

YMA'S ACHIEVEMENTS

Over 50 years YMA has:

- supported parents and professionals with information and advice on media issues
- adapted to changing times and technology
- made countless submissions to media inquiries, and reviews of industry codes
- conducted surveys of community opinion
- acted as a conduit to regulators and industry for parents' concerns about the media
- provided information and advice on media issues to parents and professionals
- been influential in the acceptance of the need for effective children's TV standards, contributed to revision of those standards and defended them when under attack
- played a major role in the implementation of a classification system for home videos, similar to films
- played a key role in TV licence renewal hearings
- provided film screenings for children on Saturday afternoons all over Australia
- presented 10 International Film festivals
- served on advisory councils to TV stations and networks.

To find out more about the other information and services provided by YMA or if you wish to support our work by becoming a member go to the YMA website or contact us at:

info@youngmedia.org.au

Visit the YMA website
www.youngmedia.org.au

Phone the YMA Helpline
1800 700 357 (national freecall 24/7)



Young Media Australia
PO Box 447
Glenelg SA 5045
Ph (08) 8376 2111



YOUNG MEDIA AUSTRALIA

Promoting Healthy Choices
and Stronger Voices
in Children's Media

WHO WE ARE

Young Media Australia (YMA) is a unique national community organisation with a strong interest and expertise in the role that media experiences play in the development of Australian children.

YMA is recognised as a peak source of information on the impact of media on children and young people.

We advocate for children's rights to live in a media environment that supports their healthy development, expands their horizons and provides them with pleasure.

Young Media Australia (YMA) is a not for profit company with a national Board representative of major child focussed organisations in Australia.

Patron: **Steve Biddulph**

President: **Jane Roberts**

Vice President: **Elizabeth Handsley**

CEO: **Barbara Biggins OAM**

WHAT YMA DOES

- collects research and information about the impact of media on children's development
- support parents with information and strategies for positive media use
- advocates for the needs and interests of children in relation to the media.

WHAT YMA PROVIDES

- the YMA website **www.youngmedia.org.au:** a wealth of media-related information
- the popular child-friendly movie review service, **Know Before You Go:** accessed via YMA website; brief versions weekly in *Adelaide Advertiser*
- the YMA Helpline **1800 700 357** (national freecall 24/7): information and support about media issues by phone
- parent media awareness programs and fact sheets
- submissions to government and regulators
- media interviews on current media issues
- conferences & conference papers
- the monthly news review, **small screen.**

CURRENT ISSUES

- food advertising and children's health
- sexualised images of children in media
- improving the usefulness of classification systems
- internet and mobile phone use & safety (including cyberbullying)
- children's TV standards.

CURRENT AND RECENT PROJECTS

Mind Over Media: early choices for healthy development. A series of fact sheets for early childhood professionals and caregivers.

Through Thick or Thin: Moderating the impact of food advertising on children's obesity and body image.

Reducing Reel to Real Violence: Early intervention in metropolitan Adelaide to minimise harm from media violence.

Know Before You Go: Getting the best out of screen media for young children.



AWARDS

YMA has received a range of awards over many years; most recently a National Child Protection Award 2005.

