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ADVERTISING TO CHILDREN

The Australian food industry is aware that the community is concerned about the advertising of discretionary foods to children and have implemented codes of practice to demonstrate industry responsiveness to consumer issues such as these.

There are two self-regulatory initiatives managed by AFGC that specifically address food and beverage advertising to children, namely the Responsible Children's Marketing Initiative (RCMI), which covers products found in retail outlets and the Quick Service Restaurant Initiative for Responsible Advertising and Marketing to Children (QSRI), which covers food sold in quick service restaurants.

The initiatives aim to:

- Reduce advertising and marketing to children for food and drinks that are not healthier choices.
- Use advertising and marketing to children promote healthy eating and lifestyles to children.
- Provide parents with a means to raise concerns about advertising to children.

Companies that have signed up to the initiatives commit to:

- Only advertising healthier choices to children and encouraging a healthy lifestyle through good diet and physical activity.
- Not paying for or seeking product placement television programs, editorial content or interactive games aimed at children, unless the product is a healthier choice.
- Not advertising and marketing to children in Australian schools unless they are asked to by those schools.

Download a copy of the RCMI and QSRI here:

- [Responsible-Childrens-Marketing-Initiative-March-2018-1.pdf \(pdf - 176 KB\)](https://www.afgc.org.au/download/11505/)
- [QSR-Initiative-for-Responsible-Advertising-and-Marketing-to-Children-March-2018-1.pdf \(pdf - 190 KB\)](https://www.afgc.org.au/download/11501/)

SIGNATORIES

Companies that sign up to the RCMI or QSRI publish individual Company Action Plans that outline how they will comply with the initiative's core principles. Click on the documents below to view their Company Action Plans.

RCMI SIGNATORY ACTION PLANS

- [Campbell Arnott's \(pdf - 158 KB\)](https://www.afgc.org.au/download/1285/)
- [Coca-Cola-Amatil.pdf \(pdf - 348 KB\)](https://www.afgc.org.au/download/3230/)
- [Coca-Cola-South-Pacific.pdf \(pdf - 392 KB\)](https://www.afgc.org.au/download/3409/)
- [Cereal Partners Worldwide \(Australia\) \(pdf - 147 KB\)](https://www.afgc.org.au/download/1290/)
- [Ferrero.pdf \(pdf - 81 KB\)](https://www.afgc.org.au/download/9041/)
- [Fonterra Australia New Zealand \(pdf - 274 KB\)](https://www.afgc.org.au/download/1294/)
- [General-Mills-Australia-Pty-Ltd.pdf \(pdf - 273 KB\)](https://www.afgc.org.au/download/9044/)
- [George Weston Foods \(pdf - 33 KB\)](https://www.afgc.org.au/download/1299/)
- [Kellogg Australia \(pdf - 78 KB\)](https://www.afgc.org.au/download/1301/)
- [Lion \(pdf - 274 KB\)](https://www.afgc.org.au/download/1323/)
- [Mars.pdf \(pdf - 155 KB\)](https://www.afgc.org.au/download/9038/)
- [Mondelez \(pdf - 391 KB\)](https://www.afgc.org.au/download/1327/)
- [Nestle Australia Limited \(pdf - 66 KB\)](https://www.afgc.org.au/download/1329/)
- [Patties Foods \(pdf - 112 KB\)](https://www.afgc.org.au/download/1331/)
- [PepsiCo Australia \(pdf - 136 KB\)](https://www.afgc.org.au/download/1333/)
- [Sanitarium Health and Wellbeing Company \(pdf - 324 KB\)](https://www.afgc.org.au/download/1335/)
- [Simplot-Australia-Pty-Ltd.pdf \(pdf - 440 KB\)](https://www.afgc.org.au/download/11149/)
- [Unilever-Australia.pdf \(pdf - 287 KB\)](https://www.afgc.org.au/download/9034/)

QSRI SIGNATORY ACTION PLANS

- [Chicken Treat \(pdf - 93 KB\)](https://www.afgc.org.au/download/1945/)
- [Hungry-Jacks.pdf \(pdf - 253 KB\)](https://www.afgc.org.au/download/8778/)
- [KFC \(pdf - 136 KB\)](https://www.afgc.org.au/download/1277/)
- [McDonalds Australia \(pdf - 18 KB\)](https://www.afgc.org.au/download/1279/)

Sustaining Australia

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- [Oporto \(pdf - 120 KB\)](#)
(<https://www.afgc.org.au/download/1947/>)
- [Pizza-Hut.pdf \(pdf - 136 KB\)](#)
(<https://www.afgc.org.au/download/9046/>)
- [Red Rooster \(pdf - 124 KB\)](#)
(<https://www.afgc.org.au/download/1949/>)

COMPLAINTS PROCESS

The RCMI and QSRI are supported by a public and independent complaints program managed by Ad Standards. [Privacy Policy \(https://www.afgc.org.au/privacy-policy/\)](https://www.afgc.org.au/privacy-policy/)

Any member of the community who has a concern regarding a signatory's advertising can lodge a complaint with Ad Standards by visiting www.adstandards.com.au [Terms and Conditions \(https://www.afgc.org.au/terms-and-conditions/\)](https://www.afgc.org.au/terms-and-conditions/) [Sitemap \(https://www.afgc.org.au/sitemap/\)](https://www.afgc.org.au/sitemap/) [Contact Us \(https://www.afgc.org.au/contact-us/\)](https://www.afgc.org.au/contact-us/) (<http://www.adstandards.com.au>)



COMPLIANCE AND ACTIVITY REPORTS

AFGC manages the RCMI and QSRI in line with the Australian Competition and Consumer Commission's [Guidelines for developing effective voluntary industry codes on conduct](https://www.facebook.com/ausfoodgrocery/) (<https://www.facebook.com/ausfoodgrocery/>) [WE'RE FROM HERE \(https://wearefromhere.com.au\)](https://wearefromhere.com.au/). This includes regular monitoring of compliance with the initiatives, the effectiveness of the initiatives in achieving their objectives and the commissioning of independent reviews. These reports are featured below:

INITIATIVE COMPLIANCE REPORTS

AFGC prepares an annual compliance report, including a three month compliance audit and complaints adjudicated by Ad Standards.

- [2015 RCMI and QSRI Compliance Infographic](#)
(<https://www.afgc.org.au/wp-content/uploads/2015-Compliance-Report-Infographic.pdf>)
- [2016 RCMI and QSRI Compliance Report](#)
(<https://www.afgc.org.au/wp-content/uploads/2016-RCMI-and-QSRI-Compliance-Report.pdf>)
- [2017 RCMI and QSRI Compliance Report](#)
(<https://www.afgc.org.au/wp-content/uploads/2017-Annual-Compliance-Report-FINAL-DRAFT-as-at-17-August-2018.pdf>)

Please contact the [AFGC \(mailto:afgc@afgc.org.au\)](mailto:afgc@afgc.org.au) if you would like previous years' reports.

ADVERTISING TO CHILDREN MONITORING REPORTS

AFGC conducts regular monitoring of the food industry's advertising to children practices.

- [2010-advertising-to-kids-activity-report.pdf \(pdf - 477 KB\)](https://www.afgc.org.au/download/1359/) (<https://www.afgc.org.au/download/1359/>)
- [2011 Food and Beverage Advertising to Children - Activity Report \(pdf - 442 KB\)](https://www.afgc.org.au/download/1357/) (<https://www.afgc.org.au/download/1357/>)

RCMI & QSRI INDEPENDENT REVIEW

- [2012 - Susannah Tymms Independent Review \(pdf - 922 KB\)](https://www.afgc.org.au/download/1362/) (<https://www.afgc.org.au/download/1362/>)
- [AFGC 2012 RCMI Review response \(pdf - 243 KB\)](https://www.afgc.org.au/download/1364/) (<https://www.afgc.org.au/download/1364/>)

CONTACT

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