

2025/26 CORPORATE PLAN ON A PAGE

Purpose

To help Australians make informed choices about what they watch, play and read

Vision

Confident audiences making informed choices

Strategic Goals

Relevant Classification	Consistent Classification	Informed Audiences	Modern Board
Contribute to Government-led review of Classification Guidelines	Monitor and provide feedback on the accuracy of industry self-classification, including accredited classifiers, Amazon, Spherex, Netflix and IARC tool decisions	Clear communication of any changes to Board Standards or Classification Guidelines to maintain trust in the National Classification Scheme and Board	Agree MoU with the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts to improve effectiveness and efficiency
Engage with industry stakeholders to improve shared understanding of the classification ecosystem	Make classification decisions on films, games and publications in line with the Classification Guidelines	Contribute to classification policy reform to better protect and inform viewers	Draft performance measures including Board utilisation targets
Engage with Government stakeholders	Align accredited classifier, tool and Board standards; improve tool logic	Actively engage with complaints to inform Board practice	Implement panel composition framework including risk assessment
Improve Board standards by clarifying ambiguity, removing overlapping terms and simplifying consumer advice	Engage with broadcast TV with a view to aligning standards	Promote work of the Board via media to raise awareness and build trust	Develop relationships with industry and Government, including Media Reform and Online Safety Teams of the Department
Align Board standards with evidence-based community standards	With Government, revise industry self-classification monitoring strategy	Support a fit-for-purpose National Classification Database	Refine scope of Board activities and support diversified Board capability

Our Environment

- Stage 2 Classification reforms
- Online Safety Act review
- Government-led classification guidelines review
- Multinational streaming companies
- Media convergence

Key Risks

- Reduction in public trust
- Inconsistencies across platforms
- Misalignment with community expectations
- Non-compliant multinational platforms
- Inconsistent industry self-classification