

[REDACTED]  
[REDACTED]  
7<sup>th</sup> April 2015

To the Codes Review Panel

I would like to speak to two of the questions posed regarding CONSULTATION ON THE REVIEW OF THE CODE FOR ADVERTISING TO CHILDREN AND THE CHILDREN'S CODE FOR ADVERTISING FOOD.

9. Do you support or oppose a specific guideline on sponsorship? Why?
12. Are there environments where you consider it to be inappropriate to advertise to children?

I have concerns that vouchers attached to school awards and Sports Club player of the day certificates are actually a form of advertising. Our son's sports club is given certificates from MacDonalds and Subway with their brands clearly printed on them. Each voucher is for something cheap, but as some or all of the family will go to the restaurant to spend the voucher, inevitably more than just the voucher is spent at the fast food restaurant. Our son's primary school regularly gives out awards with Anchor chocolate milk vouchers, or recently a Domino's Pizza voucher. None of these companies pays the school or sports club for the opportunity to have access to all these children; they simply pay for the certificates. Our children were unaware of these companies until they started receiving these vouchers. Although the MacDonalds voucher gives the choice of donating \$1 to Ronald MacDonald House, or a hamburger or wrap, it's only lip service; what child would choose a donation over food?

Aside from the free advertising and reinforcing of brand recognition, it is surprising that schools and sports clubs condone rewarding hard work with unhealthy food or even ANY food, and it's a shame that a certificate on its own isn't enough anymore.

In summary, yes, I support specific guidelines on sponsorship when it is aimed at children and I don't think vouchers are ever totally innocent of intent, no matter how magnanimously they've been donated.

Yours sincerely

B [REDACTED] Smith