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Q1:

Creating a new framework. Elements of the existing system can be recycled, but we need a complete overhaul.

Q2:

The scheme should apply consistent standards on content rating across all forms of media. The scheme should create legally enforceable divisions between adult and general content.

Q3:

No, it should not. If something is inappropriate in a book, it is inappropriate in a game or a movie, or on TV.

Q4:

Ideally, no, but I doubt we have the resources to classify every book and magazine. It is obviously impossible to classify online content, although creators should be permitted to make submissions if they wish to display a classification on their website.

Q5:

Yes, content designed for children should be classified across all media. Parents need to be quickly and easily informed of the details of media their children could consume. "Impact" isn't clearly defined in this question; I am not sure how to answer.

Q6:

No.

Q7:

For consumer advice, yes. For restricting access - no.

Q8:

Yes.

Q9:

No.

Q10:

No.

Q11:

Online content should not be classified unless the creators seek classification.

Q12:

None. The Internet should not be restricted in any way. Creators should be allowed to opt into classification, and be listed on a registry of classified content providers. Parents could then utilise optional software to restrict their children to appropriate content.

Q13:

Creators should be allowed to opt into classification, and be listed on a registry of classified content providers. Parents could then utilise optional software to restrict their children to appropriate content. Parents should also be legally answerable for their children's activities online, to encourage supervision and active parenting rather than overburdening the legal system and inflicting restrictions on adults.

Q14:

More legal enforcement. Most retailers know they can sell MA15+ and R18+ content to minors without fear of response, unlike cigarettes and alcohol which are actively policed. Retailers should be required to display signage informing parents about classifications and content, in the same way pubs have signs advising drinks will not be served to minors or intoxicated people.

Q15:

All classified content should carry classifications markings with clear and simple content advisories like PEGI or the ESRB's.

Q16:

Government agencies should enforce classifications and legally pursue those who supply inappropriate content to minors. Industry bodies should self classify. Parents should be held responsible for supplying children with inappropriate content.

Q17:

Yes, very likely. In the US, the industry body ESRB provides highly effective ratings for games.

Q18:

Q19:

The Government should consider subsidising all classification, as it's the only way to ensure consistent classification.

Q20:

Most users don't understand the difference between R and X, and very few people realise MA15 is a separate, legally enforceable category from M

Q21:

The existing system of G, PG, M, MA, R, and X should be retained and applied equally across all media. MA could perhaps be renamed to make it more distinct from M.

Q22:

A system like the ESRB, which has clear symbols for content advisories like swearing, horror, violence etc, would work on all media. It could be displayed on the reverse of the media packaging, while the front shows only the classification and a label advising the consumer to check the back.

Q23:

YES.

Q24:

None. That way madness lies. However, the creation, distribution and possession of illegal materials such as child pornography should still be pursued vigorously.

Q25:

No.

Q26:

We need a system which is consistent and simple to understand, across the entire nation and all forms of media. That way, parents can look at a PG book with horror warnings in SA, and a PG tv show with horror warnings in NSW, and know what level of content to expect.

Q27:

An industry-partnered scheme.

Q28:

Yes, so we can move on this quickly and have nation-wide standards.

Q29:

We need to overhaul our assessment criteria. Also, Please see my comments below.

Other comments:

My main points are as follows.

- 01) Ratings must be consistent across all media and territories
- 02) Ratings should be accompanied by content advisories
- 03) Ratings should be legally enforced
- 04) The Internet should not be restricted or filtered in any way
- 05) Video games should be rated using the same system as all other media
- 06) Current assessment criteria should be updated to reflect modern, secular standards