

**Australian Food and Grocery Council**  
**RESPONSIBLE CHILDREN'S**  
**MARKETING INITIATIVE**  
**2011 COMPLIANCE REPORT**



## PREFACE

The Australian Food and Grocery Council (AFGC) is the leading national organisation representing Australia's food, drink and grocery manufacturing industry.

The membership of AFGC comprises more than 150 companies, subsidiaries and associates which constitutes in the order of 80 per cent of the gross dollar value of the processed food, beverage and grocery products sectors.

With an annual turnover of \$108 billion, Australia's food and grocery manufacturing industry makes a substantial contribution to the Australian economy and is vital to the nation's future prosperity. The industry is similar in size to the mining sector.

Manufacturing of food, beverages and groceries in the fast moving consumer goods sector<sup>1</sup> is Australia's largest and most important manufacturing industry. Representing 26 per cent of total manufacturing turnover, the sector the second largest industry behind the Australian mining sector and accounts for over one quarter of the total manufacturing industry in Australia.

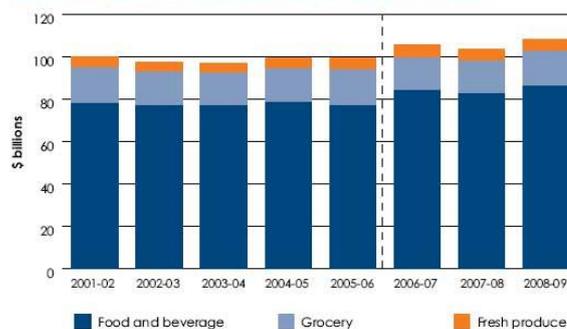
The growing and sustainable industry is made up of over 30,100 businesses and accounts for \$46 billion of the nation's international trade. The industry spends \$368 million a year on research and development.

The food and grocery manufacturing sector employs more than 312,000 Australians, representing about 3 per cent of all employed people in Australia, paying around \$13 billion a year in salaries and wages.

Many food manufacturing plants are located outside the metropolitan regions. The industry makes a large contribution to rural and regional Australia economies, with almost half of the total persons employed being in rural and regional Australia<sup>2</sup>. It is essential for the economic and social development of Australia, and particularly rural and regional Australia, that the magnitude, significance and contribution of this industry is recognised and factored into the Government's economic, industrial and trade policies.

Australians and our political leaders overwhelmingly want a local, value-adding food and grocery manufacturing sector.

Figure 4.1: Composition of the industry's turnover (\$2008-09)



Source: ABS, catalogue number 8221.0 and 8159.0

<sup>1</sup> Fast moving consumer goods includes all products bought almost daily by Australians through retail outlets including food, beverages, toiletries, cosmetics, household cleaning items etc.

<sup>2</sup> About Australia: [www.dfat.gov.au](http://www.dfat.gov.au)

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## 1. EXECUTIVE SUMMARY

This report documents signatory compliance with the Responsible Children's Marketing Initiative (RCMI) for 2011. The review captured three monitoring components: company reported activity; an external audit; and complaint adjudications by the Advertising Standards Board.

Overall, compliance with the RCMI core principles during the second year of operation was high. **Ten** signatories reported that they did not pay for, or actively undertake, marketing communication activities to children in 2011. A further **seven** signatories undertook some marketing communication activities to children, which met the RCMI core principles.

Results of the external audit found there were some foods that did not meet the signatories' nutrition criteria advertised during children's television programs. These occurrences, which have reduced from 2010, were subsequently found to be mainly inadvertent, resulting from the provision of bonus airtime by the television network and were not undertaken at the direction of the signatories. In addition, there were two complaints upheld by the Advertising Standards Board.

The review has identified some implementation aspects that require strengthening, particularly in relation to the provision of bonus airtime and signatories have acted to eliminate these occurrences. Bonus airtime was also identified as an issue in 2010. The impact of signatories' strategies to eliminate this issue will be evident in the collection of 2012 data. The Australian Food and Grocery Council has committed to on-going monitoring of signatory activities against the RCMI core principles and will continue to encourage other food and beverage companies to sign on to the initiative.

## 2. INTRODUCTION

The Responsible Children's Marketing Initiative (RCMI) was developed by the Australian food and beverage manufacturing industry in 2008 in response to community concerns about the level of advertising of foods high in energy, fat, sugar and salt to children (HFSS). These concerns were highlighted by the Australian Communication and Media Authority (ACMA) in its report on the Review of the Children's Television Standards 2005 (ACMA 2009).

The Australian Food and Grocery Council (AFGC) and its members took particular note of comments made by ACMA that "industry should have regard to the strong concerns of interested parties in this area and consider how it can effectively address these concerns without additional regulation" (page 12) (ACMA 2009). AFGC considered that a collective, voluntary approach by industry would provide an effective means to moderate the amount and type of advertising directed to children.

As a result, AFGC worked in partnership with its members and the Australian Association of National Advertisers (AANA) to develop the RCMI to provide a framework for collective action and address these concerns and demonstrate commitment to the responsible marketing of food and beverages to children.

The RCMI was launched in October 2008 and became effective on 1 January 2009. As required by the initiative, signatories have submitted reports against their Company Action Plans and highlighted the specific steps they have taken to meet their commitment during 2011. This report provides an overview of compliance with the RCMI core principles during its third year of operation.

### 2.1. HOW THE RCMI WORKS

The goal of the RCMI is to ensure a high level of social responsibility in marketing food and beverage products in Australia. The RCMI captures advertisements in media with an appreciable audience of children (greater than 50%) and/or that is directed primarily to children; and marketing techniques directed primarily to children<sup>3</sup>. The media captured by the initiative are television, radio, print, cinema and third-party internet sites.

The RCMI sets out clear expectations in the form, spirit and context of advertising to children (Appendix 1). Signatories to the RCMI publicly commit to undertake marketing communications to children only when it will further the goal of promoting healthy dietary choices and healthy lifestyles. Other core principles relate to:

- Use of popular personalities and licensed characters
- Product placement
- Use of products in interactive games
- Advertising in schools
- Use of premium offers

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<sup>3</sup> Programs and marketing techniques that are directed primarily to children are measured through the theme, visuals and language used.

Companies that sign up to the initiative publish individual Company Action Plans on the AFGC website that outline their specific commitments. Each signatory is required to specify the nutrition standards that will be applied (if applicable) to meet the core principles of the initiative. While the nutrition criteria may differ between signatories, the RCMI uses an outcomes-based approach. The criteria must align with established scientific or Australian Government Standards and only products that represent healthy dietary choices may be advertised.

The Advertising Standards Bureau (ASB) administers the complaints process for the RCMI, in conjunction with a range of other industry codes, including the AANA Code of Ethics, Code for Advertising & Marketing Communications to Children and the Food and Beverages Advertising & Marketing Communications Code.

Complaints are assessed according to the RCMI core principles on two levels:

1. whether the product represents a healthy choice
2. whether the advertisement is directed to children.

The determination of whether the products represent a healthy choice is made by an independent arbiter. The Nutritional Physiology Research Centre at the University of South Australia is the arbiter for the RCMI. The determination of whether the advertisement is directed to children is made by the ASB.

The Board of the ASB meets twice a month to consider complaints received and can also meet between meetings if the Secretariat considers that a complaint should be considered as a matter of urgency. As such, complaints against the RCMI can be dealt with in a timely manner. If the complaint is upheld, the company must stop marketing the product to children and all outcomes of ASB adjudications are listed on the ASB website.

## **2.2. 2011 SIGNATORIES**

As with 2010, there were 17 signatories to the RCMI in 2011 with these companies owning some of the leading food and beverage brands in Australia (see Appendix 2).

## **3. METHODS**

This report documents compliance with the RCMI core principles during 2011 through three monitoring components: company reported activity; an external audit; and complaint adjudications by the Advertising Standards Board.

### **3.1. COMPANY REPORTED ACTIVITY**

All 2011 signatories submitted reports against their Company Action Plan. Signatories reported on marketing communication activities to children and how these complied with the core principles of the RCMI. In some cases, signatories provided additional information, including details on other marketing activities and product redevelopment.

### 3.2. EXTERNAL AUDIT

AFGC undertook an audit of food and beverage advertisements outside of these reports. AFGC purchased three months of food and beverage television advertising data, 6 March to 4 June 2011, from Commercial Monitors, an independent Australian advertising information service provider. Commercial Monitors collects the information as the advertisements are screened; providing an accurate record of the levels and type of television advertising. The data covers advertising of food and beverage products on free-to-air television (11 channels) from the five major capital cities: Adelaide; Brisbane; Melbourne; Perth; and Sydney. Overall, 91 days were included in the analysis (24 hours each day).

AFGC identified all television advertisements screened by signatories and assessed whether foods that do not meet their nutrition criteria were advertised during children’s programs (greater than 50% of the audience is aged less than 12 years and/or programs directed primarily to children). AFGC did not assess the creative content of the advertisements as this interpretive aspect is best suited to the expertise of the ASB as part of their adjudication on complaints received.

### 3.3. COMPLAINTS

Case reports from the ASB website were assessed and those that mentioned the RCMI identified. These reports document the nature of the complaint, the advertiser’s response and the ASB determination.

#### RCMI signatories

- |   |   |
|---|---|
| Campbell Arnott’s   | Kraft Foods Australia                           |
| Cereal Partners Worldwide (Australia)                                   | Lion Dairy and Drinks (formerly National Foods) |
| Coca-Cola South Pacific   | Mars Australia                                  |
| Fonterra Brands Australia Ltd   | Nestle Australia Limited                        |
| Ferrero Australia   | Patties Foods                                   |
| General Mills Australia   | PepsiCo Australia                               |
| George Weston Foods Limited and AB Food and Beverages Australia Pty Ltd | Sanitarium Health Food Company                  |
| Kellogg (Aust) Pty Ltd  | Simplot Australia                               |
|   | Unilever Australasia                            |



## 4. THIRD YEAR OUTCOMES

### 4.1. COMPANY REPORTED ACTIVITY

#### 4.1.1. Marketing communication activities to children

**Campbell Arnott's** undertook marketing communication activities for Tiny Teddy biscuits that were directed to children through television advertisements and an on-line game. The 25g single-serve pack advertised meets the healthy choices criteria used by Campbell Arnott's (Fresh Tastes @ School NSW Healthy School Canteen Criteria; Tiny Teddy biscuits are classified as 'amber' foods).

The television campaign was an extension of the 2010 campaign that encouraged good dietary habits and physical activity. The advertisement featured a single 25g serve pack of Tiny Teddy biscuits, which was presented as being part of a healthy, balanced lunchbox; alongside a sandwich, piece of fruit and raw vegetable sticks. The advertisement was created to encourage children to take part in physical activity via the 'Get Dancing' theme, where children were encouraged to 'get dancing' and 'get moving' with the Tiny Teddy character, as well as the 'Start Playing' theme, with the voice-over encouraging children to play outdoors.

The interactive on-line game component focused on physical activity as opposed to consumption of the product.

Use of the Tiny Teddy animated character is permissible under the RCMI given the product meets the nutritional criteria specified by Campbell Arnott's.

**Coca-Cola South Pacific** reported that, in keeping with their global policy that has been in place since 2000, the business did not aim or direct any media marketing activity from any source to children under the age of 12.

**Fonterra** participated in presentations to children in five primary schools in Melbourne's western suburbs as part of a Fresh Foods campaign organised by Woolworths. A five minute unbranded presentation on the importance of eating dairy as part of a balanced lifestyle was given as a component of the campaign, which was an education-only initiative. Participating students were taken on a 'market' tour set up at the school to learn further about fresh fruit and vegetables and provided a show bag containing fresh fruit and vegetables and a sample of Bega Stringers, CalciYum Squeezie yoghurt and CalciYum flavoured milk. All products met the Fonterra *Good Choice Guidelines*. In addition promotion in schools is permissible under the RCMI when agreed to by the school administration for educational or informational purposes.

**Ferrero** reported that they did not aim or direct any marketing communication activities to children under the age of 12 years during 2011. Of the brands advertised in Australia by Ferrero, Nutella and Kinder Surprise are largely consumed by children. In accordance with their commitment to not advertise to children, the media target for these products are Total Grocery Buyers, that is, the targeted audience profile are those responsible for household shopping. In regards to the Tic Tac brand, the television buying audience is people aged 25-54 years.

AFGC has viewed Ferrero's television media buying schedule and confirms that no advertisements were scheduled in children's programs. In addition, the context of Ferrero's advertising and promotions seeks to reference healthy dietary choices and/or physical activity.

**General Mills** reported that they did not pay for, or actively undertake, marketing communication activity that targeted children under the age of 12 years. They were, however, alerted to occasions where their Old El Paso, Latina and Betty Crocker advertisements were screened during children's

television programs (0.63% of all metro spot bookings). They report that this was undertaken without their consent as the placement was a result of bonus airtime from the TV station<sup>4</sup>.

These placements were identified and rectified with the network involved immediately and no additional placements during children's programs occurred for the remainder of the year. General Mills has continued to reinforce their instructions to their media buying agency who, on their behalf, have:

- sent a formal reminder to all television networks outlining their policy and the parameters and implications to TV spot placement on their network for General Mills
- communicated that no bonus time is to be placed on the secondary and tertiary digital TV networks
- included a statement outlining their policy on every brief, booking and material advice.

**George Weston Foods and AB Food and Beverages Australia** reported that they did not aim or direct any marketing communications to children under the age of 12 years during 2011. While children under 12 years consume their products, they are not the target of their marketing activity.

**Kellogg** reported that they undertook no television advertising campaigns that directly targeted children under 12 years. On-pack promotions were only advertised to parents or teens aged 14 years and over and included a focus on encouraging healthy habits (e.g. promotion of physical activity or learning and development).

**Kraft Foods** reported that they undertook no marketing or advertising activity principally targeting children under the age of 12 years. Kraft Foods used the popular personalities of Dale Thomas and Adam Goodes in their Cadbury Superteam Campaign. This campaign was aimed at grocery buyers aged 25-54 years and the terms and conditions for the competition stipulated that entrants had to be aged over 15 years, with entrants aged between 15 and 18 requiring parent or guardian permission to enter.

In October 2011, Vegemite became the naming rights sponsor of Vegemite SurfGroms. The program offers children aged 5-12 years an opportunity to develop strong ocean awareness, beach safety and surf skills. Vegemite meets Kraft Foods' sensible solution criteria and is therefore appropriate for this sponsorship.

The Freddo Frog and the Golden Keys online interactive adventure was removed from the Cadbury website.

Kraft Foods reported 13 inadvertent breaches of the RCMI. Nine of these breaches were paid advertising spots in family movies. The remaining four breaches were the result of bonus spots placed by television networks. Kraft Foods has developed a new policy whereby no bonus spots are placed on Fridays or Saturdays and no spots, paid or bonus, are placed in family movies.

**Mars** reported that they undertook no marketing communication activities to children under the age of 12 years during 2011.

**Lion (previously National Foods)** reported communication activities for Go Gurt, YoGo and Big M that was directed to children.

Go Gurt was advertised on television and print between 14 January 2010 and 11 March 2011. Television programs included family movies, news, Sunrise, Escape to the Country, Dinosaurus, Big J's Place, Digimon, Channel 7 Kids Time and Kids Corner cartoons, and Shortland Street, while print included K Zone, Total Girl, That's Life, New Idea and Better Homes & Gardens. Go Gurt is classified

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<sup>4</sup> The station fills any unsold commercial airtime with advertisements at no cost to the advertiser and without their prior consent

as a 'green' product based on its nutritional profile under each state's school canteen criteria and is registered as a green product in the Healthy Kids' Association School Canteen Product Registration Scheme and listed with the FOCiS Product Registration Program.

The Go Gurt advertisements were for the promotion 'Win a Snowblasted Schoolyard' whereby a child could win their school 10 tonne of snow for the day. Beyond the television and print advertisements, the program incorporated a website that acted as a tool to submit entries, which also displayed images of past snow days and the winning school's experience. There was no point-of-sale POS in schools for this campaign. This campaign aligns with the RCMI in that the product meets Lion's nutrition criteria and the promotion was designed to encourage active play.

While no advertising was undertaken for YoGo in 2011, there is a YoGo website that includes information on YoGo products, some interactive games and healthy eating and physical activity tips. To encourage healthy lifestyle practices, when a child reaches 30 minutes of play a screen pops up suggesting they take a break/stop playing and go outside.

Only the YoGo Choc Rock and Triple Trek 100g serve size products are displayed on the website. Both products are classified as green in every state, based on Government School Canteen Criteria, except Victoria. While the RCMI does not cover products displayed on company-own websites, Lion has taken additional steps in this area to ensure a responsible approach to marketing to children.

A Big M point of sale promotion ran in Queensland schools from 1 August to 23 November 2011 to win an NRL Rugby Ball. There was one winner from each participating school. This promotion only ran in Queensland and the product adheres to the canteen guidelines for this state. Lion, however, identified that this promotion is in breach of the RCMI, under the 'premium offers' clause. Lion claims that the premium on offer (the rugby ball) is clearly prominent, if not more prominent than the actual product.

Lion outlined that there has been considerable change within their state-based market activation team, which is the key to this non-compliance. While they run workshops throughout the year to train their teams on interpreting the RCMI requirements, this promotion has moved unrecognised through the approval process. To help prevent re-occurrence, Lion has and are taking the following steps:

- Commenced the development of a new starter toolkit that will be mandatory for all market activation team members to receive and learn.
- The toolkit will also contain a testing component to ensure the information is absorbed.
- Continuation of team training sessions throughout the year.
- A communication will be sent to all team members notifying them of the breach, with a reminder about their commitments.
- Looking to consolidate various codes and guidelines into one company guideline that makes it easier for teams to interpret – based on the highest bench-mark set (as mentioned above).

A challenge identified by Lion is the differing school canteen nutrition criteria in each state and territory, which Lion uses as the basis of determining the suitability of products for advertising to children. While a National School Criteria was launched in April 2011, it is yet to be adopted by all states, which creates a challenge for the business because most campaigns are run on a national basis. As a result, Lion is currently reviewing all school criteria and guidelines, including the National School Canteen Criteria, and will update their RCMI assessment criteria and company action plan accordingly to ensure national consistency and to avoid confusion.

**Nestle Australia and Cereal Partners Worldwide (CPW)** reported that they did not undertake any advertising to children for products that did not meet the nutrition criteria set to achieve their Nutrition Foundation.

**Patties Foods** reported that they undertook no marketing communication activities to children under the age of 12 years during 2011. AFGC has viewed Patties Foods' television media buying schedule and confirms that no advertisements were scheduled in children's programs.

**PepsiCo** reported that they did not aim or direct any marketing communication activities to children under the age of 12 years during 2011.

**Sanitarium** undertook a range of marketing activities for the Weet-Bix brand that targeted children. These were:

- Weet-Bix television commercial featuring Tim Cahill, Brett Lee, Steph Gilmore, Jarryd Hayne, Gary Ablett and Torah Bright
- Weet-Bix nutrition television commercial
- Weet-Bix Bites television commercial
- Weet-Bix commemorative cap promotion; undertaken on pack, in-store and through PR activity
- Weet-Bix Tryathlon event with television commercial, events, PR, promotional material and school visitation programs
- Weet-Bix Kids Wiggles product endorsement on pack and marketing activity
- Weet-Bix Kids Schools Program 'Brekkie, Set, Go' promotional material and school visitation programs
- Weet-Bix Brett Lee Bootcamp online activation
- Weet-Bix sponsorship 'Weet-Bix My Cricket' online activation

These Weet-Bix products meet the healthy choices criteria used by Sanitarium (Corporate Nutrition Policy, which includes key nutrient benchmarks for each product category. The benchmarks are based on the Australian Dietary Guidelines and recommendations from the National Heart Foundation and the Federation of Canteens in Schools).

Marketing communication activity for the Weet-Bix brand primarily intends to inspire young Australians to make healthy eating and lifestyle choices. Promotions and events aim to encourage physical activity, such as through team and individual sports.

Sanitarium use Tim Cahill, Brett Lee, Steph Gilmore, Jarryd Hayne, Gary Ablett and Torah Bright as inspirational 'Weet-Bix Kids', with the aim of encouraging young Australians to start the day with a healthy breakfast to help them achieve their goals. Other popular personalities are used in their Tryathlon program as ambassadors to encourage healthy lifestyles including regular exercise and activity. The Wiggles are used to endorse the Weet-Bix Kids product on pack and in limited promotional messaging.

The school visitation program promoted the Weet-Bix Kids Tryathlon and were supervised and run in conjunction with the school program. Premium offers in the Weet-Bix Commemorative Cap promotion complied with the requirements of the RCMI.

**Simplot** reported that they did not pay for or actively undertake marketing communication activity that targeted children under the age of 12 years.

**Unilever** reported the Paddle Pop product met the nutrition criteria as an amber choice under the Australian Government Healthy Canteen Strategies and meets the Unilever global internal nutrient criteria.

Unilever reported that the Paddle Pop Lick-a-Prize promotion during 2011 via television, magazines (K-Zone and Total Girl) and the Paddle Pop website. The promotion was on how to win and what can be won. Prizes included those related to outdoor active play and physical activity. Lick-a-Prize point of sale communication was used in petrol stations and convenience stores.

Unilever released the Paddle Pop BEGINS movie, a 90 minute film which features Paddle Pop Lion and his friends in a story of teamwork, friendship, fun and adventure. Promotions for this movie occurred via a movie trailer in cinemas, a DVD give away in magazines (K-Zone and Total Girl) and sponsorship of Nickelodian Kid's Choice Awards 2011.

### 4.1.2. Steps to meet requirements of RCMI

While not a requirement of the reporting activities, some signatories reported on the internal processes put in place to ensure compliance with their commitments to the RCMI:

**Campbell Arnott's** has committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy dietary choices and the advertisements are presented in the context of a healthy lifestyle. In 2011, Campbell Arnott's continued to ensure compliance with their commitment to the RCMI through:

- face-to-face briefings with new and existing internal stakeholders (e.g. marketers) and external creative partners (e.g. advertising agencies, media buyers)
- having a component on the RCMI on internal advertising approval forms and requiring approval of all advertisements to children by the Campbell Soup Company's World Headquarters
- reviewing all relevant media placement schedules and ensuring media buying partners check bonus spot placements for adherence to their RCMI commitment.

**Coca-Cola South Pacific** has committed to not undertake marketing communication activities to children less than 12 years. To meet this commitment, all marketing materials are submitted through an approval process that involves weekly reviews by a marketing approvals team, which comprises representatives from Legal Counsel, Public Affairs and Technical and Marketing.

**Ferrero** has committed to not undertake marketing communication activities to children less than 12 years. This commitment has been communicated to Ferrero management and media partners to ensure planned activities align with this commitment. Planned marketing activities are subject to review at a corporate level to ensure compliance with the requirements of the RCMI. For television advertising, Ferrero audits the spot schedule prior to the campaign to identify children's programs and make changes as required. Post-campaign, Ferrero reviews audience share reports for programs in which their advertisements screened.

**Fonterra** has committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy dietary choices and the advertisements are presented in the context of a healthy lifestyle. To meet this commitment, the approval process for marketing communications involves staff from Nutrition, Brand Governance, Regulatory Compliance and Legal Affairs. All communication activities are signed off by the senior management team.

**General Mills** has committed to not undertake marketing communication activities to children less than 12 years. To meet this commitment they are investigating additional processes with their media buying agencies to minimise human error in order to ensure that their advertising is not inadvertently shown in children's programs.

**George Weston Foods and AB Food and Beverages Australia** have committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy

dietary choices and the advertisements are presented in the context of a healthy lifestyle. Planned marketing activities are subject to review across the business to ensure compliance with the RCMI.

**Kraft Foods** has committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy dietary choices and the advertisements are presented in the context of a healthy lifestyle. In 2011, Kraft Foods conducted three training sessions with their employees and support agencies to ensure everyone was aware of the requirements of the RCMI and company action plan. All advertising material, product packaging, sponsorships and partnerships were reviewed and approved by the Corporate and Legal Affairs team to ensure compliance with the RCMI and Kraft Foods' internal policies prior to implementation. All advertising spots booked are also reviewed weekly. Kraft Foods has also established the new position of Marketing Services Manager which will have responsibility for developing Kraft Foods' marketing to children frameworks, resources, education and training to support compliance amongst employees and external service providers.

**Lion** has committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy dietary choices and the advertisements are presented in the context of a healthy lifestyle. To ensure their commitment outlined in their Company Action Plan is continually applied, Lion has an internal review process that incorporates formal approval from the Nutrition, Research and Development, Corporate Affairs and Legal teams. This process ensures their marketing activity is compliant with all relevant industry codes, laws and regulations.

**PepsiCo** has committed to not undertake marketing communication activities to children less than 12 years. This commitment has been communicated to their external advertising, media and promotional agencies and is part of their Internal Policies. Compliance to this process is also integrated into their internal audit process.

**Sanitarium** has committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy dietary choices and the advertisements are presented in the context of a healthy lifestyle. The Sanitarium Action Plan is outlined to all parties involved in marketing and used to assess proposed advertising material in all instances where children have been targeted or may be exposed. All marketing material in 2011 was tested against the RCMI and Sanitarium action plan.

**Simplot** has committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy dietary choices and the advertisements are presented in the context of a healthy lifestyle. To meet this commitment, their Action Plan has been disseminated to all employees involved in marketing, and training programs have been implemented. It is also a requirement that all advertising campaigns targeting children are reviewed against their Action Plan as part of Simplot's internal marketing and advertising approval process.

**Unilever** has committed to only undertake marketing communication activities to children less than 12 years for products that represent healthy dietary choices and the advertisements are presented in the context of a healthy lifestyle. To meet this commitment, all communication briefs are checked by the nutrition, corporate relations and legal departments to ensure compliance with their RCMI agreement.

### 4.1.3. Other reported activity

Some signatories reported on other marketing communications and general activity related to the application of the RCMI and to encourage healthy eating and lifestyle practices:

**Campbell Arnott's** provides a statement on the outer packs of all Tiny Teddy products reminding consumers that the product has an 'amber' rating and that these foods can be enjoyed as part of a balanced diet but should be selected carefully. They should not dominate the menu at the expense of

healthier choices. One serving a day, within the context of a healthy lifestyle and diet, is acceptable. Multiple servings should be avoided.

In 2011 Campbell Arnott's re-launched the Tiny Teddy range (with the exception of half coat milk chocolate) with no artificial colours, flavours or preservatives.

One of the mechanisms for determining whether a program is directed to children is the application of a 50% audience threshold of children less than 12 years. Since September 2010, **Coca-Cola South Pacific** has operated under a new self regulated audience threshold of greater than 35% children. To ensure compliance with this threshold, their media buying agency sends letters detailing this commitment to the networks and their traffic departments to ensure they are aware any activity (paid or bonus) is subject to strict guideline placements.

**Fonterra** reported a back-to-school promotion that ran in February 2011 to encourage awareness by parents of the nutritional value of three serves of dairy per day for children. The products advertised were Bega Cheese snacks, Nestle Kids yoghurts, SKI Smooth yoghurt and CalciYum flavoured milk, all which met the Fonterra *Good Choice Guidelines*. The promotion encompassed guidance to parents to include dairy in the lunchbox and included television advertisements (targeted to adults according to the television program selection), an advertorial in women's magazines, point-of-sale material and a competition to win the cast of Home & Away to visit their child's school.

**Fonterra** also reported that in December 2011, a free calendar of the CalciYum 12-pack fruit yoghurt, endorsed by The Wiggles, was included in The Daily Telegraph. The product meets the Fonterra *Good Choice Guidelines*.

**Fonterra** reported that Western Star and Perfect Italiano were sponsors of Masterchef with advertising and product placement targeted towards the primary household grocery buyers. There was no direct communication targeting children. Masterchef has been deemed a program not directed primarily to children; therefore, this promotion is compliant with the RCMI core principles.

**Fonterra** reported a promotion for Bega in which a sandwich shaper was provided free with specially marked packs of Bega Tasty Natural Slices. This offer was available in Coles and Independent supermarkets from July to September 2011 and supported by advertising in *Child* magazine in Melbourne, Sydney, Adelaide, Brisbane, and Perth in September 2011. The promotion was targeting parents.

**Ferrero** reported that they are a member of the International Food and Beverage Alliance (IFBA). In line with IFBA Policy, Ferrero commits not to advertise its products to audiences with more than 50% (from 2012) or 35% (from 2013) of children under 12 years on television, print and internet.

**Kellogg** reported that they are a member of the International Food and Beverage Alliance (IFBA). In line with IFBA Policy, Ferrero commits not to advertise its products to audiences with more than 50% (from 2012) or 35% (from 2013) of children under 12 years on television, print and internet. All Kellogg on pack promotions were developed with the intent of helping mums to encourage healthy habits and as such were generated and researched in consultation with mums to ensure they were targeted appropriately.

**Kraft Foods** takes a leading role in the Be Treatwise campaign and takes active steps on its packaging, and through its advertising, to inform consumers of products that are treats which should be consumed appropriately and as part of a healthy and balanced diet. Kraft Foods also offers a range of format sizes to ensure consumer choice.

**Lion** reported that there are a number of Lion's Dairy and Drinks products that are made for consumption by children; however, are only advertised to the adult grocery buyer, namely parents. These include:

- Petit Miam range
- Pura Kids
- Coon
- Prima
- Daily Juice

As the Petit Miam range, Pura Kids, Coon and some Daily Juice products meet the Lion nutrition criteria, under the RCMI these could be advertised to children. However, the Lion brand strategy is to instead raise awareness with the purchaser, which is the adult grocery buyer. As such, all marketing activity is booked in channels that target adults.

**Mars** reported that they continue to support its four-year-old health and nutrition program, Making Chocolate Better: [www.makingchocolatebetter.com.au](http://www.makingchocolatebetter.com.au), which is a comprehensive program focussed on making chocolate healthier through:

### Daily Intake Guide

Mars supports the Daily Intake Guide (DIG) labelling to help consumers make informed choices, with 90% of products displaying the DIG thumbnails.

### Serving size

Mars acknowledges the role of chocolate in providing consumers with pleasure; however, understands that chocolate should be viewed as a treat. To support a healthy lifestyle, Mars has reduced their bar sizes to 1,050 kilojoules and made all their Fun Size bars less than 420 kilojoules. Mars King Size products have been made into two pieces to encourage responsible snacking.

### Saturated fat

Mars has reduced the saturated fat content of Mars Bars by 22% and Milky Way Bars by 19%. This action has removed 130-160 tonnes of saturated fat from the Australian food supply per year; achieved through the use of high oleic acid sunflower oil.

### Active lifestyles

Mars promotes healthy lifestyles within their business through their participation in activities such as Associate Health Checks, Run for the Kids and Ride to Work Day. Mars is a major sponsor of the AFL Carlton Football Club, which encourages participation in sport.

**Nestle and CPW Australia** operate under an audience threshold of 25% and children under 14 years of age.

**Patties** reported a number of campaigns that targeted adults and main grocery buyers. The associated media schedule, viewed by AFGC, indicated that they weren't shown in children's programs. All Patties Foods products and brands targeted at, and for sale in, primary schools are approved by the National Heart Foundation Tick Program and the relevant state-based school canteen associations. Their school range of products has lower saturated fat and sodium levels. Any product-related communication (such as point-of-sale) used in primary schools is approved by the school administration and related to healthy lifestyle activities.

## 4.2. EXTERNAL AUDIT

Results of the external audit (6 March to 4 June 2011) identified few instances in which foods that did not meet the company's nutrition criteria were shown in children's television programs (Table 1). In each instance, the placement of advertisements in children programs was unintentional; evident through the figure that reports the proportion of screenings in children's programs as a proportion of the total number of time the advertisement screened. For example, the advertisement for Arnott's Tim Tams screened twice in a children's program; representing just 0.1% of all screenings for the advertisement.

Each of the signatories responded to AFGC regarding these occurrences and reaffirmed that these screenings were unintentional as their company takes their commitment to the RCMI seriously.

**Campbell Arnott's:** The Tiny Teddy's advertisement was screened in a children's movie. While the proportion of children less than 12 years watching the movie was less than the 50% cut-off (37%), the movie was deemed to be directed primarily to children through its creative content.

Campbell Arnott's report that the screening of the advertisement was actually booked for a movie to be screened at a later time slot (i.e. not a children's movie). The television network reported that full consideration was not given to the nature of the replacement program and the fact that the showing of the Tim Tam advertisement would result in a breach of the RCMI. Campbell Arnott's has put in place mechanisms to help ensure the television networks are aware of this issue to prevent re-occurrence.

**Coca-Cola South Pacific** reported that while the majority of the spots identified were bonus (i.e. placed by the network free of charge, not at the instruction of Coca-Cola South Pacific), the four Diet Coke spots were paid spots booked in an acceptable timeslot but changed at the last moment by the network.

Coca-Cola has reviewed the process with their media buyer and additional changes have been made:

1. Increased frequency of correspondence to TV Networks regarding RCMI commitments.
2. Instituted a policy of Media Buyer Post-Analysis by spot each buy (to pick up any breaches – such as the above Diet Coke spots).

**Ferrero:** The Tic Tacs advertisement screened on one of the new digital channels through the provision of bonus airtime. The 2010 RCMI Compliance Report highlighted the actions being taken by Ferrero in relation to bonus airtime, including changing the CAD ratings (advertisement classification) of their Nutella and Kinder Surprise commercials from 'C' to 'W' (care in placement), and writing to all television networks communicating their requirements in accordance with the RCMI.

The programs that Tic Tac appeared in are placements on filler lists made by the Network's bonus activity to fill the airtime if it is not sold. These filler lists are not guarantees and cannot be monitored. To further minimise the bonus spot risk, Ferrero has requested that no bonus spots be provided on channels that have a higher risk of running children's programming since September 2011.

**George Weston Foods Limited:** The target audience of the ham and bacon advertisement was mum's and screened once during a children's program through the provision of bonus airtime.

**Kraft Foods:** The advertisements for the Kraft Foods products represented a very minor proportion of all screenings for the advertisements. In their response to AFGC, Kraft Foods stated:

- in one instance, their monitoring data indicates that a different program screened, which is not a children's program (therefore being compliant with their commitment)

- they no longer allow their advertisements to be placed in family movies (which can be captured in the 'children's program' definition)
- they no longer accept the provision of bonus airtime at certain times.

**Mars:** All of the Mars advertisements (Mars Chocolate, Wrigley and Mars Food) were the result of bonus airtime by the television networks. As a result of these unintentional occurrences, the media agency has committed to raise this issue with the networks.

**Nestle Australia:** The placement of the Nestle products in children's programs was the result of bonus airtime by the television networks.

**PepsiCo Australia:** The advertisements for the PepsiCo products represented a very minor proportion of all screenings for the advertisements and PepsiCo has confirmed that these were all the result of bonus airtime by the television networks.

**Unilever Australasia:** The advertisements for Unilever products represented a very minor proportion of all screenings for the advertisements. In their response to AFGC, Unilever stated:

- in three instances, their monitoring data indicates that a different program screened, namely 'I Dream of Jeannie' which is not classified as a children's program under the RCMI (therefore being compliant with their commitment)
- the Magnum Sandwich advertisement was booked for the Saturday movie, however, the movie was changed after the spot was booked and during the time Unilever was in transition between media buying agencies, meaning they were unable to change the booking
- the Lipton Ice Tea advertisement was a paid spot booked for 8.30pm but the spot aired at 7.52pm. This also occurred during the transition period between media buying agencies.

While there were a similar number of companies found to be unintentionally breaching the RCMI when compared to 2010, the frequency has reduced. It is clear that the unintentional placement of non-core food and beverage advertisements in children's programs is decreasing, which reflects the actions of signatories to implement internal and external mechanisms to prevent their occurrence. There are, however, still some areas that require refinement.

The external audit has highlighted that the transition from analogue to digital television has provided the opportunity for an increasing number of children's programs to be screened. For example, the channels GO and 7Two show a large number of children's programs, which requires signatories to be increasingly vigilant in their management of their commitment to the RCMI.

**Table 1: Compliance assessment through AFGC auditing, 6 March to 4 June 2011 (TV advertising placement only)**

RCMI Signatory	Compliance details
Campbell Arnott's	An advertisement for Tim Tams screened twice in a children's program during the audit period, representing 0.1% of screenings for the advertisement.
Cereal Partners Worldwide (Australia)	Fully compliant
Coca-Cola South Pacific	An advertisement for Powerade screened twice in a children's program during the audit period, representing 0.2% of screenings for the advertisement. An advertisement for Deep Spring flavoured mineral water screened four times in children's programs during the audit period, representing 1% of all screenings for the advertisement. A Brand Power 'Fast Facts' advertisement, detailing that Fanta, Sprite and Lift

	<p>contain no added colours or flavours, screened 20 times in children’s programs, representing 3.6% of all screenings for the advertisement:</p> <p>An advertisement for Diet Coke screened four times in a children’s program during the audit period, representing 0.4% of all screenings for the advertisement.</p>
Ferrero Australia	<p>An advertisement for Tic Tacs screened twice in children’s programs during the audit period, representing 0.3% of all screenings for the advertisement.</p>
Fonterra Australia New Zealand	<p>Fully compliant</p>
General Mills Australia	<p>Fully compliant</p>
George Weston Foods Limited and AB Food and Beverages Australia	<p>An advertisement for KR Castlemaine ham and bacon screened once in a children’s program during the audit period, representing 0.1% of all screenings for the advertisement.</p>
Kellogg (Australia)	<p>Fully compliant</p>
Kraft Foods Australia	<p>An advertisement promoting a Cadbury initiative screened twice in children’s programs during the audit period, representing 0.4% of all screenings for the advertisement.</p> <p>An advertisement for Oreos screened four times in children’s programs during the audit period, representing 0.3% of all screenings for the advertisement:</p> <p>An advertisement for Cadbury Favourites screened five times in children’s programs during the audit period, representing 0.3% of all screenings for the advertisement.</p> <p>An advertisement for Pascall Marshmallows screened once in a children’s program during the audit period, representing 0.1% of all screenings for the advertisement.</p> <p>An advertisement for Chips Ahoy screened twice in a children’s program during the audit period, representing 0.2% of all screenings for the advertisement.</p>
Lion	<p>Fully compliant</p>
Mars Snackfood Australia	<p>An advertisement for Kan Tong simmer sauce screened eight times in children’s programs during the audit period, representing 0.8% of all screenings for the advertisement.</p> <p>An advertisement for Dolmio Meal Bases screened 16 times in children’s programs during the audit period, representing 7.6% of all screenings for the advertisement.</p> <p>An advertisement for Mars Caramel screened three times in children’s programs during the audit period, representing 0.4% of all screenings for the advertisement.</p> <p>An advertisement for Dolmio Pasta Sauces screened eight times in children’s programs during the audit period, representing 0.7% of all screenings for the advertisement.</p> <p>An advertisement for 5 Gum screened four times in a children’s program during the audit period, representing 0.2% of all screenings for the advertisement.</p> <p>An advertisement for Eclipse mints screened eight times in children’s programs during the audit period, representing 0.2% of all screenings for the advertisement.</p> <p>An advertisement for Snickers screened 19 times in children’s programs during the audit period, representing 1.6% of all screenings for the advertisement.</p> <p>An advertisement for Extra Professional chewing gum screened twice in a</p>

	<p>children’s program during the audit period, representing 0.3% of all screenings for the advertisement.</p> <p>A second advertisement for Extra Professional chewing gum screened twice in children’s programs during the audit period, representing 0.2% of all screenings for the advertisement.</p> <p>An advertisement for Masterfoods Recipe Bases screened six times in children’s programs during the audit period, representing 1.7% of all screenings for the advertisement.</p>
Nestle Australia Limited	<p>An advertisement for Butter Menthols screened once in a children’s program during the audit period, representing 0.2% of all screenings for the advertisement.</p> <p>An advertisement for Uncle Toby’s Le Snak screened twice in children’s programs during the audit period, representing 0.4% of all screenings for the advertisement.</p>
Patties Foods	Fully compliant
PepsiCo Australia	<p>An advertisement for Red Rock Deli chips (cheddar) screened six times in children’s programs during the audit period, representing 0.7% of all screenings for the advertisement.</p> <p>An advertisement for Red Rock Deli chips (sweet chilli) screened six times in children’s programs during the audit period, representing 0.7% of all screenings for the advertisement.</p> <p>An advertisement for Grain Waves screened twice in children’s programs during the audit period, representing 0.1% of all screenings for the advertisement.</p> <p>An advertisement for Doritos (Mexican) screened four times in children’s programs during the audit period, representing 0.3% of all screenings for the advertisement.</p>
Sanitarium Health Food Company	Fully compliant
Simplot Australia	Fully compliant
Unilever Australasia	<p>An advertisement for Flora Pro-Activ screened once in a children’s program during the audit period, representing 0.4% of all screenings for the advertisement.</p> <p>An advertisement for Magnum Sandwich screened three times in children’s programs during the audit period, representing 0.8% of all screenings for the advertisement.</p> <p>An advertisement for Liptons Ice Tea screened once in a children’s program during the audit period, representing 0.1% of all screenings for the advertisement.</p> <p>An advertisement for Magnum Temptation screened once in a children’s program during the audit period, representing 0.04% of all screenings for the advertisement.</p> <p>An advertisement for Streets Blue Ribbon ice cream screened once in a children’s program during the audit period, representing 0.1% of all screenings for the advertisement.</p>

### 4.3. COMPLAINTS

The ASB assessed nine complaints in 2011 in relation to the RCMI. This is a reduction from 12 complaints assessed in 2010.

## 4.3.1. Upheld

Two complaints against the RCMI were upheld in 2011 (down from three in 2010):

1. Oreos television advertisement (Kraft Foods)
2. Paddle Pop television advertisement (Unilever)

The nature of the complaints focused on the placement and/or the creative content of the advertisement for foods that do not represent healthy dietary choices.

In the case of the Oreos advertisement, the ASB determined that while the advertisement was not targeted to children through its creative content, it was screened in children's movies. Kraft Foods responded that the advertisement had been unintentionally placed in these programs, through television network error, and has put steps in place to prevent such a re-occurrence.

Advertising in family movie timeslots requires an extended booking timeframe (5-6 weeks before the scheduled air time) and at the time of booking the film title is unknown. In some cases the title is only known one week prior to the program airing. To prevent re-occurrence, Kraft Foods has committed to a new policy whereby no bonus spots are placed on Fridays or Saturdays, and no spots are placed in family movies (paid or bonus spots).

Placement of the advertisement in one of the movies occurred as a bonus slot, and Kraft Foods subsequently re-submitted written advice to the television networks advising that bonus spots are not to be placed unless formally approved by them.

As a result of the breach, Kraft Foods took additional precautions regarding the placement of the advertisement through applying a 'W' (warning) CAD rating, which was designed to signal to the TV network that it should be handled with precaution.

In the case of the Paddle Pop advertisement, the ASB determined that while the product represented a healthy dietary choice (as per the Unilever nutrition criteria), it breached the RCMI as the advertisement was directed primarily to children (determined through its creative content) and did not satisfy the component of the RCMI that addresses healthy lifestyles e.g. physical activity. Unilever subsequently appealed the Board's decision, citing that:

1. the Board had dismissed the bases of the initial complaint but had raised new issues on which the complaint was ultimately upheld
2. the Board had not followed correct procedure in not considering relevant facts in making its decision and had not followed correct procedure in considering the advertisement 'in isolation' rather than within a wider context.

The ASB Board dismissed the appeal in February 2012, citing that while the product was acceptable as a healthier choice, the marketing was unacceptable as it had failed to promote good dietary habits and physical activity.

## 4.3.2. Dismissed

Seven complaints against the RCMI were dismissed in 2011 (down from nine in 2010):

1. Mars promotional offer (television) (Mars)
2. General product promotion of Nestle products (television) (Nestle)
3. Coco Pops (billboard) (Kellogg)
4. Chips Ahoy (television) (Kraft Foods)

5. Milkybar (internet) (Nestle)
6. M&Ms (website) (Mars)
7. Slim Fruits (television) (Ferndale)

The nature of the complaints focused on the placement and/or the creative content of the advertisement for foods that do not represent healthy dietary choices. In three of the seven instances, the ASB determined that the advertisements were not targeting children in their creative content, nor were they screened in children's programs (cases 1, 2 and 4 above).

Three of the complaints were dismissed on the grounds that the RCMI does not capture the component that was the nature of the complaint, that is, company-owned websites and outdoor billboards (cases 3, 5 and 6 above). One of the complaints was dismissed because the company in question was not a signatory to the RCMI (case 7 above).

All case reports can be viewed at the ASB website: [www.adstandards.com.au](http://www.adstandards.com.au).

## 5. GOVERNMENT ACTION ON THE ISSUE

When the revised Children's Television Standards were released in 2009, the Australian Communication and Media Authority (ACMA) did not recommend imposing further restrictions on the marketing of food and beverages to children, noting the work of industry through the self-regulatory initiatives. They did, however, commit to monitoring industry self-regulation and food and beverage advertising to children on free-to-air television.

The subsequent monitoring report was released in December 2011, in which ACMA acknowledged the limited research on the effectiveness of the industry initiatives (primarily because they were only in place for two years when the monitoring report was undertaken; the limited evidence of the benefits of restricting food and beverage advertising; and the absence of national standard nutrition criteria). ACMA reaffirmed their decision not to develop new television standards on food and beverage advertising to children (ACMA 2011).

ACMA acknowledged the establishment of the Australian National Preventive Health Agency (ANPHA) and recognised that one of their key roles is to facilitate research and evaluation and formulate policy advice to tackle obesity. ACMA welcomed the expertise and leadership of ANPHA in this area. AFGC acknowledges that research and reporting in the area of food and beverage marketing to children is addressed in the ANPHA Operational Plan for 2011-12 and Strategic Plan for 2011-15 (ANPHA 2011a, b). Furthermore, AFGC would support more robust research being undertaken to assess the impact of advertising on children's food choices and the moderation influence of industry codes.

This report demonstrates that RCMI signatories are fully committed to meeting their commitments to the RCMI and are demonstrating due diligence to reduce their marketing of HFSS foods to children aged less than 12 years. Industry is willing to support government in their review of industry-led initiatives and be part of the discussion on this area.

## 6. CONCLUSION

Overall, compliance with the RCMI in 2011 was high. Signatory reports indicated that company processes are in place to ensure adherence to their commitment to the RCMI, and reported activity was largely in line with these commitments. Results of the external audit found that there was some placement of HFSS foods in children's television programs, which was subsequently found to be largely due to the provision of bonus airtime by the TV network. However, these occurrences have reduced from 2010. In addition, there were two complaints upheld by the ASB.

It is clear that bonus airtime continued to be a compliance challenge in 2011. Many companies introduced new strategies to address this issue, the effectiveness of which can be measured in 2012.

## 7. NEXT STAGES

AFGC has committed to continue purchasing food and beverage television advertising data on a periodic basis to assess the activities of signatories and non-signatories against the core principles of the advertising to children initiatives. The data will also be used to measure the frequency of advertising during children's viewing periods; a key area of concern for some. On-going monitoring of marketing communication activities against the RCMI core principles and during children's viewing periods is important to determine the extent of the current situation, changes over time, and identify any improvements required to the RCMI. AFGC will continue to encourage other food and beverage manufacturing companies to sign up to the initiative.

AFGC has commissioned an independent review of the RCMI, and associated quick service restaurant industry initiative, in 2012. The purpose of the review is to assess the operation of industry's advertising to children self-regulatory initiatives and provide recommendations to enhance the programs, if required. The review is not about signatory compliance or the effectiveness of the initiatives in reducing children's exposure to HFSS food advertisements; however, the process for how these are being measured will be captured in the review.

The essential question to be answered by the review is: "Do the advertising to children initiatives have the attributes of well run and effective self-regulatory codes?" AFGC considers high levels of compliance depend on a number of factors, including how well the initiatives are managed.

The review is expected to be completed during the third quarter of 2012 and any recommendations considered by AFGC, signatories and external stakeholders.

## 8. REFERENCES

ACMA (2011), *Industry self-regulation of food and beverage advertising to children: ACMA monitoring report*, Australian Communication and Media Authority.

ACMA (2009), *Review of the Children's Television Standards 2005: final report of the review*, Australian Communications and Media Authority.

ANPHA (2011a), *Operational Plan 2011-12*, Australian National Preventive Health Agency.

ANPHA (2011b), *Strategic Plan 2011-15*, Australian National Preventive Health Agency.

## APPENDIX 1: THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE

### Introduction

The Australian Food and Beverage Industry has developed this initiative to demonstrate its commitment to responsible marketing of foods and beverages to children.

The goal is to ensure that a high level of social responsibility in marketing communication and marketing food and beverage products in Australia is maintained.

This initiative will provide confidence in the responsible marketing practices via clear expectations of the form, spirit and context, and a transparent process for monitoring and review of practices. The aim is to provide a framework for food and beverage companies to help promote healthy dietary choices and lifestyles to Australian children.

This Initiative has been developed in collaboration with the 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 for Advertising & Marketing Communications to Children
- The AANA Food & Beverages Advertising & Marketing Communications Code
- The AANA Code of Ethics

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

### Scope

The scope of this initiative is based on the definitions of **Advertising or Marketing Communications to Children** and **Media**.

Advertising or Marketing Communications to Children is defined by the AANA Code for Advertising and Marketing Communications to Children and means advertising or marketing communications which, having regard to the theme, visuals and language used, are directed primarily to Children and are for Product.

Media means television, radio, print, cinema and third-party internet sites where the audience is predominantly children and/or having regard to the theme, visuals, and language used are directed primarily to children. In regards to television, this includes all P and C programs; all programs where more than 50% of the audience is children under 12 years; plus those G rated programs that meet the criteria above as being designed for children.

Further definitions are provided in Appendix I.

An indicative television program list is provided in Appendix II.

## Core Principles

Companies participating in this initiative will publicly commit to marketing communications to children under 12, only when it will further the goal of promoting healthy dietary choices and healthy lifestyles.

Each participant will develop an individual company action plan that outlines how they will meet the following core principles:

### Advertising Messaging

Participants will not advertise food and beverage products to children under 12 in media unless:

1. those products represent healthy dietary choices, consistent with established scientific or Australian government standards

### And

2. the advertising and/or marketing communication activities reference, or are in the context of, a healthy lifestyle, designed to appeal to the intended audience through messaging that encourages:
  - good dietary habits, consistent with established scientific or government criteria
  - physical activity.

### Use of Popular Personalities and Characters

Participants will not use popular personalities, program characters or licensed characters in advertising primarily directed to children under 12 unless such advertising complies with the messaging options set out above. This is in addition to requirements under the Children's Television Standards 2009 covering C and P periods (CTS section 35).

### Product Placement

Participants will commit to not paying for or actively seeking to place their food or beverage products in the program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products unless those products are consistent with healthy dietary choices under #1 above.

### Use of Products in Interactive Games

Participants will commit that, in any interactive game primarily directed to children under 12 where the company's food or beverage products are incorporated into the game, the interactive game must incorporate or be consistent with healthy dietary choices under #1 above and healthy lifestyle messaging under #2 above.

### Advertising in Schools

Participants will refrain from product-related communications in primary schools, 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.

### Use of Premium Offers

Participants will commit to not advertising premium offers unless the reference to the premium is merely incidental to the product being advertised in accordance with the AANA codes and the Children's Television Standards 2009 (CTS Section 33).

## Individual Company Action Plans

Companies will sign up to this initiative as a minimum commitment and will develop and publish individual *Company Action Plans* that outline their specific commitments including individual nutritional standards if applicable in order to meet the core principles of this initiative.

Because companies and their product lines vary, the way companies comply with this framework will differ. However, all commitments will be consistent with the core principles outlined in this initiative.

This initiative outlines the minimum commitments required by signatories. Companies may choose to go further if they wish.

## Complaints

AFGC and AANA have formulated a transparent public complaints system, managed by the Advertising Standards Bureau.

Sanctions may be imposed on participants who fail to meet their obligations under the terms of this initiative.

## Compliance monitoring

Companies are required to report on their marketing communication activities to children on an annual basis. Key criteria have been established to assess how companies' activities meet the core principles outlined in this initiative.

AFGC will be responsible for coordinating the monitoring of company activities on an annual basis to confirm compliance, with resultant reports being made publically available.

## Appendix I - Definitions

**Advertising or Marketing Communications** means any material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer, and

- over which the advertiser or marketer 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 Excluded Advertising or Marketing Communications.

**Excluded Marketing Communications** means labels or packaging for products.

**Advertising or Marketing Communications to Children** is defined by the AANA Code for Advertising and Marketing Communications to Children and means advertising or marketing communications which, having regard to the theme, visuals, and language used, are directed primarily to children and are for product.

**Media** means television, radio, print, cinema and third-party internet sites where the audience is predominantly children and/or having regard to the theme, visuals, and language used are directed primarily to children.

**Children** means persons under 12 years of age.

**Popular Personalities and Characters** means:

- a personality or character from a C program or P program
- a popular program or movie character
- a non-proprietary cartoon, animated or computer generated character
- a popular personality.

**Premium** means anything offered free or at a reduced price and which is conditional upon the purchase of a children's food or beverage product.

**Product** is defined by the AANA Code for Advertising and Marketing Communications to Children and means goods, services and/or facilities which are targeted toward and have principal appeal to Children. In the case of the Responsible Children's Marketing Initiative, the Product is contained to food and beverages.

## Appendix II - Indicative Television Program List

Under the Responsible Children’s Marketing Initiative, participants will not advertise food and beverage products to children under 12 in media unless it meets the core principles in relation to advertising messaging.

The list in Table 2 has been provided to illustrate the types of television programs covered by the initiative. This list includes P and C programs; programs where more than 50% of the audience is children under 12 years; plus those G rated programs that meet the criteria as being designed for children (through the themes, visuals and language used). The list in Table 3 outlines programs that are not covered by the initiative.

Note: these are indicative lists and will be updated from time to time to reflect current programming. The Advertising Standards Board makes the final determination of programs covered by the Responsible Children’s Marketing Initiative.

**Table 2: Television programs covered by the RCMI**

Aladdin	Handy Manny	Scooby-Doo programs
All for Kids	Hi-5	Scope
Alvin and the Chipmunks	Holly’s Heroes	Sea Princesses
Animalia	H2O - Just Add Water	Snake Tales
Animaniacs	Ice Age	Spit it Out
Bakugan	It’s Academic	SpongeBob SquarePants
Ben 10	Jumping Jellybeans	Stormworld
Blinky Bill	Kamen Rider Dragon Knight	Sumo Mouse
Bratz	Kid Detectives	Tamagotchi!
Bubble Town Club	Kid’s WB	The Batman
Camp Lazlo	Kitchen Whiz	The DaVincibles
Castaway	K9	The Elephant Princess
Chaotic	Legend of Enyo	The Fairies
Class of 3000	Maddigan’s Quest	The Flintstones
Combo Ninos	Master Raindrop	The Marvellous Misadventures of Flapjack
Dangermouse	Magical Tales	The Perils of Penelope Pitstop
Deadly	Me and My Monsters	The Replacements
Dennis & Gnasher	Mickey Mouse Clubhouse	The Saddle Club
Dennis the Menace	Mortified	The Shak
Dex Hamilton	Oggy and the Cockroaches	The Smurfs
Digimon Data Squad	Out of Jimmy’s Head	Thunderbirds
Dive Olly Dive	Parallax	Toasted TV
Dora The Explorer	Penguins of Madagascar	Totally Wild
Erky Perky	Phineas and Ferb	Trapped
Foster’s Home for Imaginary Friends	Pinky and the Brain	Wurrawhy
Flipper	Pokemon	Yin Yang Yo!
GASP	Power Rangers	Yu Gi Oh! 5D’s
Go, Diego Go	Pyramid	Zeke’s Pad
G2G: Got to Go	Raggs	
	Saturday Disney	

**Table 3: Programs not covered by the RCMI**

Australian Idol	Ready Steady Cook
Australia's Funniest Home Videos	Seinfeld
Australia's Got Talent	So You Think You Can Dance
Bewitched	Sunrise
Deal or No Deal	That '70s Show
Friends	The A-Team
Futurama	The Big Bang Theory
Get Smart	The Biggest Loser
Here's Lucy	The Morning Show
Home and Away	The Nanny
How I Met Your Mother	The Simpsons
I Dream of Jeannie	The Virginian
Knight Rider	The X Factor
Malcolm in the Middle	The Zoo
Masterchef	Today
Minute to Win It	Top Gear
Modern Family	Two and a Half Men
Monster Garage	Wagon Train
My Kitchen Rules	Wipeout
Neighbours	

## APPENDIX 2: RCMI SIGNATORIES AND MAJOR BRANDS, 2011

RCMI Signatory	Major brands
Campbell Arnott's	Tim Tam, Tiny Teddy, Shapes, Country Ladle, V8
Cereal Partners Worldwide (Australia)	Uncle Toby's Plus, Nestle Milo cereal
Coca-Cola South Pacific	Coca-Cola, Sprite, Fanta, Lift, POWERADE, Goulburn Valley
Ferrero Australia	Tic Tac, Ferrero Rocher, Kinder Surprise, Kinder Bueno, Nutella
Fonterra Australia New Zealand	CalciYum, Bega, Perfect Italiano, Mainland, Western Star, Ski and Soleil Diet
General Mills Australia	Latina, Old El Paso, Betty Crocker
George Weston Foods Limited and AB Food and Beverages Pty Ltd	Tip Top®, Don®, KR Castlemaine®, Abbott's Village Bakery™, Golden®, Bazaar® Breads of the World™, Bürger®, Jarrah®, Ovaltine®, Top Taste®, Mills & Ware®, Ministry of Muffins ®
Kellogg (Australia)	Kellogg breakfast cereal and snack foods
Kraft Foods Australia	Vegemite, Cadbury Dairy Milk, Freddo, Pascall, Cherry Ripe, Philadelphia, Peanut Butter, Toblerone.
Mars Snackfood Australia	Mars®, Dove®, Maltesers® and M&M's®; Dolmio®, Uncle Ben's® and Masterfoods®, Doublemint®, Wrigley's Spearmint®, Juicy Fruit®, Orbit®, Extra®, Airwaves®, Eclipse®, Hubba Bubba®
National Foods Limited	Pura, Dairy Farmers, Berri, Daily Juice, Yoplait, Coon, Farmers Union, Dare, Moove, Masters, Big M
Nestle Australia Limited	Nestle, Nestle/Peters, Allen's, Uncle Toby's
Patties Foods	Patties, Four'n Twenty, Nanna's, Creative Gourmet, Herbert Adams
PepsiCo Australia	Smith's, Red Rock Deli, Doritos, Nobby's, Parker's, Twisties, Burger Rings, Toobs, Grain Waves, Sakata Pepsi, Gatorade, 7-Up, Mountain Dew.
Sanitarium Health Food Company	Sanitarium
Simplot Australia	Birds Eye, Chiko, Edgell, Harvest, I&J, John West, Leggo's, Seakist, Lean Cuisine
Unilever Australasia	Streets, Continental, Bertolli, Flora

# Australian Food and Grocery Council

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