

Communications strategy and plan: IBA Regulatory Guidance/ASIA

Purpose of the Communication plan	<ul style="list-style-type: none"> The purpose of this communication strategy and plan is to provide communications support for the promotion of eSafety's IBA regulatory guidance release and the release of the paper outlining the new regulatory priorities as outlined in the ASIA speech Release date is Wednesday 17 November
Link to eSafety strategy 2019-2022	<ul style="list-style-type: none"> eSafety provides education leadership, coordination and best practice guidance to help Australians have safer and more positive experiences online. eSafety uses multiple channels to raise awareness about online safety and where to seek help.
Background	<ul style="list-style-type: none"> On 23 July 2021, the Australian Parliament passed into law the Online Safety Act 2021. The Act creates a modern, fit for purpose regulatory framework that builds on the strengths of the existing legislative scheme for online safety. It includes schemes tackling image-based abuse, child cyberbullying, and seriously harmful adult cyber abuse.
Objective(s) and measurables	<ul style="list-style-type: none"> To publicly promote the new updates to our IBA scheme and regulatory guidance on how this will work. To communicate with industry and stakeholders about the new updates and what is expected of them
Target Audience(s)	<ul style="list-style-type: none"> Media Industry Stakeholders Public
Key overarching proactive messages	<ul style="list-style-type: none"> eSafety already has a strong track record in assisting Australians with removal of image-based abuse material from overseas websites – an 85% success rate. Updates to the existing scheme to further protect victims of image-based abuse Perpetrators who post or threaten to post an intimate image could face a financial penalty up to \$111,000 The time platforms have to take down image-based abuse material is reduced from 48 hours to 24 hours eSafety can name and shame platforms which allow publication of non-consensually shared intimate images on two or more occasions in a 12-month period in breach of their own terms of service The updated image-based abuse framework gives eSafety important tools to address current and looming threats such as images shared – or threatened to be shared – through sexual extortion scams, deepfakes and other forms of image-based abuse that the #metaverse may surface. eSafety releases its paper outlining the new regulatory priorities which will give industry clear insights into how it will administer its protective schemes

Target Audience/ Stakeholder Group	Aim	Communications collateral – items required	Who to action?	By When?
		<p>2. Removal notice halved Tile tagline: 24 hours for social platforms to remove image-based abuse (post will specify that it is 24 hours from receiving a removal notice from eSafety)</p> <p>3. Deep fakes and new types of technologies are covered by IBA Tile tagline: You're protected from abusive deep fakes</p> <p>4. Publishing images of victims without religious/cultural attire is also IBA Tile tagline: Being exposed without your religious/cultural attire is abuse</p> <p>5. IBA penalties up to \$111,000 (plus possible criminal charges) Tile Tagline: Abusers will be penalised for sharing or threatening to share private images</p> <p>ADDITIONAL POSTS Sharing relevant media coverage as required (potentially [REDACTED] on 17 Nov)</p>		

Media release

Platforms and individuals face tougher rules over image-based abuse

Perpetrators who post an intimate image without consent including deep fakes could face \$111,000 penalties and online platforms will be forced to take down image-based abuse material faster under new powers given to the eSafety Commissioner.

The new updates to the Image-Based Abuse Scheme are a key part of Australia's new Online Safety Act, which aims to better protect victims of image-based abuse.

The updates to the Image-Based Abuse Scheme come as eSafety Commissioner Julie Inman Grant today delivers a major speech at the 13^h Australian Cyber Conference outlining the agency's regulatory priorities under Australia's new Online Safety Act which commences on January 23.

eSafety also publicly released a paper outlining the new regulatory priorities which will give industry clear insights into how it will administer its protective schemes and when and where it will wield its strengthened enforcement powers.

eSafety Commissioner Julie Inman Grant said image-based abuse affects 1 in 10 Australians and it disproportionately harms younger women from the ages of 18 to 25 where the incidence is 1 in 5.

"Under our updated Image-Based Abuse Scheme, the time online platforms get to take down image-based abuse material after eSafety issues a removal notice, is reduced from 48 hours to 24 hours," Ms Inman Grant said.

"Under the new rules, eSafety can also name and shame platforms which allow publication of non-consensually shared intimate images on two or more occasions in a 12-month period in breach of their own terms of service.

"This is a way to call out platforms that aren't doing enough to combat image-based abuse."

Ms Inman Grant said there will also be major consequences for perpetrators who share or threaten to share sexual images of victims, images of victims without religious or cultural attire or those who use new types of technologies against victims.

"Aside from facing possible criminal charges in their jurisdiction, eSafety can seek penalties of up to \$111,000 if they post or threaten to post an intimate image including those that threaten sexual extortion," Ms Inman Grant said.

“The changes will also cover image-based abuse via new types of technologies as they become more popular in the future such as deepfakes – a tech trend and challenge we have previously identified.”

Ms Inman Grant said eSafety helps victims of image-based abuse every day and hopes to do more to protect Australians with these expanded powers.

“eSafety investigators handled 2,687 complaints about intimate images and videos that had been shared without consent in the last financial year alone. We also have an 85 per cent success rate in facilitating the removal of intimate images and videos,” Ms Inman Grant said.

“The new changes mean victims of image-based can be further assured that both perpetrators and platforms will face severe consequences.”

The update to Australia’s Image-Based Abuse Scheme is among a series of new regulatory guidance to be released by eSafety between now and end of year.

The expanded Image-Based Abuse Scheme will begin operation on 23 January next year.

The Image-Based Abuse Scheme regulatory guidance can be found at: (link)

The new regulatory priorities can be found at: (link)

For more information or to arrange an interview, please contact: 0429 671 951 or media@esafety.gov.au

(ENDS)