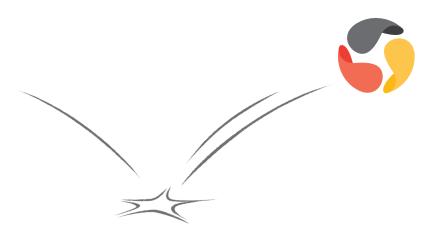
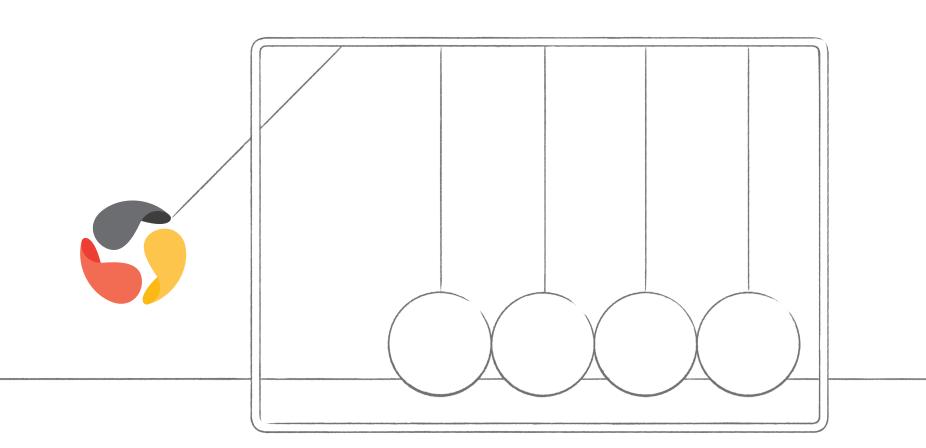
Play brings everything to life



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.

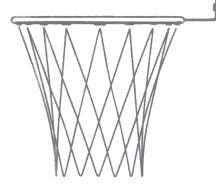
Management of the affairs of the Association lies in the hands of an elected Board of Directors. The Board comprises of individuals from member companies and these ATA Directors are elected by the membership. A team of employed staff in central Melbourne administers the Association.

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

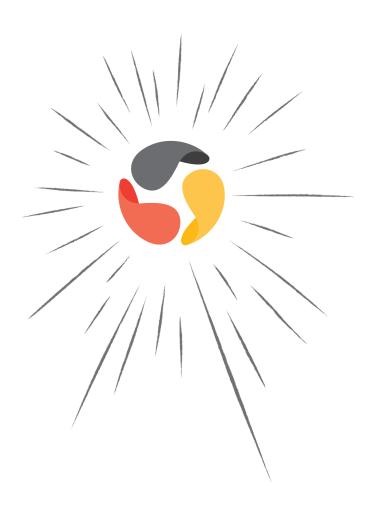
The ATA represents and services members who specialise in products for children and family leisure, learning and entertainment.

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.

- We agree to operate under the AANA Code for Advertising
 & Marketing Communications to Children (May 2008).
- We support and encourage research conducted in any aspect of children's products and will be involved where possible and offer full cooperation.
- We strongly oppose the practice of counterfeiting, not only as an unfair trading practice but one that might expose children to products that do not comply with safety standards
- We declare that we do not knowingly market counterfeit product(s) and we understand that a judgement against us, whether brought privately or otherwise, for copyright or trademark infringement may render us liable to review under ATA procedures.
- We recognise we have a duty to ensure lawful, fair, safe and healthy working conditions for those employed in the contract manufacture of children's products.

- We support the production of safe product in compliance with the Code for Business Practice of International Council of Toy Industries.
- To discharge this duty, we agree to have arrangements with vendors or their agents that require and maintain such conditions.
- We understand that a successful prosecution under relevant safety regulations will be regarded by the Association as a breach of this code and may render us liable for review under ATA procedures.
- We understand that willful breaches of the code may lead to expulsion from the Association and the denial of space at the Australian Toy, Hobby & Licensing Fair.
- We shall actively support appropriate children's causes

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.

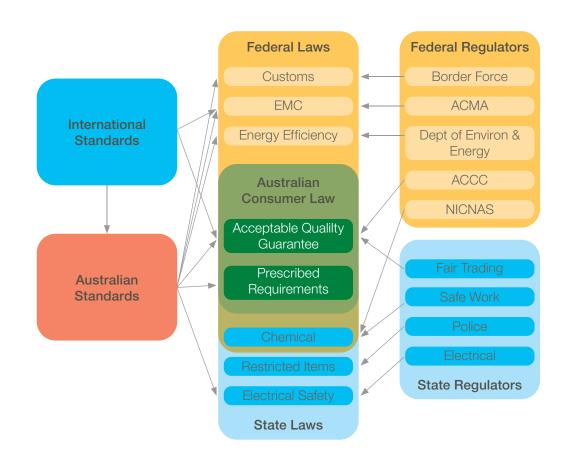
Specific Regulations

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.

Current Standards for the Safety of Toys

The following table provides an overview of the documents at both local and ISO level. The maintenance and development of Standards is a continuous process and there is constant activity to add new requirements or improve the existing ones. The table is not intended to identify this activity.

ISO has also published:

- ISO TR 8124-9 Comparison of ISO 8124-1 with EN 71-1 and the mechanical and physical property requirements of ASTM F963. This is primarily for the internal use of the committee
- ISO 8124-6 Determination of concentration of phthalates.
 This has not been adopted as an Australia and New
 Zealand document

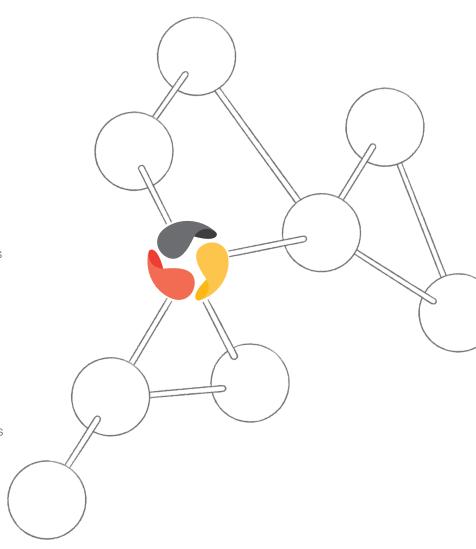
ISO TC 181 is also developing requirements for microbiological hazards in aqueous mixtures in toys. The ATA is a primary participant in this work. Our compliance consultant, Richard Hayman, has been the chair of CS-018 since 2004 and is the convenor of the ISO workgroups for flammability, chemical toys and activity toys. Many of the developments at both local and international level are the result of ATA members input.

Category	AS/NZS Standard	ISO/IEC Standard
Physical & Mechanical Properties	ISO 8124.1	ISO 8142-1
Flammability	ISO 8124.2	ISO 8124-2
Migration of Certain Elements	ISO 8124.3	ISO 8124-3
Chemical Experimental Sets	ISO 8124.4	ISO 8124-10
Chemical Sets other than Experimental Sets	ISO 8124.5	ISO 8124-11
Activity Toys for Domestic Use	ISO 8124.6	ISO 8124-4
Finger Paints	ISO 8124.7	ISO 8124-7
Age Grade Determination Guidelines	ISO TR 8124.8	ISO TR 8124-8
Organic Chemical compounds	8124.9, .10, .11	
Total Concentration of Certain Elements	ISO 8124.12	ISO 8124-5
Electrical	62115	IEC 62115

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/





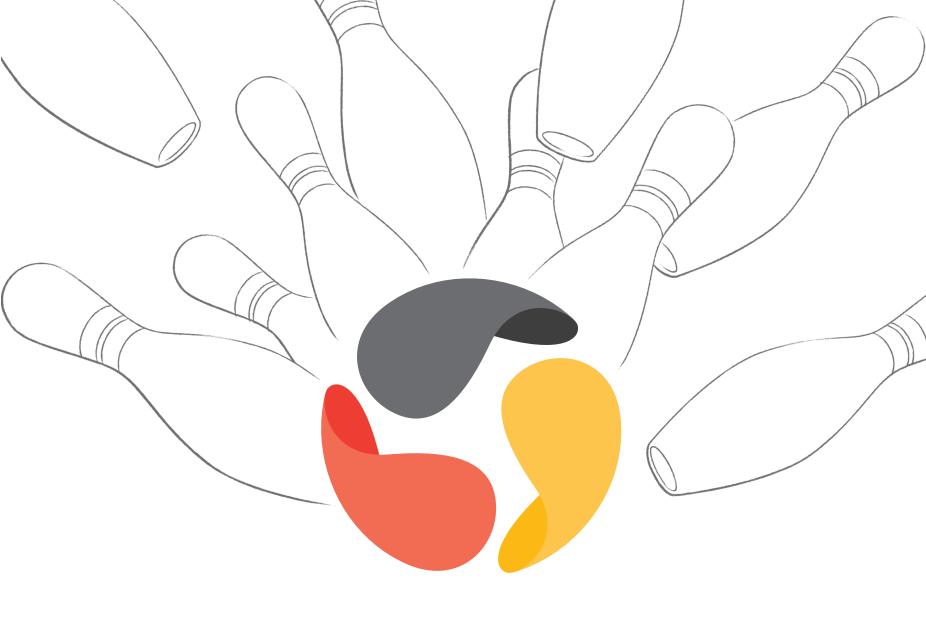
Our international story

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.



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.



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.

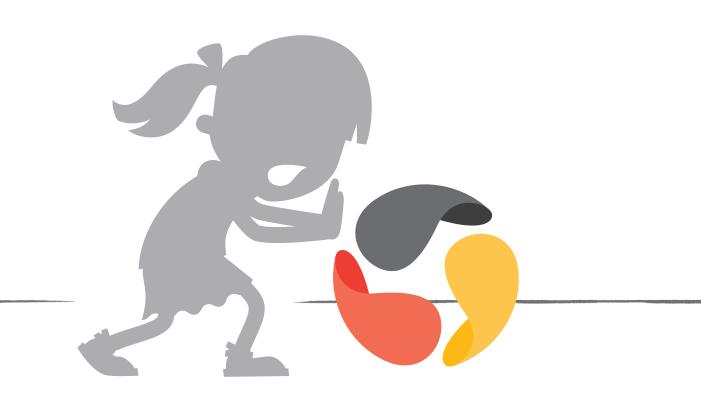
The ATA is committed to helping as many Australian children as possible.

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.



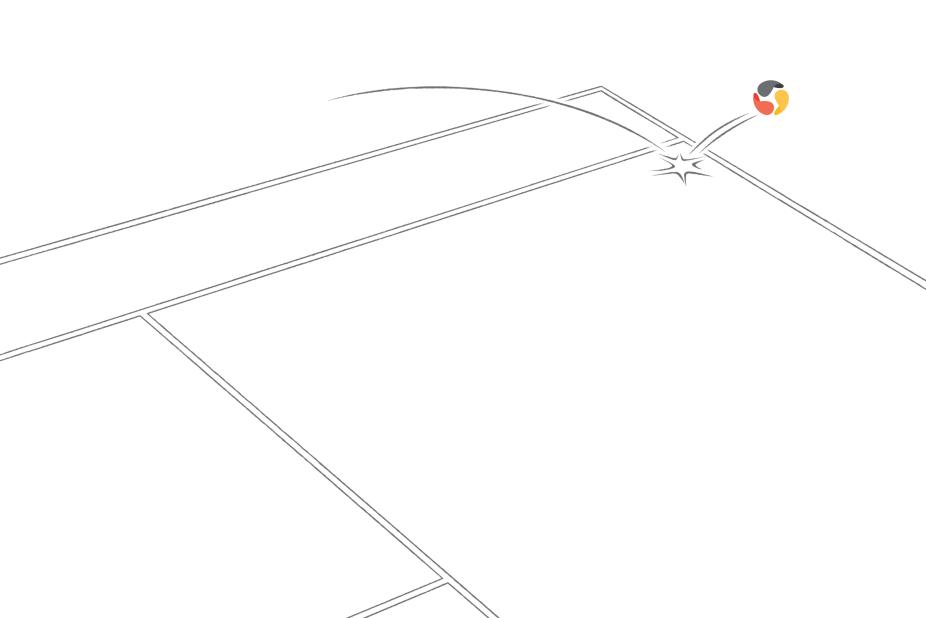
The Value of Play

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.



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 Email admin@austoy.com.au