

WHO ARE ARIA AND AMRA?

ARIA is the industry association representing over 100 major and independent record labels with members involved in the areas of record production, manufacturing and distribution (www.aria.com.au). AMRA is the industry association representing the interests of music retailers nationally (www.amra.org.au)

RESTRICTED



ARIA

Australian Record Industry Association

ABN 72 002 692 944 ACN 002 692 944

www.aria.com.au



Telephone: 61 3 9507 2547 Fax: 61 3 9507 2316
www.amra.org.au

WHAT MUSIC IS YOUR CHILD LISTENING TO



*A guide for parents
on Recorded Music
Classification*

WARNING

ARIA

Australian Record Industry Association

www.aria.com.au



FOR YOUR INFORMATION

In Australia the recorded music industry provides information to consumers enabling them to make informed decisions about what they are purchasing.

HOW IT WORKS...

The Australian Recorded Industry Australia (ARIA) and Australian Music Retailers Association (AMRA) have since 1996 administered an industry code of practice for providing advice labels on CDs and tapes that may contain potentially offensive lyrics and/or themes. A review of the code was recently undertaken and whilst under the previous criteria there were only two (2) advisory levels (General and 18+), there are now three (3) levels indicated by three standard and individually colored labels. These consumer advice labels are designed to assist consumers when they are buying recorded music or when supervising the music their children are listening to, and use the type of terminology familiar to viewers of TV and film.

UNDERSTANDING THE LABELS

If you are concerned about potentially offensive lyrics and/or themes contained in music product, look out for these labels on audio-only CDs, cassettes and records:

WHAT HAPPENS IF I HAVE A COMPLAINT REGARDING THE LABELLING OR SALE TO A MINOR OF A PARTICULAR PRODUCT?

Complaints can be made via the following options:

Ph Complaints Hotline on **1800 25 25 47**

Fax (03) 9507 2316

Email complaints@amra.org.au

Mail MBE 148/45 Glenferrie Road, Malvern VIC 3144

When making a complaint, you need to provide your name, address and daytime phone number, as well as a brief explanation of your complaint and the details of the CD/audio cassette/record you are complaining about (artist name, title of album/single, and record label)

WHAT HAPPENS NEXT?

Within 10 days you will be sent a letter confirming that your complaint has been received and is being considered.

Your complaint will be reviewed by the complaints service. Depending on the nature of your complaint, enquiries will be made with either the record company or the retailer, or both. You may also get a phone call or letter asking for more information.

Within 30 days of your initial contact you will be advised in writing of the outcome of your complaint including follow-up action, if required, taken by a retailer or record company. If you remain dissatisfied you have the option of having your complaint reviewed by an industry ombudsman.

WARNING
MODERATE impact
coarse language
and/or themes.

LEVEL 1 CRITERIA

Level 1 product is labelled Black and White.

- 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.

WARNING
STRONG impact
coarse language
and/or themes.

LEVEL 2 CRITERIA

Level 2 product is labelled Blue and White.

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

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

LEVEL 3 CRITERIA

Level 3 product is labelled Red and White.

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.

Please note

This code is concerned with the classification of audio products only such as CDs, cassettes and vinyl recordings. Where the item contains a visual element such as a DVD, video or enhanced CD the National Classification Scheme applies.

For information on, or to make a complaint relating to, the National Classification Scheme you should contact the Office of Film and Literature Classification on (02) 9289 7100, Fax (02) 9289 7101 or visit www.oflc.gov.au.