

AWARDS

ACCM has received a range of awards over many years, most recently:

- Australian Crime and Violence Prevention Award 2009
- a National Child Protection Award 2005

SUPPORT US

We depend on community support to deliver our services to Australian parents, children and professionals. Please support us by:

- becoming a member
- subscribing to small screen
- making a tax-deductible donation

CONTACT US

National office:

Australian Council on Children and the Media

PO Box 447, Glenelg SA 5045

PH (08) 8376 2111

info@youngmedia.org.au

Visit the ACCM website
www.childrenandmedia.org.au

Advice for parents and carers:
Children and Media Helpline
1800 700 357

Australian Council on Children and the Media



Promoting healthy choices
and stronger voices
in children's media



WHO WE ARE

The Australian Council on Children and the Media (ACCM) 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.

ACCM is recognised as the peak body providing information about 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.

ACCM is a not for profit organisation with a national board representative of major child focussed organisations in Australia.

Patrons: **Steve Biddulph**
Baroness Susan Greenfield

President: **Professor Elizabeth Handsley**

Vice President: **Jane Roberts**

CEO: **Barbara Biggins OAM**

WHAT WE DO

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

WHAT WE PROVIDE

- the ACCM website www.childrenandmedia.org.au
- **Know Before You Go**: a popular child-friendly movie review service, accessed via our website
- the Children and Media Helpline **1800 700 357** (national freecall 24/7) for information and counselling support about media issues
- parent media awareness programs and fact sheets
- submissions to government and regulators
- a conduit for your concerns
- media interviews on current media issues
- conferences & conference papers
- **small screen**: our monthly news review

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)
- violent and scary media
- quality of children's media

CURRENT AND RECENT PROJECTS

Know Before You Go

A movie review service that provides descriptions of the content of movies reviewed from a child's point of view to help parents find age-appropriate and enjoyable movies for children. This service is supported by funding from the Attorney General of South Australia.



Seminar series

- **Bratz, Bitney and Bralettes:**
The sexualisation of children in the media
Adelaide, Melbourne and Perth

Annual Conferences:

- *Scared, Sleepless and Hostile: Children, violent/frightening media and public policy*
Sydney 2011
- *Growing Up Fast and Furious: Reviewing the impacts of violent and sexualised media on children*
Sydney 2010