

New Children's Television Standards Miss the Mark for Australian Parents

Australian parents are angry that a draft of the revised Children's Television Standards released today by the Australian Media and Communications Authority doesn't go far enough to protect their children from junk food advertising.

The Parents Jury's submission to the CTS Review issues paper stated that 97 per cent of their members supported a ban on unhealthy food advertising on television during times when children make up large proportion of the audience.

The Parents Jury is calling for a complete ban on junk food advertising on television from 6am to 9pm, when children could still be watching. ACMA have not committed to such a ban, claiming that broadcasters may lose significant revenue.

Under the new standards, ACMA has introduced a ban on endorsements by licensed characters, celebrities and cartoon characters during designated children's viewing times. The review reiterates the previous standard that premiums such as toys and 'giveaways' must only be incidental to the food product in an advertisement.

The Parents Jury Manager Justine Hodge, expressed disappointment that ACMA has not taken this opportunity to do more to protect children from the bombardment of unhealthy food ads they are exposed to every day.

"It is a shame that the revised standards have put broadcasters' revenue before our children's health. Australian children are exposed to more junk food ads than children in any other country in the world and obesity levels are rising. This was the government's opportunity to do something positive.

"Greater control on the use of celebrity and character endorsements is a good move forward, but we would like to have seen a much bolder and braver step towards protecting our children."

The Parents Jury is a free online forum for parents to voice their views and collectively advocate for the improvement of children's food and physical activity environments. The Parents Jury currently has over 3,400 members and is supported by the Australian and New Zealand Obesity Society, Cancer Council Australia, Diabetes Australia – Vic, QLD and WA, and its member bodies, and VicHealth.

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The Parents Jury is supported by:



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