



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME:

Nestlé Australia Limited

DESCRIPTION OF CORE BUSINESS:

Nestlé Australia manufactures and markets products under various brands in beverages food, confectionery, ice cream and chilled dairy

STATEMENT OF COMPANY COMMITMENT:

Nestlé Australia believes in and is committed to responsible marketing activity and marketing communication to all consumers, especially children. The full Nestlé global policy on marketing to children and Nestlé Consumer Communication principles can be found on www.nestle.com.

We believe that while parents and appropriate other adults have the primary role in guiding the food and beverage choices and consumption of children our marketing should reflect balance, moderation in consumption and wherever possible advocate exercise.

Nestlé complies as a minimum, with all national legislation and are committed to abide by all self regulatory codes and the requirements of all adjudication of those codes.

CORE PRINCIPLES:

We will meet each of the core principles outlined in the Australian Responsible Children's Marketing Initiative by the following specific standards in marketing activity and communication and additionally the Nestlé Communication to Children principles.

Advertising Messaging

Nestlé global policy is not to advertise food and beverage products to children under 6 years. The policy of Nestlé Australia, due to local media classifications, measurement and purchasing, is not to advertise food products to children under 5.

Nestlé Australia therefore will not advertise food and beverage products to children between the ages of 5 and 12 years unless they meet the following.

- 1. Those products represent healthy dietary choices, consistent with established scientific standards or Australian government standards.**

2.

Nestle products must also meet the standards of the *Nestle Nutritional Profiling System*, Nutritional Foundation criteria for children appropriate to the category in which that product falls.

AND

2. The advertising and/or marketing communication activities reference, or are in the context of, a healthy lifestyle, designed to appeal to the intended audience through messaging that encourages

- good dietary habits, consistent with established scientific or government criteria and which help children achieve a healthy balanced diet, including clear limits to product size and ingredients such as sugar, salt and fat
- physical activity

Use of popular personalities and characters

NESTLE advertising and marketing activity to children does not use program personalities, live or animated, other than our copyright characters to market products in or adjacent to television programs, movies, magazines or printed material or on internet websites in which the characters normally appear. This will help ensure our communication is clearly distinguished from such content. In addition, NESTLE fully complies with Australian Children's Television Standards (CTS Section 35), which govern the use of proprietary characters in television advertising during C and P period programming.

Product placement

Nestle does not pay for nor actively seek product placement in media programs or editorial where the audience is children under 12 years.

Use of products in interactive games

Nestle will ensure that for interactive games, primarily directed to children under 12 years, where the product is incorporated into the game, the game will incorporate or be consistent with the healthy dietary choices and healthy lifestyle messaging under our commitments in #1 & #2 above.

Advertising in schools

Nestle does not advertise in schools or conduct marketing activity in schools unless with the approval of the school authorities and when there is adult supervision. Such activity is typically related to education or information purposes or related to healthy lifestyle or physical activity.

Use of premium offers

Nestle does not advertise premium offers on products which do not meet the criteria in 1 above. Additionally the reference to the premium in the advertisement must be incidental to the product being advertised in accordance with the AANA codes and the Children's Television standards 2009 (CTS Sec 33).

SCIENTIFIC OR GOVERNMENT STANDARDS:

The Nestle criteria are established on available recommendations for dietary intakes issued by the WHO (2003) and the US Institute of Medicine (2006). Reference to the Nestle Nutritional Profiling system and its principles can be obtained at www.nestle.com.au/nutrition.

MEDIA

Nestle will apply these principles to paid communication produced directly or on our behalf to promote our products or influence the behaviour of children. It specifically includes television, radio, print, cinema, outdoor, telephony and internet sites where the audience is predominantly children, as defined by media measurement, market assessment or local authorities and/or having regard to the theme, visuals, and language used are directed primarily to children under 12 years.

We will proactively monitor our compliance with this media placement and require our agencies to do the same and report to our most senior management bi-annually or more frequently if needed

COMPLIANCE AND COMPLAINTS

Nestle will ensure that the responsibility for compliance with their own guidelines and policies, local regulation and these core principles is at the most senior management of the company in Australia

Nestle agrees to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this initiative.

REPORTING

We will provide an overall report of our marketing activity and communication against this plan on an annual basis; due by the end of February each year.