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A systematic literature review of unhealthy food and beverage  
sport sponsorships in New Zealand: Examining what existing  
discourse can tell us about the future

A thesis presented in partial fulfillment of the requirements for the degree of

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## Abstract

**Background:** Obesity and its related diseases are trending upward in New Zealand exacerbated by unhealthy food environments, overconsumption of unhealthy food and beverages, and pervasive marketing that promotes unhealthy food and drinks. Such marketing is frequently sought in the form of sport sponsorship and marketing through sport.

**Aim:** This systematic literature review investigated the discourse in academic and grey literature from 1997-2022 regarding unhealthy food and beverage companies' sport sponsorships in New Zealand.

**Methodology:** Literature searches were conducted in Google, Google Scholar, Discover, PubMed, Scopus, SPORTDiscus, Newztext, Factiva, Radio New Zealand, 1News, The New Zealand Herald, Stuff, Sport New Zealand, National Sport Organizations, New Zealand Legislation, the Advertising Standards Authority, and various websites using key search terms. Identified literature was documented according to those containing sport sponsorship (and associated) terms. The literature was analyzed and synthesized.

**Results:** Sport sponsorships offered by unhealthy food and beverage companies are exacerbating the rising obesity rates in New Zealand. Opposition to unhealthy food and beverage company advertising, and sport sponsorships has increased in the last 25 years. New Zealand's neoliberal government opposed marketing regulations favoring nutrition education, physical activity promotion, and unhealthy food and beverage company self-regulation via the Advertising Standards Authority voluntary codes. Studies found government and food and beverage companies' anti-obesity measures ineffective and inadequate to curb unhealthy food and beverage marketing, including sponsorships. Such sport sponsorships normalize and promote unhealthy food and beverage consumption leading public health experts to recommend the regulation of these sponsorships.

**Conclusion:** A multi-focused approach which includes government regulation of unhealthy food and beverage advertising, marketing and sport sponsorships is recommended. In the absence of such regulations, sport sponsorships seem likely to continue promoting unhealthy food and beverage consumption contributing to obesity in New Zealand.

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## Table of Contents

Abstract .....	i
Acknowledgments .....	ii
Table of Contents .....	iii
Chapter 1: Introduction .....	1
Sport sponsorship in the New Zealand context .....	2
Research aim, and objectives .....	5
Benefits of this study .....	5
Scope of the study .....	6
Thesis structure .....	6
Researchers' contributions .....	6
Chapter 2: Methodology .....	7
Literature inclusion criteria .....	7
Literature exclusion criteria .....	7
Search method .....	7
Search strings .....	8
Information sources .....	9
Search strategy .....	9
Data collection process .....	9
Stage 1 Academic literature search .....	10
Stage 2: Media Literature Search .....	15
Stage 3: Legislation, Policies and Guidelines Search .....	17
Stage 4: Google manual search for additional information .....	18
Selection process .....	19
Synthesis Methods .....	20
Chapter 3: Results .....	21
Stage 1 Academic search results of New Zealand sport sponsorship literature .....	21
Stage 2 Media search results of New Zealand sport sponsorship literature .....	27
Stage 3 Legislation, policies, and guidelines search results .....	41
Stage 4 Manual searches in Google .....	45
Key information from supplementary literature .....	47
Chapter 4: Discussion .....	48

A. The history of unhealthy food and beverage sport sponsorships in New Zealand (1997-2022).....	48
B. Enablers and barriers to government management of unhealthy food and beverage sport sponsorships in New Zealand.....	50
1. The framing of obesity.....	51
2. Government largely non-regulatory actions.....	51
3. The food and beverage industry’s self-regulation.....	53
4. The food and beverage industry’s pervasive presence and influence.....	56
5. Parents rather than the food industry are held responsible for children’s consumption.....	59
6. Neoliberalism allows the marketing of unhealthy foods and drinks in sports settings.....	60
7. Sport’s dependence on the food and beverage industry’s finance.....	61
8. Use of sport heroes for positive health messages.....	62
C. Non-government sentiments and recommendations regarding unhealthy food and beverage company sport sponsorships.....	62
Chapter 5: Conclusion.....	66
Strengths and limitations of the systematic literature review.....	69
Recommendations for future research.....	70
Concluding remarks.....	70
References.....	71
Appendix A: Methodology.....	86
Appendix B: Results.....	90

**List of tables and figures:**

Figure 1: PRISMA flow diagram.....	19
Figure 2: Summary of key information from the supplementary literature.....	104
Table 1: Food and beverage sport sponsors in New Zealand.....	3
Table 2.1: Search Method.....	8
Table 2.2: Key Terms.....	8
Table 2.3(a): Discover search 1.....	10
Table 2.3(b): Discover searches 2 and 3.....	10
Table 2.3 (c): Discover search 4 and 5.....	11
Table 2.3 (d): Discover search 6 and 7.....	11
Table 2.3 (e): Discover search 8 and 9.....	11
Table 2.3 (f): Scopus searches 10-12.....	12

Table 2.3 (g): PubMed Searches 13-16 .....	12
Table 2.3 (h): SPORTDiscus searches 17-19 .....	13
Table 2.3 (i): Google Scholar searches 20-23 .....	13
Table 2.3 (j): Google Scholar searches 24-30 .....	14
Table 2.3 (k): Stuff search 31 .....	15
Table 2.3 (l): RNZ searches 32-37.....	15
Table 2.3 (m): TVNZ-1News search 38.....	15
Table 2.3 (n): Newztext search 39.....	16
Table 2.3 (o): New Zealand Herald search 40.....	16
Table 2.3 (p): Scoop search 41.....	16
Table 2.3 (q): Spinoff searches 42-43.....	16
Table 2.3 (r): Factiva search 44.....	16
Table 2.3 (s): Google search 45.....	17
Table 2.3 (t): Sport New Zealand searches 46-56.....	17
Table 2.3 (u) New Zealand Legislation searches 57-62.....	17
Table 2.3 (v) The Advertising Standards Authority search 63.....	18
Table 2.4 Search strings used in manual searches in Google.....	18
Table 3.1 (a): Stage 1: Academic results of New Zealand sport sponsorship literature search .....	24
Table 3.1 (b): Stage 2: New Zealand media results of sport sponsorships search .....	30
Table 3.1 (c): Stage 3: New Zealand literature search results of sport sponsorship legislation, policies, and guidelines .....	41
Table 3.1 (d): Stage 4: Results of manual Google search for additional information on New Zealand sport sponsorship .....	44
 <b>Tables in Appendix A:</b>	
Table A: PRISMA Checklist .....	86
Table B: Literature identified from searches .....	87
 <b>Tables in Appendix B:</b>	
Table C (1): Stage 1 Supplementary literature: Academic search results .....	90

Table C (2): Stage 2 Supplementary literature: Media search results .....	94
Table C (3): Stage 3 Supplementary literature: Legislation, policies & guidelines search results .....	102
Table D: National Sport Organizations' sponsorship policies .....	107

**Acronyms and Abbreviations:**

**UFB:** unhealthy food and beverages

**FBCs:** food and beverage companies that produce, market, and/or sell mainly unhealthy foods and drinks.

**WHO:** World Health Organization

**NSO:** National Sport Organizations

**SLR:** Systematic Literature Review

**PRISMA:** Preferred Reporting Items for Systematic Reviews and Meta-analyses

**INFORMAS:** International Network for Food and Obesity/non-communicable Diseases Research, Monitoring and Action Support

**ASA:** Advertising Standards Authority

**CYPC:** Children and Young People's Advertising Code

## Chapter 1: Introduction

Over a billion people globally currently suffer from obesity and its related non-communicable diseases (Tedros, 2022). In 1997 the World Health Organization (WHO) led a consultation in Geneva regarding the increase in obesity and its related diseases in developing countries with significant economic costs (Gage et al., 2021; World Health Organization, 2023). Some key identified reasons for obesity were; a positive energy balance from overconsumption of calories found in unhealthy foods, under-expenditure of energy due to sedentary lifestyles, decreased physical activity levels, and increased promotion and availability of unhealthy foods due to industrialization, and computerization (Hobbs et al., 2021; Mackay et al., 2022; Popkin & Gordon-Larsen, 2004; World Health Organization, 2021). Unhealthy food and drinks are those that are energy-dense, micronutrient-poor, high in sugar, saturated fats, and/or sodium (World Health Organization, 2013).

An unhealthy/obesogenic food environment was defined as having “low availability, accessibility, desirability and affordability of healthy foods; and high availability, affordability and promotion/marketing of unhealthy foods”(Bullen, 2017; United Nations Children's Fund, 2021). New Zealand has experienced the mushrooming of these obesogenic environments, with a corresponding spike in adult obesity rates from approximately 10 percent in the 1970s (Hawkins, 2021) to over 34 percent by 2021, and an increase in childhood obesity rates to 12.7 percent in 2021 (Ministry of Health, 2021).

Research and discourse within this domain have tended to focus on energy-dense, nutrient-poor foods and beverages, the companies that manufacture and market these products, and the platforms used by these companies for the promotion and marketing of these goods with a particular focus on the impact on children’s health. This review will not distinguish between adults and children, as diet and lifestyle impact the health of people of all ages. This review will refer to the companies who produce, market, and/or sell high sugar, fat or salt foods and drinks that increase the risk for non-communicable diseases, as “food and beverage companies” (FBCs). FBCs’ use of persuasive advertising of unhealthy food and beverages (UFB), was found to significantly contribute to unhealthy food environments (United Nations Children's Fund, 2021). FBCs often use marketing through sport to promote their non-sport products. Sport sponsorship is the most popular example of marketing through sport (Dickler, 2014). Sport and physical activity sponsorships have become an

increasingly common means of promoting a variety of junk foods and sugary drinks (Jáuregui, 2022).

Sport and physical activities promote good health and associated health values, and it is often this factor that draws companies to marketing through sport (Smith & Stewart, 2015). However, the sport environment has been reported, by parents and children, to be uncondusive to healthy food behaviors and children's overall health and well-being (Smith et al., 2017). Unhealthy food and beverage promotion through marketing via sport sponsorships have therefore raised concerns about the impact that FBC sponsorships at all levels of sport are having on New Zealanders.

### **Sport sponsorship in the New Zealand context**

Sport in New Zealand falls under three distinct but interrelated industry sectors: public, non-profit, and private. In the public sector, the government owns, funds, and manages, sport and recreation programs primarily through Sport New Zealand, and elite-level high-performance sport, providing sport scholarship support to elite-level athletes (Sport New Zealand, 2020). The non-profit sector includes charities and incorporated societies that operate at cost and do not generate profit. For example, national sport organizations (NSO), regional sport, sport teams and clubs fall within the non-profit sector which is focused on amateur or community/grassroots sport. Meanwhile, the private sector seeks to generate a profit. It can include but is not necessarily limited to gyms and fitness centers, indoor sport centers, sport wear and sport equipment stores, and sporting supplements (e.g., Canterbury of New Zealand, Rebel Sport, Snow Planet, Les Mills and Sports Fuel). Sport sponsorships are seen across all three sport industry sectors.

Sponsorship is an exchange process that provides value to both the sponsor (the company providing the funds or product) and the sponsee (the sponsorship recipient) (Ferrand et al., 2007). 'Sport sponsorship occurs when a sporting organization, club, league, venue, cause or athlete is supported by a separate company' (Smith & Stewart, 2015, p. 200) in exchange for marketing privileges. At the non-profit/community sport level, sponsors' products are often promoted through brand and product advertising, including signage, product sampling, certificates and trophies bearing the sponsor's name, and "Player of the Day" vouchers for the sponsor's products (Brouwer, 2022; Clelland et al., 2013). This compels players to consume and acquire a taste for these UFB products and promotes brand recognition,

support, loyalty, and a favorable impression of the sponsors (BusinessDesk, 2021; Caldwell, 2018; Kelly et al., 2011; Long, 2013).

In the past, sport has been associated with a range of controversial sponsors, including those who have promoted gambling, tobacco, and alcohol through marketing and advertising monopolies during sport events procured through their sponsorships (Collins, 2014). For example, a 2017 study found that Sky TV viewers of the 2015 final New Zealand vs Australia Cricket World Cup match, were exposed to 519 on-screen appearances of the alcohol brand, Victoria Bitter (Johnson, 2017). At the professional sport level, sponsors' patronage is frequently rewarded by extensive televised promotion of their brand and products ("How junk-food ads saturated cricket coverage," 2010; "Whopper of a nuisance," 2018)

A 2018-2021 food environments report, prepared by INFORMAS, found that 28 percent of the most popular sport in New Zealand had food and/or beverage corporate sponsorship, with UFB chains providing 21 percent of all food and drinks sponsorships (Mackay et al., 2021). Some examples can be found in Table 1.

**Table 1: Food and beverage sport sponsors in New Zealand**

Sponsor	Sport Sponsored
McDonald's	Junior football for over twenty years, Rugby Union, FIFA Women's World Cup (McDonald's Restaurants Limited, 2023).
Coca-Cola-owned, Powerade (a sugary sport drink)	Black Caps (New Zealand Cricket team), Black Ferns (New Zealand's women's rugby team), and Super Rugby (The Coca-Cola Company, 2023).
Pepsi-owned Gatorade (another sugary sport drink)	Netball New Zealand (Netball New Zealand, 2023)
Sal's Pizza	National Basketball League (Sal's Authentic New York pizza, 2019)
KFC	New Zealand cricket and rugby teams including the Highlanders, Hurricanes, and Crusaders
Domino's Pizza	North Wellington Football Club (North Wellington football club, 2023)
Burger King	New Zealand Breakers (also known as the Sky Sport Breakers) basketball team (National Basketball League, 2023)
Cadbury	New Zealand Netball (Netball New Zealand, 2023)
Speights (alcohol company)	Otago Rugby Union (Canterbury Rugby Union, 2023)
Monteiths Brewing Company (alcohol company)	Canterbury Rugby Union (Canterbury Rugby Union, 2023)

*Source:* Prepared by the primary researcher

With Sport New Zealand recognizing over 90 different sport in New Zealand the funding is spread thinly necessitating sponsorships from the above-mentioned companies regardless of the unhealthy nature of the products they produce (Batty & Gee, 2019; Brouwer, 2022). This reliance on fast-food company sponsorships is so great that it was said that children's sport

would be “almost non-existent without support from multinational fast-food companies” (Backhouse, 2013, p. 1; Maher et al., 2006). Sport bodies’ need for funding therefore seems to outweigh health considerations. In and amongst the identified need for sport funding and a reliance on sport sponsorship, public health experts however, have voiced concerns about the impact of UFB marketing and advertising via FBCs’ sport sponsorship on people’s eating and drinking (Garton et al., 2022). Focus has especially been on protecting New Zealand’s children from repeated UFB marketing exposure which directly influences their food choices and consumption, contributing to obesity, (Liu et al., 2020; World Health Organization, 2021). The Advertising Standards Authority (ASA), a food industry-led body, therefore developed a voluntary Children and Young People’s Advertising Code (CYPC) in 2017 to regulate food and beverage marketing to children (Mackay et al., 2021). This Code was however found to be insufficient to reduce children’s exposure to marketing (Mackay et al., 2021).

UFB advertising therefore continues to flourish in New Zealand in the media, on billboards, and at key community locations like shopping malls, supermarkets, bus stops, and sport venues. Although UFB advertising and marketing are pervasive in all settings, its presence in sport settings is especially concerning as it implies a positive relationship between UFB and sport. FBCs' sport sponsorship is a marketing tool that contributes to obesogenic environments by promoting UFB brands and products (Manins, 2015). This undermines efforts to improve children’s health by reducing the consumption of unhealthy foods and promoting physical activity (Jáuregui, 2022). New Zealanders are therefore receiving mixed messages when sport events, teams and athletes are linked to products that promote obesity (Powell, 2016a).

The entanglement of sport with UFB has over the last few decades resulted in public health leaders urging the government to act to address this incongruent relationship between sport, a health-enhancer, and UFB which are health-antagonists. Similar restrictions to those imposed on tobacco sport sponsorship in 1995, have been proposed on FBCs’ sport sponsorships for some time now (Carter et al., 2013; "New Zealand’s biggest city still weighed down by obesity," 2019; Thomson & Wilson, 1997). However, to date, there are not yet any such sport sponsorship restrictions or regulations in place.

## Research aim, and objectives

This thesis presents the outcomes of a rigorous Systematic Literature Review (SLR) relating to discourse about FBC's sport sponsorships in New Zealand. This examination allows for an evaluation of progress made to reduce public exposure to UFB marketing via sport sponsorships and reduce New Zealand's obesity rates. Findings will also help determine the possible future of FBC's sport sponsorships.

The objectives of the study are to:

- 1) establish a history of FBCs' sport sponsorship in New Zealand.
- 2) provide an overview of the enhancers/barriers and recommendations to the government managing FBCs' sport sponsorships in New Zealand.
- 3) present a summary of non-government sentiments and recommended actions to address FBCs' sport sponsorships in New Zealand.

## Benefits of this study

FBCs' sport sponsorships over the last three decades have inspired much discourse in New Zealand in the media, amongst community interest groups, academics, researchers, and the government. Resources have been invested by the government and various public health groups to research and address the problems surrounding this incongruous association of UFB and sport in New Zealand. Several SLRs regarding different aspects of sport sponsorships were conducted over the past twenty-five years e.g., in Denmark (Papamiliades, 2012), Poland (Piatkowska et al., 2015), Canada (Eshghi, 2020), the United Kingdom and Australia (Fechner et al., 2023; Kubacki et al., 2018). However, only one 2012 review included a New Zealand study that examined the extent and impact of food and beverage sponsorship and marketing, and key stakeholders' views about food environments in sport settings (Carter et al., 2012). Therefore, to the authors' knowledge, no SLR of sport sponsorships in New Zealand has been conducted in the last decade. Moreover, no comprehensive SLR of all the academic and grey literature has been conducted to date about FBCs' sport sponsorships in New Zealand.

A 'stock-take' of measures taken to protect New Zealanders from UFB marketing, reduce UFB intake, and reduce obesity rates since the WHO's first consultation on obesity in 1997 will be provided in this thesis. This will allow for evaluation of the progress New Zealand has made in its obesity-prevention efforts. This review will also enable an assessment to be

undertaken into how past research and recommendations have influenced sport sponsorships in New Zealand. This inquiry is critical so significant lessons can be learned from the past, and trends and patterns identified to inform and guide stakeholders wanting to foster sport sponsorships that align with the country's health promotion goals.

### Scope of the study

The SLR spanned the last 25 years (1997-2022), from the WHO's first consultation on obesity in Geneva in 1997 (World Health Organization, 1998) through to (and including) 2022. The SLR made a full assessment of academic studies and discourse about FBCs' sponsorships of sport events/organizations/teams/players in New Zealand. The relevant public, government, and non-government historical and current responses including legislation, guidelines, documentation, and actions were investigated. International developments regarding FBC's sport sponsorships provided context to the topic.

### Thesis structure

This thesis is presented in the format of a SLR formal report structure. Following this introduction (Chapter 1), a detailed outline of the methodology is provided in Chapter 2. This second chapter includes a breakdown of the planning and implementation stages of the SLR. Chapter 3 presents the results of the SLR. Chapter 4 follows with a discussion (critical analysis) of the SLR data. A conclusion is presented in Chapter 5. This final chapter addresses the aim, objectives, strengths, and limitations of the SLR, and provides recommendations for future research.

### Researchers' contributions

<b>Researcher</b>	<b>Role</b>
<b>Sasha Stevenson</b>	Primary Researcher responsible for data collection and reporting of the thesis findings.
<b>Dr Rachel Batty</b>	Primary Supervisor
<b>Professor Kathryn Beck</b>	Associate Supervisor

## Chapter 2: Methodology

The SLR utilized for the purpose of this thesis was a hybridized SLR, incorporating aspects of the Scoping- and Textual narrative synthesis review methods (Xiao & Watson, 2019). This approach was considered best to analyze the numerous literature and synthesize relevant knowledge about the topic through a methodical, comprehensive reviewing of the existing literature using explicit procedures (O'Brien & McGuckin, 2016; Okoli, 2015; Page et al., 2021). As a guiding tool, a PRISMA checklist was used to identify relevant data and ensure transparency of the SLR (Page et al., 2021). Using the PRISMA checklist ensured methodic retrieval, analysis, synthesis, and presentation of all relevant literature. This tool was modified for use in this study and can be viewed in Appendix A, Table A: PRISMA checklist.

### Literature inclusion criteria

**Literature Types:** The literature examined included academic and grey literature. Academic literature included research studies, journal articles, theses, research findings, and academic press releases. Meanwhile, grey literature included policies, legislation, guidelines, reports, submissions, internet publications, and news articles. Grey literature was considered valuable to provide insight into the sentiments of different sectors of society regarding UFB sport sponsorships.

**Timeline:** The study was limited to the past 25 years i.e., 1 January 1997 to 31 December 2022.

**Language:** Only English language literature was included in this study.

### Literature exclusion criteria

All literature in languages other than English and those outside the specified period.

### Search method

Relevant data was systematically extracted from the databases and websites by the primary researcher who screened all the literature, using the method outlined in Table 2.1.

**Table 2.1: Search method summary**

<i>Step</i>	
<b>1</b>	A list of key terms was made.
<b>2</b>	A spell check was completed.
<b>3</b>	Different combinations of key terms were assembled into search strings and documented.
<b>4</b>	Search strings were tested for the effectiveness of extracting relevant data.
<b>5</b>	Unproductive search strings were edited by substituting alternative key words.
<b>6</b>	Productive search strings were included in the finalized list of search strings to be used in the study.
<b>7</b>	The finalized list of search strings was documented and used for the study.
<b>8</b>	The search strategy syntax was tailored to match the different data bases.
<b>9</b>	Relevant search results were documented in a list of literature in an Excel spreadsheet.

*Source:* Prepared by the primary researcher

## Search strings

Searches were conducted using a set of key words called “search strings” to identify relevant data (O'Brien & McGuckin, 2016). These key words were identified in collaboration with a librarian and appear in Table 2.2. “Sport”, the primary word in the search strings, was used in combination with other keywords from phases 1-4 in the searches.

**Table 2.2: Key terms**

<i>Primary Word (overarching context)</i>	<b>Phase 1: Associated Search (Health and nutrition context)</b>	<b>Phase 2: Associated Search (relationship/purpose context)</b>	<b>Phase 3: Association (geographical context)</b>	<b>Phase 4: Other terms</b>
<b><i>Sport</i></b>	Unhealthy food and beverage High sugar UFAB Unhealthy food Unhealthy beverage Energy-dense High fat sugar and salt Junk food Fast food Nutrient-poor	Advertising Marketing Sponsorship Public health Relations Partnership	New Zealand Aotearoa NZ Global International	Legislation Policies Guidelines

*Source:* Prepared by the primary researcher

The search strings were used to search in-text, titles, and abstracts of academic literature to generate the widest range of results. During the preparation phase, the search strings returning few or unmanageably large amounts of data (i.e., tens of thousands) were refined by using different combinations of key terms in Table 2.2 until a search generated relevant data (i.e., Steps 3-8 in Table 2.1 above). Extraction of literature from databases and websites was terminated when results became irrelevant to the topic i.e., the literature did not deal with sport sponsorships or provide any background/contextual knowledge relevant to this SLR.

Searches on some websites were challenging because they did not have a search box. In these instances, searches were instead conducted in search engines.

### Information sources

The databases included in the academic search were Discover, Scopus, PubMed, SPORTDiscus, and Google Scholar. Discover was chosen because of its volume and variety of literature. Scopus was used due to its claims of being a large database of “reliable, relevant, and up-to-date research” (*Scopus*, 2023). PubMed was selected because it comprises millions of citations for health literature from journals and online books, relevant in this SLR because obesity is a health issue. Google Scholar was chosen for its vast array of academic literature. Newztext and Factiva were considered good literature because they contained New Zealand-specific data.

Searches were also conducted on individual websites like The Spinoff, Stuff, NZ Herald, Radio New Zealand, New Zealand Legislation, and the ASA. A manual search was conducted on Google when it was found that additional information was needed. The data collected included a frequency count (based on search terms), the date of the literature, geographic context, and the key findings.

### Search strategy

The search was divided into four stages, each with a specific focus i.e., Stage 1: Academic literature search, Stage 2: Media search, Stage 3: Legislation, policies and guidelines search, and Stage 4: Google manual search for additional information. Identified literature extracted were documented in a new tab for each database/website on an Excel spreadsheet and in EndNote, a bibliographic data management program.

### Data collection process

In the Stage 1 search, terminology in Table 2.2, was trialed to identify and catalog the relevant academic literature. The search strategy syntax was adjusted to match each database e.g., in Google the search string could only be a maximum of 256 characters this being the character limit in the search box. Boolean words (AND, OR) were used in Google to obtain results which had one/both keywords and asterisks at the end of a word produced

variations of that word e.g., sponsor\* expanded the search to include “sponsor/s”, “sponsorship/s” and “sponsored”. This method was compatible with Discover, Google Scholar, and Scopus but not with PubMed or SPORTDiscus where asterisks had to be deleted and the key words completed in full. PubMed required brackets to be inserted around associated terms.

In Stages 2 and 3 searches, the key search terms were trialled in various combinations in the different databases and websites until they yielded relevant results. Details of these trials and the refining process follow. Appendix A, Table B presents the final list of search strings used in the data collection process.

In the Stage 4 search, the search terms in Table 2.2 above, were not used. Instead, the manual searches conducted in Google used search terms specific to the additional information required.

### Stage 1 Academic literature search

**Discover:** Relevant results identified from the searches were documented on an Excel spreadsheet. The reader is made aware that the search trials have been grouped according to the database the search was conducted in and therefore do not appear in the table in chronological order. Search 1 filters and search string are presented in Table 2.3(a). This search was terminated after the first 180 results, as returns became irrelevant i.e., did not elicit any new information or concept. Levy and Ellis (2006) state that a lack of new concepts in the literature indicates the end of a search.

**Table 2.3 (a): Discover search 1**

Search #	Search Date	Filters	Search String	Results (n)
1	10/12/2022	1 January 1997 to 31 December 2022, English	Sport* AND “unhealthy food*”	1539

*Source:* Prepared by the primary researcher

In search 2 the word “sponsor\*” was added to the search string to generate literature specifically about sport sponsorships. However, an error with the date range necessitated Search 3. See Table 2.3(b).

**Table 2.3 (b): Discover searches 2 and 3**

Search#	Search Date	Filters	Search String	Results (n)
2	16/12/2022	2000-2022 English	“sport*sponsor*” and “unhealthy food*”	228

3	31/01/2022	1/01/1997-31/12/2022	"sport*sponsor*" and "unhealthy food*"	298
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Source: Prepared by the primary researcher

All subsequent searches used Boolean operators 'AND' and 'OR' in Discover to generate relevant results. Searches 4 and 5 attempted to retrieve literature specific to New Zealand. However, due to the irrelevant returns the terms "NZ" and "Aotearoa" were omitted from the search string. The filters and search strings are presented in Table 2.3(c).

**Table 2.3 (c): Discover searches 4 and 5**

Search#	Search Date	Filters	Search String	Results (n)
4	16/12/2022	1997-2022 English	Sport* AND unhealthy food* AND "New Zealand" OR "Aotearoa" OR "NZ"	303,562
5	16/12/2022	1997-2022 English New Zealand	"Sport* AND unhealthy food* AND "New Zealand"	117

Source: Prepared by the primary researcher

In Search 6 the word "sponsor" was again added to the search string but did not yield many results. At this point, input from the Massey University librarian led to a combination of all the key terms in Table 2.2 into a comprehensive search string that was considered most likely to generate relevant results. This search string was also used in other databases and will be referred to as the finalized search string. It was used in Search 7 and retrieved useful data. The filters and search strings can be seen in Table 2.3 (d).

**Table 2.3 (d): Discover searches 6 and 7**

Search#	Search Date	Filters	Search String	Results (n)
6	16/12/2022	1997-2022 English New Zealand	"sport*sponsor*" AND "unhealthy food*" AND "New Zealand"	20
7	3/05/2023	1997-2022 English Boolean	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport*AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	575

Source: Prepared by the primary researcher

**Scopus:** Searches 8 to 12 were piloted using Scopus' subject terms. Search 8 did not yield many results. In search 9 removing "New Zealand", from the filters yielded more results. The filters and search strings are presented in Table 2.3 (e).

**Table 2.3 (e): Scopus searches 8 and 9**

Search#	Date	Filters	Search String	Results (n)
8	16/12/2022	1997-2022 English language New Zealand Food industry Sport Marketing Sponsorship	"sport" AND "unhealthy" and "food"	12

		Fast Food Beverage/s Fizzy Drinks Advertising Food environments Food marketing		
9	16/12/2022	As above apart from 'New Zealand'	"sport" AND "unhealthy" and "food"	157

Source: Prepared by the primary researcher

In search 10 the word "sponsorship" was added to the search string and generated some relevant results. In search 11 the filter "New Zealand" was added to generate sport sponsorship results specific to New Zealand. Search 12 was conducted using the finalized search string used in Discover Search 7. This Scopus search yielded results pertinent to this study. See Table 2.3 (f) for the filters and search strings used.

**Table 2.3 (f): Scopus searches 10 – 12**

Search #	Date	Filters	Search String	Results (n)
10	16/12/2022	Same as search 9	"sport" AND "unhealthy" and "food" and "sport" and "sponsorship"	45
11	16/12/2022	As above. 'New Zealand' added	"sport" AND "unhealthy" and "food" and "sport" and "sponsorship"	5
12	12/05/2023	1997-2022 English	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	193

Source: Prepared by the primary researcher

**PubMed:** Search 13 was conducted using only three key terms. This search was therefore repeated as search 14, using the finalized search string. An error was discovered in the search string where the second Boolean operator in the search string was typed in lower case. This was corrected in search 15 but yielded an unmanageable amount of data. It was discovered that PubMed searches required brackets around related terms. Brackets were inserted in search 16, yielding better returns. See Table 2.3(g).

**Table 2.3 (g): PubMed searches 13 -16**

Search #	Date	Filters	Search String	Results (n)
13	10/01/2023	1997-2022	sport* AND unhealthy food* AND sponsorship*	133
14	25/04/2023	1997-2022 English	"Unhealthy food*" OR "unhealthy drink*" or "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health"	165
15	3/05/2023	1997-2022 English	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	5,174,330
16	13/05/2023	1/01/1997-	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR	440

31/12/2022	English	"fast food" OR "junk food") AND Sport AND (sponsor* OR marketing OR advertising OR "public health" OR relations OR partnership)
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Source: Prepared by the primary researcher

**SPORTDiscus:** In searches 17 and 18, the names of popular FBCs were added to the search strings. This yielded a lot of irrelevant data. In search 18 terms associated with "sponsor" were omitted to test if this improved the data yielded. However, consultation with the librarian culminated in search 19 which used the same search string as was used in the final searches in the other databases. Table 2.3(h) presents the filters and search strings piloted.

**Table 2.3 (h): SPORTDiscus searches 17 -19**

Search #	Search Date	Filters	Search String	Results (n)
17	20/04/2023	1997-2022 English language	"Unhealthy food* and beverage*" OR UFAB OR "unhealthy food* and drink*" OR "junk food*" OR "Unhealthy food*" OR "Unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR McDonalds OR "Burger King" OR KFC OR "Coca-Cola" OR Pepsi AND Sport* AND sponsor* OR advertis* OR market* OR relationship OR assoc* OR partner*	983
18	20/04/2023	1997-2022 English language	"Unhealthy food* and beverage*" OR UFAB OR "unhealthy food* and drink*" OR "junk food*" OR "Unhealthy food*" OR "Unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR McDonalds OR "Burger King" OR KFC OR "Coca-Cola" OR Pepsi AND Sport* AND sponsor*	419
19	21/04/2023	1997-2022 English language	"Unhealthy food" OR "unhealthy drink" "unhealthy beverage" or "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" Sport sponsor* OR marketing OR advertising OR "public health" OR relations OR partnership	113

Source: Prepared by the primary researcher

**Google Scholar:** Search 20 yielded an unmanageably large number of returns. Some key terms were omitted in search 21 as an attempt to narrow the search. This search was repeated later in search 22, using the same finalized search string as the above databases. This search was repeated in search 23 to correct the lower-case Boolean operator 'or'. However, this correction yielded an unmanageable number of returns. See Table 2.3 (i) for the filters and search strings used.

**Table 2.3 (i): Google Scholar searches 20-23**

Search #	Date	Filters	Search String	Results (n)
20	4/01/2023	1997-2022 English language	"Unhealthy food and drink" OR beverages OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" AND sport AND sponsors OR marketing OR advertising OR "public health" OR relations OR partnerships	19700
21		1997-2022 English	"Unhealthy food and drink" OR beverages "fast food" OR "junk food" AND sport AND sponsors OR marketing OR advertising OR "public health"	2080
22	3/05/2023	1997-2022	"Unhealthy food*" OR "unhealthy drink*" or "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	3290
23	10/05/2023	1997-2022	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" Sport sponsorship OR marketing OR advertising OR "public health" OR relations OR partnership	14900

Source: Prepared by the primary researcher

After consultation with the librarian the asterisks and the Boolean operator 'AND' were omitted from the search string in search 24 because they were unnecessary for this database. An attempt was made in search 25 to retrieve some government literature by adding 'site.gov' to the search string. This however yielded irrelevant returns. Search 26 used a new search string which yielded many returns. In search 27 a new combination of the same terms was trialled. The search was repeated in search 28 using brackets after further consultation with the librarian. The returns yielded were unmanageable. In search 29 the brackets were omitted, and asterisks were reintroduced, and "New Zealand" was added to reduce the number of returns. In search 30 all the key terms were included in the search string minus the limitation of "New Zealand". Although this search yielded many returns it was nonetheless used as the final search string. The first 400 returns were found to be relevant with the following 300 providing no new concepts/information. Therefore, the search was terminated after the first 700 returns were examined. Details can be found in Table 2.3(j).

**Table 2.3 (j): Google Scholar searches 24-30**

Search #	Search Date	Filters	Search String	Results (n)
24	10/05/2023	1997-2022	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" AND Sport AND sponsor OR marketing OR advertising OR "public health" OR relations OR partnership	14000
25	10/05/2023	1997-2022	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" AND Sport AND sponsor OR marketing OR advertising OR "public health" OR relations OR partnership site.gov	42
26	10/05/2023	1997-2022	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" Sport sponsor OR marketing OR advertising OR "public health" OR relations OR partnership	11100
27	10/05/2023	1997-2022	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" Sport sponsor* OR marketing OR advertising OR "public health" OR relations OR partnership	3330
28	11/05/2023	1997-2022	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") Sport (sponsorship OR marketing OR advertising OR relations OR "public health" OR partnership)	14600
29	17/05/2023	1997-2022 English	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "fast food*" OR "junk food*" Sport* sponsor* OR market* OR advertis* OR partnership OR "public health" "New Zealand"	7870
30	23/05/2023	1997-2022	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" Sport* sponsor* OR market* OR advertis* OR relations* OR "public health" OR partnership	13 100

Source: Prepared by the primary researcher

## Stage 2: Media Literature Search

The finalized search string from Search 1 was used in this search. It was adapted for Newztext and Factiva databases, which were accessed via the Massey University library. Other search sites included common New Zealand media platforms like Radio New Zealand (RNZ), Stuff, TVNZ-1News, Scoop, The Spinoff, the New Zealand Herald, and national newspapers. Unlike databases, websites do not allow the use of filters. Data collected included frequency count (based on search terms), geographic context, and key findings.

**Stuff:** Although search 31 yielded 3110 returns, the Stuff website only displayed 100. This search can be seen in Table 2.3(k). No further searches were attempted as many Stuff articles were retrieved from other databases.

**Table 2.3 (k): Stuff search 31**

Search #	Search Date	Search String	Results (n)
31	16/05/2023	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") Sport (sponsorship OR marketing OR advertising OR relations OR "public health" OR partnership) AND New Zealand	100

Source: Prepared by the primary researcher

**Radio New Zealand (RNZ):** The above search string did not yield results on the RNZ website. In searches 32-37, other combinations of key words were tested as reflected in Table 2.3 (l).

**Table 2.3 (l): RNZ searches 32-37**

Search #	Date	Search String	Results (n)
32	15/05/2023	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") Sport (sponsorship OR marketing OR advertising OR relations OR "public health" OR partnership) AND New Zealand	0
33	15/05/2023	unhealthy food AND unhealthy drink AND sport	
34	15/05/2023	unhealthy food AND unhealthy drink AND public health AND sport	
35	15/05/2023	unhealthy food AND sport AND sponsorship	15
36	15/05/2023	unhealthy food AND sport AND public health	4
37	15/05/2023	Sport sponsor	307

Source: Prepared by the primary researcher

**TVNZ-1News:** Search 38 yielded relevant results. See Table 2.3 (m).

**Table 2.3 (m): TVNZ-1News search 38**

Search #	Search Date	Search String	Results (n)
38	15/05/2023	unhealthy food AND sport AND sponsorship	88

Source: Prepared by the primary researcher

**Newztext Search:** This database yielded results from various websites namely, Scoop, Stuff, The Spinoff, The New Zealand Herald, RNZ, and several newspapers. The search string and filter used can be seen below in Table 2.3 (n).

**Table 2.3 (n): Newztext search 39**

Search #	Search date	Filters	Search string	Results (n)
39	12/05/2023	1/01/1997-31/12/2022	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	584

Source: Prepared by the primary researcher

**New Zealand Herald:** Search 40 yielded relevant results. See details in Table 2.3 (o). No further searches were conducted on this website as news items from the New Zealand Herald were retrieved from other databases.

**Table 2.3 (o): New Zealand Herald search 40**

Search #	Search Date	Search string	Results (n)
40	19/05/2023	Sport sponsorship and unhealthy food and beverages	13

Source: Prepared by the primary researcher

**Scoop:** Search 41 yielded a few relevant results. Most articles had already been retrieved from other database searches. See Table 2.3 (p).

**Table 2.3 (p): Scoop search 41**

Search #	Search date	Search string	Results (n)
41	25/05/2023	unhealthy food and drink AND sport AND sponsor	10

Source: Prepared by the primary researcher

**The Spinoff Search:** The Spinoff website did not have a search box. Therefore, search 42 could not be undertaken. A Google search 43 for Spinoff articles was therefore completed. This did not produce relevant results. See the details in Table 2.3(q).

**Table 2.3 (q): The Spinoff searches 43-44**

Search #	Search date	Search string	Results (n)
43	20/05/2023		0
44	20/05/2023	the spinoff sport* sponsor* unhealthy food* unhealthy beverage* unhealthy drink*	1,150,000

Source: Prepared by the primary researcher

**Factiva Search:** Factiva is a database that contains articles from RNZ, New Zealand Herald, Bush Telegraph, RadioLIVE, Dominion Post, Cambridge Edition, and Central Leader. Details of this search are presented in Table 2.3 (r).

**Table 2.3 (r): Factiva search 45**

Search #	Search date	Filters	Search string	Results (n)
45	16/05/2023	1/01/1997-31/12/2022	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "fast food" OR "junk food" AND Sport AND	843

Subject:	sponsor OR marketing OR advertising OR "public health" AND Zealand
Sport, Political/Gen eral news	
Industry:	Healthcare, Life Sciences New Zealand

Source: Prepared by the primary researcher

### Stage 3: Legislation, Policies and Guidelines Search

The same key terms used in Stages 1 and 2 searches were utilized for the Stage 3 search with the addition of the Phase 4 words “legislation, policy, and guidelines”. Search sites included Google, Sport New Zealand, NSOs, New Zealand Legislation, and the ASA. Data collected included frequency count (based on search terms), geographic context, and key findings.

**Google:** Search 45 retrieved literature that only discussed the need for policies. Predictably no government sport sponsorship legislation was found in New Zealand, as none exists. The detail of this search is presented in Table 2.3(s).

**Table 2.3 (s): Google search 45**

Search #	Search Date	Filters	Search string	Results (n)
45	16/05/2023	1/01/1997 to 31/12/2022	"New Zealand" government OR "public health" AND "unhealthy food" OR "unhealthy beverage*" OR "unhealthy drink*" AND sport* AND sponsor* AND legislation OR policies OR guideline*	108

Source: Prepared by the primary researcher

**Sport New Zealand:** Although, different key terms were used in numerous searches, only search 55 yielded relevant results. See Table 2.3 (t).

**Table 2.3 (t): Sport New Zealand searches 46-56**

Search #	Search Date	Search string	Results (n)
46	17/05/2023	Unhealthy food	0
47	17/05/2023	Unhealthy foods	0
48	17/05/2023	Unhealthy drink	0
49	17/05/2023	Unhealthy drinks	0
50	17/05/2023	Fast food	0
51	17/05/2023	Fast foods	0
52	17/05/2023	Junk food	0
53	17/05/2023	Junk foods	0
54	17/05/2023	Legislation	0
55	17/05/2023	Policy	0
56	17/05/2023	Sponsorship	4

Source: Prepared by the primary researcher

**New Zealand Legislation:** Several searches were conducted in this database using different filters and search strings. These can be seen in Table 2.3 (u).

**Table 2.3 (u): New Zealand Legislation searches 57-62**

Search #	Search date	Filters	Search string	Results (n)
57	17/05/2023	1997-2022 Acts, Bills Secondary Legislation	sponsorship	28

		(All types and status)		
58	17/05/2023	1997-2022 Acts, Bills Secondary Legislation (All types and status)	Advertising to children	99
59	17/05/2023	1997-2022 Acts, Bills Secondary Legislation (All types and status)	Advertising marketing children	51
60	17/05/2023	1997-2022	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") Sport (sponsorship OR marketing OR advertising OR relations OR "public health" OR partnership)	842
61	17/05/2023	children	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") Sport (sponsorship OR marketing OR advertising OR relations OR "public health" OR partnership)	9
62	17/05/2023	sport	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") Sport (sponsorship OR marketing OR advertising OR relations OR "public health" OR partnership)	3

Source: Prepared by the primary researcher

**The Advertising Standards Authority Search:** Search 63 used the term “sponsorship” to search for relevant items on this website. Table 2.3 (v) provides details of this search.

**Table 2.3 (v): The Advertising Standards Authority search 63**

Search #	Search date	Search string	Results (n)
63	17/05/2023	sponsorship	12

Source: Prepared by the primary researcher

#### Stage 4: Google manual search for additional information

Different websites were searched in the Google database for additional information. The search terms of these searches were specific to the information sought e.g., “neoliberalism in New Zealand”. These search terms can be found in Table 2.4.

**Table 2.4 Search strings used in manual searches in Google**

Search Date	Search String	Results Extracted (n)
28/10/2023	Current marketing to children’s regulations	1
14/10/2023	Protecting children from marketing AND World Health Organization	1
14/10/2023	Sport heroes promoting health in New Zealand	1
12/12/2022	National Healthy Food and Drink Policy	1
12/05/2023	Food Industry Taskforce Report	1
15/05/2023	Neoliberalism in New Zealand	3

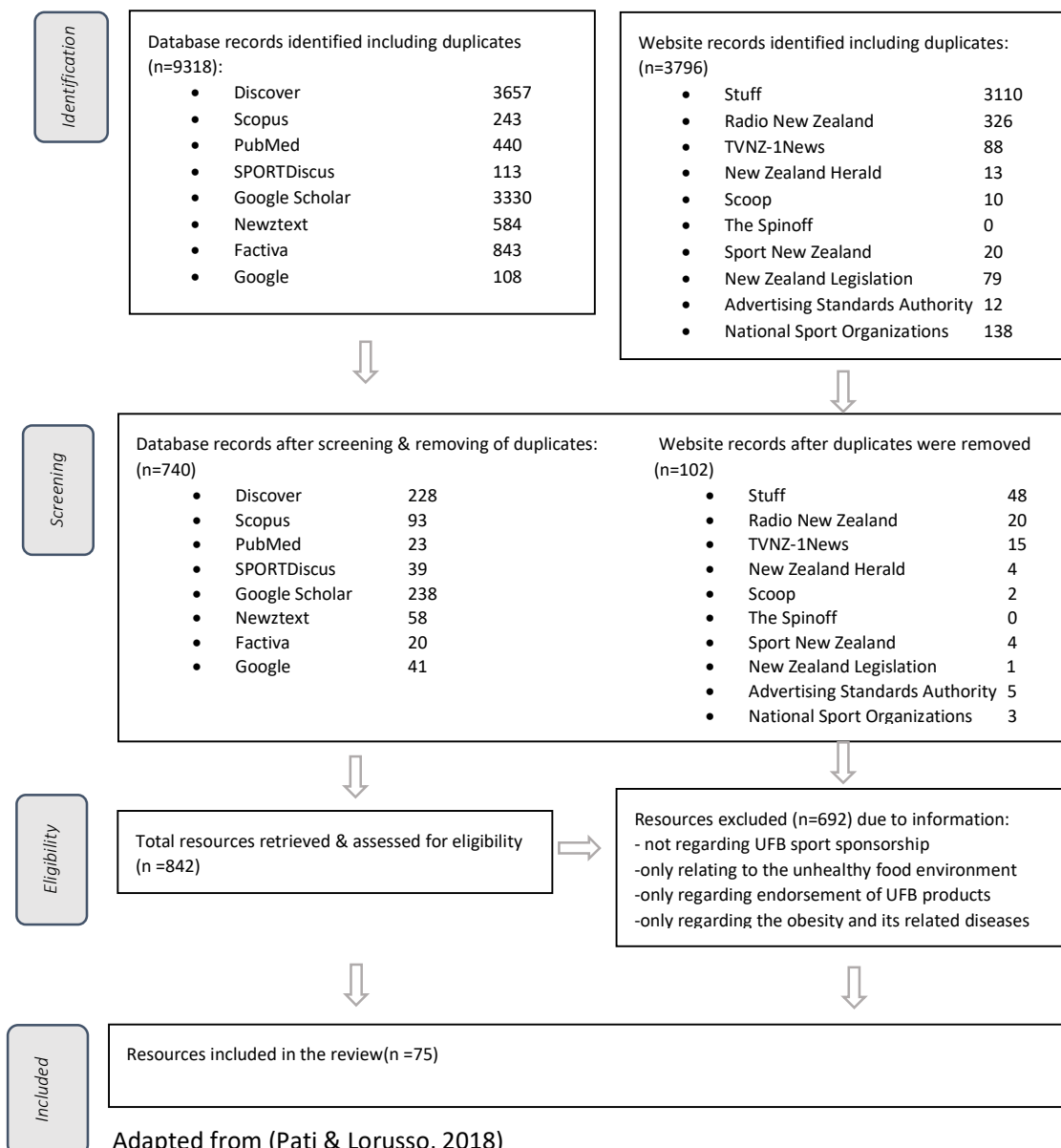
Source: Prepared by the primary researcher

**National Sport Organizations (NSO):** The websites of 138 NSO were searched for policies/guidelines relating to sponsorships and UFB using the search boxes on each website where available. Details of this search are recorded in Table D, Appendix B.

## Selection process

The selection criterion was literature that included FBCs' sport sponsorships in New Zealand between 1 January 1997 and 31 December 2022. Supplementary literature was selected which provided additional contextual information like overseas sponsorship legislation, anti-obesity efforts and FBCs' sport sponsorships. New Zealand legislation around UFBs/unhealthy food environments were also considered relevant supplementary literature due to such legislation influencing UFB marketing through sport sponsorship. Figure 1 provides details of the data identification and selection processes.

**Figure 1: PRISMA flow diagram**



## Synthesis Methods

Literature extracted from the databases and websites were coded (A, B, or C) according to the three key study objectives and arranged chronologically during the selection process. In the academic literature, abstracts, results, and conclusions were analyzed by the primary researcher. The full text of all grey literature was analyzed by the primary researcher. Similar themes and key points that emerged during the analysis were identified by the primary researcher and discussed with the researcher supervisors. These themes formed the headings for discussion. All the information grouped under the codes A, B, and C from all 3 stages of the literature searches were synthesized. These synthesized results are presented in Chapter 3.

## Chapter 3: Results

Seventy-five New Zealand sport sponsorship literature and 75 supplementary literature were identified for analysis and synthesis during the data collection and screening processes. Supplementary literature was considered important to provide contextual/background information.

Whilst some of the supplementary literature does not contain information about the topic of interest i.e., sport sponsorships in New Zealand, they do contain relevant information like UFB advertising/marketing, New Zealand and overseas advertising/marketing legislation which impact on sport sponsorships that are a means of marketing, health promotion initiatives relating to non-regulatory initiatives the government has/is engaged in. The latter indicates the actions the government has taken instead of regulations which would have had a more direct impact on restricting sport sponsorships by FBC. These are presented in chronological order in Tables C (1)-(3), in Appendix B but will not be discussed further here as they are related to, but not directly concerning sport sponsorships in New Zealand.

The New Zealand sport sponsorships literature contains information about sport sponsorships by FBC in New Zealand. This information has been presented in this chapter chronologically in Tables 3.1(a), (b), (c), and (d) according to the search stages 1, 2, 3, and 4. The results were recorded and coded A, B or C according to their contributions to this SLR's three key objectives outlined in Chapter 1. Some New Zealand sponsorship resources also included background/contextual information which was also recorded here.

More literature was found in the Stage 2 Media search than in the other searches. The literature numbers listed in the paragraphs below correspond with the numbers of literature records cataloged in Tables 3.1 (a) to (d) and Tables C (1)-(3), in Appendix B.

### Stage 1 Academic search results of New Zealand sport sponsorship literature

The Stage 1 search identified 17 academic articles/studies relevant to sport sponsorships in New Zealand. Only 2 sport sponsorship literature were found for the period, 2000-2010, whilst 15 were found for the period 2011-2022. Some common themes and important key points were identified which are presented here.

**UFB and sport in New Zealand:** The findings indicated concerns over the mixed messages regarding UFB's association with sport (Clelland et al., 2013; Dorey & McCool, 2009;

Jáuregui, 2022). FBCs' sport sponsorship was found to be prevalent in New Zealand (Dorey & McCool, 2009; Maher et al., 2006; Mahesh, 2015) with 28% of popular sport having food/beverage sponsorships (Mackay et al., 2021). This was a concern because FBCs' sport sponsorships undermine anti-obesity efforts, contributing to obesity and ill health (Carter et al., 2013; Clelland et al., 2013; Jáuregui, 2022; Reweti & Severinsen, 2022). The literature found parents, researchers, and public health advocates' discourse opposing children's exposure to UFB advertising and marketing via sport sponsorships which leads to unhealthy behaviors (Carter et al., 2013; Clelland et al., 2013; Jáuregui, 2022; No et al., 2014; Vandevijvere et al., 2015; Vandevijvere & Swinburn, 2015).

**The Food and Beverage Industry:** The literature indicated that FBCs use "physical activity" to influence policy/research and use the concept of "energy balance" to place responsibility for obesity on individuals (Jáuregui, 2022). Most major FBCs made commitments to support population nutrition with two-thirds improving this commitment since 2017. However, their actions taken to reformulate products to be healthier were found to be difficult to assess as they were not measurable or specific (Garton et al., 2022). McDonald's was referred to in two instances in the literature as a FBC that sponsors sport (Clelland et al., 2013; Dorey & McCool, 2009). FBCs were found to market UFBs on online platforms like the internet (Mahesh, 2015; Vandevijvere & Swinburn, 2014). Findings indicated that the food-industry-led ASA's CYPC was developed in 2017 to protect children from food marketing. The literature indicated that FBCs reported high compliance to voluntary pledges and a reduction in the promotion of UFB marketing and children's exposure (Mahesh, 2015), but the ASA's CYPC was assessed to have little to no reduction in children's exposure to UFB marketing (Garton et al., 2022; Mahesh, 2015; No et al., 2014). The Code was found limited (Garton et al., 2022; Mahesh, 2015) and lacking in penalties for non-compliance (Mahesh, 2015).

**Families/Communities:** The literature indicated parents' discourse regarding the harmfulness of UFBs to their children likening it to the harm that alcohol causes adults (Brouwer, 2022).

**The New Zealand government:** Findings indicated that the government took a regulatory approach in 2016 by implementing a national healthy food and drink policy in its health settings (Garton et al., 2022). There was much discourse proposing various measures that the government should take like using sport for health promotion (Brouwer, 2022) and restricting UFB marketing (Carter et al., 2013; Garton et al., 2022; New Zealand Beverage Guidance Panel, 2014; No et al., 2014; Vandevijvere et al., 2015; Vandevijvere & Swinburn,

2015) and sport sponsorship to children (Carter et al., 2013; Clelland et al., 2013; Vandevijvere et al., 2015). The literature also revealed discourse from public health experts calling for the strengthening of the ASA's voluntary codes (Vandevijvere & Swinburn, 2015) and prioritization of population health over commercial interests (Reweti & Severinsen, 2022). Other literature called for programs and policies to promote healthier food environments (Jáuregui, 2022; New Zealand Beverage Guidance Panel, 2014), sugary drinks pricing options (New Zealand Beverage Guidance Panel, 2014), and the tailoring of education and awareness approaches on healthy eating and drinking for organizations e.g., maraes (New Zealand Beverage Guidance Panel, 2014). The Government was also urged to provide funding for sport (Brouwer, 2022; Maher et al., 2006).

**Sport:** Discourse was found in the literature regarding sport's reliance on funding from sponsors (Batty, 2016; Brouwer, 2022; Lising, 2021) and FBCs' sponsorship via corporate social responsibility (CSR) which was opposed causing fears of a resultant loss of funds for sport (Batty, 2016). Findings indicated that sport bodies were advised to consider a company's connection to/fit with sport before accepting their sponsorship (Brouwer, 2022) and to accept sponsorships that relate to sugar-free products only (New Zealand Beverage Guidance Panel, 2014). These results are presented in Table 3.1 (a).

**Media:** Media was found to be a key factor shaping how young people conceptualize healthy eating and healthy bodies. Food messages were not considered a credible source of health information. They instead assisted in forming and reinforcing dominant misconceptions about food, healthy eating, and nutrition. Further, nutritional messages embedded in both health promotion and advertising were perceived to be conflicting and ambiguous, thereby undermining the health promotion initiatives' credibility (Dorey & McCool, 2009).

**Table 3.1(a): Stage 1 Academic search results of New Zealand sport sponsorship literature**

	Code	Source	Access Date	Date	Author	Title	Findings & URL
1	A & C	Discover	1/12/2022	2022	Jáuregui, Alejandra	Physical activity promotion as a means to foster human and planetary health: the need to avoid potential conflicts of interest with unhealthy commodity industries	UFB manufacturers sponsor sport and physical activity events, creating an erroneous association between the sponsor and the wellbeing/ health of the community. UFB marketing exposure is linked with unhealthy behaviors in children and young people undermining anti-obesity efforts. Physical activity was used by FBCs to influence food and nutrition policies. 'Energy balance' is used to shift blame from food consumption to the lack of energy expenditure. Industry has invested in physical activity research and scientific partnerships and established alliances with academic bodies and research institutions. Evidence suggests they influence the design and implementation of physical activity research and delay and undermine policy efforts trying to address the commercial determinants of health. <a href="https://journals-humankinetics-com.ezproxy.massey.ac.nz/view/journals/jpah/19/6/article-p401.xml">https://journals-humankinetics-com.ezproxy.massey.ac.nz/view/journals/jpah/19/6/article-p401.xml</a>
2	C	Discover	1/12/2022	2022	Brouwer, E	Utilizing junior participant and caregiver perceptions to understand food and beverage sponsorship of sport (Thesis)	Children preferred activity vouchers/merchandise over food vouchers. A sponsor's alignment with sport and the wider sporting community was important for both parents and children. Some parents feel UFB can harm children. Most parents recognized the reliance sport clubs have on sponsor funds with many prioritizing sport participation over sponsor restrictions. Recommended: Junior sport organizers consider a company's connection to sport before enlisting them as a sponsor. The government should fund junior sport and use sport to promote public health messages. <a href="https://mro.massey.ac.nz/bitstream/handle/10179/18088/BrouwerMScThesis.pdf?sequence=1">https://mro.massey.ac.nz/bitstream/handle/10179/18088/BrouwerMScThesis.pdf?sequence=1</a>
3	C	Google Scholar	1/05/2022	2022	Reweti, Angeliqve Severinsen, Christina	Waka ama: an exemplar of indigenous health promotion in Aotearoa New Zealand	This waka ama case study was an example, of community-led health promotion within an indigenous context, where Māori values and practices were evident. The culture of waka ama also encourages smoke-free, alcohol-free, and sugar-sweetened beverage-free environments. Even though UFB marketing was identified as a major contributor to obesity and related ill-health, sport sponsorship by UFB companies is still prevalent. <a href="https://onlinelibrary.wiley.com/doi/abs/10.1002/hpja.632">https://onlinelibrary.wiley.com/doi/abs/10.1002/hpja.632</a>
4	C	Google Scholar	1/05/2022	2021	Lising, L. J	In it to lose it (Thesis)	Healthy Auckland procures healthier sponsorships to discourage community sport events from seeking financial sponsorship from unhealthy food suppliers such as fast-food companies. <a href="https://www.researchbank.ac.nz/handle/10652/5752">https://www.researchbank.ac.nz/handle/10652/5752</a>
5	A B C	Google (MDPI) (New Zealand)	4/12/2022	2021	Sally Mackay Kelly Garton Sarah Gerritsen Fiona Sing Boyd Swinburn	How healthy are Aotearoa New Zealand's food environments? Assessing the impact of recent food policies 2018-2021. Executive summary (Report)	28% of popular sport had food and/or non-alcoholic drinks sponsorship. Reformulation commitments and the healthiness of products were not specific or measurable making assessment difficult. Recommended government implementation of healthy food policies and marketing restrictions. The extent of implementation of policy and infrastructure support indicators was assessed, finding little/ no progress made. CYPC has been effective since 2017 but children are still exposed to UFB marketing. Code covers product advertising, not brands. 2016: 'National Healthy Food and Drink Policy' was developed. Major food companies in New Zealand have made commitments to support population nutrition, and two-thirds have improved on their commitments since 2017. <a href="https://doi.org/10.17608/k6.auckland.16968478">https://doi.org/10.17608/k6.auckland.16968478</a>
6	B & C	Scopus	1/04/2023	2017	Rodriguez, L. George, J. R. McDonald, B.	An inconvenient truth: why evidence-based policies on obesity are failing Māori, Pasifika, and the Anglo working class	Public health initiatives have not worked well in Anglo working-class areas and certain communities, especially Māori and Pasifika, where obesity rates remain highest. The individual, medicalized approach to improving obesity rates has not been effective and there needs to be a new culturally responsive structural approach. Governments must prioritize population health over commercial enterprises, paying attention to sport sponsorships. <a href="https://doi.org/10.1080/1177083X.2017.1363059">https://doi.org/10.1080/1177083X.2017.1363059</a>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
7	B	Discover	1/12/2022	2016	Batty, R. J., Cuskelly, G., & Toohy, K	Community sport events and CSR sponsorship: examining the impacts of a public health agenda	Findings suggest that criticism of (Corporate Social Responsibility) CSR-based CSE sponsorship is on the rise and predominantly stems from public health concerns. Such ongoing criticism of sponsorship decisions could be detrimental to the financial viability of CSEs. <a href="https://journals-sagepub-com.ezproxy.massey.ac.nz/doi/pdf/10.1177/0193723516673189">https://journals-sagepub-com.ezproxy.massey.ac.nz/doi/pdf/10.1177/0193723516673189</a>
8		Discover	1/12/2022	2015	Vandevijvere, S. Dominick, C. Devi, A. Swinburn, B.	The healthy food environment policy index: findings of an expert panel in New Zealand	One of seven prioritized actions for the government is to reduce unhealthy food promotion to children with initial priorities for restriction of advertising through sport sponsorship, food packaging, and point-of-sale advertising. <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;AuthType=sso&amp;db=edsdnz&amp;AN=edsdnz.36214775&amp;site=eds-live&amp;scope=site">https://search.ebscohost.com/login.aspx?direct=true&amp;AuthType=sso&amp;db=edsdnz&amp;AN=edsdnz.36214775&amp;site=eds-live&amp;scope=site</a> .
9	B & C	Google Scholar	1/05/2022	2015	Mahesh, R.	Food policy evidence reviews	Marketing like online advertisements, social media, and sponsorships through sporting events were examined. Findings indicated high levels of UFB promotion and exposure to children with self-regulatory codes showing only small to no reductions in exposure. Regulations were successful in Quebec, Canada, and the United Kingdom in reducing children's marketing exposure. Industry-sponsored reports show high levels of adherence to voluntary pledges and reductions in the promotion of unhealthy foods and children's exposure. Codes were found to be limited because of the "narrow range of media covered, weak definitions of marketing in these codes", and lack of penalties for non-compliance. Sponsorship of junior sport by food and beverage companies was dominated by unhealthy foods. <a href="https://www.fmhs.auckland.ac.nz/assets/fmhs/soph/globalhealth/projects/images/Food%20Policy%20Evidence%20Review_for%20INFORMAS%20web.pdf">https://www.fmhs.auckland.ac.nz/assets/fmhs/soph/globalhealth/projects/images/Food%20Policy%20Evidence%20Review_for%20INFORMAS%20web.pdf</a>
10	C	New Zealand Medical Journal	2/12/2022	2015	Vandevijvere, S. Swinburn, B.	Getting serious about protecting New Zealand children from unhealthy food marketing	Most food marketing to children is unhealthy. Regulations are recommended to protect children from UFB marketing and strengthen voluntary codes. High level of public support for disallowing UFB advertisements on television before 9 p.m. and FBC's children's sport sponsorships.
11	B & C	Google	1/04/2023	2014	Vandevijvere, S. Swinburn, B.	Towards global benchmarking of food environments and policies to reduce obesity and diet-related non-communicable diseases: design and methods for nation-wide surveys	Sport club sponsorships. Sub-study 7 examined ('sponsorship'): food promotion through sport club sponsorships and Sub-study 8 ('internet'): food promotion through the internet and social media. <a href="https://bmjopen.bmj.com/content/4/5/e005339.long">https://bmjopen.bmj.com/content/4/5/e005339.long</a>
12	B & C	Google Scholar	1/05/2022	2014	New Zealand Beverage Guidance Panel	Policy brief: options to reduce sugar-sweetened beverage (SSB) consumption in New Zealand	Government programs and policies are needed to promote and create healthier food environments, sugary drinks pricing options, and curb UFB availability and access, marketing, and sponsorship. Recommendations include developing a healthy beverage policy, making environments sugary-drink-free, working collaboratively to tailor education and awareness approaches on healthy eating and drinking for organizations e.g., Maraes, and ensuring sponsorships and marketing from beverage companies, are only related to sugar-free products. <a href="http://fizz.org.nz/pdf/research/17%20Policy%20Brief.pdf">http://fizz.org.nz/pdf/research/17%20Policy%20Brief.pdf</a>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
13	C	Google Scholar	1/05/2022	2014	No, E. Kelly, B. Devi, A. Swinburn, B. Vandevijvere, S.	Food references and marketing in popular magazines for children and adolescents in New Zealand: A content analysis	Opposition to FBC's sport and physical activity sponsorships. Children's and youth's magazines contained a higher proportion of unhealthy branded food references compared to women's magazines. Concerns about the effectiveness of self-regulation in marketing. Regulations to curb children's exposure to unhealthy food marketing called for <a href="https://www.sciencedirect-com.ezproxy.massey.ac.nz/science/article/pii/S0195666314004103">https://www.sciencedirect-com.ezproxy.massey.ac.nz/science/article/pii/S0195666314004103</a>
14	C	Google Scholar	1/05/2022	2013	Clelland, Tracy Cushman, Penni Hawkins, Jacinta	Challenges of parental involvement within a health-promoting school framework in New Zealand	"Sport sponsorship should set better standards; for example, United Soccer gives every boy "Player of the Day" a free MacDonalds (sic) burger. McDonald's (sic) is the major sponsor; so, what mixed messages are we giving kids here?". FBCs should not be allowed to sponsor sport. <a href="https://www.hindawi-com.ezproxy.massey.ac.nz/journals/edu/2013/131636/">https://www.hindawi-com.ezproxy.massey.ac.nz/journals/edu/2013/131636/</a>
15	C	Discover	1/12/2022	2013	Carter, Mary-Ann Signal, Louise Edwards, Richard Hoek, Janet Maher, Anthony	Food, fizzy, and football: promoting unhealthy food and Beverages through sport - a New Zealand case study	Sport people understand the role of a healthy diet for sport performance, but UFB sponsorships often do not promote healthy eating. Policies that restrict sponsorship of sport by unhealthy food and beverage manufacturers may help limit children's exposure to unhealthy food marketing within New Zealand sport settings. <a href="https://ana.org.nz/wp-content/uploads/2018/02/food-fizzy-and-football.-M-Carter.pdf">https://ana.org.nz/wp-content/uploads/2018/02/food-fizzy-and-football.-M-Carter.pdf</a>
16	C	Google Scholar	1/05/2022	2009	Dorey, E. McCool, J.	The role of the media in influencing children's nutritional perceptions	Media was found to be a key factor shaping how young people conceptualize healthy eating and healthy bodies. Food messages were not considered a credible source of health information. They assisted instead in constructing and reinforcing dominant misconceptions about food, healthy eating, and nutrition. Nutritional messages embedded in both health promotion and advertising were perceived to be conflicting and ambiguous, possibly undermining the trustworthiness of health promotion initiatives. The brand fit of McDonald's and sport were also questioned. <a href="https://journals-sagepub-com.ezproxy.massey.ac.nz/doi/pdf/10.1177/1049732309334104">https://journals-sagepub-com.ezproxy.massey.ac.nz/doi/pdf/10.1177/1049732309334104</a>
17	B & C	Discover	1/12/2022	2006	Maher, A. Wilson, N. Signal, L. Thomson, G.	Patterns of sport sponsorship by gambling, alcohol, and food companies: an Internet survey	Sponsorship of popular sport for young people is dominated by "unhealthy" sponsorship. Governments may need to consider regulations that limit unhealthy sponsorship and/or adopt alternative funding mechanisms for supporting popular sport. <a href="https://doi.org/10.1186/1471-2458-6-95">https://doi.org/10.1186/1471-2458-6-95</a> .

Source: Prepared by the primary researcher

## Stage 2 Media search results of New Zealand sport sponsorship literature

Stage two had the greatest amount of literature (i.e., 53), on the topic. The key points and themes presented here are listed in Table 3.1 (b).

**UFB marketing contributes to childhood obesity:** Findings indicated that obesity rates have been increasing in New Zealand (Castles, 2016; Long, 2013; Neo, 2018; "New Zealand's biggest city still weighed down by obesity," 2019; "NZ sports need healthy sponsors - research," 2013). The literature indicated that UFB marketing, including sport sponsorships, contributes to children's obesity by familiarizing them with the brand and making UFBs appealing to children (Chambers, 2019; Paul, 2022) ("Ads-child-wrt," 2016; Anthony, 2018; Caldwell, 2018; Edmonds, 2016; Rasmussen, 2012). The discourse also revealed that UFB marketing is pervasive in New Zealand and is directed at children because they have "pester power" and purchasing power (Neo, 2018; "Poll shows majority support action on junk food marketing," 2015; "Unhealthy foods don't give kids a sporting chance," 2014). Children are continually exposed to marketing ("Ads-child-wrt," 2016; Anthony, 2018; Auckland Regional Public Health Service, 2019; Chambers, 2019; Johnston, 2015a; "Poll shows majority support action on junk food marketing," 2015), and are vulnerable to it ("Ads-child-wrt," 2016; BusinessDesk, 2021; Edmonds, 2016; Harris, 2021; "Invasive marketing of food must be regulated," 2005; Neo, 2018; University of Otago, 2019). Discourse was found regarding marketing to be a violation of children's rights. The SLR found concerns that giving children UFB products/ vouchers as rewards for sport was setting them up for future problems like the "Junk food as a reward" mentality (Ng, 2017; "Poll shows majority support action on junk food marketing," 2015; "Unhealthy foods don't give kids a sporting chance," 2014) .

**Families:** The literature indicated that parents' efforts to raise healthy children were undermined by UFB marketing including sport sponsorships. Parents involve their children in sport to be healthy, but UFB messages promoted in sport are leading to unhealthy eating habits ("Invasive marketing of food must be regulated," 2005; Neo, 2018; "Unhealthy foods don't give kids a sporting chance," 2014). Findings revealed that children preferred merchandise and activity vouchers as sport rewards rather than fast food/ fast food vouchers(Boyack, 2018).

**The food and beverage industry sport sponsorships:** FBCs like KFC, McDonald's, Coca-Cola, Burger King, Wendy's, Powerade, Muffin Break, and Gatorade, sponsor many major sport like rugby, cricket, netball, basketball, football, and triathlons and physical activity programs

in New Zealand (Anthony, 2018; Consumer, 2016; Davis, 2006; Edmonds, 2016; Edmunds, 2016; Jones, 2017; "KFC sponsorship ruckus a fat lot of good," 2017; Kilgallon, 2021; Long, 2013; Paul, 2022; "Unhealthy foods don't give kids a sporting chance," 2014; Vance, 2018; Walters, 2016). The literature indicated that McDonald's is a major sponsor of junior soccer, netball, and touch rugby in New Zealand (*Alcohol, Junk Food, Gambling Kid's Sport Sponsors*, 2006; McCarthy, 2007) and has sponsored the Olympics since 1976. The literature search indicated that McDonald's (Boyack, 2018; Chalmers, 2005c; Davis, 2006; Edmunds, 2016; Goodwin, 2006; Hawkes Bay Today, 2013; Johnston, 2015a; Kilgallon, 2021; Long, 2013; "McDonald's plans whopper for London Olympics," 2011; Neo, 2018; "Unhealthy foods don't give kids a sporting chance," 2014; Vance, 2018; Walters, 2016), KFC (Chalmers, 2005c; Edmunds, 2016; Jones, 2017; "KFC sponsorship ruckus a fat lot of good," 2017; Kilgallon, 2021; Neo, 2018; "Unhealthy foods don't give kids a sporting chance," 2014; Vance, 2018; Walters, 2016), and Coca-Cola including Powerade (Consumer, 2016; Edmonds, 2016; Edmunds, 2016; Long, 2013; Paul, 2022; Swinburn, 2013; "Unhealthy foods don't give kids a sporting chance," 2014; Walters, 2016) appeared far more frequently (i.e., 14, 10 and 8 times respectively) in the media literature than other FBC like Pepsi's Gatorade, Burger Fuel and Burger King. The literature also indicated that FBCs' sport sponsorships undermined efforts to promote good eating by promoting UFB and unhealthy brands (Hawkes Bay Today, 2013; "How junk-food ads saturated cricket coverage," 2010; "Invasive marketing of food must be regulated," 2005; Long, 2013; "NZ sports need healthy sponsors - research," 2013).

One-third of companies sponsoring sport sell UFB (Johnston, 2006; "NZ sport is saturated with junk food - research," 2013; "NZ sports need healthy sponsors - research," 2013) with rugby having the unhealthiest sport sponsors (23% of their sponsors are FBCs)(Manins, 2015). Other literature indicated that UFB is advertised and marketed through sport and sport sponsorships (Auckland Regional Public Health Service, 2019; Harris, 2021; Paul, 2022; "Whopper of a nuisance," 2018) which is a key 'marketing tool' (Chambers, 2019; Johnston, 2006; McCarthy, 2007). The literature revealed that McDonald's provided free cheeseburgers and "Player of the Day" certificates to players (Long, 2013).

Discourse was also found in the literature regarding the UFB industry promoting itself as a part of the solution to obesity ("Is 'healthy' really good for kids?," 2018; Long, 2013; Merton, 2017; Swinburn, 2013). For example, McDonald's included fruit and vegetables in its Happy Meals ("McDonald's plans whopper for London Olympics," 2011).

Findings indicated that self-regulation of food advertising by the food industry's ASA was found ineffective (BusinessDesk, 2021; Johnston, 2015a, 2015b; No et al., 2014). In 2015, Sir Peter Gluckman the Prime Minister's Chief Science Advisor who led a WHO Commission to End Childhood Obesity noted that self-regulatory approaches to protect children from marketing were ineffective and called for government marketing restrictions ("Poll shows majority support action on junk food marketing," 2015). Despite the CYPC which came into effect in 2017 states that advertising must not contain anything that can harm children (Advertising Standards Authority, 2022a) it was found inadequate (i.e., doesn't deal with sport sponsorships), insufficient (i.e., covers product advertising but not brand advertising), and ineffective (Harris, 2021; Johnston, 2015b; "New Zealand's biggest city still weighed down by obesity," 2019; "Poll shows majority support action on junk food marketing," 2015).

The ASA received submissions for its review of the voluntary code ("Ads-child-wrt," 2016). Questions arose regarding why nutritional experts were not on the review panel. ASA proposed banning celebrities in advertisements that undermine a healthy, balanced diet (Chalmers, 2005c). The ASA partially upheld two complaints regarding UFB advertising to children, one for Jelly Belly jellybeans posters and the other for Burger Fuel's "Player of the Day" award (Anthony, 2018; BusinessDesk, 2021).

The literature revealed that in 2018, the Food Industry Taskforce (a partnership between the government and 16 food companies) was established and provided recommendations to government ministers (Neo, 2018). Some recommendations were strengthening of the ASA code to protect children from UFB marketing (Edmonds, 2016; Johnston, 2015a, 2015b) and independent monitoring and evaluation of the codes (Edmonds, 2016).

**Government:** The literature revealed that the government favored the food industry's self-regulation stating that the ASA guidelines were adequate to protect children from UFB marketing (Newton, 2009a). A neoliberal approach has been taken by the government and is a barrier to marketing regulations (Worters, 2022). Other literature indicated that the government's Childhood Obesity Plan called for sport sponsorship restrictions (Edmonds, 2016).

Findings indicated that the police have rejected McDonald's sponsorship for their road safety campaigns (Davis, 2006; McCarthy, 2007). There was also discourse regarding the government's inability to compete with FBCs' marketing budgets (McCarthy, 2007).

The literature revealed many recommendations to the government. These included the governments' use of sport to promote health ("Unhealthy foods don't give kids a sporting chance," 2014) which has already begun (Keogh, 2018), and the provision of funding to wean sport off FBCs sponsorships (Backhouse, 2013; Johnston, 2015b; Radio New Zealand, 2019). Other literature proposed that the government adopt a comprehensive policy approach supported by broader population health strategies to combat junk-food marketing to children and improve the sport-related food environments (Manins, 2015; "Unhealthy foods don't give kids a sporting chance," 2014), implement healthy food policies in all government-influenced areas, implement front-of-pack labeling, regular monitoring of childhood obesity, and evaluation and monitoring of the effectiveness of change (Newton, 2009a). Fifteen out of 52 pieces of literature called for sport sponsorship restriction/ ban/regulation (Harris, 2021; Kilgallon, 2021) ("Ads-child-wrt," 2016; Chambers, 2019; Edmonds, 2016; Johnston, 2015a; "New Zealand's biggest city still weighed down by obesity," 2019; Powell, 2016a; Swinburn et al., 2017) (Davis, 2006; "Invasive marketing of food must be regulated," 2005; Johnston, 2006, 2015b; Manins, 2015; "Poll shows majority support action on junk food marketing," 2015) whilst 13 supported/called for UFB marketing restriction/regulation/ban ("Ads-child-wrt," 2016; Backhouse, 2013; BusinessDesk, 2021; Harris, 2021; "How junk-food ads saturated cricket coverage," 2010; "Invasive marketing of food must be regulated," 2005; Kilgallon, 2021; Manins, 2015; Neo, 2018; "New Zealand's biggest city still weighed down by obesity," 2019; Newton, 2009a; "Poll shows majority support action on junk food marketing," 2015; "Unhealthy foods don't give kids a sporting chance," 2014). Five called for restrictions like tobacco restrictions in the 1990s ("Ads-child-wrt," 2016; Davis, 2006; Johnston, 2006; Kilgallon, 2021; Newton, 2009a). Other literature indicated that penalties should be imposed on companies violating advertising guidelines ("New Zealand's biggest city still weighed down by obesity," 2019).

**Sport:** There was much discourse in the literature regarding sports' need for funding (Backhouse, 2013; Blackshaw, 2015; Davis, 2006; Jones, 2017; Long, 2013; Maher et al., 2006; Neo, 2018; Radio New Zealand, 2019) and concerns that banning FBCs sport sponsorships will leave sport without funding (Long, 2013). Other literature indicated that FBC's sport sponsorships were well received (Davis, 2006; Johnston, 2015a) and McDonald's sport sponsorship was seen as necessary (Johnston, 2015a).

The literature revealed the view that FBC's sport sponsorships send mixed messages regarding UFB and sport (Paul., 2018; Powell, 2016a; Rasmussen, 2012) and that UFB was

not a good fit with sport (Dorey & McCool, 2009; Long, 2013). Discourse was found in the literature regarding sport organizations/clubs/players considering the fit between sponsors and sport, ending sponsorship deals with FBCs (i.e., fizzy drink companies), accepting only healthy food-/non-food sponsors e.g., Weetbix, New World, and The Tasty Pot Company (Caldwell, 2018; Manins, 2015; "NZ sport is saturated with junk food - research," 2013; "NZ sports need healthy sponsors - research," 2013) and implementing healthy food initiatives at the sport clubs (Backhouse, 2013; Edmonds, 2016; Paul, 2022; Powell, 2016a) .

**Table 3.1 (b): Stage New Zealand media results of sport sponsorships search**

	Code	Source	Access Date	Date	Author	Title	Findings & URL
18	C	Herald	12/05/2023	5/05/2022	Gregor, Paul.	It's time to look at how sport is earning its money	Sport bodies/teams are using the "everything-is-grey" argument to justify accepting money from FBCs whose products do not align with high-performance sport. Call for people to consider who the sponsors are. Sport people who avoid consuming UFB, endorse those same products. KFC supports Super Rugby. Powerade sponsors the All Blacks. UFB contributes to children's obesity. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447341&amp;d2=nzh02%2Ftext%2F2022%2F04%2F06%2FNZH-s-Gregorcolumn.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447341&amp;d2=nzh02%2Ftext%2F2022%2F04%2F06%2FNZH-s-Gregorcolumn.html</a>
19	C	Stuff	2/12/2022	2021	Harris, Catherine.	Groundswell of opposition to children's junk food ads as code nears review	67% of people surveyed by Consumer NZ supported regulation. Most want a ban on television advertisements by FBCs during their prime watching time whilst 45% backed sport sponsorship bans. The ASA code allows FBCs to sponsor teams or events. Children are vulnerable to marketing. <a href="https://www.stuff.co.nz/business/124296613/groundswell-of-opposition-to-childrens-junk-food-ads-as-code-nears-review">https://www.stuff.co.nz/business/124296613/groundswell-of-opposition-to-childrens-junk-food-ads-as-code-nears-review</a>
20	C	Business Desk (New Zealand)	11/05/2023	20/12/2021	BusinessDesk	Nothing sporting about player of the day burger award	Healthy Auckland Together (HAT)'s complaint against a Burger Fuel 'Player of the Day' award was partially upheld by the ASA Complaints Board. But it says the ruling wasn't enough. HAT called for legislation to restrict UFB marketing from the children's environments. Self-regulation has not worked anywhere. The current system leaves children vulnerable. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447054&amp;d5=busdesk%2Ftext%2F2021%2F12%2F21%2FBU2112-S00531.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447054&amp;d5=busdesk%2Ftext%2F2021%2F12%2F21%2FBU2112-S00531.html</a>
21	A	Stuff (New Zealand)	4/12/2022	26/12/2021	Kilgallon, S.	Why is New Zealand unnaturally obsessed with KFC?	KFC came to New Zealand in 1971. They have 103 outlets here. Pizza Hut arrived in 1974 followed by McDonald's in 1976. Prof Louise Signal of the Department of Public Health at the University of Otago says that UFB advertising and sport sponsorships should be banned as tobacco was in 1995. <a href="https://www.stuff.co.nz/life-style/food-drink/126887700/why-is-new-zealand-unnaturally-obsessed-with-kfc">https://www.stuff.co.nz/life-style/food-drink/126887700/why-is-new-zealand-unnaturally-obsessed-with-kfc</a>
22	C	Stuff (New Zealand)	2/12/2022	2019	Chambers, Tim.	Kids see more than 40 ads for unhealthy products a day	Unhealthy foods cause obesity. UFB marketing drives consumption. Ban FBC's sport sponsorships. UFB marketing and advertising are pervasive in New Zealand. Marketing of unhealthy products is self-regulated by the industry and is ineffective in protecting children. Sport sponsorship was a key mechanism companies used to market unhealthy products to children. <a href="https://www.stuff.co.nz/national/health/115791305/kids-see-more-than-40-ads-for-unhealthy-products-a-day">https://www.stuff.co.nz/national/health/115791305/kids-see-more-than-40-ads-for-unhealthy-products-a-day</a>
23	B	Google (Auckland Council website)	3/12/2022	2019	Auckland Regional Public Health Service	Healthy Puketāpapa a strategic health and wellbeing framework	Tamariki are constantly exposed to marketing seeing approximately 27 junk food ads or branding (including sport sponsorship) per day compared to 12 for healthy foods. <a href="https://infocouncil.aucklandcouncil.govt.nz/Open/2019/08/PKTPP_20190815_AGN_7760_AT_files/PKTPP_20190815_AGN_7760_AT_Attachment_71065_1.PDF">https://infocouncil.aucklandcouncil.govt.nz/Open/2019/08/PKTPP_20190815_AGN_7760_AT_files/PKTPP_20190815_AGN_7760_AT_Attachment_71065_1.PDF</a>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
24	C	New Zealand Herald (New Zealand)	19/05/2023	2019	Jones, Nicholas.	Junk food ads to be banned from around schools in anti-obesity actions agreed with industry	UFB advertising is to be removed from schools and UFB promotion in supermarkets is to be curbed. Public health advocates say it's not enough. <a href="https://www.nzherald.co.nz/nz/junk-food-ads-to-be-banned-from-around-schools-in-anti-obesity-actions-agreed-with-industry/5YZFDLGRQJP5S66SS2XB2MIMZ4/">https://www.nzherald.co.nz/nz/junk-food-ads-to-be-banned-from-around-schools-in-anti-obesity-actions-agreed-with-industry/5YZFDLGRQJP5S66SS2XB2MIMZ4/</a>
25	C	Google (Scimex)	16/05/2023	29/03/2019	No author was listed.	What kids think about junk food marketing	Children are aware that advertising using catchy songs or slogans, free toys and competitions, and sport sponsorships, entices them to buy unhealthy food. As 'Prime Minister for a day', many said they would reduce junk food marketing, remove billboards, provide nutritional information, and promote healthy food. <a href="https://www.scimex.org/newsfeed/what-kids-think-about-junk-food-marketing">https://www.scimex.org/newsfeed/what-kids-think-about-junk-food-marketing</a>
26	C	Radio New Zealand (New Zealand)	15/05/2023	13/09/2019	(Broadcast)	Steve Hansen: government should be All Blacks 'sponsor'	All Blacks coach Steve Hansen: "New Zealand Rugby needs government funding." <a href="https://www.rnz.co.nz/national/programmes/checkpoint/audio/2018662429/steve-hansen-government-should-be-all-blacks-sponsor">https://www.rnz.co.nz/national/programmes/checkpoint/audio/2018662429/steve-hansen-government-should-be-all-blacks-sponsor</a>
27	C	Scoop (New Zealand)	11/05/2023	25/09/2019	No author is listed.	New Zealand's biggest city still weighed down by obesity	One-third of Auckland adults are obese compared with 10% in 1977. Recommended: an overhaul of the ASA and the CPYC code. A call for government regulation/co-regulation with industry, a restriction on junk food television advertising between 5 p.m. and 9 p.m., an end to UFB sport sponsorship, and a financial penalty when complaints about advertisements are upheld. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447052&amp;d3=scoop%2Ftext%2F2019%2F09%2F26%2FGE1909-S00133.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447052&amp;d3=scoop%2Ftext%2F2019%2F09%2F26%2FGE1909-S00133.html</a>
28	B & C	Stuff (New Zealand)	4/12/2022	2018	Boyack, N.	Burgers make way for swimming for player of the day	Lower Hutt Sport Clubs replace McDonald's vouchers with swimming pool vouchers. <a href="https://www.stuff.co.nz/national/health/108919032/burgers-make-way-for-swimming-in-junior-sport-sponsorship-battle">https://www.stuff.co.nz/national/health/108919032/burgers-make-way-for-swimming-in-junior-sport-sponsorship-battle</a>
29	B	ASA (New Zealand)	4/12/2022	2022	Advertising Standards Authority	Children and Young People's Advertising Code	Advertisements targeted at children or young people must not contain anything likely to harm them and must observe a high standard of social responsibility. <a href="https://www.asa.co.nz/codes/codes/children-and-young-people/">https://www.asa.co.nz/codes/codes/children-and-young-people/</a>
30	B & C	New Zealand Herald (New Zealand)	12/05/2023	2018	Gregor Paul.	Sobering reality of rugby's sponsors	Contradictions of seeing UFB brands during sport events. Rob Nichol, who heads the New Zealand Rugby Players' Association, said that players don't feel they should determine which products' sponsorship to accept. Financial sustainability is important. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447409&amp;d313=nzh02%2Ftext%2F2018%2F06%2F03%2FNZH-s-sponsors03.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447409&amp;d313=nzh02%2Ftext%2F2018%2F06%2F03%2FNZH-s-sponsors03.html</a>
31	C	The Nelson Mail (New Zealand)	12/05/2023	3/01/2018	No author is listed.	Whopper of a nuisance	Sky Television cricket, Burger King Super Smash Twenty20 action frequently referred to whopper burgers during the broadcast. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447410&amp;d315=fairfax%2Ftext%2F2018%2F01%2F03%2F00061136532896-AW.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447410&amp;d315=fairfax%2Ftext%2F2018%2F01%2F03%2F00061136532896-AW.html</a>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
32	C	Stuff (New Zealand)	15/05/2023	1/05/2018	Caldwell, Olivia.	Small food company tackles the fast-food giants over kids' sport player awards	A few athletes are promoting the Tasty Pot, a healthier option. Black Caps captain Kane Williamson, All-Black Damian McKenzie, and Tall Black Tom Abercrombie are some of the sport people who have tried the product and since signed up as ambassadors to launch the name as a healthy option for children after sport. <a href="https://www.stuff.co.nz/sport/rugby/103537199/small-food-company-tackles-the-fast-food-giants-over-kids-sport-player-awards">https://www.stuff.co.nz/sport/rugby/103537199/small-food-company-tackles-the-fast-food-giants-over-kids-sport-player-awards</a>
33	B	Stuff (New Zealand)	15/05/2023	16/09/2018	Vance, A.	On the table: Fast food giants could be asked to stop sponsoring children's sport	Burger King, McDonald's, and KFC sponsor rugby, basketball, football, and cricket. Sanitarium runs the Weetbix Tryathlon, and Nestlé Milo is a sponsor of junior rugby. Netball is sponsored by Muffin Break. <a href="https://www.stuff.co.nz/national/health/107056112/government-puts-boot-into-fast-food">https://www.stuff.co.nz/national/health/107056112/government-puts-boot-into-fast-food</a>
34	B	Google	16/05/2023	17/10/2018	Neo, Pearly	Fast food exit? McDonald's, and KFC's sponsorship of children's sports may end in New Zealand	Proposal that FBCs like McDonald's and KFC, be asked to stop their sponsorship of children's sport. Junk food sport sponsorships are common in New Zealand. Sport needs funding and won't exist without sport sponsorships. UFB sport sponsorships impact children's nutrition, influencing their food choices and making them feel positively towards sponsors. Calls to limit UFB marketing to children. Children are targeted because they have purchasing power and are more vulnerable to marketing. UFB marketing undermines parents' efforts to raise healthy children. Recommended that sport organizations only accept healthy sponsors, and that the government provides funds for sport. Obesity/Overweight rates: Adults-66.6% and children 33.4%. Food Industry Taskforce was established in 2018. <a href="https://www.foodnavigator-asia.com/Article/2018/10/17/Fast-food-exit-McDonald-s-KFC-sponsorship-of-children-s-sport-may-end-in-New-Zealand">https://www.foodnavigator-asia.com/Article/2018/10/17/Fast-food-exit-McDonald-s-KFC-sponsorship-of-children-s-sport-may-end-in-New-Zealand</a>
35	C	The Southland Times (New Zealand)	12/05/2023	2/11/2018	John, Anthony.	Jelly Belly ad leaves a sour taste	ASA said that reward bags of jellybeans didn't come under their jurisdiction as they were not adverts. Advertising for US candy giant Jelly Belly at a children's water polo event in Auckland after a mother, Sarah Gerritsen, complained to the ASA. The advert was designed to target children. Free packets of jellybeans were given to reward the player of the day and good sportsmanship. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447407&amp;d121=fairfax%2Ftext%2F2018%2F11%2F29%2F00191146716053-BY.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447407&amp;d121=fairfax%2Ftext%2F2018%2F11%2F29%2F00191146716053-BY.html</a>
36	C	Stuff (New Zealand)	12/05/2023	2/12/2018	Keogh, Brittany.	Health boards pay up for celebrity endorsements	District health boards have paid celebrities and sport franchises more than \$500,000 to endorse their health communications during the last five years. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447398&amp;d119=ffxstuff%2Ftext%2F2018%2F12%2F02%2F0053-108863825.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447398&amp;d119=ffxstuff%2Ftext%2F2018%2F12%2F02%2F0053-108863825.html</a>
37	B	New Zealand Herald (New Zealand)	4/12/2022	2017	Jones, N.	Health Minister Dr. Jonathan Coleman backs KFC's sponsorship of Rugby League World Cup	FBCs sponsor a wide range of sport. KFC became a sponsor of the Rugby League World Cup. Minister Dr. Johnathan Coleman said, "It would be difficult to fund sport in New Zealand without that sponsorship,". <a href="https://www.nzherald.co.nz/nz/health-minister-dr-jonathan-coleman-backs-kfc-sponsorship-of-rugby-league-world-cup/CZ2MSKSXFFSRQ3X4KBYVM63MGM/">https://www.nzherald.co.nz/nz/health-minister-dr-jonathan-coleman-backs-kfc-sponsorship-of-rugby-league-world-cup/CZ2MSKSXFFSRQ3X4KBYVM63MGM/</a>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
38	C	Google (Stuff) (New Zealand)	1/12/2022	2017	Walters, Laura.	Calls for government restrictions on fast food sponsorship deals	All Blacks were sponsored by Gatorade after more than 20 years with Powerade. Warriors are sponsored by Wendy's. Super Rugby teams are backed by KFC. New Zealand Football is sponsored by McDonald's. <a href="https://www.stuff.co.nz/sport/rugby/80717156/calls-for-government-restrictions-on-fast-food-sponsorship-deals">https://www.stuff.co.nz/sport/rugby/80717156/calls-for-government-restrictions-on-fast-food-sponsorship-deals</a>
39	B & C	The Daily Post Saturday (New Zealand)	12/05/2023	3/06/2017	No author is listed.	KFC sponsorship ruckus a fat lot of good	KFC is sponsoring the Rugby League World Cup. Calls for regulation around UFB advertising because UFB has negative health outcomes. "I would rather junk food giants sponsored sport than sedentary events targeting at-risk communities". <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447420&amp;d332=nzh02%2Ftext%2F2017%2F06%2F03%2FROT-DWk-lizzie3.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447420&amp;d332=nzh02%2Ftext%2F2017%2F06%2F03%2FROT-DWk-lizzie3.html</a>
40	B & C	The Timaru Herald	12/05/2023	20/11/2017	Ng, R.	Stick to fruit to keep kids sweet	UFB post sport set up a "junk food as reward" mentality which can cause future problems. Children can exercise but will never be able to out-exercise a bad diet. Healthier half-time snacks can be given. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447415&amp;d320=fairfax%2Ftext%2F2017%2F11%2F21%2F00091135316193-BF.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447415&amp;d320=fairfax%2Ftext%2F2017%2F11%2F21%2F00091135316193-BF.html</a>
41	A & C	Stuff	4/12/2022	2016	Edmunds, S.	Consumer New Zealand calls for tighter rules on junk food promotion	"Consumer NZ chief executive Sue Chetwin said there was evidence that food marketing, such as sponsorship, made unhealthy food more appealing to children and was contributing to New Zealand's problem with obesity". Gatorade sponsors the New Zealand Rugby Union and KFC sponsors rugby teams. Burger King also sponsors sport. McDonald's and Powerade are Olympic partners. <a href="https://www.stuff.co.nz/business/82412453/consumer-New-Zealand-calls-for-tighter-rules-on-junk-food-promotion">https://www.stuff.co.nz/business/82412453/consumer-New-Zealand-calls-for-tighter-rules-on-junk-food-promotion</a>
42	A & C	Consumer	4/12/2022	2016	Castles, Belinda	Fan fare	2014/2015 New Zealand Health Survey: 22% of children under 14 years old were overweight with 11% obese. Called for sponsorship regulation so children can make healthy food choices. <a href="https://eds.s.ebscohost.com/eds/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le46bFlsK2xSLSk63nn5Kx94um%2bTa2nrUquqLE4sLCvSriptji%2fw6SM8Nfsi9%2fz8oHt5Od8u6O0TK%2bqtUmurbU%2b8d%2fiVbGn5Huvp7RRq6iufOKjsk3hr6t5s6i1ReCvsE%2bu3LFRrq3gfb7o43zn6aSE3%2bTIVEpkpHzgs%2bN87ZzyeeWzv2ak1%2bxVr6e1S6%2but0ivnOSH8OPfjLvc84Tq6uOQ8gAA&amp;vid=53&amp;sid=31fc1169-20dd-45c9-a527-b9270f3907be@redis">https://eds.s.ebscohost.com/eds/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le46bFlsK2xSLSk63nn5Kx94um%2bTa2nrUquqLE4sLCvSriptji%2fw6SM8Nfsi9%2fz8oHt5Od8u6O0TK%2bqtUmurbU%2b8d%2fiVbGn5Huvp7RRq6iufOKjsk3hr6t5s6i1ReCvsE%2bu3LFRrq3gfb7o43zn6aSE3%2bTIVEpkpHzgs%2bN87ZzyeeWzv2ak1%2bxVr6e1S6%2but0ivnOSH8OPfjLvc84Tq6uOQ8gAA&amp;vid=53&amp;sid=31fc1169-20dd-45c9-a527-b9270f3907be@redis</a>
43	A & C	Consumer	4/12/2022	2016	Consumer	Food companies and sport sponsorship - Should elite athletes be pushing fast food and sugary drinks?	Powerade is the official sport drink of the Olympics. Powerade ambassadors are Olympic rower Mahe Drysdale, National Basketball Association player Steven Adams, and Black Caps captain Kane Williamson. Powerade also supports The Black Caps and Silver Ferns. <a href="https://www.consumer.org.nz/articles/food-companies-and-sport-sponsorship">https://www.consumer.org.nz/articles/food-companies-and-sport-sponsorship</a>
44	C	Radio New Zealand	12/05/2023	1/05/2016	(Broadcast)	Ads-child-wrt	Calls for a ban on UFB advertising and sport sponsorship like the ban on tobacco ads. Submissions to the ASA, which is reviewing its code for advertising to children. Children will be influenced by the large sport events' marketing. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447481&amp;d359=rnz%2Ftext%2F2016%2F05%2F01%2Fcbce32a1.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447481&amp;d359=rnz%2Ftext%2F2016%2F05%2F01%2Fcbce32a1.html</a>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
45	C	Stuff	1/12/2022	1/06/2016	Powell, Selina	Call for controls on marketing for sugary drinks featuring children's sporting heroes	Nelson Te Whatu Ora called for players to end sponsorship deals with soft drink companies as it sends "a very confusing message to children." <a href="https://www.stuff.co.nz/national/health/80569221/nelson-marlborough-dhb-asks-for-controls-on-advertising-sugary-drinks-to-children">https://www.stuff.co.nz/national/health/80569221/nelson-marlborough-dhb-asks-for-controls-on-advertising-sugary-drinks-to-children</a>
46	C	Waikato Times	12/05/2023	24/07/2016	Edmonds, Susan.	Backlash on sugary 'Olympic drink'	Evidence found that food marketing, such as sponsorship, made UFB more appealing to children and was contributing to New Zealand's problem with obesity. Powerade became the official sport drink of the Olympics. Recommendation that sports stars shouldn't be associated with sugary drinks that impact children's perceptions of these UFB, sponsorship is regulated, the Government withholds funding of athletes sponsored by an UFB brand, and advertising standards are strengthened to protect children with independent monitoring and evaluation of the codes. Childhood Obesity Plan acknowledged that sport sponsorship restrictions had a role to play in tackling obesity. The industry was mostly self-regulated by the ASA's voluntary codes of practice. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447456&amp;d338=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Fnational%2Ffood-industry-holds-sway-over-public-policy-study">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447456&amp;d338=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Fnational%2Ffood-industry-holds-sway-over-public-policy-study</a>
47	A	New Zealand Herald	4/12/2022	2015	Blackshaw, I.	All Blacks announce new sponsor	ASB is a new All Blacks sponsor. <a href="https://www.nzherald.co.nz/business/asb-the-proud-new-sponsor-of-the-all-blacks/XKYWI2W7USBQ2XUOV4X25QRY3Y/">https://www.nzherald.co.nz/business/asb-the-proud-new-sponsor-of-the-all-blacks/XKYWI2W7USBQ2XUOV4X25QRY3Y/</a>
48	C	New Zealand Herald	1/12/2022	2015	Johnston, Martin	We need to protect kids from junk food ads - survey	Professor Swinburn urged a mix of new state regulations and beefed-up industry self-regulation, focusing first on controlling TV advertising and weaning children's sport off sponsorship from unhealthy food producers. <a href="https://www.nzherald.co.nz/lifestyle/we-need-to-protect-kids-from-junk-food-ads-survey/ORTXZ2KQNRDZQ7V4KL4VPA3N6Y/">https://www.nzherald.co.nz/lifestyle/we-need-to-protect-kids-from-junk-food-ads-survey/ORTXZ2KQNRDZQ7V4KL4VPA3N6Y/</a>
49	C	New Zealand Herald	12/05/2023	20/07/2015	Johnston, Martin	Kiwis want fast-food clampdown	Professor Swinburn recommends a mix of new state regulations and "beefed-up industry self-regulation, focusing first on controlling TV advertising and weaning children's sport off sponsorship from unhealthy food producers". Commercial sponsorship is needed to improve grassroots and elite-level sport. Parents are positive about sponsorships. View that without McDonald's junior football sponsorship, involvement in junior sport will not be possible. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447483&amp;d372=nzh02%2Ftext%2F2015%2F07%2F20%2FNZH-Food20.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447483&amp;d372=nzh02%2Ftext%2F2015%2F07%2F20%2FNZH-Food20.html</a>
50	C	New Zealand Herald	12/05/2023	20/07/2015	No author is listed.	Poll shows majority support action on junk food marketing	73% of the public support government restriction of UFB marketing to children, and 67% support restriction of sport sponsorships. Professor Swinburn (who): "Parents do not like having to say 'no' to their children all the time." Children's 'pester power' undermines parents' efforts to give their children a healthy diet. The Prime Minister's Chief Science Advisor, Professor Sir Peter Gluckman is leading a WHO Commission to End Childhood Obesity. The Commission's interim report noted the ineffectiveness of self-regulatory approaches, calling for much stronger government-led marketing restrictions. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447485&amp;d373=scoop%2Ftext%2F2015%2F07%2F20%2FPO1507-S00170.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447485&amp;d373=scoop%2Ftext%2F2015%2F07%2F20%2FPO1507-S00170.html</a>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
51	B	Stuff	15/05/2023	5/03/2014	Parkinson, A.	Reconsidering food rewards	Public Health South medical officer of health Marion Poore said, "Children are often bombarded with treats - from home, at and after sport - such as fast-food vouchers, and fundraising in schools". Marist Old Boys Rugby Football Club junior convener Pete Mulenbrook said he didn't think it was the club's job to educate children about nutrition, but recognized players needed education about healthier nutrition. <a href="https://www.stuff.co.nz/southland-times/news/9790377/Reconsidering-food-rewards">https://www.stuff.co.nz/southland-times/news/9790377/Reconsidering-food-rewards</a>
52	B & C	Scoop	12/05/2023	7/10/2014	No author is listed.	Unhealthy foods don't give kids a sporting chance	Children's sporting environments are dominated by UFB. Parents often feel powerless to combat the marketing of junk food through McDonald's vouchers for sport rewards; All Blacks promoting "get active with Powerade" and high-profile sport like rugby, football, and cricket being sponsored by KFC, McDonald's, and Milo. Dr. Moira Smith (from the Health Promotion and Policy Research Unit at the University of Otago, Wellington) shared that parents felt overwhelmed, unsupported, and underpowered in their efforts to provide a healthy food environment for their children. Parents involved their children in sport to be healthy, but UFB messages were countering this by promoting unhealthy eating habits early on. Children are deliberately targeted by FBCs for commercial gain which is a violation of children's rights under the UN Convention on the Rights of the Child. A comprehensive policy approach is needed to improve the sport-related food environment. Strategies should include replacing food industry sponsorship with health promotion advertising; establishing food policies in sport settings; and implementing healthy food initiatives at sport clubs. "These approaches must be supported by broader population health strategies to counter junk food marketing to children". <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447490&amp;d389=scoop%2Ftext%2F2014%2F10%2F07%2FGE1410-S00037.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447490&amp;d389=scoop%2Ftext%2F2014%2F10%2F07%2FGE1410-S00037.html</a>
53	C	New Zealand Herald	1/12/2022	2013	No author is listed.	NZ sports need healthy sponsors-research	Healthy sponsors are needed. FBC's sport sponsorship is sabotaging Government efforts to promote good eating. A study found a third of food and beverage companies sponsoring sport in New Zealand could be classified as unhealthy. Associate Professor Louise Signal, from Otago's Health Promotion and Policy Research Unit in Wellington, said such sponsorship "is likely to promote the consumption of junk food and dilutes government recommendations promoting healthy eating". Rugby has the unhealthiest sponsorship i.e., 23% of brands and logos linked to unhealthy food. 11% of children aged 5 to 14 are obese, up from 8% in 2006 and 2007, and at least 20% are overweight. <a href="https://www.nzherald.co.nz/lifestyle/nz-sport-need-healthy-sponsors-research/Q7IKSRZQ6AXCJPQRX53U63G2ZE/">https://www.nzherald.co.nz/lifestyle/nz-sport-need-healthy-sponsors-research/Q7IKSRZQ6AXCJPQRX53U63G2ZE/</a>
54	B & C	New Zealand Herald (New Zealand)	13/05/2023	8/01/2013	Swinburn, Boyd.	Coke changing its stripes on health? Fat chance	Coca-Cola is now promoting itself as a part of the obesity problem solution by sponsoring sport programs, offering some smaller serving sizes, and putting some nutritional information on vending machines. Industry turns economic power into political power therefore very little progress in obesity policy over the last 25 years. Regulation proposed. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447611&amp;d405=nzh02%2Ftext%2F2013%2F08%2F01%2FNZC-swinburn01.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447611&amp;d405=nzh02%2Ftext%2F2013%2F08%2F01%2FNZC-swinburn01.html</a>

55	C	New Zealand Herald	1/12/2022	14/02/2013	Backhouse, M.	Children's sport needs fast food support - academic	A third of food and beverage companies sponsoring sport in New Zealand could be classified as unhealthy. Louise Signal said sport groups should be encouraged to accept endorsements only from healthy food companies, and the Government should help fund the phasing out of sponsorship linked to unhealthy foods. <a href="https://www.nzherald.co.nz/sport/childrens-sport-needs-fast-food-support-academic/YGR5VN6SV27XRE6KVZ7ZVIM3OE/">https://www.nzherald.co.nz/sport/childrens-sport-needs-fast-food-support-academic/YGR5VN6SV27XRE6KVZ7ZVIM3OE/</a>
56	B C	Newztext (Hawkes Bay Today)	13/05/2023	17/02/2013	No author is listed.	No title	Sport sponsorship from companies selling UFB is sabotaging government efforts to promote healthy eating. A third of UFB companies sponsor New Zealand sport e.g., McDonald's and Coke. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447614&amp;d408=nzh02%2Ftext%2F2013%2F02%2F15%2FHBT-DDDDDDDDDDwit.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447614&amp;d408=nzh02%2Ftext%2F2013%2F02%2F15%2FHBT-DDDDDDDDDDwit.html</a>
57	C	New Zealand Herald	1/12/2022	6/11/2013	No author is listed.	New Zealand sport is saturated with junk food - research	Rugby had the unhealthiest sponsorship, although the sport also had a healthy sponsorship from Weetbix which was considered positive. <a href="https://www.nzherald.co.nz/lifestyle/NZ-sport-is-saturated-with-junk-food-research/GZMOBDG6UANOQQYTEMGE4DWVVGU/">https://www.nzherald.co.nz/lifestyle/NZ-sport-is-saturated-with-junk-food-research/GZMOBDG6UANOQQYTEMGE4DWVVGU/</a>
58	B & C	Otago Daily Times	12/05/2023	8/11/2013	Manins, Rosie.	Junk food in sport, child obesity link	Most food at Otago sport venues was found to be unhealthy. Recommended many actions including legislation to restrict UFB marketing and advertising to children. Endorsement of the All Blacks by Weet-Bix and New World's sponsorship of the Silver Ferns were positive. Players eating 'lollies' during breaks sent the wrong message to children, A/Professor Louise Signal, of the University of Otago Wellington said. Signal said that the sport had other sponsorship options and a policy change would not hurt it. 11% of children under 14 were obese and ~20% were overweight. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447491&amp;d399=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Funedin%2Fjunk-food-sport-child-obesity-link">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447491&amp;d399=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Funedin%2Fjunk-food-sport-child-obesity-link</a>
59	C	Stuff	15/05/2023	15/12/2013	Long, D.	Obesity, sport, and New Zealand's big problem	Bike NZ partnered with Coca-Cola to launch Move60. 28% of all Kiwis over the age of 15 are obese. In 1997, our obesity rate was 19%. Question about whether sugary Coca-Cola is a good fit for sport organizations. Reducing obesity means encouraging people to reduce their intake of sugary drinks. This is difficult with FBCs promoting these products to young people. Children's football teams give out player of the day certificates, which allow the recipient a free cheeseburger at McDonald's. Sport organizations need funding but need to think carefully about who they partner with. <a href="https://www.stuff.co.nz/sport/other-sport/9518551/Obesity-sport-and-New-Zealands-big-problem">https://www.stuff.co.nz/sport/other-sport/9518551/Obesity-sport-and-New-Zealands-big-problem</a>
60	C	Stuff	15/05/2023	13/01/2012	Rasmussen, W.	Editorial: Sponsorship ban a slippery slope	Waikato District Health Board: UFB sponsorship of charities and sport events contributes to a rise in obesity and type 2 diabetes rates. Constant UFB exposure sends mixed messages to young people, whilst overly familiarizing them with the branding and products. Concern that banning UFB sport sponsorships will leave sport without funding. <a href="http://www.stuff.co.nz/manawatu-standard/opinion/6251774/Editorial-Sponsorship-ban-a-slippery-slope">http://www.stuff.co.nz/manawatu-standard/opinion/6251774/Editorial-Sponsorship-ban-a-slippery-slope</a>
61	A	Otago Daily Times	13/05/2023	22/07/2011	No Author is listed.	McDonald's plans whopper for London Olympics	McDonald's built a building in the Olympic Park to seat 1,500 people for the 2012 Olympics. They have been Olympic sponsors since 1976. McDonald's the official restaurant of the Olympic Games, announced a healthy eating menu including Happy Meals with fruit, vegetable, and dairy options. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447618&amp;d466=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Fworld%2Fmcdonalds-plans-whopper-london-olympics">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447618&amp;d466=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Fworld%2Fmcdonalds-plans-whopper-london-olympics</a>
62	C	New Zealand Herald	13/05/2023	11/02/2010	No author is listed.	How junk-food ads saturated cricket coverage	UFB brands are now prominent in cricket broadcasts on television. Call for a broadening of advertising restrictions. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447619&amp;d520=nzh02%2Ftext%2F2010%2F02%2F11%2FNZH-cric-health11.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447619&amp;d520=nzh02%2Ftext%2F2010%2F02%2F11%2FNZH-cric-health11.html</a>

63	C	The Dominion Post	13/05/2023	9/12/2009	Newton, Kate.	Food companies' tactics 'as bad as tobacco firms'	Professor Boyd Swinburn recommended banning UFB marketing to children and teenagers, healthy food policies in all government-influenced areas, Front-of-package "traffic light" labeling, regular monitoring of childhood obesity, with individual results reported to parents, evaluation and monitoring effectiveness of changes that included sponsoring nutrition programs, community projects, and sport, etc. Health Minister Tony Ryall ruled out a tax on fatty or sugary foods and food advertising regulation. "Existing self-regulated ASA codes for advertising foods to kids already provide clear guidelines and the public can complain about breaches," he said. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d521=fairfax%2Ftext%2F2009%2F12%2F16%2Fdoc00020.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d521=fairfax%2Ftext%2F2009%2F12%2F16%2Fdoc00020.html</a>
64	C	The Southland Times	13/05/2023	8/03/2007	McCarthy, Phil	Official tells extent of 'crap' food messages	Healthy Eating Healthy Action program coordinator, Ms. McKenzie said that sponsorship was "just marketing dressed up differently". It was very hard for health authorities to compete with multinational companies and their marketing budgets, she said. Government agencies such as the police rejected FBC's sponsorship. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d542=fairfax%2Ftext%2F2007%2F03%2F13%2Fdoc00242.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d542=fairfax%2Ftext%2F2007%2F03%2F13%2Fdoc00242.html</a>
65	A	Manawatu Standard	13/05/2023	2006	Goodwin, Emma	A different form of physical abuse	McDonald's is a major sponsor of junior netball, soccer, and touch rugby in New Zealand. Healthy Eating, Healthy Action, implemented in 2003. "Making your kids fat is another form of physical abuse". <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d548=fairfax%2Ftext%2F2006%2F06%2F07%2Fdoc00115.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d548=fairfax%2Ftext%2F2006%2F06%2F07%2Fdoc00115.html</a>
66	C	Scoop Independent News	13/05/2023	20/04/2006	No author is listed.	Alcohol, junk food, gambling kid's sports sponsors	Children's and teens' sport are heavily sponsored by alcohol, junk food, and gambling companies. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d551=scoop%2Ftext%2F2006%2F04%2F21%2F200604210933-78f882ff.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d551=scoop%2Ftext%2F2006%2F04%2F21%2F200604210933-78f882ff.html</a>
67	C	New Zealand Herald	15/05/2023	20/04/2006	No author is listed.	Call to limit 'unhealthy' sponsors	Calls for controls on FBCs' sport sponsorship. A third of the sponsorships were linked to "unhealthy" products. Possible solutions were following the tobacco path - tobacco sponsorship of New Zealand sport was banned by 1990 legislation. Sport sponsorship is becoming a prominent marketing tool that is often more publicly acceptable than advertising because it is less direct and builds public goodwill. Sport and Recreation Minister Trevor Mallard said sport groups were autonomous and the Government "does not intend to control what they can or cannot do". <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d552=nzh02%2Ftext%2F2006%2F04%2F21%2F20060421nzh10378301.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d552=nzh02%2Ftext%2F2006%2F04%2F21%2F20060421nzh10378301.html</a>
68	C	The Press	13/05/2023	2/10/2006	Davis, Joanna.	Sports thrive on fast-food funding	Health, sport, and community groups stand by their UFB sponsors because they rely on their funding. Police dropped McDonald's as a sponsor of their road safety campaigns in schools, but other groups made no apologies for taking the money. McDonald's remains a major sponsor of organizations in sport from junior soccer to touch football. The running costs and administration for Christchurch's Ronald McDonald House, a "home away from home" for families of children undergoing treatment at Christchurch Hospital, are paid by McDonald's. The Northland District Health Board conceded the decision to use a mobile dental bus supported by Ronald McDonald House Charities was a pragmatic one. Burger King's four-year sponsorship of the Tall Blacks was seen as instrumental in developing youth involvement in the

							game. The recommendation is that the Government bans UFB sponsorships as it did tobacco sponsorship. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d545=ffxstuff%2Ftext%2F2003%2FSTF%2F10%2F21%2F053844%2Fdoc00131.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d545=ffxstuff%2Ftext%2F2003%2FSTF%2F10%2F21%2F053844%2Fdoc00131.html</a>
69	C	The Dominion	15/05/2023	13/08/2005	Chalmers, Anna.	Plan to stop stars promoting junk food	The ASA's review of its children and food codes proposes banning people or characters with "celebrity status" in advertisements that "undermine a healthy balanced diet". "My initial quick read is that it's just window dressing," Obesity Action Coalition director Celia Murphy said. She questioned why nutritional experts were not on the review panel. Other McDonald's celebrity endorsements include gold medal triathlete Hamish Carter and, previously, All-Black Jonah Lomu. The Tall Blacks basketball team is sponsored by Burger King and Warriors star Stacey Jones has appeared in KFC advertisements. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d568=fairfax%2Ftext%2F2005%2F08%2F15%2Fdoc00025.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d568=fairfax%2Ftext%2F2005%2F08%2F15%2Fdoc00025.html</a>
70	C	Scoop Independent News	15/05/2023	18/11/2005	No author is listed.	Invasive marketing of food must be regulated	FBCs marketing including sport sponsorships must be regulated as they impact children and sabotage healthy eating messages," said Professor Hoek an academic. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d565=scoop%2Ftext%2F2005%2F11%2F18%2F200511181717-277eb3ee.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d565=scoop%2Ftext%2F2005%2F11%2F18%2F200511181717-277eb3ee.html</a>

Source: Prepared by the primary researcher

### Stage 3 Legislation, policies, and guidelines search results

The Stage 3 literature search did not produce much additional literature. Some concepts/key points regarding this topic had already been uncovered in stages 1 and 2 searches. Only 7 additional literature were documented in the stage 3 search. These are presented here and in Table 3.1 (c).

Key points and themes that emerged in this search that were like those obtained in Stage 1 and 2 searches were that children were targeted for marketing of food and beverages because they have “pester power”(Castles, 2021), and that the CYPC was found ineffective in protecting children from UFB marketing. The literature did reveal unsuccessful self-regulation of advertising and marketing by the food industry in other countries whose governments imposed regulations instead e.g., the United Kingdom(Castles, 2021). The literature also viewed sport sponsorship as a growing marketing tool(Sport New Zealand, 2014), which however provided the necessary funding for sport(Castles, 2021), but was disapproved by stakeholders who support government regulation of both UFB marketing (Boelsen-Robinson et al., 2022; Castles, 2021; Health Coalition Aotearoa, 2019; Signal et al., 2018) and sport sponsorships (Castles, 2021).

New information gleaned in this search was that only one complaint out of 16 was upheld by the ASA between 2017-2019 (Castles, 2021) and that a Food Industry Taskforce Report was presented to the government in 2018. The literature indicated public health advocates' disapproval of the government's 'congratulatory' response 11 months later to the food industry's proposals contained in this report. The food industry's proposed recommendations were evaluated as being “smoke and mirrors” (Health Coalition Aotearoa, 2019).

Other new concepts contained in the literature relevant to sport sponsorship were recommendations to the government to impose sanctions for violations of marketing regulations and a proposal that the government requires all food companies to develop and post their nutrition policies covering marketing to children which are independently monitored for quality and comprehensiveness (Health Coalition Aotearoa, 2019). The literature also cautioned against government partnership with the food industry whose primary aim was seen as generating a profit and returning shareholder value, rather than

protecting children from exploitation(Health Coalition Aotearoa, 2019). Another new finding was the view that it is inappropriate and unethical for companies selling junk foods to be providing nutrition education to children(Health Coalition Aotearoa, 2019).

**Table 3.1(c): Stage 3 New Zealand literature search results of sport sponsorship legislation, policies, and guidelines**

	Code	Source	Access Date	Date	Author	Title	Findings & URL
71	B & C	Google (Consumer NZ)	16/05/2023	9/02/2021	Castles, Belinda.	Unhealthy food marketed to kids: is it time to regulate?	<p>Calls for regulation of FBC's online marketing and sport sponsorships. Children are targeted by food companies as they have 'pester power'. 67% of respondents supported regulation of food marketing. 45% backed banning FBC sport - and events sponsorships. ASA introduced the CYPC in 2017, which restricts the marketing of UFB to children under 14 years old. Critics claim the system doesn't adequately protect children from exposure to, and the power of, UFB marketing. Study lead author Fiona Sing, from Auckland University's School of Population Health, said out of 16 food and beverage complaints to the ASA from 2017 to 2019, only one was upheld. The main argument for sponsorship is that it provides necessary funding. In Quebec, there's a long-standing ban on any marketing directed to children under 13 years. It covers commercial advertising on TV, radio, and the internet, as well as using promotional items. In 2020, the United Kingdom announced a proposal to ban all online marketing of unhealthy food and drinks.</p> <p><a href="https://www.consumer.org.nz/articles/marketing-food-to-children">https://www.consumer.org.nz/articles/marketing-food-to-children</a></p>
72	B & C	Google (Health Coalition Aotearoa)	16/05/2023	18/11/2020	Health Coalition Aotearoa	Analysis of food industry commitments and government response	<p>Public health advocates voiced displeasure at the government's 11-month delay in responding to the 2018 Food Industry Taskforce report and in the government's congratulatory response to the industry's recommendations. Most of the recommendations were considered as 'smoke and mirrors and the actionable ones were considered weak. Health Coalition Aotearoa (HCA) proposed Government regulation of food marketing, setting maximum sugar and sodium levels in processed foods, and food companies to develop and post their nutrition policies which include marketing to children, food labeling, and reformulation and fiscal instruments (e.g., taxes on sugary drinks and junk foods), and infrastructure expenditure to support active transport. HCA cautioned that the food industry aims to generate profit and return shareholder value, not protecting health/children from exploitation, and that the Government needs to exert caution in partnering with the food industry. Actions should be independently monitored for quality and comprehensiveness. HCA: "It's inappropriate and ethically problematic for companies selling ultra-processed foods to be "educating" New Zealand children about nutrition".</p> <p><a href="https://www.healthcoalition.org.nz/analysis-of-food-industry-commitments-and-government-response/">https://www.healthcoalition.org.nz/analysis-of-food-industry-commitments-and-government-response/</a></p>
73	B & C	Sport New Zealand	16/05/2023	2019	Ireland, Robin Bunn, Christopher Reith, Gerda Philpott, Matthew Capewell, Simon Boyland, Emma Chambers, Stephanie	Commercial determinants of health: advertising of alcohol and unhealthy foods during sporting events	<p>WHO proposed governments give priority to restricting the marketing of unhealthy products (those containing excessive amounts of sugars, sodium, saturated fats, and trans fats) to children."</p> <p><a href="https://eds.p.ebscohost.com/eds/pdfviewer/pdfviewer?vid=13&amp;sid=ea9d2da3-e6f5-40db-bae2-b171ca083187%40redis">https://eds.p.ebscohost.com/eds/pdfviewer/pdfviewer?vid=13&amp;sid=ea9d2da3-e6f5-40db-bae2-b171ca083187%40redis</a></p>

	Code	Source	Access Date	Date	Author	Title	Findings & URL
74	B & C	Google (Healthy Auckland Together)	16/05/2023	6/11/2018	Louise Signal Michelle Barr Moirra Smith	Evidence snapshot- what can be done to protect our children from unhealthy food marketing?	Recommended that the government ban UFB marketing to children by replacing the voluntary code with a comprehensive regulatory one (that includes sponsorship, brand-only marketing, and product packaging) with effective monitoring and real sanctions. Communities and individuals can act by replacing UFB marketing at sport, complaining to the ASA, and lobbying politicians to make change. <a href="https://healthyaucklandtogether.org.nz/assets/Marketing-to-children/Evidence-Snapshot.pdf">https://healthyaucklandtogether.org.nz/assets/Marketing-to-children/Evidence-Snapshot.pdf</a>
75	B & C	Sport New Zealand	17/05/2023	2014	No author is listed.	Commercial sponsorship and partnership: Framework for sports organizations in securing, developing, and retaining commercial partnerships	Businesses' use of sponsorship as a marketing tool is growing. <a href="https://sportnz.org.nz/media/3032/sport-sponsorship-securing-and-retaining-commercial-partners.pdf">https://sportnz.org.nz/media/3032/sport-sponsorship-securing-and-retaining-commercial-partners.pdf</a>

Source: Prepared by the primary researcher

## Stage 4 Manual searches in Google

Manual searches were conducted in Google to provide additional information which stages 1,2 and 3 searches did not provide. The key information retrieved from this search is noted within the text of this section and summarized in Table 3.1 (d). Key information included the negative health impacts like obesity and health inequities, of neoliberalism on New Zealand's vulnerable Māori and Pasifika communities. Another negative impact of neoliberalism was a cumulative decline in health expenditure adjusting for inflation and population change during the period 2009 to 2018. New Zealand's Prime Ministers Jim Bolger (1990-1997) and Jacinda Arden (2017-January 2023) both acknowledged that neoliberalism had failed in New Zealand with Arden stating that government intervention had always served New Zealand well (Cooke, 2017).

Based on the publicly accessible information reviewed for this SLR, the literature revealed that only one FBC, Coca-Cola, had implemented a policy, the Responsible Marketing Policy, with advertising and marketing guidelines prohibiting advertising and marketing to children under 12 years of age.

The manual searches conducted on NSO websites indicated that only two NSO namely Softball New Zealand and Special Olympics New Zealand, out of 138, had online sponsorship guidelines/policies with an additional seven having weblinks to Sport New Zealand's policies which also include a sponsorship policy. The results of manual searches of the NSO website are presented in Appendix B, Table D.

This literature search identified that Active Southland, Aikido Association of New Zealand, Blind Sport New Zealand, the New Zealand/Australia Football League, Skate New Zealand, Waka Ama New Zealand, and Yachting New Zealand had links to Sport New Zealand's policies. The weblink to Sport New Zealand's policies did not work on the Blind Sport New Zealand website. None of these policies however provided guidelines for or made mention of unhealthy sponsorships by FBCs. These findings will be discussed in Chapter 4.

**Table 3.1 (d): Stage 4 Manual Google search for additional information on New Zealand sports sponsorships**

Code	Search terms	Access Date	Date	Author	Title	Findings & URL
B	Coca-Cola marketing restrictions	23/10/2023	2022	Coca-Cola	Responsible Marketing	In 2010 Coca-Cola established a Responsible Marketing Policy with guidelines that restricted advertising to audiences over 12-year-olds only. <a href="https://www.coca-colajourney.co.nz/policies-and-practices/responsible-marketing">https://www.coca-colajourney.co.nz/policies-and-practices/responsible-marketing</a>
C	protecting children from marketing WHO	14/10/2023	2022	World Health Organization	Protecting children from the harmful impact of food marketing: policy brief	Due to the harmful effects of marketing on children, governments are called to restrict the marketing of unhealthy foods. <a href="https://www.who.int/publications/i/item/9789240051348">https://www.who.int/publications/i/item/9789240051348</a>
A	Neoliberalism in New Zealand	15/05/2023	2020	Barnett, P & Bagshaw, P.	Neoliberalism: what it is, how it affects health, and what to do about it.	Labor government adopted neoliberal policies in New Zealand in 1984 resulting in poor social conditions that affect mortality and morbidities such as obesity, mental health, and health risk behaviors. Health risks from neoliberalism are borne disproportionately by Māori and Pacific people and exacerbated by cultural loss, colonization, and racism leading to health inequities. <a href="https://journal-nzma-org-nz.ezproxy.massey.ac.nz/journal-articles/neoliberalism-what-it-is-how-it-affects-health-and-what-to-do-about-it">https://journal-nzma-org-nz.ezproxy.massey.ac.nz/journal-articles/neoliberalism-what-it-is-how-it-affects-health-and-what-to-do-about-it</a>
C	National Healthy Food and Drink Policy	12/12/2022	30/09/2019	Ministry of Health	National District Health Board Food and Drink Environments: National Healthy Food and Drink Policy	The policy supports health sector leadership in promoting and “normalizing” healthy food environments in work and public places. The policy was published in 2016 and reviewed in 2018 to make implementation easier. <a href="https://www.health.govt.nz/publication/national-healthy-food-and-drink-policy">https://www.health.govt.nz/publication/national-healthy-food-and-drink-policy</a>
C	Food Industry Taskforce Report	14/10/2023	2018	Food Industry Taskforce	Final report to ministers of health and food safety	Many recommendations were made regarding food and beverage marketing. Sponsorships in schools addressed. <a href="https://www.health.govt.nz/system/files/documents/pages/food-industry-taskforce-final-report.pdf">https://www.health.govt.nz/system/files/documents/pages/food-industry-taskforce-final-report.pdf</a>
B	Google	12/05/2023	2017	Powell, Selina	Healthy, wealthy and wise	New Zealand is a neoliberal society, where the wants of the private sector frequently take priority over the needs of citizens, including children. This is especially true for the “Big Food” industry. The multinational food and beverage companies have huge marketing power. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447448&amp;d337=nzh0%2Ftext%2F2017%2F01%2F31%2FHBG-31talkingpoint.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447448&amp;d337=nzh0%2Ftext%2F2017%2F01%2F31%2FHBG-31talkingpoint.html</a>
C	neoliberalism & marketing & New Zealand	14/10/2023	12/09/2017	Cooke, Henry	Jacinda Ardern says neoliberalism has failed	Jim Bolger, New Zealand Prime Minister (PM) from 1990-1997 stated that neoliberalism had failed in New Zealand. PM Ardern agreed saying that New Zealand has always been served well by interventionist government. <a href="https://www.stuff.co.nz/national/politics/96739673/jacinda-ardern-says-neoliberalism-has-failed">https://www.stuff.co.nz/national/politics/96739673/jacinda-ardern-says-neoliberalism-has-failed</a>
B	Google	14/10/2023	9/12/2016	Nicoll, J., and Stewart, M.	Dental Association wants sugary drinks to have teaspoon icons on their labels	Former Silver Ferns netballer and ex-teacher Irene van Dyk is an ambassador for the Switch to Water initiative. <a href="https://www.stuff.co.nz/national/health/87379204/war-on-sugary-drinks-launched-as-looming-health-crisis-becomes-reality?videoid=6331909077112">https://www.stuff.co.nz/national/health/87379204/war-on-sugary-drinks-launched-as-looming-health-crisis-becomes-reality?videoid=6331909077112</a>

Source: Prepared by the primary researcher

### **Key information from supplementary literature**

Some key points/themes found in stages 1 to 4 literature searches for sports sponsorship literature were also found in the supplementary literature. However other information retrieved in this search provided contextual/background information relevant to this SLR as well as identified some new concepts/key information which is presented in Appendix B after Table C (3).

## Chapter 4: Discussion

This chapter presents a synthesis of the results of the literature search presented in Chapter 3.

This study found that the literature regarding FBCs' sport sponsorship in New Zealand increased gradually between 2005 and 2010, and rapidly (i.e., an eight-fold increase), between 2011 and 2022. This may be reflective of the increased concerns during this period about the contributory role of UFB advertising, marketing, and sport sponsorships to childhood obesity. There was a noticeable gap in the literature in 2020 which may reflect the impact of the Covid-19 pandemic in that year.

A lack of sponsorship guidelines/policies was found on most New Zealand NSO websites. It is acknowledged however that some NSO may have internally held policies that are not publicly accessible via their websites. Two out of 138 NSO provided sponsorship policies/guidelines on their websites, whilst seven had weblinks to Sport New Zealand's policies. None of these nine organizations however had policies regarding sport sponsorships by FBC. Whilst 24 NSO had policies/guidelines to protect the rights and ensure the safety of its members, especially children/ young people, these did not include protection from unhealthy foods or drink marketing. This may be reflective of sport bodies placing funding needs above public health or their lack of consensus/awareness regarding the negative impacts of exposure to UFB marketing via sport sponsorships on children (Rasmussen, 2012).

### A. The history of unhealthy food and beverage sport sponsorships in New Zealand (1997-2022)

In conducting this SLR, it was noted that the literature provided little information regarding the history and development of FBCs' sport sponsorships in New Zealand. The earliest FBC sport sponsorship found in the literature was Coca-Cola-owned Powerade's sponsorship of the All Blacks rugby team in the early 1990s (Walters, 2016). Although the possibility exists of earlier FBC sport sponsorships, a lack of this information in the literature may suggest that FBC sport sponsorships were less common in New Zealand before the 1990s or less newsworthy.

A manual search of specific FBCs' websites was therefore undertaken to provide additional information to fill in these gaps in the literature to provide a complete discussion. An overarching summary of the information retrieved about the history of UFB sport sponsorships is presented here.

Much discourse was found in the literature regarding McDonald's, Coca-Cola's, and KFC's sport sponsorships of the most popular sport in New Zealand e.g., football, rugby, and cricket (Jones, 2017; Vance, 2018; Walters, 2016). This may suggest that sport sponsorships provide huge marketing benefits to these large international food and beverage companies.

The first mention of an FBC sport sponsorship in the literature was the Coca-Cola-owned Powerade sponsorship of the All-Blacks national rugby team in 1995, which lasted twenty years (Walters, 2016). The 1970s saw the influx of other American fast-food companies into New Zealand, beginning with KFC in 1971, Pizza Hut in 1974, and McDonald's in 1976 (Kilgallon, 2021). During this time, sport became more professionalized and expensive, leading to sponsorships that replaced traditional fundraising which was no longer adequate to finance sport. This, together with the commercial value of televised sport to advertisers provided the climate for FBCs' sport sponsorships to flourish in New Zealand (Macdonald, 2018).

A pattern identified in the literature was that FBCs' sport sponsorships were often followed by opposition and questions about their suitability/fit with sport. Examples of these are Powerade's sponsorship of the All Blacks rugby team in 1995, McDonald's sponsorship of junior football in 1999, and KFC's sponsorship of the Rugby League World Cup in 2017 (Arnold, 2011; Clelland et al., 2013; "KFC sponsorship ruckus a fat lot of good," 2017). This however has not seemed to cease the funding of sport by FBCs nor the acceptance of these sponsorships by sport bodies. This may imply that despite criticism that they should not be linked with sport, FBCs are nevertheless well-established sport sponsors because they can finance sport.

The literature indicated that FBCs sport sponsorships in New Zealand are widespread. Burger King has sponsored the Tall Blacks basketball team- and cricket Super Smash Twenty20, whilst McDonald's has sponsored junior soccer and touch football (Davis, 2006). This SLR found that by 2012, McDonald's, Burger King, Coca-Cola, and KFC had all become heavily involved in sport, physical activity, and event sponsorships in New Zealand (Rasmussen, 2012; Vance, 2018). In the last decade, KFC undertook sponsorship of New Zealand Cricket, Super Rugby, and the Rugby League World Cup. Burger King sponsored the cricket Super

Smash Twenty20. Wendy's sponsored the Warriors. PepsiCo's Gatorade became a major sponsor of several national teams, including the Māori All Blacks, All Black Sevens, New Zealand Women's Sevens, Black Ferns, New Zealand Under-20s, and the All Blacks rugby team in 2016 who ended their twenty-year sponsorship deal with Powerade (Walters, 2016; "Whopper of a nuisance," 2018).

Some discourse was found in the literature promoting and applauding the use of healthier sport sponsorships in New Zealand like Sanitarium Weetbix's sponsorship of rugby and triathlons), and the Tasty Pot Company's sponsorships of community sport (Caldwell, 2018). Most of the literature however contained discourse regarding the prevalence of FBC sport sponsors in New Zealand (Backhouse, 2013; Johnston, 2006; Jones, 2017; Maher et al., 2006; "NZ sport is saturated with junk food - research," 2013; Paul., 2018).

## **B. Enablers and barriers to government management of unhealthy food and beverage sport sponsorships in New Zealand**

It was noted when conducting this SLR that a key area attracting much discourse was concern over the impacts of persistent, pervasive UFB advertising/marketing through sport sponsorships on children's eating habits and obesity rates (Jáuregui, 2022). However, no discourse appeared in the literature on the impact of FBCs' sport sponsorships on adults' UFB consumption and obesity rates.

Other areas focused on in the literature were the government's need to curb FBCs' sport sponsorships (Carter et al., 2013; Castles, 2021; Maher et al., 2006), the ineffectiveness and limitations of the ASA's voluntary codes (Garton, 2022; Swinburn et al., 2017), and the strategies and actions of the food and beverage industry that undermine anti-obesity efforts (Jáuregui, 2022).

It was noted that much discourse was found in the literature regarding KFC and McDonald's sport sponsorships compared with other fast-food companies, Burger King, Wendy's or Pizza Hut. This may suggest that both these food companies are popular and spring to mind when UFB sport sponsorships are discussed or that they have a pervasive presence in New Zealand sport through sponsorships. Key enablers and barriers to managing UFB sport sponsorships identified in this SLR are discussed below.

## 1. The framing of obesity

The literature indicated that the WHO had identified the causes of obesity as positive energy balance from overconsumption of energy-dense foods, energy under-expenditure due to decreased physical activity, and increased promotion of and availability of unhealthy foods. (Hobbs et al., 2021; Popkin & Gordon-Larsen, 2004; World Health Organization, 2021). Sports sponsorships are one of the ways in which these unhealthy foods and drinks are advertised and promoted. Findings were that the New Zealand government's framing of obesity as resulting from sedentary lifestyles, nutrition knowledge-, sport participation-, and physical activity deficits led to its interventions focused on these areas to encourage healthier behaviors among individuals (Johnston, 2009b). However, little intervention was noted in the literature regarding reducing the availability and overconsumption of UFB. Any interventions seeking to do the latter would restrict the promotion of these unhealthy commodities via sport sponsorships.

Conversely, other literature indicated that public health advocates view obesogenic environments, and overconsumption of UFB resulting from pervasive, relentless UFB advertising, marketing, and sport sponsorships as causes of obesity (Auckland Regional Public Health Service, 2019; "Invasive marketing of food must be regulated," 2005; Maher et al., 2006; Vandevijvere & Swinburn, 2014). Findings however indicated that FBCs have used the concept of "energy balance" to focus responsibility for unhealthy eating on consumers rather than on the social, environmental, and commercial determinants of health like its marketing of UFB, which was also found to have influenced food and nutrition policies ("Food industry holds sway over public policy: study," 2017; Jáuregui, 2022; Stewart., 2015). Such policies are relevant to this review as they can have a direct impact in how unhealthy food and drinks can be marketed and can restrict UFB sport sponsorships. The food industry has also framed obesity as due to a lack of individuals taking personal responsibility for exercise ("Food industry holds sway over public policy: study," 2017). Casting the responsibility solely on individuals for their health, may be a means of absolving the food industry from taking steps to limit their promotion of UFB including their marketing of these products through sports sponsorships.

## 2. Government largely non-regulatory actions

Despite the WHO encouraging governments to prioritize restrictions on the marketing of unhealthy products to children, this SLR revealed much discourse criticizing the New Zealand

government's lack of such UFB advertising, marketing, and sport sponsorship restrictions (Ireland et al., 2019; Johnston, 2009a; Mackay et al., 2021; World Health Organization, 2022).

Analysis of the literature indicated that although the government had undertaken many anti-obesity actions over the past twenty-five years, only a few of them have been regulatory. Findings revealed that in 2005, the Acting Director of Public Health, Dr Ashley Bloomfield warned the food industry that the government would regulate food marketing and advertising to protect children in the absence of the industry's self-regulatory marketing changes (Chalmers, 2005a). In 2007 this threat culminated in the Labor Party government proposing amendments to the Public Health Bill to empower the cabinet and Health Minister to regulate the advertising and marketing of food and beverage products (*Public Health Bill – First Reading, 2007*), and implementing amendments to the National Administration Guidelines 5 (NAG5) which required schools to promote healthy food and nutrition and sell only healthy food and drinks ("Hey, food police, leave those kids alone," 2008). The proposed amendments to the Public Health Bill did not get parliamentary support and were not passed, whilst in 2008 the newly elected National Party governments' dismantling of the National Administration Guidelines 5 (NAG5) which had been successful in getting schools to stop selling unhealthy foods, was criticized as a step backward in the fight against obesity (Eriksen, 2009; Johnston, 2009a, 2009b; Newton, 2009b).

This SLR found that the New Zealand government took a bold step in 2016 when it implemented the National Healthy Food and Drink Policy which successfully initiated healthier food environments in many districts (National District Health Board Food and Drink Environments Network, 2019). For example, Hastings District Council cut unhealthy drinks from all council-run events and facilities ("Hastings Council cuts sugary drinks from all events," 2018; McCarthy, 2007). This policy indicates that government regulatory actions can improve food environments. Apart from the above, the literature did not reveal government anti-obesity measures that addressed UFB marketing and sport sponsorships.

The literature revealed other non-regulatory anti-obesity efforts by the government like Healthy Eating, Healthy Action in 2003, Project Energize in 2005, and the Childhood Obesity Plan in July 2016 (Andrew, 2005; Davison, 2011; Edmonds, 2016). A pattern was found in the literature of criticism of these anti-obesity initiatives as insufficient and ineffective without simultaneous UFB advertising, marketing, and sport sponsorship restrictions as had been imposed on tobacco companies' sport sponsorships (Andrew, 2005).

This SLR found that inadequate budget was implicated in some anti-obesity programs' lack of success. For example, the government's Healthy Eating Healthy Active program was considered unsuccessful due to a lack of adequate budget (Andrew, 2005). The literature revealed a reduction in health expenditure for the period 2009 to 2018 despite concurrent increases in obesity-related health conditions (Barnett & Bagshaw, 2020). The lack of an adequate budget for anti-obesity efforts may indicate the ranking of obesity prevention on the government's list of priorities or their view that their nutrition education and physical activity/sport promotion activities are adequate to manage and prevent obesity.

Critics made several recommendations to the government, many supporting regulation of UFB sport sponsorships advertising, and marketing to children (Martin, 2019; Witton, 2020). The literature did not reveal any government actions that were evaluated as being successful in curbing FBCs' sport sponsorships in New Zealand. It did therefore indicate stakeholders support for government regulatory actions. This is discussed further in the next section.

### **3. The food and beverage industry's self-regulation**

The literature indicated that FBCs have repeatedly opposed Government regulation of food and beverage advertising and marketing in New Zealand, preferring self-regulation instead. The literature revealed that in the last 25 years, only two FBCs restricted their advertising and marketing to children. In 2008 McDonald's restricted its television advertising during children's program times by 40 percent (Oliver, 2008). A New Zealand study found however that children watched more television outside of these industry-determined program times (Shaw, 2009). Although McDonald's was also criticized by the Obesity Action Coalition for its "interactive websites attractive to children", and (Chalmers, 2006, p. 8). In 2012, Coca-Cola implemented a Responsible marketing policy disallowing advertising and marketing to children under the age of 12 (Coca-Cola, 2022).

A pattern identified in the literature was that FBCs focused attention on their anti-obesity efforts whenever discourse regarding government regulation of food advertising and marketing arose. This SLR revealed however that these anti-obesity measures rarely involved any restrictions to their food and beverage advertising and marketing and the self-regulatory measures were often evaluated as inadequate (Health Coalition Aotearoa, 2019). For example, in 2007 McDonald's and Foodstuffs opposed the proposals for the Public Health Bill amendments, considering them unnecessary as both claimed that they had made voluntary changes such as Foodstuffs' collaboration with Te Whatu Ora Counties Manukau

District to promote healthy diets and McDonald's reduction of saturated-fat in cooking oil used, reduction of sugar in hamburger buns, menu additions of salads and fruit in 2006 (McNaughton, 2008; Oliver, 2008). Foodstuff opposed proposed government regulations of product placement on shelves saying the food industry was doing enough to combat obesity (McNaughton, 2008). However, apart from McDonald's reduction in TV advertising to children, none of the other measures taken by FBCs curbed UFB marketing, advertising or sports sponsorships.

In addition to Coca-Cola's advertising restrictions to children under 12 years of age, Coca-Cola's self-regulatory measures have included smaller serving sizes, sugar-free options, and nutritional information on vending machines (Martin 2005; Swinburn, 2013). Professor Boyd Swinburn considered the latter including Coca-Cola's physical activity sponsorships as marketing, and a distraction from its sugary, obesity-promoting drinks (Swinburn, 2013).

The literature indicated that recent food industry self-regulatory measures whilst attempting to improve healthier menu options, e.g., McDonald's addition of whole meal snack wraps, apple slices, and bottled water to children's Happy Meal menus, and whole meal wraps and garden salad to their adult menu, still did not initiate any advertising, marketing or sport sponsorship restrictions (McDonald's New Zealand, 2023).

The literature indicated that FBCs' framing of obesity as a personal responsibility for diet and exercise had influenced the government to refrain from regulations ("Food industry holds sway over public policy: study," 2017; O'Neil, 2014). The Food Industry Group which willingly signed a health accord in 2004, was criticized for "hooking children into their brand" rather than self-regulating their advertising and marketing to children (Martin 2005). Conversely, in 2015, the food industry reported adherence to the ASA's voluntary codes and decreased promotion of, and children's exposure to UFB advertising and marketing (Mahesh, 2015). A study by the University of Otago's Dr. Moira Smith however found that children were still continually exposed to UFB whenever they engaged in sport ("Unhealthy foods don't give kids a sporting chance," 2014).

This SLR revealed that there has been much discourse criticizing FBCs' voluntary self-regulation as ineffective, inconsistent, inadequate or limited in protecting children from UFB sport sponsorships, marketing, and advertising (BusinessDesk, 2021; Garton, 2022; Harris, 2021; "Poll shows majority support action on junk food marketing," 2015; Swinburn et al., 2017). The ASA's CYPC, implemented in 2017 to protect children from UFB advertising and marketing, was also found ineffective and limited i.e., it did not include sport sponsorships

(Anthony, 2018; "New Zealand's biggest city still weighed down by obesity," 2019; Signal et al., 2018; Te Aho Trust, 2016).

A 2020 study found that only one complaint out of 16 was upheld by the ASA between 2017 to 2019 (Sing et al., 2020). The literature further revealed only two instances when the ASA partially upheld advertising complaints. One complaint was regarding a Jelly Belly banner displayed at a children's water polo event and jellybeans given as a reward to children at the event (Anthony, 2018). The other was Healthy Auckland Together's complaint against a Burger Fuel "Player of the Day" award (BusinessDesk, 2021).

The review found that although 77 public health advocates made recommendations to the ASA regarding amendments to the voluntary codes, these were mostly "ignored" by the review panel ("Children targets of junk food marketing," 2017). The Obesity Action Coalition therefore suggested that public health experts be included in the voluntary codes review process (Chalmers, 2005a). The discourse surrounding the ASA's voluntary codes implicated a lack of mandatory code compliance requirements, a lack of disciplinary measures for violations of the code, a lack of involvement of public health experts in the review and amendment of the code, and a lack of comprehensiveness of the code i.e., the code doesn't cover FBCs sport sponsorships, as contributors to its ineffectiveness (Chalmers, 2005a; Mahesh, 2015).

The literature revealed mounting pressure from public health advocates for the government's regulation of UFB advertising, marketing, and sport sponsorships. Several studies referred to the ineffectiveness of FBCs' self-regulation globally and locally whilst providing evidence of successful UFB marketing to children regulatory bans in Brazil, some Pacific islands, Norway, the United Kingdom, Quebec, and Sweden (O'Neil, 2014; Shaw, 2009). Quebec achieved a 13 percent decrease in the decision to buy junk food, thirty years after banning the advertising and marketing of all food and drink products to children, ("Is 'healthy' really good for kids?," 2018).

The literature indicated that the government had attempted some UFB regulatory measures e.g., the Public Health Bill, and the National Administration Guideline 5 (NAG 5) amendments (Johnston, 2009a; McNaughton, 2008). It was found that a new National Party government reduced the anti-obesity budget and dismantled the NAG 5 which had required schools to sell only healthy food and drinks (Eriksen, 2009; Johnston, 2009a). This reflects that the government's anti-obesity focus was on education, skills, and physical activity rather than on food advertising, marketing, and sport sponsorship regulations.

The consensus in the literature appears to be that climbing obesity rates provide evidence that non-regulatory anti-obesity actions have been ineffective in New Zealand. This SLR indicated that New Zealand's adult obesity rate increased from 21.7 percent in 2002 to 34.3 percent in 2020/1 whilst childhood obesity rates increased from 9 percent in 2002 to 12.7 percent in 2020/1 (Global Obesity Observatory, 2023). There have therefore been repeated calls for government regulation of food environments, advertising, marketing, and sport sponsorships (Harris, 2021; Kilgallon, 2021).

#### **4. The food and beverage industry's pervasive presence and influence**

The literature included a lot of discourse around FBCs' direct and subtle marketing strategies including sport sponsorships and their permeation into various levels of New Zealand society (Long, 2013; Williams et al., 2014). The government was found unable to compete with FBCs large marketing budgets for its health promotion initiatives (Newton, 2009a). This suggests that New Zealanders are at a disadvantage in receiving more UFB exposure than healthy eating messages.

The discourse found in the literature was mostly negative regarding FBC sport sponsorships due to the unhealthy behaviors that resulted from children's exposure to FBC brands and unhealthy products (Carter et al., 2013; Jáuregui, 2022). Examples of UFB exposure are KFC and Gatorade promoted during the All Blacks televised Super rugby event, and McDonald's brand- and product promotion through "Player of the Day" certificates and free cheeseburgers given to junior football players (Clelland et al., 2013; Harvie, 2015; Long, 2013). In 2011 Dr. Beaglehole, principal dental officer at Te Whatu Ora Marlborough district stated that Powerade advertising "The Power of Black: the official sport drink of the All Blacks" was a "sinister marketing ploy" to make UFB consumption attractive to children (Arnold, 2011). Another example of UFB promotion through sport was free jelly beans given as sport rewards at a 2018 North Harbor children's Water Polo event where a "Jelly Belly" banner with images of jelly beans was seen displayed by a participant's mother, Dr Sarah Gerritsen, who is also a public health advocate (Anthony, 2018).

Some discourse was also found in the literature about FBCs' sport sponsorships under the guise of corporate social responsibility (CSR) as a marketing strategy, e.g., McDonald's twenty-plus years of junior football sponsorship in New Zealand was considered their attempt to "get on side" with communities whilst selling their UFB products (Davis, 2006; Johnston, 2006, p. 1; 2015a). Such CSR initiatives may implicate these sponsors in the

propagation of unhealthy food environments in sport settings which contribute to obesity (Johnston, 2015a). Therefore, CSR-based sponsorship of community sport events has increasingly been criticized (Batty, 2016).

Of note, some literature however viewed FBC funding positively, stating that it made sport, and anti-obesity efforts like nutrition education and physical activity programs, possible. For example, Coca-Cola partnered with BikeNZ to fund the Move60 program which encouraged people to engage in physical activity for 60 minutes daily (Long, 2013).

FBCs' ability to find new marketing methods and adaptability to market- and societal changes/trends were also presented in the literature. For example, in 2016 McDelivery made UFB home delivery possible in New Zealand, and in 2018 Coca-Cola started paying popular food bloggers to display a bottle of Coca-Cola with their home-cooked meal, and in 2020/1 during the Covid-19 lockdowns, FBC extensively used social media posts to engage with people drawing on "feelings of community support", promoting the idea that "consumption helps with coping" with isolation, and suggesting brand-related isolation activities (Choi, 2018; Gerritsen et al., 2021, p. 1 & 4; Stock, 2016). The literature also revealed growing concerns about FBCs using sport and online platforms (apps, social media, etc.) to promote their products ("Children targets of junk food marketing," 2017; "Invasive marketing of food must be regulated," 2005; Mahesh, 2015; Vandevijvere et al., 2017). Thus, FBCs' pervasive presence in communities may influence sport people's views and acceptance of UFB sport sponsorships (Johnston, 2006).

The literature indicated that whilst FBCs like Coca-Cola, welcomed partnerships of business, government, and civil society organizations working together, others viewed these collaborations as FBCs using economic and political power to hinder progress in obesity policy in New Zealand (Swinburn, 2013). A large amount of negative discourse was found in the literature regarding FBC's collaborations with the government e.g., the opening of a McDonald's restaurant at Auckland's Starship Children's Hospital in 1997 was criticized because it was seen as sending mixed messages about UFB and health (Young, 1997). McDonald's moved out of Starship Hospital in 2005 due to diminished profits following a hospital restructuring which relocated its restaurant (Walsh, 2005). However, it made a new agreement with the Ministry of Health, sponsoring community dental buses bearing the Ronald McDonald's image which was disapproved by public health experts who considered it inappropriate because of McDonald's sale of UFB harmful to children's teeth (Davis, 2006; Johnston, 2005). A few health professionals welcomed the necessary service but many

health professionals and public health advocates strongly opposed it (Chalmers, 2005b). In 2020 the Ministry of Health was again criticized for partnering with the UFB industry to set up Covid-19 vaccination centers next to KFC outlets (Thomas, 2021). Currently, the McDonald's Ronald McDonald Houses for families of hospitalized children at Christchurch and Auckland's children's hospitals are still operating and are viewed positively by the public (Davis, 2006).

The government's partnerships with the food industry over the past 25 years may influence its decisions regarding the implementation of food marketing and FBCs' sport sponsorship policies. The literature indicated that a 2022 study identified FBC's use of physical activity to influence policy and research (Jáuregui, 2022).

The literature indicated that in 2017 although many major food companies made commitments to support population nutrition, their reformulation of products to be healthier was found difficult to assess because they lacked specificity and were not measurable (Mackay et al., 2021). It was considered inappropriate and unethical for companies selling junk foods to be providing nutrition education (Health Coalition Aotearoa, 2019). In 2017 Dr. Boyd Swinburn voiced concerns about FBCs' strategies which influenced food policies, like the "revolving door" of former politicians working for the food industry and vice versa ("Food industry holds sway over public policy: study," 2017, p. 1).

The Food Industry Taskforce's proposed recommendations in 2019 of changes they could make to combat obesity were assessed to be "smoke and mirrors" (Health Coalition Aotearoa, 2019). The government's implementation of obesity policy and infrastructure support indicators were assessed and revealed that little to no progress had been made in the fight against obesity in the past 25 years (Mackay et al., 2021; Swinburn, 2013). This may imply that FBCs abovementioned strategies/actions have been successful in preventing government regulations of unhealthy food advertising, marketing, and sport sponsorships.

This SLR also uncovered other collaborations like Weight Watchers partnership with McDonald's in 2010 to provide a healthier meal option on its menu ("Weight Watchers does deal with McDonald's," 2010), Nestle and Unilever's sponsorship of Dietitians New Zealand (O'Neil, 2014), Nestle's partnership with the New Zealand Nutrition Foundation, AUT Millenium, Massey University and South Auckland schools to deliver the Nestle Healthy Kids and Cook for Life programs since 2011, and Frucor's support of the Life Education Trust to deliver healthy eating and lifestyle education in primary schools (New Zealand Food and Grocery Council, 2018).

On the sport front, Nestlé has partnered with the Auckland Rugby Football Union (ARFU) since 2004 to sponsor junior rugby, supplying players with Milo/ARFU-branded balls and a Milo pack with advice on healthy eating, and is involved in “Active Play” which encourages children and parents to actively play more daily (New Zealand Food and Grocery Council, 2018). Nestlé also sponsors the Pro Sport team which teaches rugby skills and encourages fitness and activity in many Auckland schools and is the main partner of the International Association of Athletics Federations’ Kids Athletics program (New Zealand Food and Grocery Council, 2018). Coca-Cola partnered with BikeNZ, and the Foundation for Youth Development to launch “Move60” (New Zealand Food and Grocery Council, 2018) to encourage teenagers to get active for 60 minutes daily (Long, 2013). The latter was criticized by Dr. Darren Powell, University of Auckland’s health education lecturer, as attempts by the food industry to “reinvent itself as part of the solution to children’s ill health” whilst simultaneously profiting from marketing to children (“Is 'healthy' really good for kids?,” 2018, p. 1; Powell, 2017). Jauregui (2022, p. 402) stated that FBCs “interested in being part of the solution should parallel their physical activity promotion efforts with coherent strategies to promote healthy food consumption and overall wellbeing”.

All the abovementioned discourse indicated that FBCs are widely involved in New Zealand society in various ways. Their anti-obesity measures like physical activity-, and sport sponsorships, have been considered by public health experts as ways for FBC to promote and normalize their unhealthy products/brands which exacerbates the UFB consumption contributing to obesity (Protect Kids from Junk Food Marketing Group, 2022).

## **5. Parents rather than the food industry are held responsible for children’s consumption**

The literature indicated dietitians, Liz Cutler and Jenny Coleman’s support for banning UFB advertising to combat the “toxic environment” and commercial pressures put on parents by UFB advertising, which hinders their efforts to get children to eat healthy foods (“Dietitian calls for junk food advertising ban,” 2005, p. 1; Mitchell, 2007). A study by the University of Otago’s Dr Moira Smith, also found that parents felt pressured by UFB advertising in supermarkets and by sport athletes (“Unhealthy foods don't give kids a sporting chance,” 2014). Advertising to children was considered effective because of children’s “pester power” i.e., nagging parents to purchase UFB (“Is 'healthy' really good for kids?,” 2018; “Poll shows majority support action on junk food marketing,” 2015). The common theme in the above

discourse implies that FBCs' sport sponsorships legitimize the unhealthy brands/products promoted through sport, and sabotage parents' efforts to cultivate healthy eating habits in children, instead establishing unhealthy food preferences. The literature indicated that parents who had involved their children in sport to be healthy found that the UFB messages in sport instead led to children's unhealthy eating behaviors ("Unhealthy foods don't give kids a sporting chance," 2014).

Conversely, the literature revealed that poor parenting was implicated in children's consumption of sugary drinks by the New Zealand Beverage Council when its sugary drinks were held responsible for children's dental cavities (Stewart., 2015). This SLR also found that the government similarly has held parents responsible for what their children consume (Tan & Liu, 2017). Public health expert Dr Sarah Gerritsen described a "lose-lose situation for parents" where UFB sport sponsors give children a taste of UFB through free UFB rewards when parents have said "no" to junk food (Keogh, 2018, p. 1). Many parents therefore oppose FBCs' sport sponsorships, endorsements, advertising to children, brand and product promotion, and UFB sales at games, events, and in schools (Brouwer, 2022).

## **6. Neoliberalism allows the marketing of unhealthy foods and drinks in sports settings**

Some of the literature referred to neoliberalism and its impact on the government's anti-obesity actions in New Zealand (Powell, 2017; Worters, 2022). Neoliberalism refers to an economic/political model of commercial privatization which removes the government from commercial activities, limits public expenditure on social services, and promotes individual responsibility and 'choice' over 'public good' or 'community' (Barnett & Bagshaw, 2020).

In 1984, neoliberalism's restructuring of New Zealand's economy and markets led to health risks like obesity and health inequities for vulnerable communities like Pasifika and Māori where public health initiatives were unsuccessful (Barnett & Bagshaw, 2020; Rodriguez et al., 2017). The adoption of a neoliberal approach resulted in a reduction of health expenditure for the period 2009 to 2018 after adjustments were made for inflation and population change (Barnett & Bagshaw, 2020). This seems to indicate that neoliberalism led to the prioritization of economic growth over population health.

Ironically, New Zealand's Labor government, which introduced neoliberalism to New Zealand, was criticized for adopting "a nanny state" approach, and excessively controlling its citizens' welfare by telling them what to consume rather than allowing them to make their own choices, when it tried to curb UFB advertising and marketing in supermarkets, and sales

in schools (Johnston, 2009a; Luke, 2003, p. 10). Other political party leaders, namely Winston Peters, have also favored “people looking after their own lives” rather than government regulations like sugary drinks taxes (Rowe, 2018, p. 1). The literature suggests that a neoliberal approach may prevent the government from taking a harder regulatory approach to UFB marketing and sport sponsorships in New Zealand (Worters, 2022). New Zealand Prime Ministers Jim Bolger (1990-1997) and Jacinda Ardern (2017 to January 2023) both acknowledged that neoliberalism had failed in New Zealand, with Ardern stating that interventionist governments have always served New Zealand well (Cooke, 2017).

### **7. Sport’s dependence on the food and beverage industry’s finance**

This SLR uncovered that community and professional sport relies on sponsors for the promotion and continuation of sport e.g., Basketball New Zealand stated that Burger King's four-year sponsorship of the Tall Blacks promoted youth involvement in basketball (Davis, 2006). The commercial value of sponsorships may imply communities’ hesitance to reject FBCs’ sport sponsorships (Johnston, 2015a). Sport participation is therefore prioritized over FBCs’ sponsorship restrictions (Brouwer, 2022). The literature indicated that some community groups had no objections to FBCs’ sport sponsorships (Anthony, 2018; Davis, 2006; Parkinson, 2014). Researcher Anthony Maher and his colleagues concluded in their 2006 study that FBC’s sport sponsorship was acceptable to the public because it built on their goodwill and was less direct than advertising (Johnston, 2006).

This SLR found that despite funding needs, sport bodies have been urged by public health stakeholders to start considering sponsors' values/identity and stop making the excuse that FBC’s sport sponsorship is a “grey area” (Paul, 2022, p. 1). The literature indicated that the government supports FBC’s sport- and physical activity sponsorships because government funding is limited to elite sport (Jones, 2017). The government was however, urged to put children’s health ahead of commercial interests and to adopt alternative funding mechanisms for supporting popular sport (Maher et al., 2006; Signal et al., 2018). Other literature also recommended that the government provide alternate funding to curb FBC sponsorship of junior sport (Brouwer, 2022).

Whilst the literature mostly indicated that UFB funding was needed and welcomed by community groups, one resource indicated that the police had dropped McDonald’s as a supporter of their road safety campaign in schools in 2006 (Davis, 2006). This may imply that some organizations may be starting to consider the wider implications of accepting money

from unhealthy food manufacturers whilst financial need necessitates others' acceptance and reliance on FBCs' sport sponsorship.

#### **8. Use of sport heroes for positive health messages.**

This SLR also found discourse regarding the use of sport heroes to promote health messages. Although this does not directly impact FBC's sport sponsorships, it could improve food environments in sport and encourage sport bodies to accept only healthy sponsorships. Examples are, Former Silver Fern Irene van Dyk who was the New Zealand Dental Association's "Switch to Water" ambassador in 2016 (Nicoll, 2016), Silver Fern Maria Tutaia who promoted Wattie's Steamed Vegetables, All Black's Ben Smith who promoted Haraway's' oats, and Olympians Eliza McCartney and Tom Walsh who promoted Anchor milk (Consumer, 2016).

The literature also indicated the government's recent use of sport to promote health messages and public health experts' support for them to continue doing this (Brouwer, 2022). For example, Te Whatu Ora Midcentral District, partnered with local basketball and rugby teams, namely Palmerston North Jets and Manawatu Turbos, to promote its Smokefree campaign, and Te Whatu Ora Waikato partnered with Netball Waikato Bay of Plenty to market its online platform SmartHealth (Keogh, 2018). Te Whatu Ora Counties Manukau and Bay of Plenty districts also partnered with local rugby players and Māori celebrities for Smokefree initiatives, whilst netball player Courtney Tairi, promoted oral health in schools (Keogh, 2018).

#### **C. Non-government sentiments and recommendations regarding unhealthy food and beverage company sport sponsorships**

A large amount of discourse focused on the influence of marketing on children's UFB consumption. Some literature referred to human rights in their discourse on the topic. For example, the Protect Kids from Junk Food Marketing Group (2022) declares that every child has a right to grow up in an environment that allows them to be healthy. The ASA (2022a) also states that advertising should comply with New Zealand laws like the Human Rights Act 1993 and the New Zealand Bill of Rights Act 1990. Some literature considered advertising and marketing as infringing on children's rights under the United Nations Convention on the Rights of the Child because they involve children being deliberately targeted for commercial gain, their dietary choices influenced to promote unhealthy eating whilst receiving mixed

messages about UFB's association with sport (Clelland et al., 2013; Dorey & McCool, 2009; Martin 2005; McNaughton, 2008; "New Zealand's biggest city still weighed down by obesity," 2019; Rasmussen, 2012; "Unhealthy foods don't give kids a sporting chance," 2014). The literature reflects the view that the marketing of UFB infringes on people's human rights, especially children who are considered vulnerable to advertising and marketing (Protect Kids from Junk Food Marketing Group, 2022).

A 2019 study found that children were aware that advertising influenced them to consume UFB and determined that they would reduce UFB marketing to children if they were 'Prime Minister for a day' (Signal et al., 2019). Children in Lower Hutt, Wellington, welcomed the swimming vouchers which replaced McDonald's vouchers as rewards for good play (Boyack, 2018). Another study similarly showed that children rewarded for sport with UFB vouchers showed a preference for activity vouchers or merchandise instead (Brouwer, 2022). These findings indicate that children may be becoming aware of the influence of advertising and marketing on their food preferences through sport sponsorships and other promotions, and value activity vouchers more highly than unhealthy product vouchers.

Literature between 2005 and 2008, revealed that parents regarded fast foods as harmful with a majority (67 to 82 percent) of parents and grandparents supporting FBC's advertising- and sport sponsorship regulations (Chalmers, 2005a; Johnston, 2006; Toomath, 2008). Parents however who regularly rewarded children with UFB, as well as those who recognized sport's financial dependence on sponsors were unopposed to FBCs funding children's sport (Davis, 2006; Johnston, 2015a). This may indicate that apart from the need for funding, the eating patterns, and views regarding UFB by key adults (including sport team managers) in children's lives, may normalize UFBs' presence in sport. The literature further indicated that media messages and UFB marketing influenced and shaped young peoples' conceptualization of healthy eating or built and reinforced dominant misconceptions about food, healthy eating, and nutrition undermining health promotion efforts (Dorey & McCool, 2009).

The discourse regarding FBC's sport sponsorships included many recommendations by various stakeholders to sport organizations wishing to reduce obesity rates. These included sport organizations' acceptance of only sugar-free beverage companies' product sponsorships, only healthy food companies' endorsements (Backhouse, 2013; New Zealand Beverage Guidance Panel, 2014), separation from unhealthy FBCs because of the potential for children to associate them with unhealthy beverages and to consider potential sponsors'

alignments with sport before accepting their patronage (Brouwer, 2022; Powell, 2016a). These findings therefore imply that sport players/bodies have been invited to take a stand against UFB sport sponsorships.

A lot of discourse unanimously supported government regulatory interventions to curb UFB advertising, marketing, and sport sponsorships. The literature revealed many recommendations that were made to the government. One proposal was the imposition of levies on food manufacturers which could then be used to fund obesity-related problems with penalties for non-compliance to advertising and marketing restrictions (Chalmers, 2005a; "Invasive marketing of food must be regulated," 2005; Mahesh, 2015). Another recommendation was extending the age range of advertising restrictions to children and adolescents under 16 years of age (Vandevijvere et al., 2015).

The government's articulation of a clear and measurable vision about its goals independent of FBCs, and adoption of a broad definition of marketing to include the range of current marketing activities with the flexibility to deal with changes in media technology and usage, were also proposed (Shaw, 2009). The government was urged to take a similar multi-level approach to UFB advertising, marketing, and sport sponsorship as it did in 1995 when it banned tobacco companies' sport sponsorships ("Ads-child-wrt," 2016; Kilgallon, 2021; "Public health duty in anti-sugar campaigner's blood," 2016). Other recommendations were increased public awareness, taxes on high sugar foods and drinks, a fat tax, infrastructure to support active transport i.e., walking and cycling, bans on television advertising of unhealthy foods until at least 8.30 pm, and government-funded phasing out of FBCs sport sponsorships (Backhouse, 2013; Eriksen, 2009; Health Coalition Aotearoa, 2019; Luke, 2003; Merton, 2017). Healthy Auckland Together, a coalition of twenty-five agencies, has started procuring healthy community sport sponsorships to quell reliance on UFB sponsorships (Lising, 2021).

The findings also revealed that the government was encouraged to adopt healthy food policies in all government-influenced environments and evaluate and monitor programs and front-of-pack "traffic light" labeling (Newton, 2009a). Other recommendations were that voluntary advertising and marketing codes be strengthened and independently monitored and evaluated (Edmonds, 2016; Johnston, 2015b). Obesity Action Coalition director Celia Murphy supported the inclusion of nutrition experts in the review panel of the ASA's code (Chalmers, 2005c). In response to the government's anti-obesity strategy focused on improving physical activity and nutrition education, public health advocates have deemed

education programs ineffective without concurrent regulation of UFB marketing ("Invasive marketing of food must be regulated," 2005).

In addition to calls for government regulation, public health experts Professors Boyd Swinburn and Stephanie Vandervijvere supported the strengthening of the ASA codes (Johnston, 2015a; Vandevijvere & Swinburn, 2015). Swinburn further recommended conflict of interest processes, lobby registers, and greater involvement of community and experts in policymaking to prevent undue influence by the FBCs ("Food industry holds sway over public policy: study," 2017). Evaluation and monitoring of changes following all obesity-prevention actions and regular monitoring of childhood obesity and reports to parents were also recommended (Newton, 2009a). The literature therefore suggests more transparent, rigorous processes to ensure successful anti-obesity actions like UFB advertising, marketing, and sponsorship restrictions.

The literature identified other challenges to anti-obesity efforts like a lack of assessment of whether FBCs had followed through on product reformulation commitments and the lack of action in response to research findings (Johnston, 2009a; Mackay et al., 2021). The literature also revealed recommendations to FBCs to use their power to promote healthy foods (McNaughton, 2008).

An overarching summary of the discourse was support for government regulation of FBCs sport sponsorships, and UFB advertising and marketing in New Zealand, considering current food industry self-regulatory codes assessed as being limited and ineffective. These discussion points are summarized in a conclusion presented in Chapter 5.

## Chapter 5: Conclusion

This SLR was conducted to explore the discourse regarding FBCs' sport sponsorships in New Zealand between 1997 and 2022. The SLR set out to establish a history of FBCs' sport sponsorships in New Zealand, to give an overview of the enhancers/barriers to the government's management of FBCs' sport sponsorships in New Zealand, and to present a summary of non-government sentiments and recommendations to address UFB sport sponsorships in New Zealand.

This SLR found that large multinational FBCs began entering New Zealand from the 1940s with the earliest record of FBC sport sponsorship in 1995. Whilst FBCs' sport sponsorships were not common before the 1990s, it has since grown in prominence to sponsor many popular sport in New Zealand like rugby, football, basketball, and cricket.

In the 1990s obesity was identified as a critical global and local public health issue. The literature indicated that obesity rates in New Zealanders have continued to increase since then. Unhealthy food environments and UFB marketing, including marketing via sport sponsorships were found to undermine healthy eating initiatives. This SLR found an eight-fold increase in the number of literature regarding opposition to UFB sport sponsorships since 2010, indicating the prominence this issue has attained as a contributor to New Zealand's increasing obesity levels.

Existing discourse indicates differences between the government, the food and beverage industry, and public health experts regarding the causes of obesity. Public health advocates and the WHO considered the widespread emergence of obesogenic environments and pervasive, extensive FBC advertising, marketing, and sport sponsorships to be key contributors to obesity. The government and FBCs, however, framed obesity as resulting from inadequate physical activity/sport and a lack of nutrition education. Both have therefore focused anti-obesity efforts on increasing sport /physical activity participation and nutrition education. Public health advocates have considered it inappropriate and unethical for companies selling UFB to be providing nutrition education.

Little emphasis has been placed on the other identified causes of obesity like the increased promotion of and availability of unhealthy foods. This may suggest that FBCs' anti-obesity focus on sponsorship to increase participation in sport/physical activities may be limited as it neglects to address the reduction of UFB marketing and availability by these companies.

FBCs' brand advertising to children which "hooked them" into these brands was also a concern. The literature found that only one FBC, Coca-Cola, had a Responsible Marketing Policy stipulating that its advertising would not be directed to children under 12 years of age.

This SLR identified that financial need may be responsible for many sport players/bodies and parents' acceptance of sport sponsorship from FBCs. The lack of guidelines/policies regarding UFB sponsorships on New Zealand NSO websites may indicate prioritization of sport bodies' financial needs over concerns about the fit between sport and UFB or population health. Stakeholders' lack of consensus regarding the appropriateness of FBCs' funding sport may also be a reason for a lack of policies and guidelines regarding UFB sport sponsorships.

It was found that FBCs use sport sponsorships as a marketing tool to promote their brand and UFBs. Parents reported feeling pressurized by FBCs' marketing, advertising, and sport sponsorships which exposed their children to free unhealthy products as rewards for sport thereby altering their food preferences, and undermining parents' efforts to get their children to eat healthy food. The literature indicated that FBCs however did not accept responsibility for the role of marketing and product accessibility in driving children's consumption, putting the responsibility instead on parents for their children's UFB overconsumption.

There is much discourse relating to the negative health implications of UFB consumption, and opposition to FBCs' advertising, marketing, and sport sponsorship. Concerns were raised about FBC's promotion of their brand and/or unhealthy products through sponsorship of sport and physical activity initiatives, sending mixed messages to children about the connection between sport and UFB, using sport and online platforms to market unhealthy products, and normalizing and promoting UFB through repeated exposure during sport events purchased through their sponsorships. Concerns were also raised regarding the shaping of children's conception of healthy eating and what health is by media and FBC marketing through sport sponsorships.

The literature referred to New Zealand's banning of tobacco companies' sport sponsorships in 1995 as evidence that the government can take a hard regulatory approach. Some overseas governments have taken regulatory measures to curb UFB advertising, marketing, and sport sponsorships. Considering the negative impact of UFB consumption on obesity rates and health, the New Zealand government has been called on to do the same.

This SLR found recommendations for obesity prevention strategies to be multi-focused using advertising, marketing, and sport sponsorship regulations across all physical and digital platforms like television, gaming, and social media, to improve food environments. It was also recommended that the health Minister be empowered to take legal action against FBCs for marketing violations not covered by the legislation. Fiscal measures e.g., taxation of sugary drinks and heavy fines for violations were also proposed. The government was encouraged to continue using sport heroes to promote public health messages and to provide funding for sport teams/events to circumvent sports' reliance on UFB sponsors.

Findings indicated that neoliberalism was viewed as contributing to health risks like obesity and health inequities amongst vulnerable groups like Pacific and Māori. The government was urged to consider these health inequities when nutrition education/awareness-, physical health- and sport programs were initiated. Neoliberal ideology impacts UFB sport sponsorships by allowing free commercial enterprise including UFB marketing via sport sponsorships and preventing the government from passing legislation to restrict such sport sponsorships. Two previous New Zealand Prime Ministers Jim Bolger and Jacinda Ardern acknowledged that the neoliberal approach had been a failure in New Zealand. Whilst Ms. Ardern acknowledged that interventionist governments had always served New Zealand well, she did not however see an end to neoliberalism which still poses a barrier to the government regulating marketing and sport sponsorship.

This review found that the government's support of FBCs self-regulation of food marketing via the ASA's voluntary codes was criticized by public health advocates considering the code's ineffectiveness and limitations i.e., the code does not address sport sponsorship. The literature also indicated much critical discourse from public health advocates regarding the code's failure to protect children from UFB marketing. Public health experts considered it unrealistic to expect FBCs interested in selling products and returning shareholder value to limit the promotion of their products. They therefore indicated that the food industry-led ASA may not be an effective protector of children from UFB marketing.

Voluntary measures taken by some FBCs were considered merely token gestures, and ways to market companies' brands/products, gain favor with communities, and influence/delay nutrition policies. The literature also revealed a lack of response/remedial actions following key research findings regarding FBC sport sponsorships.

A rise in obesity rates in New Zealand over the last twenty-five years despite the government's anti-obesity actions/strategies since 1997 was considered evidence of the

failure of non-regulatory measures to address obesity. This may indicate that in the absence of the government's UFB marketing and sport sponsorship regulations, together with strict penalties for violations, FBCs may not be persuaded to curb UFB sport sponsorships.

The discourse regarding FBCs' sport sponsorships in New Zealand was found overwhelmingly in support of the government taking regulatory actions to protect children from UFB advertising, marketing, and sport sponsorships to curb childhood obesity. The widespread consensus from a variety of stakeholders indicated that without such a regulatory approach, FBCs' sport sponsorships in New Zealand will persist, contributing to rising obesity rates with devastating consequences to the nation's health and economy.

### **Strengths and limitations of the systematic literature review**

This SLR uniquely examined the academic and non-academic discourse regarding sport sponsorships in New Zealand from several databases and websites. It is the only SLR to be conducted in New Zealand on FBC sport sponsorships examining a wide range of literature. The 25-year period under review i.e., 1997 to 2022, provided an overarching view of the emergence and extent of FBCs' sport sponsorships in New Zealand's most popular sport, and identified trends, as well as enhancers and barriers to regulating such sponsorships. This information will be valuable to stakeholders attempting to curb the consumption of unhealthy food and drinks as a part of anti-obesity efforts.

The rigorous systematic methodology employed in this study i.e., the PRISMA framework, ensured a thorough data collection process, mitigating the potential for bias arising from only the main researcher collecting the data. The SLR methodology also allows academics to replicate the SLR if the need arises for another "snapshot" of FBCs' sport sponsorships in the future.

Despite the care taken to ensure a comprehensive, methodical SLR, the author acknowledges the possibility that some information may have been erroneously overlooked due to only one researcher being involved in extracting the data. The exclusion of both foreign language articles and literature after 31 December 2022 may have missed valuable contributions. Online media searches were limited, and websites did not have search boxes or only displayed a few of the available articles. Therefore, increasing the chances of relevant media literature being missed.

## Recommendations for future research

This study revealed gaps in the literature regarding effective government anti-obesity actions, the implication of neoliberalism on sport in New Zealand, and the impact that growing up in an obesogenic environment has had on this generation's views of FBCs sponsoring children's sport.

Further research should aim to:

- Identify factors that could persuade the government to take a mandatory approach to restricting UFB sport sponsorship in New Zealand.
- Explore the sentiments of the food and beverage industry regarding the involvement of public health advocates in the duties of the ASA to protect the public from harmful advertising and marketing of unhealthy foods and drinks.
- Examine the impact of UFB companies' involvement in community health promotion initiatives, on the consumption of unhealthy food and drinks.
- Examine the impact that growing up with exposure to unhealthy food environments has had on the current generation of parents' views of unhealthy food and beverage companies' sport sponsorships.

## Concluding remarks

Food and beverage companies sport sponsorships normalize and promote UFB consumption which undermines anti-obesity efforts thereby contributing to the obesity problem. All stakeholders' strategies thus far have been unsuccessful in curbing the increase in obesity levels. The proposed course of action was a combination of strategies alongside government regulation of unhealthy food and beverage advertising and marketing including sport sponsorship which is a type of food and beverage marketing. The strategies recommended were policies, fiscal measures, and regular monitoring and evaluation of both the food and beverage industries and governments' anti-obesity actions all of which will have an impact on UFB advertising and marketing through sport sponsorships. These findings provide valuable insight into the impact of FBC sport sponsorships and the hindrances to curbing such sponsorships in New Zealand. These results can guide policymakers in the fight against obesity.

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## Appendix A: Methodology

**Table A: PRISMA Checklist**

Section and topic	Item #	Checklist item
<b>Title</b>	<b>1</b>	Identify the report as a systematic review.
<b>Abstract</b>	<b>2</b>	See the PRISMA 2020 for Abstracts checklist.
<b>Rationale</b>	<b>3</b>	Describe the rationale for the review in the context of existing knowledge.
<b>Objectives</b>	<b>4</b>	State the objectives of the review.
<b>Eligibility criteria</b>	<b>5</b>	Specify the inclusion and exclusion criteria and how studies were grouped for the syntheses.
<b>Information sources</b>	<b>6</b>	Specify all databases, registers, websites, organizations, reference lists, and other sources searched or consulted to identify studies. Specify the date when each source was last searched or consulted.
<b>Search strategy</b>	<b>7</b>	Present the search strategies for all databases, and websites, including the filters and limits used.
<b>Selection process</b>	<b>8</b>	Specify the methods used to decide whether a study met the inclusion criteria.
<b>Data collection process</b>	<b>9</b>	Specify the methods used to collect data from reports.
<b>Data items</b>	<b>10</b>	List and define all outcomes for which data were sought. Specify the methods used to decide which results to collect.
<b>Synthesis methods</b>	<b>11a</b>	Describe the processes used to decide which studies were eligible for each synthesis.
	<b>11b</b>	Describe any methods required to prepare the data for presentation or synthesis.
	<b>11c</b>	Describe any methods used to tabulate or visually display the results of individual studies and syntheses.
	<b>11d</b>	Describe any methods used to synthesize results and provide a rationale for this.
<b>Study selection</b>	<b>12a</b>	Describe the results of the search and selection process using a flow diagram.
	<b>12b</b>	Cite studies that might appear to meet the inclusion criteria, but which were excluded, and explain why they were excluded.
<b>Study characteristics</b>	<b>13</b>	Cite each included study and present its characteristics.
<b>Results of individual studies</b>	<b>14</b>	For all outcomes, present, for each study: (a) summary statistics for each group (where appropriate) and (b) an effect estimate, and its precision (e.g., confidence/credible interval), ideally using structured tables or plots.
<b>Results of syntheses</b>	<b>15</b>	For each synthesis, briefly summarize the characteristics and risk of bias among contributing studies.
<b>Discussion</b>	<b>16a</b>	Provide a general interpretation of the results in the context of other evidence.
	<b>16b</b>	Discuss any limitations of the evidence included in the review.
	<b>16c</b>	Discuss any limitations of the review processes used.
	<b>16d</b>	Discuss the implications of the results for practice, policy, and future research.
<b>Competing interests</b>	<b>17</b>	Declare any competing interests of review authors.
<b>Availability of data, code, and other materials</b>	<b>18</b>	Report which of the following are publicly available and where they can be found template data collection forms; data extracted from included studies; data used for all analyses; analytic code; and any other materials used in the review.

(Page et al., 2021).

**Table B: Literature identified from searches**

Database	Search Date	Filters	Search String	Results identified (n)	Relevant results (n)
Discover	10/12/2022	1997-2022 English	Sport* AND "unhealthy food*"	1539	
	16/12/2022	2000-2022 English	"sport* sponsor*" and "unhealthy food"	228	
	31/01/2022	1/01/1997-31/12/2022	"sport*sponsor*" and "unhealthy food*"	298	
	3/5/2023	1997-2022 English	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	1592	228
Scopus	16/12/2022	1997-2022 English, Food industry, Sport, Marketing, Sponsorship, Fast Food, Beverage/s, Fizzy Drinks, Advertising, Food environments, Food marketing	"sport" AND "unhealthy" and "food" and "sport" and "sponsorship"	45	
		As above (but limited to New Zealand)	"sport" AND "unhealthy" and "food" and "sport" and "sponsorship"	5	
	12/5/2023	1997-2022 English	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	193	92
PubMed	13/05/2023	1/01/1997-31/12/2022 English	("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") AND Sport AND (sponsor* OR marketing OR advertising OR "public health" OR relations OR partnership)	440	23
SPORTDiscus	21/04/2023	1997-2022 English	"Unhealthy food" OR "unhealthy drink" "unhealthy beverage" or "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" Sport sponsor* OR marketing OR advertising OR "public health" OR relations OR partnership	113	39
Google Scholar	10/5/2023	1997-2022	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" or "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food" Sport sponsor* OR marketing OR advertising OR "public health" OR relations OR partnership	3330	
	17/05/2023	1997-2022 English	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "fast food*" OR "junk food*" Sport* sponsor* OR market* OR advertis* OR partnership OR "public health" "New Zealand"	7870	
	23/05/2023	1997-2022 English	Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" Sport* sponsor* OR market* OR advertis* OR relations* OR "public health" OR partnership	13100	238

Database	Search Date	Filters	Search String	Results identified (n)	Relevant results (n)
Stuff	16/05/2023		("Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "energy dense" OR "high fat sugar and salt" OR "fast food" OR "junk food") Sport (sponsorship OR marketing OR advertising OR relations OR "public health" OR partnership) AND New Zealand	Indicates 3110 only provides 100	48
Radio New Zealand	15/05/2023		unhealthy food AND sport AND sponsorship	15	
			unhealthy food AND sport AND public health	4	
			Sport sponsor	307	11
TVNZ-1News	15/05/2023		unhealthy food AND sport AND sponsorship	88	15
NEWZTEXT includes Magazines Newspapers, Newswires including RNZ, Spinoff, Scoop, Stuff, New Zealand Herald	12/5/2023	1/01/1997- 31/12/2022	"Unhealthy food*" OR "unhealthy drink*" OR "unhealthy beverage*" OR "energy dense" OR "high fat sugar and salt" OR "fast food*" OR "junk food*" AND Sport* AND sponsor* OR market* OR advertis* OR "public health" OR relations OR partnership	584	58
New Zealand Herald	19/05/2023		sport sponsorship and unhealthy food and beverages	13	4
Scoop	25/05/2023		Unhealthy food and drink AND sport AND sponsor	10	2
Factiva includes Radio New Zealand, The New Zealand Herald, Bush Telegraph, RadioLIVE, Dominion Post, Cambridge Edition, Central Leader	16/05/2023	1/01/1997- 31/12/2022 Subject: Sport, Political/General news, Industry: Healthcare, Life Sciences. New Zealand	"Unhealthy food" OR "unhealthy drink" OR "unhealthy beverage" OR "fast food" OR "junk food" AND Sport AND sponsor OR marketing OR advertising OR "public health" AND Zealand	843	20
Google	16/05/2023	1/01/1997 to 31/12/2022	"New Zealand" government OR "public health" AND "unhealthy food" OR "unhealthy beverage*" OR "unhealthy drink*" AND sport* AND sponsor* AND legislation OR policies OR guideline*	108	40

Database	Search Date	Filters	Search String	Results identified (n)	Relevant results (n)
Sport New Zealand	17/05/2023		sponsorship	4	4
New Zealand Legislation	17/05/2023	1997-2022 Acts Bills, Secondary Legislation, (All types and status)	Sponsorship	28	1
Advertising Standards Authority	17/05/2023		Sponsorship	12	5

Source: Prepared by the primary researcher

## Appendix B: Results

**Table C (1): Stage 1 Supplementary literature: Academic search results**

	C o u n t r y	Source & Country	Access Date	Date	Author	Title	Key findings & URL
75	C	PubMed	16/12/22	2022	Driessen, C., Kelly, B., Sing, Fiona., & Backholer, K.	Parents' Perceptions of Children's Exposure to Unhealthy Food Marketing: A Narrative Review of the Literature	UFB marketing makes parents feel undermined in their ability to provide healthy foods to their children. They underestimated the levels of exposure to, and impacts of UFB marketing on their children, especially in the digital ecosystem. <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8942884/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8942884/</a>
76	B	Google Scholar New Zealand	5/1/22	2022	Worters, Thomas, David.	Profit over public health: Unhealthy commodity marketing in Aotearoa New Zealand	Unhealthy food consumption is the result of increasingly sophisticated, persuasive, and extensive product marketing. UFB marketing is largely self-regulated in New Zealand and found ineffective. Regulations recommended. The New Zealand government has failed to meet its Tiriti O Waitangi obligations of active protection, equity, and partnership. Neoliberalism is a barrier to marketing regulation in New Zealand. <a href="https://ourarchive.otago.ac.nz/handle/10523/14682">https://ourarchive.otago.ac.nz/handle/10523/14682</a>
77	B & C	Google Scholar New Zealand	5/1/22	2021	Gerritsen, Sarah., Sing, Fiona., Lin, K., Martino, F., Backholer, K., Culpin, A., & Mackay, Sally.	The Timing, Nature, and Extent of Social Media Marketing by Unhealthy Food and Drinks Brands During the COVID-19 Pandemic in New Zealand	14/20 UFB brands referenced COVID-19 in posts during nationwide lockdown restrictions. A common theme drew on feelings of community support during this challenging time with the message that "consumption helps with coping" (22%). Six posts were found to potentially breach one of New Zealand's advertising standards codes by promoting excessive consumption or targeting children. <a href="https://www.frontiersin.org/articles/10.3389/fnut.2021.645349/full">https://www.frontiersin.org/articles/10.3389/fnut.2021.645349/full</a>
78	B	Google Scholar New Zealand	5/1/22	2019	Signal, Louise N., Jenkin, Gabrielle L.S., Barr, Michelle B., Smith, Moira., Chambers, Tim J., Hoek, Janet., Mhurchu, Cliona Ni	Prime Minister for a day: children's views on junk food marketing and what to do about it	Children knew that frequent food marketing made them buy UFB but were mostly unaware of the extent of exposure. As Prime Minister for a day, they would make food marketing honest, provide nutrition information, remove billboards, and increase the promotion of healthy food. <a href="https://journal.nzma.org.nz/journal-articles/prime-minister-for-a-day-children-s-views-on-junk-food-marketing-and-what-to-do-about-it">https://journal.nzma.org.nz/journal-articles/prime-minister-for-a-day-children-s-views-on-junk-food-marketing-and-what-to-do-about-it</a>
79	C	Discover New Zealand	12/01/2022	2019	Carter, M. A., Signal, Louise. N., Edwards, R., & Hoek, Janet.	Competing teammates: Food in New Zealand's sport setting	Focuses on the food environment and health sponsorships to improve the food in sport. <a href="https://pubmed.ncbi.nlm.nih.gov/29893834/">https://pubmed.ncbi.nlm.nih.gov/29893834/</a>

	C o d e	Source & Country	Access Date	Date	Author	Title	Key findings & URL
80	B	Google Scholar New Zealand	5/01/22	2017	D'Souza, A. J., Signal, Louise., & Edwards, R.	Patchy advances in child health hide a systematic failure to prioritize children in public policy	73 health professors highlighted the government's failure to protect children from UFB marketing including marketing via the Internet and media. <a href="https://pubmed.ncbi.nlm.nih.gov/28207720/">https://pubmed.ncbi.nlm.nih.gov/28207720/</a>
81	C	Discover New Zealand	12/1/22	2017	Smith, Moira., Signal, Louise., Edwards, R., & Hoek, Janet.	Children's and parents' opinions on the sport-related food environment: a systematic review	Many children and parents consider the sport environment unsupportive of children's healthy food behaviors. They support actions to change this. <a href="https://onlinelibrary-wiley-com.ezproxy.massey.ac.nz/doi/full/10.1111/obr.12558">https://onlinelibrary-wiley-com.ezproxy.massey.ac.nz/doi/full/10.1111/obr.12558</a>
82	A & B	New Zealand	4/01/2023	2017	Vandevijvere, Sagar, K., Kelly, B., & Swinburn, Boyd. A.	Unhealthy food marketing to New Zealand children and adolescents through the Internet	Food marketing on popular non-food websites was low but an extensive range of marketing techniques was observed on food brand websites. <a href="https://pubmed.ncbi.nlm.nih.gov/28207723/">https://pubmed.ncbi.nlm.nih.gov/28207723/</a>
83	B & C	Google Scholar New Zealand	5/01/2022	2016	No author is listed.	Submission to the ASA by the Child Obesity and Type 2 Diabetes Prevention Network Review of the Code for Advertising to Children and the Children's Code for Advertising Food	Food packaging and sponsorship are not included in the current Codes. Proposed that a new Code includes these and allows for new and evolving media formats. <a href="https://cdn.asa.co.nz/wp-content/uploads/2016/10/92.-Child-Obesity-and-Type-2-Diabetes-Prevention-Network.pdf">https://cdn.asa.co.nz/wp-content/uploads/2016/10/92.-Child-Obesity-and-Type-2-Diabetes-Prevention-Network.pdf</a>
84	B & C	Google Scholar New Zealand	5/01/2022	2016	No author listed	Submission of the code for advertising to children and the children's code for advertising food	PAN Otago summarized the problems with the Code and the changes needed to protect children from advertising. <a href="https://cdn.asa.co.nz/wp-content/uploads/2016/10/24.-Physical-Activity-and-Nutrition-Otago.pdf">https://cdn.asa.co.nz/wp-content/uploads/2016/10/24.-Physical-Activity-and-Nutrition-Otago.pdf</a>
85	C	Discover New Zealand	12/1/22	2015	Vandervijvere, Stephanie. & Swinburn, Boyd.	Time to move beyond industry self-regulation of food marketing in New Zealand	Ineffective self-regulation to protect children from the marketing of UFB. <a href="https://pubmed.ncbi.nlm.nih.gov/27008713/">https://pubmed.ncbi.nlm.nih.gov/27008713/</a>
86	C	Scopus United States of America	4/1/23	2014	Roberto C. A.	Counter-advertising to combat unhealthy food marketing will not be enough commentary on "Can counter-advertising reduce pre-adolescent children's susceptibility to front-of-package promotions on unhealthy	Food marketing counter-advertising could only be successful if accompanied by a range of other regulatory policies that reduce marketing exposure and alter the environment to promote healthy eating. <a href="https://pubmed.ncbi.nlm.nih.gov/24974000/">https://pubmed.ncbi.nlm.nih.gov/24974000/</a>

	C o d e	Source & Country	Access Date	Date	Author	Title	Key findings & URL
						foods? Experimental Research.”	
87	A	Discover Australia /New Zealand	12/01/2022	2013	Swinburn, Boyd.	Progress on obesity prevention over 20 years in Australia and New Zealand.	Strong advocacy for regulatory policies remains unimplemented. <a href="https://pubmed.ncbi.nlm.nih.gov/24102746/">https://pubmed.ncbi.nlm.nih.gov/24102746/</a>
88	B & C	Wiley Online Library Multi-country	4/1/23	2013	Swinburn, Boyd., Vandevijvere, Stephanie., Kraak, V., Sacks, G., Snowdon, W., Hawkes, C., Barquera, S., Friel, S., Kelly, B., Kumanyika, S., L'Abbé, M., Lee, A., Lobstein, T., Ma, J., Macmullan, J., Mohan, S., Monteiro, C., Neal, B., Rayner, M., Sanders, D., Walker, C.	Monitoring and benchmarking government policies and actions to improve the healthiness of food environments: a proposed Government Healthy Food Environment Policy Index	The government to act to improve unhealthy food environments to reduce obesity, diseases, and related health inequalities. A Government Healthy Food Environment Policy Index (Food-EPI) was developed to monitor government progress. <a href="https://onlinelibrary-wiley-com.ezproxy.massey.ac.nz/doi/abs/10.1111/obr.12073">https://onlinelibrary-wiley-com.ezproxy.massey.ac.nz/doi/abs/10.1111/obr.12073</a>
89	B & C	Discover Australia	1/12/2022	2011	Kelly, B., Baur, L. A., Bauman, A. E., King, L., Chapman, K., & Smith, B. J.	Food and drink sponsorship of children's sport in Australia: Who pays?	Sponsorship influences brand awareness and attitudes, so FBC's sponsorship of children's sport may contribute to food preferences and poor eating habits. Sponsorship is considered critical for sporting activities. Teams rely on sponsorships as most government funding goes to elite sport. Restricting the sponsorship of children's sport by UFB companies or their promotional activities is an important element of health-promoting clubs which could serve to reinforce other healthy eating messages. <a href="https://pubmed.ncbi.nlm.nih.gov/20947585/">https://pubmed.ncbi.nlm.nih.gov/20947585/</a>
90	A	Discover New Zealand	12/0120/22	2010	Day, Peter. L. & Pearce, Jamie.	Obesity Promoting Food Environments and the Spatial Clustering of Food Outlets Around Schools	Food environments close to schools have a high density of fast-food outlets and convenience stores mostly located in low socioeconomic areas promoting obesity-ill-health and health inequalities. <a href="https://pubmed.ncbi.nlm.nih.gov/21238858/">https://pubmed.ncbi.nlm.nih.gov/21238858/</a>
91	A B C	Google Scholar	5/01/2202	2009	Shaw, C.	(Non)regulation of marketing of unhealthy	Companies market to children because they have purchasing power which they use to buy UFB, influence household spending & are tomorrow's consumers. Companies try to establish brand awareness and loyalty. Evidence indicates that the current self-regulatory system has failed to decrease children's exposure to

	C o d e	Source & Country	Access Date	Date	Author	Title	Key findings & URL
		New Zealand.				food to children in New Zealand	advertising of unhealthy food. The draft Public Health Bill was not passed before the election. Recommendations: Co-regulation/ full government regulation, Government articulation of a clear and measurable vision about its goals independent of the FBCs to ensure public credibility. A broad definition of marketing needed to include the range of current activities and allow flexibility to deal with the dynamic changes in media technology and usage. <a href="https://citeseerx.ist.psu.edu/document?repid=rep1&amp;type=pdf&amp;doi=20b739ade87b8bb33da91b7abf4cf27d2dfd8b8c">https://citeseerx.ist.psu.edu/document?repid=rep1&amp;type=pdf&amp;doi=20b739ade87b8bb33da91b7abf4cf27d2dfd8b8c</a>
92	B & C	Scopus New Zealand	4/1/23	2006	Williden, M., Taylor, R. W., McAuley, K. A., Simpson, J. C., Oakley, M., & Mann, J. I.	The APPLE project: An investigation of the barriers and promoters of healthy eating and physical activity in New Zealand children aged 5-12 years	Political barriers to healthy eating are the absence of parental rules about purchasing UFB, parents using occasional foods to compel children's good behavior and the lack of fruit and vegetable advertising. Over two-thirds of parents felt banning UFB would improve eating habits. <a href="https://doi.org/10.1177/001789690606500204">https://doi.org/10.1177/001789690606500204</a>

Source: Prepared by the primary researcher

**Table C (2) Stage 2 Supplementary literature - Media search results**

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
93	C	University of Otago Food Environment and Sport (FEAST) study (New Zealand)	2023	Ongoing study	Smith, Moira	Is Junk Food Promoted Through Sport? 'Here's how we see it...' Children's and Parents' Perspectives of the Sport-related Food Environment	The FEAST (Food Environment and Sport) Study found that sports settings are not supportive of a healthy food and nutrition environment. <a href="https://www.otago.ac.nz/hepru/otago059965.pdf">https://www.otago.ac.nz/hepru/otago059965.pdf</a>
94	B	Factiva New Zealand New Zealand	16/05/2023	23/09/2021	Holland, Zoe.	Finger-lickin' vaccine idea takeaway hit with officials	Vaccination centers set near Auckland KFC. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHLD00020210922eh9n0001z&amp;drn=drn:archive.newsarticle.NZHLD00020210922eh9n0001z&amp;fcpil=en&amp;napc=S&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search">https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHLD00020210922eh9n0001z&amp;drn=drn:archive.newsarticle.NZHLD00020210922eh9n0001z&amp;fcpil=en&amp;napc=S&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search</a>
95	B & Morning C	Sydney Herald Australia	1/12/2022	2020	Aubrey, Sophie.	Star-ving for success: Study shows health ratings prompt producers to lift their game	Food industry response. <a href="https://eds.s.ebscohost.com/eds/detail/detail?vid=32&amp;sid=95594ae2-1ecb-4a0e-bedf-768c72776e4b%40redis&amp;bdata=JkF1dGhUeXBIPXNewZealandbyZzaXRIPWVkcY1saXZlJnNjb3BIPXNpdGU%3d#AN=DOC7DA31AD48BNJBM5BGA7&amp;db=azh">https://eds.s.ebscohost.com/eds/detail/detail?vid=32&amp;sid=95594ae2-1ecb-4a0e-bedf-768c72776e4b%40redis&amp;bdata=JkF1dGhUeXBIPXNewZealandbyZzaXRIPWVkcY1saXZlJnNjb3BIPXNpdGU%3d#AN=DOC7DA31AD48BNJBM5BGA7&amp;db=azh</a>
96	C	New Zealand Herald (New Zealand)	1/12/2022	28/05/2018	No author is listed.	Is 'healthy' really good for kids?	Brazil, Sweden, and Canada have regulated UFB marketing to children. Quebec has seen a 13% drop in the decision to buy fast food over 30 years and their children had the highest rate of fruit and vegetable consumption. Wellington children were exposed to junk food marketing ~27 times a day. Children are being conditioned to believe in good health is listening to advertising and consuming the right products. Children's nagging of parents shapes food and beverage choices. FBCs are sponsoring sport events and providing free educational resources to schools, as well as sport equipment, and posters, and are using other methods to insert themselves and their products as a healthy part of a child's daily life. <a href="https://www.nzherald.co.nz/brand-insight/is-healthy-really-good-for-kids/ZSZUZ6BIR2NAHRMSGDQFZIK75Q/">https://www.nzherald.co.nz/brand-insight/is-healthy-really-good-for-kids/ZSZUZ6BIR2NAHRMSGDQFZIK75Q/</a>
97	B & Today C	Pharmacy Today (New Zealand)	5/12/2023	14/08/2017	Merton, Georgia.	We're losing the war on obesity so why is a sugar tax so hard to swallow?	Sugary drinks tax. <a href="https://www.pharmacytoday.co.nz/article/news/dispensary/we-are-losing-war-obesity-so-why-sugar-tax-so-hard-swallow">https://www.pharmacytoday.co.nz/article/news/dispensary/we-are-losing-war-obesity-so-why-sugar-tax-so-hard-swallow</a>

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
98	B & C	Otago Daily Times (New Zealand)	5/12/2023	24/01/2017	No author is listed.	Food industry holds sway over public policy: study	The food industry has influenced government so they do not regulate UFB marketing through lobbying tactics like framing the solutions to obesity in terms of personal responsibility, using private dinners and other opportunities for lobbying politicians, cherry-picking and promoting the evidence to suit their case, promotion of deregulation and self-regulatory approaches, funding professional nutrition organizations, sponsoring children's sport and nutrition education materials, and personal criticism of public health advocates," <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447456&amp;d338=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Fnational%2Ffood-industry-holds-sway-over-public-policy-study">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/wp_search/view_doc.php?sid=9447456&amp;d338=https%3A%2F%2Fwww.odt.co.nz%2Fnews%2Fnational%2Ffood-industry-holds-sway-over-public-policy-study</a>
99	B & C	The Press (New Zealand)	5/12/2023	6/01/2016	Powell, Selina.	Sports heroes sending "confusing messages"	A young All Blacks fan needing several teeth removed arrived at the hospital drinking Powerade "because Richie does". <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447477&amp;d357=fairfax%2Ftext%2F2016%2F06%2F01%2FA0071115978559-CA.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447477&amp;d357=fairfax%2Ftext%2F2016%2F06%2F01%2FA0071115978559-CA.html</a>
100	C	Sunday Star Times (New Zealand)	12/05/2023	19/06/2016	No author is listed.	'PC' targets hit back	Boyd Swinburn, Doug Sellman, and Shane Bradbrook announced they were suing over material posted on Slater's Whale Oil blog. Call for regulatory solutions to a major health problem that has been attacked by Whale Oil. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447474&amp;d354=fairfax%2Ftext%2F2016%2F06%2F19%2FA0091116704503-BE.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447474&amp;d354=fairfax%2Ftext%2F2016%2F06%2F19%2FA0091116704503-BE.html</a>
101	C	The Dominion Post (New Zealand)	16/05/2023	23/07/2016	No author is listed.	Public health duty in anti-sugar campaigner's blood	Rob Beaglehole Sugary drinks need to be treated like tobacco. He proposes taxing sugary drinks, ensuring that they are not allowed in schools to protect children, and banning advertising and sponsoring these products. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=DOMPOS0020160722ec7n0001q&amp;drn=drn:archive.newsarticle.DOMPOS0020160722ec7n0001q&amp;fcpl=en&amp;napc=S&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search">https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=DOMPOS0020160722ec7n0001q&amp;drn=drn:archive.newsarticle.DOMPOS0020160722ec7n0001q&amp;fcpl=en&amp;napc=S&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search</a>
102	B & C	Stuff (New Zealand)	5/12/2023	8/01/2015	Stewart, Matt.	Soft drink industry says parents - not its products - to blame for kids' cavities	The soft drinks industry has hit back at claims that its products are to blame for a rise in the number of toddlers needing to have rotten teeth pulled out. They blame poor parenting for children's consumption. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447482&amp;d368=ffxstuff%2Ftext%2F2015%2F08%2F01%2F0210-70708658.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447482&amp;d368=ffxstuff%2Ftext%2F2015%2F08%2F01%2F0210-70708658.html</a>
103	B & C	Google- Stuff New Zealand	1/12/2022	2014	O'Neil, Andrea.	Big Food' is a 'big problem'	Individual responsibility for diet and exercise is regarded as insufficient. The government is reluctant to legislate against the UFB industry. Many "nutrition research bodies" sponsored by the UFB industry e.g., Dietitians New Zealand are supported by Unilever and Nestle. Regulation recommended. <a href="https://www.stuff.co.nz/national/health/9728964/Big-Food-is-a-big-problem">https://www.stuff.co.nz/national/health/9728964/Big-Food-is-a-big-problem</a>

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
104	C	SPORTDiscus (United States of America)	15/12/2022	2014	Williams, Antonio Wright, Benjamin Williams, Crystal	Juxtaposing Sport and Public Health: The Case of Fit University, Inc.	Marketing strategies such as brand management are effective in engaging and promoting physical activity, sport participation, and nutrition among adolescent children. <a href="https://web.p.ebscohost.com/ehost/detail/detail?vid=6&amp;sid=2b6ddafd-d4d0-4a8c-8b77-810bc408f902%40redis&amp;bdata=JnNpdGU9ZWVhc3QtbGl2ZS5zY29wZT1zaXRI#AN=96136648&amp;db=s3h">https://web.p.ebscohost.com/ehost/detail/detail?vid=6&amp;sid=2b6ddafd-d4d0-4a8c-8b77-810bc408f902%40redis&amp;bdata=JnNpdGU9ZWVhc3QtbGl2ZS5zY29wZT1zaXRI#AN=96136648&amp;db=s3h</a>
105	C	SPORTDiscus (Australia)	15/12/2022	2014	Dixon, Helen Scully, Maree Kelly, Bridget Donovan, Robert Chapman, Kathy Wakefield, Melanie	Counter-Advertising May Reduce Parent's Susceptibility to Front-of-Package Promotions on Unhealthy Foods.	Counter-advertising may help reduce the misleading influence of UFB marketing and improve the accuracy of parents' evaluations of how nutritious promoted food products are. DOI: 10.1016/j.jneb.2014.05.008
106	B	New Zealand Herald New Zealand	1/12/2022	2011	Davison, Isaac.	Healthier kids for 20c a day	Project Energize. <a href="https://www.nzherald.co.nz/nz/healthier-kids-for-20c-a-day/4CV5Z75FKXUDWPCZOM6ULT2NTE/">https://www.nzherald.co.nz/nz/healthier-kids-for-20c-a-day/4CV5Z75FKXUDWPCZOM6ULT2NTE/</a>
107	C	The Marlborough Express (New Zealand)	13/05/2023	18/05/2011	Arnold, Naomi.	A rotten plague	Dr. Beaglehole discussed advertising for a pile of 750ml bottles of Powerade in the supermarket which reads: "The Power of Black: the official sport drink of the All Blacks". He also shared that companies "infiltrate" schools, citing examples such as McDonald's sponsoring junior sport. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447619&amp;d467=fairfax%2Ftext%2F2011%2F05%2F18%2F0013136909515-CZ.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447619&amp;d467=fairfax%2Ftext%2F2011%2F05%2F18%2F0013136909515-CZ.html</a>
109	B	Factiva-The Dominion Post (New Zealand)	16/05/2023	19/03/2009	Bloomfield, Ashley.	Industry part of the solution	Ashley Bloomfield expressed discomfort with McDonald's-sponsored dental buses but believed that health authorities should partner with the food industry as they are a part of the solution. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=168419045001106894386974270241">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=168419045001106894386974270241</a>
110	B & C	Factiva-New Zealand Herald New Zealand	16/05/2023	14/07/2009	Eriksen, Alanah May.	Kiwis third fattest in new report on obesity	The New National government cuts the budget for cancer, diabetes, and heart programs amongst others (\$37M). Fears that obesity and diseases will lead to higher future healthcare costs. A campaign tackling obesity is needed like those used to battle smoking which includes public awareness, increased taxes on sugary drinks, and bans on television advertising of unhealthy foods until at least 8. 30pm. The annual cost of obesity and diabetes to the health system has been estimated at \$900 million. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHL00020090713e57e0000j&amp;drn=drn:archive.newsarticle.NZHL00020090713e57e0000j&amp;fcpl=en&amp;napc=s&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search">https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHL00020090713e57e0000j&amp;drn=drn:archive.newsarticle.NZHL00020090713e57e0000j&amp;fcpl=en&amp;napc=s&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search</a>

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
111	B	Factiva-New Zealand Herald New Zealand	16/05/2023	2/07/2009	Johnston, Martin.	Tuck-shop free for all invites obesity, say Greens	The new government revoked regulation requiring schools to offer only healthy foods. National told Parliament after the obesity inquiry: "A successful long-term response will provide people with the education, skills, and desire to make these healthy dietary and lifestyle choices." National indicated that emphasis would be on physical activity. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHL00020090206e52700007&amp;drn=drn:archive.newsarticle.NZHL00020090206e52700007&amp;fcpl=en&amp;napc=5&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search">https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHL00020090206e52700007&amp;drn=drn:archive.newsarticle.NZHL00020090206e52700007&amp;fcpl=en&amp;napc=5&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search</a>
112	B & C	New Zealand Herald (New Zealand)	13/05/2023	25/07/2009	No author is listed.	The price of free choice	National has cut > 10 percent off anti-obesity funding, overturned healthy food in schools' restriction, and rejected Labor's bid for potential Government control of the composition, shelf placement in supermarkets, and advertising of any food, instead seeing childhood obesity as an issue for parents and the food industry to sort out. Their emphasis is on sport and physical activity. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d524=nzh02%2Ftext%2F2009%2F07%2F25%2FNZH-choice25.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d524=nzh02%2Ftext%2F2009%2F07%2F25%2FNZH-choice25.html</a>
113	C	New Zealand Herald (New Zealand)	16/05/2023	2/07/2009	No author is listed.	Fighting Fat	Lobbyists fear that setbacks like this are about to become much more common after the National Party won the November election. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#.!?&amp;_suid=1684185756571041084384721384404">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#.!?&amp;_suid=1684185756571041084384721384404</a>
114	C	The Dominion Post (New Zealand)	13/05/2023	16/09/2009	Newton, Katherine.	New war waged on junk food	Rob Hamill is waging a war against junk food. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d523=fairfax%2Ftext%2F2009%2F10%2F08%2Fdoc00068.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d523=fairfax%2Ftext%2F2009%2F10%2F08%2Fdoc00068.html</a>
115	B & C	New Zealand Herald (New Zealand)	13/05/2023	14/03/2008	McNaughton, Maggie.	Obesity regulations unnecessary says Foodstuffs	Supermarket chain Foodstuffs says the food industry is doing enough to combat obesity and doesn't need the Government stepping in with more regulations in response to proposed amendments to the Public Health Bill. The industry should be using its power to promote healthy foods to children. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d535=nzh02%2Ftext%2F2008%2F03%2F14%2FDFOOD14.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d535=nzh02%2Ftext%2F2008%2F03%2F14%2FDFOOD14.html</a>
116	B	Factiva-New Zealand Herald New Zealand	16/05/2023	16/03/2008	No author is listed.	Obesity challenge calls for more than smart one-liners	The Public Health Bill allows new ways for the Cabinet or the Director-General of Health to act against suspected causes of disease - and obesity. <a href="https://www.nzherald.co.nz/nz/ieditoriali-obesity-challenge-calls-for-more-than-smart-one-liners/3VTEIXMJ22RLUUFQVUNI76AFGE/">https://www.nzherald.co.nz/nz/ieditoriali-obesity-challenge-calls-for-more-than-smart-one-liners/3VTEIXMJ22RLUUFQVUNI76AFGE/</a>
117	C	The Dominion Post (New Zealand)	16/05/2023	19/03/2008	Toomath, Robyn.	Parents do want ad restrictions	Families are clamoring for help in the form of advertising restrictions. A recent survey by the Chronic Disease Prevention Group showed that 82% of respondents (parents and grandparents) wanted controls on ads appealing to children. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#.!?&amp;_suid=168418976487507360835229966471">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#.!?&amp;_suid=168418976487507360835229966471</a>

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
118	C	Bay of Plenty Times (New Zealand)	13/05/2023	6/06/2008	No author is listed.	Hey, food police, leave those kids alone	Increasing obesity rates in New Zealand. Outcry against NAG5. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d532=nzh02%2Ftext%2F2008%2F06%2F07%2FBOP-A8GIRLTALK06.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d532=nzh02%2Ftext%2F2008%2F06%2F07%2FBOP-A8GIRLTALK06.html</a>
119	B & C	The Dominion Post (New Zealand)	13/05/2023	28/06/2008	Palmer, Rebecca.	Adjusting the balance	2006-07 New Zealand Health Survey indicates that the obesity problem is growing. Obesity is associated with heart disease, cancers, type 2 diabetes, sleep apnea, pregnancy complications, gallstones, and psychological problems. Obesity costs between \$400 million and \$500 million a year. Efforts have been aimed at changing behavior, particularly among children, to prevent obesity. Obesogenic environments are blamed for obesity. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d531=fairfax%2Ftext%2F2008%2F07%2F04%2Fdoc00111.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d531=fairfax%2Ftext%2F2008%2F07%2F04%2Fdoc00111.html</a>
120	C	Bay of Plenty Times (New Zealand)	13/05/2023	18/08/2008	No author is listed.	Eating up top sport despite empty belly and empty seats	A discussion about junk food at the Olympics. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d528=nzh02%2Ftext%2F2008%2F08%2F19%2FBOP-NEPPLE18.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d528=nzh02%2Ftext%2F2008%2F08%2F19%2FBOP-NEPPLE18.html</a>
121	B	Factiva-New Zealand Herald New Zealand	16/05/2023	4/10/2008	Oliver, Paula.	McDonald's praised for healthier vision	McDonald's shared its health drive: 20 % of its sales were from its healthier foods like salads and fruit, 83 % cut in saturated fat by changing its cooking oil, 40 % reduction in the amount of sugar in hamburger buns, and reduced television advertising during children's hours. McDonald's opposed regulation. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=1684185756571041084384721384404">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=1684185756571041084384721384404</a>
122	C	The Press (New Zealand)	13/05/2023	13/01/2007	Luke, Peter.	Weighty problem for Kiwis	Obesity is a health issue in New Zealand. A search of The Press for 1997 found just 31 stories in which "obesity" was mentioned. Last year, the story count reached 192. The two major reasons for obesity were too much junk food and too little exercise. View that regulation will not reduce obesity. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d544=fairfax%2Ftext%2F2007%2F01%2F15%2Fdoc00050.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d544=fairfax%2Ftext%2F2007%2F01%2F15%2Fdoc00050.html</a>
123	C	The Nelson Mail (New Zealand)	13/05/2023	5/06/2007	Mitchell, Naomi.	Pupils help to wean canteen	Schools and parents are looking at healthy alternatives to canteen fare. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d541=fairfax%2Ftext%2F2007%2F06%2F06%2Fdoc00290.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d541=fairfax%2Ftext%2F2007%2F06%2F06%2Fdoc00290.html</a>
124	B	Factiva-The Dominion Post New Zealand	16/05/2023	23/02/2006	Andrew, Kelly.	Inquiry tackles obesity, diabetes	10 % of New Zealand children and 21 % of adults are obese, Obesity is a key risk factor for arthritis and type 2 diabetes. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241</a>

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
125	B	Factiva-New Zealand Herald (New Zealand)	16/05/2023	20/08/2006	Young, Audrey.	McDonald's at Starship hard to swallow say lobby groups	McDonald's opens at Starship Children's Hospital. Fears of confusing healthy lifestyle messages. Starship general manager said McDonald's food was analyzed by experts and deemed suitable for a balanced diet. He said McDonald's would expand its menu to include cereals, low-fat milk, and seasonal fruit. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=168419453031009106571739809335">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=168419453031009106571739809335</a>
126	B	Factiva-The Dominion Post New Zealand	16/05/2023	22/09/2006	Schouten, H.	Obesity scheme merely an entrée	The government's \$67 million plan to tackle obesity is considered insufficient unless tougher measures are taken to reduce the promotion and consumption of high-energy foods. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=1684185756571041084384721384404">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=1684185756571041084384721384404</a>
127	C	The Dominion Post (New Zealand)	15/05/2023	2/11/2006	Chalmers, Anna.	McDonald's cuts TV ads during children's shows	McDonald's cut its children's television advertising in the face of criticism that it is singling out the young. McDonald's commercials during children's programming hours decreased by about 40% last year. Obesity campaigners were disappointed this year when a review of children's advertising codes by the industry-appointed ASA did not lead to a junk-food advertising ban for children. Fast food advertising is linked to growing obesity rates in children. Last year the Australasian College of Physicians recommended tougher regulation of children's food advertising in New Zealand. McDonald's corporation has outlined aggressive international growth plans for 2006, including opening 800 new stores. But Obesity Action Coalition director Celia Murphy said she doubted McDonald's branding had dropped overall. "They say they are reducing their advertising to kids, but they are increasing their brand advertising." This included more subtle advertising through sponsorship of sport stars, including Hamish Carter and Sarah Ulmer, she said. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d555=fairfax%2Ftext%2F2006%2F02%2F21%2Fdoc00030.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d555=fairfax%2Ftext%2F2006%2F02%2F21%2Fdoc00030.html</a>
128	B	Factiva-New Zealand Herald (New Zealand)	16/05/2023	26/02/2005	Johnston, Martin.	McDonald's link angers nutritionists: Fast-food chain's sponsorship of dental clinic 'brain dead' says campaigner	Dental and public health leaders welcomed the mobile service, but some were concerned about the McDonald's link. The mobile service was badly needed, and its dental staff would advise against consuming excessive fast food and sugary drinks. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=168419045001106894386974270241">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#/?&amp;_suid=168419045001106894386974270241</a>
129	B	Factiva-The Dominion Post (New Zealand)	16/05/2023	16/03/2005	Chalmers, Anna.	Ban fast-food ads say health groups	ASA is set to review its food and children's advertising codes. Despite Health Minister Annette King's support of McDonald's dental buses, chief Health Ministry adviser Ashley Bloomfield admitted many health officials -- including himself -- did not "feel comfortable" about it. Other sponsorship deals were also criticized, including Wattie's involvement with Plunket. Bloomfield warned the food and advertising industry that the Government would take legislative action if it did not tackle the crisis. 21 % of children are obese with 31 % overweight. Advertising influences children's food choices. Recommended: a ban on fast-food ads, a levy on food manufacturers with the money going

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
							on combating obesity-related problems. Education programs are ineffective without policy changes. 67 per cent of respondents supported banning fast-food ads during children's shows. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241</a>
130	B	Factiva-The Dominion Post (New Zealand)	16/05/2023	3/04/2005	Chalmers, Anna.	McDonald's logo on dental vans	McDonald's sponsored mobile dental services in Wellington and central North Island. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241</a>
131	B	Factiva-The Dominion Post New Zealand	16/05/2023	10/06/2005	Andrew, Kelly.	Call to do more to tackle kiwi obesity	WHO report called for "urgent national and global action" to tackle chronic diseases caused by unhealthy diet, inactivity, and smoking, which kill millions of people worldwide. The Health Ministry's "Healthy Eating, Healthy Action" launched in 2004 was ineffective due to a lack of budget. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241">https://global-factiva-com.ezproxy.massey.ac.nz/ha/default.aspx?page_driver=searchBuilder_Search#./!/?&amp;_suid=168419045001106894386974270241</a>
132	B	Factiva-The Dominion Post New Zealand	16/05/2023	20/07/2005	No author is listed.	Election Grill Cutting the fat in the tuck shop - and the bureaucracy	Growing numbers of New Zealanders developing Type 2 Diabetes which can be prevented by getting more active, eating healthier, and losing weight. Obesity is putting an economic burden on the healthcare system. <a href="https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHL00020050719e17k0001y&amp;drn=drn:archive.newsarticle.NZHL00020050719e17k0001y&amp;fcpil=en&amp;napc=S&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search">https://global-factiva-com.ezproxy.massey.ac.nz/du/article.aspx/?accessionno=NZHL00020050719e17k0001y&amp;drn=drn:archive.newsarticle.NZHL00020050719e17k0001y&amp;fcpil=en&amp;napc=S&amp;sa_from=&amp;cat=a&amp;page_driver=searchBuilder_Search</a>
133	B	The Press (New Zealand)	15/05/2023	05/11/2005	Martin, Yvonne.	Food giants fight back	The Food Industry Group which willingly signed a health accord in 2004, was criticized for trying to hook children on their brands through school and internet promotions. Voluntary codes and self-regulation are not effective. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d566=fairfax%2Ftext%2F2005%2F11%2F08%2Fdoc00288.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d566=fairfax%2Ftext%2F2005%2F11%2F08%2Fdoc00288.html</a>
134	C	The Timaru Herald (New Zealand)	15/05/2023	8/11/2005	No author is listed.	Dietitian calls for junk food advertising ban	Call to ban UFB advertising. Concern about schools using UFB to fundraise and the toxic food environment where children and parents are bombarded with UFB advertising. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d569=ffxstuff%2Ftext%2F2003%2FSTF%2F08%2F11%2F052331%2Fdoc00164.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447621&amp;d569=ffxstuff%2Ftext%2F2003%2FSTF%2F08%2F11%2F052331%2Fdoc00164.html</a>
135	B & C	Factiva-The Christchurch Press	15/05/2023	23/08/2003	Luke, Peter.	Nanny State: treading a fine line	"Nanny State": a government with an excessive interest in or control over its citizens' welfare, especially through health and safety rules. Officials are urging a fat tax and advertising curbs on junk food to combat obesity. The standard complaint about the Nanny State is that it addresses many issues that should be matters of personal responsibility and choice.

	C o d e	Source & Country	Access Date	Date		Title	Key findings & URL
		(New Zealand)					<a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447840&amp;d577=fairfax%2Ftext%2F2003%2F08%2F26%2Fdoc00041.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447840&amp;d577=fairfax%2Ftext%2F2003%2F08%2F26%2Fdoc00041.html</a>
136	C	New Zealand Herald (United States of America)	15/05/2023	8/06/2002	Gumbel, Andrew.	The man who would sue America's junk-food industry	Banzhaf takes up the fight against UFB companies in America. <a href="https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447852&amp;d580=nzh02%2Ftext%2F2002%2F06%2F08%2F20020608nzh2045543.html">https://www-knowledge-basket-co-nz.ezproxy.massey.ac.nz/databases/newztext-uni/search-newztext/view/?sid=9447852&amp;d580=nzh02%2Ftext%2F2002%2F06%2F08%2F20020608nzh2045543.html</a>

Source: Prepared by the primary researcher

**Table C (3) Stage 3 Supplementary literature: Legislation, policies, and guidelines search results**

	Code	Source	Access Date	Date	Author	Title	Key findings and URL
137	B	PubMed (New Zealand)	16/12/2022	2022	Garton, K., Gerritsen, Sarah, Sing, Fiona.	Unhealthy food and beverage marketing to children on digital platforms in Aotearoa, New Zealand	The voluntary CYPC was implemented in 2017 but has limitations and loopholes. Recommended: Comprehensive and mandatory regulation would help protect children from exposure to harmful marketing. <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9773428/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9773428/</a>
138	B	ASA (New Zealand)	17/05/2023	2022	Not applicable.	Advertising Standards Authority: Codes	Codes are reviewed every five years or earlier if a need arises. <a href="https://www.asa.co.nz/">https://www.asa.co.nz/</a>
139	B	ASA (New Zealand)	17/05/2023	2022	Not applicable.	Children and Young People's Advertising Code	Review of the CYPC codes. <a href="https://www.asa.co.nz/">https://www.asa.co.nz/</a>
140	B	ASA (New Zealand)	17/05/2023	2022	Not applicable.	Key issues for discussion in the Children and Young People's Advertising Code	<a href="https://www.asa.co.nz/2022/07/12/key-issues-for-discussion-in-the-children-and-young-peoples-advertising-code/">https://www.asa.co.nz/2022/07/12/key-issues-for-discussion-in-the-children-and-young-peoples-advertising-code/</a>
141	B	ASA (New Zealand)	17/05/2023	2022	Not applicable.	Children and Young People's Advertising Code	Advertisements should comply with the laws of New Zealand. Attention is drawn to the Human Rights Act 1993 and the New Zealand Bill of Rights Act 1990. <a href="https://www.asa.co.nz/codes/codes/children-and-young-people/">https://www.asa.co.nz/codes/codes/children-and-young-people/</a>
142	B	ASA (New Zealand)	17/05/2023	2022	Not applicable.	Submissions Received for The Review of the Children's Code for Advertising Food and the Code for Advertising to Children	<a href="https://www.asa.co.nz/submissions-childrens-codes-reviews/">https://www.asa.co.nz/submissions-childrens-codes-reviews/</a>
143	C	Newshub via Google (Australia/ New Zealand)	16/05/2023	26/07/2022	Small, Zane	Calls for tougher regulations after study finds fast food brands targeting youths on TikTok	Calls for regulations on fast food advertising following an Australian study into how unhealthy foods are promoted on TikTok by UFB brands encouraging TikTok stars to market their products often to a young audience. <a href="https://www.newshub.co.nz/home/lifestyle/2022/07/calls-for-tougher-regulations-after-study-finds-fast-food-brands-targeting-youths-on-tiktok.html">https://www.newshub.co.nz/home/lifestyle/2022/07/calls-for-tougher-regulations-after-study-finds-fast-food-brands-targeting-youths-on-tiktok.html</a>
144	B & C	Google-Protect Kids from Junk Food Marketing (New Zealand)	16/05/2023	8/11/2022	Protect Kids from Junk Food Marketing Group	Consensus Statement	A consensus statement was developed by the Protect Kids from Junk Food Marketing group: "Every child has the right to grow up in an environment that allows them to be healthy. Factors like socio-economic conditions, food insecurity, and environments that promote and normalize unhealthy foods make healthy eating difficult and inequitable. New Zealand children are exposed to excessive UFB marketing daily. "We must put our children before food industry profits and act now to protect their health and wellbeing" by legislation to regulate UFB marketing and advertising. <a href="https://www.junkfoodfree.org/consensusstatement">https://www.junkfoodfree.org/consensusstatement</a>

	C o d e	Source	Access Date	Date	Author	Title	Key findings and URL
145	C	Google-Springer.com (New Zealand)	16/05/2023	3/12/2022	Driessen, C., Kelly, B., Sing, Fiona., & Backholer, Kathrine.	Parents' Perceptions of Children's Exposure to Unhealthy Food Marketing: A Narrative Review of the Literature	Parents support a ban on UFB marketing after raising awareness of the harmful effects of UFB marketing and advertising represents a significant opportunity to accelerate policy action on food marketing. <a href="https://link.springer.com/article/10.1007/s13668-021-00390-0">https://link.springer.com/article/10.1007/s13668-021-00390-0</a>
146	A	Google-New Zealand Medical Association (New Zealand)	16/05/2023	13/04/2018	Vandevijvere, Stephanie., Aitken, C., & Swinburn, Boyd.	Volume, nature, and potential impact of advertisements on Facebook and YouTube by food brands popular in New Zealand	Sport is used to promote UFB products in several ways that are appealing to children. <a href="https://journal.nzma.org.nz/journal-articles/volume-nature-and-potential-impact-of-advertisements-on-facebook-and-youtube-by-food-brands-popular-in-new-zealand">https://journal.nzma.org.nz/journal-articles/volume-nature-and-potential-impact-of-advertisements-on-facebook-and-youtube-by-food-brands-popular-in-new-zealand</a>
147	B & C	Google Scholar (New Zealand)	5/01/2022	2017	Swinburn, Boyd. & Vandevijvere, Stephanie.	Proposed new industry code on unhealthy food marketing to children and young people: will it make a difference?	The ASA code was ineffective in protecting children from marketing. Recommended: regulation to reduce UFB marketing to children. <a href="https://journal.nzma.org.nz/journal-articles/proposed-new-industry-code-on-unhealthy-food-marketing-to-children-and-young-people-will-it-make-a-difference">https://journal.nzma.org.nz/journal-articles/proposed-new-industry-code-on-unhealthy-food-marketing-to-children-and-young-people-will-it-make-a-difference</a>
148	C	Google-Physical Activity Politics (New Zealand)	16/05/2023	18/02/2016	Piggin, Joe.	Sport Management, Nutrition, and Ethics	A vlog on the implications of corporate involvement in youth sport. Sport Management academics need to consider their part in permitting unhealthy food sponsorship. <a href="https://physicalactivitypolitics.com/2016/02/18/sport-management-nutrition-and-ethics/">https://physicalactivitypolitics.com/2016/02/18/sport-management-nutrition-and-ethics/</a>
149	B & C	NZ Legislation (New Zealand)	17/05/2023	11/11/2015	Not applicable.	Public Health Bill Government Bill 177—2	Amended recommended to the Public Health Act. <a href="https://www.legislation.govt.nz/bill/government/2007/0177/latest/d56e2.html?search=ad_act%40bill%40regulation_advertising+marketing+children__1997-2022__25_ac%40bc%40rc%40dn%40apub%40aloc%40apri%40apro%40aimp%40bgov%40bloc%40bpri%40bmem%40rpub%40rimp_ac%40bc%40rc%40ainf%40anif%40aif%40aase%40arep%40bcur%40bena%40bter%40rinf%40rnif%40raif%40rasm%40rrev_h_aw_se_&amp;p=1&amp;sr=1">https://www.legislation.govt.nz/bill/government/2007/0177/latest/d56e2.html?search=ad_act%40bill%40regulation_advertising+marketing+children__1997-2022__25_ac%40bc%40rc%40dn%40apub%40aloc%40apri%40apro%40aimp%40bgov%40bloc%40bpri%40bmem%40rpub%40rimp_ac%40bc%40rc%40ainf%40anif%40aif%40aase%40arep%40bcur%40bena%40bter%40rinf%40rnif%40raif%40rasm%40rrev_h_aw_se_&amp;p=1&amp;sr=1</a>
150	B & C	Google (Otago University) (New Zealand)	16/05/2023	1/10/2014	Hoffman, Simon.	Regulation of Food Advertising to Children in New Zealand (Dissertation)	ASA codes only cover standalone advertisements, not giveaways and sponsorship. <a href="https://www.otago.ac.nz/law/research/journals/otago085105.pdf">https://www.otago.ac.nz/law/research/journals/otago085105.pdf</a>

Source: Prepared by the Author

## Figure 2: Summary of key information from the supplementary literature

**The New Zealand government:** The literature revealed discourse voicing disapproval about the government setting up vaccination stations near KFC outlets(Holland, 2021). It also indicated that the government's anti-obesity efforts have focused on providing skills and education to encourage individuals to make healthy dietary and lifestyle choices (Johnston, 2009a) with an emphasis on physical activity(Johnston, 2009b).

The literature also indicated that the New Zealand government had taken anti-obesity measures like the Healthy Eating Healthy Action program in 2004. It was however thought to be unsuccessful due to a lack of an adequate budget(Andrew, 2005). Project Energize was another government initiative mentioned in the literature(Davison, 2011).

Findings indicated that Dr Ashley Bloomfield, (then Acting Director of Public Health), cautioned that the government would regulate food marketing if the food industry did not make advertising and marketing changes(Chalmers, 2005a). The New Zealand government was found to have attempted some regulatory measures. One was the proposed amendments to the Public Health Bill which would empower the Cabinet/Director General of Health to act against suspected causes of obesity (Johnston, 2009a; McNaughton, 2008; New Zealand Government, 2015). This was opposed by the food industry("Obesity challenge calls for more than smart one-liners," 2008). Another government regulatory change was the implementation of the National Administration Guidelines 5 (NAG5) which provided for the sale of only healthy food and drinks in schools(Johnston, 2009b). This was dismantled by the new National Party government in 2008 ("Hey, food police, leave those kids alone," 2008) which also cut funding from anti-obesity programs (Eriksen, 2009; Johnston, 2009a). The literature indicated opposition to a "Nanny State" where the government was addressing issues thought to be a matter of personal responsibility and choice(Luke, 2003).

Many authors (15 out of 52) recommended that the government regulate UFB marketing (Chalmers, 2005a, 2006; "Dietitian calls for junk food advertising ban," 2005; Driessen et al., 2022; Dudding, 2016; Eriksen, 2009; Garton, 2022; Gumbel, 2002; Luke, 2003; Newton, 2009b; Protect Kids from Junk Food Marketing Group, 2022; "Public health duty in anti-sugar campaigner's blood," 2016; Schouten, 2006; Small, 2022; Toomath, 2008) , increases public awareness regarding UFBs, charges food manufactures levies which can be used to pay for obesity-related issues(Chalmers, 2005a), implements fat (Luke, 2003) and sugar taxes (Merton, 2017)(Merton, 2017)(Eriksen, 2009).

**The Food and beverage industry:** Findings indicated that FBCs had influenced the government to refrain from regulating food and beverage marketing by framing obesity as a personal responsibility for diet and exercise ("Food industry holds sway over public policy: study," 2017; O'Neil, 2014) and had influenced nutrition research bodies like Dietitians New Zealand, who are funded by Unilever and Nestle ("Food industry holds sway over public policy: study," 2017; O'Neil, 2014). The literature also indicated that FBCs supported the deregulation of food and beverage marketing in favor of self-regulation ("Food industry holds sway over public policy: study," 2017) and criticized public health advocates who spoke out against UFB marketing (Dudding, 2016; "Food industry holds sway over public policy: study," 2017) . Other literature revealed Foodstuff's opposition to the Public Health Bill saying that the food industry was doing enough to combat obesity(McNaughton, 2008).

This search identified more literature referring to McDonald's (Chalmers, 2005a, 2005b, 2006; Johnston, 2005; Oliver, 2008; Young, 2006) than other FBC like Powerade (Arnold, 2011; Powell, 2016b). Discourse was found in the literature opposing Coca-Cola (Davison, 2011) and McDonald's promoting themselves as part of the solution to obesity. McDonald's initiated some changes like reduction in saturated fat in its cooking oil, a reduction in sugar in its buns, and a 40 percent reduction in TV advertising during children's viewing times (Chalmers, 2006; Oliver, 2008). However, Obesity Actions Coalition Director Celia Murphy said that their brand advertising had increased(Chalmers, 2006). McDonald's sponsorship of dental health buses with Ronald McDonald images on them was welcomed by some, but others were concerned about the McDonalds link (Bloomfield, 2005; Chalmers, 2005a, 2005b; Johnston, 2005).

The supplementary literature also revealed discourse regarding the ineffectiveness of the ASA's voluntary codes (Garton, 2022; Hoffman, 2014; Martin 2005; Swinburn et al., 2017) and submissions were made by concerned groups during the 5-yearly review of the codes (Advertising Standards Authority, 2022a, 2022b, 2022c).

The literature indicated that the food and beverage industry had been advised to use its power to promote healthy foods (McNaughton, 2008) and put children before profits (Protect Kids from Junk Food Marketing Group, 2022)rather than hooking children into their brands (Martin 2005). The literature also indicated the view that advertising should comply with New Zealand laws like the Human Rights Act 1993 and the New Zealand Bill of Rights Act 1990 (Advertising Standards Authority, 2022a). The Protect Children from Junk Food

Marketing Group stated that every child has a right to grow up in an environment that allows them to be healthy(Protect Kids from Junk Food Marketing Group, 2022).

**Families:** The literature indicated that a survey found that 82% of parents and grandparents support restrictions on UFB marketing (Driessen et al., 2022; Toomath, 2008).

**Anti-obesity interventions focus on children:** Findings indicated that interventions have attempted to change behavior, especially in children to prevent obesity(Palmer., 2008).

**Overseas:** Discourse was found regarding regulations of food marketing to children in Quebec, Canada, Brazil, and Sweden("Is 'healthy' really good for kids?," 2018).

*Source:* Prepared by the primary researcher

**Table D: National Sport Organizations' Sponsorship Policies**

	<b>Name</b>	<b>Sponsorship Policy</b>	<b>Comment</b>
1.	Active Southland	Yes	Link to Sport New Zealand's policies.
2.	Aesthetic Group Gymnastics	No	
3.	AFL New Zealand	No	Child Protection Policy, nothing about sponsorship. Link to Sport New Zealand's policies.
4.	Aikido Association of NZ	Yes	Link to Sport New Zealand's policies.
5.	All New Zealand Kendo Federation	No	
6.	Aotearoa Māori Netball	No	
7.	Aotearoa Māori Tennis	Unknown	Could not access it.
8.	Aotearoa Māori Tag Football	Unknown	Could not access it.
9.	Archery New Zealand Inc	No	
10.	Athletics New Zealand	No	
11.	Badminton New Zealand	No	Child Protection- and Child Safeguarding policies. No sponsorship policy.
12.	Baseball New Zealand	No	Baseball New Zealand Safe Sport for Children Policy. No sponsorship policy.
13.	Basketball New Zealand	No	Protection of Young People Policy for those under 18 years old. No sponsorship policy.
14.	Blind Sport New Zealand	Yes	Link to Sport New Zealand which does not work.
15.	Bowls New Zealand	No	
16.	Boxing New Zealand Inc		Policies and Procedures were being updated.
17.	Canoe Racing	No	Child Protection Policy. No sponsorship policy.
18.	Canoe Slalom	No	
19.	Climbing New Zealand	No	
20.	Croquet New Zealand	No	
21.	Cycling New Zealand	No	
22.	Deaf Sports New Zealand	No	
23.	Diving New Zealand	No	Member Protection Plan, nothing about sponsorships.
24.	Equestrian Sports New Zealand	No	
25.	Fencing New Zealand	No	Safeguarding Policy, nothing about sponsorships.
26.	Floorball New Zealand	No	
27.	Flying New Zealand (Royal New Zealand Aero Club)	No	
28.	Freediving New Zealand	No	
29.	Gliding New Zealand	No	
30.	Golf New Zealand	No	
31.	Gymnastics New Zealand	No	Safeguarding and Child Protection Policy, nothing about sponsorship.
32.	Halberg Foundation	No	
33.	Hockey New Zealand	No	Child Safety Policy, nothing about sponsorship.
34.	Ice Speed Skating New Zealand	No	Child Safety Policy, nothing about sponsorship.
35.	International Taekwon-Do Foundation of New Zealand	No	
36.	Judo New Zealand	No	
37.	Karate New Zealand	No	

	<b>Name</b>	<b>Sponsorship Policy</b>	<b>Comment</b>
38.	Kartsport New Zealand	No	
39.	Korfball New Zealand	No	
40.	Māori Basketball New Zealand	No	
41.	Māori Football Charitable Trust	No	
42.	Māori Rugby	No	
43.	Māori Touch New Zealand	No	
44.	Marching New Zealand	No	
45.	Motorcycling New Zealand	No	
46.	Motorsport New Zealand	No	Youth Protection Policy, nothing about sponsorship.
47.	Mountain Safety	No	
48.	Netball New Zealand	No	
49.	New Zealand Lacrosse	No	
50.	New Zealand American Football Federation.	No	
51.	New Zealand Axemen's Association	No	
52.	New Zealand Bobsleigh and Skeleton Association	No	
53.	New Zealand Bridge	No	
54.	New Zealand Canoe Polo	No	Child Protection Policy, nothing about sponsorship.
55.	New Zealand Confederation of Billiard Sport		
56.	New Zealand Cricket	No	Welfare of children & vulnerable adults' guidelines, nothing about sponsorship.
57.	New Zealand Curling Association	No	
58.	New Zealand Darts Council	No	
59.	New Zealand Dragon Boat Association	No	Non-functional weblink.
60.	New Zealand Esport Federation	No	
61.	New Zealand Fistball Association	No	Non-functional weblink.
62.	New Zealand Flying Disc Association	No	Non-functional weblink.
63.	New Zealand Football	No	
64.	New Zealand Four Wheel Drive Association	No	
65.	New Zealand Handball Federation	No	
66.	New Zealand Hang Gliding and Paragliding Association	No	
67.	New Zealand Ice Figure Skating Association	No	
68.	New Zealand Ice Hockey Federation	No	Youth Protection Policy, nothing about sponsorship.
69.	New Zealand Indoor Bowls	No	
70.	New Zealand Ju-Jitsu Federation	No	
71.	New Zealand Kung Fu Wushu Federation	No	
72.	New Zealand Long Drive	No	
73.	New Zealand Māori Golf	No	
74.	New Zealand Mini Golf Federation	No	
75.	New Zealand Māori Hockey	No	
76.	New Zealand Māori Rugby League	No	

	<b>Name</b>	<b>Sponsorship Policy</b>	<b>Comment</b>
77.	New Zealand National Association of Bubble Football	No	
78.	New Zealand Obstacle Sport	No	
79.	New Zealand Olympic Committee	No	New Zealand Olympic Committee Human Rights Policy, nothing about sponsorship.
80.	New Zealand Orienteering Federation	No	
81.	New Zealand Pétanque Association	No	
82.	New Zealand Polo Association	No	
83.	New Zealand Polocrosse Inc	No	
84.	New Zealand Pony Clubs Association	No	
85.	New Zealand Powerlifting Federation	No	
86.	New Zealand Rivers Association for Professional Guides	No	
87.	New Zealand Rodeo Cowboys Association	No	
88.	New Zealand Rugby League	No	
89.	New Zealand Shooting Federation	No	
90.	New Zealand Tag Football (NZTF)	No	
91.	New Zealand Ultimate	No	
92.	New Zealand Underwater Association	No	
93.	New Zealand Water Polo Association	No	
94.	Nga Kaihoe o Aotearoa	No	
95.	NZ Australian Football League	Yes	Child Protection Policy and a link to Sport New Zealand policies and guidelines.
96.	NZ Cheer Association	No	Child Protection Policy. No sponsorship policy.
97.	NZ Men's Roller Derby		
98.	NZ Mixed Martial Arts Federation	No	
99.	NZ Parkour	No	
100.	NZ Power Boat Federation	No	
101.	NZ Rugby	No	
102.	NZ Sport Fishing Council	No	
103.	Off Road Association of New Zealand	No	
104.	Olympic Weightlifting New Zealand	No	
105.	Paralympics New Zealand	No	
106.	Pickleball New Zealand	No	
107.	Pistol New Zealand	No	
108.	Rowing New Zealand	No	
109.	School Sport New Zealand	No	
110.	Shearing Sports New Zealand	No	
111.	Skate New Zealand	Yes	Sponsorship policy only deals with the display of the logo etc.
112.	Snow Sports New Zealand	No	
113.	Softball New Zealand	No	Sponsorship guidelines provided.
114.	Special Olympics New Zealand	Yes	
115.	Speedway New Zealand	No	

	<b>Name</b>	<b>Sponsorship Policy</b>	<b>Comment</b>
116.	Sport Jiu-Jitsu Federation	No	
117.	Squash New Zealand	No	
118.	Surf Life Saving New Zealand	No	Safeguarding Children Policy and Procedures.
119.	Surfing New Zealand	No	Surfing New Zealand Child Protection Policy 2020
120.	Swimming New Zealand	No	Child protection policy. No sponsorship policy
121.	Synchro Swim New Zealand	No	
122.	Table Tennis New Zealand Inc	No	Working with children and youth guidelines.
123.	Taekwondo New Zealand Incorporated	No	
124.	Tennis New Zealand	No	Safeguarding Children and Vulnerable People guide.
125.	Tenpin Bowling New Zealand Inc	No	Child Protection Policy. No sponsorship policy.
126.	Touch New Zealand	No	
127.	Triathlon New Zealand	No	
128.	University and Tertiary Sport NZ	No	
129.	Volleyball New Zealand	No	Child Safeguarding Policy. No sponsorship policy.
130.	Waka Ama New Zealand	Yes	Link to Sport New Zealand re: sponsorship.
131.	Wakeboarding NZ	No	
132.	Windsurfing NZ	No	
133.	Women in Sport Aotearoa (WISPA)	No	
134.	World Powerlifting NZ	No	
135.	Wrestling New Zealand	No	Child Protection Policy. No sponsorship policy.
136.	Xtreme Drivers League	No	
137.	Yachting New Zealand	Yes	Link to Sport New Zealand Sponsorship guidelines.
138.	New Zealand Chess Federation	No	
	Skateboarding New Zealand	No	

Source: Prepared by the primary researcher