

Communications strategy and plan:

**Position Paper - Development Of Industry Codes Under The Online Safety Act**

<p><b>Purpose of the communication plan</b></p>	<ul style="list-style-type: none"> <li>• The purpose of this communication strategy and plan is to provide communications support for the promotion of the release of eSafety’s position paper Development of industry codes under the Online Safety Act.</li> <li>• The paper will be delivered to the eight key online industry sectors to help guide the formulation of new industry codes around Class 1 and Class 2 content under the Online Content Scheme.</li> </ul>
<p><b>Link to eSafety strategy 2019-2022</b></p>	<ul style="list-style-type: none"> <li>• eSafety provides education leadership, coordination and best practice guidance to help Australians have safer and more positive experiences online.</li> <li>• eSafety uses multiple channels to raise awareness about online safety and where to seek help.</li> </ul>
<p><b>Background</b></p>	<ul style="list-style-type: none"> <li>• On 23 July 2021, the Australian Parliament passed into law the Online Safety Act 2021.</li> <li>• The Act creates a modern, fit for purpose regulatory framework that builds on the strengths of the existing legislative scheme for online safety. In addition to schemes tackling image-based abuse, child cyberbullying, and seriously harmful adult cyber abuse, the Act introduces an updated Online Content Scheme to replace Schedules 5 and 7 to the Broadcasting Services Act 1992.</li> <li>• This will involve new industry codes which will operate under Australia’s new Online Safety Act, and will address issues like the proactive detection and removal of illegal content like child sexual abuse material, while also putting a greater onus on industry to shield children from pornography and other harmful content.</li> <li>• eSafety will provide a position paper outlining what we expect industry to be thinking about when they draft the new codes.</li> </ul>
<p><b>Objective(s) and measurables</b></p>	<ul style="list-style-type: none"> <li>• To proactively announce the release of the eSafety position paper which outlines eSafety’s expectations of industry for the development of the new enforceable codes and provides a foundation industry can build on during the drafting process.</li> <li>• Outline to the public why the new codes are necessary, what they will cover and the safeguards expected to flow from the new codes.</li> <li>• To publicly outline what we expect from industry with regard to actions they are taking to keep Australians safe online.</li> <li>• [REDACTED]</li> </ul>
	<ul style="list-style-type: none"> <li>• Media</li> <li>• General public</li> </ul>

<b>Target Audience(s)</b>	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Stakeholders</li> </ul>
<b>Key overarching proactive messages</b>	<ul style="list-style-type: none"> <li>• The position paper we have presented to industry outlines eSafety’s expectations for the development of the new codes and provides a foundation industry can build on during the drafting process. eSafety has done a lot of the heavy lifting setting out in detail the objectives, outcomes and measures industry may take to deal with harmful online content.</li> <li>• Through early and deep consultation with industry, we have sought to demystify and simplify a complex set of provisions into outcomes-based guidance. It will be up to industry, more broadly, to decide "how" they will achieve these outcomes.</li> <li>• eSafety has been working closely with industry to ensure that robust codes are developed which offer meaningful safety protections for Australians of all ages online and we will continue to work closely with them as they draft the codes,” eSafety Commissioner Julie Inman Grant said. “We want the online industry to succeed in this endeavour because effective codes will result in a safer internet for all.</li> <li>• The codes we have now were developed almost 20 years ago before the explosion in the use of social media, messaging apps, interactive games, livestreaming and the widespread use of smart phones.</li> <li>• We’re here to support industry to create a modern fit-for-purpose online safety ecosystem that encourages industry to proactively detect and remove the most harmful content, because we believe eSafety and the online industry have a critical co-regulatory role to play here in helping keep Australians safe online.</li> <li>• The new codes, which will operate under Australia’s new Online Safety Act, will address issues like the proactive detection and removal of illegal content like child sexual abuse material, while also putting a greater onus on industry to shield children from pornography and other harmful content.</li> <li>• The codes will be drafted by industry, and apply to eight industry sections, including social media services, websites, search engines, app stores, internet service providers, device manufacturers, hosting services, and electronic services, including email, messaging, gaming and dating services.</li> <li>• eSafety’s position paper proposes an outcomes-based framework, which aims to achieve proactive detection and removal of the worst-of-the-worst Class 1 content like child sexual abuse material and pro-terror content.</li> <li>• The onus is on industry to offer solutions to how they might achieve this, including through technology such as proactive human and machine monitoring, account suspensions and deactivations, deindexing of search results, and the use of filtering.</li> <li>• The codes will also require that the industry limits children’s exposure to pornography and other harmful content, which could be achieved through age verification and age assurance mechanisms, internet filters and default safe search modes.</li> <li>• We also expect industry to have tools in place that empower users allowing them to control their own access, as well as children’s access, to harmful content.</li> </ul>

### Communications action plan

Target Audience/ Stakeholder Group	Aim	Communications collateral – items required	Who to action?	By When?
Media	<ul style="list-style-type: none"> <li>• To proactively promote explain the purpose of the codes position paper and what we expect of the online industry when it comes to protecting Australians from harmful online content.</li> <li>• [REDACTED]</li> <li>• Use of clear messaging that outlines how:               <ul style="list-style-type: none"> <li>○ this paper provides a structure and options that will give industry flexibility, prevent the codes from dating and facilitates the taking of a balanced and proportionate approach.</li> <li>○ we have tried hard to make this practical for industry and meaningful at the same time from a</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> <li>• The story would include an interview with Julie Inman Grant and possibly quotes from the Minister.</li> <li>• Journalist to be supplied with embargoed position paper and media release.</li> <li>• Option to record Radio Release grabs. The fact these are enforceable codes – ie they are not voluntary like the ACMA's could produce some media follow up.</li> <li>• Social media promotion plan</li> </ul>	[REDACTED]	To be published Wednesday 29 September, but approach to journalist would take place this week.



Target Audience/ Stakeholder Group	Aim	Communications collateral – items required	Who to action?	By When?
	the new codes, and hosting of the full position paper.	<ul style="list-style-type: none"> <li>Dedicated webpage for the new codes or as part of an OSA landing page.</li> <li>Webpage hosting link to position paper</li> <li>A link to any published story</li> </ul>		
Industry engagement	<ul style="list-style-type: none"> <li>Briefing session with industry associations and bodies as well as their members to give them an overview of the paper ahead of release.</li> <li>This will occur the day before official release.</li> </ul>	<ul style="list-style-type: none"> <li>Finalised position paper</li> <li>Potential EDMs</li> </ul>	<p>██████████</p> <p>████</p>	Tuesday 28 September

### Social media plan

PRE LAUNCH				
28-Sep	LI	████	New online industry codes are coming. Under Australia’s new Online Safety Act the online industry will develop new codes to help tackle illegal content like child sexual abuse material and help protect children from exposure to pornography and other adult content they are not emotionally or developmentally ready for. eSafety’s position paper on the codes will be released soon. Stay tuned!	Coming soon tile

28-Sep	TW	■	Under Australia’s new #OnlineSafetyAct the online industry will develop new codes to help tackle illegal content like child sexual abuse material & help protect children from content they are not emotionally or developmentally ready for. Our paper on the codes released soon.	Coming soon tile
<b>LAUNCH</b>				
29-Sep	LI - pinned post	■	Today we presented the online industry with a blueprint to guide them in the development of new industry codes to regulate harmful online content and raise the bar when it comes to the safety of Australians online. The new codes, which will be developed by industry and operate under Australia’s new Online Safety Act, will address issues like the proactive detection and removal of illegal content like child sexual abuse material, while also putting a greater onus on industry to shield children from pornography and other harmful content  LINK TO STORY + POSITION PAPER	Position paper tile
29-Sep	TW - Pinned post	■	<b>THREAD</b> 1. Today we presented the online industry with a blueprint to guide them in the development of new industry codes to regulate harmful online content & raise the bar when it comes to the safety of Australians online.	Position paper tile
			2. The new codes, which will be developed by industry & operate under Australia’s new #OnlineSafetyAct, will address issues like detection & removal of illegal content like child sexual abuse material, while also putting a greater onus on industry to shield children from porn & other harmful content.	Position paper tile
			3. Read the position paper here: LINK	Position paper tile
29-Sep	TW	■	eSafety’s Online Industry Codes position paper is hot of the presses & now it’s up to you. We’re here to support industry in the development of the new codes & encourage you to reach out to all your stakeholders to get their feedback to create a	Position paper tile

			modern fit-for-purpose online safety ecosystem that helps keep Australians safer online: LINK TO PAPER	
30-Sep	FB	■	The <b>high tech</b> and online industry has begun drafting new codes that will require members to have mechanisms in place that limit children’s exposure to pornography and other harmful content, as well as put tools in place such as age verification, internet filters and safe search modes, that empower users to control their own access, as well as children’s access, to harmful content online. LINK TO PAPER OR MEDIA STORY	Young child tile
30-Sep	TW, FB (targeted)	■	eSafety’s Online Industry Codes position paper is hot of the presses and now it’s up to you. We’re here to support industry in the development of the new codes and we encourage you to reach out to all your stakeholders to get their feedback to create a modern fit-for-purpose online safety ecosystem that helps keep Australians safe online.	
			eSafety’s position paper is a blueprint to inform and guide industry in developing codes. Working with eSafety, it is now for industry to develop codes with appropriate community safeguards.	
			The position paper outlines eSafety’s expectations regarding the substance, design, development and administration of industry codes. It gives industry a framework and options for moving forward.	

			eSafety has worked closely with industry associations and bodies to develop the position paper. eSafety will continue to work closely with industry players to progress industry codes.	
			The position paper outlines eSafety's expectations regarding consultation of industry codes & provides tangible objectives & outcomes for industry to achieve. eSafety will provide all impacted stakeholders the opportunity to provide feedback on the codes.	
			eSafety's position paper does not call for the removal of online pornography. Recognising it is age-inappropriate for children, it calls for children to be prevented from readily accessing online pornography w/out protections.	

# Media release

**EMBARGOED UNTIL 12.01am 29 September 2021**

## **Pressure squarely on industry to better protect Australians online**

Australia's eSafety Commissioner will today present the online industry with a blueprint to guide the development of new industry codes to regulate harmful online content raising the bar when it comes to the safety of Australians online.

Following months of consultation with industry, the outcomes-based position paper will be presented to industry, detailing eSafety's expectations for the development of the new codes, providing a foundation industry can build on during the drafting process.

The new codes, which will operate under Australia's new Online Safety Act, will address issues like the proactive detection and removal of illegal content like child sexual abuse material, while also putting a greater onus on industry to shield children from pornography and other harmful content.

"eSafety has been working closely with industry to ensure that robust codes are developed which offer meaningful safety protections for Australians of all ages online and we will continue to work closely with them as they begin the drafting process," eSafety Commissioner Julie Inman Grant said. "We want the online industry to succeed in this because their success is our success and will help protect more Australians online.

"The codes we have now were developed almost 20 years ago before the explosion in the use of social media, messaging apps, interactive games, livestreaming and the widespread use of smart phones. With modernisation of the Online Safety Act, we're also taking more of a harms-based approach to this range of issues.

“We’re here to support industry to create a modern fit-for-purpose online safety ecosystem that encourages industry to proactively detect and remove the most harmful content, because we believe eSafety and the online industry have a critical co-regulatory role to play here in helping keep Australians safe online.”

The codes will be drafted by industry and apply to eight industry sections, including social media services, websites, search engines, app stores, internet service providers, device manufacturers, hosting services, and electronic services, including email, messaging, gaming and dating services.

eSafety’s position paper proposes an outcomes-based framework, which aims to achieve proactive detection and removal of the worst-of-the-worst Class 1 content like child sexual abuse material and pro-terror content.

The responsibility then falls to industry in offering solutions to how they might achieve this, including through technology such as proactive human and machine monitoring, account suspensions and deactivations, deindexing of search results, and the use of forms of age assurance or parental controls.

The codes will also require that the industry limits children’s exposure to pornography and other harmful content, which could be achieved through age verification and age assurance mechanisms, internet filters and default safe search modes.

They will also be required to have tools in place that empower users allowing them to control their own access, as well as children’s access, to harmful content.

However, if industry is unable to establish appropriate codes, the eSafety Commissioner has the power under the Act to declare industry standards.

eSafety will be able to receive complaints and investigate potential breaches of the codes or standards, and they will be enforceable by civil penalties, enforceable undertakings and injunctions to ensure compliance.

For more information or to arrange an interview, please contact:

0436 322 272 or [media@esafety.gov.au](mailto:media@esafety.gov.au)

Link to paper on our website here...