



Our children, their stories, on screen

The NZ Children's Screen Trust <http://www.kidsonscreen.co.nz> is a new initiative that seeks to enrich the lives of New Zealand children by advocating for more diverse and accessible local content for kids on our screens – whether it's television, film or digital media.

We aim to be a 'go-to' organisation on issues around children and screen content and will be developing initiatives to engage children, their parents and the industry.

Underpinning the work of the Trust are the rights of the child (UNCROC) which state that media "*shall ensure that the child has access to information and material from a diversity of national and international sources, especially those aimed at the promotion of his or her social, spiritual and moral well-being and physical and mental health.*

Whether it is television, film, internet or games – kids deserve a rich and engaging experience that reflects their world.

"In today's global media environment, dominated by the likes of Nickelodeon and Disney. Kiwi kids are at risk of growing up without understanding what makes our nation, and them as citizens, special." Dr Ian Hassall (Trustee and former NZ Commissioner for Children)

The NZ Children's Screen Trust has been formed by people who are passionate about seeing a change for children. The Founding Trustees are **Suzy Cato**, Television Presenter and Producer for children; **Dr Ian Hassall**, former Children's Commissioner and Research Associate; **John Harris**, MD Greenstone; **Pieter Holl**, Chartered Accountant and Film specialist; **Janette Howe**, Producer and former *Take* editor; **Yvonne Mackay**, MD The Production Shed; **Tim Riley**, Lawyer; **Dr Ruth Zanker**, Researcher and Policy Analyst at the NZ Broadcasting School CPIT.

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