

**Young Media Australia**  
**Steve Georganas**

Good Morning distinguished guests, ladies and gentleman.

It is my honour to be here today representing Stephen Conroy, Shadow Minister for Communications and Information Technology. He sends his apologies and wishes everyone here the very best on this wonderful occasion.

I would like to begin with saying congratulations to Young Media Australia for its 50<sup>th</sup> birthday. It is great to see such an admirable organisation reach such a huge benchmark.

Young Media Australia has its home base in the electorate I represent, Hindmarsh. Since my election in 2004 I have maintained strong relations with Young Media Australia and the organisations chief executive Barbara Biggins.

Barbara Biggins' passion for protecting children and regulating the media industry has played a huge role in the success of Young Media Australia.

Young Media Australia has serviced the Australian community by testing the marketing tactics used by television stations Australia wide.

It is important that organisations such as Young Media Australia are continued to be supported by the Australian community.

There is no doubt that televised advertisements and programs are continuing to push the boundaries when delivering messages to the youngest and most vulnerable sector in society- our youth.

Being a father I know the impact that marketing has on the actions of children. I do not want my grandchildren to grow up in a society that has folded to the forces of marketing and commonly advertises violent or inappropriate messages aimed at young minds.

There is no doubt that media does play a role in the development of Australian children and that it impacts on a child's perception of relationships, violence and sexual development. This impact is set to increase as our children spend more and more time in front of the television.

I fully support the actions of Young Media Australia and I am not alone. Thousands of Australian parents are thankful that there are people such as those involved in this organisation that is looking out for their children.

As the Australian lifestyle continues to get busier and busier it is becoming difficult to monitor what our children watch. Marketing giants should take more responsibility for the messages they are sending out to the wider community.

Young Media has and continues to provide an invaluable service. I would again like to thank you for your invitation to come along today and look forward to celebrating many more birthdays with your organisation.

Thank you