



**Australian
Breastfeeding
Association**

Australian Breastfeeding Association Strategic Plan 2020-2022

The World Health Organization recommends exclusive breastfeeding for babies to 6 months of age yet in Australia only 15% of babies are exclusively breastfed for this period of time.*

The Strategic Plan will guide the work of the Association, ensuring we remain focussed on our mission so that breastfeeding is recognised by all Australians as important and culturally normal. As the Australian Breastfeeding Association moves into the new decade, the key strategies of this plan will enable the organisation to remain relevant to Australian families and the broader community

Our Stakeholders



Our 8 Strategic Areas



Next steps



- Officially launch strategy at National Online Conference 8 August 2020
- Create operational plans by end of September 2020.

*Breastfeeding Rates in Australia