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Committee Secretary
Senate Legal and Constitutional Committees
PO Box 6100
Parliament House
Canberra ACT 2600
Australia

BY EMAIL: legcon.sen@aph.gov.au

Dear Sir/Madam,

ARIA AND AMRA RESPONSE TO THE INQUIRY INTO THE AUSTRALIAN FILM AND LITERATURE CLASSIFICATION SCHEME

Thank you for the opportunity to comment on the draft Terms of Reference proposed for the upcoming Inquiry into the Australian Film and Literature Classification Scheme.

The Australian Recording Industry Association (**ARIA**) and the Australian Music Retailers Association (**AMRA**) are the joint responsible parties for the operation of the **ARIA/AMRA Recorded Music Labelling Code of Practice**. The two organisations have as a result chosen to present a single response to the Senate Inquiry into the Australian Film and Literature Classification scheme.

Background

The ARIA/AMRA Recorded Music Labelling Code of Practice (the **Code**) was first introduced in 1997 as a result of concerns regarding potentially offensive lyrics and adult themes appearing in audio products, namely CD's, cassettes and vinyl recordings.

The nature of the recorded music business is such that two key sectors are involved in the marketing and sales of the product to the consumer. Consequently, the two peak industry bodies representing those sectors (ie ARIA representing the producers and distributors of the product and AMRA representing the retailers which sell the product to the consumer) needed to collaborate to effectively jointly administer the operation of the Code.

The Code was significantly reviewed and improved in 2003 (a copy of the 2003 Code is attached as **Annexure A**). The resulting improvements to the Code included:

- A new 3 tier labelling regime (see details attached at **Annexure B**)
- A 'Not to be sold category' for material exceeding Level 3
- New point of sale materials for retailers
- The establishment of a Code Labelling Review sub-committee
- The appointment of a permanent Ombudsman
- Closer alignment of the Code with the National Classification scheme (classification of products in each of the three Code tiers is aligned to that of M, MA and R18+ classifications for film and as set out in **Annexure C**)
- The introduction of a Restricted 18+ label. This classification came with the requirement that sales by retailers to minors are not permitted.

The Code was approved by the Standing Committee of Attorneys General (**SCAGS**) at their meeting in Fremantle in 2002. Mr Stephen Peach (then CEO of ARIA) and Mr Ian Harvey (Executive Director, AMRA), presented the revised Code and its proposed implementation to SCAGS for approval at that time. Implementation of the revised Code commenced on April 1st 2003.

Reporting on Code activity takes place annually with the report prepared by the Code Ombudsman Ms Una Lawrence. The reporting period runs from April to March each year. The report was provided initially to the Office of Film and Literature Classification, then to the Classification Department within the Federal Attorney-General's Department, and more recently to the secretariat of the Standing Committee of Attorneys-General.

There have been no formal reviews of the Code since the introduction of the second version in 2003.

About ARIA

The Australian Recording Industry Association (**ARIA**) is the peak trade body for the recorded music industry in Australia. It is a national industry association proactively representing the interests of its members.

ARIA has more than 100 members ranging from small "boutique" labels typically run by 1-5 people, to medium size organisations and very large companies with international affiliates.

ARIA is active in many key areas of the music industry:

- acting as an advocate for the industry, both domestically and internationally
- supporting Australian music, and creating opportunities to help it be heard
- playing an active role in protecting copyright and the fight against music piracy
- collecting statistical information from members and retailers and compiling numerous ARIA charts with data provided by over 1,100 retailers
- providing, in certain cases, a reproduction licensing function for various copyright users
- staging the highly prestigious annual ARIA Music Awards .

ARIA's primary objective is to advance the interests of the Australian recording industry.

About AMRA

The Australian Music Retailers' Association (**AMRA**) was established in 1993, by a group of leading independent and specialty music chain stores to represent the interests of music retailers

in Australia. AMRA is an industry trade organisation in place to support music and entertainment retailers. It provides a forum for the retailers and the suppliers to the music industry. This forum is provided through AMRA's network of members.

AMRA represents around 800 speciality music and entertainment retailers nationally.

Its membership does not include online retailers (iTunes and BigPond Music) nor the mass market retailers selling recorded music such as Target and Big W.

The industry first came together in 1991 in the form of the Independent Music Retailer's Association (IMRA) during the time when amendments to the Copyright Act were proposed to allow the parallel importation of recordings. The name changed to AMRA in 2003.

Since then AMRA has worked to make sure that music retailers have a collective voice and able representation when issues of common interest need to be addressed.

AMRA works closely with the different industry sectors in the interest of music retailers. It supports its industry partners in a variety of industry issues, including:

- piracy prevention and detection,
- the industry's labelling code of practice (with ARIA)
- the compilation of charts and industry statistics primarily through the provision of sales data to the AriaNet structure,
- industry promotion,

whilst playing no role in the trading relationships of individual members and their suppliers.

ARIA / AMRA response to the Terms of Reference

Due to the narrow application of the Code our submission in response to the Terms of Reference is limited to the following items:

- i) the application of the National Classification Scheme to music videos;**
- j) the effectiveness of the 'ARIA/AMRA Labelling Code of Practice for Recorded Music Product Containing Potentially Offensive Lyrics and/or Themes';**
- k) the effectiveness of the National Classification Scheme in preventing the sexualisation of children and the objectification of women in all media, including advertising;**
- 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;**

o) Any other matter, with the exception of the introduction of a R18+ classification for computer games which has been the subject of a current consultation by the Attorney-General's Department.

i) the application of the National Classification Scheme to music videos;

Music videos are accessible in a number of mediums - DVD products, television and the internet to name the most popular. Formally, the Code has no direct association with music videos in any of these mediums as classification is the responsibility of the National Classification Scheme, or in the case of television the various television networks, their industry associations and the Australian Communications and Media Authority (ACMA).

For example, music videos broadcast on commercial television are subject to the Commercial Television Code of Practice, which operates in conjunction with the *Broadcasting Services Act 1992*. SBS and ABC television both have their own codes of practice and similarly the subscription television sector adheres to its own code.

In practice there have been some issues concerning the classification of DVD products and the Code.

The examples are noted in the 2005-2006 (at 3.4) and 2006-2007(at 3.3) Code Reports by the Ombudsman, Ms. Una Lawrence.

The issue has been the occasional practice of distributors of packaging both a CD and DVD product together. The resulting product offering is often referred to as a 'twin pack'. In these instances the National Classification Scheme rightly takes precedence over the Code Labelling. However, it is possible that the video content is classified at a level lower than the classification of the audio content on the CD.

Our understanding is that this issue was the subject of review by ARIA, AMRA and the OFLC in July 2006 when those parties agreed on a process to deal with these 'twin pack' products. Subsequently whenever a 'twin pack' product is submitted to the Classification Board the audio product is accompanied by the distributor's classification recommendation under the Code, for consideration by the Classification Board.

This approach seems to have resolved the issues previously experienced.

j) The effectiveness of the 'ARIA/AMRA Labelling Code of Practice for Recorded Music Product Containing Potentially Offensive Lyrics and/or Themes';

We believe the Code to have been effective since the revisions made in 2003.

We base this view on:

- The fact that there are relatively few complaints made directly to our Complaints Handling Service each year regarding the products covered by the Code (CD's and vinyl recordings)
- There have been in recent times no complaints forwarded to ARIA or AMRA from the State and Territories Attorneys- General's Departments or from the State Offices of Fair Trading/Consumer Affairs , nor from the Commonwealth Minister for Home Affairs, as was the case in the during the early phase of the revised Code

- Those complaints that are made have been dealt with expeditiously and in the vast majority of cases have been resolved quickly
- The complaints process has on occasions identified issues where products have left distributors warehouses unlabelled or have not been correctly presented by retailers. This has led to system improvements throughout the distribution channel
- Awareness of the Code is quite high when it has been measured through surveys in the past, and certainly amongst the public who purchase their music in physical formats such as CD. We are currently considering ways in which these surveys can be easily undertaken from time to time
- The graduated approach with the three distinct warning labels is seen as a useful tool to aid consumers in their product purchase
- Distributors and retailers have demonstrated their willingness ensure their Code obligations are met and where on the few occasions some remedial action has been required this has been undertaken willingly
- Training sessions undertaken by ARIA/AMRA on the obligations of the Code with members shows a good understanding of the Code and the effective application of classification processes to the product being marketed
- The approach of escalating complaints through to the Code Ombudsman has also proved its worth with the single complaint escalated to that level of appeal being upheld

However, a limitation of the Code is its comparatively narrow application compared to the variety of new digital distribution options for consumers to access music including downloads, (such as legitimate services including iTunes and BigPond Music as well as file sharing options), as well as other emerging models.

While CD sales remain the dominant form of music purchases, accounting for 73% of sales value¹, volumes year-on-year are shifting to online formats. This means that fewer purchasers are exposed to the Code, as it does not apply to online distribution.

The share of online sales amongst the key youth demographic is generally thought to be much higher than that of the industry overall. While many parents are continuing to buy the now traditional CD many of their children have migrated to online formats, whether legal or otherwise.

For a classification scheme this means a number of things:

- Significant numbers of consumers are not exposed to the classification system because the application of the scheme is not sufficient in its reach
- The global nature of online availability of products (from either local or international online retailers) means that there is no local imperative to adopt the practices of a voluntary industry Code such as ours.

For more detail please see our response to Item M below.

¹ Sourced from the figures published by ARIA on its website at <http://www.aria.com.au/pages/documents/ARIARelease-2010wholesalesalesfigures17Feb2011.pdf>

k) The effectiveness of the National Classification Scheme in preventing the sexualisation of children and the objectification of women in all media, including advertising;

The Code is linked to the community standards inherent in the National Classification Scheme, including the National Classification Code and Classification Guidelines, as the Labelling Code classifications conceptually parallel the PG/M (Level 1), M/MA 15+ (Level 2), R18+ (Level 3) and Refused Classification categories.

The Code guidelines are sufficiently broad (see Labelling Code at 4.0) to encompass the sexualisation of children and objectification of women when these issues arise in lyrics.

The Code guidelines are based on the degree of impact on the listener, generally assessed by looking at the explicitness and aggression in language, as well as themes and references to sex, violence, drug use and other matters. The low level of complaints about classified recorded audio product indicates that the link in standards in the Code with the National Classification Scheme is delivering a system consistent with the expectations of the community, suggesting that community standards currently are being satisfactorily reflected. In the absence of any other mechanism to measure effectiveness, we can conclude that the Code is giving adequate advice regarding these issues, and is sensitive to them.

CD cover art work falls under the National Classification Scheme, as these are publications within the meaning of Part 1, s.5 of the *Classification (Publication, Films and Computer Games) Act 1995* (Cth).

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;

While it is outside the scope of the Code, each year we do receive as many as twenty to thirty calls to our Complaints Handling Service concerning broadcasting complaints. Complainants are referred to the appropriate party, being one of, FreeTV, the ABC, SBS, or the AMCA.

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;

The advent of new global distribution systems represents a significant challenge to the abilities of national jurisdictions to run and maintain an effective scheme such as the National Classification Scheme.

Our own experience with the Code points to these issues.

Over the years ARIA and AMRA have made several attempts to have legitimate online music providers harmonise their consumer warnings with the Code. Currently online retailers use the word 'Explicit' alongside the product sold but this label is inconsistent with the labelling that is affixed to the physical version of the product under the Code. These discussions have not delivered our intended outcome as, in many cases, the domestic front end of the service in question relies on internationally sourced and maintained digitised product and these retailers are disinclined to customise the product to a small Australian consumer base.

o)Any other matter, with the exception of the introduction of a R18+ classification for computer games which has been the subject of a current consultation by the Attorney-General's Department.

ARIA and AMRA continue to actively support the Code amongst members companies and the wider recorded music industry. For example, in recent years an increasing number of smaller independent record producers who are members of the Australian Independent Record Labels Association (AIR) have been using Labelling Code classifications for their recorded music titles. AMRA assists by supplying AIR members with labelling stickers and artwork on request.

Although limited by the emergence of digital music as discussed above, the Code is well established and delivers effective consumer advice to the public for physically released recordings.

Please do not hesitate to contact ARIA or AMRA if you wish to discuss this further.

Yours sincerely,

LYNNE SMALL
Manager - Finance, Operations & Administration
Australian Recording Industry Association Limited

IAN HARVEY
Executive Director
Australian Music Retailers Association

ANNEXURE A

ARIA/AMRA LABELLING CODE OF PRACTICE FOR RECORDED MUSIC PRODUCT
CONTAINING POTENTIALLY OFFENSIVE LYRICS AND/OR THEMES

March 2003

ARIA/AMRA

**LABELLING CODE OF PRACTICE
FOR RECORDED MUSIC PRODUCT CONTAINING
POTENTIALLY OFFENSIVE LYRICS
AND/OR THEMES**

ARIA
Australian Record Industry Association

AMRA
AUSTRALIAN MUSIC RETAILERS ASSOCIATION
ACN 011 124 754

INDEX

Introduction:	3
Underlying Principles:	3
Classification Responsibilities:	4
General	4
ARIA	4
AMRA	5
OFLC	5
Labelling Guidelines:	6
Level 1 Criteria	6
Level 2 Criteria	6
Level 3 Criteria	7
Exceeding Level 3	7
General	8
Complaints Procedure:	8
Complaints Handling Service	8
Establishment	8
Complaint Referral	8
Process	9
Complaint Resolution	9
Labelling Code of Practice Ombudsman	10
Compliance	10
Reporting and Review Mechanisms	10
Public Education and Liaison with Retailers	11
Glossary	12

1 INTRODUCTION

ARIA members manufacture and/or distribute on a wholesale basis copies of audio only recordings in various formats (including CDs, cassettes, records, collectively 'Product'). AMRA members sell Product sourced from ARIA members and other parties to the public.

ARIA and AMRA are aware that some Product available for purchase in Australia may contain language and/or themes which may offend some members of the public ("themes" means social issues such as crime, suicide, drug and alcohol dependency, death, serious illness, family breakdown and racism). This Labelling Code of Practice ("Code") addresses the main issues relating to the classification, labelling and sale of such Product and gives guidance as to how ARIA and AMRA members ought to operate.

ARIA and AMRA are responsible for ensuring compliance with this Code by their respective members.

2 UNDERLYING PRINCIPLES

The principles underlying the Code are broadly based on those contained in the National Classification Code in relation to the classification of films, publications and computer games, and aim to balance the interests of consumers, artists, record companies and retailers:

2.1 Code Principles:

- a) Adults in a democratic society should be free to listen to what they wish.
- b) Creative artists should be free to express themselves without fear of intervention.
- c) Consumers should be supplied with sufficient information so that they can choose to avoid exposure to material which may offend them, and make informed purchasing decisions in relation to Product which is not suitable for minors.

- d) Record companies and recorded music retailers operate under a commercial imperative to respectively, release sound recordings and make them available for sale to members of the public.

2.2 Classification Principles

The following principles form the basis of the Labelling Guidelines (in Section 4 below) and are to be taken into account when applying the criteria in those guidelines:

- a) the standards of morality, decency and propriety generally accepted by reasonable adults; and
- b) the literacy, artistic or educational merit (if any) of the Product; and
- c) the general character of the Product, including whether it is of medical, legal or scientific character; and
- d) the persons or class of persons to or amongst whom it is published or is intended to be published.

3 CLASSIFICATION RESPONSIBILITIES

General

Product containing potentially offensive lyrics and/or themes will be classified as set out in the Labelling Guidelines.

ARIA Members

ARIA members must classify and, if appropriate, label all Product released and/or distributed by them in Australia in accordance with the Labelling Guidelines outlined in Section 4 below.

In instances where an ARIA member is uncertain as to how to classify a particular Product or where the ARIA member has received a complaint regarding a classification decision it has already made, it may refer the matter to the ARIA Labelling Subcommittee for a classification determination. If the ARIA Labelling Sub-Committee fails to reach a

majority agreement, then the decision will be referred to the Labelling Code of Practice Ombudsman ('Ombudsman' see Section 6 below) who will make a final determination.

No Product shall be distributed by an ARIA member until it has been classified.

AMRA Members

AMRA members must classify and, if appropriate, label all Product made available for sale by them (which is not sourced from ARIA members) in accordance with the Labelling Guidelines outlined in Section 4 below.

If an AMRA member is unsure of the appropriate classification category for a particular Product, they may refer the decision to the ARIA Labelling Subcommittee for a final classification determination. If the ARIA Labelling Subcommittee fails to reach a majority agreement, then the decision will be referred to the Ombudsman who will make a final determination.

AMRA members must ensure that Level 3 Product is not sold to minors and that Product exceeding the criteria for Level 3 is not sold to anyone.

The Office of Film and Literature Classification ('OFLC')

Product to be released and/or distributed in Australia which contains audio-visual and/or visual material must, pursuant to the national classification scheme, be classified by the Classification Board in accordance with the classification guidelines for film and computer games. Such product may require classification by the Board, and the ARIA/AMRA member should refer it to the OFLC for classification by the Classification Board.

Product classified by the OFLC shall not require any separate classification or labelling under the Code as it is regulated by the Classification (Publications, Film and Computer Games) Act 1995 (as amended) and is therefore outside the scope of this Code. Enquiries should be directed to the OFLC.

4 LABELLING GUIDELINES

All Product will be classified and, if required, labelled in accordance with the following criteria.

Level 1 Criteria

Product containing:

- infrequent aggressive or **strong coarse language**; and/or
- moderate impact ('impact' means the strength of the effect on the listener) **references** to drug use, violence, sexual activity or themes.

Level 1 Product will be labelled as follows:

Label:

(Black and White)



Level 2 Criteria

Product containing:

- frequent aggressive or strong **coarse language**; and/or
- strong **impact references** to or **detailed descriptions** of drug use, violence, sexual activity or themes.

Level 2 Product will be labelled as follows:

Label:

(Blue and White)



Level 3 (Restricted) Criteria

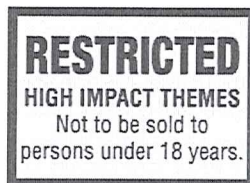
Product containing **graphic descriptions** of drug use, violence, sexual activity or very strong themes, which have a very high degree of **intensity** and which are high in impact.

These Products require an **adult perspective** and are therefore not to be sold to persons under eighteen years of age.

Level 3 Product will be labelled as follows:

Label:

(Red and White)



Exceeding Level 3 – Not To Be Sold:

Product containing lyrics which promote, incite, instruct or **exploitatively** (“exploitative” means appearing to purposefully debase or abuse for the enjoyment of listeners, and lacking moral, artistic or other values) or gratuitously (“**gratuitous**” means material which is unwarranted or uncalled for, and included without the justification of artistic merit) depict drug abuse; cruelty; suicide; criminal or sexual violence; child abuse; incest; bestiality; or any other **revolting or abhorrent activity** in a way that causes outrage or extreme disgust to most adults.

These recordings are not permitted to be released and/or distributed by ARIA members or sold by AMRA members.

General

All labels should be of a standard design conforming to the following specifications:

- A rectangular shape with dimensions of 3.5cm x 2.5cm.
- Labels must be placed on the front of the relevant case (e.g. jewel box) holding the Product, so that they are clearly visible.
- In the case of locally printed slicks, the label can be worked into the artwork on the slick.
- In the case of imported titles with slicks already printed, the label must be placed on the case of the Product. In order to maintain a consistent system and achieve high consumer recognition, this should be attached irrespective of whether there is already an overseas warning printed on the slick.

Additional labels will be made available by ARIA/AMRA for retailer use in the event of case breakage or other damage.

5 COMPLAINTS PROCEDURE

COMPLAINTS HANDLING SERVICE

Establishment

AMRA will establish and administer a central Complaints Handling Service ('CHS') for handling and resolving all complaints (regardless of where they are originally received) relating to the classification, labelling and/or sale of Product.

Complaint Referral

The CHS will be available for consumers to contact via telephone (1800 number for ease

of access), email, fax or post when they have a complaint or query regarding the classification, labelling and/or sale of Product in Australia.

The contact details and remit of the CHS shall be displayed on point of sale material at retail outlets and on the websites of ARIA and AMRA.

If ARIA, AMRA, any of their members, the OFLC, any Federal or State government department/agency or the Ombudsman receive a complaint relating to the classification of Product as described above, they shall refer the consumer to the CHS.

Process

The procedure to be followed by the CHS shall comply with the requirements of Australian Standard 4269-1995 *Complaints Handling*.

Complaints received by the CHS will be dealt with according to their nature as follows:

- If the complaint relates to the sale of Level 3 Product to a minor, the CHS will in direct consultation with the relevant retailer resolve the complaint.
- If the complaint relates to the classification and/or labelling of Product sourced from non-ARIA members, the CHS will, in direct consultation with the relevant retailer, resolve the complaint.
- If the complaint relates to the classification and/or labelling of Product released or distributed in Australia by an ARIA member the CHS will, in accordance with its procedures, contact ARIA who will liaise with its member and provide its response to the complaint to the CHS.
- In instances where, after having been dealt with by the CHS, a complainant remains dissatisfied, the CHS will inform the complainant that they may refer their complaint to the Ombudsman for review.

Complaints Resolution

Complainants will at the time of registering their complaint be provided with written acknowledgement together with a consumer guide to the complaints handling process which will illustrate possible outcomes.

The complainant will be notified in writing of the outcome of the complaint by the CHS within four weeks of receipt of the complaint. This time frame will only be exceeded where it has been impossible to locate the relevant Product or where the complainant is not able to respond in a timely fashion to a request for further information.

6 LABELLING CODE OF PRACTICE OMBUDSMAN

ARIA and AMRA shall jointly appoint, in consultation with the OFLC an Ombudsman with knowledge of classification standards, relevant skills and a demonstrable understanding of the Australian music industry to perform the functions conferred by the terms of reference outlined in Appendix A to the Code.

7 COMPLIANCE

In administering the Code ARIA/AMRA will develop a number of specific measures to ensure compliance by their members with the terms of the Code. Such measures shall include the training of existing and new staff and other initiatives aimed at communicating the requirements of the Code and its importance to members.

If any ARIA member unreasonably fails to co-operate with the scheme, then that company's behaviour may be deemed under ARIA membership rules to be repugnant and the ARIA Board will be entitled to expel such member.

If any AMRA member unreasonably fails to co-operate with the scheme, then that company's behaviour may be deemed under AMRA membership rules to be repugnant and the AMRA Board will be entitled to expel such member.

8 REPORTING AND REVIEW MECHANISMS

The Ombudsman will produce annual reports on the following:

- The operation of the Code classification scheme during the reporting period;
- The level of compliance by AMRA members; and
- The level of compliance by ARIA members.

ARIA and AMRA shall provide information to the Ombudsman to enable the preparation of his/her annual reports including details of the quantity and identity of Product labelled and the number, type and outcome of complaints handled by the CHS in the reporting period.

ARIA and AMRA will conduct a regular review of the Code classification scheme to ensure it is meeting its objectives.

9 PUBLIC EDUCATION AND LIAISON WITH RETAILERS

Point of sale material detailing the new labelling scheme and the CHS will be supplied by ARIA and AMRA to retailers for the purpose of public education, with regular updates. Retailers will be required to display in store the ARIA/AMRA approved point of sale material so that it is clearly visible to consumers.

In order to ensure maximum co-operation for the scheme at the retail level, information detailing the scheme will be distributed to retailers on a regular basis so that they are fully informed of the new arrangements and equipped to handle the sale of labelled product with discretion. Retailers will be encouraged to flag Products requiring a Level 3 label within their point of purchase systems.

GLOSSARY

- “Complaints Handling Service”: means the central AMRA administered service for handling and resolving complaints from consumers relating to matters relevant to the Labelling Code of Practice.
- “Depiction”: means representation or portrayal.
- “Exploitative”: means appearing to purposefully debase or abuse for the enjoyment of listeners, and lacking moral, artistic or other values.
- “Gratuitous”: means material which is unwarranted or uncalled for, and included without the justification of artistic merit.
- “Impact”: means the strength of the effect on the listener.
- “Product”: means all formats containing sound recordings now known or hereafter developed, (including CDs, cassettes and records) which are distributed and made available for sale in Australia, excluding formats which contain audio visual and/or visual material.
- “Themes”: means social issues such as crime, suicide, drug and alcohol dependency, death, serious illness, family breakdown and racism.

ANNEXURE B
THREE TIERED LABELLING SCHEME

WARNING
MODERATE impact
coarse language
and/or themes.

WARNING
STRONG impact
coarse language
and/or themes.

RESTRICTED
HIGH IMPACT THEMES
Not to be sold to
persons under 18 years.

**ANNEXURE C
THE CODE AND THE NATIONAL CLASSIFICATION SCHEME**

Classification Information

CDs, Tapes & Records

(products with audio content only)

Recorded Music Labelling Code of Practice

The Australian Recording Industry Association Ltd (ARIA) and the Australian Music Retailers Association (AMRA) have developed and administer an industry Code of Practice for labelling CDs and other recorded music products. The Code and the advice labels placed on recorded music products are designed to assist consumers in selecting their purchases and for providing advice to parents when supervising the music their children listen to.



Level 1

This product contains infrequent aggressive or strong coarse language and/or moderate impact (impacting the strength of the effect to the listener) references to drug use, violence, sexual activity or themes



Level 2

This product contains frequent aggressive or strong coarse language and/or strong impact references to drug use, violence, sexual activity or themes



Level 3

This product contains graphic descriptions of drug use, violence, sexual activity or very strong themes, which have a very high intensity and which are high in impact

The Recorded Music Labelling Code of Practice provides a consumer information and complaints service. For further information on the Recorded Music Labelling Code of Practice consumers should visit www.amra.org.au or www.aria.com.au. Where consumers have a complaint regarding the application or administration of the Code they should email complaints@amra.org.au or call 1800252547.



DVD, Video & Enhanced CDs

(products with both audio & visual content)

The National Classification Scheme

All films and videos (including CDs and other products with visuals such as music video clips), are classified by the Classification Board. The consumer advice indicates the reason for the classification decision.



General

Very mild content



Parental guidance recommended

Mild content
G&+ is the same as PG.



Recommended for mature audiences

Moderate content
M15+ is the same as M.



Not suitable for people under 15. Under 15 must be accompanied by a parent or adult guardian

Strong content

People under 15 must be accompanied by a parent or adult guardian for the duration of the film in a cinema, and when hiring or buying these films or computer games.

RESTRICTED
Age restrictions apply



Restricted to 18 and over

High level content

People under 18 must not see these films in a cinema or buy or hire them. The R18+ classification applies to film only.

Visit www.oflc.gov.au for further information on the National Classification Scheme

