


Australia faces threats to successful production in children's television and they are twofold. The first is the huge budget cuts to the ABC, the Government funded broadcaster, which has for so many years provided so well to many Australian children. The second is the increasing influx of the, mostly U.S.-produced, toy-based programs.

If Australia did not have its quota system for children and preschool children firmly in place, I believe that we would have little else provided for children, than the toy-based cartoons and programs. Outside the quota program area, that is a reality now. It seems

it has become 'impossible' to provide programming for children, without trying to sell them something at the same time.

There are many of us here who believe passionately in the need to provide quality programs for children of the twenty-first century. Children of the twenty-first century will need to be courageous, competent and resilient, and to have confidence in themselves to overcome many pressures and difficulties. They need to know that they don't have to buy something to be somebody. Their television programming can have these attributes.

Such programming is not an optional extra, but an important contributor to their healthy development. The challenge to achieve this is enormous. The obstacles are formidable. I don't recommend working for this provision as a pastime for the faint-hearted. It requires ongoing pressure, persistence, courage and considerable care for children.

Gains can be made, as have been demonstrated in Australia, provided that there is a will, at Government level, to get behind such efforts. I wish you well in your efforts here, to provide well for your children, in ways that are appropriate to you. 

As part of the ABA's commitment to providing children with quality programs made specifically for them, the ABA's Kidz TV last year classified more than 950 hours of high quality children's programs for broadcast on the commercial television stations.

Children's television standards

The types of programs classified by the ABA include: preschool, quiz, magazine and drama programs in a variety of live action, animated and puppetry formats. These programs feature the distinctive C (children's), P (preschool) or CAD (C Australian drama) classification. They are specifically made for a child (not a general G) audience, and have to be entertaining, well produced and likely to enhance a child's experience.

Indicative of the quality of our children's programming are the critically acclaimed and award winning C Australian drama programs produced and broadcast within Australia and internationally. These include 'Ocean Girl' and 'Mirror Mirror' shown on the Ten network, 'Spellbinder' and 'Ship to Shore' shown on the Nine network and 'The Adventures of the Bush Patrol' shown on the Seven network.

For example, at the 1996 AFI awards Peta Jared from 'Mirror Mirror' won the Holding Redlich Young Actors Award and 'Spellbinder' won 'Best children's Television Drama' in the television awards category.

The emerging pay TV industry has also shown interest in these CAD productions, 'Ocean Girl' and 'Mirror Mir-

ror' are on Disney channel and 'Ship to Shore' is on Nickelodeon.

Preschool programs currently on-air include the award winning 'The Book Place' (Seven network), which, with the help of the character Bookworm, opens up the world of books with a focus on Australian literature. The most recent addition to preschool programs is 'The Music Shop' (Ten network), which explores the world of sound and music. And, of course, there is the long running 'Here's Humphrey' (Nine network).


As required by the Australian content standard these preschool programs are all Australian made.

C classified programs currently on-air also show the range and variety of programs that may fall within this classification. They include the live action gameshow 'A*mazing' (Seven network), currently in its seventh series; the magazine program, 'Totally Wild' (Ten network) which was a finalist in the International Children's Forum at the

Prix Jeunesse in Munich in 1996; and 'Goodspots' (Nine network), also a magazine program with a strong emphasis on sports and fitness.

The C and P classifications are quite different to the G, PG, M and MA classifications which inform viewers of the program content by indicating the level of violence, sex and nudity and language etc. Further, the G, PG, M and MA programs are classified by the television stations, not the ABA.

The commercial stations are required to show minimum annual quotas (equivalent to seven and a half hours per week) of specially classified children's programs. They are the only programs which are classified by the ABA before they are put to air.

In the March 1997 issue of *ABA Update*, Kidz TV will provide further information about how these programs are classified and the ABA's wider role in the area of children's television, including research and international initiatives. 



Programs classified by the ABA In 1996

Title	Type	Origin	Class.	New/ renewal	Decision date	Applicant
A*MAZING (SERIES 6 & 7)	gameshow	Australia	C	new	25/7/1996	Southern Star Concept
ADVENTURES OF THE BUSH PATROL (SERIES 2)	drama	Australia	CAD	new	9/8/1996	Rosenbaum Whitbread Productions
ADVENTURES OF THE BUSH PATROL (SERIES 3)	drama	Australia	PRC	new	4/7/1996	Rosenbaum Whitbread Productions
ADVENTURES ON THE BALANCED PARTICLE FREEWAY	drama	Australia	CAD	new	25/6/1996	Rosenbaum Whitbread Productions
ANIMAL ARK	information	Australia	PRC	new	30/4/1996	Co-Ventures Pty Ltd
BOBBY'S WORLD (SERIES 6)	drama	USA	C	renewal	2/7/1996	Network TEN Brisbane
CHALLENGER	gameshow	Australia	C	new	25/6/1996	Nine Network Australia
FRIGHTMARES/ESP TV	drama	Australia	CAD	new	7/8/1996	Total Film & Television Pty Ltd
FUDGE	drama	USA	C	new	21/5/1996	Network Ten Brisbane
FUDGE (SERIES 2)	drama	USA	C	renewal	3/7/1996	Network TEN Brisbane
GOODSPORTS (SERIES 4)	magazine	Australia	C	new	14/6/1996	WIN Television Tasmania
GROWING UP WILD	info	UK	C	new	26/8/1996	The Seven Network, Brisbane
HANSEL & GRETEL	drama	Australia	CAD	new	19/7/1996	Burbank Animation Studios Pty Ltd
HERCULES	drama	Australia	CAD	new	23/1/1996	Burbank Animation Studios Pty Ltd
HOT SCIENCE	magazine	Australia	C	new	7/6/1996	Banksia Productions
HOT SHOTS	game show	Australia	C	new	19/4/1996	Sportsworld Network (Australia) Pty Ltd
HOT SHOTS (SERIES 3)	magazine	Australia	C	new	19/6/1996	Sportsworld Network (Australia) Pty Ltd
JACK HANNA'S ANIMAL ADVENTURES (SERIES 2)	documentary	USA	C	new	28/3/1996	Effie Holdings Pty Ltd
KABOODLE II	drama	Australia	P	new	20/8/1996	Australian Children's Television Foundation
KIDSPEAK	documentary/info	Australia	PRC	new	18/7/1996	WIN Television Tasmania
KIDSPEAK GREEN CORRIDORS	documentary/info	Australia	C	new	31/7/1996	WIN Television Tasmania
LIFT OFF	drama	Australia	CAD	new	30/1/1996	Australian Children's Television Foundation
LIFT OFF	drama	Australia	P	new	30/1/1996	Australian Children's Television Foundation
MUSIC SHOP	pre-school	Australia	P	new	6/5/1996	Banksia Productions Pty Ltd
OCEAN GIRL 4	drama	Australia	PRC	new	30/12/1996	Jonathan M Shiff Productions Pty Ltd
RAINBOW'S END	drama	Australia	CAD	new	30/7/1996	Phillip Emanuel Productions Ltd
SHIP TO SHORE (SERIES 3)	drama	Australia	CAD	new	4/9/1996	Barron Entertainment Ltd
SLAM JAM	game show	Australia	PRC	new	20/6/1996	La Castra Enterprises Pty Ltd
TABALUGA	drama	Australia	CAD	new	14/6/1996	Yoram Gross Film Studio Pty limited
TABALUGA	drama	Australia	PRC	new	30/4/1996	Yoram Gross Films Studios Pty Ltd
TERROR TOWERS	game show	Australia	C	new	24/9/1996	Becker Group Ltd
THE ADVENTURES OF THE BUSH PATROL	drama	Australia	CAD	new	23/2/1996	Rosenbaum Whitbread Film and TV Productions
THE ADVENTURES OF THE BUSH PATROL	drama	Australia	PRC	new	29/3/1996	Rosenbaum Whitbread Film and TV Productions
THE ADVENTURES OF THE BUSH PATROL (SERIES 3)	drama	Australia	CAD	new	8/10/1996	Rosenbaum Whitbread Film and TV Productions
THE BERENSTAIN BEARS	drama	USA	C	renewal	20/11/1996	Southern Star Sales
THE BONDI PUPPET SHOW	variety/ info	Australia	PRC	new	29/11/1996	Bondi Puppet Theatre
THE LITTLE MERMAID	drama	USA	C	new	23/2/1996	The Seven Network
THE LONG ROAD HOME	drama	USA	C	new	8/10/1996	Southern Television Corporation Pty Ltd
THE MAGIC SCHOOL BUS	drama	USA	C	new	15/8/1996	Network TEN Brisbane
THE MAGIC SCHOOL BUS	drama	USA	C	renewal	0/11/1996	Southern Television Corporation Pty Ltd
THE MAGICAL MAKEOVER	drama	USA	C	new	6/10/1996	Southern Television Corporation Pty Ltd
THE SILVER BRUMBY	drama	Australia	CAD	new	11/3/1996	Media World Features Pty Ltd
TIME MASTERS	gameshow	Australia	C	new	31/5/1996	Southern Star Productions
TOTALLY WILD (SERIES 6)	game show	Australia	C	new	7/12/1996	Network Ten (Brisbane)
WHERE YOU FIND THE LADYBIRD	pre-school	Australia	P	new	29/4/1996	Network TEN
WIND IN THE WILLOWS	drama	UK	C	new	21/10/1996	Nine Network Australia
WISHBONE	drama	USA	C	new	31/7/1996	Southern Star Concept
WISHBONE	drama	USA	C	new	31/7/1996	Southern Star Sales
WORST BEST FRIENDS	drama	Australia	PRC	new	18/12/1996	Artist Services Pty Ltd