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**From:** KIM HYDE  
**Sent:** Wednesday, 11 November 2015 5:03 PM  
**To:** Adjudication  
**Subject:** A91506 & A91507 - Infant Nutrition Council - submission

**Categories:** Submission

I would like to lodge a personal objection to the ACCC's draft deliberation to approve the Infant Nutrition Council (INC) request of a re-authorization of the Marketing in Australia of Infant Formula (/MAIF agreement) for a further 10 years.

The MAIF Agreement has remained virtually the same since it was first implemented in 1992. 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. Australia is in the middle of reviewing its national policy on breastfeeding, the National Breastfeeding Strategy due at the end of 2015, so it is premature to lock-in a 10 year arrangement on regulation of formula marketing.

Australia's MAIF Agreement is out of date.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. The governance of the MAIF Agreement is not transparent, does not involve breastfeeding experts and lacks Australian government oversight and accountability.

As a Lactation Consultant, Midwife and Maternal Child Health nurse for over 20 years I have personally witnessed the impact formula marketing has on breastfeeding relationships. Australia needs to implement much more stringent regulations in order to address declining breastfeeding rates and health issues associated with early formula use.

With sincere regards,

Kim