



Media Release
For Immediate Release

AANA EXTENDS FOOD & BEVERAGE ADVERTISING PROTECTIONS

Thursday, 1 November 2018 - The AANA today confirmed that its Food & Beverage Advertising Code (F&B Code) will evolve to contain a requirement that food and beverage advertising must comply with the Australian Food and Grocery Council's (AFGC) marketing to children initiatives.

The AFGC maintains the *Responsible Children's Marketing Initiative (RCMI)* and the *Quick Service Initiative for Responsible Advertising and Marketing to Children (QSRI)*, which apply to signatory advertisers. The new AANA requirement will ensure the provisions contained in the RCMI and QSRI in relation to food and beverage advertising to children apply to all advertisers.

The AANA's Chair, Matt Tapper, said the latest move is further evidence of advertisers' commitment to evolve the self-regulatory system to deliver responsible marketing practices.

"The core purpose of the AANA is to ensure self-regulation evolves so that it continues to meet community expectations. The RCMI and the QSRI provide significant restrictions on food and beverage advertising to children, and the vast majority of major advertisers already comply with these requirements. We are confident that the changes we are now making will better align to community expectations that these requirements apply to all advertisers, whether they are major national advertisers or smaller players", Mr Tapper said.

Where advertising is directed primarily to children, and otherwise meets the requirements of either initiative, complaints about potential breaches will be able to be made to Ad Standards. The reference in the F&B Code will not alter the application of the initiatives in any other respect. The content and scope of those commitments remains under the remit of the AFGC.

The reference in the F&B Code will come into effect on 1 June 2019. The F&B Code and accompanying Practice Note are available from the AANA website at <http://aana.com.au/self-regulation/codes/>.

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About the AANA: For 90 years the AANA has represented Australia's largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$15 billion a year. On behalf of our members, the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.