First name: James Last name: Maxwell

Q1:

I dont believe it is necessary to develop a new framework for classification, the current framework would suffice with some improvements

Q2:

The primary objective should be not only to restrict children from viewing unsuitable material, but to give a guideline to adults as to content in media. The primary objective should not be to decide what is suitable for adults to view.

Q3:

No, the platform used should not affect whether content should be classified. All content, be it television, radio, movies, games etc should all be treated the same. People of all ages engage will all types of media so there is no sense in applying different standards. Obviously there may be some differences in the standards or definitions across different mediums, but essentially the classification standards should apply across the board.

Q4:

No, all content should be reviewed before release and classified accordingly, regardless of complaints. Complaints can be made by any person with an agenda which may unfairly influence the classification or availability of material.

Q5:

No, the potential impact of content should not affect whether it should be classified, everything should be classified regardless of content.

Yes, content designed for children should be classified across all media.

Q6:

No, each item should be graded on its individual impact.

Q7:

Yes, some artworks should be classified if only to give advice to potential viewers that it may be unsuitable or upsetting for certain individuals, however in the case of children it should not be restricted if parental permission is given.

Q8:

Yes, all content, including audio can contain themes unsuitable for children and should be classified accordingly

Q9:

No. Classification should be constant regardless of the size of audience or possible revenue that could be raised.

Q10:

No. Classifications should be a guide to what is suitable

Q11:

Q12:

## Q13:

It is the parent's job to ensure their children are not accessing inappropriate content online. Personal filters and access controls are available for private computers and home networks, these should be made easily accessible to parents and guardians.

#### Q14:

Restricting the sales point of offline content could enable easier control. Remove R 18+ content from publicly accessible shops such as newsagents and make them available in either a restricted section of the newsagent or adult stores.

#### Q15:

I believe all content above a G rating (suitable for general audience) should contain consumer advice.

#### Q16:

Government agencies should provide information on content and a guide to what ages the content is suitable for.

Industry bodies have a responsibility to ensure their materials are not being viewed by an inappropriate audience

Users should be responsible in their use of content, ensuring it is not being passed on to an unauthorised audience

## Q17:

Yes, industry should provide a classification that is then reviewed and confirmed by government agencies.

## Q18:

I dont believe industry should have the final say on classification in any case. Industry should provide a suggestion for rating and their arguments for, and government should review and accept the rating or request an increase in rating if suggestion is deemed inappropriate.

## Q19:

I believe that any Australian produced content should have classification subsidised.

#### Q20:

I believe the television & movie classifications are well understood, however other forms of media such as radio and games are not. It is confusing that there is not a consistent format across all forms of media. Why is there no R 18+ rating for games when there is for movies?

## Q21:

I believe the current television/movie rating categories (G, PG, M, MA, R, X) are sufficient and quite suitable for content across all media formats.

## Q22:

Make the rating classifications consistent across different types of content as above.

#### Q23

Yes, as previously detailed, I believe all content should have the same rating categories applied Q24:

Exploitation of children should be entirely prohibited online

#### Q25

Absolutely not. Currently games are refused classification for content that is available not only online but in movies as well.

# Q26:

Yes, ratings should be consistent across states and territories. We are one Australia, we should have one code. Any digression by independent states or territories is going to increase the cost of content and potentially impact the availability of content to other states/territories.

Q27:

A federally managed scheme should be used to determine classification.

Q28:

Yes, absolutely

Q29:

Other comments: