**Additional file 4: Stakeholder roles and lines of communication**

**National branding and buyer’s group (wholesale distribution and marketing)**

**Local government (store-researcher-community liaison)**

Research and Evaluation Officer\*

**IGA (national brand of Independent Grocers of Australia)**

**Local buyer’s group (recruitment of participating stores)**

**Regional IGA chain (implementation and maintenance of in-store changes)**

Marketing manager\*

CEO\*

Independent store owners\*\*

Floor staff, service staff

**University (evaluation)**

Research lead\*

Store monitors

Research assistants\*\*

Process evaluation lead

Chief Investigator Team

**State government funding body (funding)**

Chain store managers\*\*\*\*

Department managers \*\*\*\*

Store managers\*\*\*

Customers

Data, media and administration support

Advisory Team

**Local community (customers)**

**Federal government funding body (funding)**

Notes: Arrows represent main lines of communication. Key positions specified. Main role of each stakeholder organisation specified in brackets. \* indicates an interviewed stakeholder in this role.