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Q1:
Improve key elements in the existing framework
Q2:
To offer a guide to people about the content of the media that they are about to watch/interact with so that they can make up their own minds as to whether it suits them or their children.
Q3:
Absolutely not. Not only are there many technical issues in such a solution but more importantly the classification is a guide only, it is up to the person or parent to decide whether to view/interact with the material after considering the classification.
Q4:
Yes, the amount of content is growing exponentially, it is not feasible to classify all content.
Q5:
Where there is a known and proven impact of certain media then yes (through peer reviewed scientific study), then by all means classify the material appropriately. If it is in regards to a 'potential' impact based upon gut feeling, or pandering to subsets of societies preferred view on things, then absolutely not.

In regards to all media for children being classified, this is impossible to accomplish due to the enormous volume of media. Certainly allow media producers to submit their content for classification if they wish to create a kids portal that parents can be comfortable with by seeing a General classification on the site etc. But there will always be content available to kids that is not classified or unclassifiable due to the media being dynamic (user generated content sites, forums, etc).
Q6:
Only the reach of a piece of media should really factor here due to the practicalness of being unable to classify all media, at least classify the most viewed media.
Q7:
To offer a guide so that the viewer can make a decision for themselves, yes.
Q8:
If you are going to classify some things, then you should at least be consistent and classify all forms of media. If the sound recording is going to reach large amounts of people then they should have a guide to the content they should expect.
Q9:
Yes.
Q10:
Yes, in the home people have almost complete control over what media they choose to view. Whereas in a public space they may not get the chance to make that decision before the media is played for them.

Q11:

None, simply offer a guide to the most likely to be consumed media so that people can make informed choices as to whether the content is suitable for them or their family.

Q12:

Education and good parenting. There is not a single technical method to reliably control peoples access to media that doesn't come with severe privacy or cost of implementation tradeoffs. Educate parents that it is their responsibility to monitor what their kids are doing if they have concerns over what material they are accessing.

Q13:

There isn't anything that will help other than parents teaching their kids about what is appropriate to see/do online. Some parents may feel that installing software that monitors/filters their kids online activity will help them, but this is a false sense of security. It won't prevent things like child grooming in online chat rooms, sexting, random media uploaded to a friends facebook wall etc.

Q14:

I think it is already well done in terms of restriction of sale and plastic sealed bags.

Q15:

On the appropriate place (packaging, or website etc) before sale so that people don't waste their money buying something that is inappropriate for their audience. Where it is not purchased, it should be at the beginning of the media so that people can be informed and make a decision before engaging with the media.

Q16:

Government agencies should provide a clear and precise information about the classification system for media creators and users of the content. They should also provide a means of handling complaints about things that may have been misclassified. They should not in any way interfere with the actual media itself, unless the media is illegal, then the police should handle it.

Industry bodies should work with government to help devise an appropriate way to classify their industries media. For instance, the descriptions that go along with a classification may make sense in one industry but not in another. The government should aim for consistency and re-use of definitions wherever as possible to make it easy for end-users to recognise.

Users simply wish to be informed of the type of content they are about to view/interact with so that they can make an informed decision for themselves.

Q17:

It would seem very likely.

Q18:

They should probably classify most, if not all of it. The speed at which it is created and spread makes it unrealistic to get it all classified by a single government agency before distribution. But by all means implement punitive measures for companies/media producers that consistently mis-classify their material for financial gain. But it needs to be balanced - it should only be mandatory to have a classification once it reaches a certain number of users etc.

Q19:

Self-classification should do away with the need for this - provided that the guidelines for each category are clear and readily available.

Q20:

They seem fine to me.

Q21:

Well there is the obvious weirdness about not having a R18+ for certain media like video games. It exists for other media types, so it doesn't make sense why it would be selectively removed for video games.

Q22:

They seem pretty consistent already, same colour icons, same wording and same presentation.

Q23:

If there was a lot of overlap between them, then yes it would make sense. Even more so if it would increase consistency of classification criteria and the display of the classification across all of the different media.

Q24:

None. It's impossible to do so. But illegal content should be flagged with the police in the appropriate jurisdiction so that they can handle it.

Q25:

Yes. And if that content is made in australia or hosted in australia, it should be removed.

Q26:

Absolutely, it would be ridiculous to have to create a separate set of media for just a particular state. It could have the unintended consequence of reducing the media availability to that state as the cost may prohibit the creation of an additional set, which would likely increase piracy - because if someone wants that media, they will get it easily via other means.

Q27:

I do not know enough abou this to comment.

Q28:

This would seem the sensible choice yes.

Q29:

Other comments: