

The Coalition's response to the Australian Council on Children and the Media

1. The provision of evidence-based information and strategies for parents of young children which promotes positive media use and supports health development.

The Coalition believes we all have a duty to ensure children and young people are absorbing positive influences that encourage responsibility. Children and young people are constantly watching, listening and learning. The wider community must play its part in ingraining a culture of responsibility in the young people who are Australia's future.

As well as fulfilling the more traditional role for government – of expecting and encouraging responsibility, a new Coalition Government will support the healthy development of our children and young Australians.

2. The sexualisation of children in and by the media.

The Coalition is concerned by the sexualisation of children in advertising material and by elements of the media. The Coalition supports the efforts of the states and territories in upholding community standards in public advertising and a new Coalition Government will work with business nationally to reduce the cruder elements of commercialisation in our society.

The Coalition believes retailers and advertisers should be sensitive to the effect their activities have on children. The sexualisation of young children is unacceptable.

3. The marketing of unhealthy foods to children.

The Coalition is committed to taking real action to improve health in Australia and considers prevention essential in combating chronic and life-threatening diseases.

We recognise that obesity poses significant health risks. A Coalition Government would consider the Preventative Health Taskforce Report and its recommendations for tackling this and similar priority areas.

The Coalition has a healthy legacy in leading the fight against national obesity. The previous Coalition Government delivered a government-wide \$116 million package to combat obesity by increasing the level of physical activity among Australian children and promoting healthy eating. The Coalition Government's schools funding legislation further strengthened the fight on obesity, requiring all students in primary and junior secondary school to participate in at least two hours of physical education each week.

The Coalition supports the responsible use of marketing and advertising. Obviously any advertising that irresponsibly or encourages immoderate use of unhealthy foods is undesirable.

There are already advertising standards that prevent advertising that encourages habit formation, for example, smoking and alcohol abuse. The Coalition welcomes new measures