



## ABC kids rating success

2008 has proved the most successful ratings year ever for ABC TV. The success has included children's television ratings on both ABC1 and ABC2.

Among children aged 0-4 and children 5-12, ABC1 achieved the highest audience of all free-to-air networks and Pay TV channels in the Monday to Friday childrens' TV slots. The top 20 ranked childrens' programs for 0-4 and 5-12 year olds are broadcast on ABC1.

In its Monday -Friday 10am-4.30pm childrens' slot, ABC2 achieves higher audiences among children 0 -12 than all dedicated Subscription TV childrens' channels. (Source: OzTAM Data)

Meanwhile ABC TV has announced new Australian childrens' initiatives for 2009, aiming to "entertain, inspire and encourage positive development in young people". Australian history will come to life in the new Penny Chapman series, *My Place*, based on the award-winning book, and accompanied by an interactive website. *dirt-girlworld* explores the natural world and invites the preschool audience to 'go get grubby' in the big world outside; and *Figaro Pho* is an animation series about a boy who suffers from every phobia from A to Z.

<http://abc.net.au/corp/pubs/media/s2414842.htm>

## Nine wrongly gave PG classification to Spiderman

In March 2008, Nine Adelaide screened the movie *Spiderman* (classified M for movie release) at 7.30pm, classified as PG. Young Media Australia lodged a complaint, and having not received a satisfactory response, forwarded its complaint to the Australian Media and Communications Authority for adjudication. ACMA has found that the film as screened on TV did not meet the PG guidelines, as the violence was not infrequent, and in one instance had an impact greater than mild.

For ACMA's decision see [http://www.acma.gov.au/WEB/STANDARD/pc=PC\\_311552](http://www.acma.gov.au/WEB/STANDARD/pc=PC_311552)

## YMA's new patron



Baroness Susan Greenfield

We are pleased to announce that Baroness Susan Greenfield has agreed to be a patron of YMA. Baroness Greenfield is a pioneering scientist, an entrepreneur, a communicator of science, a policy adviser and is considered to be one of the most influential and inspirational women in the world. In 2004 she was invited by the South Australian Government to be a "Thinker in Residence", a programme that brings two or three world-class thinkers to Adelaide each year to live and work for periods of up to several months.

To read more about Susan Greenfield go to <http://www.oxsom.ox.ac.uk/contacts.php>

An article from *The Australian* earlier this year quotes Baroness Greenfield as saying, "If we keep going the way we are, we will simply be letting our children sleepwalk into a new world (of technology) without even trying to understand the consequences .. I'm sure parents want to know how long in front of the screen, and at what age, does what, and I think governments owe it to their citizens to tell them these things." (Greenfield, S *The Australian*, 14 June 2008)

To read more of this article, go to <http://www.theaustralian.news.com.au/story/0,25197,23858718-23289,00.html>

Baroness Greenfield joins Steve Biddulph who is a longstanding patron of YMA.

## One complaint can make a difference

The Australian Communications and Media Authority (ACMA) has successfully collaborated with the Irish Internet Hotline to disable a network of websites that provided access to child sexual abuse material.

An anonymous member of the Irish public initiated the action using the 'Report Illegal Content' form on the Internet Service Providers Association of Ireland's website.

The Irish Internet Hotline ascertained that the sites were registered in Australia and referred the details to ACMA, which, in consultation with the Australian Federal Police, made contact with the Australian domain name registrar Melbourne IT. Melbourne IT took action to prevent the domain names in question from directing to the offending sites.

ACMA's relationship with the Irish Internet Hotline comes from membership of the International Association of Internet Hotlines (INHOPE), which now comprises 33 hotlines in 29 countries. INHOPE's mission is to eliminate child abuse material from the internet and to protect young people from harmful and illegal uses of the Internet. The network handles around 10,000 reports of illegal online content every month.

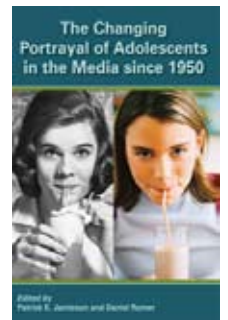
More information about ACMA's role in regulating online content and complaints are at ACMA website at <http://www.acma.gov.au/hotline>.

### New book

#### *The Changing Portrayal of Adolescents in the Media since 1950*

Jamieson, P & Romer, D eds. (2008) Oxford University Press

Changes since 1950 in the media representation of adolescents and the effects of the media on the socialization of youth over that period, examining newer media, such as video games and the internet.





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## small screen

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## GUEST EDITORIAL

**To filter or not to filter? That is the question.**

**Bernadette McMenamin**  
 CEO, *Childwise*

*According to some, the Minister for Broadband, Communications and the Information Economy, Senator Stephen Conroy is threatening the life force of the Internet by his planned trial of internet filtering at ISP level to block child porn sites. YMA asked Bernadette McMenamin AO of Childwise and long time campaigner against the sexual exploitation of children to comment. She says:*

"Let's put this into perspective.

Child pornography is one of the fastest growing online businesses generating approximately \$3(USD) billion each year. It is estimated that 100,000 commercial websites offer child pornography and more than 20,000 images of child pornography are posted on the internet every week. In 2005 the United States National Centre for Missing and Exploited Children revealed that 40% of arrested child pornography possessors sexually abused children. The most disturbing trend is that the demand for sexual images of babies and toddlers and images of children being sexually tortured is increasing. On the 2005 Interpol child pornography data base there were 30,000 images of different children. Only 2% of these children have been identified and rescued from sexual abuse.

In late 2006 Child Wise commissioned AC Neilson to conduct a survey of 1497 Australian internet users over the age of 18. The key outcomes of the survey were that: 83% believe that ISP's should block all child pornography, 76% would change to an ISP that blocked child pornography and 64% are not confident that home based internet filters are effective. Surprisingly Child Wise has also received calls from child sex offenders who support ISP filtering.

The Government's proposal to trial ISP filtering is mainly aimed to curb access to viewing child pornography, to reduce access and demand, and to reduce the rape of children around the world. This trial is not primarily aimed at stopping children viewing inappropriate material. The Government is using other strategies to help with this but it should indeed prevent children viewing the rape of other children and other illegal material.

The proposal is to mandatorily filter sites which are prohibited, are therefore illegal and on ACMA's blacklist. 65% of these sites have been refused classification. The rest of these sites are extreme xxx rated. The Government's main aim is to reduce the proliferation of and production of child sexual abuse images online. In 2005 the increase in sites containing child pornography increased by approximately 75%.

This is mainly due to the explosion in the demand of people around the world including many

Australians to view these exploitative and illegal images. ISP filtering will not stop this completely but will reduce access by at least 40%. Surely this is something we should all support. There are tens of thousands of sites containing images of child sexual abuse available on the Internet and some are currently hosted by Australian ISP's.



Bernadette McMenamin

Sweden, Norway, Denmark and the United Kingdom have ISP-based filters in place blocking child pornography to the majority of Internet users in those countries. Reports show that these filters are very effective, with the UK system operated by British Telecom blocking over 35,000 attempts per day. During 2006, the Norwegian system blocked 1.7 million attempts to access child pornography. The Swedish system blocked 15,000 attempts during its first few weeks of operation which resulted in a 40% drop in reports of child pornographic sites to Sweden's internet hotline. NZ has just completed their own ISP filtering trials which have been successful and accurate in filtering out child pornography sites and have been well supported in the community and by ISP's.

Some of the arguments from the ISP industry include:

- ISP filtering will be expensive- not true based on other countries experience.
- ISP filtering will slow down the Internet- not true based on experience overseas.
- ISP filtering will censor freedom speech- not true as the filter will only filter out illegal material. Currently if sites are on the black list ACMA issues a take down notice to ISP's where they need to take it down but this is not policed. So ISP's cannot legally host it anyway
- Other trials have failed- earlier trials have only attempted to filter illegal and blacklisted material, via home-based filters. This was under the previous Government. This Government has a totally new approach. No other trials in the past have solely focussed on the ACMA blacklist.
- ISP filtering will not protect children from viewing inappropriate sites- it will but it is most important that parents also monitor what their child views and educates them on responsible use of the Internet.

The ISP trial is only one approach in a wide range of strategies designed by the Government to keep both Australian children and overseas children safe from online exploitation and sexual abuse. It is mainly targeted at blocking child porn.

Can you please tell me what reasonable Australian could disagree with this?"

### Canberra calls net filter trial

Fran Foo  
Internet

THE federal Government has released details of its long-awaited call for expressions of interest on live internet-service-provider content filtering trials.

The Government is asking all ISPs to participate, as their feedback is important.

Child protection group Child Wise welcomed the news, but a technical group has dubbed the venture a risky business for ISPs.

BigPond, the nation's largest internet service provider, is reviewing the call's terms and conditions before making a decision.

The Government, through the Australian Communications and Media Authority (ACMA), has completed closed lab trials of ISP content filtering conducted by stage was a big risk for ISPs.

"It is a very important risk they take, as it is the participants in this trial that are likely to be able to make the biggest difference in discussions after the end of the trial," Sage-Au president Donna Ashelford said. "On the other hand, if the live trial turns out to be a disaster, having their name associated with it — as promised in the EOI document — might be a dual-edged sword."

Ms Ashelford pointed to technical weaknesses with the EOI, one example being that the live pilot would limit users to a maximum of 12Mbps.

"Many users exceed 12Mbps right now. Some national broadband network proposals have involved technology that provides speeds up to 50Mbps."

"How future-proof is the national broadband network sup-

ported by Enex TestLab. The live trial, however, is the first step towards evaluating whether ISP-level content filtering is feasible in Australia.

"The participation of industry is crucial to providing evidence on the real-world impacts for ISP content filtering, including on ISPs and their customers," the government document, released yesterday, says.

ISPs have until December 8 to submit their applications.

The intention of the live pilot — also managed by Enex TestLab — is to assess the impact of ISP content filtering on fixed and mobile internet access devices.

The live pilot is scheduled to begin before the end of the year, but ISPs will be able to start later, preferably before Christmas eve.

"Ideally, ISPs will participate in the pilot for a minimum of six weeks," the document says. "These concerns will be carefully considered during a live pilot

lacked awareness and could do with a big push. She called on the Government to invest more in educating parents on cyber-safety. More funds should be allocated to organisations such as ACMA and the Australian Federal Police to identify and remove illegal content, usually hosted overseas, she said.

Meanwhile, Child Wise chief executive Bernadette McMennamin described the release of the document EOI as "an excellent development".

"It's a fair and inclusive process that ISPs can be part of," she said. "I wouldn't like to see anything but child sexual abuse sites blocked."

"I like the two-tier approach of a mandatory, and opt-in and opt-out mechanism."

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*The Australian, 11 November 2008*

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Lara Sinclair

ALCOHOL manufacturers will lose the right to advertise on television and to sponsor sport within 10 years, according to Geoff Munro from the Australian Drug Foundation.

The alcohol industry — like the tobacco sector before it — had been "disingenuous, denying reality and acting in bad faith" by sidestepping its own rules in areas such as advertising to children through sports sponsorships, promoting responsible drinking or linking alcohol with social or sexual success.

As a result, alcohol advertisers could not continue to regulate their own advertising, Mr Munro said.

He will compare the industry's approach to the threat of regulation with that of tobacco companies in a speech to a gathering of prominent alcohol researchers in Sydney today.

Mr Munro said the Alcohol Beverages Advertising Code (ABAC) scheme should be abolished.

"At the minimum, government needs to take control of alcohol advertising," he said.

"I think the days are numbered for alcohol sponsorship of sport. I think within five to 10 years they'll lose it, and the sports (administrators) really ought to be reading the tea leaves and seeking greener pastures."

He said the award-winning Talkin' Boonie promotion for VB, which put David Boon dolls in people's lounge rooms, subtly promoted binge drinking because of ex-cricketer David Boon's reputation for being able to drink a lot of beer.

"Foster's cannot claim it is interested in promoting responsible drinking when they choose David Boon as the front person," he said.

Mr Munro's comments come as public attention is increasingly focused on possible alcohol bans. Research emerged from New Zealand this week suggesting al-

### Expert predicts no booze ads on TV

cohol sponsorship of sporting teams was linked to greater consumption of alcohol by those athletes.

Ten days ago Queensland's chief health officer Jeannette Young said alcohol advertising should be cut from sports sponsorship over a number of years.

Last month, the National Preventative Health Taskforce recommended "curbing advertising and sponsorship of cultural and sporting events".

And in September, NSW Health Minister John Della Bosca told the NSW Parliament the state needed "a strong regulatory regime for alcohol advertising because self-regulation is not working".

That follows a Senate committee report that expressed concern in June about alcohol sponsorship of live sport on television effectively exposing children to alcohol advertising.

Foster's spokesman Troy Hay said the company disagreed with comparisons between the alcohol and tobacco industries, saying that unlike cigarettes, drinking alcohol in moderation could be part of a healthy lifestyle.

"The reason we sponsor sport is because it's popular and it's a way of us getting our brands in front of people who are making a choice about which brands to buy," Mr Hay said.

"No regulation or regime is 100 per cent perfect, but the self-regulatory regime we have in Australia is as good as any and its successes are large.

"We put every campaign we do through pre-vetting. If we get it wrong then we pull them off."

Crick Australia spokesman Peter Young said banning alcohol brands from sponsoring sports would "cut off our nose to spite our face" and would "undermine the revenue of Australian sport".

He would not comment on the New Zealand research.

*The Australian, 24 November 2008*

### Maccas defiant on 'toon ads

Simon Canning

FOOD giant McDonald's says threats by an Australian media watchdog to ban the use of cartoon characters and celebrities won't change the way it targets its products at children.

The company also fears such bans would curtail its ability to promote healthy food initiatives to children worldwide.

Speaking in Chicago, McDonald's global head of marketing, Mary Dillon, said draft regulations by the Australian Communications and Media Authority were not likely to change the way the company did business.

"We are proud to be using our characters to promote the consumption of things like fruit and vegetables and milk and we are working in many countries in concert with industry and government to really continue to see if we can be a force for positive and responsible marketing and

that is exactly how we are approaching this today," said Ms Dillon, speaking at the unveiling of McDonald's latest tie-in with movie company Dreamworks to market the film *Madagascar 2*.

McDonald's vice-president of marketing for family business, Cathy Nemeth, said ACMA's plan could undermine healthy lifestyle initiatives such as its global One Minute To Move campaign, to be launched in Australia at Christmas in conjunction with the *Madagascar* movie promotion.

The campaign challenges children to become involved in a body or mind exercise for a minute each day.

McDonald's launched the campaign in the US with the help of US gymnastics gold medalist Shawn Johnson — an alliance that, under proposed ACMA rules, would be banned in Australia.

Ms Nemeth said the company had numerous ways to continue to market its products in the face of such a ban, but feared it could be counter-productive.

"We have any number of ways to move forward. We have 31,000 restaurants around the world, we have the space to encourage those kind of healthy lifestyle choices in our restaurants, in our packaging. We don't have to rely (on those promotions)," she said.

"But you know what, it would be a shame, in my opinion ... that's what makes it more fun. When we talk to our advisory council it's about incentivising kids to eat healthy food."

"If that's taken away from us, oh well, we'll find other things — McDonald's is fun and we are trying to do what we can to be part of the solution while staying true to what we serve and what our customers want."

*The Australian, 3 November 2008*

# Child sex cases flood agencies

Caroline Overington

NSW government agencies received more than 3770 reports in one year of young children displaying inappropriate sexual behaviour.

The reports concerned such matters as young children exposing themselves or masturbating in public, mimicking the sexual behaviour of adults and acting out in a sexually aggressive way.

In some cases, smaller children were targeted for sexual bullying, experimentation or inappropriate exploration by older children.

The figures on sexualised behaviour are included in a submission to the Wood inquiry into child protection from the NSW Department of Community Services.

The submission on health and disability issues, one of several DOCS has made to the inquiry, was written last April but was not made public until this month.

The submission reveals that government agencies are ill-equipped to deal with the numbers of children who display inappropriate sexual behaviour and with child victims of sexual abuse.

In rural areas, a shortage of forensic services means that children who have been abused have to wear the same clothes for up to eight hours while they are driven to an appointment with a forensic medical expert, meaning "potential forensic evidence is lost".

The submission is one of a handful to the inquiry that have been made public. More than 90 per cent of the information being collected by retired judge James Wood QC has been deemed confidential.

Justice Wood in September requested more time to complete his report on the child welfare system.

It is now due on December 31, a date that angers many in the area of child welfare.

According to the DOCS submission, the department received 3776 reports in

2005-06 in which the primary issue was sexual behaviour by children.

The actual number of children displaying such behaviours was higher because sexual behaviour "frequently co-exists with other issues, such as neglect" and was therefore a secondary issue in many reports.

The submission says children will sometimes enter foster care "for other abuse or neglect issues, and it is only then the sexualised behaviour is identified by caseworkers and carers".

It says there is a desperate shortage of facilities to deal with children with these problems, and of staff with the expertise to deal with sexually aggressive children.

"Where staff are available, the waiting lists can be very long," the submission says.

It says an adolescent health service known as New Street, which is based in Sydney's west, "provides good services (but) very few referrals are able to be accepted".

"In fact, New Street (is) able to accept approximately 25 per cent of referrals," the submission says.

DOCS therefore relies on private GPs or private clinics to treat young people, an option it describes as expensive.

The submission concedes that the system is "not set up to cater for multiple problems".

It says NSW Health provides crisis counselling for young people who have been sexually abused and their siblings, and it provides counselling for child sex offenders. It also provides assistance to children with mental health problems.

But it says doctors are "generally reluctant to diagnose a child with a mental illness" and reluctant to "label children and young people".

"There is a shortage of specialist mental health professionals with experience in working with children," the submission says.

*The Australian, 4 November 2008*

## Weekend nightmares

I STARTED watching cartoons last Saturday morning with my 21-month-old son. I didn't expect it to be all Road Runner and Daffy Duck, like when I was young, but I was pretty disappointed to see "Ben 10", which shows zombies fighting a ghost that possesses children and threatens to throw them off a ledge ... This is not the sort of Saturday morning entertainment I was expecting.

If this is the normal content of Channel 9 at this time, I think the TV will be staying off and we can just play with blocks or something that won't give him nightmares. Or me, for that matter.

**MICHAEL NICHOLLS, Para Hills.**

*The Advertiser, 5 November 2008*

## Reading time key to success

CHILDREN from disadvantaged families aren't fated to have problems in making the transition from home to school, a study has found. Parents just need to read to them several times a week and limit their TV viewing.

The findings come from a study to be released today by the Smith Family and conducted by the Australian Institute of Family Studies.

It found that 40% of children from disadvantaged families were ill-prepared for school, compared with 20% of children from families that were not disadvantaged.

"Quite a lot of these children progress very well," said co-author of the report Diana Smart, general manager of research at the Australian Institute of Family Studies. "It's helping those who are vulnerable to a poor transition, because we know a poor transition and bad start to school is associated with other long-term problems further down the track."

**CAROL NADER**

*The Age, 20 November 2008*

## CENSORSHIP Move to tighten rules

IN A move to tighten censorship guidelines for art exhibitions, NSW Attorney-General John Hatzistergos will ask censorship ministers to streamline the National Classification Scheme applying to artworks depicting children.

After controversy over a Bill Henson photographic exhibition showing naked under-age children, Mr Hatzistergos will ask the ministers, meeting in Brisbane today for the Standing Committee of Attorneys-General (SCAG), to consider strengthening procedures by which publications can be the subject of "calling in" under the scheme. Publications include art exhibitions.

*The Age, 6 November 2008*

## Contracts for artists working with kids

Corrie Perkin  
National arts writer

VISUAL artists who want to work with children and who apply for government funding for their projects will have to sign a contract agreeing to a raft of conditions, according to the Australia Council's draft protocols for working with children.

But the draft, released yesterday on the council's website for community input, has prompted concerns that the council is moving into areas of responsibility beyond its role as the Government's arts funding body.

"The Australia Council has a new brief, to be a watchdog, in fact a quasi-legislator on behalf of children," artist Polixeni Papapetrou told *The Australian* yesterday.

"It has been forced into the role by the commonwealth, which is historically unprecedented. I would have thought that it is the role of parents to do this, and in the case of the arts."

Papapetrou's photograph of her naked five-year-old daughter on the July cover of *Art Monthly Australia* prompted Kevin Rudd to demand a set of protocols for artists by January.

The Prime Minister's response forced Arts Minister Peter Garrett and the council to quickly work out ways in which artists' rights, as well as children, could be protected.

"Artists don't start out making their work wanting to break the law, but it will be good when the whole sector is more aware of the laws and codes that are there," Australia Council chief executive Kathy Keele said. "This is a good starting point to help make them more aware."

The draft covers issues such as the creation of art that involves working with children, exhibitions and performances, distribution of images, state and territory laws relating to children's rights, nudity, and applying for funding.

Any exhibitions or performances that show a fully or partly naked child under 18 will need to be accompanied by a written declaration from the artist that relevant state laws had been followed.

"If you can't get that declaration, you will need to get the images reviewed by the Classification Board prior to exhibition," it says.

The draft also said any artist working with children under 15 must have the permission of parents or guardians.

It acknowledges the recent community outcry following the NSW police confiscation of artist Bill Henson's images of naked children in May.

"There is a growing awareness in this country and internationally of the importance of having laws and protections to safeguard children from exploitation and harm," it says.

Child rights advocate Hetty Johnston said: "The existing legal framework is far from adequate as clearly demonstrated by the recent controversy over Henson's work."

*The Australian,*

14 November 2008

# What's that Skip? There's a film about you?

James Madden

AUSTRALIA'S list of on-screen superstars and characters makes for an impressive roll call: Crocodile Dundee, Steve Irwin, Nicole Kidman, Cate Blanchett.

But long before them — leaps and bounds in advance, in fact — was Skippy the bush kangaroo.

"You have to remember that in the late 1960s, Skippy was a bona fide hero. She was Australia's first international superstar," says filmmaker Stephen Oliver.

Oliver is producing a one-hour documentary, jointly commissioned by the ABC and the BBC, about one of Australia's most famous television shows.

Skippy first hit Australian screens in 1967. Over the following two years, 91 episodes of the adventures of the bush kangaroo were made and sold to 128 countries. It remains one of the country's most popular television exports of the past 40 years.

Oliver, who works for Perth-



Memories: Skippy fan Donna Fisher with son Tyson in Perth

based production company Electric Pictures, said the show was ahead of its time.

"Australia in the late 1960s was something of a cultural backwater," he said yesterday. "It was still seen as this colonial outpost of Britain, and it wasn't producing much work that would interest the rest of the world."

The show's original producers decided the drama needed to

portray Australia as a "special and exotic land". And so it was, with a starring bush kangaroo who could solve crimes, operate a two-way radio, open a bottle of beer with her paws, and, of course, convey many and varied messages to humans with her trademark "tchk, tchk, tchk".

"You had this great landscape, and with the storylines of solid blokes and a kangaroo tracking

down bad guys, it was exactly what people overseas wanted to believe Australia was like," Oliver said. "It worked out to be this incredible export, as it was basically an ad for Australia."

Oliver's documentary will feature interviews with surviving members of the cast and it will also include the memories of Skippy fans.

One such Skippy-phile is Perth mother of one, Donna Fisher. The 39-year-old said the show's "Australian-ness" resonated with her when she was growing up in the 1970s in rural Western Australia.

"You didn't have many Australian dramas for kids at that time, and somehow the Aussie accents, and the Aussie bush setting, made it so believable," Ms Fisher said.

Anyone wanting to share their Skippy stories for the documentary can write to:

skippy@electricpictures.com.au

*The Australian*, 3 November 2008

## Food giant takes sugar hit to sweeten image

EXCLUSIVE

Simon Canning

THE world's largest food manufacturer has reduced sugar levels of some of its top-selling kids' foods — such as Milo cereal and chocolate milk — and will stop advertising non-nutritious products under a plan to improve its image worldwide.

Nestle will unveil the global marketing initiative in Switzerland later today in response to growing concerns about the role of food manufacturers and their marketing practices in rising obesity rates.

The new "global marketing to

### CHANGING TASTES

Products that fail nutrition test

- Country Cup Noodlers Alphabet Chicken Soup
- Uncle Toby's Fruit Roll Ups
- Nestle Stars In-cred-i Bites
- Wonka Bertie Beetle

Recipes changed

- Nesquik Plus
- Milo cereal

children principles" will be underpinned by a nutritional profile system that will define which foods will be allowed to be marketed and which will need to

be reformulated to meet marketing guidelines.

Products that have advertising stopped because they don't meet guidelines include Country Cup Noodlers Alphabet Chicken Soup, Uncle Toby's Fruit Roll Ups, Nestle Stars In-cred-i Bites and Wonka Bertie Beetle.

The global shift in marketing practices by the company, which has annual global sales of \$US120 billion, has been largely driven by Nestle's Australian operations in response to rising community concerns about food marketing.

The responsible marketing guidelines will be enforced in every market where Nestle oper-

ates by the end of the year, with marketing required to encourage healthy, active lifestyles, not undermine parental authority and for no advertising to be directed to children under six.

Advertising aimed at children aged six to 12 will be allowed for foods helping them achieve a healthy, balanced diet.

"Nestle believes this system is the most comprehensive of any company globally as it spans all 27 food and beverage categories in which it has products and covers all consumer groups from children to adults," the company will announce.

"The system is based on scientific research and public health

recommendations of the World Health Organisation and US Medical Institute. It is a dynamic approach which will be reviewed and updated based on the latest developments in research and consumer concerns.

"This nutritional profiling system will form the core of Nestle's policy on marketing communications to children and will further drive its renovation and innovation programs against these exacting criteria." Nestle said it would cease advertising of products that did not meet the requirements of the nutritional profiling system — highlighting the Roll Ups brand as

Continued — Page 6

## Sugar hit taken to sweeten image

From Page 1

one example of a product needing reformulation. "Nestle's Roll Ups product does not meet the nutritional criteria so the product will be reformulated to meet the nutritional profiling system and until then will not be advertised," the company said.

Ian Alwill, marketing director of Nestle Australia and one of the prime movers behind the adoption of the global strategy, said that to be true to its position as "the world's leading nutrition, health and wellness company" it needed to act.

Mr Alwill admitted that some products would not be capable of being altered to meet the guidelines because "they could just taste awful", but said evaluation of products would be ongoing.

But children's advocacy groups have greeted Nestle's move with scepticism.

Boyd Swinburn, a spokesman for The Parents Jury and professor of population health at Deakin University, said he feared the move had been driven by PR concerns.

"I would call it a small baby step, but I think the health of children in Australia and the world warrant some bigger steps, such as a blanket ban on TV advertising of unhealthy food until 9.30 at night," Professor Swinburn said.

Kate Carnell, chief executive of the Australian Food and Grocery Council, described Nestle's move as "a huge step". "I think it shows that industry is taking the issue of overweight children, obesity and nutrition very, very seriously and understands that it has to be part of the solution," she said.

*The Australian*, 19 November 2008

## Comeback for Noddy at 60

LONDON: Noddy, the children's character created by Enid Blyton in the late 1940s, is set to make a comeback in a new book being penned to celebrate his 60th birthday.

Chorion, which owns the rights to Noddy, has commissioned Blyton's granddaughter Sophie Smallwood to write a new adventure for Noddy and his Toytown friends.

It will be illustrated by Robert Tyndall, who worked with Blyton in the 1950s, and is expected to be released in November next year.

More than 200 million copies of books in the Noddy series have been sold worldwide.

AAP

*The Australian*, 18 November 2008

## I root and I vote

AUSTRALIAN politics has seen shooters' parties, fish-shop parties, John Singleton's short-lived yobbo party, so why not a sex addicts' party? The Australian Sex Party will be launched today at Melbourne's Sexpo by Eros Foundation spokeswoman and now ASP convener Fiona Patten. With a claimed four million Australians accessing pornography each year, Patten reckons the ASP has a real chance of winning seats in state and federal parliaments. Broadband, Communications



Join the sex party: Fiona Patten

and the Digital Economy Minister Stephen Conroy's move to have internet providers run trials of filters to block "real depictions of actual sexual activity" along with child porn and bestiality has fired up Patten and her mates. The ASP's platform will include national sex education, reduced censorship and abolition of the proposed internet filter. Patten reckons the filter, which will affect everyone, will put the local sex industry out of business within five years.

*The Australian*, 18 November 2008

# Healthy move for children's TV time

By SHANNON CATON

JUNK food advertising would be banned during peak children's television viewing times under a plan by some of the country's leading food and drink suppliers.

The Australian Food and Grocery Council (AFGC) last week announced a code to ensure only healthy food and drink are promoted to children under 12.

The ban would include advertising on TV, the internet and other children's publications. It would also ban the use of licensed characters.

AFGC members include companies such as Arnotts, Mars, Cadbury-Schweppes and Kellogg's but does not include the takeaway food industry.

"The aim of the initiative is to ensure that only healthy foods and beverages are advertised during television shows predominantly watched by primary school aged children," AFGC chief executive Kate Carnell said.

But lobby group, The Parents Jury, said the food industry had a conflict of interest when it came to advertising to children.

It has called on the Federal Government to "step up" and ban all junk food advertising on TV before 9pm.

In 2007, the group found extensive marketing of the *Shrek the Third* film on dozens of supermarket lines was "out of control" and encouraged pester power.

The Parents Jury manager **Justine Hodge** said parents ultimately had to take responsibility for what their children ate but there also needed to be a "supportive environment for parents who are continually up against it".

**Lidia Morizzi**, mother of **Ruby**, 3, is only too familiar with marketing ploys.

"Ruby will only eat spaghetti or baked beans out of a tin if it has *The Wiggles* on it," she said.

But she said the advertising ban would make little difference if parents made unhealthy choices for their children.

"I think as long as the family doesn't indulge in takeaway and soft drinks then the advertising won't support what you have in your pantry or fridge." **Cristin Shiffer**, mum to **Sophia**, 3, agreed parents had to take control.

"I don't see a lot of under 12s doing the shopping at Woolies," she said. "If we followed the reasoning offered by AFGC these guys should really be targeting the



SCREEN TIME: Eve, 8, and Noah, 4, of *Prospect*, enjoy some snacks.

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shows mothers of kids watch. Let's face it, they're the ones buying the junk their kids eat.

"That knocks off the 5-7pm block and most of prime time, something I'm sure these guys are loathe to do."

But mother-of-three and *Messenger* features writer **Catherine Bauer** said the ban would remove the "trigger". "I think

the ban will definitely help because it will remove the 'in your face' element," she said.

"My children are allowed junk food from time to time and the toys and promotions are certainly an attraction. As with anything else, it's also up to parents not to give in to pestering and to send the right messages to children about junk food."

*Weekly Times, Messenger Press, 5 November 2008*

## Teen hearts aflutter as Disney stars leave their fans on a high

By **RICHARD WILLINGHAM**

SWARMS of teenage girls yelled and screamed as Disney's *High School Musical* juggernaut rolled into town.

In sweltering conditions the stars of the hit film were welcomed to the Melbourne premiere of the latest movie by about 3000 adoring fans at the Jam Factory last night.

Mums, daughters and some fathers and sons, came from across town to worship the teen idols, especially Zac Efron.

Sarah Morton, from Mentone, left school early to get a prime spot near the red carpet.

Penelope Anastasiadis, brought along her daughter, Elizabeth, and niece Emmy, who despite their young age declared their love for Efron — but "we love all of them really".

And America's teen heart-throb didn't disappoint. Alongside co-stars Vanessa Hudgens and Ashley Tisdale, he declared: "We love you all, Melbourne."

*High School Musical 3: Senior Year* opens in cinemas on December 4.



Adoring fans of the *High School Musical* films clamor for the stars' autographs.

*The Age, 13 November 2008*

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