



**Australian  
Breastfeeding  
Association**

## Funding Cuts Jeopardise Support to New Mothers

The South Australian Branch of the Australian Breastfeeding Association today called on the Minister for Health and Ageing, the Hon John Hill MP, to restore its funding to enable the Association to continue to support mothers in the community.

'The Australian Breastfeeding Association SA/NT Branch Office has received \$43,216 + CPI funding each year from the Department of Health and Ageing and has been informed this funding will be completely cut from 31 December 2012,' said Mrs Tracey Kelly, Office Manager and Breastfeeding Counsellor, Australian Breastfeeding Association SA/NT Branch.

'Cutting our funding completely means we will have to close our Branch office. This will directly impact on the services our organisation can offer to mothers seeking breastfeeding support across South Australia.

'We had applied for a meagre increase to manage the further demands placed upon us by the increasing community need for breastfeeding support. Our services are available when the health system is not. Our volunteers need this funding to continue to offer their support to breastfeeding mothers across the state.

'The funding from the Department of Health and Ageing enables the Association to employ two part-time staff for a total of 30 hours per week. The office staff perform many tasks including liaising with government departments, providing expert information and knowledge and assisting the team of volunteers we have across the whole of South Australia to provide breastfeeding support and information to mothers, fathers and grandparents each day.

'The Association has been wonderfully assisted by the Department for the past 14 years and we are very hopeful we can work with the Minister, his staff and the Department to, at the very least, restore our current funding.

'Increasing breastfeeding rates is a national health priority. The importance of continued breastfeeding as a health promoting activity that contributes positively to the health of both the mother and her baby cannot be underestimated. The total value of breastfeeding to the community makes it one of the most cost-effective primary prevention measures available and well worth the support of the entire community. We hope the Minister acknowledges the importance of breastfeeding and our organisation by agreeing to restore our funding,' concluded Mrs Kelly.

**ENDS.**

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### Breastfeeding Helpline

1800 mum 2 mum

(1800 686 268)

### Lactation Resource Centre

[www.lrc.asn.au](http://www.lrc.asn.au)

### Retail Subsidiary

[www.mothersdirect.com.au](http://www.mothersdirect.com.au)