

AFGC QSR Initiative for Responsible Advertising and Marketing to Children

1. STATEMENT OF INTENT

The Australian Food and Grocery Council (AFGC) Quick Service Restaurant (QSR) Forum has developed this Initiative to demonstrate its commitment to responsible advertising and marketing of food and/or beverages to Children.

The Initiative provides a common framework for QSR companies to ensure that only food and beverages that represent healthier choices are promoted directly to Children and to ensure parents and guardians can make informed product choices for their Children. 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.

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

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

2. SCOPE

This Initiative captures Advertising and Marketing Communications to Children where:

- The communication is directed primarily to Children (regardless of its placement); and/or
- The Medium is directed primarily to Children (in relation to television this includes all C and P programs and G rated programs that are directed primarily to Children); and/or
- The Medium attracts an audience share of greater than 50% of Children.

This Initiative is underpinned by the definitions of Advertising and Marketing Communications to Children and Medium set out in Article 6.

3. CORE PRINCIPLES

Advertising and Marketing Messaging

3.1. Advertising and Marketing Communications to Children for food and/or beverages must:

- a. Represent healthier choices, as determined by a defined set of Nutrition Criteria for assessing Children's meals (see Appendix 1); and
- b. Represent a healthy lifestyle, designed to appeal to the intended audience through messaging that encourages:
 - i. Good dietary habits, consistent with established scientific or government criteria; and
 - ii. Physical activity.

Popular Personalities and Characters

3.2. Popular Personalities, Program Characters or Licensed Characters must not be used in Advertising or Marketing Communications to Children for food and/or beverages products, unless such Advertising or Marketing Communications complies with the messaging options set out in Article 3.1.

3.3. Material broadcast on free to air television in C and P periods must also comply with the Children's Television Standards section 35.

Product Placement

3.4. Signatories must not pay for the placement of, or actively seek to place, food and/or beverages products in the program or editorial content of any Medium directed primarily to Children unless such food and/or beverage products are consistent with Article 3.1.

Use of Products in Interactive Games

3.5. Signatories must ensure that any interactive game directed primarily to Children which incorporates the Signatory's food and/or beverage products is consistent with Article 3.1.

Advertising in Schools

3.6. Signatories must not engage in any product-related communications in Australian 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

3.7. Signatories must not advertise Premium offers in any Medium directed primarily to Children unless the reference to the Premium is merely incidental to the food and/or beverage product being advertised.

On-Pack Nutrition Labelling

3.8. Nutrition profile information must be provided on packaging wherever possible in respect of those food products usually contained in such packaging to assist parents and guardians to make informed food choices for their Children.

Availability of Nutrition Information

3.9. Nutrition profile information must be available on company websites and upon request in respect of all food and beverage products to assist parents and guardians to make informed food choices for their Children.

Children's Sporting Events

3.10. Signatories must not give away food and/or beverage products or vouchers to Children as awards or prizes at Children's sporting events unless those products meet the nutrition criteria.

4. INDIVIDUAL COMPANY ACTION PLANS

4.1. Signatories must develop and publish individual Company Action Plans for the purposes of communicating how they will each meet the core principles of this Initiative.

4.2. All commitments must be consistent with the core principles outlined in this initiative.

5. COMPLAINTS AND COMPLIANCE

Complaints

5.1. AFGC QSR Forum has agreed that it is appropriate to have an independent body determine complaints under this Initiative. The Advertising Standards Bureau will consider any complaints made under the QSR Initiative.

5.2. Signatories must comply with decisions of the Advertising Standards Board.

5.3. Sanctions may be imposed on Signatories who fail to meet their obligations under the terms of this Initiative.

Compliance

5.4. Signatories must report on their Advertising or Marketing Communications to Children on an annual basis against key criteria.

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

6. DEFINITIONS

In this Initiative the following terms mean:

Advertising or Marketing Communications

Any material generated by a Signatory which is published or broadcast using any Medium or any activity 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, organization 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 G rated programs that are directed primarily to Children); and/or where the Medium attracts an audience share of greater than 50% of Children.

Child

A person under 14 years of age.

Children

Persons under 14 years of age.

Children's Television Standards 2009

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

Medium

Television, radio, newspaper, magazines, outdoor billboards and posters, emails, interactive games, cinema and internet sites.

Popular Personalities and Characters

- A personality or character from C or P programs; or
- A popular program or movie character; or
- A popular cartoon, animated or computer generated character; or
- A popular personality; or
- A licensed character; or
- A proprietary character.

Premium

Anything offered free or at a reduced price and which is conditional upon the purchase of regular Children's food and/or beverage products.

Signatory

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

Appendix 1 – Nutrition Criteria for Assessing Children's Meals

The nutrition criteria for assessing children's meals, according to the Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children, are as follows:

1. Meal composition

- a. The meal must be comprised of at least a main and a beverage.
- b. The meal should reflect general principles of healthy eating as defined by credible nutrition authorities.

2. Energy

- a. The meal must satisfy an energy criteria based on the Nutrient Reference Values¹ for children of different age groups. The maximum energy limits for each target age group are as follows:
 - i. 4-8 years - 2080 kJ per meal
 - ii. 9-13 years - 2770 kJ per meal

3. Nutrients of public health concern

- a. The meal must not exceed maximum limits as follows:
 - i. Saturated fat - 0.4g per 100kJ;
 - ii. Sugar - 1.8g per 100kJ; and
 - iii. Sodium - 650mg per serve.
- b. Overall, the average level of saturated fat, sugar and sodium in the meal will be less than what children are currently eating (based on the Children's Survey²).

The nutrition criteria for assessing children's meals have been developed by a team of Accredited Practising Dietitians in consultation with national guidelines and authorities on children's nutrition. These criteria will be piloted over the next 12 months and updated as required to reflect changes in nutrition science and NHMRC recommendations. Specific details on the nutrition criteria are outlined in a compliance tool provided to signatories of this Initiative.

¹ National Health and Medical Research Council. Nutrient Reference Values for Australia and New Zealand. Canberra: Commonwealth of Australia; 2006.

² Australian Government: Department of Health and Ageing. 2007 Australian National Children's Nutrition and Physical Activity Survey. Canberra: Commonwealth of Australia; 2008.

Appendix 2 – Indicative Television Program List

Under the Initiative, Signatories will not advertise food and/or beverage products to Children unless it meets the core principles in relation to advertising messaging.

The list in Table 1 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 14 years; plus those G rated programs that meet the criteria as being directed primarily for children (through the themes, visuals and language used). The list in Table 2 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 Initiative.

Table 1: Programs covered by the Initiative

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 2: Programs not covered by the Initiative

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	