MEDIA STATEMENT

17 September 2025

FOR IMMEDIATE RELEASE

Under the Sex Discrimination Act 1984, it’s unlawful to discriminate against a woman because she is breastfeeding and that includes expressing. Mothers should never be made to feel unwelcome or excluded, and service providers like airlines have a clear responsibility to uphold these rights.

 Denying a service may be considered as discrimination. A paying customer, who is entitled to access this service legally cannot be excluded or told to leave because she is breastfeeding or expressing. Doing so, may directly undermine her rights and may constitute discrimination in the provision of goods and services.

The recent situation in the Virgin Airlines business lounge highlights how important awareness and education is. Not just for parents, but also for businesses, workplaces and the wider community. It’s about building a culture where breastfeeding is normal, safe and respected.

**- ENDS –**

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