

## Broadcasting (Prohibition of Violent Programs for Children) Bill 1990 (Private Senator's Bill)

**Date Introduced:** 17 May 1990  
**House:** Senate  
**Presented by:** Senator Josephine Vallentine

### **Purpose**

To prohibit the broadcasting of violent children's programs that are associated with toys available on the market.

### **Background**

Recent years have seen the growth of a new type of children's cartoon show, those related to toys. In relation to such programs, the heroes, villains and their accessories are marketed as toys. Examples of such programs are He Man and the Masters of the Universe, Teenage Mutant Ninja Turtles and Inspector Gadget. It is often unclear whether the toys promote the program or vice versa, though as the program and the toys are usually owned by the same group the profits from both sources end up in the same place. The programs are inevitably violent and the associated toys allow children to continue the violent fantasies when the programs have ended. It is the latter aspect that is often used to distinguish these programs from the more traditional cartoons, though these to usually contain acts of violence.

### **Main Provisions**

A new section 118A will be inserted into the *Broadcasting Act 1942* by clause 4. The proposed section will make it an offence for a company or licensee to broadcast programs that depict acts of violence and are designed for children if there are toys modelled on the characters, weapons or accessories in the program on sale in Australia.

**Bills Digest Service**  
**Parliamentary Research Service**

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For further information, if required, contact the Law and Government Group on 06 2772430.

This Digest does not have any official legal status. Other sources should be consulted to determine the subsequent official status of the Bill.

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