

MEDIA RELEASE

KIDSAFE TASMANIA

NATIONAL TOY SUMMIT

Held in Queensland 10th September

Kidsafe Manager Jennifer Branch has recently returned from the National Toy Summit held in Brisbane this week.

Not only was the summit an important start to discussing many of the issues surrounding toy safety, Ms Branch said it was timely to highlight the challenges facing consumers as they start to purchase Christmas presents. She said, with the internet an easy way for consumers to purchase these days it was not well regulated and toys can end up in children's hands that have potential dangers and not meeting Australian standards. It was impossible to think customs could monitor everything coming into the country and she encouraged parents and consumers to be vigilant when considering purchasing a toy.

Any thing that can fit into the old film canister is a potential choking hazard, she said.

She said, the time is ripe to lift safety standards in Australia, especially in light of the horrific cases of unsafe toys throughout 2007. Thomas the Tank had been recalled for lead in surface coating, Polly Pocket with earth magnets and Bindeez with a chemical substitution causing some children to become very ill.

In the 970 voluntary product recalls in the last 5 years 155 related to toys and 111 due to small parts.

She said, ensuring the safety of children is a shared responsibility and Kidsafe Tasmania was committed to providing information to parents to help support them when making choices. Education was always an important part in getting the right information out to everyone.

She said representing Kidsafe Tasmania had been a very important link to having further input into the future of toy safety in Australia.

Contact Details.
Jennifer Branch
Manager
Kidsafe Tasmania
0417381721