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**From:** Kath Angus  
**Sent:** Wednesday, 11 November 2015 11:14 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 Infant Nutrition Council submission

**Categories:** Submission

This submission regards the Marketing and Advertising of Infant Formula agreement.

I request that the agreement not be renewed for any more than 12 months. The current MAIF agreement is insufficient and has many weaknesses. It allows for unscrupulous marketing practices which are widespread, moreso after the Abbott Government's disbanding of the relevant advisory panel.

The agreement is particularly poor in that not all industry bodies are signatory to it. There is ample space for a better researched and well constructed agreement, perhaps one that aligns more closely with the WHO code. Ideally, a proper advisory panel and complaints tribunal would be designed, as the current model is at best inadequate, and at worst, being completely ignored.

Please consider that the extension be brief, allowing time for a better agreement to be made.

Kind regards,  
Kath Angus