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Q1:

Improving key elements of the existing framework.

Q2:

Standardisation across media formats, allowing and assisting people in making informed choices as to what they and their children consume.

Q3:

No. The impact of the media on the consumer is the key consideration - not the method of delivery

Q4:

I can't think of any situation where something shouldn't be classified.

Q5:

I think all media should be classified, though I understand what a big task this would be. Helping parents make informed decisions about what media their children consume is important, and if classifying media assists this then it is a worthy undertaking.

Q6:

No. The impact of the media on the consumer is the key consideration - not the size of the market.

Q7:

Yes, some artwork could reasonably be deemed unsuitable for children and providing parents with information advising them of this BEFORE they take their children is important.

Q8:

Yes. The impact of the media on the consumer is the key consideration - not the method of delivery

Q9:

No - the intended audience aren't necessarily the only people that could be exposed to the content - providing information on the classification may assist in reducing the chance of unsuitable content being exposed to unintended audiences.

Q10:

No. I believe this will make any classification scheme too complicated.

Q11:

Q12:

Education of consumers on ratings and their intention. Providing OPTIONAL, opt-in filters that can be set by individuals (eg parents).

Q13:

Education of parents their responsibilities and the risks of children using online services (including web browsing etc). Promoting cheap, OPTIONAL opt-in filtering software for parents that is easy to install and use, with, if feasible, user-support.

Q14:

Classification with appropriate laws and penalties on the exposure and sale of such content to inappropriate audiences.

Q15:

Before the product is purchased or consumed, including in advertising and at point of sale.

Q16:

Government to set content classification rules, laws and penalties, industry bodies to implement classification, users to respond to government if rules are breached.

Q17:

My concern here would be that profit seems to be more important to industry than the good of the consumer, and there may be circumstances where this will cause a conflict of interests that sees content inappropriately classified. This could possibly be done if penalties for transgressions were in excess of any profit (or perhaps tied to any profit gained from the sale of poorly classified material)

Q18:

See above - I'm not confident that industry would do the right thing if profits were impacted negatively

Q19:

Where the classification of content would make the production of content prohibitively expensive then the content creator/publisher could potentially apply for a subsidy.

Q20:

I understand them and use them to make informed decisions about movies and TV shows.

Q21:

I don't think so - I think changing the classification categories would confuse people - clarifying and improving the application of current categories would result in a quicker uptake by the community.

Q22:

Apply the same classification markings, criteria and guidelines across all types of contents (eg R rating for games) - by focussing on the content.

Q23:

There should be a single classification across all methods of content delivery.

Q24:

I think there should be a voluntary, client-side filter easily and cheaply available to parents. I don't believe prohibition online will work as there are always ways around blocks, and there are unintentional side-effects of such prohibition such as blocking legitimate sites and potentially infringing on freedom of speech.

Q25:

I think what classifies as RC should be reviewed to bring it up to date with modern societal thinking and then applied across all content delivery methods. As said above in Q24 though I don't think it's possible to prohibit online content effectively.

Q26:

Yes - we should have a single national classification law, this will reduce costs, reduce confusion and uncertainty both for consumers and industry, and reduce the chance of people by-passing the laws by ordering from the state/territory with the weakest laws.

Q27:

A single Commonwealth scheme with appropriate safeguards to prevent special interest groups hijacking classifications.

Q28:

Yes.

Q29:

Other comments:

I think there are 4 main problems that need to be addressed:

- Consistency of classification across all content delivery methods.
- Education of parents on their responsibilities to their children as consumers of media
- Voluntary, opt-in, client-side filtering technology to be made available and practical (affordable, understandable) for online protection
- The relative power of special interest groups to disproportionately affect the classification of media - ie the vocal minority who impose their moral or ethical views on others in the community.