

List of meeting dates and other discussions between the Department of Health and Aged Care and A+C Consulting on the Final Report Including the name, role and positions of those attending meetings		
Meeting type	Meeting Date	Attendee details
Sensemaking session between Department of Health and Aged Care and Allen and Clarke	31 May 2023	<p>Department of Health and Aged Care s 22 A/g Director Nutrition Policy Section</p> <p>s 22 Assistant Director Nutrition Policy Section</p> <p>s 22 Policy Officer Nutrition Policy Section</p> <p>s 22 Policy Officer Nutrition Policy Section</p> <p>Allen and Clarke Consulting s47F Manager, Policy and Regulatory Allen and Clarke Consulting</p> <p>s47F Director, Consulting Allen and Clarke Consulting</p>
Condensed sensemaking session for Assistant Secretary, Department of Health and Aged Care	14 June 2023	Department of Health and Aged Care

		<p>Carita Davis Assistant Secretary Preventive Health and Food Branch</p> <p>§ 22 A/g Director Nutrition Policy Section</p> <p>§ 22 Assistant Director Nutrition Policy Section</p> <p>§ 22 Policy Officer Nutrition Policy Section</p> <p>Allen and Clarke Consulting §47F Manager, Policy and Regulatory Allen and Clarke Consulting</p> <p>§47F Director, Consulting Allen and Clarke Consulting</p>
Phone call between Department of Health and Aged Care and Allen + Clarke	13 July 2023	<p>§ 22 Assistant Director Nutrition Policy Section Department of Health and Aged Care</p> <p>§47F Manager, Policy and Regulatory Allen and Clarke Consulting</p>

Phone call between Department of Health and Aged Care and Allen + Clarke	24 August 2023	<p>s 22 [REDACTED] Assistant Director Nutrition Policy Section Department of Health and Aged Care</p> <p>s47F [REDACTED] Manager, Policy and Regulatory Allen and Clarke Consulting</p>
Phone call between Department of Health and Aged Care and Allen + Clarke	14 September 2023	<p>s 22 [REDACTED] Policy Officer Nutrition Policy Section Department of Health and Aged Care</p> <p>s47F [REDACTED] Manager, Policy and Regulatory Allen and Clarke Consulting</p>
Phone call between Department of Health and Aged Care and Allen + Clarke	28 September 2023	<p>s 22 [REDACTED] Policy Officer Nutrition Policy Section Department of Health and Aged Care</p> <p>s47F [REDACTED] Manager, Policy and Regulatory Allen and Clarke Consulting</p>
Internal meeting between Department of Health and Aged Care officers	4 October 2023	<p>Department of Health and Aged Care</p> <p>s 22 [REDACTED] A/g Director Nutrition Policy Section</p> <p>s 22 [REDACTED] A/g Assistant Director Nutrition Policy Section</p>

<p>Review discussion with Department of Health and Aged Care and Assistant Minister Kearney's office</p>	<p>20 March 2024</p>	<p>Assistant Minister Ged Kearney MP Assistant Minister for Health and Aged Care</p> <p>Tiali Goodchild A/g First Assistant Secretary Population Health Division Department of Health and Aged Care</p> <p>Tracey Andrews A/g Assistant Secretary Preventive Health and Food Branch, Population Health Division, Department of Health and Aged Care</p> <p>s 22 A/g Director Nutrition Policy Section, Preventive Health and Food Branch, Population Health Division, Department of Health and Aged Care</p> <p>s47F Adviser – Ageing and Aged Care, Aged Care Quality and Safety Commissioner, Interim Inspector-General of Aged Care, Palliative Care, VAD, Dementia, Chronic Conditions, Hearing &amp; Newborn screening, Health Equity (CALD, Women's, Men's, LGBTIQ+) Office of the Hon Mark Butler MP Minister for Health and Aged Care, Deputy Leader of the House</p> <p>Robbie Stephen, Advisor Office of the Hon Ged Kearney MP</p>
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		Laura Soderlind Chief of Staff Office of the Hon Ged Kearney MP
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**Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement) Complaints Committee**

**Meeting 16 – Friday 20 October 2023, 11:00am – 1:00pm AEDT**

**MINUTES**

**Attendees**

**Committee member**

Adjunct Professor **s 47F** (Chair), Independent representative (attending virtually via Webex)  
Ms **s 47F** Infant Formula Industry representative (attending in person in Canberra)  
Emeritus Professor **s 47F**, Public Health representative (attending virtually via Webex)

**Secretariat (Nutrition Policy Section, Department of Health and Aged Care)**

Carita Davis – Assistant Secretary, Preventive Health and Food Branch (attended for Agenda Item 5)

**s 22** - A/g Director  
**s 22** - Departmental Officer  
**s 22** - Departmental Officer  
**s 22** - Departmental Officer

**Minutes**

Meeting opened 11.35.

**Item 1 | Welcome and acknowledgement to country**

The Chair welcomed the Committee to meeting 16 of the MAIF Complaints Committee (hereafter the Committee) held with some Committee members attending virtually and others attending face-to-face in Canberra.

**s22**

s22

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s22

**Item 7 | Review of the MAIF Agreement – Update**

s22 provided a verbal update on the review of the MAIF Agreement (the Review). s22 noted the timelines for the review had been delayed and that the final review report has not yet been considered by the Minister. The Committee noted the update of the Review, and that publication of the final report would occur after Ministerial consideration and approval.

s22

s22



**Item 9 | Meeting Close**

Meeting closed 13.35.

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**Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement)  
Complaints Committee**

**Meeting 14 – Thursday 10 November 2022, 10:00am – 12:00pm AEDT**

**MINUTES**

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**Attendees:**

Adjunct Professor s 47F (Chair), independent representative

s 47F Infant Nutrition Council (INC), industry representative

Emeritus Professor s 47F Curtin University, public health representative

**Secretariat (Nutrition Policy Section, Department of Health and Aged Care):**

s 22 - A/g Director

s 22 - Assistant Director

s 22 - Departmental Officer

s 22 - Departmental Officer

**Item 1. Welcome and update of Declarations of Interest register and agreement to publish**

The Chair welcomed Members to meeting 14 of the MAIF Complaints Committee (the Committee) held face-to-face in Canberra. Members were reminded of their confidentiality obligations.

Members were invited to declare any new interests. No new interests were declared.

**Item 2. Previous Meeting – Meeting 13**

s22

**Item 3a. Update and consideration of complaints from previous meeting – for final determination**

s22

s22

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s22



**Item 3b. Consideration of Complaints – For Noting**

s22



**Item 4a. New complaints – New in Scope /Net Yet Determined**

s22



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Item 4b. Complaints determined out of session

s22

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**Item 8. Review of the MAIF Agreement**

**s 22** provided an update on the review of the MAIF Agreement. The tender process to seek a consultant to undertake the review has begun. The Department aims to have a contract in place with the chosen consultant by the end of 2022. The initial report for the review of the MAIF agreement is likely to be completed in mid-2023. The Department expects high levels of interest in public consultation.

**Item 7. Other Correspondence & Business**

**s22**



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s22

Meeting concluded 12:30pm.

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s 22

**From:** s 22  
**Sent:** Tuesday, 15 August 2023 3:10 PM  
**To:** s 47F  
**Cc:** s 22; DAVIS, Carita  
**Subject:** For tomorrow's discussion - Department feedback on re-drafted MAIF Review Consultation report and Final Evaluation report. [SEC=OFFICIAL]  
**Attachments:** MAIF Review Consultation Report - 25 July 2023 - DoHAC Comments - sent to A+C 15.08.23.docx; MAIF Review Final Report - 25 July 2023 - DoHAC comments - sent to A+C 15.08.23.docx

Hi s 47F

Thank you for sending through the updated Consultation Paper and Final Evaluation Report. We have provided some further feedback through the documents attached and our main comments are summarised below for discussion tomorrow.

**Consultation Report:**

s22

**Final Evaluation Report:**

s 47E / 47C

Looking forward to speaking with you tomorrow.

Kind regards,

S

s 22

Assistant Director – Nutrition Policy section  
Preventive Health & Food Branch

Population Health Division | Primary and Community Care  
Australian Government, Department of Health and Aged Care

T: s 22 E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius 5.3.305

PO Box 9848, Canberra ACT 2601, Australia

**Note:** I do not work on Mondays

*The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to all Elders both past and present.*

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s 22

**From:** s 47F s 47F allenandclarke.com.au>  
**Sent:** Friday, 9 June 2023 4:14 PM  
**To:** s 22  
**Cc:** s 22  
**Subject:** Fortnightly update and final report structure  
**Attachments:** MAIF Final Report Structure for client review 9 June.pdf; Progress Report #11 - MAIF Review - 9 June 2023 .pdf

**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s

Attached is the outline of the final report we are currently working with. It will evolve as we continue drafting, but please let me know if you have any feedback at this point.

Attached also is our fortnightly progress report.

Cheers

s

s 47F  
s47F

Ph. s 47F

E: s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

Suite C, Level 17, 600 Bourke St, Melbourne 3000

[www.allenandclarke.com.au](http://www.allenandclarke.com.au)

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s 22

**From:** s 22  
**Sent:** Tuesday, 11 July 2023 10:59 AM  
**To:** s 22  
**Cc:** s 22  
**Subject:** FW: Final MAIF reports - Consultation Report and Draft Final Evaluation Report [SEC=OFFICIAL]

Hi s 22

Thank you for offering to read these reports – see sharepoint links below. As discussed there are two – one is a consultation report and the other is the final evaluation report which includes recommendations for changes to the MAIF Agreement.

Recommend reading the consultation one first, and then tackling the second. If you have comments/questions, please send them back to me via email. If you're able to look at them in the next day or two, that would be great. Let me know how you go, and happy to chat at any point.

Cheers

S

**From:** s 22  
**Sent:** Thursday, 6 July 2023 9:18 PM  
**To:** s 22 s 22 Health.gov.au>  
**Cc:** s 22 s 22 Health.gov.au>; s 22 s 22 Health.gov.au>  
**Subject:** Final MAIF reports - Consultation Report and Draft Final Evaluation Report [SEC=OFFICIAL]

Hi S

As discussed in our catchup this afternoon, below are the SharePoint links to the final two reports from Allen + Clarke – the Draft Consultation Paper and the Draft Final Evaluation Report.

Both papers are long, and the draft Evaluation paper in particular is quite dense so I am planning to do another read through of that one tomorrow.

Will send another email on top of this one with any further comments.

It might also be useful to have someone from outside of my sub-team read these reports and provide their feedback. If it's ok with you, I might ask if anyone in the section has capacity.

s47G

1. [Consultation Report - MAIF Agreement Review - client version 28 June - s 22 team comments- 6 July 2023.docx](#)

s22

s22

2.  [MAIF Review Final Report for client review - s22 team comments- 30 June.docx](#)

s 47E / 47C

Happy to

Cheers

s 22

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s 22

From: s 22 s 22 s 22 s 22 <[Health.gov.au](mailto:s22@health.gov.au)>  
 Sent: Monday, 18 December 2023 5:44 PM  
 To: Assistant Minister Kearney DLO <[s47E\(d\)@Health.gov.au](mailto:s47E(d)@Health.gov.au)>  
 Cc: GOODCHILD, Tiali <[s22@health.gov.au](mailto:s22@health.gov.au)>; DAVIS, Carita <[s22@health.gov.au](mailto:s22@health.gov.au)>  
 Subject: MAIF Review - extra information to support consideration of MS23-001759 [SEC=OFFICIAL]

Hi s 22

Can I please request the Department provide an updated brief on the MAIF Review, due to MO by 12 Jan 2024?

I can see in the system we had an MIR (MB23-002570 (Closed) - MIR - MAIF Review). The Minister has asked to get a copy of the most recent briefing updated by the Dept in the New Year to capture the latest on the Review as we have a MinSub (MS23-001759) with the MO on the Stakeholder Consultation Report for her review. If there is a more recent brief than the aforementioned, happy for Dept to work off that! It can just be the updates since last brief, does not have to be a rewrite of what has been provided to date.

Following this briefing coming up, the Minister wants to have a bit of a deep dive with the Dept on the MAIF Review, that is everything on the Review including the stakeholder consultation report and the review report as a collective. We will schedule this in diaries once the Assistant Minister has considered the new Brief and go from there so for now, s 22 will not schedule.

Team, happy to discuss this approach more in the New Year.

Cheers,

s 22

s 22 (she/her)

Interim Adviser

Office of the Hon Ged Kearney MP

Assistant Minister for Health and Aged Care

E: s 22s 22 [health.gov.au](mailto:s 22s 22@health.gov.au)

P: s 22

M: s 22

Parliament House, Canberra ACT 2600, Australia

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**From:** noreply@pws.gov.au  
**Sent:** Tuesday, 19 December 2023 12:10 PM  
**To:** s 22  
**Subject:** MB23-003839 : PDMS Notification - Record Assigned [SEC=OFFICIAL]

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

SEC=OFFICIAL

s 22 has assigned [MB23-003839](#) to s 22

Click on the above link to open the record in Microsoft Edge.

Record details*	
<b>Subject</b>	MIR - MAIF Review
<b>Type</b>	Minister Butler
<b>Processing Instructions</b>	Hi s - email from yesterday refers. Thanks, s
<b>Milestones</b>	Due for Clearance: 12/01/2024 1:00:40 PM Due to Parliamentary: 12/01/2024 3:00:40 PM Due to Ministers Office: 12/01/2024 5:00:40 PM Critical Date:
<b>Responsible Area</b>	Primary and Community Care  Population Health
<b>Status</b>	Draft

\*Please note if any fields are empty, the associated field has not been populated in PDMS.

#### Have a question or would like to organise some training?

Contact the Ministerial and Parliamentary Services Branch on s 22 You can also visit the MPS [Intranet](#) page for the latest information, news, and events.

Thank you  
PDMS Notification Service

*Please do not reply to this automated message.*

SEC=OFFICIAL



s 22

**From:** s 22  
**Sent:** Monday, 8 January 2024 8:27 AM  
**To:** s 22  
**Cc:** s 22  
**Subject:** FW: MAIF Review - extra information to support consideration of MS23-001759 [SEC=OFFICIAL]  
**Attachments:** MB23-003839 : PDMS Notification - Record Assigned [SEC=OFFICIAL]  
**Importance:** High

Hi s 22

Can you please make a start on this one today? I've added you to the PDMS file, attached email for reference. We should add some info re: committee membership moving forward, that could be similar to NZ process & their compliance panel – here: [Complaints about the marketing of infant formula | Ministry of Health NZ](#) and also I think s 22 has saved to Sharepoint.

The options table and draft versions of a min sub are here: ☐ [MAIF final reports, min sub & actions table](#) which you can likely pull from.

Apologies – I thought we had more time for this one.

Many thanks

s 22

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**From:** s 22 <s 22@health.gov.au>  
**Sent:** Friday, 5 January 2024 5:39 PM  
**To:** s 22 <s 22@Health.gov.au>  
**Subject:** FW: MAIF Review - extra information to support consideration of MS23-001759 [SEC=OFFICIAL]

Hello,

Just going through all my things, I realise you said you hadn't had a chance to get to this one and totally understand, there has been a lot on – but I notice in PDMS it's due to Carita by COB Monday. I know you said you would focus on it next week but can you please more specifically focus on it on Monday morning? I am hopeful that most of it can be drawn from existing information... ? 😊

Thanks

s 22

---

**From:** s 22  
**Sent:** Monday, 18 December 2023 6:00 PM  
**To:** s 22 <s 22@Health.gov.au>  
**Subject:** FW: MAIF Review - extra information to support consideration of MS23-001759 [SEC=OFFICIAL]

Hi s 22

One for you please! Assume it will come in as a PDR in the near future.

Thanks

s 22

From: DAVIS, Carita <S 47F health.gov.au>  
 Sent: Monday, 18 December 2023 5:59 PM  
 To: S 22 s 22 Health.gov.au>; Assistant Minister Kearney DLO  
 s47E(d) @Health.gov.au>  
 Cc: GOODCHILD, Tiali <S 22 @health.gov.au>; S 22 s 22 health.gov.au>  
 Subject: RE: MAIF Review - extra information to support consideration of MS23-001759 [SEC=OFFICIAL]

Thanks S 22  
 We'll update the brief and look forward to discussing next year.  
 Thanks  
 Carita

Carita Davis  
 Assistant Secretary – Preventive Health and Food Policy Branch  
 02 6289 S 22

From: S 22 Health.gov.au>  
 Sent: Monday, 18 December 2023 5:44 PM  
 To: Assistant Minister Kearney DLO s47E(d) @Health.gov.au>  
 Cc: S 22 >; DAVIS, Carita <S 47F health.gov.au>  
 Subject: MAIF Review - extra information to support consideration of MS23-001759 [SEC=OFFICIAL]

Hi S 22

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Following this briefing coming up, the Minister wants to have a bit of a deep dive with the Dept on the MAIF Review, that is everything on the Review including the stakeholder consultation report and the review report as a collective. We will schedule this in diaries once the Assistant Minister has considered the new Brief and go from there so for now, S 22 will not schedule.

Team, happy to discuss this approach more in the New Year.

Cheers,  
 S 22

S 22 (she/her)

Interim Adviser  
 Office of the Hon Ged Kearney MP  
 Assistant Minister for Health and Aged Care  
 E: S 22 s 22 health.gov.au  
 P: S 22  
 M: S 22  
 Parliament House, Canberra ACT 2600, Australia

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s 22

**From:** s 22  
**Sent:** Thursday, 5 October 2023 1:52 PM  
**To:** s 22  
**Cc:** s 22 s 22 s 22  
**Subject:** FW: MAIF Review - Final report [SEC=OFFICIAL]  
**Attachments:** MAIF Agreement Review - Final Report 05.10.23.docx; MAIF Agreement Review - Final Report 05.10.23.pdf

Hi s 22

See attached the revised copy of the MAIF Report. The changes we discussed yesterday afternoon have been actioned, see figure 11 (page 54) and appendix A (page 72).

Could you please confirm that you are happy to accept this as the final report, and s 22 will kindly process the final invoice (approval email to come).

Cheers,  
 s 22

**From:** s 47F <s 47F allenandclarke.com.au>  
**Sent:** Thursday, 5 October 2023 1:16 PM  
**To:** s 22 <s 22 Health.gov.au>; s 47F <s 47F allenandclarke.com.au>  
**Cc:** s 22 <s 22 s 22 Health.gov.au>; s 22 <s 22 Health.gov.au>; maif <maif@health.gov.au>  
**Subject:** RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 22

I'm pleased to report that we have made the requested updates to the complaints graphs and the Appendix footnotes. Please see attached.

All the best with next steps in this process. If there's anything further Allen + Clarke can do to support the department's work in this space going forward we would be pleased to discuss.

Regards

s 47F



s 47F  
 s47F  
 Ph. s 47F  
 E. s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

**From:** s 22 <s 22 Health.gov.au>  
**Sent:** Wednesday, 4 October 2023 3:57 PM  
**To:** s 47F <s 47F allenandclarke.com.au>; s 47F <s 47F allenandclarke.com.au>  
**Cc:** s 22 <s 22 s 22 Health.gov.au>; s 22 <s 22 Health.gov.au>; maif

<[maif@health.gov.au](mailto:maif@health.gov.au)>

Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 47F

Thanks for your quick turnaround on these final versions and your accessibility assessments. As s 22 spoke through on the phone, we are hoping for two final changes on the report. Following this we are happy to accept the report and process the final payment prior to the contract completion date of Monday 9 October.

The first change is in relation to appendix 2 of the report, the copy of the MAIF Agreement itself. It appears that the footnotes to the MAIF Agreement have dropped off. Could you please correct to ensure the footnotes are still visible.

s47E(d), s47C

Thank you again for your work on the review. Once we receive the final version with these corrections addressed, in both pdf and word versions, we will process the invoice.

Please reach out if you have any concerns about the above.

Kind regards,

s 22

2

**Nutrition Policy Section**  
**Preventive Health & Food Policy Branch**

Population Health Division | Primary and Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius 5.S.307

GPO Box 9848, Canberra ACT 2601, Australia

*The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to all Elders both past and present.*

From: s 22 <s 22@Health.gov.au>

Sent: Thursday, 28 September 2023 5:14 PM

To: s 22 <s 22@Health.gov.au>

Cc: s 22 <s 22@s 22@Health.gov.au>

Subject: FW: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 22

Focusing on the PDF version, looks like they have actioned the majority of the comments. There is a noticeable difference now that text in tables are left aligned. Many thanks s 22 for also doing a quick review/double checking 😊

s47C, s47E(d)



s47C, s47E(d)

Unfortunately the word doc version above still have ongoing font size and style changes throughout. In addition, accessibility errors are still appearing when I run the report. This is the same ongoing issue we flagged previously but on their end the issues don't appear but as soon as it comes across to our IT we can see it.

s 22

From: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>  
 Sent: Thursday, 28 September 2023 2:38 PM  
 To: s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>  
 Cc: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; maif s47E(d) [@health.gov.au](mailto:@health.gov.au)>  
 Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 22

Those updates have been made – pls see attached.

Please note the only accessibility updates needed were alt text for the two new complaints tables. I have run an accessibility report and no further updates are needed for this to be web-ready.

I will be offline for the rest of this afternoon but if you require any further updates I will address tomorrow morning.

Regards

s 47F  
 s47F  
 Ph. s 47F  
 E. s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

From: s 22

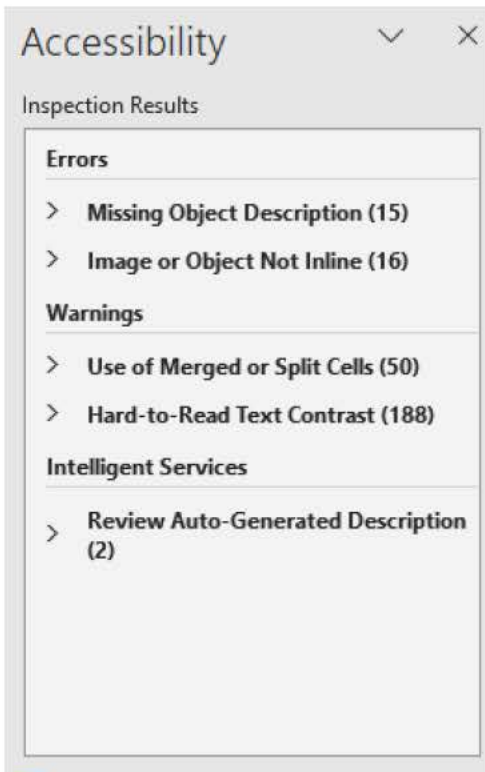
<s 22 [Health.gov.au](mailto:Health.gov.au)>  
 Sent: Thursday, 28 September 2023 1:55 PM  
 To: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>  
 Cc: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; maif s47E(d) [health.gov.au](mailto:health.gov.au)>  
 Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 47F

Thank you for your email and time on the phone.

We note your second comment below but would like to clarify our comments around accessibility and text alignment.

Please see screenshot below of the accessibility errors identified and grateful for a double check on your end to ensure this document is web ready.



As discussed, the spacing between text impacts readability and our preference would be for text in tables to be left aligned to reduce the large spaces between some of the text. Examples of this are in Table 2: Key differences between the WHO Code and the MAIF Agreement<sup>2</sup>, Table 3: Recommendations, Table 4: Assessing regulatory model effectiveness (in particular the self-regulation success factors column) and Table 7: Benefits and costs of regulatory alternatives.

If we have any further comments for the report we will aim to get these to you as soon as possible noting your leave for tomorrow and Monday.

Kind regards,

s 22

s 22

Nutrition Policy Section

Preventive Health & Food Branch

Population Health Division | Primary & Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius Level 5 South

PO Box 9848, Canberra ACT 2601, Australia

*The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present*

From: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>

Sent: Thursday, 28 September 2023 12:36 PM

To: s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>

Cc: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; s 22

<s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>

Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 22

We have addressed those comments and accepted tracked changes – please see attached. I attach an unlocked version which should ensure there are no accessibility errors. When the Department is ready to upload it to your

website, please lock and password protect it before it is uploaded to protect our branding and IP. Please also let me know when it's uploaded.

I note that the following comment has not been actioned – 'We had previously suggested that this section should



Finally, in relation to the following comment – 'Can you please right-align the text in all of the tables to improve readability.' – right aligning the text in the tables does not improve readability. I have however reviewed all table text and made updates to ensure they are as readable as possible in the context of the table format and the amount of text. In practice that means some left aligned text and some justified text.

Grateful if you can confirm receipt of this email.

Regards



S 47F  
s47F

Ph. S 47F

E. S 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

From: S 22 <S 22 [Health.gov.au](mailto:Health.gov.au)>

Sent: Thursday, 28 September 2023 9:14 AM

To: S 47F <S 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>

Cc: S 47F <S 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>; S 22 <S 22 [Health.gov.au](mailto:Health.gov.au)>; S 22 <S 22 [Health.gov.au](mailto:Health.gov.au)>; S 22 <S 22 [Health.gov.au](mailto:Health.gov.au)>; S 22 <S 22 [Health.gov.au](mailto:Health.gov.au)>

Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi S 47F

Thank you for providing these reports and actioning our comments.



We have some final comments in the attached PDF version and will appreciate your action to address these prior to our acceptance. Again, we are happy to discuss any of these comments highlighted in yellow if you require any further information or clarification.

We also noticed in the locked word version, there are some accessibility errors appearing and would appreciate another double check.

Unfortunately, despite a locked down word version, this still appears on our end with different font sizes and style. Would it be possible to also provide an unlocked word version?

Kind regards,

s 22

s 22

Nutrition Policy Section  
Preventive Health & Food Branch

Population Health Division | Primary & Community Care Group  
Australian Government, Department of Health and Aged Care  
T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)  
Location: Sirius Level 5 South  
PO Box 9848, Canberra ACT 2601, Australia

*The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present*

From: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>

Sent: Friday, 22 September 2023 8:01 AM

To: s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Cc: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>; s 22

<s 22 [Health.gov.au](mailto:s 22@health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Subject: RE: MAIF Review - Final report

**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Good morning s 22 and team

The Report arising from Allen + Clarke's review of the MAIF Agreement is attached, along with a feedback control sheet detailing how we have actioned your comments from 7 and 14 September.

As flagged previously, we'd appreciate a heads up when the report will be published.

Kind regards, and thanks again for the opportunity to be involved in this review.



s 47F

s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

From: s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Sent: Thursday, 14 September 2023 5:08 PM

To: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Cc: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>

**Subject:** RE: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Hi s 47F

To support your updates to the final report and ensure consistency with the data, please see below updated complaint figures. These figures are consistent with the approach taken in our previous MAIF Annual Reports published on the [website](#), to ensure data comparability. Please note that annual reports figures count MAIF complaints in the context of which financial year the complaints committee considered the complaint rather than which financial year the complaint was received in. In this respect, there will be a slight discrepancy with the data table I sent through on the 7 Sept. This revised data should allow for comparability with previous financial years. For your awareness, these figures below are yet to be published.

As of 30 June 2023:

### **FY 2021-22**

In the 2021-22 FY the MAIF Complaints Committee:

- Considered a total of 52 complaints. 41 were new complaints received in 2021-22, and 11 were complaints carried over from previous financial years.
- Resolved a total of 49 complaints. 38 from the new complaints received in 2021-22, and 11 were complaints carried over from 2020-21.

3 complaints from 2021-22 have been carried over to the 2022-23 reporting period.

#### **Outcomes of complaints considered and resolved:**

##### ***In-scope of the MAIF Agreement***

Of the 49 complaints resolved in 2021-22, 37 complaints were determined to be in scope of the MAIF Agreement, 10 of these were carried over from previous financial years:

- 29 complaints were determined to be in breach.
- 8 complaints were determined not to have breached.

##### ***Out-of-scope of the MAIF Agreement***

- 12 complaints were determined to be out of scope of the MAIF Agreement
  - 8 related to non-signatory activity.
  - 4 related to retailer activity.

### **FY 2022-23**

In the 2022-23 FY the MAIF Complaints Committee:

- Considered a total of 87 complaints. 84 were new complaints received in 2022-23, and 3 were complaints carried over from the previous financial year.
- Resolved a total of 83 complaints. 80 from the new complaints received in 2022-23, and 3 were complaints carried over from 2021-22.

20 complaints from 2022-23 have been carried forward to the 2023-24 reporting period.

#### **Outcomes of complaints considered and resolved**

##### ***In-scope of the MAIF Agreement***

Of the 83 complaints resolved in 2022-23, 48 complaints were determined to be in scope of the MAIF Agreement, 3 of these were carried over from previous financial years:

- 25 complaints were determined to be in breach
- 23 complaints were determined not to have breached.

##### ***Out-of-scope of the MAIF Agreement***

- 35 complaints were determined to be out of scope of the MAIF Agreement
  - 15 related to non-signatory activity.
  - 8 related to retailer activity.

- 6 related to toddler milk.
- 6 related to 'other' activity.
  - Other: Infant food, bottles and teats, wording and imagery selection.

Please reach out if you have any further questions.

Kind regards,

s 22

2

**Nutrition Policy Section**  
**Preventive Health & Food Policy Branch**

Population Health Division | Primary and Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius 5.S.307

GPO Box 9848, Canberra ACT 2601, Australia

*The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to all Elders both past and present.*

---

**From:** s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>  
**Sent:** Thursday, 14 September 2023 11:16 AM  
**To:** s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>  
**Cc:** s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>  
**Subject:** RE: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL, ACCESS=Personal-Privacy]

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Hi s 22

Thanks for your time just now. As discussed – if you can send us data pertaining to reasons for complaints being out of scope for the period 2021-22 and 2022-23 we will update the relevant graph in the final report. We will also prepare a table that demonstrates complaints resolved, out of scope complaints and breaches for those five financial years. This will demonstrate the increase in complaints and breaches over this period, and ultimately support the key recommendations of the report.

As also discussed, given the changes needed to the report and cross referencing/proofing then required again, I anticipate that if you can send us the out of scope data later today or tomorrow we will be in a position to provide you with the final report early next week.

Regards

s 47F



s 47F

s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)From: s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>

Sent: Thursday, 7 September 2023 3:52 PM

To: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>Cc: s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>;s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; maif <[maif@health.gov.au](mailto:maif@health.gov.au)>; s 47F<s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>

Subject: RE: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Dear s 47F

By way of introduction, my name is s 22. I am one of the Assistant Directors helping out while s 22 is on leave. I work closely with s 22, s 22 and s 22.

Thank you for providing these reports. Apologies for our delay in getting back to you.

The Department is happy to accept the final consultation report and will progress payment of the associated invoice today.

In relation to the final report, thank you for actioning our previous comments. We do have some additional comments that we are seeking your action on. Please see attached word document. Some of these edits are included as track changes, and others are in comments. We are happy to discuss any of these comments if you require any further information or clarification. We appreciate there is a very short timeline on the contract but would greatly appreciate your priority be given to this work.

One area that we are seeking a revision of is the section titled 'Nature of MAIF Agreement complaints and outcomes'. Currently this section presents data on MAIF complaints from 2018-2020. We note that your previous literature review presented data up to 2021. We feel strongly that this information needs to be as current as possible. As such we are providing some data below regarding current statistics. We have noticed that there is currently a gap in the publicly available data for 2021-22 on the website so hope that this provides that detail for you. Capturing this more recent data is quite relevant given the increase in the volume of complaints we have received in recent years, and the volume of breaches.

#### MAIF Complaints Data:

Number of complaints received by the MAIF Complaints Committee as of 4 September 2023\*:

Period	Complaints Received	Pending	Resolved	Out of scope	In scope - Breach	In scope - no Breach
2021-22	41	3	38	11	23	4
2022-23*	100	16	84	37	28	19

[MAIF Complaints Committee Annual Reports](#) if required also.

As always, please don't hesitate to reach out should you need any further information. We look forward to hearing from you.

Kind regards,

s 22

s 22

Nutrition Policy Section  
Preventive Health & Food Policy Branch

Population Health Division | Primary and Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius 5.S.307

GPO Box 9848, Canberra ACT 2601, Australia

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From: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>

Sent: Friday, 1 September 2023 6:22 PM

To: s 22 <s 22 [health.gov.au](mailto:s 22@health.gov.au)>

Cc: s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; maif <[maif@health.gov.au](mailto:maif@health.gov.au)>; s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>

Subject: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL]

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Hi s 22

Thankyou for the s 22

Please find attached the Final Report and Consultation Report, as well as the final rounds of feedback control sheets. Thank you again for the opportunity to be involved in this important and very interesting review. It has been a privilege to support DOHAC in this work, and we have enjoyed working with you and your team.

When you know, we would appreciate it if you could please let us know when the report will be published.

A project feedback sheet will be sent to you and your team shortly by s 47F our Director for Business Development. At Allen + Clarke, we are often asked to provide referees when we pitch for work - I would really appreciate it if you could please let me know whether you would be willing to be a standing referee for work we pitch for in the future.

Kind regards

s 47F



7F  
s47F  
Ph. s 47F  
E. s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

**From:** s 22 <s 22 health.gov.au>  
**Sent:** Friday, 1 September 2023 12:14 PM  
**To:** s 47F <s 47F allenandclarke.com.au>; s 47F <s 47F allenandclarke.com.au>  
**Cc:** s 22 <s 22 Health.gov.au>; s 22 <s 22 s 22 Health.gov.au>; maif <maif@health.gov.au>  
**Subject:** Update re the MAIF Review [SEC=OFFICIAL]

Hi s 47F and s 47F

Happy Friday. We are looking forward to receiving the updated final MAIF Review reports. s 22

In my absence, s 22 s 22 and s 22 s 22 will be the main contact points for the finalisation of the MAIF Review. It has been lovely to work with you both and your team.

All the best.

Kind regards,

s 22

s 22

**Assistant Director – Nutrition Policy section**  
**Preventive Health & Food Branch**

Population Health Division | Primary and Community Care  
 Australian Government, Department of Health and Aged Care  
 T: s 22 | E: s 22 health.gov.au  
 Location: Sirius 5.3.305  
 PO Box 9848, Canberra ACT 2601, Australia

**Note:** I do not work on Mondays

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<sup>[1]</sup> Canada, Israel, Japan, Canada, USA  
<sup>[2]</sup> Columbia, Costa Rica, Mexico

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**From:** s 47F s 47F allenandclarke.com.au>  
**Sent:** Tuesday, 25 July 2023 4:30 PM  
**To:** s 22  
**Cc:** s22; maif; s22  
**Subject:** MAIF Agreement Review - Final Report and Consultation Report  
**Attachments:** MAIF Agreement Review - Consultation Report - Final, 25 July 2023.pdf; MAIF Review Final Report - 25 July 2023.pdf; MAIF Review Consultation Report - 25 July 2023.docx; MAIF Review Final Report - 25 July 2023.docx; Feedback Control Table - Consultation Report.docx; Feedback Control Table - Final Report.docx

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Hi s and team

The Consultation Report and Final Report have been finalised – Word and PDF versions are attached, along with feedback control tables.

Once you've had a chance to review, please let me know if there are any final changes you could like made, and if there's anything you would like to meet to discuss.

One thing to note – in the previous draft of the Final Report, we had a placeholder for the Consultation Report to be included as an appendix. In the attached version we have not included the consultation report as an attachment to the final report – our view is that including the consultation report as an attachment is not necessary – it's duplicative and would result in an overly long and unwieldy final report (particularly now that the Consultation Report includes a number of its own appendices, including the earlier Consultation Paper). Typically when we have done similar reviews the two documents would remain separate, and might be accessible as separate links on the same website.

Regards

s



ALLEN+CLARKE  
CONSULTING

s 47F  
s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:s47F@allenandclarke.com.au)

From: s 47F

Sent: Thursday, 13 July 2023  
4:13 PM

To: s 22

s 22 [health.gov.au](mailto:s22@health.gov.au)>

Cc: s 22 s 22 [Health.gov.au](mailto:s22@health.gov.au)>; s 22 s 22 [Health.gov.au](mailto:s22@health.gov.au)>; s 22

s 22 [Health.gov.au](mailto:s22@health.gov.au)>; maif <[maif@health.gov.au](mailto:maif@health.gov.au)>; s 22

s 47F [allenandclarke.com.au](mailto:s47F@allenandclarke.com.au)>

**Subject:** RE: Overview of Nutrition Policy feedback on the Consultation Report and Draft Final Report - for further discussion [SEC=OFFICIAL]

Thanks s That all sounds good, and s 47C / 47E

Regards

s



ALLEN+CLARKE  
CONSULTING

s 47F  
s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:s47F@allenandclarke.com.au)

From: s 22

s 22 [health.gov.au](mailto:s22@health.gov.au)>

Sent: Thursday, 13 July 2023 3:57 PM

To: s 47F s 47F [allenandclarke.com.au](mailto:s47F@allenandclarke.com.au)>

Cc: s 22 s 22 [Health.gov.au](mailto:Health.gov.au); s 22 s 22 [Health.gov.au](mailto:Health.gov.au); s 22  
 s 22 [Health.gov.au](mailto:Health.gov.au); maif <[maif@health.gov.au](mailto:maif@health.gov.au)>; s 22  
 s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>

Subject: RE: Overview of Nutrition Policy feedback on the s 22 and Draft Final Report - for further discussion [SEC=OFFICIAL]

Hi s

As per your phone call this morning, I have cancelled this afternoon's meeting and will reschedule the discussion for later in the month, once you've had a chance to action the feedback below. We are conscious that while the feedback is straightforward, for the Final Report in particular this will require some significant re-writes. I believe you mentioned that you can provide the re-drafted reports towards the end of next week. This timing is fine and we can work with you to finalise the reports beyond that. If needed, we can also extend the due date for these deliverables beyond 31 July.

s 47C / 47E

I encourage you to reach out over the next few days if you would like to talk through any of this feedback as you are working through our comments.

Kind regards,

s

From: s 22

Sent: Wednesday, 12 July 2023 4:35 PM

To: s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au); s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

Cc: s 22 s 22 [Health.gov.au](mailto:Health.gov.au); s 22 s 22 [Health.gov.au](mailto:Health.gov.au); s 22  
 s 22 [Health.gov.au](mailto:Health.gov.au); maif <[maif@health.gov.au](mailto:maif@health.gov.au)>

Subject: Overview of Nutrition Policy feedback on the Consultation Report and Draft Final Report - for further discussion [SEC=OFFICIAL]

Hi s and team

As flagged in my email earlier today, we have reviewed the Consultation report and the Draft final report and have made some suggested changes and comments for your consideration in the attached documents. An overview of the feedback is below.

s22

#### Draft final report:

- As above, we have noted some **formatting inconsistencies** throughout the report:
  - In addition to reviewing and correct the font style and size for consistency, please also ensure the text alignment and paragraph spacing is consistently used, as it switches from left to centred aligned and back again. Also check the number of tables and figures and correct any broken links.
  - The referencing style used in this report changes from numerical to Harvard style. Please correct this and ensure it is consistent with the Consultation report.
  - With regards to the use of abbreviation, please check that in the first instance a term is written out in full and thereafter the abbreviation is consistently used. For example: Australia New Zealand Food Standards Code (FSANZ Code), or World Health Organization's International Code of Marketing of Breastmilk Substitutes (WHO Code).
- We seem to have lost the numbering of the headings while reviewing the report. This was not intentional. Please re-insert the numbered headings as per the ToC.
- **Executive summary and recommendations:**



- Given the length of the report, it is important that the recommendations in the Executive Summary align with the recommendations in the body of the report, particularly in terms of numbering.

s47C, s47E(d)

Looking forward to discussing with you tomorrow.

Kind regards,

S

Assistant Director – Nutrition Policy section  
Preventive Health & Food Branch

Population Health Division | Primary and Community Care  
Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius 5.3.305

PO Box 9848, Canberra ACT 2601, Australia

**Note:** I do not work on Mondays

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From: s 22

Sent: Wednesday, 12 July 2023 12:35 PM

To: s 47F s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

Cc: s 22 s 22 [Health.gov.au](mailto:s 22@health.gov.au); s 47F s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au);

s 22 s 22 [Health.gov.au](mailto:s 22@health.gov.au); maif <[maif@health.gov.au](mailto:maif@health.gov.au)>

Subject: RE: RE MAIF Review meeting [SEC=OFFICIAL]

Thanks s After 3pm tomorrow should work. Will lock in a time that suits the team and send through a calendar invite this afternoon.

Thanks

S

From: s 47F s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

Sent: Wednesday, 12 July 2023 10:03 AM

To: s s 22 [health.gov.au](mailto:s 22@health.gov.au)

Cc: s s 22 [Health.gov.au](mailto:s 22@health.gov.au); s 47F s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au);

s 22 s 22 [Health.gov.au](mailto:s 22@health.gov.au); maif <[maif@health.gov.au](mailto:maif@health.gov.au)>

Subject: RE MAIF Review meeting [SEC=OFFICIAL]

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Hi S

Thanks for the update. Yes, let's schedule a catch up for tomorrow – I can do 3pm or later, if that suits?

S



**ALLEN+CLARKE  
CONSULTING**

s 47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

From: s 22

s 22 [health.gov.au](mailto:health.gov.au)>

Sent: Wednesday, 12 July 2023 9:23 AM

To: s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>Cc: s 22 s 22 [Health.gov.au](mailto:Health.gov.au)>; s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>;s 22 s 22 [Health.gov.au](mailto:Health.gov.au)>; maif <[maif@health.gov.au](mailto:maif@health.gov.au)>

Subject: RE: s 47F - Tuesday MAIF Review meeting [SEC=OFFICIAL]

Hi s 47F

s 47F. We have reviewed the consultation paper and draft final report. I will send you an email shortly with our comments. Shall we reschedule s 47F catchup for tomorrow to give you a chance to review our feedback before we discuss? Given we have extended the contract with A+C to end of July, our Director has agreed to push the due date of the final deliverable to later in the month to give your team enough time to action the feedback.

Please reach out if you'd like to discuss.

Kind regards,

S

**Assistant Director – Nutrition Policy section  
Preventive Health & Food Branch**

Population Health Division | Primary and Community Care  
Australian Government, Department of Health and Aged Care

T: s 22 E: s 22 [health.gov.au](mailto:health.gov.au)

Location: Sirius 5.3.305

PO Box 9848, Canberra ACT 2601, Australia

**Note:** I do not work on Mondays

The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to all Elders both past and present.

From: s 22

Sent: Tuesday, 11 July 2023 8:51 AM

To: s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>Cc: s 22 s 22 [Health.gov.au](mailto:Health.gov.au)>; s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>;s 22 s 22 [Health.gov.au](mailto:Health.gov.au)>

Subject: RE: s 47F - Tuesday MAIF Review meeting [SEC=OFFICIAL]

No problem s 22

Kind regards

S

From: s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>

Sent: Monday, 10 July 2023 9:02 AM

To: s 22 s 22 [health.gov.au](mailto:health.gov.au)>Cc: s 22 s 22 [Health.gov.au](mailto:Health.gov.au)>; s 47F s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>

Subject: s 47F - Tuesday MAIF Review meeting

Hi S

s 47F

Regards

S





s 47F  
s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:s47F@allenandclarke.com.au)

Suite C, Level 17, 600 Bourke St, Melbourne 3000

[www.allenandclarke.com.au](http://www.allenandclarke.com.au)

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**Australian Government**

**Department of Health and Aged Care**

**Ministerial Submission – Standard**

**MS23-001759**

**Version (2)**

**Date sent to MO: 11 December 2023**

**To: Assistant Minister Kearney**

**cc: Minister Mark Butler**

**Subject: The Review of the Marketing in Australia of Infant Formula Manufacturers and Importers Agreement Stakeholder Consultation Report**

**Critical date: N/A**

**Recommendation/s:**

- |   |   |
|---|---|
| <p><b>1. Agree to publish the Stakeholder Consultation Report (<u>Attachment A</u>) and survey responses from the Review of the Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement) on the department's website and consultation hub.</b></p> | <p><b>1. Agreed/Not agreed/Please discuss</b></p> |
| <p><b>2. Note the department is considering the Review Report and will brief you separately on this and options to implement its recommendations.</b></p>   | <p><b>3. Noted/Please discuss</b></p>             |

Signature .....

Date:        /        / 2022

Comments:

Contact Officer:	s 22	A/g Director, Nutrition Policy Section, Preventive Health and Food Branch, Population Health Division	Ph: s 22 Mobile: s 22
Clearance Officer:	Carita Davis	Assistant Secretary, Preventive Health and Food Branch, Population Health Division	Ph: s 22 Mobile: s 22

**Issues:**

1. The Department of Health and Aged Care commissioned Allen and Clarke Consulting Pty Ltd (Allen + Clarke) to undertake an independent review (the Review) of the Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement).
2. Allen + Clarke undertook public and targeted consultation to inform the Review. A total of 524 individuals and organisations participated in this stakeholder consultation, including consumers and members of the public, infant formula companies (MAIF Agreement signatories and non-signatories), industry representatives, State and Territory government representatives, health sector representatives, breastfeeding and public health advocates, and academics.
4. Consultation included 28 focus groups and interviews led by Allen + Clarke, and analysis of 11 written submissions provided by interested parties. A public online survey on the department's Consultation Hub received 443 responses.
5. It is standard practice for submissions to the consultation hub to be published once the consultation is finalised (except any submission requested to remain private). A Consultation Summary Report (Attachment A) has been developed by the consultants for publication online. The report provides an analysis of all stakeholder views on each area or inquiry in the review. Subject to your approval, this Consultation Report and the associated online survey responses will be published on the department's website and consultation hub.
6. Consultation sought to address five key review questions in relation to the effectiveness, appropriateness, and currency of the MAIF Agreement, as well as any costs, benefits, and limitations of any changes to the MAIF Agreement. A high level summary of the views for each question is provided at Attachment B.
7. Stakeholder consultation identified divergent views regarding the effectiveness, appropriateness of scope and the voluntary model of the current MAIF Agreement, including the operations of the MAIF Complaints Committee.
8. Overall, industry stakeholders consistently expressed a positive view of the MAIF Agreement, whilst public health, breastfeeding and academic representatives consider it not achieving its aim of protecting breastfeeding.
9. The Review Report was provided to the department in October 2023. The department is considering potential options to implement the recommendations of the Review Report and you will be briefed on these separately, including seeking your approval to publish the Review Report.

**Background:**

The MAIF Agreement is one of the ways that Australia implements the WHO International Code of Marketing of Breastmilk Substitutes. It has been a voluntary and self-regulated code since its inception. The MAIF Agreement outlines obligations for participating companies, focusing on the marketing and promotion of breast-milk substitutes with an aim to encourage breastfeeding as a first option.

The current MAIF Agreement restricts promotion, advertising and direct to consumer marketing. This includes offering free samples and price discounts. These restrictions only apply to manufacturers and importers of infant formula products, not pharmacies and retailers.

Signatories to the MAIF Agreement must not advertise infant formula products to the public. Only companies that are signatories to the MAIF Agreement are subject to a complaints process and can be found in breach of the agreement.

Anyone can make a complaint about potential breaches of the MAIF Agreement. Complaints are received by the MAIF secretariat in the department. These are screened to determine if they are in scope or out of scope of the MAIF Agreement. In scope complaints are then considered by the MAIF Complaints Committee. Breaches are notified on the department's website. Companies incur no other penalties or sanctions for a breach.

In Australia, toddler milk products, infant foods and young child foods are not regulated as breast-milk substitutes and are not in scope of the current MAIF Agreement.

The MAIF Agreement has been subject to three previous reviews in 2001, 2012 and 2017, however this is the first comprehensive review since the inception of the MAIF Agreement in 1992. The MAIF Agreement remains broadly consistent with the World Health Organization (WHO) *International Code of Marketing of Breast-milk Substitutes* (WHO Code) in relation to the definition of breastmilk substitutes. The MAIF Agreement uses the Food Standards Code definition of infant formula products (i.e. infants <12 months) which is consistent with the WHO Code.

While the WHO International Code of Marketing and Advertising of infant formula (the WHO Code) has never officially been updated, there have been a number of resolutions put forward at World Health Assembly meetings to provide additional guidance on the Code. In 2016, the World Health Assembly (WHA) resolution 69.9 proposed that the WHO Code be expanded to include toddler milks, all infant and young child foods, and feeding utensils.

This resolution was noted s47E(d)

s47E(d)

. At the same meeting, the WHA approved publication of WHO implementation guidance on Ending the Inappropriate Promotion of Foods for Infants and Young Children.

**Attachments:**

**A:** MAIF Agreement Review Consultation Report

**B:** High level summary of stakeholder views

s47C, s47E(d)

s 47C, s 47E

s 47C, s 47E



*Alignment with the WHO Code*

- In Australia our evidence based infant feeding guidance does not recommend exclusive breastfeeding until 6 months of age.

s47C, s47E(d)

s47C, s47E(d)

**Consultations:**

N/A

**Communication/Media Activities:**

N/A

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<b>Minister</b>	<b>Assistant Minister Kearney</b>
<b>PDR Number</b>	<b>MS23-001759</b>
<b>Subject</b>	The Review of the Marketing in Australia of Infant Formula Manufacturers and Importers Agreement Stakeholder Consultation Report
<b>Critical Date</b>	<b>N/A</b>
<b>Contact Officer</b>	s 22 Ph: (s 22 Mobile: s 22
<b>Clearance Officer</b>	Carita Davis Ph: s 22 Mobile: s 22
<b>Division/Branch</b>	Primary and Community Care  Population Health
<b>Has Budget Branch been consulted if there are financial implications?</b>	<b>Not Applicable</b>

<b>Adviser/DLO comments:</b>	<b>Returned to Dept for:</b>  REDRAFT <input type="checkbox"/>  NFA <input type="checkbox"/>
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<b>Quality Assurance Check (completed by line area)</b>	s 22 s 22
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**RECEIVED**

28 MAR 2024

**Australian Government** Parliamentary Section

**Department of Health and Aged Care**

**Ministerial Submission – Standard**

**MS24-000333**

**Version (1)**

**Date sent to MO: 25 March 2024**

**To:** Assistant Minister Kearney

**cc:** Minister Butler

**Subject:** Release of Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement (MAIF Agreement) Review report, Consultation report and next steps for the MAIF Complaints Committee.

**Critical date:** 29 March 2024

**Recommendations:**

1. **APPROVE** the publication of the MAIF Review report (Attachment A) and Summary of Stakeholder Consultation (Attachment B).

1. **Agreed/Not agreed/Please discuss**

2. **Agreed/Not agreed/Please discuss**

**Agreed/Not agreed/Please discuss**

**Agreed/Not agreed/Please discuss**

Signature

Comments:

Date:

27 / 3 / 24

Contact Officer:	Tracey Andrews	Acting Assistant Secretary, Preventive Health and Food Branch	Ph: (02)6289 s22 Mobile: s22
Clearance Officer:	Tiali Goodchild	Acting First Assistant, Population Health Division	Ph: (02)6289 s22 Mobile: s22

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**Key Issues:***Publication of MAIF Review report and Consultation Report*

1. As part of the MAIF review, both a MAIF Review report (Attachment A) and Stakeholder Consultation Report (Attachment B) has been developed by Allen + Clarke Consulting.
2. The MAIF Review report provides 10 recommendations for Government consideration.
3. The Stakeholder Consultation Report provides a high-level analysis of all stakeholder consultation, including key quotes. The Consultation Report shows the divergent views of public health and industry stakeholders.
4. Subject to your approval the MAIF Review report and the Stakeholder Consultation report both will be published on the department's website and consultation hub.

s47C

*Continuation of MAIF Complaints Committee (the Complaints Committee)*

s47E(d)

8. The Department proposes to establish an interim Complaints Committee to remain in operation until implementation of a preferred model for the MAIF Agreement is completed.
9. This will allow committee functions to continue, including determinations on complaints received.
10. The review recommended that the industry member be removed from the Committee and membership be expanded to include more members and a range of expertise i.e., legal and marketing.

s47C

s47E(d)

**Background:***The MAIF Agreement and Review*

The MAIF Agreement has been subject to three previous reviews in 2001, 2012 and 2017, however this is the first comprehensive review since the inception of the MAIF Agreement in 1992.

On 27 July 2021 the Australian Competition and Consumer Commission (ACCC) re-authorised the MAIF Agreement for a period of 3 years until 31 August 2024. The caveat of this was a review of the MAIF Agreement be completed prior to the next re-authorisation (end of August 2024).

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Public and targeted consultation to inform the MAIF Review was undertaken by Allen + Clarke. A total of 524 individuals and organisations participated in this stakeholder consultation. This included consumers and members of the public, infant formula companies (MAIF Agreement signatories and non-signatories), industry representatives, State and Territory government representatives, health sector representatives, breastfeeding and public health advocates, and academics.

Allen + Clarke also led 28 focus groups. A public online survey on the Department's Consultation Hub received 443 responses. Of the total responses to the online survey, 408 respondents provided consent to publish their responses. However, all responses were considered in the analysis undertaken by Allen + Clarke.

**Attachments:**

Attachment A – MAIF Agreement Review Report

Attachment B –Stakeholder Consultation Summary

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s47E(d)

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Minister	Assistant Minister Kearney
PDR Number	MS24-000333
Subject	MAIF Review - Release of final report and next steps
Critical Date	Friday, 29 March 2024
Contact Officer	Tracey Andrews (02)6289 s22
Clearance Officer	Tiali Goodchild (02)6289 s22
Division/Branch	Primary and Community Care   Population Health
Has Budget Branch been consulted if there are financial implications?	Not Applicable

Sent to MO  
25 MAR 2024

Adviser/DLO comments:	Returned to Dept for:  REDRAFT <input type="checkbox"/>  NFA <input type="checkbox"/>
-----------------------	---

Please complete	
Quality Assurance Check (completed by line area)	s22

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26 May 2023

## Progress Report #10: MAIF Agreement Review

Prepared For: s 22 Assistant Director - MAIF Complaints Committee Secretariat, Department of Health and Aged Care

Allen + Clarke Project Manager: s 47F

PH: s 47F

EM: s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

### Introduction

This Progress Report provides an update on the work undertaken from 15 – 26 May 2023

#### Main activities this period

- The consultation period closed on 12 May. A total of 28 discrete consultations were held.
- Progressed analysis of final survey data.
- Progressed analysis of 80+ extra submissions (PowerPoint presentations, written documents, publications and other materials) received from MAIF Review stakeholders.
- Prepared for sensemaking session.

#### Work progress status

The Project is progressing as follows:

s 47G

#### Main activities next period

- Deliver Sensemaking session (31 May)
- Deliver Consultation Summary (5 June)
- Progress Consultation Report (30 June)

#### Requests for client input

- Prepare updated contract variation
- Provide submission with information about complaints handling secretariat and process



### Next update

The next progress report will be delivered on 9 June 2023 covering the period from 29 May – 9 June 2023.

### Staff members on project

s 47F [REDACTED] Project Sponsor  
s 47F [REDACTED] Lead Analyst and Project Manager  
s 47F [REDACTED] Technical Advisor – Regulation  
s 47F [REDACTED] Technical Advisor – Nutrition  
s 47F [REDACTED] Economist  
s 47F [REDACTED] Analyst  
s 47F [REDACTED] Analyst

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## METHODOLOGY

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## RISK IDENTIFICATION AND MANAGEMENT

Risk management is part of the team's commitment to ensuring the project is completed on time and meets the Department's needs.

Risk	Risk/Impact level	Risk mitigation and management
Stakeholder input is outside of agreed scope of work	Medium risk/ low impact	<p>Stakeholders will be provided with the Review's Terms of Reference (TORs) to ensure clarity of scope. The consultation paper will also clarify the purpose of engagement and scope of the Review, and the survey will be designed to ensure alignment with the TORs and key evaluation questions.</p> <p><i>Allen + Clarke</i> are experienced in conducting stakeholder consultations and facilitating stakeholder discussions to ensure each remains aligned with the purpose of the Review.</p> <p><i>Allen + Clarke's</i> coding framework will clearly identify what content is in scope and out of scope. Content deemed out of scope will not be coded.</p>
Criticism of the Review process by stakeholders	Medium risk/medium impact	The stakeholder engagement plan will focus on robust and clear communication with stakeholders. A protocol will be included in the stakeholder engagement plan outlining when <i>Allen + Clarke</i> will escalate concerns raised by stakeholders to the Department.
Divergent views within Department on economic analysis	Low risk/ medium impact	<i>Allen + Clarke</i> will work closely with the Department to ensure the economic analysis meets the Department's needs.
Breach of data security (accidental or intentional)	Low risk/ high impact	The project team will adhere to <i>Allen + Clarke's</i> Information Handling policy and any other processes requested by the Department. Raw data will be held on <i>Allen + Clarke's</i> secure server and appropriately disposed of.
Change of personnel: One of the team members is unable to continue their participation in the project due to ill health or other reasons.	Low risk/low impact	<p><i>Allen + Clarke</i> will ensure that all team members keep well-documented records of their work on the project, which will be regularly backed up on our central server.</p> <p><i>Allen + Clarke</i> has additional capacity and expertise to assist the project if required.</p> <p>In the event of any key personnel having to withdraw, we have permanent and on-call consultants so that we can ensure project continuity with experienced staff.</p>



Critical stakeholders are unable to be engaged during the timeframe	Low risk/ medium impact	Engagement will take place early. The Project Manager will develop good rapport with stakeholders to assist with engagement. The <i>Allen + Clarke</i> team will work closely with the Department to identify any issues early and develop a plan to address engagement.
Operational: there are time delays in the project due to unforeseen circumstances.	Medium risk/ low impact	The Project Manager will liaise with the Department to ensure any issues are raised promptly and addressed.
Delays arising from the COVID-19 pandemic, or other external events.	Medium risk/low impact	The <i>Allen + Clarke</i> team is adept at using a range of video and tele-conference facilities and has used this technology to successfully engage with clients and stakeholders on a range of projects during the COVID-19 pandemic.  Additional staff members are available to support this project as required.
Media interest in the project	Low risk/medium impact	Any media requests will be referred directly to the Department unless there has been prior agreement between <i>Allen + Clarke</i> and the Department.

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9 June 2023

## Progress Report #11: MAIF Agreement Review

Prepared For: § 22 Assistant Director - MAIF Complaints Committee  
Secretariat, Department of Health and Aged Care

Allen + Clarke Project Manager: § 47F

PH: § 47F

EM: § 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

Introduction	
This Progress Report provides an update on the work undertaken from 29 May – 9 June 2023	
Main activities this period	<ul style="list-style-type: none"> <li>Delivered sensemaking session (31 May)</li> <li>Delivered Consultation Summary Report (2 June)</li> <li>Participated in discussion around framing and methodology of economic analysis (9 June)</li> </ul>
Work progress status	<p>The Project is progressing as follows:</p> <p>§ 47G</p>
Main activities next period	<ul style="list-style-type: none"> <li>Progress Consultation Report (30 June)</li> <li>Progress Draft Final Report (3 July)</li> </ul>
Requests for client input	<ul style="list-style-type: none"> <li>Prepare updated contract variation</li> <li>Provide submission with information about complaints handling secretariat and process</li> <li>Provide details of administration costs of current MAIF Agreement, and previous arrangements</li> <li>Review and provide feedback on overview of proposed approach to economic analysis</li> </ul>





	<ul style="list-style-type: none"> <li>• Review and provide feedback on outline of Final Report</li> </ul>
<b>Next update</b>	
The next progress report will be delivered on 23 June 2023 covering the period from 12 June – 23 June 2023.	
<b>Staff members on project</b>	
§ 47F	Project Sponsor
§ 47F	Lead Analyst and Project Manager
§ 47F	Technical Advisor – Regulation
§ 47F	Technical Advisor – Nutrition
§ 47F	Economist
§ 47F	Analyst
§ 47F	Analyst

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## RISK IDENTIFICATION AND MANAGEMENT

Risk management is part of the team's commitment to ensuring the project is completed on time and meets the Department's needs.

Risk	Risk/Impact level	Risk mitigation and management
Stakeholder input is outside of agreed scope of work	Medium risk/ low impact	<p>Stakeholders will be provided with the Review's Terms of Reference (TORs) to ensure clarity of scope. The consultation paper will also clarify the purpose of engagement and scope of the Review, and the survey will be designed to ensure alignment with the TORs and key evaluation questions.</p> <p><i>Allen + Clarke</i> are experienced in conducting stakeholder consultations and facilitating stakeholder discussions to ensure each remains aligned with the purpose of the Review.</p> <p><i>Allen + Clarke's</i> coding framework will clearly identify what content is in scope and out of scope. Content deemed out of scope will not be coded.</p>
Criticism of the Review process by stakeholders	Medium risk/medium impact	The stakeholder engagement plan will focus on robust and clear communication with stakeholders. A protocol will be included in the stakeholder engagement plan outlining when <i>Allen + Clarke</i> will escalate concerns raised by stakeholders to the Department.
Divergent views within Department on economic analysis	Low risk/ medium impact	<i>Allen + Clarke</i> will work closely with the Department to ensure the economic analysis meets the Department's needs.
Breach of data security (accidental or intentional)	Low risk/ high impact	The project team will adhere to <i>Allen + Clarke's</i> Information Handling policy and any other processes requested by the Department. Raw data will be held on <i>Allen + Clarke's</i> secure server and appropriately disposed of.
Change of personnel: One of the team members is unable to continue their participation in the project due to ill health or other reasons.	Low risk/low impact	<p><i>Allen + Clarke</i> will ensure that all team members keep well-documented records of their work on the project, which will be regularly backed up on our central server.</p> <p><i>Allen + Clarke</i> has additional capacity and expertise to assist the project if required.</p> <p>In the event of any key personnel having to withdraw, we have permanent and on-call consultants so that we can ensure project continuity with experienced staff.</p>



Critical stakeholders are unable to be engaged during the timeframe	Low risk/ medium impact	Engagement will take place early. The Project Manager will develop good rapport with stakeholders to assist with engagement. The <i>Allen + Clarke</i> team will work closely with the Department to identify any issues early and develop a plan to address engagement.
Operational: there are time delays in the project due to unforeseen circumstances.	Medium risk/ low impact	The Project Manager will liaise with the Department to ensure any issues are raised promptly and addressed.
Delays arising from the COVID-19 pandemic, or other external events.	Medium risk/low impact	The <i>Allen + Clarke</i> team is adept at using a range of video and tele-conference facilities and has used this technology to successfully engage with clients and stakeholders on a range of projects during the COVID-19 pandemic.  Additional staff members are available to support this project as required.
Media interest in the project	Low risk/medium impact	Any media requests will be referred directly to the Department unless there has been prior agreement between <i>Allen + Clarke</i> and the Department.

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26 June 2023

## Progress Report #12: MAIF Agreement Review

Prepared For: s 22 Assistant Director - MAIF Complaints Committee  
Secretariat, Department of Health and Aged Care

Allen + Clarke Project Manager: s 47F

PH: s 47F

EM: s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

### Introduction

This Progress Report provides an update on the work undertaken from 12 June – 23 June 2023

#### Main activities this period

- Delivered briefing for Carita Davis (14 June)
- Progressed drafting of Consultation Report and draft Final Report

#### Work progress status

The Project is progressing as follows:

s 47G

#### Main activities next period

- Submit Consultation Report (30 June)
- Submit draft Final Report (3 July)

#### Requests for client input

- Nil

### Next update

The next progress report will be delivered on 7 July 2023 covering the period from 26 June – 7 July 2023.

### Staff members on project



s 47F [REDACTED] Project Sponsor  
s 47F [REDACTED] Lead Analyst and Project Manager  
s 47F [REDACTED] Technical Advisor – Regulation  
s 47F [REDACTED] Technical Advisor – Nutrition  
s 47F [REDACTED] Economist  
s 47F [REDACTED] Analyst  
s 47F [REDACTED] Analyst

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## RISK IDENTIFICATION AND MANAGEMENT

Risk management is part of the team's commitment to ensuring the project is completed on time and meets the Department's needs.

Risk	Risk/Impact level	Risk mitigation and management
Stakeholder input is outside of agreed scope of work	Medium risk/ low impact	<p>Stakeholders will be provided with the Review's Terms of Reference (TORs) to ensure clarity of scope. The consultation paper will also clarify the purpose of engagement and scope of the Review, and the survey will be designed to ensure alignment with the TORs and key evaluation questions.</p> <p><i>Allen + Clarke</i> are experienced in conducting stakeholder consultations and facilitating stakeholder discussions to ensure each remains aligned with the purpose of the Review.</p> <p><i>Allen + Clarke's</i> coding framework will clearly identify what content is in scope and out of scope. Content deemed out of scope will not be coded.</p>
Criticism of the Review process by stakeholders	Medium risk/medium impact	The stakeholder engagement plan will focus on robust and clear communication with stakeholders. A protocol will be included in the stakeholder engagement plan outlining when <i>Allen + Clarke</i> will escalate concerns raised by stakeholders to the Department.
Divergent views within Department on economic analysis	Low risk/ medium impact	<i>Allen + Clarke</i> will work closely with the Department to ensure the economic analysis meets the Department's needs.
Breach of data security (accidental or intentional)	Low risk/ high impact	The project team will adhere to <i>Allen + Clarke's</i> Information Handling policy and any other processes requested by the Department. Raw data will be held on <i>Allen + Clarke's</i> secure server and appropriately disposed of.
Change of personnel: One of the team members is unable to continue their participation in the project due to ill health or other reasons.	Low risk/low impact	<p><i>Allen + Clarke</i> will ensure that all team members keep well-documented records of their work on the project, which will be regularly backed up on our central server.</p> <p><i>Allen + Clarke</i> has additional capacity and expertise to assist the project if required.</p> <p>In the event of any key personnel having to withdraw, we have permanent and on-call consultants so that we can ensure project continuity with experienced staff.</p>



Critical stakeholders are unable to be engaged during the timeframe	Low risk/ medium impact	Engagement will take place early. The Project Manager will develop good rapport with stakeholders to assist with engagement. The <i>Allen + Clarke</i> team will work closely with the Department to identify any issues early and develop a plan to address engagement.
Operational: there are time delays in the project due to unforeseen circumstances.	Medium risk/ low impact	The Project Manager will liaise with the Department to ensure any issues are raised promptly and addressed.
Delays arising from the COVID-19 pandemic, or other external events.	Medium risk/low impact	The <i>Allen + Clarke</i> team is adept at using a range of video and tele-conference facilities and has used this technology to successfully engage with clients and stakeholders on a range of projects during the COVID-19 pandemic.  Additional staff members are available to support this project as required.
Media interest in the project	Low risk/medium impact	Any media requests will be referred directly to the Department unless there has been prior agreement between <i>Allen + Clarke</i> and the Department.

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s 22

**From:** s 47F <s 47F allenandclarke.com.au>  
**Sent:** Wednesday, 23 August 2023 2:28 PM  
**To:** s 22  
**Cc:** s 22 s 22 maif; s 47F  
**Subject:** RE: Cancellation - MAIF Review Report Catch Up [SEC=OFFICIAL, ACCESS=Personal-Privacy]

**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s 22

No worries, thanks for the update. s 22 – feel free to call me at a time that suits tomorrow morning, or I'm happy to schedule a time.

Cheers

s 47F

s 47F  
 7F  
 Ph. s 47F  
 E. s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

From: s 22

&lt;s 22 s 22 Health.gov.au&gt;

Sent: Wednesday, 23 August 2023 2:22 PM

To: s 47F &lt;s 47F allenandclarke.com.au&gt;

Cc: s 22 &lt;s 22 health.gov.au&gt;; s 22

&lt;s 22 Health.gov.au&gt;; maif &lt;maif@health.gov.au&gt;

Subject: Cancellation - MAIF Review Report Catch Up [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Hi s 47F

I hope you're well.

I just tried to phone you in regard to the meeting this afternoon, I've left a message which you can disregard now. Unfortunately s 22 has been delayed in meetings today, would it be ok in lieu of today's meeting if s 22 phones you tomorrow morning to touch base on how you are progressing with the reports?

Apologies for any inconvenience.

Kind regards,

s 22

s 22

Nutrition Policy Section

Preventative Health &amp; Food Branch

Population Health Division | Primary &amp; Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 s 22 [health.gov.au](mailto:health.gov.au)

Location: Sirius Building 5.S.309

GPO Box 9848, Canberra ACT 2601, Australia

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s 22

From: s 47F <s 47F allenandclarke.com.au>  
 Sent: Wednesday, 28 June 2023 4:24 PM  
 To: maif, s 22  
 Cc: s 22, s 47F, s 22  
 Subject: s 22 [SEC=OFFICIAL]

Thanks s 22 – let's say 4pm on Tuesday 11<sup>th</sup>.



s 47F  
 s 47F  
 Ph. s 47F  
 E. s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

From: maif <maif@health.gov.au>  
 Sent: Tuesday, 27 June 2023 11:41 AM  
 To: s 47F <s 47F allenandclarke.com.au>; maif <maif@health.gov.au>; s 22 <s 22 health.gov.au>  
 Cc: s 22 <s 22 Health.gov.au>; s 22 <s 22 s 22 Health.gov.au>  
 Subject: s 22 [SEC=OFFICIAL]

Hi s 47F

Not a problem. Could we do Tuesday 11 July, either a time between 1-3pm or after 3:30pm?

Thanks  
 s 22

From: s 47F <s 47F allenandclarke.com.au>  
 Sent: Tuesday, 27 June 2023 11:24 AM  
 To: maif <s 47F@health.gov.au>; s 22 <s 22 health.gov.au>  
 Cc: s 22 <s 22 Health.gov.au>  
 Subject: s 22 [SEC=OFFICIAL]

Hi s 22

I'll be on school holiday associated rec leave towards the end of next week, and s 47F overseas. How about 10 or 11 July? That would also give the department a bit more time to review the consultation report and draft final report – between the two documents it's over 200 pages.

cheers

From: maif <maif@health.gov.au>  
 Sent: Tuesday, 27 June 2023 11:16 AM  
 To: s 22 <s 22 health.gov.au>; s 47F <s 47F allenandclarke.com.au>  
 Cc: maif <s 47F@health.gov.au>; s 22 <s 22 Health.gov.au>  
 Subject: s 22 [SEC=OFFICIAL]

Hi s 47F

I'm organising the rescheduled meeting for next Thursday 6 July, could you confirm if 10am or 11:30am would suit?

I will send through a Webex meeting invite to all attendees after you confirm.

Kind regards,

s 22 s 22

**Nutrition Policy Section**  
**Preventative Health & Food Branch**

Population Health Division | Primary & Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius Building 5.S.309

GPO Box 9848, Canberra ACT 2601, Australia

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---

**From:** s 22 <s 22@health.gov.au>  
**Sent:** Tuesday, 27 June 2023 9:11 AM  
**To:** s 47F <s 47F@allenandclarke.com.au>  
**Cc:** s 22 <s 22@health.gov.au>; maif s 47E(d) <s 22@health.gov.au>; s 22 <s 22@health.gov.au>  
**Subject:** s22 [SEC=OFFICIAL]

Hi s 47F

That sounds fine. Happy to forego this week's meeting and put something into our diaries for Thurs 6 July. Will send through a meeting request shortly.

Thanks

s 22

---

**From:** s 47F <s 47F@allenandclarke.com.au>  
**Sent:** Monday, 26 June 2023 5:08 PM  
**To:** s 22 <s 22@health.gov.au>  
**Cc:** s 22 <s 22@health.gov.au>; s 22 <s 22@health.gov.au>; s 22 <s 22@health.gov.au>; maif s 47E(d) <s 22@health.gov.au>  
**Subject:** s22 [SEC=OFFICIAL]

Thanks s 22

Unless there's anything to update on from your end we're happy to cancel the meeting we have scheduled for this Thursday, and connect once we've lodged both reports and you've had a chance to review.

---

**From:** s 22 <s 22@health.gov.au>  
**Sent:** Monday, 26 June 2023 4:54 PM  
**To:** s 47F <s 47F@allenandclarke.com.au>  
**Cc:** s 47F <s 47F@allenandclarke.com.au>; s 22 <s 22@health.gov.au>; s 22 <s 22@health.gov.au>; maif s 47E(d) <s 22@health.gov.au>  
**Subject:** s22 [SEC=OFFICIAL]

Many thanks s 47F for the signed DoV and progress report.

Regards,  
s 22

s 22  
**Nutrition Policy Section**  
**Preventive Health & Food Branch**

Population Health Division | Primary & Community Care Group  
Australian Government, Department of Health and Aged Care  
T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)  
Location: Sirius Level 5 South  
PO Box 9848, Canberra ACT 2601, Australia

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BY THE DEPARTMENT OF HEALTH





s 22

**From:** s 47F <s 47F allenandclarke.com.au>  
**Sent:** Thursday, 28 September 2023 2:38 PM  
**To:** s 22  
**Cc:** s 47F s 22 s 22 s 22 maif  
**Subject:** RE: MAIF Review - Final report [SEC=OFFICIAL]  
**Attachments:** MAIF Agreement Review - Final Report 28.09.23.docx; MAIF Agreement Review - Final Report 28.09.23.pdf

Hi s 22

Those updates have been made – pls see attached.

Please note the only accessibility updates needed were alt text for the two new complaints tables. I have run an accessibility report and no further updates are needed for this to be web-ready.

s47F

Regards

s 47F

s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

From: s 22

&lt;s 22 Health.gov.au&gt;

Sent: Thursday, 28 September 2023 1:55 PM

To: s 47F &lt;s 47F allenandclarke.com.au&gt;

Cc: s 47F &lt;s 47F allenandclarke.com.au&gt;; s 22 &lt;s 22 Health.gov.au&gt;; s 22

&lt;s 22 s 22 Health.gov.au&gt;; s 22 &lt;s 22 Health.gov.au&gt;; maif

&lt;maif@health.gov.au&gt;

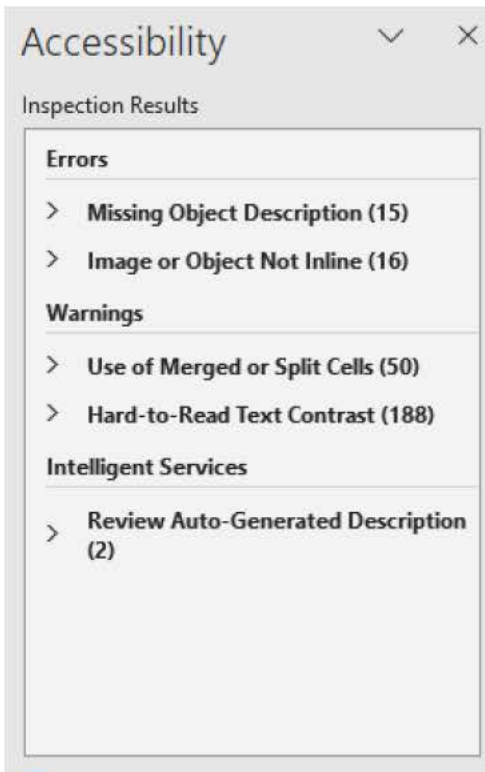
Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 47F

Thank you for your email and time on the phone.

We note your second comment below but would like to clarify our comments around accessibility and text alignment.

Please see screenshot below of the accessibility errors identified and grateful for a double check on your end to ensure this document is web ready.



As discussed, the spacing between text impacts readability and our preference would be for text in tables to be left aligned to reduce the large spaces between some of the text. Examples of this are in Table 2: Key differences between the WHO Code and the MAIF Agreement<sup>2</sup>, Table 3: Recommendations, Table 4: Assessing regulatory model effectiveness (in particular the self-regulation success factors column) and Table 7: Benefits and costs of regulatory alternatives.

If we have any further comments for the report we will aim to get these to you as soon as possible noting your leave for tomorrow and Monday.

Kind regards,

s 22

s 22

Nutrition Policy Section

Preventive Health & Food Branch

Population Health Division | Primary & Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius Level 5 South

PO Box 9848, Canberra ACT 2601, Australia

*The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present*

From: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>

Sent: Thursday, 28 September 2023 12:36 PM

To: s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>

Cc: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; s 22

<s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>

Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 22

We have addressed those comments and accepted tracked changes – please see attached. I attach an unlocked version which should ensure there are no accessibility errors. When the Department is ready to upload it to your

website, please lock and password protect it before it is uploaded to protect our branding and IP. Please also let me know when it's uploaded.

s47C

Finally, in relation to the following comment – 'Can you please right-align the text in all of the tables to improve readability.' – right aligning the text in the tables does not improve readability. I have however reviewed all table text and made updates to ensure they are as readable as possible in the context of the table format and the amount of text. In practice that means some left aligned text and some justified text.

Grateful if you can confirm receipt of this email.

Regards



s 47F

s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)

From: s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>

Sent: Thursday, 28 September 2023 9:14 AM

To: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>

Cc: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>

Subject: RE: MAIF Review - Final report [SEC=OFFICIAL]

Hi s 47F

Thank you for providing these reports and actioning our comments.



We have some final comments in the attached PDF version and will appreciate your action to address these prior to our acceptance. Again, we are happy to discuss any of these comments highlighted in yellow if you require any further information or clarification.

We also noticed in the locked word version, there are some accessibility errors appearing and would appreciate another double check.

Unfortunately, despite a locked down word version, this still appears on our end with different font sizes and style. Would it be possible to also provide an unlocked word version?

Kind regards,

s 22

s 22

Nutrition Policy Section  
Preventive Health & Food Branch

Population Health Division | Primary & Community Care Group  
Australian Government, Department of Health and Aged Care  
T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)  
Location: Sirius Level 5 South  
PO Box 9848, Canberra ACT 2601, Australia

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From: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>

Sent: Friday, 22 September 2023 8:01 AM

To: s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Cc: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>; s 22

<s 22 [Health.gov.au](mailto:s 22@health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Subject: RE: MAIF Review - Final report

**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Good morning s 22 and team

The Report arising from Allen + Clarke's review of the MAIF Agreement is attached, along with a feedback control sheet detailing how we have actioned your comments from 7 and 14 September.

As flagged previously, we'd appreciate a heads up when the report will be published.

Kind regards, and thanks again for the opportunity to be involved in this review.



s 47F

s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

From: s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Sent: Thursday, 14 September 2023 5:08 PM

To: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@health.gov.au)>

Cc: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>

**Subject:** RE: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Hi s 47F

To support your updates to the final report and ensure consistency with the data, please see below updated complaint figures. These figures are consistent with the approach taken in our previous MAIF Annual Reports published on the [website](#), to ensure data comparability. Please note that annual reports figures count MAIF complaints in the context of which financial year the complaints committee considered the complaint rather than which financial year the complaint was received in. In this respect, there will be a slight discrepancy with the data table I sent through on the 7 Sept. This revised data should allow for comparability with previous financial years. For your awareness, these figures below are yet to be published.

As of 30 June 2023:

### **FY 2021-22**

In the 2021-22 FY the MAIF Complaints Committee:

- Considered a total of 52 complaints. 41 were new complaints received in 2021-22, and 11 were complaints carried over from previous financial years.
- Resolved a total of 49 complaints. 38 from the new complaints received in 2021-22, and 11 were complaints carried over from 2020-21.

3 complaints from 2021-22 have been carried over to the 2022-23 reporting period.

#### **Outcomes of complaints considered and resolved:**

##### ***In-scope of the MAIF Agreement***

Of the 49 complaints resolved in 2021-22, 37 complaints were determined to be in scope of the MAIF Agreement, 10 of these were carried over from previous financial years:

- 29 complaints were determined to be in breach.
- 8 complaints were determined not to have breached.

##### ***Out-of-scope of the MAIF Agreement***

- 12 complaints were determined to be out of scope of the MAIF Agreement
  - 8 related to non-signatory activity.
  - 4 related to retailer activity.

### **FY 2022-23**

In the 2022-23 FY the MAIF Complaints Committee:

- Considered a total of 87 complaints. 84 were new complaints received in 2022-23, and 3 were complaints carried over from the previous financial year.
- Resolved a total of 83 complaints. 80 from the new complaints received in 2022-23, and 3 were complaints carried over from 2021-22.

20 complaints from 2022-23 have been carried forward to the 2023-24 reporting period.

#### **Outcomes of complaints considered and resolved**

##### ***In-scope of the MAIF Agreement***

Of the 83 complaints resolved in 2022-23, 48 complaints were determined to be in scope of the MAIF Agreement, 3 of these were carried over from previous financial years:

- 25 complaints were determined to be in breach
- 23 complaints were determined not to have breached.

##### ***Out-of-scope of the MAIF Agreement***

- 35 complaints were determined to be out of scope of the MAIF Agreement
  - 15 related to non-signatory activity.
  - 8 related to retailer activity.



- 6 related to toddler milk.
- 6 related to 'other' activity.
  - Other: Infant food, bottles and teats, wording and imagery selection.

Please reach out if you have any further questions.

Kind regards,

s 22

2

**Nutrition Policy Section**  
**Preventive Health & Food Policy Branch**

Population Health Division | Primary and Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius 5.S.307

GPO Box 9848, Canberra ACT 2601, Australia

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---

**From:** s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>  
**Sent:** Thursday, 14 September 2023 11:16 AM  
**To:** s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>  
**Cc:** s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>  
**Subject:** RE: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL, ACCESS=Personal-Privacy]

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Hi s 22

Thanks for your time just now. As discussed – if you can send us data pertaining to reasons for complaints being out of scope for the period 2021-22 and 2022-23 we will update the relevant graph in the final report. We will also prepare a table that demonstrates complaints resolved, out of scope complaints and breaches for those five financial years. This will demonstrate the increase in complaints and breaches over this period, and ultimately support the key recommendations of the report.

As also discussed, given the changes needed to the report and cross referencing/proofing then required again, I anticipate that if you can send us the out of scope data later today or tomorrow we will be in a position to provide you with the final report early next week.

Regards

s 47F

s 47F

s47F

Ph. s 47F

E. s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)From: s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>

Sent: Thursday, 7 September 2023 3:52 PM

To: s 47F <s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>Cc: s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>;s 22 <s 22 [Health.gov.au](mailto:Health.gov.au)>; maif <[maif@health.gov.au](mailto:maif@health.gov.au)>; s 47F<s 47F [allenandclarke.com.au](mailto:allenandclarke.com.au)>

Subject: RE: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Dear s 47F

By way of introduction, my name is s 22. I am one of the Assistant Directors helping out while s 22 is on leave. I work closely with s 22 and s 22.

Thank you for providing these reports. Apologies for our delay in getting back to you.

The Department is happy to accept the final consultation report and will progress payment of the associated invoice today.

In relation to the final report, thank you for actioning our previous comments. We do have some additional comments that we are seeking your action on. Please see attached word document. Some of these edits are included as track changes, and others are in comments. We are happy to discuss any of these comments if you require any further information or clarification. We appreciate there is a very short timeline on the contract but would greatly appreciate your priority be given to this work.

One area that we are seeking a revision of is the section titled 'Nature of MAIF Agreement complaints and outcomes'. Currently this section presents data on MAIF complaints from 2018-2020. We note that your previous literature review presented data up to 2021. We feel strongly that this information needs to be as current as possible. As such we are providing some data below regarding current statistics. We have noticed that there is currently a gap in the publicly available data for 2021-22 on the website so hope that this provides that detail for you. Capturing this more recent data is quite relevant given the increase in the volume of complaints we have received in recent years, and the volume of breaches.

#### MAIF Complaints Data:

Number of complaints received by the MAIF Complaints Committee as of 4 September 2023\*:

Period	Complaints Received	Pending	Resolved	Out of scope	In scope - Breach	In scope - no Breach
2021-22	41	3	38	11	23	4
2022-23*	100	16	84	37	28	19

[MAIF Complaints Committee Annual Reports](#) if required also.

As always, please don't hesitate to reach out should you need any further information. We look forward to hearing from you.

Kind regards,

s 22



s 22

Nutrition Policy Section  
Preventive Health & Food Policy Branch

Population Health Division | Primary and Community Care Group

Australian Government, Department of Health and Aged Care

T: s 22 | E: s 22 [health.gov.au](mailto:s 22@health.gov.au)

Location: Sirius 5.S.307

GPO Box 9848, Canberra ACT 2601, Australia

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From: s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>

Sent: Friday, 1 September 2023 6:22 PM

To: s 22 <s 22 [health.gov.au](mailto:s 22@health.gov.au)>

Cc: s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>; maif <[maif@health.gov.au](mailto:maif@health.gov.au)>; s 47F <s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)>; s 22 <s 22 [Health.gov.au](mailto:s 22@Health.gov.au)>

Subject: MAIF Review - Final and Consultation Reports [SEC=OFFICIAL]

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Hi s 22

Thankyou for the update s 22

Please find attached the Final Report and Consultation Report, as well as the final rounds of feedback control sheets. Thank you again for the opportunity to be involved in this important and very interesting review. It has been a privilege to support DOHAC in this work, and we have enjoyed working with you and your team.

When you know, we would appreciate it if you could please let us know when the report will be published.

A project feedback sheet will be sent to you and your team shortly by s 47F our Director for Business Development. At Allen + Clarke, we are often asked to provide referees when we pitch for work - I would really appreciate it if you could please let me know whether you would be willing to be a standing referee for work we pitch for in the future.

Kind regards

s 47F



7F  
s47F  
Ph. s 47F  
E. s 47F [allenandclarke.com.au](mailto:s 47F@allenandclarke.com.au)

From: S 22 <S 22 health.gov.au>  
 Sent: Friday, 1 September 2023 12:14 PM  
 To: S 47F <S 47F allenandclarke.com.au>; S 47F <S 47F allenandclarke.com.au>  
 Cc: S 22 <S 22 Health.gov.au>; S 22 <S 22 S 22 Health.gov.au>; maif <maif@health.gov.au>  
 Subject: Update re the MAIF Review [SEC=OFFICIAL]

Hi S 47F and S 47F

Happy Friday. We are looking forward to receiving the updated final MAIF Review reports. S 47F

In my absence, S 22 S 22 and S 22 S 22 will be the main contact points for the finalisation of the MAIF Review. It has been lovely to work with you both and your team.

All the best.

Kind regards,

S 22

S 22  
 Assistant Director – Nutrition Policy section  
 Preventive Health & Food Branch

Population Health Division | Primary and Community Care  
 Australian Government, Department of Health and Aged Care  
 T: S 22 | E: S 22 health.gov.au  
 Location: Sirius 5.3.305  
 PO Box 9848, Canberra ACT 2601, Australia

**Note:** I do not work on Mondays

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---

<sup>[1]</sup> Canada, Israel, Japan, Canada, USA

<sup>[2]</sup> Columbia, Costa Rica, Mexico

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s 22

**From:** s 22  
**Sent:** Wednesday, 22 November 2023 3:30 PM  
**To:** Breastfeeding Policy  
**Cc:** s 22  
**Subject:** RE: Seeking an update on the MAIF Review [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Thanks s 22 just one minor change but otherwise good to go. s47E(d), s47C  
 s47E(d), s47C

Many thanks

s 22

**From:** Breastfeeding Policy s47E(d) @health.gov.au>  
**Sent:** Wednesday, 22 November 2023 3:02 PM  
**To:** s 22 <s 22 Health.gov.au>  
**Cc:** s 22 <s 22 Health.gov.au>  
**Subject:** FW: Seeking an update on the MAIF Review [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Hi s 22

Please see second attempt at a draft to the below email.

Thanks

s 22

Hi

s47F

Thanks for your email regarding an update on the MAIF Review and the Australian National Breastfeeding Strategy (the Strategy). We are continuing to progress work in this space and can provide you with some updates as requested.

The department has received the final report of the MAIF review from the consultants Allen + Clarke Consulting and it is currently being considered by the Australian Government. Following Government consideration of the MAIF review, it will be published on the department's website at [www.health.gov.au/topics/pregnancy-birth-and-baby/breastfeeding-infant-nutrition/marketing-infant-formula](http://www.health.gov.au/topics/pregnancy-birth-and-baby/breastfeeding-infant-nutrition/marketing-infant-formula). Any further updates regarding the MAIF review, including opportunities for stakeholder consultation, will also be available on this website. The department will notify the Breastfeeding Coalition Tasmania once the MAIF review report is publicly available.

The department is continuing to provide support to the National Health and Medical Research Council (NHMRC) for their work on the review of the Australian Dietary Guidelines, due for publication in 2026. We are also continuing to explore the best approach to the collection of breastfeeding data which, due to resource constraints, remains an ongoing process. Finally, the 2023-24 Federal Budget commitments to the Australian Breastfeeding Association (ABA) and Australian Red Cross Lifeblood are ~~ongoing and~~ continuing to progress.

We remain interested to hear any updates from you regarding activities in the breastfeeding space.

Kind regards,

s 22 s 22 – on behalf of

Breastfeeding Policy Team  
 Nutrition Policy Section

## Preventive Health Policy Branch

Population Health Division | Primary and Community Care Group  
 Australian Government, Department of Health and Aged Care  
 E: s47E(d) @health.gov.au  
 GPO Box 9848, Canberra ACT 2601, Australia

*The Department of Health and Aged Care acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to all Elders both past and present.*

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**From:** S 47F <S 47F health.tas.gov.au>  
**Sent:** Monday, 20 November 2023 9:24 AM  
**To:** Breastfeeding Policy s47E(d) @health.gov.au>  
**Subject:** Seeking an update on the MAIF Review

**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi Breastfeeding Policy Team,

I am seeking an update on the timeframe for the release of the final report for the MAIF Review, please.

Breastfeeding Coalition Tasmania is meeting next Monday 27<sup>th</sup> November. They have asked me to provide an update on the MAIF Review and what has been happening at a National level towards the implementation of the ANBS.

I look forward to hearing where things are at.

Kind regards,

S 47F

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**From:** Breastfeeding Policy s47E(d) @health.gov.au>  
**Sent:** Tuesday, 12 September 2023 5:24 PM  
**To:** Graham, S 47F R <S 47F health.tas.gov.au>  
**Subject:** RE: Seeking an update please [SEC=OFFICIAL, ACCESS=Personal-Privacy]

Hi S 47F

Thanks for getting in touch regarding the breastfeeding strategy implementation. Apologies for the delay in getting back to you. We are continuing to progress work in this space and have a few updates below.

The MAIF review is in the final stages. The Department is currently awaiting the final report from Allen + Clarke. We hope to be able to have a report available in the coming months and are happy to continue to touch base as we progress.

We continue to consider the best way to approach breastfeeding data collection. Unfortunately due to resource constraints this has not progressed as quickly as we had initially hoped. We will continue to keep in touch with all BJOG members as we progress this work, pending capacity. We are interested to hear any updates from you and other jurisdictions about activity in the breastfeeding space.

In the meantime we continue to facilitate grant funding commitments, as committed to in the 2023-24 Budget, to ABA and LifeBlood to continue to support the National Breastfeeding Hotline and Donor Human Milk Bank services.

Kind regards,

S 22 – on behalf of

**Breastfeeding Policy Team**  
**Nutrition Policy Section**  
**Preventive Health Policy Branch**

Population Health Division | Primary and Community Care Group  
 Australian Government, Department of Health and Aged Care  
 E: s47E(d) [redacted]@health.gov.au  
 GPO Box 9848, Canberra ACT 2601, Australia

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**From:** S 47F [redacted] S 47F [redacted] R <S 47F [redacted]@health.tas.gov.au>  
**Sent:** Tuesday, 22 August 2023 9:16 AM  
**To:** Breastfeeding Policy <breastfeeding.policy@health.gov.au>  
**Subject:** Seeking an update please

**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi Breastfeeding Policy Team,

Would it be possible to have an update on the progress against the Australian National Breastfeeding Strategy, please?

I am particularly interested in

- the expected release of Allen + Clarke Consulting's report from the Independent Review of the MAIF Agreement.
- plans for breastfeeding data collection and reporting - in particular, what information you will be seeking from jurisdictions.
- when the next BJOG meeting will be? Has the Baseline Evaluation Report and Implementation Plan been finalised?

I am looking forward to hearing from you.

Kind regards,

S47F [redacted]

S 47F [redacted] BHSc(N&D)Hons, MPH

**Public Health Services | Department of Health**

GPO Box 125, Hobart TAS 7001

**Monday | Tuesday | Thursday**

*In recognition of the deep history and culture of this island, I acknowledge and pay my respects to all Tasmanian Aboriginal people; the past and present custodians of the Land.*

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