

**Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement
MAIF AGREEMENT**

APMAIF Secretariat
Department of Health and Ageing
MDP 15, GPO Box 9848
CANBERRA CITY ACT 2601

The Advisory Panel on the Marketing in Australia of Infant Formula (APMAIF) will follow up potential breaches of the MAIF Agreement. The Who Code has a broader coverage than the MAIF Agreement. Reporting of matters that fall outside the scope of the MAIF Agreement, but within the scope of the WHO Code, will be added to a register of such complaints to detect emerging trends in marketing practices.

1. DETAILS OF THE COMPLAINT (Please print clearly)

Subject Product & Company:

Title of promotional piece/publication (if available):

Date when alleged breach was identified:

Brief description of complaint, itemising specific claims/issues:

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.....

Section/s of the MAIF Agreement alleged to be breached:

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.....

Details of attempts to resolve matter with the subject company (if possible) e.g. spoke to pharmacist:

.....

Where and how the material/s were obtained:

(Please submit a photocopy or original of the relevant promotional piece)

2. OUTCOME? What outcome would you like to see from this complaint?

.....

3. YOUR DETAILS (Please print clearly)

Name: Position:

Address:

Telephone: Signature: Date:

Where did this complaint originate? (Please circle the complainant)

Health professional (please specify):

Member of the public / ABA Counsellor / Trainee / Other:

To assist you in completing this form, please refer to the MAIF Agreement.
Contact the Secretariat on (02) 6289 7358 or apmaif@health.gov.au for a copy.
Alternatively, the MAIF Agreement can be found in the APMAIF'S Annual Report at:
www.health.gov.au/internet/wcms/publishing.nsf/content/health-pubhlth-strateg-foodpolicy-apmaif.htm

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