In Australia, a number of bodies are responsible for regulating how and what information is communicated to consumers regarding food and beverages.

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| --- | --- |
| Question | Suggested information sources |
| Who is FSANZ & what do they do? | <http://www.foodstandards.gov.au/scienceandeducation/aboutfsanz/whatwedoanddontdo.cfm> |
| What is the Food Standards Code (FSC)? | <http://www.foodstandards.gov.au/consumerinformation/foodstandardscodeaco5397.cfm>  <http://www.foodstandards.gov.au/foodstandards/foodstandardscode.cfm> |
| Who enforces the FSC? | <http://www.foodstandards.gov.au/foodstandards/foodenforcementcontacts/>  <http://www.health.qld.gov.au/foodsafety/documents/fs-36-bus-complaint.pdf> |
| Who is the Australian Competition and Consumer Commission & what do they do? | <http://www.accc.gov.au/about-us/australian-competition-consumer-commission> |
| What is the Competition and Consumer Act (previously the Trade Practices Act)? | <http://www.accc.gov.au/about-us/australian-competition-consumer-commission/legislation> |
| Who is the Advertising Standards Board and what do they do? | <http://www.adstandards.com.au/aboutus/theadvertisingstandardsbureau/> |
| What is the AANA Food & Beverages Advertising & Marketing Communications Code? | <http://www.aana.com.au/codes/AANA_Food_Beverages_Code-082009.pdf> |

**Case study:** In October 2008, Coca-Cola South Pacific Pty Ltd (CCSP) -- the company responsible for marketing Coca-Cola products in Australia -- published advertisements titled ‘Kerry Armstrong on Motherhood and Myth-busting’ in a number of Australian newspapers. Review the materials provided and information sources to review this case and answer the following questions.

| Question | Suggested information source |
| --- | --- |
| Describe the ad and what it is trying to do | <http://www.indiaresource.org/campaigns/coke/2009/cokeaustraliamyth.pdf> |
| What ‘myths’ are ‘busted’ in the ad that relate to nutrition and / or health? What information is provided in the ad to try and ‘bust’ the ‘myth’? | <http://www.indiaresource.org/campaigns/coke/2009/cokeaustraliamyth.pdf> |
| Shortly after the ad was printed, it prompted complaints to an industry regulatory body. Which regulatory body were the complaints initially made to? | <http://www.sourcewatch.org/index.php?title=Coca_Cola's_Misleading_%22Myth-busting%22_Ad> |
| What was the nature of the complaints or the grounds for complaints to be made? | <http://parlinfo.aph.gov.au/parlInfo/download/library/prspub/481449/upload_binary/481449.pdf;fileType=application%2Fpdf#search=%22library/prspub/481449%22>  Page 34  <http://www.sourcewatch.org/index.php?title=Coca_Cola's_Misleading_%22Myth-busting%22_Ad> |
| What was the final ruling made by the regulatory body? What were some of the reasons they gave for giving their ruling? | <http://parlinfo.aph.gov.au/parlInfo/download/library/prspub/481449/upload_binary/481449.pdf;fileType=application%2Fpdf#search=%22library/prspub/481449%22>  p.34 |
| Following the ruling by the first regulatory body, further complaints were lodged jointly by the Obesity Policy Coalition, The Parents Jury and the Australian Dental Association with another statutory authority. Who was this statutory authority and what did they do? | <http://www.sourcewatch.org/index.php?title=Coca_Cola's_Misleading_%22Myth-busting%22_Ad>  <http://www.accc.gov.au/media-release/accc-acts-on-coca-cola-myth-busting> |
| As a result of the action taken by the statutory authority, what did CCSP agree to do in response? What were some of the specific court-enforceable undertakings that CCSP committed to? | <http://www.accc.gov.au/content/index.phtml/itemId/867233/>  <http://www.accc.gov.au/content/item.phtml?itemId=867216&nodeId=b70dfc0467eadcc735bebe49f7b9781f&fn=Undertaking.PDF> |
| In 2009, as part of their commitment to those undertakings, CCSP published corrective notices in newspapers and on its website. Describe these corrective notices. Which myths did they address from the original advertisement? What information did they provide to ‘set the record straight?’ | <http://www.sourcewatch.org/images/3/35/Coca_Cola_Setting_The_Record_Straight_FINAL_Advertisement.pdf>  <http://www.accc.gov.au/content/item.phtml?itemId=867216&nodeId=992aca7168c816441bede4d28d8465ac&fn=Corrective%20Advert%20Scan.pdf> |

News articles about this case:

* <http://www.crikey.com.au/2008/10/16/busting-kerry-armstrongs-coca-cola-myths/>
* <http://www.smh.com.au/news/national/kerry-armstrong-ad-gets-allclear/2008/11/27/1227491680882.html>
* <http://www.crikey.com.au/2008/10/20/coca-cola-blinks-loses-its-marketing-mojo/>
* <http://www.theage.com.au/national/actor-armstrong-breaks-silence-over-misleading-cocacola-ads-20090402-9knu.html>
* <http://www.adelaidenow.com.au/news/cokes-embarrassing-backdown/story-e6freo8c-1225698232707>
* <http://www.smh.com.au/business/coke-debacle-bad-for-industry-selfregulation-20090403-9q70.html>
* <http://www.theage.com.au/national/experts-slam-cocacolas-obesity-weightwash-20130724-2qiz2.html>