

CI 1464 | Cullinan

First name: Ian

Last name: Cullinan

Q1:

The current framework for classification is completely broken in the face of modern technologies and the changing media landscape. A new framework is needed.

Q2:

Since the government cannot control what media people choose to consume, the scheme should focus on providing information to Australians so we can make informed choices about what content we view, and what media we expose our children to.

Q3:

The scheme should be technology-agnostic - and ideally medium-agnostic (the same standards should be applied to books, films, TV, games, websites, etc) - but any classification framework must be careful not to set impossible tasks: there is far too much content on the internet to ever classify.

Q4:

No. Complaints can only be reactionary, shutting the barn door after the horse has bolted. Worse, it is impossible to avoid the Streisand effect without compromising transparency - which no democracy can function without.

Q5:

Yes, and yes. Why would you even bother to have a classification system otherwise?

Q6:

No. This is all going away anyway thanks to the internet.

Q7:

Yes. The classification system is a failure if it avoids dealing with anything labelled as "art". "Art" is a label anyone can apply to any creative work.

Q8:

Why not?

Q9:

I don't think "potential size and composition of the audience" are useful things to guess about a work. What's the potential audience of a video on youtube? Most will have very few views but some have millions...

Q10:

No. With the capabilities of modern mobile devices, almost any content can be accessed in public anyway.

Q11:

Is the content being sold in Australia? Is the content being broadcast in Australia?

Q12:

The only effective method is personal supervision.

Q13:

Personal supervision.

Q14:

It's pretty well controlled already.

Q15:

When it is sold or broadcast in Australia.

Q16:

Government agencies: setting guidelines, classifying content, punishing industry for breaches.

Industry bodies: Informing users and helping their members comply with the law.

Users: Making their own, informed choices without restriction.

Q17:

Maybe, but the classification system has to be answerable to the Australian voters before any industry or special interest groups. Industry-run classification systems with no public oversight have severe problems - just look at the MPAA in the USA.

Q18:

Anything that the content producer is confident that they can classify correctly they should be able to, but with strong penalties (e.g. 200% of gross revenue) if they get it wrong. Deferring to the classification board should not be penalised nor uncommon.

Q19:

In any case that the government requires classification of content, the government should be prepared to classify the content free of charge.

Q20:

The distinction between M and MA is not clear, but the classifications are otherwise well understood.

Q21:

There definitely needs to be an R18+ category for games - games being refused classification for content which would get an MA or R rating in any other medium is ridiculous and pathetic.

Q22:

Apply the same classification markings, criteria and guidelines regardless of medium.

Q23:

Yes.

Q24:

Nothing. It's literally impossible to achieve anyway.

Q25:

No. Refused Classification is far, far too broad and it is often unclear which set of classification criteria should be applied to online content.

Q26:

Yes, the same classification markings, criteria and guidelines should be used nationally.

Q27:

Cut the states and territories out of the system entirely in favour of one single, national scheme.

Q28:

Yes.

Q29:

Other comments:

Classification should be there to inform, not to censor and restricting content should only be done if it is demonstrably harmful. The first principle of the National Classification Code is "adults should be able to read, hear, see and play what they want." If this principle was actually adhered to in practise, I would have no problem with the Australian classification system.