



Dear Parents and Clients,

The members of the V.C.A.A. are delighted to advise you of the launch of their new Website. It is corporate, informative and very user friendly. We do hope that you make the time to navigate your way through the site and avail yourselves of the knowledge and helpful information that has been put together for you.

This Association was established in 1985 and has achieved a great deal in the area of children working in the Entertainment Industry. We are proud to have been an inaugural part of making this sector of the industry a safer, more efficient and happier place for our children. You can be sure that the members of this Association have proven themselves to be of high ethical and moral standard and dedicated to working for the welfare and benefit of their talent. To become a member of the Association each Agent must comply with strict criteria and agree to abide by the Association Rules and Statement of Purpose.

At the present time, the Association has five financial members. We are pleased to advise that we have three new membership applications in the pipeline and look forward to welcoming these new members into our Association in the near future.

In Victoria, working children are covered by the Child Employment Act 2003 however it was recognised that the entertainment industry had very different needs from those of other industries and accordingly the Act provided for the making of the Mandatory Code of Practice for the Employment of Children in Entertainment.

All member Agents of this Association are familiar with the requirements of the Mandatory Code and abide by its requirements. The Code in essence are guidelines to be adhered to for the protection and welfare of the children working in the Industry.

There are however discussions going on at the present time with a working party consisting of a cross section of representatives from Workplace Victoria (formerly Industrial Relations Victoria), V.C.A.A, Employers, OCSC (Office of Child Safety Commissioner) SDA National Branch (Shop, Distributive and Allied Employees Association and the M.E.A.A. (Media, Entertainment and Arts Alliance). The Code in part needs to be refined in some areas making for more uniform requirements with other States and for ease of implementation for all concerned. Modifications would be made to lessen the burden of some of the requirements relating to permits, police checks, travel time, supervision etc. without jeopardising in any way the safety and welfare of the child.

We will keep you informed on the outcome of these discussions and any other changes to Legislation in regard to children working in entertainment through this site.

Further information on the Permits, Police Checks, Employment of Children in Entertainment including the Mandatory Code of Practice can be found by visiting www.irv.vic.gov.au

As you will all be aware, many industries have suffered to different degrees during the global financial environment and the Advertising Industry is no exception. We have all seen and read media reports concerning the losses and difficulties that many have suffered. It has not been an easy ride however of late we have seen some promising and encouraging signs of improvement in our Industry.

We are looking forward now to better times ahead and we will continue to promote and market our businesses and Talent to the best of our ability.

Jacki Jenkinson
Vice-President.