un–junk

STAKEHOLDER TOOLKIT



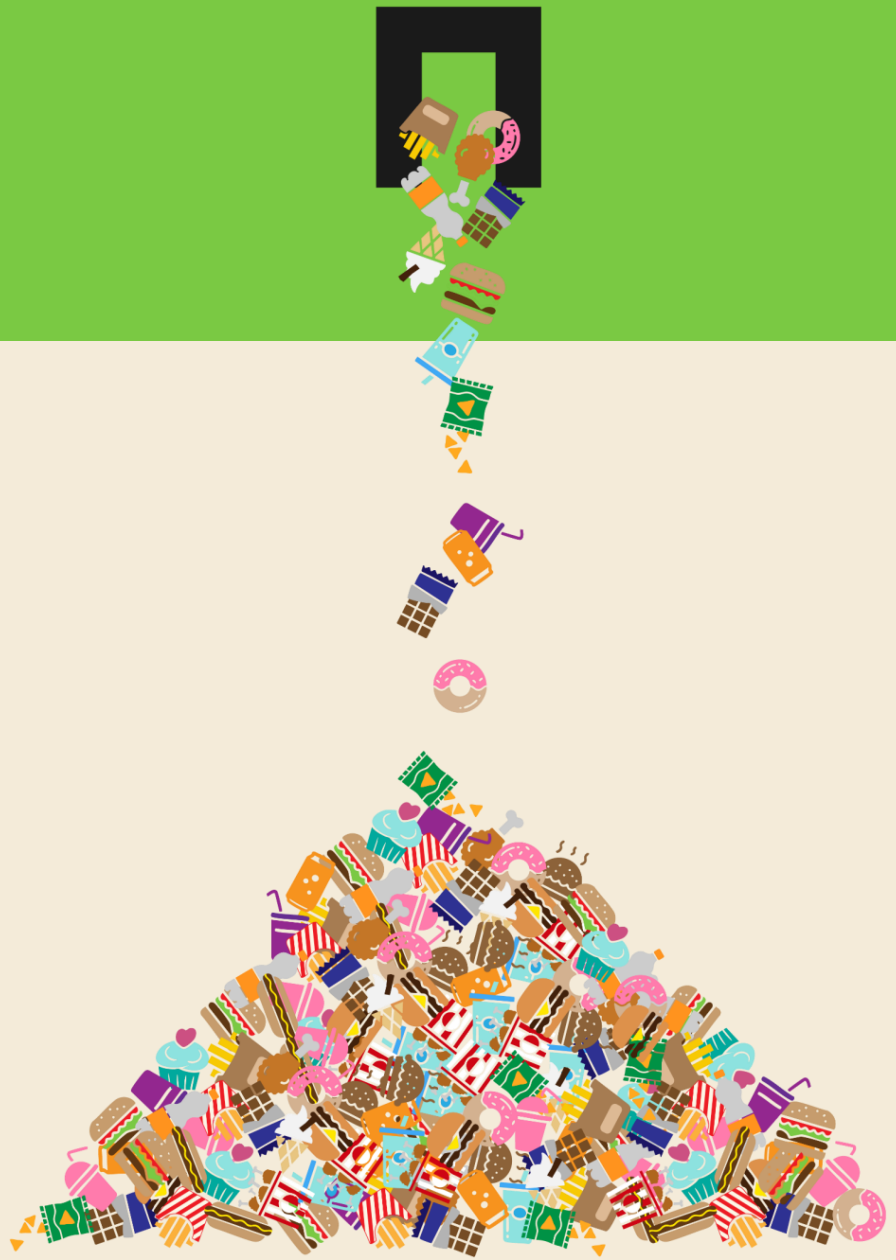
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OVERVIEW.

BACKGROUND

Communities are fed up with unhealthy food dominating the environments where we live, learn, travel and play. From fast food outlets appearing opposite schools, to unhealthy food advertising across public transport, sponsorship in sport and deep discounts on unhealthy food in supermarkets: junk food is everywhere.

There is a consensus from nutrition and public health professionals on key policies that will have improve the food environment and improve diet quality and health in WA, supported by health frameworks such as the 2019 Sustainable Health Review .

It's time for action.

AIM

Un-junk, your community food alliance is building a movement of supporters to call for stronger regulation to reduce the influence of unhealthy food in our lives and give communities the power to stand up to junk food giants.

Backed by public health organisations, un-junk seeks to engage communities to advocate for clear and responsible rules on fast food expansion, unhealthy food advertising, sports sponsorship and supermarket promotions.

Un-junk is working across four priority areas:

- Un-junk our Neighbourhoods
- Un-junk our Ads
- Un-junk our Supermarkets
- Un-junk our Sports

OBJECTIVES

- Increase awareness of the impact of the junk food industry on daily life.
- Motivate public participation in advocacy efforts.
- Establish a base of supporters to push for government action on food policy to create a healthier food environment.

TARGET AUDIENCE

- Adults living in Western Australia
- Secondary target: Parents of school aged children in WA.

SCHEDULE

- 3 August 2026 - onwards

UN-JUNK: WHAT WE'RE DOING.

PRIORITY AREAS

There are four priority areas, each with advocacy actions for communities to get involved.

- Un-junk our Neighbourhoods

For better planning rules and decisions to push back against fast food outlets.

- Un-junk our Ads

For stronger rules around unhealthy food and drink outdoor advertising.

- Un-junk our Supermarket

For better supermarket rules around unhealthy food and drink price promotions and supermarket displays.

- Un-junk our Sports

To remove unhealthy food and drink sponsorship from sports.

KEY ADVOCACY ACTIONS

Through practical advocacy tools, resources and community action, un-junk seeks to empowers West Australians to push for healthier food environments.

- Sign up to un-junk
- Template letters to local MPs
- Share and map photos of junk food ads (eyes on the ads)
- Share and map photos of unhealthy supermarket promotions (supermarket snaps)
- Sports sponsorship sentiment poll
- Form and connect to local un-junk community groups

SIGN UP

Un-junk will provide quarterly updates, access to resources, templates, training, and community connections to support and empower West Australian communities to push for policies that prioritise community health.

RESOURCES

Fast food map: showing current, approved and proposed outlets for the top fast food chains in WA

- Further readings on our policy priority areas
- Stories of previous advocacy efforts
- Frequently asked questions and answers



LAUNCH CAMPAIGN SCHEDULE.

Un-junk will launch Monday 3 August 2026 via the un-junk website: www.unjunk.org.au

- A digital-lead campaign will run across Instagram and Facebook from 3 August to 21 November 2026.

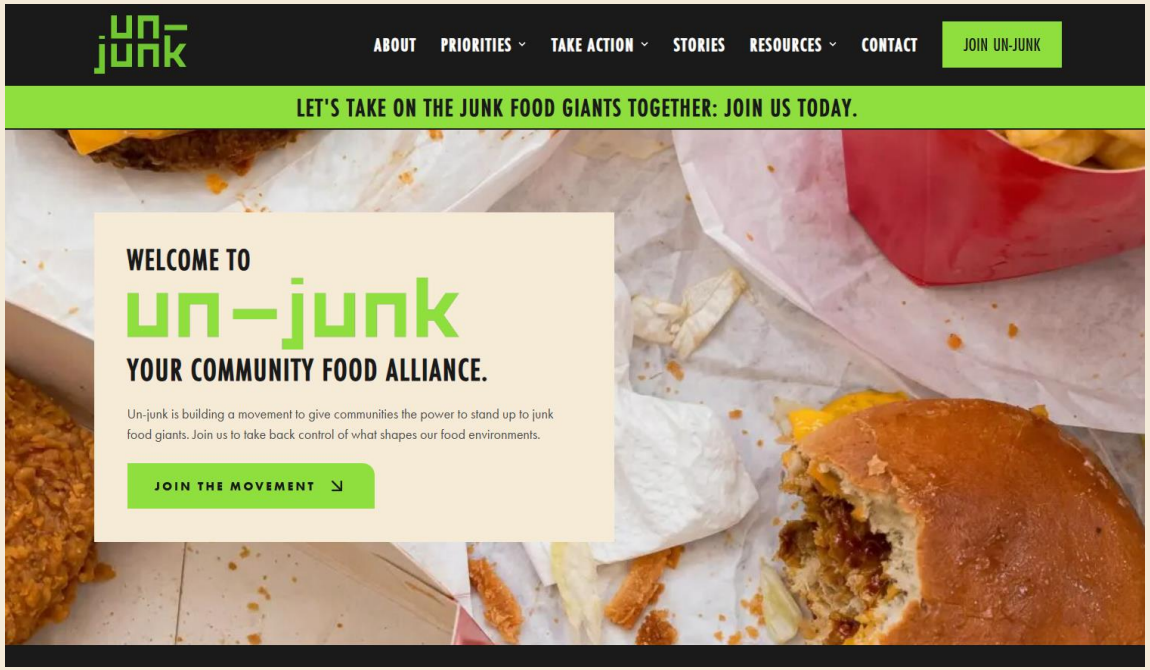


Image: Un-junk website, homepage

Un-junk social media:

Instagram: https://www.instagram.com/unjunk_wa

Facebook: https://www.facebook.com/unjunkWA

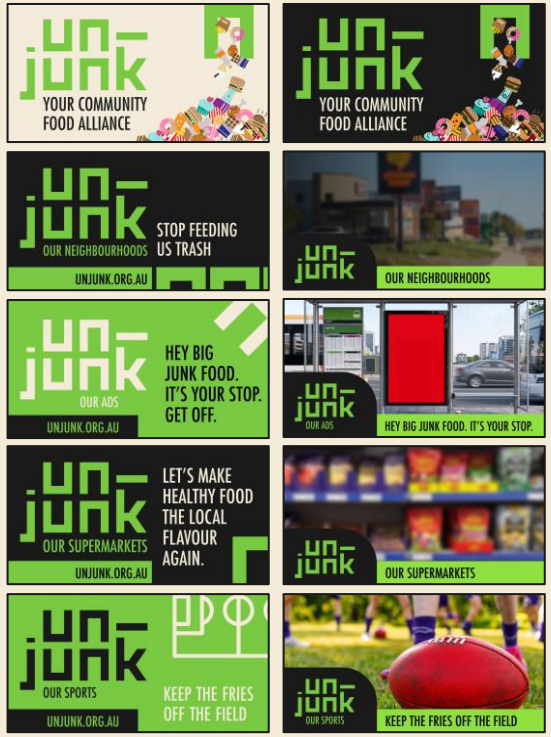
LinkedIn: https://www.linkedin.com/company/un-junk

NEWSLETTER TEMPLATES.

The following newsletter templates and image banners have been developed for the overall un-junk alliance as well as for each of the four priority areas. Find the newsletter templates here or click on the corresponding 'copy' link and banner image to download.

Newsletter template – Overall un-junk alliance Copy

- **Newsletter template – un-junk our neighbourhoods** Copy
- **Newsletter template – un-junk our ads** Copy
- **Newsletter template – un-junk our supermarkets** Copy
- **Newsletter template – un-junk our sports** Copy



SOCIAL MEDIA CONTENT.

The following social media tiles are available for download to promote on your social media pages. Suggested captions are provided for you to copy or adapt to better fit your organisation and audience.



9:16



4:5

Each tile is available in two formats, 4:5 and 9:16.
Click the corresponding box to download the tile.

Suggested copy:

Say hello to un-junk: your community food alliance. Backed by WA public health organisations, un-junk is here to help our communities speak up, push back and shape local food environments to be healthier for our kids and families. Want to take action? Sign up to receive updates, advocacy opportunities and connect with local community groups.

#UNJUNKWA #CommunityFoodAlliance #HealthyFoodRevolution #NourishOurNeighbourhood #HealthyKidsHealthyFuture #LessJunkMoreJoy

SUGGESTED COPY:

Big junk food has had a free run in our neighbourhoods for too long! Backed by WA public health organisations, un-junk is here to fight back for healthier food environments in our communities.

Visit un-junk to write to your local MP - demanding change that puts community health before fast food profits.

#UNJUNKWA #NourishOurNeighbourhood #LessJunkMoreJustice #HealthyKidsHealthyFuture #CommunityPowered



4:5 9:16



4:5 9:16

SUGGESTED COPY:

Seventy junk food ads to and from school, every day. NOT OKAY. Let's protect our kids and get junk food marketing off their route for good. Backed by WA public health organisations, un-junk is here to help our communities speak up, push back and shape healthier food environments for our kids and families.

Take a picture of unhealthy food ads in your community and tag or share with #UNJUNKWA. Let's name, shame and make change happen.

#StopTargetingKids #RealFoodRevolution #HealthyKidsHealthyFuture #ProtectChildHealth

SUGGESTED COPY:

Remember when a "special" meant helping families eat well? Today, unhealthy food gets the biggest discounts, while healthier options are left more often at full price. Backed by WA public health organisations, un-junk is here to help our communities speak up, push back and shape healthier food environments for our kids and families.

Spot an unhealthy supermarket deal? Take a photo and tag #UNJUNKWA. Let's name it. Shame it. Change it.

#UNJUNKWA #GoodFoodForAll #RealFoodRevolution #HealthyKidsHealthyFuture #LocalFlavourLivesHere #CommunityFirst



4:5 9:16



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SUGGESTED COPY:

Sport should lift us up, not sell us more junk.
Right now, junk food brands are lining our stadiums, jerseys, and broadcasts, normalising unhealthy choices in the very spaces meant to celebrate health and performance.

Backed by WA public health organisations, un-junk is here to help our communities speak up, push back and shape healthier food environments for our kids and families.

Visit un-junk to take a simple online poll and help shape the future rules of sports sponsorships.

#UNJUNKWA #GoodFoodForAll #RealFoodRevolution #HealthyKidsHealthyFuture #CommunityFirst

PARTNERS & SUPPORTERS.

Un-junk is a Cancer Council Western Australia (Cancer Council WA) initiative developed as part of the increasing healthy eating advocacy service as funded by Healthway.

Un-junk is backed by:

- Cancer Council WA
- Healthway
- Health Consumers Council
- The Kids Research Institute Australia
- Australian Health Promotion Association (AHPA) WA branch
- Diabetes WA
- Foodcore
- The Heart Foundation
- Public Health Association Australia (PHAA) WA branch
- Public Health Advocacy Institute (PHAI)
- WA Council of Social Services (WACOSS)

CONTACT US.

For further information please contact:

Un-junk, Cancer Council WA Team
unjunk@cancerwa.asn.au

We'd be happy to discuss how un-junk can work together with you to better reach and support your community.

