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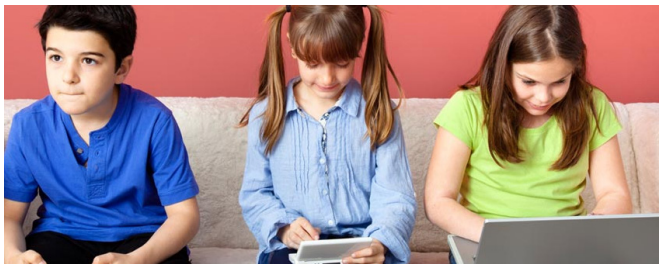
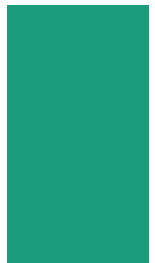


**CHILDREN
& MEDIA
AUSTRALIA**

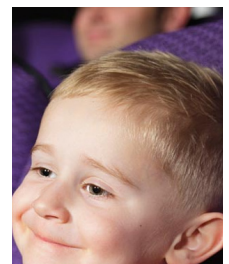
Thriving in a digital world

ACCM'S ROLE IN TODAY'S DIGITAL ENVIRONMENT

REVIEWS



INFORMATION



ADVOCACY

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Thriving in a digital world

Reviews

Information

Advocacy

Today's media environment for children and young people is very complex. Mobile phones, tablets, computers, free-to-air television, payTV, cinemas and streaming services are all readily available.

Even the most mindful of parents and carers find this hard to navigate. How do they find content for their children that is helpful and not harmful? That's exciting but not scary? Inspiring but not habituating? Engaging but not exploitative?

Today's parents need all the tools they can get to help sort the good from the bad and the downright ugly.


ACCM provides much-needed help to parents and carers that is not forthcoming elsewhere.

This document sets out the scope of ACCM's award-winning and unique services.

Since 2022, ACCM has rebadged as Children and Media Australia.

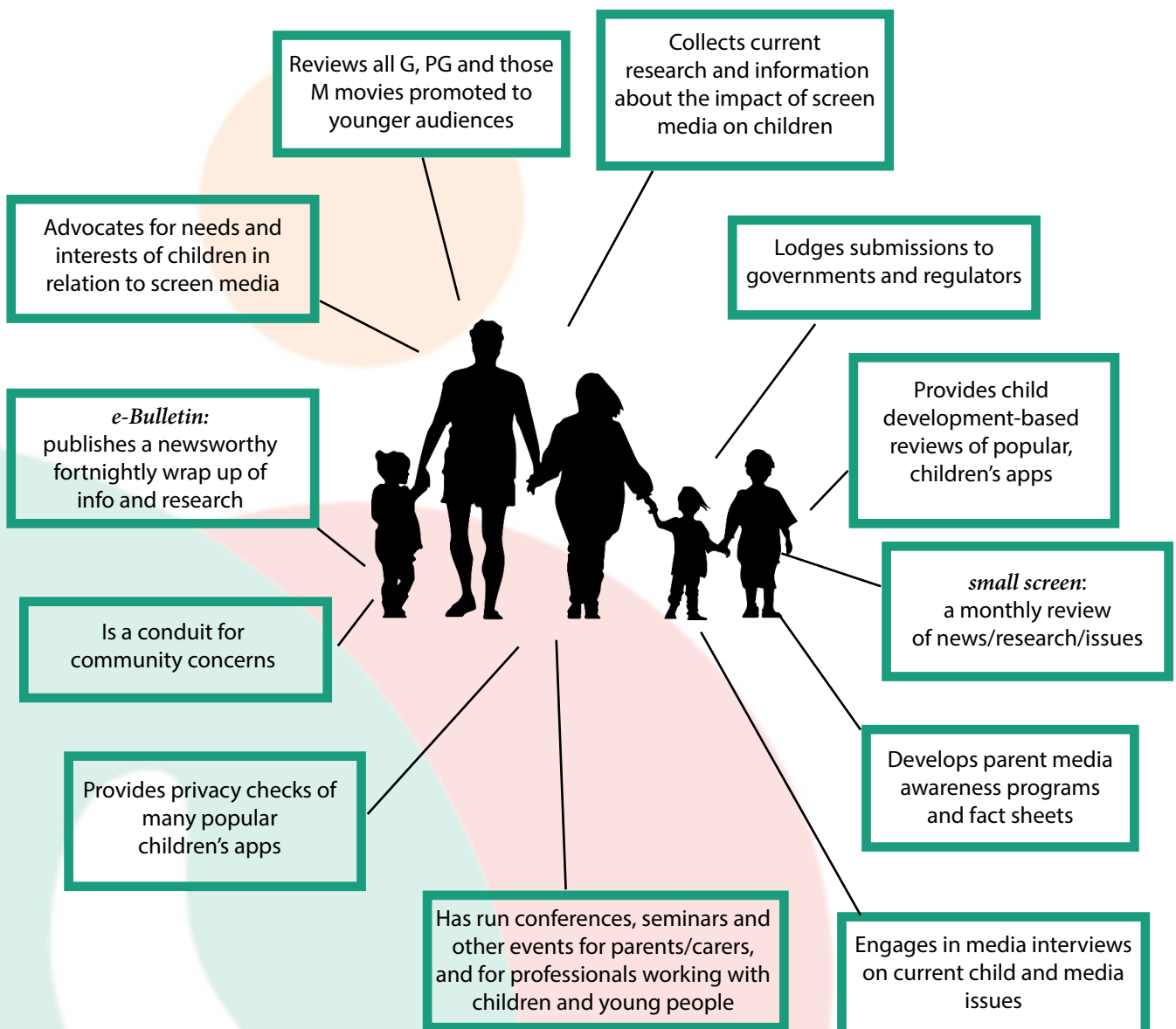
WHAT

does CMA do to
promote a healthy media
environment for children?



CMA supports children's healthy development and protects their rights and interests as digital and screen media users by assisting families and children's professionals, and by influencing decision-makers.

CMA reviews, informs and advocates



HOW

does CMA work?



AS Australia's unique body representing children's interests as digital and screen media users, we provide information, tools and resources to empower families to nurture their children in a safe and stimulating environment, while being a voice for evidence-based policy and practice at the societal level.






CMA is a national, not-for-profit NGO, with a board representative of major child-focussed organisations in Australia.

CMA supports parents and carers using research

“The work we do is soundly based in research, and driven by a passion for improving children’s media environment.”

- ACCM President Prof Elizabeth Handsley

All CMA’s activities are evidence-based. This evidence base is built through:

- Ongoing scans of worldwide research literature in the field of children’s relationships with screen media 
- Contact with an international network of researchers with reputable track records in relevant areas 
- Attendance of key personnel at international conferences for updates on emerging issues 
- Ongoing reviewing of children’s screen media content and practices 
- Being a conduit for community concerns to Australian media outlets 

CMA uses and disseminates this evidence in many ways

- Develops parent awareness web content, seminars and publications 
- Publishes the monthly *small screen*, a news review for Australia and overseas 
- Collates the latest news, research and reviews for its fortnightly E-Bulletin 
- Supports parents in complaints to Australian media outlets 
- Researches and develops submissions to inquiries into Australian media 

CMA provides parents and carers with free tools to guide age-appropriate screen content



Maintains teams of movie reviewers with child development expertise



Edits and publishes reviews on the CMA website



Promotes reviews via publications and community networks



Participates in debate about the National Classification Scheme

FOR almost two decades, parents and professionals have used CMA's *Know Before You Go* movie reviews to gauge what is age-appropriate for children to see.

This service complements the National Classification Scheme (NCS) by providing age-based information about all new release G and PG films, and selected M rated films.

The reviews include detailed descriptions of each movie, prepared by a team with child development expertise, highlighting content that may be problematic for children, such as harmful, scary, habituating or exploitative material.



CMA provides parents and carers with free tools to make smart choices about digital apps



THE *Know Before You Load* app reviews contain recommendations as to the appropriate ages for playing apps.

Reviewers identify “game-style” apps that are popular and marketed to children.

Reviewers supply CMA with information on each app, including positives such as learning opportunities, critical thinking and practising of specific skills and negatives such as in-app purchases, covert tracking, themes of violence and gambling or simulated gambling elements such as ‘loot boxes’.

This service is currently unfunded.

Maintains a team of app reviewers with child development expertise



Edits and publishes reviews on the CMA website



Promotes reviews via publications and community networks



Identifies apps that send players’ data to advertisers





WHY

is CMA's work important?



CMA identifies current issues facing children in today's digital environment

CMA is the only not-for-profit organisation continually monitoring the effectiveness of classifications and systems across the country and overseas.

The organisation seeks to initiate change in the area of film and online classification, and in the marketing to children of junk food and drinks, and of violent digital games.

CMA is currently championing issues around the quality of children's programs to ensure that screen time is healthy for young children.

Quality of children's programming



Effectiveness of national classification systems



Persuasive design, tracking and other techniques used by industry to exploit children



Gambling elements in digital games



Impacts of media violence on children's development



Marketing of violent entertainment and of junk food



Management of screen time and content for the very young



Australia's privacy laws don't protect children's privacy online

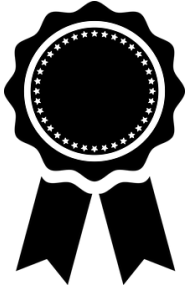




CMA'S

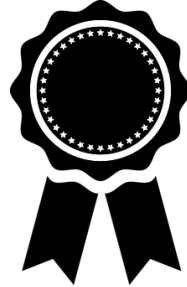
work is recognised...

CMA'S AWARDS



NATIONAL
COMMUNITY CHILD
PROTECTION AWARD
(2005)

Won for the *Know Before You Go* program.
"An outstanding and significant contribution to child protection in Australia"



AUSTRALIAN CRIME AND
VIOLENCE
PREVENTION AWARD
(2009)

Won for the project, *Choosing fright-free, fight-free viewing: a program for parents with young children*

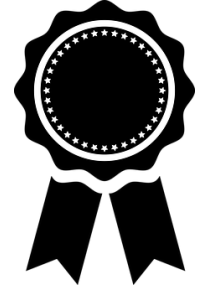


CHILDREN'S WEEK
AWARD
(2011)

Won for the *Know Before You Go* program.



NAPCAN AWARD
(2016)
National Child Protection
award for an inspiring
national prevention
initiative



CHILDREN'S
WEEK AWARD
(2016)
Won for the *Know Before You Go* and *Know Before You Load* programs for outstanding and consistent contributions to the needs, interests and welfare of children.

WHAT PARENTS ARE SAYING

CMA regularly conducts surveys as a means to improve our services and to seek public opinion. In 2019, CMA ran a parent survey to gauge thoughts on the effectiveness of the National Classification Scheme.

About 650 responses were received across eight weeks on how the system met their needs. The results showed about 80 per cent of parents and carers thought Australia's National Classification Scheme did not give them enough

information to make informed choices for their children. Close to 85 per cent indicated that an age-based system would suit their needs better. Below are some recent comments from our surveys:

You do great reviews - I find them more useful than Common Sense Media. Especially appreciate the breakdown of what would be scary for different age groups; the way you list every scary things makes it easy for me to quickly scan and see if there's any red flags there for me/my kids

My children still get scared by a number of scenes even in G rated movies, so I have found the Know Before You Go website very helpful

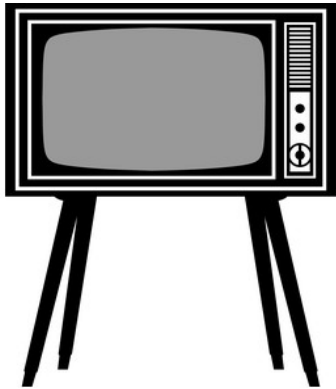
I think an age-based system would provide more benefits for parents in deciding what is appropriate for their children to watch than the present system provides

I want to take my kids to G movies and not have them screaming or scared because the content is too full on for them

The problem is that PG encompasses such a broad range that it goes from family friendly to inappropriate for young ones

I've had to leave PG films with my 2 kids in the past, because the film was completely unsuitable for my young kids. It cost me \$40 for 10 mins. My own stupid fault for not researching the film beforehand

CMA in numbers...



66

years of ACCM
professional expertise



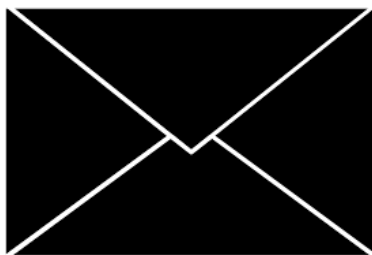
405

copies of *small*
screen published



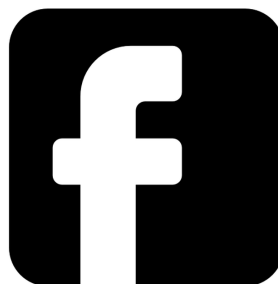
250

submissions
lodged



1300

subscribers to our E-Bulletin



3600

followers on our
Facebook page



3500

media interviews



1500

movie reviews
published online

950

app reviews
published online





CHILDREN & MEDIA AUSTRALIA

Thriving in a digital world

SINCE its establishment in 1957, the Australian Council on Children and the Media has been funded by a combination of federal, state government and philanthropic grants, memberships, donors, licence fees, sales of publications, conferences and seminars.

As from July 1, 2019, ACCM has no government funding. ACCM has been working to develop and embed alternative funding models.

ACCM will continue to be reliant on community support to continue its unique, much appreciated and important services.

Violent images, scary images, exploitative marketing, persuasive design and predatory tracking of children through app use proliferate in today's digital environment. Making healthy media choices is very complex.

The needs of children and parents for ACCM's services, and the risks to children's healthy development, are increasing, not decreasing.

Your support is greatly valued and needed.

Phone:

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Elizabeth Handsley,
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