

Young Media Australia turns 50!

On 30 March 2007 more than 60 people gathered at the Australian Centre for the Moving Image, Federation Square, Melbourne to celebrate YMA's 50th birthday with a morning seminar followed by lunch.

The keynote speaker was **Dr Patricia Edgar AM** whose theme was

[A Challenge to the Status Quo in Children's Media in Australia](#)



Jane Roberts, Senator Michael Ronaldson & Liz Handsley



Patricia Edgar & Barbara Biggins

Other speakers were

- **Senator Michael Ronaldson** (Vic), representing the Minister for Communications
Senator Helen Coonan
- **Julie Flynn**, CEO, FreeTV Australia
- **Dr Catherine Marraffa**, representing the Paediatric and Child Health Division of the Royal Australasian College of Physicians
- **Lesley Osborne**, Australian Communications and Media Authority
- **Steve Georganas**, member for Hindmarsh, representing Senator Stephen Conroy,
Shadow Minister for Communications
- **Cherrie Bottger**, Network Ten
- **Ann Sanson**, Associate Professor of Paediatrics, University of Melbourne;
Network Coordinator for the Australian Research Alliance for Children and Youth (ARACY)

Surprise guest Humphrey B Bear helped to cut the cake, we all sang Happy Birthday and with the help of balloons, whistles and other noise makers, a good time was had by all!



Many congratulatory messages were received from those unable to attend. These included:

It is time YMA got the long term support it needs to help Australian parents understand the mediated world our children inhabit. I congratulate Young Media Australia and thank Barbara Biggins for her leadership and commitment to Australian children- our future. Gabrielle Kelly, CEO, Archangel Productions

Many happy returns to you all and congratulations for maintaining the profile against incredible odds. Glenda Banks, GBA Communications.

It is vitally important that there are articulate and strong advocates to ensure that Australia's young people have access to quality media, particularly Australian. Tanya Plibersek, Federal Member for Sydney

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