

Ms Hilary Souter
Secretary to the Panel
Advertising Standards Authority
PO Box 10675
The Terrace
WELLINGTON 6143

SUBMISSION TO THE REVIEW OF THE ASA CHILDREN'S CODES

Dear Hilary

Thank you for your letter of 11 February 2016 in relation to the review of the Advertising Standards Authority Code for Advertising to Children and the Children's Code for Advertising Food (ASA Children's Codes). Food Standards Australia New Zealand (FSANZ) thanks the Review Panel for the opportunity to make a submission to this review.

FSANZ is the statutory authority responsible for the development and maintenance of food standards and other food related regulatory measures in New Zealand and Australia. All foods produced or imported for sale in New Zealand and Australia are required by law to comply with the *Australia New Zealand Food Standards Code* (the Code). The Code includes food standards relating to food labelling and other information requirements.

Standard 1.2.7 Nutrition, Health and Related Claims of the Code would be of particular relevance to the review of the ASA Children's Codes. Standard 1.2.7 sets out the requirements for nutrition content and health claims. These claims are voluntary statements made by food businesses on labels and in advertising about the content of certain nutrients or substances in a food, or the relationship between food and health. The Standard came into effect on 18 January 2016.

FSANZ does not enforce the Code. In New Zealand, the responsibility for enforcing Code requirements resides with the Ministry for Primary Industries. Consequently, FSANZ is limited to providing information about the Code only and does not provide interpretation of the Code. FSANZ can, however, provide you with assistance navigating the Code (including Standard 1.2.7), which is available electronically through our website at:
<http://www.foodstandards.gov.au/code/Pages/default.aspx>.

I note the Consultation Paper refers to FSANZ and the Ministry for Primary Industries as the agencies responsible for matters relating to the voluntary Health Star Rating (HSR) system. FSANZ has no role in this area as the HSR system sits outside the Code. In New Zealand, implementation of the HSR system is managed by the New Zealand Health Star Rating Advisory Group, which is chaired by the Ministry for Primary Industries. Further information on governance of the HSR system is available from the Ministry for Primary Industries website at: <http://www.foodsafety.govt.nz/industry/general/labelling-composition/health-star-rating/governance.htm>.

I trust this information has been of some assistance. If you require further information, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Glen Neal', written in a cursive style.

GLEN NEAL
GENERAL MANAGER, FOOD STANDARDS

4 April 2016