

## ***A91506 & A91507 – Infant Nutrition Council – submission***

*I wish to address the issue of the Infant Nutrition Council (INC) request for a re-authorization of the Marketing in Australia of Infant Formula (MAIF agreement) for a further 10 years.*

*I write as a concerned parent and grandparent. I believe Australia should embrace fully the World Health Organisation (WHO) International Code on Marketing of Breast-milk Substitutes and subsequent World Health Assembly resolutions (The WHO Code).*

*Australia is in the middle of reviewing its national policy on breastfeeding, the National Breastfeeding Strategy due at the end of 2015, so I believe the ACCC should not grant a 10 year re-authorization of MAIF. This timeframe is too long. Much has changed since the agreement was signed and we all know how fast change is occurring at present. It is important that all mothers and infants are protected from unscrupulous and misleading marketing. I request consideration for a short-term interim re-authorisation only.*

*Please also consider that the MAIF agreement does not apply to retailers – a significant loop-hole that allows retailers to be involved in marketing practices that would be otherwise disallowed. Nor does it cover electronic marketing – an area needing great consideration since current and future parents will gain most of their parenting knowledge from electronic sources.*

*It is disappointing that Australia is not prepared to join so many other countries who have adopted the Code, when Research shows that implementation of the WHO Code in full has been shown to be an effective tool at protecting breastfeeding.*

*The MAIF agreement and its weak guidelines are unenforceable and have no consequences for breaches. It also does not apply to non-signatories. It is virtually ineffective and does not afford the protection that Australian mothers and infants deserve.*

*To ensure the wellbeing of future generations of Australians, it is imperative that breastfeeding be promoted, accepted as the norm, not undermined by inappropriate advertising and that everything legislatively possible is done to ensure the health of both parents and babies.*

*Please do not re-authorise this ineffective agreement for any longer than necessary. Please embrace fully the World Health Organisation (WHO) International Code on Marketing of Breast-milk Substitutes instead!*

Marie Gray