



MEDIA RELEASE

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Australian Breastfeeding Association calls for better supports for all new parents in their infant feeding choices this federal election.

New parents know that breastfeeding is important for their baby's health and development. That's why almost 96% of women start off breastfeeding when their baby is born. However, by the time babies are 5 months old, only 15% are fully breastfed. Public health guidance recommends exclusive breastfeeding to 6 months.

This federal election, the Australian Breastfeeding Association is calling for better supports for all new parents as they make the decisions that are right for them and their families.

ABA's national 24/7 Breastfeeding Helpline and web based LiveChat, support almost 60,000 families each year. Staffed by trained volunteers, these services provide essential support to new parents at times when no other form of care is available. ABA's Helpline Services have been funded by the federal government since 2008, however funds are currently insufficient and unreliable. ABA calls for ongoing funding of \$14 million over four-years for these essential parent support services.

The current government has committed to legislating new mandatory controls of the inappropriate and aggressive marketing of infant formula in Australia. These marketing activities undermine informed decision making by all parents about how they feed their babies and infants. ABA calls for new legal controls that align with the full scope of the International Code of Marketing Breastmilk Substitutes and subsequent WHA resolutions (the WHO Code), to protect breastfeeding and parents' infant feeding choices from commercial influence.

The new federal government must commit to undertaking a repeat of the national infant feeding survey, last conducted in 2010. Robust evidence of need is essential for the design of effective health policy and impactful service delivery that will support Australian parents with their breastfeeding goals.

Women want access to continuity of maternity care in their communities. There is strong evidence that these models, particularly midwifery-led care, provide more positive birth experiences and better breastfeeding outcomes for mothers and babies. Access to continuity of maternity care is insufficient across Australia. All women deserve to receive high quality evidence-based maternity care with a known caregiver.

Victoria Marshall-Cerins, ABA Executive Officer urged the Government to provide better support to Australia's new parents, 'As a society we are failing new parents who want to make decisions based upon accurate information and need effective, practical support to give their babies the best possible start to life. Addressing these priorities will go a long way to giving new parents the support they deserve.'

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[ABA election priorities 2025](#)

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