



Raukura Hauora O Tainui
47 Druces Road, Manukau
Auckland.

Tuesday 12 April 2016.

Tena Koe,

Firstly I would like to thank you for your time to view this submission to ensure appropriate standards are maintained with the Children's Code for Advertising Food.

- Advertising food to children is a most important topic for Maori. The Maori population has a young demographic profile. One in seven people (598, 605 or 14.9 percent) in Aotearoa NZ identify as Maori (while 668,724 people identify as of Maori descent) One-third of people of Maori descent (33.1 percent) are aged under 15 years of age and half of the Maori population is under 24. Therefore Maori potentially have a greater exposure to children's advertising than non-Maori so it is important that healthy food and drink guidelines are strictly followed. This is a great opportunity for us to bring down obesity rates and reach the Government's goal of healthier New Zealanders
- The government's current priority is childhood obesity as expressed in the NZ obesity strategy. The World Health Organisation has also prioritized childhood obesity. The United Nations has articulated children's rights to be protected in the UN Convention on the Rights of the Child. It is crucial then that advertising standards for children align with these national and international priorities.
- We note that a review panel is established for alcohol however there is not currently a review panel to oversee the advertising of food to children. We recommend the establishment of such a panel as well as Maori representation on this panel.
- Maori communities are interested in increasing the number and range of healthy eating environments for children. This is evident in the number and range of kohanga reo, marae and sports clubs actively taking part in establishing healthy food policies for children. Advertising to children needs to align with the momentum building within Maori communities for healthy food environments.
- Currently the definition of ages of children varies. This is unhelpful. We recommend setting an age range for children that is inline with national and international children's conventions.

- It is unclear how the Advertising Standards Authority engage with Maori. We recommend the Authority set out their terms of reference for engaging with Maori across their various codes and standards.
- There now exist a range of ways that advertising reaches children for example ads that precede youtube videos, ads on facebook and instagram. These can be insidious and often parents may not be aware of the ads that their children are being exposed to in this way. These new mediums need to align with the codes and be strictly monitored and sanctions enforced.
- We support the introduction of independent monitoring and evaluation of the codes and recommend Maori representation.
- We recommend that sanctions imposed by the ASA are upheld and made public
- Placement of advertising is a concern. For example, alcohol advertising and food advertising that includes alcohol continues to be placed on school buses. This is exposing children to inappropriate products and does not align with national and international children's' conventions.

Once again thank you for your time, and we look forward to being invited to sit on the suggested forums.

Kind regards



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