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**From:** Kate Houston  
**Sent:** Wednesday, 11 November 2015 8:59 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 – Infant Nutrition Council – submission

**Categories:** Submission

To whom it may concern:

As an Australian woman and mother, I am astonished to discover the Australian government is about to re-authorise the Marketing in Australia of Infant Formula (MAIF) Agreement for 10 years. I strongly object to this course of action and request that you limit re-authorisation to one-year to allow an appropriate review to be conducted.

I believe it is important that all mothers and infants be protected from unscrupulous and misleading marketing and that re-authorisation of MAIF for a further 10 years would not do this. A fully transparent review, open to consumers and breastfeeding experts, with transparent governance and Australian government oversight and accountability is what is required here. It is unconscionable for the Australian government to allow the infant formula industry free reign over marketing to vulnerable, tired women who are in need of education and support, not marketing spin by corporations motivated by profit and not optimal health outcomes for children.

The MAIF Agreement does not meet 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). Australia signed the WHO Code in 1981 and then did what? Australia's implementation of the WHO Code is half-hearted and lazy-government, as far as I'm concerned. As the MAIF Agreement is a voluntary, industry-self-regulated agreement, it fails to provide the full protection that mothers and infants would receive if Australia legislated the WHO Code.

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 a toothless tiger that does not afford the protection that Australian mothers and infants deserve.

Thank you for considering my concerns.  
Regards,

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Kate Houston  
Mother of 2 year-old, and baby due December 2015