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## **RECORD NUMBER OF AUSSIES ABOUT TO TELL THEIR GOVERNMENTS THEY WANT TO PROTECT CHILDREN AND NEED AN R18+ GAMING CLASSIFICATION**

A record number of Aussies are telling politicians that they want an R18+ gaming classification.

In what is a history making petition, in just 8 weeks, over 89 000 Australians have signed a petition in GAME stores in support of a change in PC and Video game ratings. The in-store R18+ PC and Video Game Petition beat the November 05 Work Choices online petition count of just over 85,000.

Retailer GAME has spearheaded a petition with leading gaming news and review website PALGN calling for an R18+ classification to be created.

"Some games are played by everyone, but some are only meant for those over 18," explained Rob Lukic, GAME Managing Director.

"Australia currently does not have an adult video game classification. We are the only country in the western world without one. Games that are only suitable for adults are either pushed into the MA15+ category or simply banned altogether," said Lukic.

GAME and PALGN believe that an R18+ classification will allow adults the freedom of choice to play games with mature content, and help to ensure that these games are not rated MA15+ under any circumstances.

"The public should be educated to ensure that children are not exposed to any video games with mature content, and the R18+ classification provides a clear message that this is the case, continued Lukic."

"Family gaming is now the largest segment of the video games market, and it is important for all video games to provide a clear message with regards to their content," said Roland Kulen.

PC and video game enthusiasts, the games industry and everyday Australians overwhelmingly support an R18+ classification. 91% of Australian adults, whether from game or no-game households, whether gamers themselves or non-gamers, think that Australia should have an R18+ for games just as it does in other media. (Source: Interactive Australia 2009, Bond University)

GAME has presented a sample of these petitions to every Attorney-General, Shadow Attorney-General including the Federal Home Affairs Minister, Brendon O'Connor. And, GAME, will present the total, history making petitions to all State Attorneys-General when they meet at the next STANDING COMMITTEE OF ATTORNEYS-GENERAL MEETING in Melbourne on May 7.

"Invitations have been sent on behalf of *gamers, mums and dads* across Australia to every Attorney-General including the Federal Home Affairs Minister requesting their attendance in the handover of our signed petitions" continued Kulen.

Federal Attorney-General Robert McClelland said recently that the discussion paper and public submissions on R18+ classification *could* be on the agenda at the next Attorneys-General meeting, and GAME's petition was designed to ensure that this issue is in fact on the May agenda. Unanimous support is required by all State Attorneys-General to change classification system.

GAME began collecting petitions in-store on February 28<sup>th</sup> and will continue collecting petitions in store until 26<sup>th</sup> April.

Links: [www.game.com.au](http://www.game.com.au)

[www.Everyoneplays.org.au](http://www.Everyoneplays.org.au)

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**GAME Australia operate 120 retail stores nationwide and an ecommerce site [game.com.au](http://game.com.au).** Our specialist proposition is the retail of video and PC games, consoles and related accessories. GAME offers customer friendly policies, unrivalled product knowledge, a pre-owned programme, pre-orders, wide range of software and accessories, choice and value deals, constant promotions, offers and a Reward Card programme. For further details see our website [www.game.com.au](http://www.game.com.au)

Roland Kulen is a director of the games website PAL Gaming Network - PALGN. PALGN writes news, reviews and articles on PC and video games. Kulen is the architect of the GAME / EveryonePlays R18+ PC and Video initiative that includes the support of Robert Lukic, Managing Director, GAME, 120 GAME stores across Australia, operation and marketing teams, a dedicated website ([www.everyoneplays.org.au](http://www.everyoneplays.org.au)), social media, in-store communications materials and offline / online PR. To be effective, this is an integrated multi media campaign.

As a parent, with two children (Mackenzie 16 and Elise 10), games are a big part of how his children socially interact with each other. "I feel comfortable sending my kids to an MA15+ movie; but when it comes to my kids playing games together, I'm quite unsure which game is right for them," says Kulen.

"I want to put some "distance" between an MA15+ rating for games and the next age-appropriate game because the older we get the more worldly we become. An R18+ rating helps me understand this," says Kulen.

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