

**21 February 2014**  
**[2-14]**

## **Administrative Assessment Report – Proposal P1030**

### **Health Claims – Formulated Supplementary Sports Foods & Electrolyte Drinks**

<b>Brief Description of Proposal:</b> To permit sports foods to carry health claims about physical performance and sport-related beneficial physiological effects and to enable electrolyte drinks to make self-substantiated health claims beyond current limited permissions.		<b>Potentially affected Standards:</b> 1.2.7, 2.6.2, 2.9.4
<b>Procedure:</b> General	<b>Estimated total hours:</b> Maximum 1000 hours  <b>Reasons why:</b> Complexity with integration of proposed claims with Standard 1.2.7; requires targeted consultation with key stakeholders.	<b>Estimated start work:</b> February 2014

**Other Comments or Relevant Matters:**

N/A

***Decision***

**Proposal prepared**

Date: 11 February 2014

### ***Consultation & assessment timeframe***

**Proposed length of public consultation period:** 6 weeks

Additional targeted consultation with key stakeholders may be undertaken on certain issues

#### **Proposed timeframe for assessment:**

General Procedure:

Commence assessment (clock start)	Mid-February 2014
Completion of assessment & preparation of draft food reg measure*	Mid-June 2014
Public comment	Late June–early August 2014
Board to complete approval	Mid-September 2014
Notification to Forum	Late September 2014
Anticipated gazettal if no review requested	Early December 2014

\* Subject to no requirements for RIS