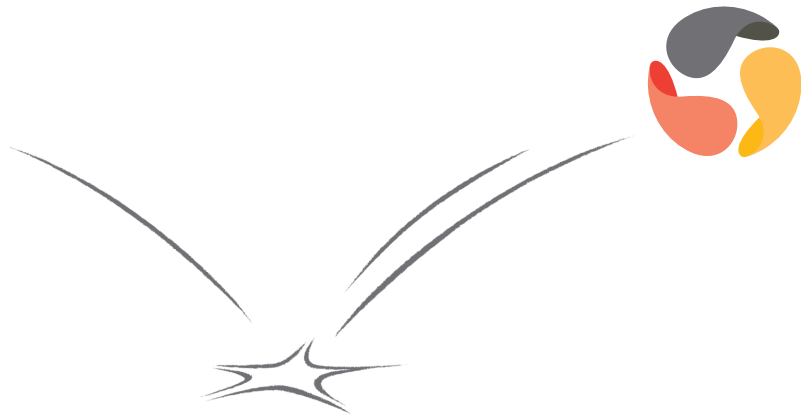


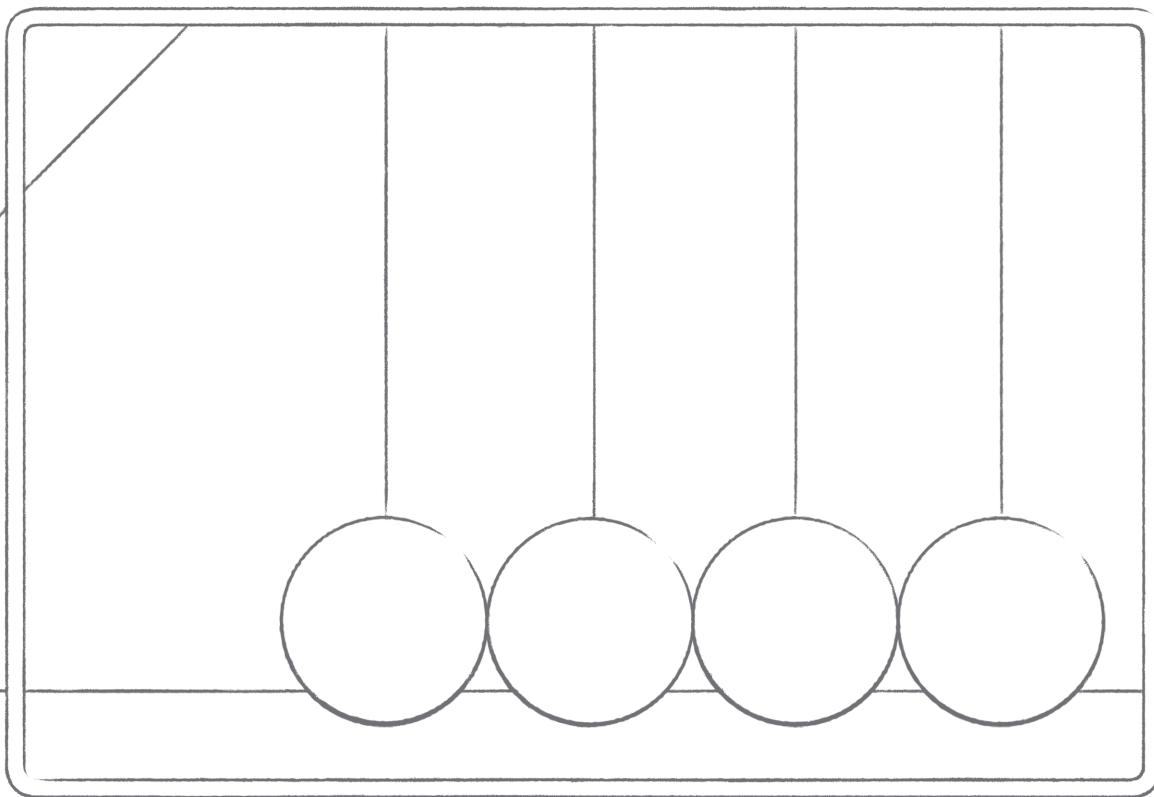
**Play brings everything to life**



**We all remember the worlds that opened up to us as children when we played with our toys, read our books or built something out of sticks, mud and grass. The adventures in our imaginations took on a life of their own. Without realising it, we were developing our creativity, resilience and so much more.**



**Australian Toy  
Association**



# Play is serious

The Australian Toy Association (ATA) believes every child has the right to play and values the importance of play in children's development.

It's through play that children learn. Children with access to a wide range of well-selected toys are more likely to be challenged and stimulated. Studies show that they reach higher levels of intellectual development, regardless of their sex, race or social class.

The ATA is an independent, financially strong and well-resourced body representing and servicing Australian industries specialising in products for children's leisure, learning and entertainment.

Management of the affairs of the Association lies in the hands of an elected Board of Directors. The Board comprises of individuals from member companies and these ATA Directors are elected by the membership.

A team of employed staff in central Melbourne administers the Association.

Our members include businesses that generate the vast majority of total industry sales and are involved in a wide variety of children's and family leisure and licensed products. The increasing diversification of our membership's offering reflects the changing needs of an ever-evolving society.

The goal of the ATA is to deliver the information and services that will extend the performance of its industry sectors at an individual level, a national level and globally.

We are inspired by the importance of play in children's lives and want to enhance their future health and prosperity.

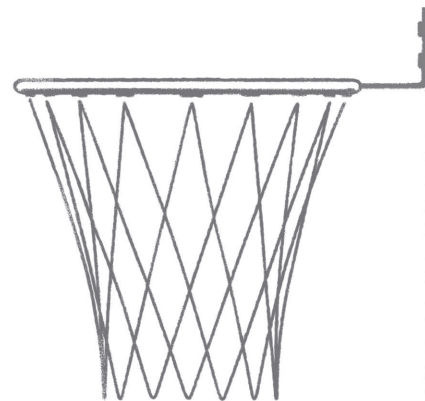
# Our aims and ambitions

The ATA represents and services members who specialise in products for children and family leisure, learning and entertainment.

We seek to deliver the information and services that will enhance the performance of the toy industry as it serves the changing needs of children and their families.

To achieve our goals the ATA aims to:

- Promote uniform toy safety standards.
- Promote the educational value of toys.
- Encourage the manufacture and export of Australian-made toys.
- Encourage creative toy design.
- Reduce or eliminate barriers to trade.
- Encourage respect for intellectual property rights.
- Promote the year round sale of toys.
- Act as a source of information.
- Improve the public image of the industry.
- Communicate with members in a prompt and efficient manner.
- Provide members with additional services.
- Conduct a successful and profitable Annual Toy, Hobby and Licensing Fair.





## What we stand for

The members of the ATA are committed to the promotion of a safe play environment for children. To achieve this, all members of the Australian Toy Association are subscribers to the following Code of Practice:

- We are committed to the development and promotion of safe play environments for children and place only safe products on the market.
- We agree to adhere to national and international safety standards and to take prompt, effective and appropriate action should a safety problem arise.
- We agree to immediately notify the ATA of any allegation by an enforcement authority that my/our product(s) contravene relevant safety regulations.
- We are committed to the principle of ethical standards in advertising to children and adhere to government regulations and requirements.





# Safety first and foremost

One of our most important duties is the promotion of the highest possible standards of safety in design and manufacture of children's products. To achieve this the ATA works closely with Federal and State regulatory authorities on all issues of safety and standards. Through this involvement, ATA members are recognised and trusted as having a responsibility towards safety in all products.

## **Australian Toy Standard**

The Australian Toy Standard (AS/NZ 8124) has been established by Standards Australia, Australia's peak standards body, and the ATA is represented on the Toy Safety Committees of Standards Australia.

While there is no requirement that toy manufacturers and distributors abide by the industry's voluntary standards, it is an obligation of ATA membership to adhere to these standards.

## **Consumer Safeguards**

A consumer concerned about the safety of a toy may notify the ACCC or Consumer Affairs. If the Department determines that the product violates an existing regulation or presents a substantial hazard, it may take steps to remove it from the marketplace, usually after consultation with the ATA.

## **Government Regulations**

Toys are closely monitored and highly regulated by the State and Federal Governments. Government mandatory regulations are in place in a number of instances, in particular those relating to toys for children under three.

Safety will always be a primary concern for the ATA and our members are committed to ensuring that the enjoyment of play does not put any child in harms way.





# Our international story

It is becoming increasingly important to have a worldwide voice on issues such as safety, fair and healthy working conditions and protection from counterfeiting, to name just a few. The ATA is a member of the International Council of Toy Industries (ICTI) and the Asian Council of Toy Industries (ACTI) and actively participates in these forums.

The ATA also assists members interested in developing their export markets and Export Network members receive up-to-date information on export matters.

Another major activity that assists with this purpose is the ATA stand at the Nuremberg Toy Fair.

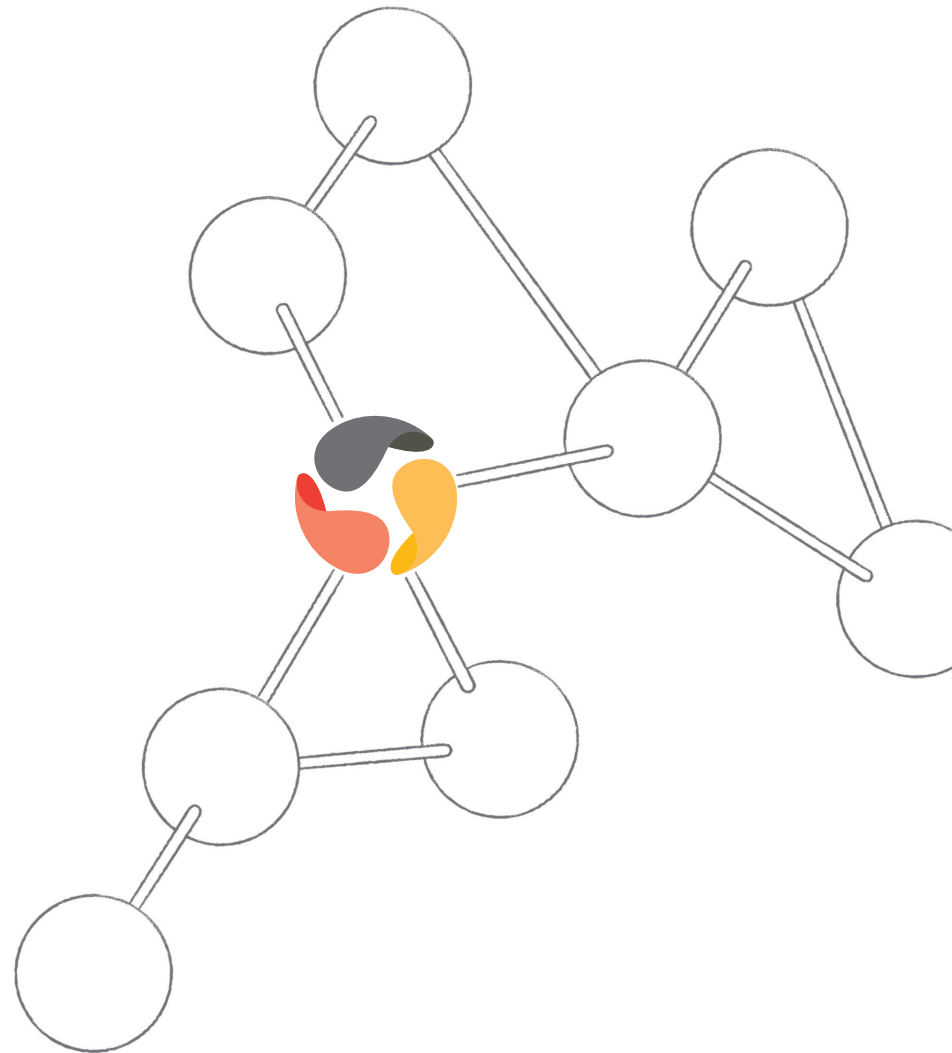
As a strong and highly regarded Australian organisation we are proud to have used our influence to motivate higher international standards and assist our members develop a global presence.



### International Council of Toy Industries Care Process

The ATA, as a member of the International Council of Toy Industries (ICTI), is a signatory to the ICTI Code of Business Practices (revised) June 8, 2001. The role of ICTI is to inform, educate, and survey its members so that individual member companies can adhere to its Code of Business Practices. ICTI CARE is a group of associations committed, on behalf of its member organisations, to the operation of toy factories in a lawful, safe, and healthful manner.

It upholds the principles that no underage, forced, or prison labour should be employed; that no one is denied a job because of gender, ethnic origin, religion, affiliation or association; and that factories comply with laws protecting the environment. These principles are upheld throughout the supply chain, as agreements with firms manufacturing on behalf of ICTI members must also adhere to these principles.







# Together we are strong

The Australian Toy Association represents the interests of the toy industry on many levels, addressing issues and commercial problems that could have a profound effect on the toy and family leisure business.

Members benefit directly from this representation, and from networking possibilities and the resources provided by the ATA.

They are kept up to date with the ATA's activities via regular member eBulletins as well as through the ATA's website.

Membership of the ATA does open up a broad network. Our meetings and functions provide opportunities for members to exchange ideas, build relationships and socialise with all sectors of our industry. The annual Toy Trade Golf Day also provides an excellent forum for members to socialise.

Membership of the ATA offers indirect connections with government, product research and development, and promotional activity.

Nationally, the ATA monitors government regulation and participates in submissions on relevant issues. We are also involved in a variety of business forums representing the views of our industry sectors. Importantly the Federal and State Governments recognise the ATA as the first port of call on issues relating to toys and family leisure products.

One area of continuing development is the industry research vital in establishing the importance of the toy industry to the economy. This research will provide the basis from which we can further influence commerce and government.

The ATA has an important role to play in the promotion of a positive image for all its industry sectors. We have public relations programs in place promoting the Association and its members, and the ATA logo is a recognised industry symbol. Members are supplied with an ATA member decal and can also apply for an electronic ATA member logo.

# The Australian Toy Hobby and Licensing Fair

Come one, come all to the premier industry exhibition of the year - The Australian Toy, Hobby and Licensing Fair.

Running since 1965, the fair is the largest trade event for our industry and provides the first glimpse of the exciting and innovative international products heading to Australia.

All our industry awards are judged at the Australian Toy, Hobby and Licensing Fair and of course our members benefit from a generous discount on the exhibition rate.

Start planning now to ensure your business makes its presence known at the biggest show in toy town.







# Stay on top of the game

Membership of the ATA is growing steadily and currently comprises the majority of key players in its industry sectors.

As you can see the benefits of membership are many and we encourage new members from all over Australia.

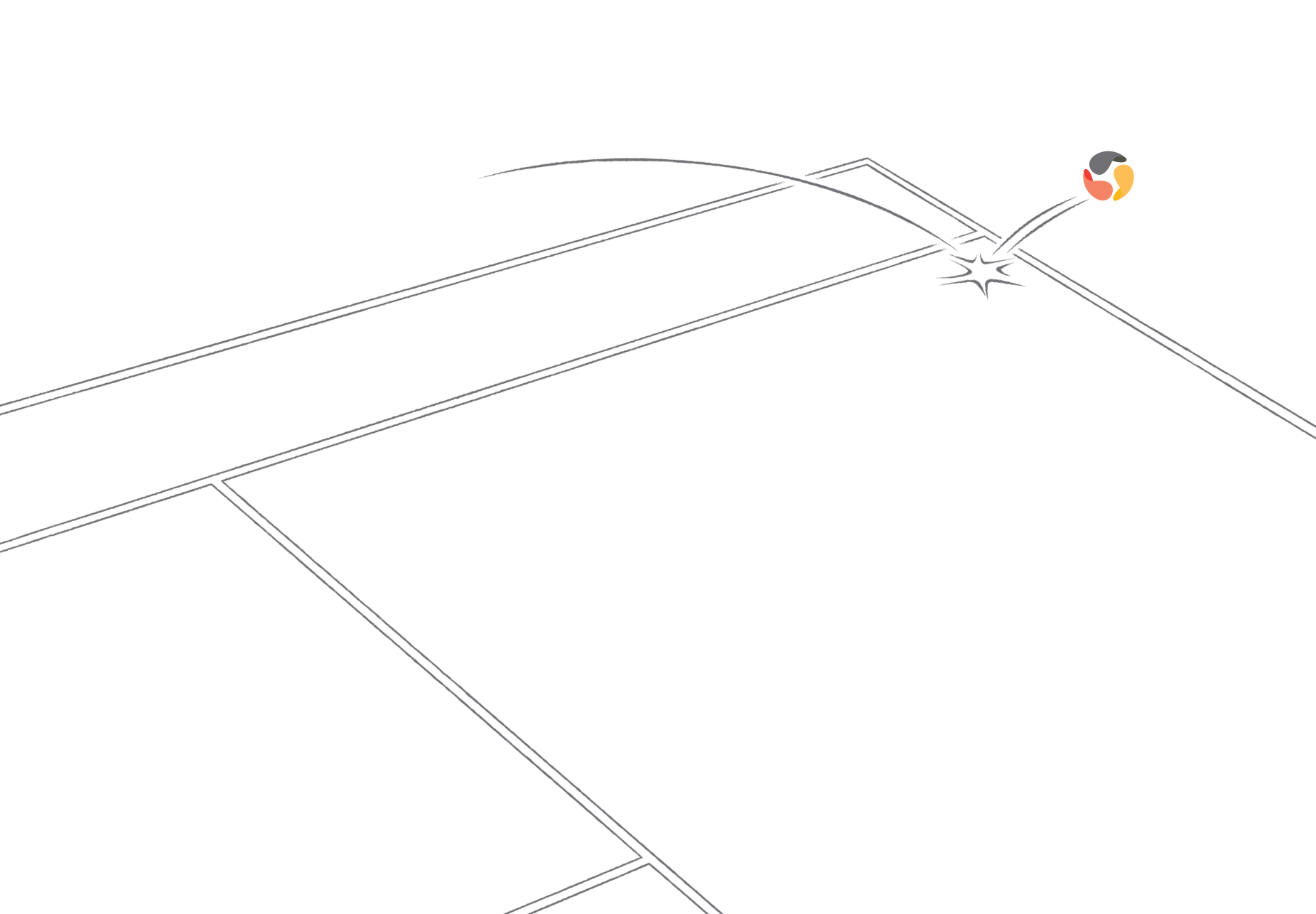
Membership of the ATA is open to Australian businesses actively involved in manufacturing, wholesaling, distributing or retailing products for children and family leisure, learning and entertainment.

An application for membership must be made on the prescribed form and be nominated by a current member.

The application must satisfy membership criteria and both the applicant and the proposer must sign.

The application fee (non-refundable) must accompany the application form.

Membership of the Australian Toy Association is important because together we can build a sustainable, well-serviced industry and affect the quality and safety of all relevant products supplied in our country.



Website [www.austoy.com.au](http://www.austoy.com.au) Email [info@austoy.com.au](mailto:info@austoy.com.au)