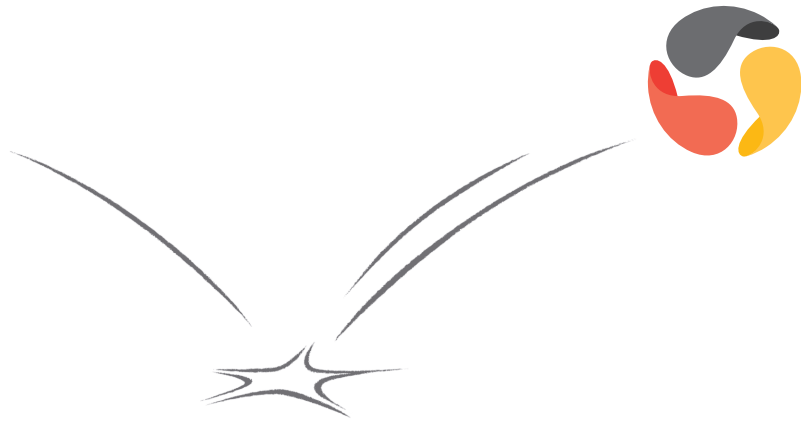
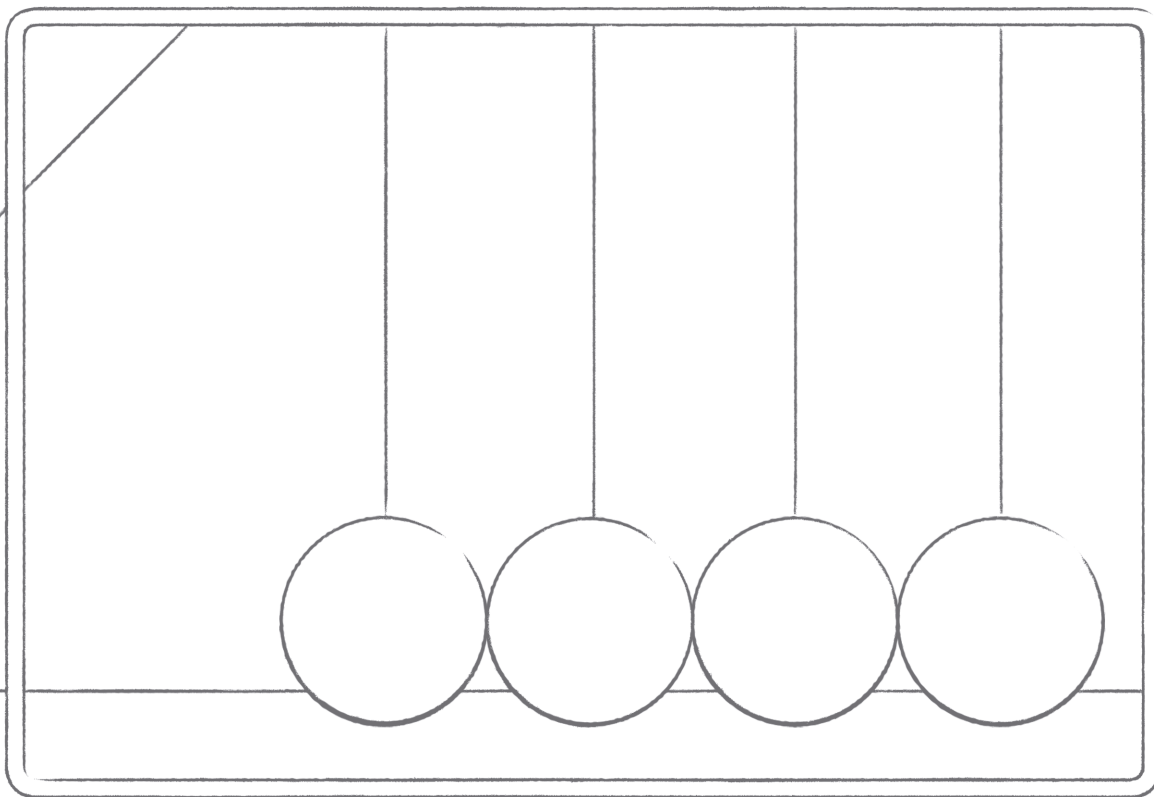


**Play brings everything to life**



**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.**



# 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

It is a core purpose of the ATA to support its members in providing products that are fit for purpose, safe for children to use and in compliance with all mandatory requirements under Australian law. Our commitments in this regard have given the ATA and our members a strong reputation for being trustworthy and responsible.

## **Fit for purpose and Safe**

Compliance with Australian and/or international standards is the most economic and convenient way to confirm that products are fit for purpose and safe. The ATA therefore takes a lead role in the development of such standards related to members products and in particular for toys.

## **Consumer Guarantees**

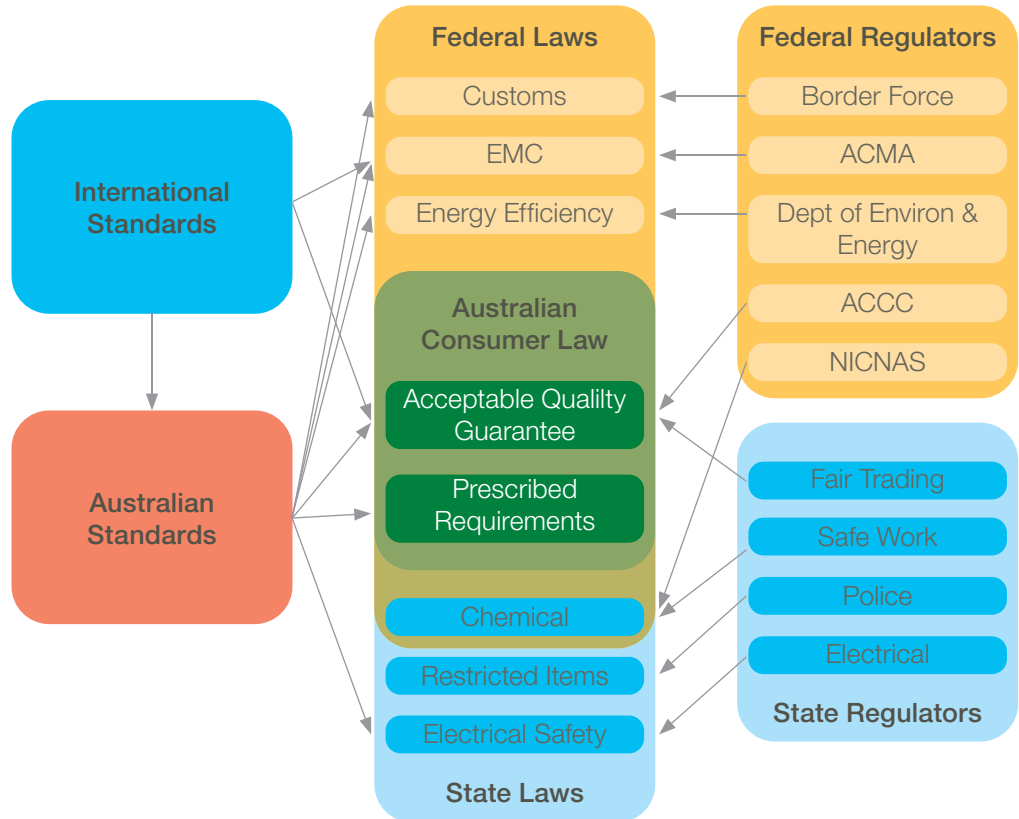
The Australian Consumer Law provides consumers with certain guarantees including that products are of acceptable quality and that they are safe for their intended user and purpose. The law provides remedies for consumers including compensation for any damages caused by defective products. Products that comply with relevant Australian or international standards are unlikely to be seen as defective.

## **Specific Regulations**

Australia has a complex regulatory environment with different requirements mandated by different regulators at both State and Federal level as illustrated opposite. In addition, children are vulnerable consumers and products intended for them are therefore amongst the most highly regulated of consumer goods.

Products that do not meet mandatory requirements may need to be recalled and suppliers may face large penalties.

The ATA works with regulators as much as possible to lobby for requirements that will result in safe products while minimising regulatory burden to the industry. In most cases, this means having regulations that are aligned with, or that directly reference, Australian or comparable international standards.



# Development of Standards for Toys

Australia has a series of national standards, titled AS/NZS ISO 8124, covering different aspects of specific hazards in children's toys. They are used by suppliers wanting to ensure that their products are safe for children to use and by our regulators as guidance when it is felt necessary to make mandatory requirements concerning product safety for toys.

The Standards are developed and maintained by Standards Australia committee CS-018 using a process that allows all stakeholders to participate and agree on the content while aligning as much as possible with our key international trading partners.

CS-018 is the Australian and New Zealand mirror committee for ISO committee TC 181 which is responsible for the development of the ISO 8124 series of Standards. CS-018

decided to participate with other countries in developing the ISO Standards for toy safety and then adopting these with as little change as possible for Australia. This model provides economic efficiencies as well as more globally aligned standards than would otherwise be possible. The US, Europe and China are other major contributors and the participation of experts from these, as well as many other countries, ensures that our standard is based on the very latest and best information available.

The alignment of standards internationally is one of the ISO committee's principle goals. While other markets may not directly adopt ISO Standards, the experts that participate in ISO are the same as those that develop their own National Standards. Information is shared during the ISO Standard development

process and the resulting ISO Standard becomes a consensus amongst nations. There is then a natural alignment process as the participants take these requirements and, over time, write them into their own National Standards. This has resulted in much closer alignment between requirements for toys in Australia, US and Europe.

Regulatory alignment is more difficult. Even though regulations may be based on the standards, it is generally a separate layer that is managed separately. It therefore lags the standard and change may depend on political expediency rather than acknowledgement of the requirement. (The USA and Europe are exceptions to this as they have well-established processes to take up their full standards into law shortly after publication). Despite the difficulties, the ISO process

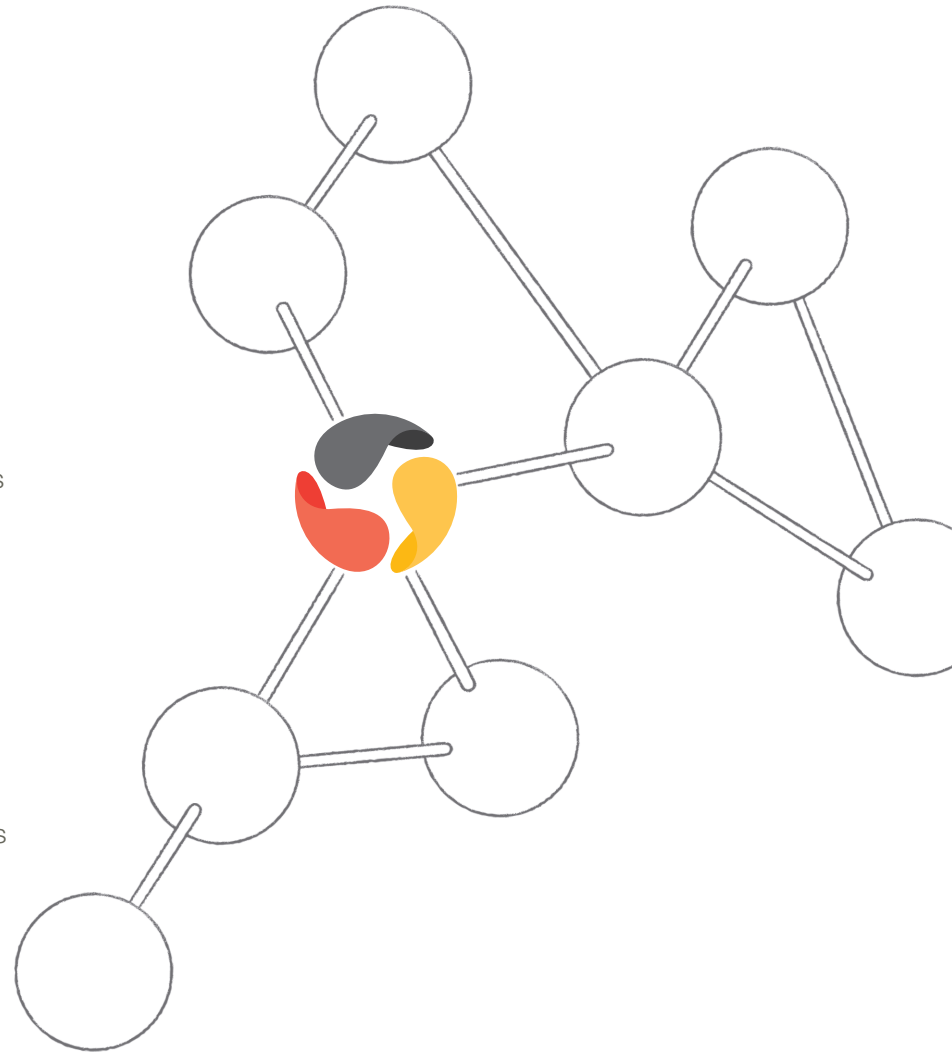
contributes in this area by providing robust requirements that are suitable to be mandated when appropriate. TC 181 meetings also provide a forum for the regulators to meet and share views. Some regulators are direct contributors to the committee and the US CPSC, European Commission and others have been frequent guests.



### ICTI Ethical Toy Program

The ICTI Ethical Toy Program (formerly ICTI CARE Foundation) is the ethical supply chain program for the global toy and entertainment industry. The Ethical Toy Program was originally established by the International Council of Toy Industries (ICTI) in 2004, but now exists as a separate, independent, not-for-profit organisation dedicated to improving ethical standards at toy factories around the world.

The Ethical Toy Program brings manufacturers, brands, retailers and civil society partners together to monitor, manage and fix social sustainability issues in the toy industry supply chain and to support the well-being of factory workers. It offers certification, assessment and monitoring tools which enable toy brands, retailers, manufacturers and industries associations to achieve responsible sourcing aims and drive standards. Globally over 1,200 factories are Ethical Toy Program Certified, representing 650,000 workers in 13 countries. Additional detailed information about the ICTI Ethical Toy Program Process is available at: <https://www.ethicaltoyprogram.org/en/>





# Our international story

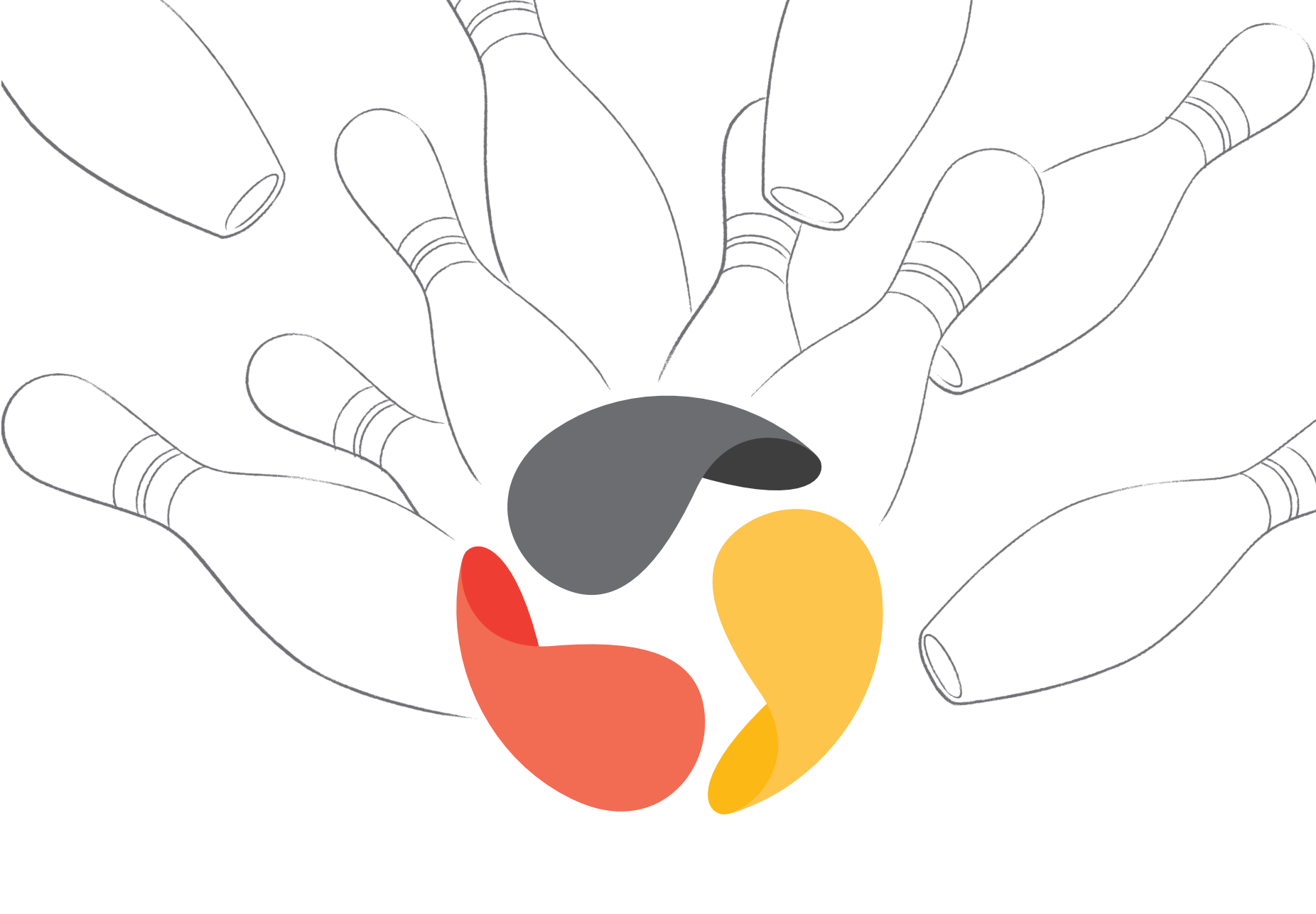
It is becoming increasingly important to have a worldwide voice on issues such as safety, fair and healthy working conditions and protection from counterfeiting, to name just a few. The ATA is a member of the International Council of Toy Industries (ICTI) and the Asian Council of Toy Industries (ACTI)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





# 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.







# Fun for everyone

## **ATA Charitable Foundation**

The Australian Toy Association (ATA) recognises that Australian children have a diverse range of needs and provision must be made to assist them live healthy, happy and balanced lives.

Many children require special attention to assist them lead a life that many of us take for granted. Sometimes they need special medical attention and equipment. Sometimes all they need is extra love and attention.

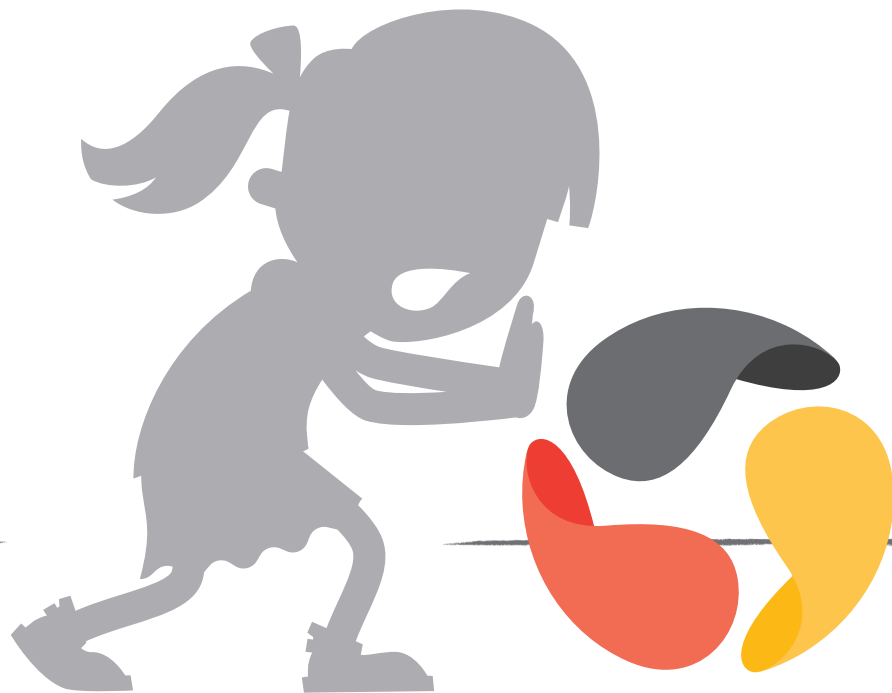
The ATA is committed to helping as many Australian children as possible.

The Australian Toy Association Charitable Foundation Ltd was established to coordinate the fund-raising events organised by the Australian Toy Association.

To ensure maximum benefits flow through to the children, all administrative costs are met by the ATA, which means that all funds raised go directly to the causes supported by the ATACF.

The ATACF aim to assist Disadvantaged Children achieve better health and education outcomes.

Fund-raising takes place throughout the year, in the form of member activities such as golf days and raffles at industry functions.



# The Value of Play

Play is universal; it is an essential part of growing up. Play is how children learn. Play supports children's social, emotional, and intellectual development. Toys are a vital part of play. Toys spark ideas and inspire children to play and learn.

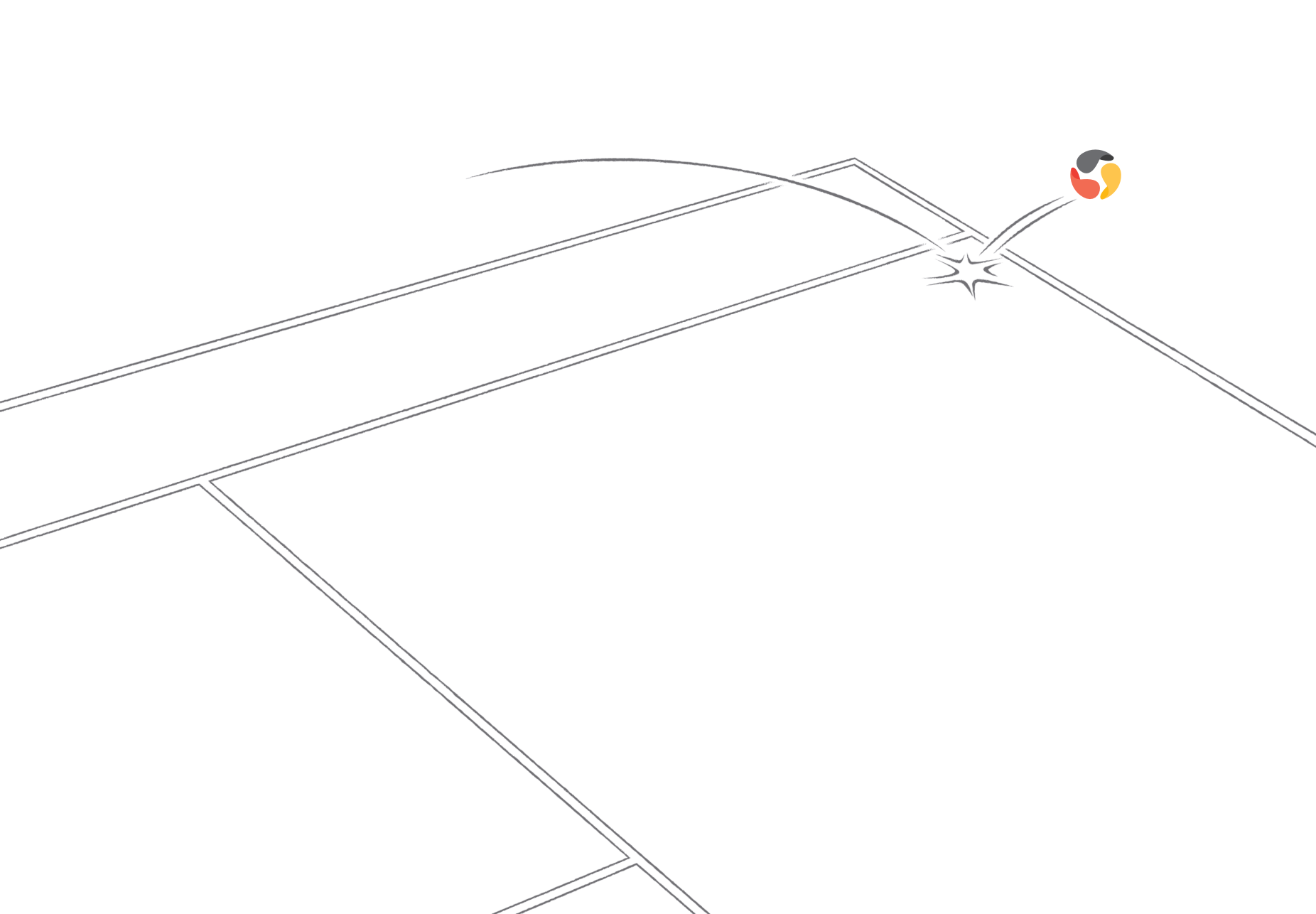
The Value of Play program focuses on having fun through playing with toys and participating in physical activities, and so encourages a healthy lifestyle.

The Australian Toy Association has developed a Value of Play website and social media sites to support parents, professionals and retailers in encouraging play for all children.

Play is an essential part of every childhood. Play is the way children explore, create and discover. Through play, children learn about themselves and the world around them.

The ATA believes play is serious business and we are equally committed to promoting, safe, educational and most importantly fun play opportunities amongst children of all ages.









## **Australian Toy Association**

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