

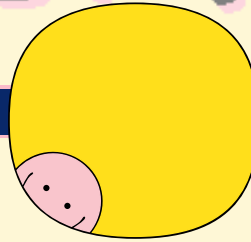
# Care for Kids

T E L E V I S I O N

N E W S

THE NEWSLETTER OF THE AUSTRALIAN CHILDREN'S TELEVISION FOUNDATION

ISSUE No. 82 MARCH 2002



## 20 Years: 1982 - 2002



Nigel Pickard, Controller of Children's BBC Television, UK



Dr Patricia Edgar, AM, Director, Australian Children's Television Foundation



Janet Holmes à Court, AO, Chairman, Australian Children's Television Foundation



The Right Hon Malcolm Fraser, former Prime Minister of Australia and Chairman of CARE Australia



Professor Allan Fels, Chairman, Australian Competition and Consumer Commission



Professor Ellen Wartella, Dean, College of Communication, The University of Texas at Austin, USA



The Hon Rod Kemp, Minister for the Arts and Sport



Alice Cahn, Managing Director, Interactive Media for Children, The Markle Foundation, New York, USA

The Australian Children's Television Foundation, from its inception 20 years ago, has been dedicated to making a significant contribution to children's programming in our country. This has meant producing quality programs that Australian children recognise and embrace as part of their own, distinctly Australian, lives.

Today, that remains our mission.

But while the landscape and the accent of our productions say Made

in Australia, quality children's programs know no borders and from the beginning the Foundation's work has been esteemed internationally.

We have found our programs delight many millions of children, and their parents, worldwide.

While maintaining our place in the forefront of children's television, we are also pioneering work in new technology for children.

To commemorate the 20<sup>th</sup> Anniversary of the Australian Children's Television Foundation we have initiated an international symposium, *The Eyes of the Child: the world they'll see in the 21<sup>st</sup> Century*, to be held in Melbourne on March 20.

This symposium will highlight the exciting opportunities and great challenges we face in future production for children. It will be a milestone in the journey of the Australian Children's Television Foundation.

**The Eyes of the Child:**  
the world they'll see in the 21<sup>st</sup> Century

Symposium sponsored by:



# 20 Years of Production

- 2002 Legacy of the Silver Shadow
- 1998 – 2002 KAHootZ
- 1998 – 2001 Crash Zone
- 1989 – 2000 Round The Twist
- 2000 Yolngu Boy
- 1997 Li'l Elvis Jones and the Truckstoppers
- 1996 – 1998 The Genie From Down Under
- 1995 First Day
- 1994 EC Plays Lift Off
- 1990 – 1993 Sky Trackers
- 1992 – 1994 Lift Off
- 1992 Songs Of Innocence
- 1990 More Winners
- 1990 The Greatest Tune On Earth
- 1987 – 1989 Kaboodle
- 1988 Touch The Sun
- 1987 Seen But Not Heard
- 1985 Winners



Yolngu Boy



The Genie From Down Under



Lift Off 2

## Legacy of the Silver Shadow

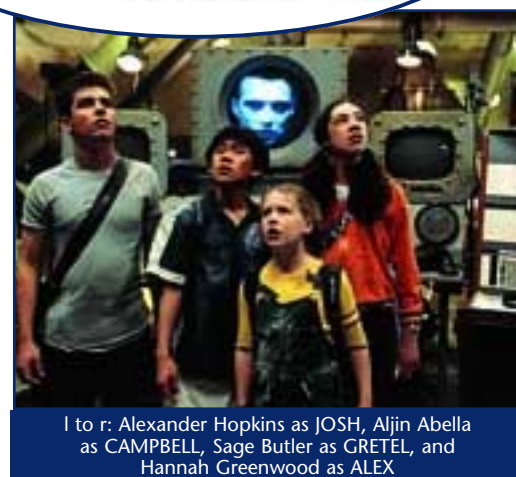


Filming of the 13 x 30 minute live action drama series **Legacy of the Silver Shadow** was completed on 22 February. The series is now in post production and will screen on Network Ten in the second half of 2002. The series was financed by the Australian Film Finance Corporation and pre sold to the Discovery Network in Latin America, Spain, Portugal and the United Kingdom. The series is a co-production with independent producers Ponderosa Productions and Darestar.

The cast include Alexander Hopkins as JOSH, Hannah Greenwood as



FIONA (Eloise Mignon) as Crab Girl



l to r: Alexander Hopkins as JOSH, Aljin Abella as CAMPBELL, Sage Butler as GRETEL, and Hannah Greenwood as ALEX

ALEX, Aljin Abella as CAMPBELL and Sage Butler as GRETEL. Eloise Mignon performs the role of FIONA, who has whole-heartedly embraced

the monomaniacal ambitions of her grandfather and supervillian, the CRAB. Tayler Kane is the dead superhero, the SILVER SHADOW.

# ACTF's Awards

The ACTF's programs have been nominated for over 170 awards and have won 99 national and international awards including the International Emmy, the Prix Jeunesse, the Japan Prize, and most recently the Youth TV Prize at the *International Scientific Audio Visual Conference* in Paris in 2001. The

ACTF has become a world leader in its field and in 1998 and 1999 won the Arts & Entertainment category of the Victorian Exporter of the Year Awards and went on to win the same award in the Australian Exporter of the Year Awards in 1998. These awards are a tribute to the continued success of ACTF programs around

the world selling its programs into 100 countries. In Australia, the ACTF has won 4 Australian Film Institute (AFI) Awards, the 2001 Logie for "Most Outstanding Children's Program" (**Round The Twist**) and 16 Australian Teachers of Media (ATOM) Awards.

*Sabretooth from Crash Zone 2: Finalist for the 2002 Prix Jeunesse Award in the "11-15 fiction" category*

## Winners

**Winner** Chicago International Festival of Children's Films - USA (1986)\*

*Top Kid*  
**First Prize** for live action

*The Paper Boy*  
**Honourable Mention** for live action

*The Other Facts of Life*  
**Special Jury Prize** for Cinematic Impact

*Just Friends*  
**First Prize** voted by the children's audience for Most Popular Video

\*As a result of the Festival's response to the **Winners** series, the Jury gave a special award recognising the Australian Children's Television Foundation's outstanding achievements in developing high quality films for children's audiences.



Touch The Sun

## Touch The Sun

**Winner** *Captain Johnno* - International Emmy Award (1988) - USA - "Children's and Young People's Programs"

## Round The Twist 2

**Winner** Prix Jeunesse International (1994) - Germany - "7-12 Fiction" Category

## Lift Off 2

**Winner** The Japan Prize Contest (1995) - Japan - Hosono Bunka Foundation Award for "Excellence in Pre-School Programming"

## Round The Twist 3

**Winner** Banff Rockie Awards (2000) - Canada - "Children's Programs Category"

## Round The Twist 3

**Winner** Grand Jury Prize for "Best Show" New York Festival Awards (2000) - USA - "Youth Category 7 - 12"

## Round The Twist 4

**Winner** Logie Award (2001) - Australia - "Most Outstanding Children's Program"



Round The Twist 3



Lift Off 2



Round The Twist 4

# ACTF's International



Kaboodle



Sky Trackers



First Day



Yolngu Boy

The ACTF's first series, **Winners**, was produced in 1984 and had its world premiere on Network Ten. Eighteen years later, the ACTF and its sub-distributors have contracted in excess of 200 runs in 92 countries of the **Winners** series, and its success continues. As recently as November 2001 Italy's Seven TV became the third broadcaster in Italy to acquire the **Winners** series.



Jenny Buckland,  
Marketing Manager

Australian broadcasters pay a fraction of the cost of production of Australian children's drama, and consequently it has never been possible to fully finance our programs on the basis of domestic licence fees. The international market has always been critical. In the early days, the ACTF took its concepts to television trade fairs, in the hope of attracting a commitment from an international distributor.

Obtaining commitments from international distributors is an unpredictable business. Being left to the mercy of the market place meant that our first three projects attracted three completely different distribution companies. But when the ACTF was developing the first **Round The Twist** series, it failed to attract any distributor's interest.

The **Round The Twist** scripts were declared "too rude", "not for television" and "outrageous". However the international interest that the ACTF did attract, came from no less a quarter than the BBC. We were therefore able to finance the series on the basis of the BBC's involvement. This left the rest of the world available for distribution, but no major distributor willing to take the risk.



Kaboodle

# Marketing

The ACTF looked carefully at the track record of its earlier series – **Winners, Touch The Sun, Kaboodle 1**. The reports from different international distribution companies showed that the same broadcasters, particularly public broadcasters in Europe, were buying these programs. So we set about making our own, direct approaches to broadcasters which had already acquired our shows. With this measured and simple approach, we embarked on a path of controlling the distribution of our own projects. Where it was not feasible to reach broadcasters directly, we entered into relationships with trusted sub-distributors for particular territories. (Daro Film Distribution and Southern Star have worked with us in this way from the first series of **Round The Twist** onwards, and we are grateful for the input from those companies.) From establishing relationships with broadcasters who were already airing ACTF programs, we moved on to developing new relationships with broadcasters in countries including the United Kingdom, France, Canada and Japan.

Controlling the international distribution of our projects has offered both financial and creative value to our work. The returns to investors have been improved, and we have found like-minded international partners. This has enabled us to initiate, develop and finance our projects without compromising our creative standards: by maintaining control and independence over our distribution, we have maintained control and independence over our programs.

*Round The Twist scripts were declared "too rude", "not for television" and "outrageous".*



Round The Twist 2



Round The Twist 3



Winners



The Greatest Tune On Earth



Round The Twist 3

# ACTF and Education

Since its establishment by the Australian Education Council (AEC) in 1982, the ACTF has had a proud involvement in the education of children. The ACTF's television series, telemovies and feature films are an excellent resource for teachers and all others concerned with the education of children who are looking for entertaining and enriching materials to supplement their curriculum.

Our television programs present issues of great interest to children including the search for identity, relationships with family and others, cultural tolerance, adolescence, values and justice. **Yolngu Boy**, the ACTF's first feature film, has received wide acclaim as a teaching resource for middle and senior school students.



All ACTF programs and the associated Teachers' Notes and Study Guides

have been developed in close association with curriculum

and child development experts so that, within their entertaining con-

**I Think...**

for children in the early years of schooling, **What's Fair?** focuses on ethics for those in the middle years and **I think...** introduces children from ages 5 – 13 to philosophical enquiry.

tent and style, the best educational principles and learning opportunities are embedded. Our programs work at several different levels and engage children across a range of age and ability levels.

Identifying areas of particular need in education, the ACTF commissioned several resource packs comprising video stimulus mate-

rial and teacher guides. **Chill Out!** addresses conflict resolution

**What's Fair?**

## The ACTF Learning Centre

Funded by the Garth Boomer Scholarship

The Learning Centre is an online resource where teachers can *learn* about techniques used in film production and animation; the value of teaching film and tie-in books; and issues associated with translating books into film. This information is accompanied by lesson ideas for teaching about film.

There are also over 160 *lesson ideas* to assist teachers from K - 9. All lessons are linked to the national outcome statements and include a brief description at the beginning of the lesson to enable teachers to scan each lesson quickly to find those relevant to the topics they are planning to teach.

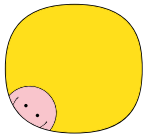
Another feature of the Learning Centre is online access, including a search facility, to our extensive *library* of resources about children and the media. Comprehensive bibliographies of resources about the effects of TV and other media on children, TV violence and children, TV advertising and children, and educational TV and children, can be downloaded free of charge from the *info packs* section.

Teachers can preview our educational resource packs in the *education catalogue* and *projects* sections of the Learning Centre. The Learning Centre is at [www.actf.com.au](http://www.actf.com.au).



The Learning Centre is funded by the Garth Boomer Scholarship. This scholarship honours the memory of Garth Boomer, AM, OAM, an outstanding Australian educator, and was established by the Federal and South Australian Governments in 1993. Administered by the ACTF, the scholarship's purpose is to develop innovative educational materials linked to children's television programs.

VISIT THE LEARNING CENTRE AT [www.actf.com.au](http://www.actf.com.au)



# Australian Children's Television Foundation

The ACTF is governed by its Board of Directors, the members of which serve in an honorary capacity. The Board meets every three months and is responsible for determining ACTF policy.

## Current board members



Janet Holmes à Court, AO, Chairman



Dame Margaret Guilfoyle, DBE, Deputy Chairman

- |                 |               |
|-----------------|---------------|
| Eva Presser     | Jozefa Sobski |
| Fran Hinton     | Judy Travers  |
| Gareth Grainger | Rita Henry    |
| Glenice Hancock | Rob George    |
| Jim Dellit      | Shane Stone   |
| Joan Kirner     | Terry Bracks  |

## Former board members

- |                          |                       |                  |
|--------------------------|-----------------------|------------------|
| Phillip Adams, AO, AM    | Nigel Dick            | Keith Moremon    |
| Suzanne van Apeldoorn    | Lorraine Elliott, MLA | Anthony Morphett |
| Ted Baillieu, MLA        | Graeme Foster         | John Morris, AM  |
| Dame Beryl Beaufort, DBE | Steve Harris          | Raymond Norman   |
| Garth Boomer, AM, OAM    | Hazel Hawke, AO       | Paul Ramsay      |
| Paul Brock               | Vivienne Hayward      | Jean Ridge       |
| Quentin Bryce, AO        | Tom Jeffrey, AM       | Lady Schubert    |
| Mark Burrows             | John Kearney          | Eve Shaw         |
| Robert Campbell          | Elizabeth Kentwell    | Jane Smith       |
| Jennifer Cashmore        | Damien Ledwich        | Geoff Spring     |
| William Cowan            | Jenifer Lyndon        | Doreen Stockdale |
| Jeremy Compton           | Colin McCormick       | Cheryl Vardon    |
| Jennifer Connor          | Rae Mann              | Steve Vizard     |
| Lyndsay Connors          | William Marshall, RFD | Ken Watts        |
| Hugh Cornish, AM         | Deirdre Mason         | Denise Wilkowski |
| Sir James Cruthers       | Frank Meaney          |                  |
| Bruce Davis              | Mike Middleton        |                  |

## ACTF visitors



The ACTF was host to Her Majesty the Queen during her Australian tour in March 2000. The Queen visited the set of **Round The Twist 4**, where she met the cast and crew including the three young lead actors from the series, Rian McLean (Pete Twist), Ebonnie Masini (Linda Twist) and Mathew Waters (Bronson Twist).



America's former First Lady, Barbara Bush, gave a significant stamp of approval to **Lift Off** when she visited the ACTF in January 1992.

She described **Lift Off** as "Just wonderful. This is an extraordinarily good program".

# World Summit Movement

In 1995 Dr Patricia Edgar invited more than 670 key national and international experts to Melbourne for a five day "summit" on children's television.

Children's television was then on the verge of radical change: the emergence of global television services; the new information technology; the growing US entertainment hegemony; censorship and parental responsibilities. These were some of the issues that Dr Edgar felt needed to be analysed and debated.

The World Summit on Television and Children was a remarkable success, so successful that it is now a regular event.

The Fourth World Summit will be held in Rio de Janeiro in 2004.

In 1998, The World Summit On Media for Children Foundation was incorporated in Australia, chaired by Patricia Edgar. The membership of this Foundation is comprised of representatives of all hosts of World or Regional Summits and the host of the Summit in Rio de Janeiro in 2004.

## Initiatives which followed from the First World Summit included:

- The Children's Television Charter, proposed and presented by Anna Home and adopted in Munich in May 1995;
- The Asian Summit on Child Rights and the Media, Manila, July 1996;
- The First All African Summit in Accra, Ghana in October 1997;
- The formation of IRFCAM, an international network of researchers working in the field of children's media, which exchanges information;
- The Second World Summit on Television For Children, in London in March 1998;
- Summit 2000 – The Summit of the Americas, in Toronto in May 2000;
- The 3<sup>rd</sup> World Summit on Media for Children held in Thessaloniki in March 2001.
- The Fourth World Summit on Media for Children to be held in Rio de Janeiro in 2004.



World Summit, Melbourne 1995

# Hazel Hawke, AO

Hazel Hawke officially retired from the Board of Directors of the ACTF in December 2001. Hazel held this position on the Board from 1 December 1983.

Throughout that time, she promoted the cause of children's television and the work of the ACTF nationally and internationally.

Hazel's work for the ACTF included opening The Challenge of Kids' TV conference held in Melbourne (1985), introducing the **Winners** series to the King and Queen of Jordan (1987) and Nancy Reagan (1988), launching **Touch The Sun** in 1988 in Sydney, introducing

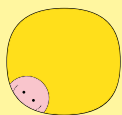
**Kaboodle, Winners** and **Touch The Sun** to Prince Charles and Princess Diana (1988) and launching **Seen But Not Heard** (1989).

In 1990, Hazel played piano with young Suzuki method violinists at the launch of **The Greatest Tune on Earth** and in January 1992 Hazel arranged for Barbara Bush to visit the ACTF.

Hazel has made an outstanding contribution to the Australian community through her work with the ACTF and is an inspiration to those who have worked with her.



Centre: Hazel Hawke, AO



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