



Consumer Goods (Baby Bottle Self-feeding Devices) Permanent Ban 2026

I, Dr Andrew Leigh, Assistant Minister for Productivity, Competition, Charities and Treasury and Parliamentary Secretary to the Treasurer, make the following instrument.

Dated 14 May 2026

Dr Andrew Leigh
Assistant Minister for Productivity, Competition, Charities and Treasury
Parliamentary Secretary to the Treasurer

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1 Name

This instrument is the *Consumer Goods (Baby Bottle Self-feeding Devices) Permanent Ban 2026*.

2 Commencement

- (1) Each provision of this instrument specified in column 1 of the table commences, or is taken to have commenced, in accordance with column 2 of the table. Any other statement in column 2 has effect according to its terms.

Commencement information		
Column 1	Column 2	Column 3
Provisions	Commencement	Date/Details
1. The whole of this instrument	The day after this instrument is registered.	26 May 2026

Note: This table relates only to the provisions of this instrument as originally made. It will not be amended to deal with any later amendments of this instrument.

- (2) Any information in column 3 of the table is not part of this instrument. Information may be inserted in this column, or information in it may be edited, in any published version of this instrument.

3 Authority

This instrument is made under subsection 114(1) of the Australian Consumer Law.

Note: The reference to the Australian Consumer Law is a reference to Schedule 2 to the *Competition and Consumer Act 2010* as it applies as a law of the Commonwealth, States and Territories: see section 140K of that Act and corresponding provisions of Acts of States and Territories applying that Schedule.

4 Permanent ban—baby bottle self-feeding devices

- (1) A permanent ban is imposed on baby bottle self-feeding devices.

Baby bottle self-feeding devices

- (2) A ***baby bottle self-feeding device*** is a product that:
- is designed to allow a baby to feed from a bottle without another person holding the bottle; and
 - is designed to do so:
 - by supporting the position of the bottle; or
 - by means of a straw, tube or similar device (or something attached to a straw, tube or similar device).
- (3) However, a product is not a ***baby bottle self-feeding device*** if:
- the product has a tube; and

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- (b) the baby cannot be fed using the product without the baby being held by another person.