

Federal Election 2007 Survey – responses by Greens and ALP

1. The importance of media experiences and their impact on children

1.1 Children's media experiences have a significant impact on their healthy development.

1.2 Marketing products to children under the age of 10 yrs is an unfair practice

The Greens strongly agreed with both statements. Part of the ALP response was that "Labor is concerned that Australian children have a positive media experience not just as passive recipients but also as creators of media"

2. The impact of media violence

2.1 The "glamorisation" of violence (performed well by an attractive hero who is rewarded for it) is wide spread in our media.

2.2 Children (under 12 yrs) are put at risk by frequent exposure to media violence

The Greens strongly agreed with both statements. The ALP responded that "Labor is concerned about the portrayal of violence on television and in films, videos, the internet and video games and the impact of this on Australian children. Labor will ensure that appropriate controls are in place to protect all Australians and will conduct research into the impact of the portrayal of violence on our society."

3. The techniques used to market violence to children

3.1 Producers who market M rated movies and games to children under 10 yrs (for eg via cereal packets and fast food meals) are misleading children.

The Greens strongly agree with this statement. The ALP responded that Labor would await the present AANA review of its Advertising to Children Code before advancing policy in this area.

4. The impact of sexualised images of children

4.1 The portrayal of children in sexualized poses and clothing in the media creates risks for the health and welfare of Australian children.

The Greens strongly agree with this statement. The ALP responded that "Labor's National Platform acknowledges concerns about the sexualisation of young women and children, and the problems this can cause" and that "Labor is awaiting the outcome of the current reviews into the Commercial Television Code of Practice and the Commercial Radio Code of Practice" on this topic.

5. The impact of food ads

5.1 Advertising for foods of low nutritional value adversely influences children's eating preferences, and makes parents' jobs harder

The Greens strongly agree. The ALP responded that "Labor will await the outcome of the current reviews into the Commercial Television Code of Practice, which will consider this issue, before advancing further policy in this area."

6. The need for better support for parents (Parents are increasingly being asked to be responsible for choosing healthy media experiences, in a rapidly expanding media environment)

6.1 Marketing to children places undue pressures on parents.

6.2 Existing regulation is effective in protecting children ...

... in the "old" media such as TV, movies, videos, and DVDs

6.3 Existing regulation is effective in protecting children ...

... in "new" media such as videogames, the internet, mobile phones

6.4 Parents need more support in choosing healthy experiences in the old, as well as the new media

The Greens strongly agreed with 6.1 and 6.4 and strongly disagreed that existing regulation is effective (6.2, 6.3). The ALP stated that "Labor recognises that there are a number of initiatives that provide information to parents about film and TV content and believes that these are of value in assisting parents in determining what television programs and films are appropriate for their children".

7. The importance of these issues to you

How much importance do you place on the provision of support to families in the areas listed below?

7.1 Marketing to children

7.2 Exposure to violent media

7.3 Exposure to marketing for violent media

7.4 Exposure to junk food advertising

7.5 Exposure to sexualised images of children

7.6 Media awareness programs and strategies for avoiding harm

The **Greens** see all these issues as very important. The **ALP** did not respond to each one, but included sections of policy statements on the Internet, and on Classification, which included:

“Labor believes that the Government should do all that it can to prevent Australian children

from being exposed to harmful and inappropriate internet content.”..... and... “Labor is particularly concerned about the portrayal of violence on television and in films, videos, the internet and video games. Labor will ensure that appropriate controls are in place to protect all Australians... Labor does not believe that there are any fundamental flaws with the classification system as it currently operates in Australia”.