



Tuesday 25th October, 2011

Media Release

ACCM's popular **Know Before You Go** Movie Review Service wins a Children's Week Award

On Monday 24th October, ACCM President Elizabeth Handsley was pleased to accept a Children's Week Award for the Council's popular Know Before You Go movie review service. The award was presented at Government House by Mrs Liz Scarce, wife of the Governor of South Australia and patron of Children's Week.

Prof Handsley said 'The current classification system while useful, doesn't provide the level of information that parents of younger children need to choose enjoyable movie experiences, and to avoid scary and disturbing content. This award recognises the usefulness of this community service and will help to bring it to the notice of more parents'.

Children's Week is an annual festival celebrated across Australia each October that aims to bring world-wide attention to the need to understand, appreciate and care about children. Children's Week focuses on a variety of issues including the health, care, education, cultural, social and emotional needs of children and the importance of recognising their achievements. The Children's Week Award is presented to individuals, groups or organisations for outstanding and consistent contributions to the needs, interests and welfare of children either in a voluntary or paid capacity.

The Know Before You Go Movie Review Service, which began in July 2002, provides detailed descriptions of movies, highlighting content that may be of concern to parents, and enabling them to choose age appropriate movies for the whole family. Qualified child development professionals review all G (General) and PG (Parental Guidance Recommended) movies as soon as possible after their release in Australia. Selected M (recommended for mature audience 15 years and over) movies which are likely to appeal to younger audiences are also reviewed.

These movie reviews focus particularly on violent and scary content as well as highlighting any sexual references, nudity, sexual activity, coarse language and use of substances within the movie. Each review contains recommendations as to the appropriate age levels for each movie. The reviews can be accessed via ACCM's website www.childrenandmedia.org.au and are also printed regularly in OSHC (Out of School Hours Care) newsletters, in the Adelaide Guardian monthly newspaper and in the Sunday Mail.

ACCM acknowledges funding from the SA Attorney General for the Know Before You Go movie review service. Further funding is currently being sought to extend this service to video game reviews, a much needed service, enabling parents to make informed decisions about the sort of media content their children are engaging with.

ACCM is a unique national community organisation which strives for a media environment that supports the health, safety and wellbeing of Australian children. It is committed to promoting healthy choices and stronger voices in children's media. For support and advice on media and children parents can call the Children and Media Helpline on 1800 700 357 (national, freecall, 24/7).

For more information or to arrange an interview, please call Elizabeth Handsley on 08 8201 5256 or 0448 898 185 Glenn Cupit on (08) 8302 4580 or (08) 8177 1990 or Rita Princi on (08) 8377 7755 or 0417 512 836.