

**21 February 2014**

**[2-14]**

**Administrative Assessment Report – Proposal P1030**

Health Claims **–** Formulated SupplementarySports Foods & Electrolyte Drinks

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| **Brief Description of Proposal:**  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. | | **Potentially affected Standards:**  1.2.7, 2.6.2, 2.9.4 |
| **Procedure:**  General | **Estimated total hours:**  Maximum 1000 hours  **Reasons why:**  Complexity with integration of proposed claims with Standard 1.2.7; requires targeted consultation with key stakeholders. | **Estimated start work:**  February 2014 |

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| **Other Comments or Relevant Matters:**  N/A |

***Decision***

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| **Proposal prepared**  Date: 11 February 2014 |

***Consultation & assessment timeframe***

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| **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