

FAMILY FIRST
2010 ELECTION SURVEY: CHILDREN AND MEDIA

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

The Australian Council on Children and the Media (www.childrenandmedia.org.au <<http://www.childrenandmedia.org.au/>>) is an example of a comprehensive site containing a library of evidence based material regarding children and the media. It includes material on strategies that parents can use to protect their children from harmful content. FAMILY FIRST supports this work of The Australian Council on Children and the Media and would work with the Council to alert parents to the services and information that it provides.

2. The s*xualisation of children in and by the media

FAMILY FIRST believes that children should be allowed to be children, and is concerned at the increasing sexualisation of children by the media. FAMILY FIRST is supporting legislation proposed by the YWCA to bring in a classification of either PG or M for magazines aimed at so-called 'tweenies' to give more guidance to parents regarding content. FAMILY FIRST has regularly and consistently opposed advertising and content aimed at children that contains inappropriate material.

3. The marketing of unhealthy foods to children

FAMILY FIRST has supported all measures in Parliament to promote healthier diets among school children. FAMILY FIRST is particularly concerned at recent reports from school clothing manufacturers that indicate the largest sizes of school uniforms are becoming more popular.

4. The adequacy of the current classification systems to support effective protection for children

FAMILY FIRST is supporting moves to introduce M and PG ratings for magazines aimed at younger teenagers. FAMILY FIRST also supports better regulation of music video content available in children's viewing times to ensure that children are not exposed to inappropriate content.

5. The exposure of children to "glamorised" depictions of violence in all media

FAMILY FIRST publicly opposed the latest edition of the 'Grant Theft Auto' video game, which contained graphic scenes of violence. FAMILY

FIRST believes that censorship of some material, including graphic violence, is necessary to protect children. Recent research from the University of Iowa has shown that such material has measurable and detrimental effects on children.

6. The targeting of young children with promotions for M classified movies and programs

FAMILY FIRST is opposed to any advertising for M rated material that is directed at children. In Parliament, FAMILY FIRST would work to ensure that only PG and G rated material can be advertised to children.

7. The legalisation of R18+ level computer games

FAMILY FIRST will strongly oppose any moves to allow classification for R18+ rated computer games. Research from the University of Iowa now conclusively shows that violent and sexual video games can have a tremendously detrimental affect on children. By restricting the availability of an R18+ category, our law has forced video game manufacturers to release Australian versions of R18+ games with the worst content removed. This has positively benefited our children.

Nick Greer
Federal Secretary
Family First Party

From: Barbara Biggins [<mailto:bbiggins@ozemail.com.au>]
Sent: Tuesday, 3 August 2010 10:56 AM
To: sec@sa.familyfirst.org.au
Cc: admin@youngmedia.org.au
Subject: short election survey
Importance: High

Family First

Please find attached a letter requesting the completion of a short survey related to the field of children and media, and its return by August 12 to admin@youngmedia.org.au.

Thank you

Barbara Biggins OAM
Hon CEO

Nick Greer

Federal Secretary

Family First Party Australia

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