

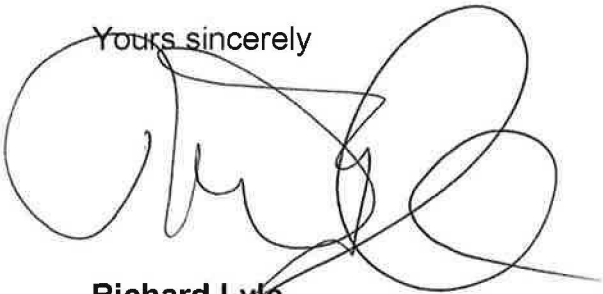
Dear Sir

On behalf of the MCAA, I wish to submit the following points in relation to the investigation:

- The Media Classifiers' Association of Australia (MCAA) is Australia's leading professional classification organisation. Our membership includes all classifiers working in free-to-air television, both public and commercial broadcasting, as well as representatives from subscription television.
- The MCAA welcomes efforts to meet industry and technological changes with better governance and legislative tools. As such the MCAA welcomes this review of ACMA, and is appreciative of the opportunity to respond to the draft report.
- The MCAA notes the recommendation of the ALRC review towards a National Classification Scheme and recognises that the co-regulatory approach exemplified by Australian television classification enables industry to be agile in responding to audiences with timely information. The MCAA appreciates the efforts and expertise the ACMA has contributed to ensuring this approach works so well.
- The MCAA considers the co-regulatory approach exemplified by Australian television classification to constitute an Australian best practice approach to content classification.
- The MCAA emphasises it is essential that any new scheme be designed so as to ensure the nuanced and varied voice of audiences is considered with regards to each classification decision. The current co-regulatory approach exemplified by Australian television classification allows for decision makers to take into account a complex and expert understanding of specific intended audience expectations and standards. In addition, the current co-regulatory approach provides audiences with an accessible and timely review process of classification decisions.
- By comparison, the classification of films, computer games, and publications has been undertaken in an unwieldy system, remote from the audience. The scheme has developed very limited to no resources or expertise with regards to the ongoing research of audience and community standards; and little to no flexibility with regards to responding to audiences, or to reviewing decisions. The authorised assessors' scheme sees some classification decisions now being made on the advice of decision makers with very little professional experience, and this has consequences for audiences regarding the consistency of decisions.

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- The MCAA applauds ACMA's aim to be 'a regulator that is an agile, timely and informed decision maker'. The MCAA encourages ACMA to take a light touch to media regulation in our changing industry, and to encourage and expand the co-regulatory model for media classification, in order to ensure agility, and timely decision making. The MCAA is committed to assisting audience members to make informed choices about their media participation.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Richard Lyle', written in a cursive style with large loops and a long horizontal stroke at the end.

Richard Lyle

President

The Media Classifiers' Association of Australia