



Young Media Australia (YMA) exists to promote a quality media environment for Australian children and to raise community awareness of the needs of children and young people in relation to print, electronic and screen based media.

## Who we are

YMA is Australia's only national advocacy organisation representing the interests of children and young people in relation to print, electronic and screen based media.

## What we do

YMA collects and disseminates information, conducts research, and provides advice, education and training on the impact of print, electronic and screen based media on children and young people.

## How we do it

YMA represents community concerns about the impact of print, electronic and screen based media on children and young adults to legislators, regulators and the media.

## Membership

If you would like to join YMA and help support these efforts, please join us! Our membership base encompasses a wide range of child health, education and welfare organisations, both national and state, as well as individuals.

Benefits include:

- a copy of each issue of *small screen* (10 for Corporate/3 for State)
- a copy of our annual report
- prior notice of any conferences
- free access to our extensive research library

## Services

YMA has a large research-based library of materials. The centre publishes a range of pamphlets and other publications, and stocks consumer material from 20 regulatory agencies, including the Australian Broadcasting Authority, the Office of Film and Literature Classification, the Australian Association of National Advertisers and the Federation of Australian Commercial Television Stations.

YMA provides research and information on issues such as: violence on TV, videos, films, video and computer games; advertising directed at children; and the social health impact of mass media in Australia. YMA updates and upgrades these materials constantly.

YMA also has a national toll-free Parent Media Helpline: 1800 700 357.

Children and the media:

Let's talk



**Young Media  
Australia  
Helpline  
1800 700 357**

Freecall anywhere in Australia  
24 hours a day, 7 days a week

Other services include: media studies teaching aids; video and filmmaking equipment; training programs; provision of guest speakers; and parent media awareness programs.

YMA's main publication is *small screen*, Australia's only news review of developments in children's media.

The ABA has found Young Media Australia to be an active and informed participant in the ABA's inquiries for many years. Its continued active support of regulation and various well-argued submissions in regard to the Australian Content and Children's Television Standards has been of assistance in the process involved in determining standards.

– Gareth Grainger,  
Deputy Chairman  
Australian Broadcasting Authority

## Results

Young Media Australia has contributed to the:

- establishment and maintenance of quotas for children's (C) programmes;
- gradual increase in Australian children's drama quota;
- 100% Australian quota for pre-school programmes;
- universal classification of home videos;
- classification of computer games;
- review of host-selling in children's cartoon programmes;
- review of use of 0055 numbers;
- review of techniques used in advertising to children; and
- greater community and regulatory attention to effects of media violence on children.

Join us in promoting a quality media environment for Australian children and raising awareness of the needs of children and young people in relation to print, electronic and screen based media.

Please fill in the membership form on the back