Myths and Realities: How the government regulates what Australians see on the internet
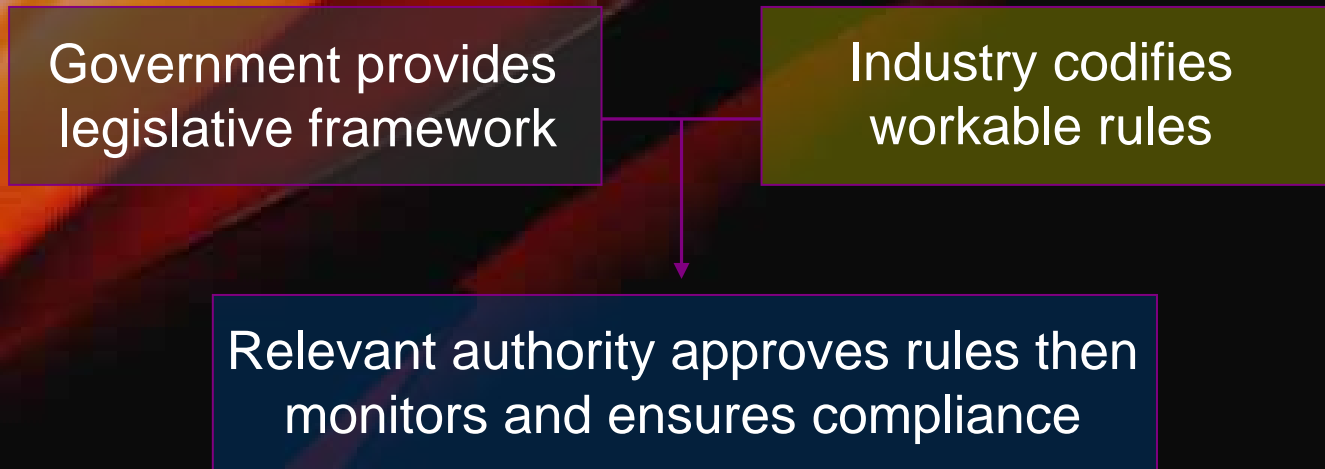
Peter Coroneos
Chief Executive
Internet Industry Association (IIA)

Oxford Internet Institute
Cybersafety Conference
September 8, 2005

Co-regulation in Australia

◆ 'Co-' = coherent + collaborative

Government provides legislative framework	Industry codifies workable rules

Relevant authority approves rules then monitors and ensures compliance

Coherent elements working in concert

LEGISLATIVE FRAMEWORK - LEGISLATIVE FRAMEWORK - LEGISLATIVE FRAMEWORK - LEGISLATIVE FRAMEWORK

government	+	industry	+	community

acma
Australian Communications and Media Authority

iia
Internet Industry Association

NetAlert
The Australian Internet Safety Advisory Body

Approves codes of practice for industry, monitors performance of and enforces compliance with codes

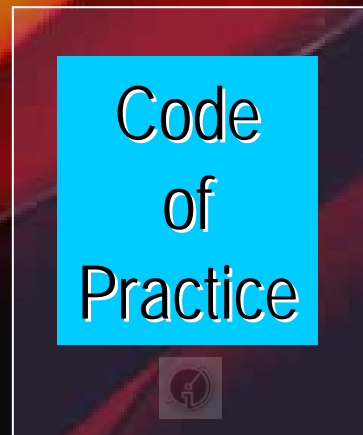Develops codes of practice for industry

Community education and awareness raising Must be consulted during code development

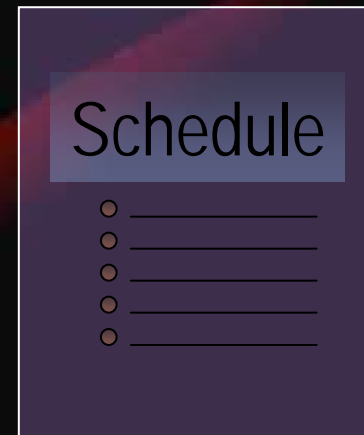# IIA content codes: approach & structure

◆ 'Industry facilitated user-empowerment'

Requirements for ISPs, content hosts and mobile carriers

Code of Practice

+

Schedule
- ⦾ _____
- ⦾ _____
- ⦾ _____
- ⦾ _____
- ⦾ _____

Criteria for filter approval mobile complaints process

ISP obligations

filter tools

information

notifications

age limits

take down

safety button

newsgroups

👍 compliance

Filter updates

complaint

ACMA evaluates content

installed filters updated

use of filters or filtered services by end users is optional

filter providers update lists
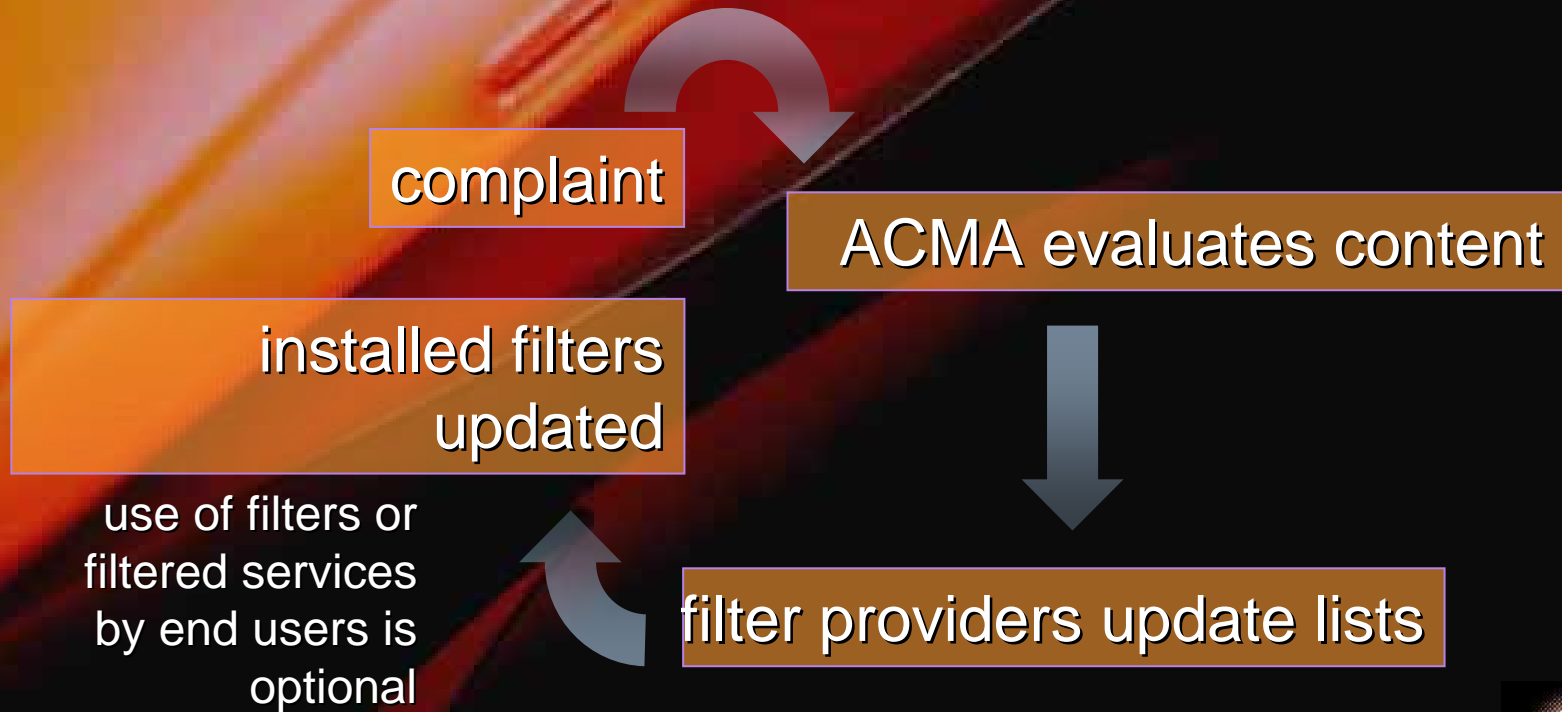
Mobile carrier obligations

opt in

take down

pre classify

info

👍 compliance

complaints

New obligations for filter companies

- Introduction of new effectiveness test
- Independent 'phase' testing
- Can now qualify for IIA Family Friendly status ie. accreditation provided they meet the test criteria
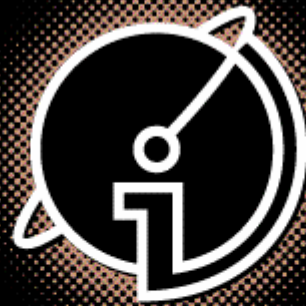
Family Friendly Seal

- Objectives:
    - to raise community awareness about their options
    - to provide incentive to proactively comply with IIA Codes
- Now *extended* to apply to content hosts, mobile carriers and filtering products and services
- "Look for the Ladybird seal"

Resources

- www.iia.net.au /contentcode.html

- www.acma.gov.au

- www.netalert.net.au

internet
industry
association

www.iia.net.au