



**Australian Food and Grocery Council**  
**RESPONSIBLE CHILDREN'S**  
**MARKETING INITIATIVE**



## 1. BACKGROUND

The Australian Food and Grocery Council (AFGC) is committed to responsible advertising and marketing of food and/or beverages to Children.

This Initiative provides a common framework to ensure that only food and beverages that represent healthier choices are promoted directly to Children. Whilst it remains the primary responsibility of parents to guide their children's behaviour in this area, Signatories are voluntarily pursuing this Initiative as a means of assisting parents in their efforts.

This Initiative will provide confidence in the responsible marketing practices via clear expectations of the form, spirit and context of Advertising and Marketing Communications to Children, and a transparent process for monitoring and review of practices.

This Initiative has been developed in collaboration with the Australian Association of National Advertisers (AANA) as part of the system of advertising and marketing self-regulation in Australia. Signatories to this Initiative must also abide by:

- The AANA Code of Ethics
- The AANA Code for Advertising and Marketing Communications to Children
- The AANA Food and Beverages Advertising and Marketing Communications Code

This document outlines the minimum commitments required by Signatories. Signatories may choose to adopt additional commitments.

## 2. OBJECTIVES

The objectives of this Initiative are to:

- Reduce Advertising and Marketing Communications to Children for food and beverage products that do not represent healthier choices;
- Use Advertising and Marketing Communications to Children to help promote healthy dietary choices and healthy lifestyles amongst Australian children;
- Provide an independent, best practice avenue for consumers to raise concerns regarding Advertising and Marketing Communications to Children for food and beverage products and issues of non-compliance through the Advertising Standards Bureau.



## 3. DEFINITIONS

### Advertising or Marketing Communications

Any material which is published or broadcast using any Medium which is undertaken by, or on behalf of a Signatory, and

- Over which the Signatory has a reasonable degree of control, and
- That draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct,

but does not include labels or packaging for products, public relations communications (corporate or consumer) or in-store point of sale material.

### Advertising or Marketing Communications to Children

#### *Content*

Advertising or Marketing Communications which, having regard to the theme, visuals and language used, are directed primarily to Children and are for food and/or beverage products.

#### *Placement*

Advertising or Marketing Communications that are placed in Medium that is directed primarily to Children (in relation to television this includes all C and P rated programs and other rated programs that are directed primarily to Children through their themes, visuals and language); and/or where Children represent 35 per cent or more of the audience of the Medium.

### Advertising Standards Board

The appointed body to consider any complaints made under this Initiative.

### Advertising Standards Bureau

The secretariat for the Advertising Standards Board.

### Children

Persons under 12 years of age.

### Children's Television Standards 2009

The Australian Communications and Media Authority *Children's Television Standards 2009*.

### Initiative

The Responsible Children's Marketing Initiative

### Initiative Administration Committee

Committee specified in Part 4 of the Initiative, which oversees the management of the Initiative.

### Initiative Administration Manager

Employee of the AFGC responsible for the management of the Initiative.

### Medium

Television, radio, print, cinema, internet sites

### QSR Initiative

The AFGC's Quick Service Restaurant Initiative for Responsible Advertising and Marketing to Children.

### Signatory

Any company who has agreed to be bound by this Initiative and has submitted their Company Action Plan to AFGC.

## 4. INITIATIVE ADMINISTRATION

### Initiative Administration Arrangements

4.1. The AFGC Board has ultimate responsibility for the administration of the Initiative including its purpose, effective management and reporting to stakeholders. The Initiative Administration Manager coordinates the management of the Initiative, with the assistance of the Initiative Administration Committee. The processes are described below and outlined in Figure 1.

### Initiative Administration Manager

4.2. The Initiative Administration Manager from within the AFGC Secretariat coordinates the management of the Initiative. Specific management duties include:

- a. Developing an annual report and budget
- b. Developing and facilitating an implementation strategy, including the creation of consumer and industry awareness
- c. Interacting with industry on matters relating to the Initiative
- d. Liaising with key stakeholders including the Advertising Standards Bureau
- e. Coordinating the review of uptake and effectiveness of the Initiative
- f. Coordinating compliance monitoring arrangements
- g. Providing strategic advice to the AFGC Board on the value of the Initiative to industry
- h. Coordinating periodic reviews of the functions of the Initiative and amendments as required
- i. Supporting the functions of the Initiative Administration Committee

### Initiative Administration Committee

4.3. The Initiative Administration Committee supports the management of the Initiative and the QSR Initiative in conjunction with the Initiative Administration Manager. Terms of Reference are at Schedule 2.

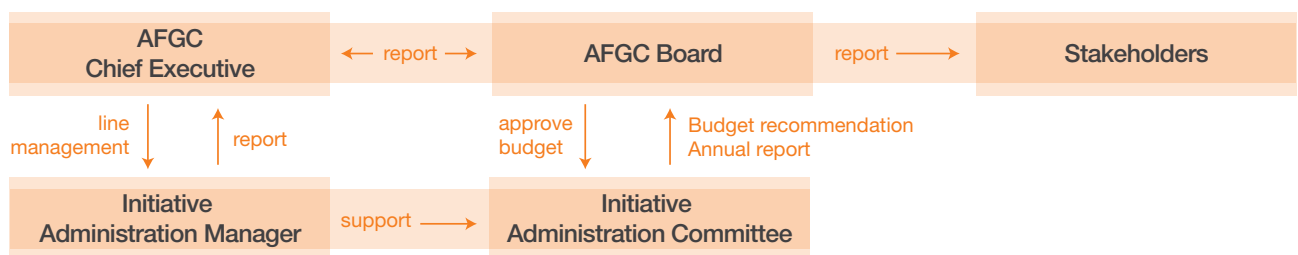


Figure 1: Initiative administration arrangements



## 5. COMPLIANCE AND COMPLAINTS

### Compliance

- 5.1. Signatories must develop and publish a Company Action Plan communicating how they will meet the Core Principles of this Initiative.
- 5.2. All Company Action Plans must be consistent with the Core Principles of this Initiative.
- 5.3. Where applicable, Company Action Plans must detail the nutrition criteria used to determine healthier dietary choices.
- 5.4. Signatories must brief all relevant staff on the Core Principles of this Initiative and their Company Action Plan.
- 5.5. Signatories must report on their Advertising and Marketing Communications to Children on an annual basis.
- 5.6. AFGC must coordinate monitoring of company activities on an annual basis to confirm compliance. Reports of this monitoring must be made publicly available.

### Complaints

- 5.7. Complaints under this Initiative must be determined by an independent body.
- 5.8. The Advertising Standards Bureau has been appointed to consider any complaints made under this Initiative.
- 5.9. Signatories must comply with decisions of the Advertising Standards Board, which may include removing or amending non-compliant Advertising and Marketing Communications.

## Core Principles

### Advertising and Marketing Messaging

**S1.1.** Advertising and Marketing Communications to Children for food and/or beverages must:

- a. Represent healthier dietary choices, consistent with established scientific or Australian government standards, as detailed in Signatories' Company Action Plan; and
- b. Reference, or be in the context of, a healthy lifestyle, designed to appeal to Children through messaging that encourages:
  - i. Good dietary habits, consistent with established scientific or government standards; and
  - ii. Physical activity.

### Product Placement

**S1.2.** Signatories must not pay for the placement of, or actively seek to place, food and/or beverage products in the program or editorial content of any Medium directed primarily to Children unless such food and/or beverage products are consistent with S1.1.

### Use of Products in Interactive Games

**S1.3.** Signatories must ensure that any interactive game directed primarily to Children which includes the Signatory's food and/or beverage products is consistent with S1.1.

### Advertising in Schools, Pre-Schools and Day Care Centres

**S1.4.** Signatories must not engage in any Advertising and Marketing Communication to Children in Australian primary schools, pre schools and day care centres, except where specifically requested by, or agreed with, the school administration for educational or informational purposes, or related to healthy lifestyle activities under the supervision of the school administration or appropriate adults.



## Terms Of Reference: Initiative Administration Committee

The Initiative Administration Committee performs an integral role in overseeing the management of the RCMI and the QSR Initiative.

### Functions

The core functions include:

1. Overseeing the development of an annual report and budget for presentation to, and approval by, the AFGC Board.
2. Overseeing the budget administration, including the costs incurred administering the Initiative.
3. Overseeing the review of uptake and effectiveness of the Initiative.
4. Providing input into the monitoring of compliance with the Initiative, including corrective actions. This includes compliance via company reporting, purchased advertising data and the Advertising Standards Board's determinations.
5. Providing strategic advice to the AFGC Board on the value of the Initiative to industry and any repositioning or strategies that may improve its effectiveness.
6. Overseeing periodic review of the Initiative and amendments as required.

### Membership

There will be 5 members on the Initiative Administration Committee, comprising:

- Chair—AFGC Board member or delegate
- Industry representatives (2)—one from RCMI's Signatories and one from the QSR Initiative's Signatories
- External stakeholders (2)

### Duration of Membership

Each member is appointed for a period of two (2) years. Upon completion of this period, an individual may nominate for re-appointment.

### Appointment of Members

The Initiative Administration Manager will coordinate the selection and appointment of members and the review of their performance to ensure the continued effectiveness of the Initiative Administration Committee. All members are to be notified to the AFGC Board.

### Secretariat

The Initiative Administration Manager will provide secretariat support for all activities of the Initiative Administration Committee.

### Meeting Schedule

Meetings will be scheduled on a quarterly basis and held via teleconference. Additional meetings may be held on an as-needs basis via teleconference or face-to-face.

### Observers

The Initiative Administration Committee may invite observers to meetings. Observers have no voting rights.

### Decision Making Procedure

In the instances that a vote is required, decisions will be made by a majority.

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