



Adopted: September 2004
Reviewed: October 2010
To be reviewed: October 2013
Reviewed: June 2016
To be reviewed: June 2019

Corporate Nutrition Role Statement

Role Statement for Accredited Practising Dietitians practising in the area of corporate nutrition

Developed by members of the Corporate Nutrition Interest Group

Introduction

Accredited Practising Dietitians (APDs) are recognised professionals with the qualifications and skills to provide expert nutrition and dietary advice. APDs are qualified to advise individuals and groups on nutrition related matters.

APDs have sound university training accredited by DAA, undertake ongoing professional development and comply with the DAA guidelines for best practice. They are committed to the DAA Code of Professional Conduct and Statement of Ethical Practice, and to providing quality service.

APD is the only national credential recognised by the Australian Government, Medicare, the Department of Veterans Affairs and most private health funds as the quality standard for nutrition and dietetics services in Australia. It is a recognised trademark protected by law.

Purpose of this Role Statement

The purpose of this Role Statement is:

- To define the role an APD may fulfil when working in the area of corporate nutrition
- To promote the knowledge and expertise of an APD, broadly and in the area of corporate nutrition
- To advocate for dietetic services

Knowledge and skills in this area of practice

Entry level dietetic competencies ensure all APDs can work across all practice areas. Within a particular practice area, APD skills and knowledge will range from entry level to highly skilled. Within this continuum APDs can either fully manage the workload, seek support (supervision, secondary consultation, mentor) to continue working or choose to refer the work on.

The following is a list of skills and knowledge required to work in the corporate nutrition area:

Skills

- Ability to collect, assess, and interpret nutrition research and use this to develop meaningful nutrition communication material for a variety of audiences (in accordance with the Food Standards Code and Australian Consumer Law (ACL))
- Ability to strategically and effectively advocate for identified corporate nutrition and food supply issues within an often controversial and challenging setting

- Ability to engage key stakeholders across a range of sectors and establish and maintain collaborative partnerships for action on identified nutrition and food supply issues
- Ability to provide scientific and policy/regulatory advice on marketing and communications projects
- Ability to prepare industry position statements, submissions and briefings on health and nutrition, and policy and regulatory issues
- Identify research opportunities and gaps, manage relevant research projects and identify opportunities for communicating research outcomes
- Ability to develop, implement and evaluate health and nutrition strategy

Knowledge

- An understanding of the purpose and application of Australian health and nutrition guidelines including the Australian Dietary Guidelines, the Australian Guide to Healthy Eating and the Nutrient Reference Values
- An understanding of food and nutrition-related policies and regulations including the Food Standards Code, the Australian Consumer Law as well as nutrition-related public health policy
- An understanding of the wider food and nutrition environment including market research, insights and trends, media coverage and key influencers
- An understanding of the commercial setting relating to food, health and nutrition, food supply and food production
- Business acumen with an ability to develop and manage strategic and operational planning process

Activities entry level APDs would conduct:

- Develop nutrition communication material for internal and external communications
- Use food composition data to undertake nutrition analysis of food products, recipes, meal plans
- Review packaging, promotional and advertising material for compliance with Food Standards Code and the Australian Consumer Law
- Provide information and responses to external enquiries on health and nutrition
- Review and summarise relevant research papers

Activities APDs working at a higher level would conduct:

- Develop evidence-based nutrition and health claims and substantiation
- Lead food product innovation and reformulation and associated education and marketing
- Lead food and nutrition communications strategy and programs, and social marketing campaigns
- Develop, implement and evaluate health and nutrition strategy including establishing and maintaining nutrition benchmarks
- Support and guide R&D product development in line with nutrition benchmarks
- Facilitate nutrition research to help inform commercial opportunities and mitigate against potential issues
- Lead internal and external advocacy to raise the profile of nutrition and ensure nutrition is a business priority
- Facilitate beneficial partnerships with external agencies and engage with stakeholders
- Engage with agencies, media and social media including providing expert commentary on nutrition issues

Any individual practitioner should refer to the [Scope of Practice Decision Tool](#) to determine if a task is within their scope of practice.

Activities Dietitians working in this area of practice do not usually undertake:

Individual client consultation in a clinical setting

Appendix 1 –

Background

In this area of practice, dietetic work varies considerably and can encompass many different workplace settings such as primary producers, food and beverage manufacturers, non-government organisations, not for profit, media, marketing, public relations and communications outlets, nutrition consultancies, corporate health providers and other organisations that may have a workplace wellness department

APDs working in corporate settings have the potential to influence the food supply, which supports the work of APDs working in a range of settings including public health initiatives aimed at behaviour change. APDs can have a positive effect on the nutrition of the food supply by working with the management to influence business priorities and therefore business strategies. In addition, APDs in a corporate setting can influence internal business policies to create healthier work environments, again supporting the work of APDs in other settings.

References:

[Link to National Competency Standards](#)