

Committee Secretary
Senate and Legal and Constitutional Affairs
References Committee
Parliament House
Canberra ACT 2600

7th March 2011

Dear Secretary

Inquiry into the Australian film and literature classification scheme

Screen Australia welcomes the opportunity to comment on the inquiry into the Australian film and literature classification scheme.

As the key Federal Government funding body for the Australian screen production industry, Screen Australia is charged with the support, promotion and development of a highly creative, innovative and commercially sustainable Australian industry.

In the context of this inquiry, Screen Australia encourages the review to examine the feasibility of a national classification standard across film, television, subscription television, DVD and online. A uniform classification approach would provide certainty for the industry and avoid variable classifications that can affect the commercial prospects of film and television projects.

Screen Australia is therefore focused on the outcomes of the review in relation to:

l) the interaction between the National Classification Scheme and the role of the Australian Communications and Media Authority in supervising broadcast standards for television and Internet content;

m) the effectiveness of the National Classification Scheme in dealing with new technologies and new media, including mobile phone applications, which have the capacity to deliver content to children, young people and adults;

In a converged environment, where content will not be confined to a single delivery platform but will instead be accessible on a range of platforms, including online, it would be of great benefit for there to be a consistent standard applied to the content itself rather than platform on which it is transmitted.

Screen Australia is willing to be an active participant in the Senate inquiry and would be available for consultation or for the provision of further information if necessary.

Yours sincerely

Dr Ruth Harley
Chief Executive