

Labour Government's policy position re ABA election priorities

1. Full, 4-year funding for ABA's Breastfeeding Helpline and LiveChat services.

When the Government came into power in May 2022, the federal government grant supporting ABA's National Breastfeeding Helpline and LiveChat services was in the final year of a 4-year grant that totalled \$8.3 Million. In the March 2025 budget, the Labour government committed \$2.4 Million over 12 months to fund ABA's Helpline services in 2025-26. There is no current commitment to ongoing funding beyond 30 June 2026.

<https://budget.gov.au/content/womens-statement/index.htm>

2. Legislation of new controls of the marketing of breastmilk substitutes in Australia that encompass the full scope of the WHO International Code and subsequent WHA resolutions.

In October 2024, the Government announced its intention to replace the Marketing in Australia of Infant Formulas: Manufacturers and Importers (MAIF) Agreement with stronger mandatory controls to protect the health of mothers and babies. It has committed to the delivery of mandated controls on the marketing of infant formula in Australia within 2 years. Policy approval for the new controls currently encompasses the scope of the MAIF agreement only. This means that the following activities will still be permitted in Australia under the proposed mandatory controls:

- Any marketing and promotion of breastmilk substitutes by commercial milk formula (CMF) retailers
- Marketing and promotion of breastmilk substitutes from 12 – 36 months by CMF manufacturers, importers and retailers including toddler milks
- Marketing of bottles and teats
- Provision of gifts and incentives by CMF manufacturers and importers to health workers and health systems
- Provision of free or low-cost supplies by CMF manufacturers and importers to the health care system
- Donations of equipment or services by CMF manufacturers and importers to the health care system
- CMF manufacturers and importers sponsorship of meetings of health professional or scientific meetings

The Government is currently undertaking a review of the impact of retailer marketing of infant formula, to identify the scale and impact of marketing of infant formula by retailers including supermarkets, pharmacies and other retail outlets and assess the marketing practices utilised by retailers.

The Government has contracted Deakin University to develop an Artificial Intelligence (AI) tool to monitor digital marketing of infant formula ONLY.

<https://www.health.gov.au/topics/pregnancy-birth-and-baby/breastfeeding-infant-nutrition/marketing-infant-formula>

3. A repeat of the National Infant Feeding Survey in 2025.

Funding for a repeat of the National Infant Feeding Survey in 2025 was not included in the MYEFO budget in 2024 nor the March 2025 budget.

4. Improve access to continuity of care including midwifery continuity of care.

Improving access to continuity of care models including midwifery continuity of care is a priority in the [Woman-centred care: Strategic Directions for Australian maternity services](#), 2019 document. The government is committed to continuing the Parliamentary Friends of Maternal Health group in the next Federal Parliament. At this time, ABA is not aware of any government commitments to funding increased access to midwifery continuity of care for pregnant women.

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