



COMMUNICATIONS
ALLIANCE LTD
Level 9, 32 Walker Street
North Sydney
NSW 2060 Australia
PO Box 444
Milsons Point NSW 1565
T 61 2 9959 9111
F 61 2 9954 6136
E info@commsalliance.com.au
www.commsalliance.com.au
ABN 56 078 026 507



Australian
Mobile Telecommunications
Association
ABN 98 065 814 315
First Floor
35 Murray Crescent
Griffith ACT 2603 Australia
PO Box 4309
Manuka ACT 2603 Australia
Ph +61 2 6239 6555
Fax +61 2 6239 6577
Web www.amta.org.au

1 May 2014

Senator the Hon Ian Macdonald
Chair
Legal and Constitutional Affairs Legislation Committee
PO Box 6100
Parliament House, Canberra ACT 2600

By email: legcon.sen@aph.gov.au

Dear Senator Macdonald,

The Australian Mobile Telecommunications Association (AMTA) and Communications Alliance (the Associations) welcome the opportunity to comment on the *Classification (Publications, Films and Computer Games) Amendment (Classification Tools and Other Measures) Bill 2014* (the Bill).

The Associations understand that the Bill seeks to amend the *Classification (Publications, Films and Computer Games) Act 1995* and will enable, among other things, certain online and mobile device content to be classified using classification tools.

The Associations note that allowing such classification tools to be used will provide a low cost and effective mechanism for classification of content that is currently subject to exemption due to the practical difficulties in classifying extremely high volumes of mobile and online content, such as apps and games.

The Associations support such an approach as it will provide a simple and cost effective process for the classification of online and mobile content.

Yours faithfully,

Chris Althaus
CEO, AMTA

John Stanton
CEO, Communications Alliance