

AMLA PRESS RELEASE

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Global Media and Media Information Literacy week:

Australian Media Literacy Alliance research reveals urgent need for a national media literacy strategy

Canberra, AUSTRALIA; 18 OCTOBER 2021:

The [Australian Media Literacy Alliance](#) has released a report this [Global Media and Information Literacy Week](#) that calls for a united and collaborative approach to the development of a national Media Literacy strategy for all Australians in response to the barrage of misinformation impacting society.

[Towards a National Strategy for Media Literacy](#) makes eight key recommendations for the development of a strategy, which centre around government, community, and technology sector collaboration to ensure every Australian, at every stage of life, is empowered as a citizen to confidently engage with and create media. A media literate citizen has the ability to critically engage with media in all aspects of life.

The report draws on [a national survey of 3510 adult Australians](#) about their media use, attitudes, and abilities and includes insights from a consultation process, conducted in September 2021, involving six workshops with a diverse group of community and media organisations across Australia.

The consultation process and research were led by leading researchers in the field of Media Literacy: Dr Tanya Notley, University of Western Sydney and Dr Michael Dezuanni, Queensland University of Technology. AMLA recognises that any development of a national strategy must be carried out with a compelling evidence base and based on the experience of cultural and media organisations who have expertise in delivering media literacy initiatives.

Annabel Astbury, Chair of the Australian Media Literacy Alliance:

“Globally, in an era where there is misinformation on digital platforms, rising distrust of mainstream media and lack of faith in governments and their agencies which are all fueled by rapid changes in the media and communications technologies, the report reveals that Australia cannot afford the costs of media illiteracy, socially or economically.

AMLA looks forward to collaborating with governments at all levels to ensure that every Australian has the skills and competencies to navigate the complex media landscape.”

[Access the full report here:](#)

Key Recommendations :

Recommendation 1: The Australian Government should commit to developing and appropriately resourcing a strategy for the development of Media Literacy across all life stages, enabling the engagement of all levels of government and community.

Recommendation 2: The development of the strategy should include consultation with a broader range of stakeholders than has been possible for this current consultation. In particular, there should be further consultation with Indigenous Australians and Culturally and Linguistically Diverse communities.

Recommendation 3: The strategy should consider how the Australian Media Literacy Alliance can be resourced to create evidence-based materials, training packages and educational experiences based on its framework and appropriate for use in community contexts throughout Australia.

Recommendation 4: The strategy should focus on how community organisations can access funding, resources and support to develop community-specific Media Literacy experiences relevant to the communities they are part of and support. This should be guided by evidence-based strategies and a shared impact evaluation framework which could be co-developed with AMLA to ensure measurable success.

Recommendation 5: The strategy should outline how priority groups can be funded and supported, in recognition that a national strategy will only be of use if it pays attention to the specific needs of each of the priority groups. In addition, all sectors of the Australian community should have access to Media Literacy support to address Australians' lack of confidence in their own media abilities.

Recommendation 6: The strategy should clearly acknowledge the relationship between Media Literacy, Online Safety, Digital Literacy, and Information Literacy to avoid duplication and identify synergies between these priorities. The links to national and state priorities for foundational literacy development should also be outlined.

Recommendation 7: The strategy should outline the relationship between Media Literacy education in schools and community-based Media Literacy education and how these both contribute to life-long Media Literacy development.

Recommendation 8: The strategy should outline the relationship between Media Literacy and the broader media and communications context in Australia, including telecommunications infrastructure and its impact on digital inclusion, national regulation and industry self-regulation (including technology company initiatives to support an inclusive and positive media experience for all Australians)

ABOUT Australian Media Literacy Alliance

The Australian Media Literacy Alliance (AMLA) was formed in 2020 as an unincorporated group of organisations whose objectives in the area of media literacy are closely aligned. AMLA's vision is to enable a media-literate society that is equipped to face challenges and be able to seize the opportunities in a world that is increasingly defined by media and information abilities.

The founder members are:

- ABC Education (ABC)
- Australian Library and Information Association (ALIA)
- Museum of Australian Democracy (MoAD)
- National Film and Sound Archive of Australia (NFSA)
- National and State Libraries Australasia (NSLA)
- Queensland University of Technology (QUT)
- Western Sydney University (WSU)

Headshots:

[Dr Tanya Notley](#)

[Dr Michael Dezuanni](#)

[Annabel Astbury](#)



AUSTRALIAN
MEDIA
LITERACY
ALLIANCE

Towards a National Strategy for Media Literacy

National Consultation Report