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**From:** Meredith McLaren  
**Sent:** Monday, 9 November 2015 9:08 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 - Infant Nutrition Council - submission

**Importance:** High

**Categories:** Submission

Dear ACCC,

Please do not re authorize the MAIF agreement for another 10 years. A shorter term reauthorisation would be a better solution at this time.

It is of great benefit that the mothers and babies of Australia be protected from misleading marketing. Re authorizing the MAIF for another 10 years would not protect them.

The World Health Organisation (WHO) is working to protect children and their parents against food marketing and their changes are due out early 2016. This information needs to be included in any review of the MAIF. This is why I plead that you only re authorise a short term for MAIF eg 1 year instead of 10.

Australia is reviewing its national policy on breastfeeding, the National Breastfeeding Strategy due at the end of this year, so it is premature to lock-in a 10 year arrangement on regulation of formula marketing.

Australia's obligations to implement, as legislation, the full WHO International Code of Marketing of Breast-milk Substitutes /and subsequent World Health Assembly resolutions/ (the WHO Code), is not met by the MAIF Agreement. We signed the WHO Code in 1981 and Australia's implementation of the WHO Code is half-hearted and has not kept up with modern marketing methods by electronic and social media, including online sales and loyalty programs. And the MAIF Agreement is lacking substance and out of date. Signed in 1992, it is a voluntary industry self-regulated Code of Practice that does not include marketing by electronic media and toddler milks, which are covered in the full scope of the updated WHO Code and World Health Assembly resolutions.

There are no repercussions for Breaches of MAIF so really how can this protect mothers and babies? The governance of the MAIF Agreement is not transparent and does not involve breastfeeding experts. Research has shown that implementation of the WHO Code in its entirety, is an effective tool at protecting breastfeeding.

Please consider the above points when making a decision on this very important decision that affects our entire nation.

Yours sincerely,

Meredith McLaren  
Mother, Nurse, Volunteer Breastfeeding Counsellor