

# **AUSTRALIAN QUICK SERVICE RESTAURANT INDUSTRY INITIATIVE FOR RESPONSIBLE ADVERTISING AND MARKETING TO CHILDREN**

## **1. STATEMENT OF INTENT**

The Australian Quick Service Restaurant Industry 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 quick service restaurant companies to ensure that only food and beverages that represent healthier choices are promoted directly to children and to ensure parents or guardians can make informed product choices for their children.

This Initiative has been developed in collaboration with the AANA as part of the system of advertising and marketing self-regulation in Australia.

Participants must also abide by:

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

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.

**Definitions are set out in Clause 7 and Appendix 1**

## **2. PARTICIPANTS**

Participants to this Initiative include:

McDonald's  
KFC  
Pizza Hut  
Hungry Jack's  
Oporto  
Red Rooster  
Chicken Treat

## **3. COMMENCEMENT**

This Initiative commences on 1 August 2009.

## **4. CORE PRINCIPLES**

### **4.1 Advertising and Marketing Messaging**

Advertising or 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/or

(b) Represent a healthy lifestyle, designed to appeal to the intended audience through messaging that encourages:

- (i) healthier choices, as determined by a defined set of Nutrition Criteria for assessing children's meals (see Appendix 1); and
- (ii) physical activity.

#### **4.2 Popular Personalities and Licensed Characters**

Popular Personalities or Licensed Characters must not be used in Advertising or Marketing Communications to Children for food and/or beverage products, unless such Advertising or Marketing Communications complies with the messaging options set out in Article 4.1 and the specific requirements of Section 22 (Promotions and Endorsements by Program Characters) of the Children's Television Standards 2005.

#### **4.3 Product Placement**

Participants 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 Article 4.1(a).

#### **4.4 Use of Products in Interactive Games**

Each Participant must ensure, as far as possible, that any interactive game which incorporates food and/or beverage products sold at that Participant's store or outlet and is primarily directed to Children, is consistent with Article 4.1(b).

#### **4.5 Advertising in Schools**

Participants must not engage in any product-related communications in Australian schools, except where specifically requested by, or agreed with, the school administration, or related to healthy lifestyle activities under the supervision of the school administration or appropriate adults.

#### **4.6 Use of Premium Offers**

Participants 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 in accordance with the AANA Codes and Section 20 (Disclaimers and Premium Offers) of the *Childrens Television Standards 2005*.

#### **4.7 On-Pack Nutrition Labelling**

Nutritional 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.

#### **4.8 Availability of Nutrition Information**

Nutritional profile information must also be available on company websites or upon request, in respect of all food and beverage products to assist parents and guardians to make informed food choices for their children.

### **5. INDIVIDUAL COMPANY ACTION PLANS**

**5.1** Participants must develop and publish individual 'Company Action Plans' for the purposes of communicating how they will each meet the requirements of this Initiative and the anticipated timeframe for these required actions.

5.2 All commitments must be consistent with the core principles outlined in this Initiative.

## 6. COMPLIANCE, COMPLAINTS, AND MONITORING

### 6.1 Key Criteria for Meeting Core Principles

Participants acknowledge that key criteria will be established in consultation with nutritional experts and the AANA to assess whether Signatories' Advertising or Marketing Communications to Children for food and/or beverage products meet the core principles outlined in this document.

### 6.2 Compliance and Complaints

Participants acknowledge that:

- (a) they will work with the AANA to formulate a public compliance program, including the administration of a public complaints system in relation to this Initiative via the Advertising Standards Bureau which will be determined by the Advertising Standards Board, and each Participant will be subject to such compliance and public complaints process;
- (b) any compliance program developed will be made publicly available;
- (c) the compliance program developed will periodically be reviewed, in consultation with the participants, in respect of procedures and the overall impact of this Initiative. The first such review will be started on or around the first anniversary from the implementation of this compliance program.

### 6.3 Monitoring Implementation of Initiative

On and from the commencement of this Initiative, the Participants will appoint an independent individual or organisation to monitor Participants' Advertising or Marketing Communications to Children for food and/or beverage products for a period of 12 months and will publish a publicly available report of its findings. Such monitoring and reporting will be repeated periodically. The final report will focus on industry response and determine the nature of improvements in performance and will report generally on the findings.

## 7. DEFINITIONS

In this Initiative, unless the context otherwise requires:

**Advertising or Marketing Communications** means any matter generated by a Participant which is published or broadcast using any Medium for payment or other valuable consideration and which draws the attention of the public or a segment to it, to a product, service, person, organisation, or line of conduct in a manner calculated to promote or oppose directly or indirectly that product, service, person, organisation or line of conduct but does not include in-store point of sale material, labels, or packaging of products.

**Advertising or Marketing Communications to Children** means 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.

**Child** means a person under 14 years of age.

**Children** means persons under 14 years of age.

**Children's Television Standards 2005** means the Australian Communications and Media Authority *Children's Television Standards 2005*.

**Participants** means:

- (a) McDonald's Australia,
- (b) Yum Brands Australia,
- (c) Hungry Jack's Australia;
- (d) Quick Service Restaurant Holdings Pty Ltd; and
- (e) any other Quick Service Restaurant who agrees to be bound by the terms of the Initiative after its Commencement.

**Medium** means television, radio, newspapers, magazines, outdoor billboards and posters, emails, interactive games, cinema and internet sites.

**Popular Personalities and Licensed 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

**Premium** means anything offered free or at a reduced price and which is conditional upon the purchase of regular Children's Food or Beverage Product.

## **8. IMPLEMENTATION**

- (a) Agreement to this initiative to be finalised by 25 June 2009.
- (b) Company Action Plans will be required to be submitted on company website by 1 August 2009.
- (c) The Participants and the AANA undertake to review this initiative in 2010.