads to the industry and Partners, Partner organisations such as property groups and insurers to tenants/clients).



Monitoring & Evaluation

- ☑ Track adoption rates of the Healthier Choices Badge (number of sites installing the badge).
- ☑ Monitor sales of healthier options before and after implementation (via participating outlets point of sale data).
- ☑ Collect feedback from food outlet operators, customers and participating sites to gain key insights, outcomes and refine approach (survey operators and customers).

Expected Outcomes

- ☑ Increased visibility and sales of healthier options.
- ☑ Improved availability and prioritisation in providing healthier choices on site.
- ☑ Greater awareness of healthy eating choices among industry.
- ☑ Increase healthy eating behaviours.
- ☑ Stronger industry engagement in promoting workplace wellbeing.

Key Research Sources

Shangguan, S. et al. (2019). *American Journal of Preventive Medicine*. Meta-analysis of 60 studies — Front-of-pack labelling associated with reduced energy intake (-6.6%) and improved consumer understanding.
→ Strong evidence that interpretive labels outperform numeric labels.

Song, J. et al. (2021). *PLOS Medicine*. Systematic review & meta-analysis (134 studies, 2M participants) — Colour-coded and warning labels improve understanding and drive modest shifts toward healthier purchasing.
→ Recommends use of simple, interpretive schemes as part of public health strategy.

Cecchini, M. & Warin, L. (2016). *Public Health Nutrition*. OECD review of 60 studies — Traffic-light and summary indicator systems have strongest effect on guiding healthier purchases; numeric labels least effective.

Sacks, G. et al. (2009). *Public Health Nutrition (UK Traffic Light evaluation)*. Field study: consumers found traffic-light labels more helpful than guideline daily amounts; increased selection of healthier ready meals.
→ Demonstrates real-world behaviour change.

Grummon, A. H. et al. (2023). *JAMA Network Open*. Randomised trial comparing five FOP systems — colour-coded and warning labels led to healthier snack/beverage choices versus numeric panels.

Taillie, L. S. et al. (2020). *BMJ Global Health*. Review of labelling policies in Latin America — Mandatory warning and colour labels spurred reformulation and reduced sugar/sodium in packaged foods.

World Health Organization (2019). *Guiding Principles and Framework Manual for Front-of-Pack Labelling*. Synthesises global evidence; endorses interpretive, colour-coded labels as effective tools to improve population diets when embedded in wider nutrition policy.

Jones, A. et al. (2020). *Nutrients (Australia – Health Star Rating evaluation)*. Evidence of positive industry reformulation trends and improved consumer awareness under a voluntary interpretive system.

Monash University Accident Research Centre (MUARC) (2021) *Driving Health Report 8: Determinants impacting health and performance of truck drivers*. Monash University. Available at: <https://drivinghealth.net/>

SuperFriend. (2023). *Thriving Workplace Index: 2023 Report*. SuperFriend: Partners in Wellbeing. <https://superfriend.com.au/>



www.healthyheads.org.au



www.charterhall.com.au