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10 July 2006

The Hon Tony Abbott  
Minister for Health and Ageing  
The Senate  
Parliament House  
Canberra ACT 2600

Dear Mr Abbott,

**Re: Marketing and promotion of food to children**

ACA understands that regulation of food marketing to children is on the agenda for the meeting of the Australian Health Ministers Advisory Council (AHMAC) later this month. We are aware that the Australian Association of National Advertisers (AANA) has been invited to present its draft Food and Beverages Marketing Communications Code.

ACA is increasingly concerned about the increase in prevalence of childhood overweight and obesity. For many years ACA has called for improved regulation of food advertising to children, as one of a number of actions that should be taken to address and prevent childhood obesity.

As part of the AANA consultation process, ACA was invited to provide comments on the draft Code. We welcomed the opportunity to provide these comments.

Enclosed for your information is a copy of the ACA's submission to the AANA. Also enclosed is the June 2006 issue of CHOICE magazine which features an article on marketing and promotion of foods to children.

We hope that this material will also contribute to the AHMAC discussion of food marketing to children. Should you wish to discuss this issue further, please contact me on (02) 9577 3375 or at [chughes@choice.com.au](mailto:chughes@choice.com.au).

Yours sincerely,

**Clare Hughes**  
**Senior Food Policy Officer**

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