

CCHQ 2022

STRONG ECONOMY. STRONGER FUTURE.

18 April 2022

Ms Naomi Hull RN, IBCLC, MPH
Senior Manager Breastfeeding Information and Research
Australian Breastfeeding Association RTO 21659
Email: naomi.hull@breastfeeding.asn.au / bir@breastfeeding.asn.au

Dear Ms Hull

Thank you for the opportunity to provide the views of the Coalition on important issues facing your members. A response to your questions is attached.

The last two years have been tough for our country.

Despite the setbacks, Australia's economic recovery is leading the world.

Unemployment is at 4%, the equal lowest in 48 years. And the recent Budget included the biggest turnaround in our finances in over 70 years.

There's much more to be done. To build a stronger future, our plan will:

1. Deliver more jobs and working towards unemployment below 4%.
2. Deliver tax relief for workers and small businesses.
3. Invest in roads, rail, water infrastructure and renewable energy technology.
4. Make record investments in health and other essential services.
5. Invest in stronger defence, security and borders.

This election provides a clear choice, with real consequences for Australia.

The alternative at this election is Anthony Albanese and Labor. Labor would weaken our economy and put Australia's recovery at risk. Now is not the time to change course.

Thank you for communicating our response to your members.

Yours sincerely,



Andrew Hirst
Federal Director

MORRISON GOVERNMENT RESPONSE TO AUSTRALIAN BREASTFEEDING ASSOCIATION

The Coalition Government is focused on the physical, mental, social and economic health and well-being of women and girls, investing a further \$333 million in the recent Budget through our National Women's Health Strategy 2020–2030.

Aligned with this, our Government is committed to supporting Australian women wishing to breastfeed and recognises that breastfeeding is a key contributor to infant and maternal health.

To achieve improved breastfeeding rates in Australia, the Australian National Breastfeeding Strategy: 2019 and Beyond (Strategy) was endorsed by all Health Ministers in 2019.

The Australian Government has provided support for education and awareness for breastfeeding through a number of initiatives, including funding the National Breastfeeding Helpline 1800 MUM2MUM (1800 686 268) run by the Australian Breastfeeding Association (ABA).

The Coalition Government has funded the ABA since 2008 to support their work in providing education, guidance, information and support through the National Breastfeeding Helpline. The funding aims to increase awareness and support for breastfeeding via the National Breastfeeding Helpline (24 hours a day, 7 days a week) and web-based LiveChat services on weekdays (8-10pm).

The ABA is receiving \$8.29 million over four years (from 2019-20 until 2022-23).

International Code of Marketing

Australia is a signatory to the World Health Organization Code of Marketing of Breastfeeding Substitutes (WHO Code). The Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement) is one of the ways Australia implements the WHO Code.

The MAIF Agreement is a voluntary, self-regulatory, code of conduct between the manufacturers and importers of infant formula products in Australia, which has operated in various forms since 1992.

The MAIF Agreement aims to contribute to the provision of safe and adequate nutrition for infants, by protecting and promoting breastfeeding; and by ensuring the proper use of breast milk substitutes, when they are necessary, through appropriate marketing and distribution.

One of the Strategy recommendations is to undertake a review of the MAIF Agreement. This was also a recommendation of the Australian Competition and Consumer Commission during their re-authorisation of the Agreement in 2021. The Department of Health is managing the independent review of the MAIF Agreement, which has commenced this year.