



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Sanitarium The Health Food Company (known as Sanitarium)

DESCRIPTION OF CORE BUSINESS:

Sanitarium, proudly 100% Australian owned, manufactures a range of quality health and vegetarian food products including breakfast cereals, liquid breakfast, dairy free milks, frozen desserts and spreads.

Sanitarium is the home of Weet-Bix[®], an Australian favourite breakfast cereal since 1928. Other key brands include So Good[®] and UP&GO[®] liquid breakfast range.

STATEMENT OF COMPANY COMMITMENT:

Sanitarium is concerned with the rising rate of obesity and diet related chronic disease. We take seriously the issues related to our role in the food industry and the health of all Australians.

Sanitarium products are made from the goodness of natural ingredients to meet our high nutritional and food appeal standards. We invest significantly in providing the community with free nutrition information and health advice through our team of Qualified Dietitians and Nutritionists. In addition, Sanitarium provides free health and nutrition articles, and balanced plant based recipes that are developed in conjunction with our Dietitians and are available free to the community.

Our mission, to inspire and resource our community to experience happy, healthy lives, guides our approach to making food and marketing our products and services. We take a responsible, socially sensitive approach to advertising with our aim to always inspire the community to make healthier food and lifestyle choices.

Consumers regard Sanitarium as one of Australia's most trusted brands, a position we will always respect and trust.

CORE PRINCIPLES:

As signatories to the Australian Responsible Children's Marketing Initiative, Sanitarium will meet the core principles outlined by:

Advertising Messaging

Sanitarium will only advertise to children under 12 years in an effort to educate and inspire young Australians to make healthy eating and lifestyle choices by meeting the following criteria:

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

AND

2. The advertising and/or marketing communication activities, reference are in the context of a healthy lifestyle, designed to the intended audience through messaging that encourages:
 - Good dietary habits, consistent with established scientific or government criteria
 - Physical activity

Use of Popular Personalities and Characters

Sanitarium will not use Popular Personalities, Program Characters or Licensed characters in advertising primarily directed to primary school aged children (12 years old or younger) unless they are aspirational 'heroes' of the highest regard and inspire young Australians to make healthy eating and lifestyle choices. Any advertising will comply with the messaging options set out above. This is in addition to requirements under the Children's Television Standards 2009 covering C and P periods (CTS Section 35).

Product Placement

Sanitarium does not actively seek to place any food or beverage products in the program/editorial content of any medium primarily directed to primary school aged children (12 years or younger) for the purpose of promoting the sales of these products.

Use of Products in Interactive Games

Sanitarium does not direct the placement of the company's food or beverage products into interactive games primarily directed to primary school aged children (12 years or younger). Where they are featured, we commit to ensuring they are in the context of inspiring young Australians to make healthy lifestyle choices consistent with healthy lifestyle messaging under 1 & 2 above.

Advertising in Schools

Sanitarium does not advertise or market in schools unless there is approval from school authorities and this activity is conducted under adult supervision. Any activities undertaken in schools are communicated in an effort to educate and inspire young Australians to make healthy eating and lifestyle choices and brands comply with points 1 & 2 of the Advertising Messaging.

Use of Premium Offers

Sanitarium commits to not advertising Premium Offers unless the reference to the premium is merely incidental to the product being advertised. We also commit to complying with both the AANA Codes and the Children's Television Standards 2009 (CTS Section 33).

SCIENTIFIC OR GOVERNMENT STANDARDS:

Sanitarium has a strong commitment to ensure all products meet key nutritional benchmarks. The company's long-standing reputation is based on our enthusiastic engagement of research, product development, nutrition education and community responsibility.

In 2010, Sanitarium introduced our Food Policy. This Policy is based on our belief that plant based diets are both nutritious and promote long term health and wellbeing.

Sanitarium also supports the Governments Health Star Rating (HSR) and we have determined that products achieving 3.5 stars or higher represent healthier dietary choices. This aligns with policy outlined by NSW Health for healthy foods and drinks (<https://www.health.nsw.gov.au/heal/Publications/hfd-framework.pdf>). Where Sanitarium does advertise products to children, we will therefore only advertise products achieving 3.5 stars or higher.

MEDIA

This initiative applies to television, radio, print, cinema and third-party internet sites where the audience is predominantly children and/or having regard to the theme, visuals, and language used are directed primarily to children.

Our mission to inspire and resource our community to experience happy, healthy lives guides our approach to making food and marketing our products and services. Any form of media used to communicate with children will be in an effort to educate and inspire young Australians to make healthy eating and lifestyle choices. This covers all forms of communication methods including TV, radio, print, outdoor and internet marketing, packaging, labelling, in-store activities, promotions, product placement and events.

COMPLIANCE AND COMPLAINTS

We agree to abide by any decision or ruling made by the appointed arbiter in relation to the execution of this plan.

REPORTING

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