

21<sup>st</sup> April 2008

Senate Standing Committee on the  
Environment, Communications and the Arts  
Parliament House  
CANBERRA ACT 2600

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### **Inquiry into the effectiveness of the Broadcasting Codes of Practice**

Television, radio, the print media, the Internet and the entertainment industry exert a profound influence on society. All mass media should be used as tools to enrich the quality of life. They should act in the interest of, and be accountable to, the consumer, particularly in reference to children's entertainment and educational programs.

#### Programming

The Tasmanian State School Parents and Friends Inc believes that television programs should promote personal growth of individuals and improve the quality of life and that the federal government has a responsibility to ensure that children's television standards are upheld and subject to timely review.

All broadcasters have a responsibility to provide programs of an informative, stimulating and entertaining nature for children that promote personal growth by ensuring quality and diversity in the available choice.

Programs for all children, especially those in early primary years, should ensure a higher proportion of educational content and reflect experiences they will encounter in the Australian environment. They should also be sensitive to the multicultural nature of the Australian community.

Programs should give special consideration to the ages and interests of intended audiences and pay particular attention to the time schedule of children's programs. Children's drama and magazine-style programs should be regulated to encourage diversity and stimulating experiences for 6-13 year old children.

The Australian Communications and Media Authority should ensure that programs are presented in a non-sexist manner and that sexist representations, language or inferences are not used during designated children's viewing time.

#### Advertising

Standards for advertising directed to children need to be established and maintained that protect them from exploitation and give due regard and protection for developing children.

Advertising for junk food during children's viewing time and during programs for pre-school children should be abolished.

Complaints Process

The Federal Government must provide and promote effective and accessible sources of information to the public with regard to broadcasting practices. There needs to be easily accessible guidelines that inform the public of their rights and how they can put forward a complaint when breaches have been identified.

Yours sincerely

**Jennifer Branch**  
**President**