



THE HON NICOLA ROXON MP
Minister for Health and Ageing

MEDIA RELEASE

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Top Chefs Show Community Groups How To ‘Measure Up’

Ethnic communities are being urged to support the Australian Government’s ‘Measure Up’ campaign.

The ‘Measure Up’ campaign – the Government’s latest initiative in the fight against obesity – encourages Australians to measure their waists. Measuring one’s waist is a simple check to tell if a person is at risk of developing a lifestyle-related chronic disease.

Prominent Sydney restaurateurs and chefs took centre stage at the Sydney Fish Markets today to promote healthy eating as being vital to maintaining good health, demonstrating how to cook simple and nutritious meals across a range of cuisines.

The Government wants Australians from all backgrounds to be armed with the facts by receiving health and lifestyle advice through the ‘Measure Up’ campaign. The campaign will reach almost 20 language and cultural groups with in-language advertising and educational materials.

The Minister for Health and Ageing, Nicola Roxon commented: “Many Australians are taking real risks with their health, and increasing their chances of developing diseases such as type 2 diabetes, some cancers and heart disease.

“The good news is that you can change your lifestyle. I encourage everybody to visit the Measure Up website to see what steps you can take to reduce your risk,” she said.

Master of Ceremonies and one of Australia’s leading chefs and restaurateurs, Luke Mangan, kept the audience engaged and entertained whilst restaurateurs Lucio Galletto, Zahi Azzi and Ying Tam, together with their head chefs, showed how to prepare healthy food.

“We all agreed that healthy eating is vital to maintaining good health and wellbeing and that quality and a variety of foods are very important,” said Luke.

“Australians have an abundance of fresh produce and flavours at their fingertips, making healthy eating achievable for all cultures.”

Nutritionist and health journalist, Dr Joanna McMillan Price, provided tips and nutritional advice, including understanding the importance of quality food and portion sizes.

The 'Measure Up' campaign is part of the Australian Better Health Initiative (ABHI), a joint initiative of the Australian, state and territory governments. Footage of the cooking demonstrations and recipes can be viewed on the new SBS food portal www.sbs.com.au/food

For more information visit www.australia.gov.au/measureup

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