



MEDIA RELEASE

Thursday 6 February 2025

Australian Breastfeeding Association's WHO Code Taskforce welcomes today's ACCC Determination to not authorise the MAIF Agreement

Following a comprehensive public consultation process, the Australian Competition and Consumer Commission (ACCC) released their final determination today stating the decision to deny the application and revoke the Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement (MAIF Agreement).

In March 2024 the Infant Nutrition Council made an application to the ACCC to reauthorise the near-expired MAIF Agreement for a further five years. This was the same month that the government released a review of the MAIF Agreement which concluded that MAIF was no longer fit for purpose.

Executive Officer of ABA, Victoria Marshall-Cerins said, "The Australian Breastfeeding Association (ABA) welcomes the ACCC determination that the voluntary and ineffective MAIF Agreement will not continue as it has not made any big difference to protecting parents from formula marketing. We would like to congratulate the Australian Government on their current work to create new legislative controls regulating the marketing of infant formula in Australia. In framing the scope of this new legislation, we encourage the Government to ensure that it encompasses the full scope of the International Code of Marketing of Breast-milk Substitutes and subsequent WHA resolutions (The WHO Code)."

The WHO Code ensures that all parents' feeding choices are protected from commercial influence. The WHO Code achieves this by prohibiting the marketing of breast-milk substitutes from birth to 36 months which includes toddler milks. The WHO Code also prohibits advertising and sponsorship by formula manufacturers and distributors, including marketing through health workers and the health system.

A link to the ACCC decision can be found [here](#).

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