



Australian Government

Attorney-General's Department

CLASSIFICATION REQUIREMENTS - INFORMATION FOR CINEMA MANAGERS

Film classifications

Markings	Classification	Content	Classification description
	G	Very Mild	General
	PG	Mild	Parental guidance recommended
	M	Moderate	Recommended for mature audiences
	MA15+	Strong	Not suitable for people under 15. Under 15s must be accompanied by a parent or adult guardian
	R18+	High	Restricted to 18 and over

Only classifications with age restrictions have age identifiers (15+ or R18+) with the classification letter. The age identifiers are a legal requirement and must be included on **all** signage and advertising.

Age restrictions on viewing films

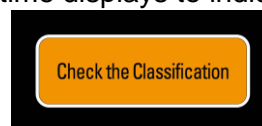
The G, PG and M classifications are advisory only and there are no legal age restrictions regarding who can watch these films.

MA15+ and R18+ are legally restricted classifications. Films classified MA15+ can only be screened to people aged 15 years or older, unless they are accompanied by their parent or guardian, or in Queensland, an adult. Films classified R18+ can only be screened to adults aged 18 years and over (or children under 2 in Queensland).

Advertising an unclassified film

Unclassified films can be advertised prior to classification.

- The letters **CTC** can be used for small print advertising and session time displays to indicate a film is to be classified;
- Generally other advertising needs the **advertising message** →



Advertising - screening trailers with feature films

Advertising prior to classification

Unclassified films and computer games can be assessed for their likely classification by an Authorised Advertising Assessor or by the Classification Board before they are classified. Advertising an unclassified film or computer game can only occur when the advertising has been assessed to be at the same classification level as the feature film, or with feature films of a higher classification. This means:

If a film or computer game is assessed	You can show trailers for the film or computer game with films classified
with a likely classification of G	R 18+, MA 15+, M, PG and G
with a likely classification of PG	R 18+, MA 15+, M, and PG
with a likely classification of M	R 18+, MA 15+ and M
with a likely classification of MA 15+	R 18+ and MA 15+
with a likely classification of R 18+	R 18+

A trailer for an unclassified film or computer game which can be advertised must screen the advertising message tag before the trailer.

Once a film is classified, the advertising message must be **replaced** with the classification tag within 7 days of notification of the film's classification to the distributor.

Advertising after classification

Cinemas can only show trailers for films or computer games with the same or lower classification as the feature film. This means:

If the feature film is classified	You can show trailers for films or computer games classified
G	G
PG	PG and G
M	M, PG and G
MA15+	MA 15+, M, PG and G
R18+	All films and computer games

A trailer for a classified film must screen a classification tag before the trailer.

Advertising - loop trailers in foyers

Advertising prior to classification

Trailers for unclassified films or computer games screened in a cinema foyer must have the advertising message. The advertising message does not need to be updated after the film is classified.

Advertising after classification

Trailers for classified films or computer games screened in a cinema foyer need to display the classification marking or the advertising message. There are restrictions on screening trailers for MA 15+ and R 18+ films in a public place in the Australian Capital Territory, Victoria, South Australia, Western Australia and Northern Territory.

Advertising - print

Advertising prior to classification

Standeers, banners, display bins, window cling and print advertising over 300 cm² are **not** required to display the advertising message.

Print advertising less than 75 cm² (eg newspapers ads, small flyers) the letters CTC must be in the lower left corner and at least 5mm high.

Print advertising between 75 cm² and 300 cm² **must** display the → advertising message.

Print advertising 300 cm² and over **may** display the advertising message.



Once a film is classified, the advertising message should be **replaced** with the classification marking within 7 days of notification of the film's classification (except for posters or where the print deadline has passed).

Advertising after classification

Standeers, banners, display bins, window cling and any advertising over 25,000 cm² are **not** required to display the classification markings.



Print advertising less than 75 cm² must display the classification symbol for the film → at least 5mm high and in the lower left corner.

Print advertising between 75 cm² and 25,000 cm² must display the combination → box in the lower left corner.



Posters do not have to be updated if they display the advertising message.

Area of print advertisement (cm ²)	Dimensions of combination box (mm)	
	Height	Width
At least 75 and less than 310	10	31
At least 310 and less than 1,245	15	47
At least 1,245 and less than 2,490	20	62
At least 2,490 and less than 4,990	30	93
At least 4,990 and less than 9,990	40	124
At least 9,990 and less than 25,000	50	155




Advertising - session times

Advertising prior to classification

Printed, backlit or electronic session times should include the letters **CTC** after the film title.

Advertising after classification

Printed, backlit or electronic session times must display after the film title:

- if title is less than 3 mm high - classification character, e.g. M, in at least the same height as the title.
- if title is 3mm or larger - classification character e.g. M, symbol , square  or rectangle  in at least the same height as the title.

Printed session times should include **consumer advice** for the films. A **legend** explaining what CTC and the classifications mean must be included.

Advertising – website

Film advertising and session times on websites also need to display the advertising message or classification markings and a classification legend.

Classification approved notice

A notice explaining what each of the classifications mean must be displayed in a prominent place where films are being screened.

Further information

This information sheet is provided as a general guide only and you should refer to the relevant Classification Act. Links to each State and Territory Classification Act are available at www.ag.gov.au. Information about policy issues relating to the National Classification Scheme in Australia is also available from this website.

The website www.classification.gov.au provides information on advertising classified films and advertising films prior to classification. You can check a film's classification and consumer advice on the classification database. There are downloads of the classification markings, the classification approved notice and classification legends.

You can also contact the Classification Liaison Scheme, Classification Branch of the Attorney General's Department, on Ph: (02) 9289 7100 or cls@classification.gov.au.