

The Hon Martin Pakula MP  
Attorney-General  
Department of Justice  
Level 26, 121 Exhibition Street  
MELBOURNE VIC 3000

16 January 2017

Dear Attorney-General

### THE CASE FOR CLASSIFICATION REFORM IN AUSTRALIA

The Eros Association is the industry association for Australian adults-only businesses, comprising adult retail and their wholesalers, adult entertainment and entertainers, tobacco, vaping and head shops, adult media producers and adult product manufacturers. Eros is the leading authority on adult media classification and has been advising governments since our founding in 1992 (then the Eros Foundation).

Last year, the Senate Standing Committee on Economics held an inquiry into Personal choice and community impacts. One of the terms of reference was in relation to the classification of publications, films and computer games. Eros was invited by the inquiry committee to present evidence at a public hearing based on the written submission we had made. I have enclosed a booklet containing:

- Written submission from the Eros Association;
- Official Hansard from the public hearing; and
- Interim report by the committee.

I encourage you to read through the support material to familiarise yourself with our position and the position of the committee.

In summary, the committee agreed with Eros and recommended that reform of the classification system needs to occur to bring the system up to date with technology. Further, the committee recommended that the Australian Law Reform Commission Report No 118 recommendations be adopted (only those recommendations that are still technologically sound given the ALRC report was written five years ago). The committee also acknowledged that the classification system is a cooperative arrangement between federal and state governments, and to achieve reform will require a collaborative approach.

Subsequent to the committee hearing, Eros officers met with senior staff from the Classification Branch within the Commonwealth Department of Communications. While the department will work closely with other state departmental staff behind the scenes, the Classification Branch have recommended Eros work with the various state Attorney-Generals to ascertain their position on classification reform. To this, I kindly request a meeting with you, to discuss this issue in moving forward.

I can be contacted via email [rachel@eros.org.au](mailto:rachel@eros.org.au) or on 03 9670 7345.

I look forward to hearing from you shortly.

Best,

**Rachel Payne**  
General Manager

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