



THE RESPONSIBLE CHILDREN'S MARKETING INITIATIVE COMPANY ACTION PLAN

COMPANY NAME: Unilever Australia Limited

DESCRIPTION OF CORE BUSINESS: Manufacturer and marketer of food, household and personal care products.

STATEMENT OF COMPANY COMMITMENT:

Our Food and Beverage Marketing Principles contain additional principles for marketing foods and beverages directed at children.

For more details, visit: http://www.unilever.com/Images/30370_Global_Principles_A5_PDF-2_tcm13-48998.pdf

In 2005, we committed to voluntarily restricting all paid marketing communications (other than packaging and labeling) directed primarily at children under the age of six years.

In 2007 we extended this commitment to further restrict marketing to children between the ages of 6 and 11 for all products except those that meet the following strict nutrient criteria

- 1) NSW School Canteen Association criteria for green or amber foods www.healthy-kids.com.au and
- 2) Unilever's global internal nutritional criteria - *Nijman CAJ et al 2006 European Journal of Clinical Nutrition. 1-11*

Our aim is to help parents and their children make healthier and more informed choices. This will cover all forms of communication to consumers including packaging, labelling, in-store activities, consumer, trade/sales and professional promotions, TV, radio and outdoor and internet marketing as well as other forms of communication such as product placements.

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CORE PRINCIPLES:

In addition to our Unilever marketing principles noted above we will meet each of the core principles outlined in the Responsible Children's Marketing Initiative by:

Advertising Messaging .1 Only advertising food and beverage products to children under 12 which meet the NSW Schools Canteen Association criteria for Green or Amber AND Unilever's global internal nutrient criteria;

Advertising Messaging .2 Such advertising to children under 12 will be used to support, or will portray, good dietary habits and / or physical activity.

Use of popular personalities and licensed characters: We will not use popular personalities or licensed characters to promote food or beverage products to children under 12, unless the food / beverage product complies with NSW Schools Canteen Association criteria for Green or Amber AND Unilever's global internal nutrient criteria; In addition, the messages conveyed or implied by the popular personality are consistent with a healthy lifestyle.

Product placement: We will not utilise product placement aimed at children under 12, unless the food / beverage product complies with NSW Schools Canteen Association criteria for Green or Amber AND Unilever's global internal nutrient criteria.

Use of products in interactive games: We will not use products in interactive games aimed at children under 12 unless the food / beverage product complies with NSW Schools Canteen Association criteria for Green or Amber AND Unilever's global internal nutrient criteria. In addition, the messages contained or implied within the game are consistent with a healthy lifestyle.

Advertising in schools: We will not undertake product related communication aimed at primary school children, unless requested by or agreed with the school administration and unless the food / beverage product complies with NSW Schools Canteen Association criteria for Green or Amber AND Unilever's global internal nutrient criteria.

Use of premium offers: We will comply with both the AANA Codes and the Children's Television Standards 2005 CTS (20) in relation to use of premium offers aimed at children under 12. We will not use premium offers unless the food / beverage product complies with NSW Schools Canteen Association criteria for Green or Amber AND Unilever's global internal nutrient criteria.

SCIENTIFIC OR GOVERNMENT STANDARDS:

In determining which of our products are considered acceptable for advertising to children under 12, we have used the following scientific or government standards to determine that those products represent a healthy dietary choice:

- NSW School Canteen Association nutrient criteria for amber or green foods www.healthy-kids.com.au
- Unilever's global internal nutrient criteria - *Nijman CAJ et al 2006 European Journal of Clinical Nutrition. 1-11*

MEDIA

This initiative applies to television, radio, print, cinema and third-party and internal 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 aim is to help parents and their children make healthier and more informed choices. This will cover all forms of communication to consumers including packaging, labelling, in-store activities, consumer, trade/sales and professional promotions, TV, radio and outdoor and internet marketing as well as other forms of communication such as product placements and experiential marketing.

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, with the first plan due by 31 January 2010.