



15 November 2002

Ms Rhyan Bloor  
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Dear Ms Bloor,

Telstra appreciates the opportunity to comment on the operation of the Internet Content Regime. Telstra is a member of the Internet Industry Association (IIA) and strongly supports the IIA submission on the Issues Paper.

In Telstra's view the Internet Content Regime is working very well. It strikes a balance between providing consumers with information and tools to manage online content themselves while ensuring that the obligations on Internet Service Providers (ISPs) do not undermine the commercial viability of providing Internet access to end users. However, it is important to recognise that complying with the Internet Content Regime creates costs for ISPs and making changes to the existing regime will increase these compliance costs.

In Telstra's view a critical part of the regime is raising consumer awareness through promotion and education, in particular, in relation to the importance of supervising children's access to the Internet. Accordingly Telstra supports the IIA's ISP Friendly Scheme and is currently undertaking a comprehensive compliance audit. Telstra is aiming to display the scheme's logo on its websites shortly.

In Telstra's view it would be beneficial for the Government to support the wider adoption of the ISP Friendly Scheme as this should improve industry compliance with the Internet Content Regime and in doing so should work towards enhancing the online experience of Australian consumers.

If you would like any further information on this issue please contact Sasha Carrel on 02 8255 2718.

Yours sincerely

Dr Paul Paterson  
Director, Regulatory