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Q1:

The ALRC should develop a new framework that recognises more modern media types and the more modern methods of access to that media

Q2:

The primary objective should be consistency across all forms of media

Q3:

No, in an increasingly integrated world we have books on tablets, games on phones, online streaming of music and movies directly to home theatres, interactive TV shows, Web 2.0 with 90% of content user generated, you name it! The only way too keep classification simple is to keep it consistent with one set of rules for anything being sold or made available for commercial gain to Australian residents

Q4:

Yes, where the content is available in a volume too large for a classification body to adequately address every article, for example, web pages.

Q5:

The potential impact should not be taken in to account such that "if article X was to be obtained by a minor" then the potential impact is _____. Content being sold or made available for commercial gain and designed for children should be classified regardless of the media type except where the content is available in a volume too large for a classification body to adequately address every article. Such instance should be addressed with a self regulating penalty mechanism (e.g. fines for targeting unsuitable material at children)

Q6:

No, classification rules should be kept consistent where articles being sold or made available for commercial gain should be classified regardless of the market except where the content is available in a volume too large for a classification body to adequately address every article.

Q7:

Yes, 'controversial' art should not be exempt from the classification system however 'controversial' art is almost never targeted at minors anyway. Such instance could be addressed with a self regulating penalty mechanism (e.g. fines for targeting unsuitable material at children)

Q8:

Yes, classification rules should be kept consistent where articles being sold or made available for commercial gain should be classified regardless of the media format except where the content is available in a volume too large for a classification body to adequately address every article.

Q9:

For live performances, self regulation is adequate however instances that generate complaints should be addressed with a penalty mechanism (e.g. fines for targeting unsuitable material at children)

For printed, recorded or otherwise packaged articles, classification rules should be kept consistent where articles being sold or made available for commercial gain should be classified regardless of the

audience except where the content is available in a volume too large for a classification body to adequately address every article.

Q10:

Only in the case of differentiating between restricted material and explicit material. Material unsuitable for general public display is also unsuitable for home use if it falls outside the classification boundaries for X18 (private use only).

Q11:

Q12:

Restriction of online content is both pointless and technically impossible. The most effective method of controlling access to restricted material online is through parental supervision. Material being sold or made available for commercial gain to Australian residents should be addressed with a self regulating penalty mechanism (e.g. fines for targeting unsuitable material at children, or supplying RC content to anyone). Target the money, not the consumer.

Q13:

Restriction of online content is both pointless and technically impossible. The most effective method of controlling access to restricted material online is through parental supervision.

Q14:

License businesses that supply R18 and X18 material in the same way liquor is supplied, including the on-supply of restricted material to minors. Businesses can be kept in compliance with a self regulating penalty mechanism (e.g. fines for supplying unsuitable material at children, or supplying RC material to anyone). Target the money, not the consumer.

Q15:

All material that comes as a packaged article should display a rating (if applicable) in a consistent set of locations on the article in question, e.g. spine of a CD/DVD package whether it is a game, film or audio recording, as well as the lower left hand corner of the front and back cover/insert. Magazines should also follow this system to easily identify what is and is not suitable for children, teens or adults.

Q16:

The Government's role is to set the rules for classification and to fund both an "Office of Media Classification", for classifying material, and the "Australian Communications and Media Authority" for receiving and acting on complaints and enforcing the laws. Industry bodies are required to aggregate the concerns of commercial interests in their respective arms of the media and communicate those concerns with the government and its agencies. Users are really only responsible for controlling those for whom they are a legal guardian, as well as reporting potential breaches of the law to ACMA.

Q17:

Where the volume of content is too large for a classification body to adequately address every article, suitable industry codes are more effective and practical. This is particularly true for the adult entertainment industry, both online and offline.

Also, where time is of the essence in the release of information, e.g. newspapers and magazines, industry regulation is far better suited to provide 'editorial authority' to maintain an agreed classification for the periodical/publication.

Q18:

Adult entertainment. There is no such thing as MA15+ pornography. The producer can choose whether it is X18 or R18 material.

Q19:

Unless it costs more than \$1000 to have something classified, there should be no subsidies. Providing a copy of the finished article to the Office of Media Classification prior to distribution is trivial and straight forward.

Q20:

The single biggest problem is the MA15+ category of games. As there is currently no R18+ category, many violent games are shoe-horned in to the MA15+ category and displayed on the same shelves as G rated family entertainment. Many parents do not see the difference between G/PG and MA15+ and as such, many minors are granted access to content they really shouldn't have access to by their own parents! Those same parents do however understand the difference between R18+ and everything else below. The chief culprit of minors accessing the unsuitable material is not the parents or merchants however, it is the misclassification of the game in to a sub-standard rating scheme where no higher option exists for borderline material.

Q21:

Yes, Australia needs an R18+ category for games to keep the classification system consistent with film and literature. While the existing system does allow for the determination of several levels of access for minors, at present it has an arbitrary cut off at a differing point depending on the type of media.

All media, regardless of the type (game, film, literature, periodicals and magazines) both online and offline, should fall within five broad categories of classification, plus the option to refuse classification (material not suitable for any person such as material outwardly intended to offend)

X18: Sexually explicit material not suitable for public exhibition or display.

R18: Sexually explicit, frequent/graphic violence, frequent/graphic drug use, frequent coarse language or other material that may be publicly exhibited, sold or made available on a commercial basis to a restricted audience.

M15: Sexual, violent, minor drug use, moderately coarse language, and other material suitable for mature audiences over 15, or otherwise under supervision.

PG12: Anything that falls below M15 but is not suitable for unsupervised children under the age of 12

U/G: Unclassified material or material for General exhibition to any member of the Australian public

Q22:

All material that comes as a packaged article should display a rating (if applicable) in a consistent set of locations on the article in question, e.g. spine of a CD/DVD package whether it is a game, film or audio recording, as well as the lower left hand corner of the front and back cover/insert. Magazines and periodicals should also follow this system to easily identify what is and is not suitable for children, teens or adults if it is not intended to adhere to the U/G rating guidelines.

Guidelines should be consistent across all types of media with respect to the nominated criteria for classification such as language, drugs and violence.

Q23:

Yes, consistency should be the key message for the new classification system

Q24:

Material outwardly intended to offend should be refused classification however government restriction of online content is both pointless and technically impossible. Material being sold or made available for commercial gain to Australian residents should be addressed with a self regulating penalty mechanism (e.g. fines for targeting unsuitable material at children, or supplying RC content to anyone). Target the money, not the consumer.

Q25:

No, as several games have been refused classification by being targeted at adults where no adult classification category currently exists in Australia.

Q26:

Yes, consistency should be the key message for the new classification system

Q27:

A regulatory classification system that encompasses the regulation and appointment of members to the Federal Office of Media Classification and the Australian Media and Communications Authority from representatives from each state and territory.

Q28:

Yes, consistency should be the key message for the new classification system and to do so requires a National approach

Q29:

Provide a feedback method for the public to question or raise concerns about unclassified material, misclassified material, and material that is of questionable standing where it appears in volumes too large for a classification body to adequately address every article.

Other comments: