
From: sasha
Sent: Monday, 9 November 2015 3:12 PM
To: Adjudication
Subject: A91506 & A91507 – Infant Nutrition Council – submission

To whom it may concern in the ACCC,

As the mother of a 19-month old toddler, I am writing to express my surprise and dismay at the news that the ACCC is considering renewing the MAIF Agreement for a further 10 years without any formal review process on the agreement and whether it is satisfactorily achieving its aims.

I have many concerns with both the MAIF agreement itself and also with the idea that it would be unilaterally renewed. Please find below some of my key concerns.

Please consider this email a formal objection to this agreement being renewed without a review process.

My key concerns

- The MAIF agreement was developed many years ago, and has not been updated to incorporate new methods of marketing. It is therefore highly ineffective in its objectives, as many marketing channels are not covered in this agreement.
- The agreement currently doesn't cover toddler milks therefore many formula manufacturers are still advertising formula through this loophole. To a mother, formula is formula, so when a toddler milk is advertised - it effectively is an advertisement for formula in general.
- The agreement currently doesn't cover advertising by retailers (supermarkets / pharmacies), therefore formula is still advertised through these channels.
- The agreement currently doesn't cover any online or electronic advertising (social media, blogs etc) which is where most mothers access their information in our culture today.
- The agreement is only applicable to those companies that have signed it. Any breaches are also unenforceable. It is therefore not worth the 'paper' it is written on.

As a proud Australian and a mother, I believe we in Australia can do MUCH better than this agreement in its current form. It saddens me that the current MAIF Agreement is Australia's half hearted effort to meet the WHO's International Code of Marketing of Breastmilk Substitutes.

It also saddens me that the ACCC is seriously considering renewing it for 10 years without a review.

Australia is not living up to our agreement by signing the WHO Code and we need a full review of the MAIF Agreement to ensure it fully meets the WHO Code before it is adopted for a further 10 years.

Please consider only renewing the MAIF agreement for a further 12 months pending a full review.

Many thanks,
Sasha de Silva