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Q1:

Key elements of the existing framework should be improved upon, such as an addition of R18+ classification

Q2:

The primary objectives of a national classification scheme should be to

1. Classify media based on the content
2. Publish consumer advice on contents of the media
3. Allow an informed decision to be made based on the classification assigned to said media.

Q3:

Yes but only for practical reasons. For example, in the case of smartphone applications and games where hundreds are released on a daily basis, it is highly prohibitive, resource and cost wise to classify every single one of them. The content owner/producer should be invited to classify their own material.

Q4:

All content should be classified, where feasible. A re-assessment/review of the classification should be the result of a complaint.

Q5:

Content should be classified based on what it depicts, not the potential impact it might have on the public. Studies which have been done to link for example violent games to violent behaviour have flaws in their analysis.

Q6:

If the cost to have content classified is prohibitive to small-sized producers/distributors, it will put them at a disadvantage. However, if the industry is allowed to self regulate/classify content, the cost would be worked into the budget and thus small-sized producers will not be at a disadvantage.

Potential mass market reach of the material should not affect whether content should be classified.

There is no practicable means of calculating the reach of the material before it is released.

Q7:

Yes, but only in the form of a consumer advice. Access should NOT be restricted.

Q8:

Yes, in the form of a consumer advice.

Q9:

No, all content should be classified, where feasible.

Q10:

No. Technology has blurred the lines between public and home with the introduction of portable media players.

Q11:

Nil.

Q12:

The most effective method would be the education of parents on the necessity to regulate the access of online content to their children by providing an affordable means of education and making available the tools to aid the regulation at a per-user level.

Q13:

By educating the parents on the available methods/software to regulate/restrict the access of internet content.

Q14:

By appropriate consumer advice at the point-of-sales, and also by the educating of sales staff in regards to the age requirements for the procurement of such restricted offline content.

Q15:

When the content has been classified as having elements what are violent/sexual in nature and suited for mature audiences above the age of 15 or if the content owner/producer deems it necessary.

Q16:

The role of government agencies should be to ensure that classification requirements are being adhered to.

The role of industry bodies should be to properly classify media based on government requirements.

The role of users should be to understand the classification of media and make informed decisions on the suitability of said media for own personal consumption.

Q17:

Yes, co-regulatory models whereby the industry itself will be responsible for classifying content is more effective and practical. With hundreds of media content and types being released on a daily basis, it is not practical for the government to classify everything in a cost effective and timely fashion. In addition, the content owner will be very familiar with the content, having produced it and thus is able to better and more accurately classify the content for the public to make informed decisions.

Q18:

As far as possible, all content should be classified by the industry to allow the public to make informed decisions.

Q19:

If the classification framework is changed such that the industry is self-regulated and there is a minimum to no cost involved for the content owner/producer to have the content classified, then the government need not have any subsidies.

Q20:

In general, classification categories are easily understood. With regards to RC – Refused Classification, more effort should be put into outlining what sort of content the RC encompasses.

Q21:

R18+ classification specifically for the media of games/electronic entertainment should be created, to bring it in line with film classification.

Q22:

By ensuring that content across the different media types share the same labels, guidelines and categories.

Q23:

Yes. One guideline with a set of categories to ensure that all classifications are fair.

Q24:

Only child pornography should be entirely prohibited.

Q25:

No. There is no clear definition regarding the scope of the RC category.

Q26:

Yes, classification laws should be consistent across all states and territories. It should be promoted by highlighting the fact that consistent classification laws across states and territories will lessen the confusion experienced when accessing media in a visiting state or territory.

Q27:

One single classification framework which is the same across all states and territories, which will reduce confusion amongst the public.

Q28:

Yes.

Q29:

Model the classification of media content based on other existing framework which works, such as in the United States of America or the United Kingdom.

Other comments:

Adults need to be given the freedom to make informed decisions/choices on what they want and what they don't want. Adults do not want to be mollycoddled. Having a R18+ classification will allow adults and parents to make informed choices for themselves and their families.