

The Coalition's Response to the Australian Breastfeeding Association

2025 Federal Election Questionnaire

The Coalition is strongly committed to increasing breastfeeding around the country. All the evidence tells us that it is better for babies — and better for mums

When last in Government, the Coalition launched *The Australian Breastfeeding Strategy: 2019 and Beyond*, backed by a \$10 million investment to support, encourage and promote breastfeeding.

This included \$8.29 million to support the work of the Australian Breastfeeding Association, in providing guidance and advice through their ABA Helpline and related work.

If elected, the Coalition will work with the ABA on future funding agreements.

The Coalition is committed to supporting the provision of safe and adequate nutrition for infants, by protecting and promoting breastfeeding and by ensuring the proper use of breast milk substitutes through appropriate marketing and distribution.

Work is currently being undertaken 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 Coalition will determine its position once this work is completed.