

Belinda Reeve

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I am a Senior Lecturer at the University of Sydney Law School and the lead investigator on an ARC funded study on the role of local governments and communities in creating a healthy, sustainable, and equitable food system. I teach in the fields of health law, tort law, and regulation, at both undergraduate and postgraduate levels. My research explores the role of law, regulation, and policy in creating a healthy and sustainable food system, through measures such as regulation of unhealthy food marketing to children, product reformulation programs, and innovative food systems governance at the local level. My research takes an interdisciplinary approach and combines an in-depth understanding of regulatory theory and public health law with highly developed skills in qualitative and doctrinal research methodologies.

Qualifications

2014	Doctor of Philosophy, The University of Sydney Law School
2008	Bachelor of Arts Honours in Sociology (First Class), Australian National University
2006	Bachelor of Arts, Bachelor of Laws, University of Auckland

Academic Appointments

2018-	Senior Lecturer, The University of Sydney Law School
2015-2017	Lecturer, The University of Sydney Law School
2013-2014	Law Fellow, O'Neill Institute for National and Global Health Law, Georgetown University Law Centre

Teaching

Postgraduate

2016-2021	Fundamentals of Regulation (convener, lecturer)
2015-2021	Information Rights in Health Care (convener, lecturer)

Undergraduate

2015-2021	Torts (convener, lecturer, tutor)
2015-2017	Foundations of Law (tutor)

Service to the University of Sydney

2019	Organising committee member, Food Governance Conference, Charles Perkins Centre, and Sydney Law School
2017-	Member, Sydney Food and Nutrition Network
2016-	Co-founder, Food Governance Node, Charles Perkins Centre, University of Sydney
2016	Co-founder, Food Governance Conference, Charles Perkins Centre, and Sydney Law School
2016-	Member, Research Promotions Committee, Sydney Law School
2015-2017	Member, Cancer Research Network Steering Committee, University of Sydney

Service to the Profession

2021	Reviewer, <i>University of Queensland Law Journal</i>
2020	Reviewer, <i>International Journal of Health Policy and Management</i>
2017-2021	Founding Member, the Obesity Coalition
2017	Reviewer, <i>Nutrients</i>
2017-	Member, Public Health Association of Australia
2016-2017	Member, Medico Legal Liaison Committee, Law Society of NSW
2016	Reviewer, <i>UNSW Law Journal</i>

Supervision

2020-	Jane Dancey, PhD Candidate (Monash University), (secondary supervisor)
2017-2019	Liesel Spencer, PhD (Western Sydney University), (secondary supervisor)
2017-2019	Michelle de Souza, PhD (Sydney Law School), (secondary supervisor)

External grants

2021-2023	Gary Sacks, Adrian Cameron, Miranda Blake, Belinda Reeve, Steven Allender, Karen Anderson, Timothy Skinner, and Davina Mann, <i>Healthy and sustainable cities: tool for assessing local government food policy</i> (VicHealth Impact Grant 2021, 28 June 2021-28 February 2023, \$100,000)
2019-2021	Belinda Reeve, Roger Magnusson, Karen Charlton and Nick Rose, <i>Healthy, sustainable, and equitable food systems: Growing the role of local government?</i> (ARC Discovery Project: DP190102494, \$422,000)

Appendix: Publications

PhD thesis

Belinda Reeve, *The Food Pyramid Meets the Regulatory Pyramid: Responsive Regulation of Food Advertising to Children* (The University of Sydney, 2014)

Main supervisor: Professor Roger Magnusson, Sydney Law School

Secondary supervisor: Professor Emerita Dorothy Broom, NCEPH, ANU

My thesis evaluated two Australian food industry codes that address the advertising of unhealthy food and beverages to children. I focused on whether the codes established the building blocks of an effective self-regulatory regime, drawing upon regulatory theory and public health law to create a framework for evaluation. I found that the codes contain a series of ‘escape clauses’ that permitted companies to continue with most of their marketing practices, and consequently that the codes did not significantly reduce children’s exposure to food advertising. Food industry self-regulation also lacked the features of a well-designed voluntary scheme, including clear objectives, independent administration and monitoring, effective enforcement, and systematic review. In light of the failure of self-regulation, I developed a responsive approach to strengthening controls on food marketing, based on the introduction of progressively more demanding regulatory requirements to the industry-based schemes.

Book chapters

Belinda Bennett and **Belinda Reeve**, ‘Global Health’ in Ian Freckleton and Kerry Peterson (eds), *Tensions and Traumas in Health Law* (Federation Press, 2017)

Belinda Reeve and Lawrence O Gostin, ‘Creating the Conditions for People to Lead Healthy, Fulfilling Lives: Law Reform to Prevent and Control NCDs’ in Grant Blaskhi and Helen Sykes (ed), *Dancing in the Rain: Living with Chronic Disease* (Future Leaders, 2015)

Peer-reviewed journal articles

Sarah Bates, **Belinda Reeve**, and Helen Trevena, ‘A Narrative Review of Online Food Delivery in Australia: Challenges and Opportunities for Public Health Nutrition Policy’ (2020) *Public Health Nutrition* (online). Available from: doi:10.1017/S1368980020000701

Ying Yi Lim, Philip Poronnik, Tim Usherwood, and **Belinda Reeve**, ‘Medical Negligence Laws and Virtual Reality in Healthcare’ (2020) 49(8) *Australian Journal of General Practice* 525-529

Alexandra Jones, Bruce Neal, **Belinda Reeve**, Cliona Ni Mhurchu and Anne Marie Thow, ‘Front-of-Pack Nutrition Labelling to Promote Healthier Diets: Current Practice and Opportunities to Strengthen Regulation Worldwide’ (2019) 4(6) *BMJ Global Health* (online). Available from: <http://dx.doi.org/10.1136/bmjgh-2019-001882>

Helen Trevena, **Belinda Reeve**, Lisa Bero and Anne Marie Thow, ‘Private Food Safety Standards in the Global Food Supply Chain: A Scoping Review Protocol’ (2019) 18(1) *JBIM Database of Systematic Reviews and Implementation Reports* 97-107

Belinda H Reeve and Lawrence O Gostin, ‘“Big” Food, Tobacco and Alcohol: Reducing Industry Interference on Noncommunicable Disease Prevention Laws and Policies. Comment on

- 'Addressing NCDs: Challenges from Industry Market Promotion and Interferences'" (2019) 8(7) *International Journal of Health Policy & Management* 450-454
- Belinda Reeve**, 'Regulation of Alcohol Advertising in Australia: Does the ABAC Scheme Adequately Protect Young People from Marketing of Alcoholic Beverages?' (2018) 18(1) *QUT Law Review* 96
- Elizabeth Handsley and **Belinda Reeve**, 'Holding Food Companies Responsible for Unhealthy Food Marketing to Children: Can International Human Rights Instruments Provide a New Approach?' (2018) 41(2) *UNSW Law Journal* 449
- Belinda Reeve** and Roger Magnusson, 'Regulation of Food Advertising to Children in Six Jurisdictions: A Framework for Analysing and Improving the Performance of Regulatory Instruments' (2018) 35(1) *Arizona Journal of International & Comparative Law* 72
- Janani Muhunthan, Blake Angell, Andrew Wilson, **Belinda Reeve**, and Stephen Jan, 'Judicial Intervention in Alcohol Regulation: An Empirical Legal Analysis' (2017) *Australia and New Zealand Journal of Public Health*
- Belinda Reeve**, 'Self-Regulation of Food Marketing to Children: An Effective Tool for Improving the Food Marketing Environment?' *Monash University Law Review* (2016) 42 *Monash University Law Review* 419
- Roger Magnusson and **Belinda Reeve**, 'Food Reformulation, Responsive Regulation, and "Regulatory Scaffolding": Strengthening Performance of Salt Reduction Programs in Australia and the United Kingdom' (2015) 7 *Nutrients* 5281
- B Reeve** and R Magnusson, 'Food Reformulation and the (Neo)-Liberal State: New Strategies for Strengthening Voluntary Salt Reduction Programs in the UK and USA' (2015) 129 *Public Health* 351
- Belinda Reeve**, Marice Ashe, Ruben Farias, and Lawrence Gostin, 'State and Municipal Innovations in Obesity Policy: Why Localities Remain a Necessary Laboratory for Innovation' (2015) 105 *American Journal of Public Health* 442
- Roger Magnusson and **Belinda Reeve**, "'Steering" Private Regulation?' A New Strategy for Reducing Population Salt Intake in Australia (2014) 36 *Sydney Law Review* 255
- Toni Schofield, **Belinda Reeve** and Ron McCallum, 'Australian Workplace Health and Safety Regulatory Approaches to Prosecution: Hegemonising Compliance' (2014) 56 *Journal of Industrial Relations* 709
- Belinda Reeve** and Roger Magnusson, "'Legislative Scaffolding:" A New Approach to Prevention' (2013) 37 *Australia and New Zealand Journal of Public Health* 494
- Belinda Reeve**, 'Private Governance, Public Purpose? Assessing Transparency and Accountability in Self-Regulation of Food Advertising to Children' (2013) 10 *Journal of Bioethical Inquiry* 149
- Ron McCallum, Toni Schofield and **Belinda Reeve**, 'The Role of the Judiciary in OHS Prosecutions: Institutional Processes and the Production of Deterrence' (2012) 54 *Journal of industrial Relations* 688
- Belinda H Reeve**, Dorothy H Broom, Lyndall Strazdins and Megan Shipley, 'Regulation, Managerial Discretion and Family-Friendliness in Australia's Changing Industrial Relations Environment' (2012) 54 *Journal of Industrial Relations* 57
- B Reeve** and R McCallum, 'The Scope of Employers' Responsibilities Under Australian Occupational Health and Safety Legislation' (2011) 24 *Australian Journal of Labour Law* 189

B Reeve, 'The Regulatory Pyramid Meets the Food Pyramid: Can Regulatory Theory Improve Controls on Television Food Advertising to Australian Children?' (2011) 19 *Journal of Law and Medicine* 128

Suzanne Jamieson, **Belinda Reeve**, Toni Schofield and Ron McCallum, 'OHS Prosecutions: Do They Deter Other Companies from Offending?' (2010) 26 *The Journal of Health, Safety and Environment* 213

Toni Schofield, **Belinda Reeve** and Ron McCallum, 'Deterrence and OHS Prosecutions: Prosecuted Employer's Responses' (2010) 25 *The Journal of Occupational Health and Safety Australia and New Zealand* 263

Belinda Reeve, 'Causal Frameworks in Child Unintentional-Injury Prevention Policy in New Zealand' (2006) 27 *Social Policy Journal of New Zealand* 38

Selected non-peer reviewed articles, blog posts and working papers

Alexandra Jones and **Belinda Reeve**, 'Strengthening Law's Role in Improving Australia's Diet' (2019) 25 *MJA Insight*, available at: <https://insightplus.mja.com.au/2019/25/strengthening-laws-role-in-improving-australias-diet/>

Belinda Reeve and Alexandra Jones, 'Time to Commit to Good Food Policy' (2016) 25 *MJA Insight*, available at: <http://www.doctorportal.com.au/mjainsight/2016/25/time-commit-good-food-policy/>

Lawrence O Gostin, **Belinda H Reeve** and Marice Ashe, 'The Historic Role of Boards of Health in Local Innovation: New York City's Soda Portion Case' (2014) 312 *Journal of the American Medical Association* 1511

RS Magnusson and **BH Reeve** 'Regulation and the Prevention Agenda' (2013) 199 *Medical Journal of Australia* 89

Ron McCallum and **Belinda Reeve**, 'The National Review into Model OHS Laws: Offences Relating to Breaches of the Duties of Care, Defences and Related Matters' (Working Paper No 68, National Research Centre for Occupational Health and Safety Regulation, Australian National University, 2009) 1-18

B Reeve, 'Sustainable Management and Public Health in the New Zealand Context' (2005) 6 *Resource Management Bulletin* 73

Selected conference presentations (2016-2021)

Belinda Reeve, 'The role of Australian local governments in creating a healthy, sustainable, and equitable food system', JUST FOOD: Because it is never just food (Association for the Study of Food and Society Conference, online), June 9-15, 2021

Belinda Reeve, 'The role of Australian local governments in supporting urban agriculture' Urban Agriculture Forum, Melbourne 22-24 April 2021

Belinda Reeve, 'Marketing aimed at children: A question of rights', invited presentation at Unhealthy Marketing to Kids, Public Health Association of Australia Forum (side event to the 2019 Public Health Prevention Conference), Melbourne, 11 June 2019

Belinda Reeve, Anne Marie Thow and Phil Baker, 'The role of Australian local governments in creating a healthy food environment' Food Futures Conference, Brisbane, 20-21 November, 2018

Belinda Reeve, 'Healthy, sustainable, and equitable food systems: A role for local government in Australia?' Invited presentation at the Rethinking law in a nexus future: governing water,

food and climate challenges workshop, Sandra Day O'Connor College of Law, Arizona State University, 11-12 January, 2018

Belinda Reeve, 'Regulation of Food and Alcohol Advertising in Australia' Invited presentation at the International Economic Law and Non-Communicable Disease Prevention Workshop, University of Melbourne Law School, 13-14 June, 2017

Belinda Reeve, 'Holding Big Food Accountable for Marketing Unhealthy Products to Children: A New Approach under International Human Rights Law?' Australasian Association of Bioethics and Health Law Conference 2016: Bioethics and Health Law at the Intersections, Melbourne, 24-26 November, 2016

Belinda Reeve, 'The Accountability of Restrictions on Food Marketing to Children: A Comparison of Regulatory Models in Six Different Jurisdictions,' Food Governance Conference, University of Sydney Law School and the Charles Perkins Centre, 1-4 November, 2016