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Q1:

Improving key elements of existing framework. Educate the public as most people are unaware of the associated laws.

Q2:

To protect children from inappropriate material and give consumers an idea of the content level before they make their purchase and in a way that doesn't spoil the experience (ie, the story)

Q3:

I assume this relates to games and phone apps. Small programs downloaded from the net should not need to be classified. This includes apps downloaded to smartphones and games downloaded to PC's and consoles. Perhaps have a limit on the filesize before a rating is enforced. Or make sure the apps/games have some sort of self-rating system already in place to ensure consumers are still getting the information they need (for example the ratings system used for Apple's App Store, or the ratings given on Xbox Live Indie Games)

Q4:

Advertisements, artworks and small applications/games should fall under this category. Perhaps also books.

Q5:

Not if this requires the company releasing the media in question to pay huge fees to the OFLC. This will stifle independent efforts and hinder Australian creators from being able to so easily start up and become recognised in their own country.

Q6:

YES! Content from huge producers should be classified, but small start-up or independent companies should not be unless complaints are raised. I don't suggest considering the distributors as they will push the cost onto the producing company anyway (though I imagine this depends on the industry in question).

Q7:

Not unless there have been complaints raised against the artworks.

Q8:

Yes, as long as independent musicians are still able to make recordings and distribute them without having to pay huge fees to get their recordings rated.

Q9:

Q10:

No, ratings are there for the consumer whether they are purchasing from their own home or in public. Or accessing the content privately or publicly.

Q11:

Q12:

Obviously a net filter, but there are so many downsides to that idea that it isn't really viable. Educating the public about what the classifications mean and what is appropriate/inappropriate for kids will be a step in the right direction.

Q13:

Again, educate the parents. Perhaps a free net filter that parents can install at home.

Q14:

More policing to ensure that businesses are not selling to minors. I work at the cinema and in the 6 years I've been there no members of law enforcement have ever done a random check of the ID's of people in MA or R rated films, or even a check to make sure we are displaying ratings tags.

Q15:

When it is content that requires a rating even if there haven't been complaints (so just the CTC sticker until a rating has been decided upon), or if the content has been rated.

Q16:

Similar to how they are now, but perhaps some sort of self regulation can be trialled for content. A website where users could go and rate something that they have experienced may be beneficial for some people. Especially for content that may not require a rating.

Q17:

ESRB seems to work pretty well.... I don't know how well this would work with other media. This would also be confusing as each media would have a different classification system. I think stick to government classification.

Q18:

Q19:

YES! Small independent companies in any discipline should have some help if the media they are aiming to create requires a classification. This would enable growth in these industries in Australia. As an independent game developer we are severely hampered by the current costs for classification.

Q20:

NO! They definitely aren't. As a cinema worker I see this confusion every day. The difference between M and MA15+ is not well understood. Parents don't understand it is not ok to buy tickets for their 14 year old child to see an MA movie and then leave the cinema. I have been abused countless times despite the fact I am obeying the law by denying these children entry. The worst abuse comes from the parents. The fact that no one under the age of 18 is allowed to view an R rated film is also not understood. They think it is like an MA film where they can come in with their parents. The fact that there is no R rating for games causes confusion and forces games that should be rated R into the MA rating, meaning consumers are being misled. Television ratings are confusing. What on earth is AV15+? Is this MA15+? Why aren't they just named the same thing?

Q21:

R rating for games. Perhaps rename the M and/or MA rating as the repetition of the letter M seems to confuse the not so intelligent public.

Q22:

Have the same ratings tags that are currently applied to films and games applied to everything. For example they should be shown before every television programme (perhaps excluding the news and other similar media).

Q23:

To be honest I don't know much about the difference between them. There should really only be one set of classification laws to avoid confusion.

Q24:

Good luck with that.

Q25:

For games: no. Some of these games should have been released in the R rating. If adults can view movies with similar content then they should be able to play these games

Q26:

Yes, definitely. This should be a national classification scheme. There should be no difference between states.

Q27:

Q28:

Q29:

Other comments: