



Australian Quick Service Restaurant Industry Initiative for Responsible Advertising & Marketing to Children

Individual Company Action Plan for Hungry Jack's Australia

Hungry Jack's Australia is a franchise of the Burger King Corporation headquartered in Miami United States of America. Hungry Jack's Australia manages the operations of over 320 company and franchise owned quick service restaurants in Australia.

Hungry Jack's Australia is in the business of providing fast and convenient snacks and meals to the broader community.

Company Commitment

Hungry Jack's Australia is and always has been committed to delivering a high standard of compliance to the AANA Code of Advertising & Marketing Communications to Children and more recently has become a signatory to the Australian QSR Industry Initiative for Responsible Advertising to Children.

Hungry Jack's is therefore committed to adhere to all those codes and guidelines.

Core Principles

As a signatory to the Initiative Hungry Jack's will ensure;

- Any products or meal combinations specifically advertised to children under 14 will meet the Initiatives' nutritional guidelines.

- All nutritional and dietary information will be readily available via in store and online materials to assist customers, and particularly parents, in making their own decisions regarding food choices.
- No advertising will be placed in 'C' and 'P' programmes as defined by the ACMA *Children's Television Standards 2009*.

Current Specific Actions

Hungry Jack's Australia is developing and testing alternative menu items that will comply with the nutritional guidelines of the Initiative and thereby allow for these meal combinations to be advertised specifically to children under 14, should we wish to do so.

Advertising and Marketing Communications

Hungry Jack's Australia will ensure these codes are applied to all external advertising materials in paid media, including television, radio, cinema, outdoor, press, print, online, where the advertising is specifically designed to appeal to children under 14.

Compliance and Complaint Resolution

Hungry Jack's Australia agrees to abide by, and participate in, the compliance and complaint resolution procedures as detailed in the Initiative.

Hungry Jack's will always endeavour to address any customer concerns in an appropriate and timely fashion.