

s 22

From: Julie Inman Grant
Sent: Friday, 28 March 2025 10:00 AM
To: DL - eSafety Commissioner and Staff
Subject: Caretaker Conventions [SEC=OFFICIAL]

OFFICIAL

Dear eSafety colleagues:

As you will now be aware, the Caretaker Conventions commenced this morning when the Governor General issued the proclamation to dissolve the House of Representatives and the election has been called for May 3rd.

We all need to review our responsibilities for the ongoing administration of government during this period, and be aware of what we, as Australian Public Servants, can and cannot do as it relates to the election process.

As you would know, during the caretaker period, the routine business of government continues and ordinary matters of administration still need to be addressed. However, the government is expected to avoid:

- making major policy decisions that are likely to commit an incoming government;
- making significant appointments; and
- entering major contracts or undertakings.

To help clarify our responsibilities during this period please:

- Read the [Guidance on Caretaker Conventions](#) in detail. This is available on the Department of the Prime Minister and Cabinet's website.
- Read the ACMA article on The Hub: [Caretaker conventions: Federal election 2025](#).
- Watch this short two-part video series [What are the caretaker conventions?](#) and [What happens if a big decision needs to be made during caretaker?](#)

If in doubt, seek the correct info out! Please direct your questions to the eSafety [Parliamentary team](#).

This will represent a valuable time for us to plan and focus on our significant work plan for the new year and to really be focused on hitting the ground running once the election cycle is completed.

All the best,

Julie

Julie Inman Grant
Commissioner

 s 22


Executive Assistant: s 22



eSafety acknowledges all First Nations people for their continuing care of everything Country encompasses — land, waters and community. We pay our respects to First Nations people, and to Elders past, present and future.

s 22

From: s 22 <techstratoffice@esafety.gov.au>
Sent: Wednesday, 26 March 2025 9:00 AM
To: s 22
Subject: Corporate Connections



Corporate Connections

Dear colleagues,

s 22

s 22



Caretaker conventions – coming soon

The recent Corporate update from ACMA's s 22 noted a number of questions being raised about the caretaker conventions. This is the period that begins once the House of Representatives is dissolved and the Government assumes a 'caretaker role'.

We will provide more information about the caretaker period once we know when it comes into effect. For background information, read more in the Department of Prime Minister and Cabinet's [Guidance on Caretaker Conventions](#) (please try the link twice if any issues). This provides advice for Australian Government agencies during this period.

If you have any questions in the meantime, please reach out to the eSafety [Parliamentary team](#).

s 22



s 22



eSafety acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.

[Unsubscribe](#)

s 22

From: s 22
Sent: Wednesday, 9 April 2025 11:14 AM
To: DDL - Everyone
Subject: Corporate Update - 9 April 2025 [SEC=OFFICIAL]



Dear Colleagues,

s 22

s 22



Caretaker conventions reminder

With a Federal election called, Parliament has been dissolved and we are now operating under caretaker conventions. See [Caretaker conventions: Federal election 2025](#) for a reminder of what this means for our work at the ACMA and eSafety, and as individuals who work for the Australian Public Service.

s 22



Take care everyone, and as always, please let us know if you need any additional assistance or advice.

Regards,

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s 22

s 22

Australian Communications and Media Authority

s 22

acma.gov.au



The ACMA acknowledges First Nations peoples as the Traditional Owners and Custodians of Australia. We respect and celebrate First Nations peoples as the original storytellers and content creators of the lands on which we work and honour the enduring strength and commitment of Aboriginal and Torres Strait Islander peoples to the land, waters and their communities. We pay our respects to Elders past and present.



s 22

From: Office of the Chair <OfficeoftheChair@acma.gov.au>
Sent: Friday, 28 March 2025 9:24 AM
To: DDL - Everyone
Cc: Office of the Chair
Subject: Message from the Chair | Commencement of Caretaker period
[SEC=OFFICIAL]



Colleagues,

Caretaker Conventions commenced this morning when the Governor General issued the proclamation to dissolve the House of Representatives.

Please see the intranet article [Caretaker conventions: Federal election 2025](#) which includes Caretaker Conventions Frequently Asked Questions (FAQs).

I ask that you now review your responsibilities regarding the ongoing administration of government during the caretaker period and also what we as Australian Public Servants can and cannot do in regard to the election process.

If you have any questions, please discuss these with your manager or contact the Parliamentary and Ministerial team at parliamentary.ministerial@acma.gov.au.

Regards,

s 22

Australian Communications and Media Authority

Ts 22

Es 22

s 22

From: s 22
Sent: Friday, 20 December 2024 3:18 PM
To: Julie Inman Grant; s 22
Cc: s 22
Subject: RE: Guidance on Caretaker Conventions [SEC=OFFICIAL]

OFFICIAL

Thank you Julie!

All - As you'd be aware, DPMC recommends each agency have a couple of staff caretaker contacts ('one or two "senior officials"') for people to funnel things through so that DPMC is not deluged with queries.

Legal Services Division will be the initial contact for any queries regarding caretaker conventions, so if you need to know anything, please submit a Jira request to the legal team.

Kind regards,

s 22

From: Julie Inman Grant <Julie.InmanGrant@eSafety.gov.au>
Sent: Friday, December 20, 2024 2:30 PM
To: DL - eSafety SEG Members <DL-eSafetySEGMembers@esafety.gov.au>
Cc: s 22
Subject: FW: Guidance on Caretaker Conventions [SEC=OFFICIAL]

OFFICIAL

Hello Everyone – Passing on this guidance from the Secretary on the caretaker convention. Julie

From: s 22
Sent: Friday, December 20, 2024 11:13 AM
To: s 22

[Large redacted block of text follows]

s 22

Subject: Guidance on Caretaker Conventions [SEC=OFFICIAL]

OFFICIAL

Hi everyone,

It was great to catch up with so many of you at the Portfolio Agencies meeting on 5 December.

I promised at the meeting to share, once released, the Guidance on Caretaker Conventions. This guidance was released by the Department of the Prime Minister and Cabinet last week and can be found on the PM&C website [here](#).

If you have any questions regarding the Caretaker Conventions or the department's planning for Incoming Government Briefing please don't hesitate to reach out to myself, my office, or your usual departmental contacts.

Thank you for your leadership and support this year. I hope you get a break over the festive season, and I look forward to working with you all in 2025.

Cheers,

S

s 22

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts
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infrastructure.gov.au



*I acknowledge the traditional custodians of this land on which we meet, work and live.
I recognise and respect their continuing connection to the land, waters and communities.
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islander people.*



OFFICIAL

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DATE	SENDER	RECIPIENT	DESCRIPTION
02/04/2025	Office of the eSafety Commissioner	Office of the Minister for Communications	Caretaker period meeting series cancellation
02/04/2025	Office of the eSafety Commissioner	Office of the Minister for Communications	Meeting invitation – reschedule
11/04/2025	Office of the eSafety Commissioner	Department of Finance	Email regarding approved government advertising campaigns during caretaker period
24/04/2025	Office of the eSafety Commissioner	Office of the Minister for Communications	Email regarding media request
28-29/04/2025	Office of the eSafety Commissioner	Office of the Minister for Communications	Emails regarding appointment of lead academic partner/academic advisory for assessment and evaluation of Social Media Minimum Age measures development and implementation

s 22

From: s 22
Sent: Thursday, 8 May 2025 9:33 AM
To: s 22
Subject: FW: FOR APPROVAL COB 24/4 - EOI webpage copy [SEC=OFFICIAL]

OFFICIAL

From: s 22
Sent: Thursday, 24 April 2025 3:14 PM
To: s 22
Cc: s 22
Subject: RE: FOR APPROVAL COB 24/4 - EOI webpage copy [SEC=OFFICIAL]

OFFICIAL

Hi again!

As flagged earlier, a call has been made to hold off on launching consultation until Monday 5 May. In the meantime, it's great that everything's pretty much ready to go, and we can use next week to keep working on supporting materials for the consults.

Happy to chat.

Thanks!

s 22

s 22



s 22



s 22

Executive Assistant: s 22



eSafety
Commissioner



eSafety acknowledges all First Nations people for their continuing care of everything Country encompasses — land, waters and community. We pay our respects to First Nations people, and to Elders past and present.

From: s 22
Sent: Thursday, 24 April 2025 1:22 PM
To: s 22
Cc: s 22
Subject: RE: FOR APPROVAL COB 24/4 - EOI webpage copy [SEC=OFFICIAL]

OFFICIAL

Thanks, s 22 Sorry for the delayed response. As discussed, I'm happy to go with Social Media Age Restrictions consultation and then just refer to the Social Media Minimum Age Act throughout the rest of the webpage, unless s 22 has any strong views to the contrary.

s 22
s 22



s 22



s 22

s 22



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From: s 22
Sent: Thursday, 24 April 2025 12:52 PM
To: s 22

Cc: s 22

Subject: RE: FOR APPROVAL COB 24/4 - EOI webpage copy [SEC=OFFICIAL]

OFFICIAL

Apologies – attached is an update from DCP team on the title wording.

From: s 22

Sent: Thursday, 24 April 2025 12:23 PM

To: s 22

Cc: s 22

Subject: FOR APPROVAL COB 24/4 - EOI webpage copy [SEC=OFFICIAL]

OFFICIAL

Hi s 22

Please find attached the final version of the web copy for the EOI.

After some deliberation, the web team decided it was better to be more specific in the naming of the page. Somewhat to distinguish it from the broader 'Social media age restrictions' wording of the main page.

So you'll see the page is now called: Social Media Minimum Age regulatory guidance consultation. The alternative is to go with Social Media Age Restrictions Consultation.

Happy to chat through anything you need.

Once you're ok with this I'll send it on to s 22 and s 22 as an FYI with the final stakeholder list.

Thanks for your time

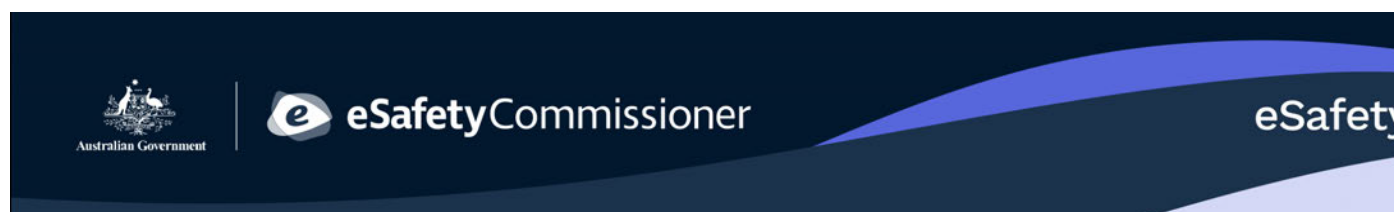
s 22

s 22

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s 22 Teams messages/calls re timing of EOI

With s :

Does the EOI for consultation have to go out next week or could it go out the week after?

24/04 11:37 am

it could go the week after, we're just worried about timing - we want to kick off consults first week June

Sorry I don't mean to be re-prosecuting anything or stepping on your toes. It's more just everything ends up being some big comms thing so I am working backwards from there 😊. I'll read the memo.

24/04 11:51 am

probably a week won't make or break us, so we could hold it. but we need everyone to understand that the timelines we'll be working under are going to be awful, and we may not be able to do everything we want

s 22 24/04 11:52 am

s 22

Let me read the memo and the copy. I am confident Julie will not want to hold and if it has an impact on your timelines then that is all the more reason to continue.

24/04 11:53 am

the team had been pushing to go out this week, which I said could be interpreted as us trying to bury it under the holidays, so I suggested we hold off

s 22 24/04 11:58 am

s 22

What day is it planned to go out?

24/04 11:58 am

Tuesday I believe

It's only really 4 business days if we want to push it back

Phone call with s 22 on 24 April

With s 22 :

in other news S has made the call that we should wait on going out with consultation until Monday 5 May

I'll send a quick email so everyone's on the same page



With s :

s 22 Friday 5:20 pm

s 22

Hi! I spoke to Julie and she's good to go out on Mon, she will read all the stuff tonight and confirm if she has any issues.

s 22

From: s 22
Sent: Thursday, 17 April 2025 10:58 AM
To: execadmin@esafety.gov.au; s 22
RES - SYD - Room
Cc: 5.53 - Warrane; Julie Inman Grant
s 22
Office of Regulatory
Operations; s 22
Subject: RE: Weekly update on BOSE and/or Codes [SEC=OFFICIAL]

OFFICIAL

Hi all

With thanks to the teams, here's our agenda for today:

s 22



Industry Supervision s 22

i. Finalising website and form content for SMAR EOI – for 29 April launch.

s 22

Any engagement not already covered (Julie, all)

s 22

Talk soon!

s 22

s 22

s 22



s 22



s 22

Executive Assistant: s 22



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-----Original Appointment-----

From: execadmin@esafety.gov.au <execadmin@esafety.gov.au>

Sent: Wednesday, 15 January 2025 9:48 AM

To: execadmin@esafety.gov.au; s 22

RES - SYD - Room 5.53 - Warrane; Julie

Inman Grant

Cc: s 22

Office of Regulatory

Operations; s 22

s 22

Subject: Weekly update on BOSE and/or Codes [SEC=OFFICIAL]

When: Thursday, 17 April 2025 1:00 PM-1:30 PM (UTC+10:00) Canberra, Melbourne, Sydney.

Where: Microsoft Teams Meeting

OFFICIAL

-----Original Appointment-----

From: execadmin@esafety.gov.au <execadmin@esafety.gov.au>

Sent: Thursday, November 23, 2023 10:18 AM

To: execadmin@esafety.gov.au; s 22 ; Julie Inman Grant; s 22

Cc: s 22

Subject: Weekly update on BOSE and/or Codes [SEC=OFFICIAL]

When: Occurs every Thursday effective 8/02/2024 from 1:00 PM to 1:30 PM (UTC+10:00) Canberra, Melbourne, Sydney.

Where: Microsoft Teams Meeting

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Microsoft Teams meeting

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s 47E(d)

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s 22

From: s 22
Sent: Tuesday, 29 April 2025 9:37 AM
To: execadmin@esafety.gov.au; s 22 Julie Inman Grant;
s 22 ; RES - SYD
Cc: - Room 5.53 - Warrane
s 22
RegOpsOffice; s 22
Subject: RE: Weekly update on BOSE and/or Codes [SEC=OFFICIAL]

OFFICIAL

Hi all

With thanks to the teams, here's today's agenda:

s 22

Industry Supervision s 22

- i. Finalised website and form content for SMAR EOI – for 5 May launch of website and EDM to stakeholders

s 22

Any engagement not already covered (Julie, all)

Talk soon,

s 22

s 22

s 22



s 22



s 22

Executive Assistant: s 22



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-----Original Appointment-----

From: execadmin@esafety.gov.au <execadmin@esafety.gov.au>

Sent: Wednesday, 16 April 2025 10:17 AM

To: execadmin@esafety.gov.au; s 22 ; Julie Inman Grant; s 22

; RES - SYD - Room

5.53 - Warrane

Cc: s 22

; RegOpsOffice; s 22

Subject: Weekly update on BOSE and/or Codes [SEC=OFFICIAL]

When: Tuesday, 29 April 2025 12:00 PM-12:30 PM (UTC+10:00) Canberra, Melbourne, Sydney.

Where: Microsoft Teams Meeting

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s 22

Consultation process for the SMMA (main ticket) Created: 18/Mar/25 Updated: 07/May/25

Status:	In Progress
Project:	Strategic Communications
Components:	None
Affects versions:	None
Fix versions:	None

Type:	Strategic Communications	Priority:	Lowest
Reporter:	s 22	Assignee:	s 22
Resolution:	Unresolved	Votes:	0
Labels:	ICE, Marketing_team, Media_Team, SMMA, SPM_for_later, SocialMediaBill, Standard_Work, Website		
Remaining Estimate:	Not Specified		
Time Spent:	Not Specified		
Original estimate:	Not Specified		

Attachments:	
--------------	--

Issue links:

s 22

relates to		Consultation process for the SMMA (EO...	In Progress
relates to		eDM Consultation process release for ...	Done
relates to		Consultation EOI form Development	Done
relates to		EOI Form Web publishing (including we...	Done
relates to		Speech for JIG - Global Age Assurance...	Completed
relates to		Consultation process for the SMMA (de...	Completed
relates to		Global Age Assurance Standards Summit...	Complete
relates to		SMMA - EOI for Consultation Opens	To Do
relates to		SMMA - EOI for Consultation Closes	To Do

Branch:	Industry, Compliance and Enforcement
Approvers:	s 22
Organizations:	None
Is there a production and/or promotion budget? If so, how much?:	N/K
Request Type:	Project
Request participants:	
Size of work:	Extra Large
Target end:	30/Sep/25
Target start:	27/Mar/25
What stage are you currently at with this work?:	s 22
What do you expect your request will involve? (You may tick multiple boxes):	Web editing/publishing, Stakeholder engagement, Social media (unpaid)
List the target audience/s:	SMAR stakeholder groups (industry, parents/young people, civil society, safety tech providers)
What type of asset/s do you think will be required?:	New web page/web updates, Information fact sheet
If other has been selected, please provide details.:	Possibly a questionnaire/survey
Please provide details of any critical external deadlines:	Date is flexible at present but will firm up once the Minister makes the rules - aiming for consultation to open in April at the earliest

How will you measure success? For example number of downloads or page views; webinar signups; newsletter subscribers:	Successful consultation with a broad range of stakeholders
Sprint:	Stratcomm Operations May 2025, Stratcomm Operations Apr 2025

Description

Seeking early engagement on options for consultation in relation to the SMAR - including website presence and process for accepting possible EOIs

s 22

Re upcoming EOI for consultation - target live date 10 April

[work covered by this s 22

- * Intention was to receive EOIs from the public re: involvement in public consultation sessions with eSafety on SMMA
- * Currently in approvals with exec, s 22 expecting to have confirmation and more details for us to action w/c 31 March [ACTION]
- * Planned for: opening 10 April (or close to) - for roughly 30 days [TBC]
- * Agreed best function to accept EOIs was using a custom Campaign Monitor Form (this will assist with future external communications)
- * Expecting less than 10 questions (basic) - name, organisation, yes/no questions. Not expecting open text fields

Re: Overall SMMA work milestones _[updated 4 Apr]

* April - publish info re EOI on website (aligned with JIG involvement at the Global Age Assurance Summit, 10 April)

* Mid-late May - Consultation sessions start

s 22

* 10 Dec SMMA comes into effect

Comments

Comment by s 22 [18/Mar/25]

Thanks for the ticket s 22 - Noted in our queue - and I understand we will find out more next week when we catch up with s 22

Comment by s 22 [18/Mar/25]

s 22 - for the radar.

Comment by s 22 [27/Mar/25]

s 22

Thanks everyone for the time earlier today to talk about the upcoming Social Media Minimum Age work.

Recapping key points here for everyone's reference: let me know if I missed anything at all.

Any questions give me a holler. s

Re upcoming EOI for consultation - target live date 10 April

s 22

- Intention was to receive EOIs from the public re: involvement in public consultation sessions with eSafety on SMMA
- Currently in approvals with exec, s 22 expecting to have confirmation and more details for us to action w/c 31 March [ACTION]
- Planned for: opening 10 April (or close to) - for roughly 30 days [TBC]

- Agreed best function to accept EOIs was using a custom Campaign Monitor Form (this will assist with future external communications)
- Expecting less than 10 questions (basic) - name, organisation, yes/no questions, Not expecting open text fields
- Preference for SMMA team to have data exported as an excel to review
- s 22 will confirm any specifics we need from the team to build out the form [ACTION]

Re: Overall SMMA work milestones [at 27 March] - various tickets to come / in train

These are the dates we spoke to earlier: I'll take note on our stratcomms calendar, and in our planning.

- April - publish info re EOI on website (aligned with JIG involvement at the Global Age Assurance Summit)
- Mid-late May - Consultation sessions start

s 22

- 10 Dec SMMA comes into effect

s 22

Comment by s 22 [31/Mar/25]

[**OFFICIAL**]

Thanks s 22 we are working on this now and we will raise a ticket for legal review,

thanks

s 22

s 22

Unable to render embedded object: File (image001.png) not found. <<https://www.esafety.gov.au/>>



<<https://au.linkedin.com/company/esafetyoffice>>



<<https://twitter.com/esafetyoffice>>



<<https://www.facebook.com/eSafetyOffice/>>



<<https://www.instagram.com/esafetyoffice>>

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s 22

s 22

Comment by s 22 [03/Apr/25]

OFFICIAL

s 22

Happy to have a further chat , but just a quick update below. Things have evolved since we spoke so happy to provide clarity where we can.

Plan is to get this EOI up and running (just getting docs cleared for your team, including the web form questions) then move onto the main documents for targeted consultation commences May/June.

Thanks

s 22

s 22

Comment by s 22 [03/Apr/25]

Hi s 22 - ok noted. **When can we expect the draft docs? We'll need this asap if we want this up for next Thursday.**

Pasting your responses below here with additional comments in blue, as it was dropped off on the JIRA ticket -

There is reference to additional materials published online that I wanted to highlight.

s 22

- To clarify for others, the additional info re fact sheet/ FAQ can be published closer to the start of consultation. It isn't needed for the start of the EOI on 10 April.
- s 22
-
- Got it now - understood (and already on our radar)

s 22

Comment by s 22 [04/Apr/25]

s 22 bringing your attention to the SMAR consultation process.

- EOI form added to the SMAR webpage s 22 you're already across this. Form copy currently being reviewed by legal. Will commence **10 April**
- s 22 when consultation opens there'll be a stakeholder email (list TBC) and a notice to be included in all edms
- s 22 Between May-Jul there will be survey distributed to EOI participants

Full detail here to get up to speed: s 22

Comment by s 22 [07/Apr/25]

Confirming from s 22 -

- EOI will not be required to be live for 10 April
- Draft expected back with StratComms by end of this week (Fri 11 April)
- JIG's speech for the summit on 10 April mentions EOI opening 'in next couple of weeks'

FYI s 22

Comment by s 22 [14/Apr/25]

Sharing latest update from s 22

Legal just advised we won't get clearance on their stuff until tomorrow, s 22 also needs time to clear so ill chat to s 22 today about deferring the EOI to 29th April, as most c leave next week too

[View original message posted by s 22 on 14/04/2025, 13:47:26](#)

Comment by s 22 [15/Apr/25]

Confirming this for visibility on the main ticket - **SMMA EOI will open 29 April.**

Key dates from s 22 update below

EOI open 29 April

EOI Close 13 May

Consultation starts: June 2025

We're expecting the content back from the legal team imminently.

For info - s 22

Comment by s 22 [17/Apr/25]

s 22

Comment by s 22 [23/Apr/25]

s 22 An update on the SMAR web copy and stakeholder communications.

EDM and form - s 22 has approved the content with a few final tweaks. I've left them in for everyone's review on Monday - but unless there are any concerns from s 22 s 22 then I'll accept the changes and we can go ahead with this content.

Legal - We need final official clearance from legal - but this has all been agreed in principle.

Web copy s 22 has suggested that the content will be ready tomorrow 24/5 and will be scheduled for publish on Monday.

Let me know if you have any questions.

Comment by s 22 [28/Apr/25]

Copying this comment here as well - EOI to open after elections.

s 22 s 22 4 days ago

s 22 have confirmed we will go with 'Social Media Age Restrictions consultation' at the top linking level. s 22 has rightly suggested that banner for the form is needed. I'm happy to brief that in on Monday.

Importantly we also just heard that the release of this EOI will need to happen after the election. So, we can finalise the documents ready for release after the 5th of

Edit · Delete · 

s 22 4 days ago

Comment by s 22 [29/Apr/25]

Hi team

I understand via s 22 that JIG wishes to reconsider the approach re public announcements on the EOI opening Monday. Can we pick this up for discussion first thing?

s 22

Comment by s 22 [30/Apr/25]

Hi s 22 do we need to discuss this? s 22 can assist once we have a clear idea of what's required. s 22 shall we all meet quickly to discuss with s 22 Rgds, s 22

Comment by s 22 [30/Apr/25]

Thanks s 22 I'm free at 3pm if that works for a quick chat? We've been asked to seek comms view on this so seeking your input on whether there should be social media/p upon launching the EOI. s 22 flagging in case you want to join this discussion

Comment by s 22 [30/Apr/25]

s 22 can we make it 3:30pm? s 22 is off this afternoon but I can brief him.

Comment by s 22 [30/Apr/25]

i can do 3.30pm

Comment by s 22 [30/Apr/25]

Confirming details from our earlier chat:

Current recommendation is:

- No need for media statement or release - not likely much media interest in this
- Recommend adding the homepage banner (in train) s 22
- Social media posts (in train, and s 22 will progress)

• EDM as planned s 22
s 22 will update s 22 close the loop with JIG.

fyi s 22

Comment by s 22 [30/Apr/25]

I've just updated s 22 who is happy to communicate that with JIG, she will cc s 22

Comment by s 22 [01/May/25]

s 22

s 22 FYI

Generated at Thu May 08 22:17:39 UTC 2025 by s 22 using Jira 1001.0.0-SNAPSHOT#100283-rev:f051267f4470b932a847896184865e5eabe9820c.












s 22

Consultation process for the SMMA (EOI form & Email send) Created: 11/Apr/25 Updated: 07/May/25 Due:

09/May/25

Status:	In Progress
Project:	Strategic Communications
Components:	None
Affects versions:	None
Fix versions:	None

Type:	Strategic Communications	Priority:	Lowest
Reporter:	s 22	Assignee:	s 22
Resolution:	Unresolved	Votes:	0
Labels:	ICE, Marketing_team, SMMA, SPM_Reviewed, SocialMediaBill, Standard_Work, Website		
Remaining Estimate:	Not Specified		
Time Spent:	Not Specified		
Original estimate:	Not Specified		

Attachments:	 image003.png  image004.png  image005.png  image001.png  image002.png  image-20250411-050136.png  eSafety-SMMAEOIConsultationProcess.csv  eSafety-SMMAEOIConsultationProcess (78dbde0b-4b7f-4db7-a421-b7a32c9f1fed).csv  eSafety-SMMAEOIConsultationProcess (5deead15-7be4-465a-846d-20bfd30ed912).csv  eSafety-SMMAEOIConsultationProcess_7May2025.csv  eSafety-SMMAEOIConsultationProcess (1).csv																	
Issue links:	<table><tr><td>Relates</td><td></td><td></td></tr><tr><td>relates to</td><td><div>s 22</div></td><td>Consultation process for the SMMA (de...Completed</td></tr><tr><td>relates to</td><td></td><td>eDM Consultation process release for ...Done</td></tr><tr><td>relates to</td><td></td><td>Consultation process for the SMAR (we...Completed</td></tr><tr><td>relates to</td><td></td><td>Consultation process for the SMMA (ma...In Progress</td></tr></table>			Relates			relates to	<div>s 22</div>	Consultation process for the SMMA (de...Completed	relates to		eDM Consultation process release for ...Done	relates to		Consultation process for the SMAR (we...Completed	relates to		Consultation process for the SMMA (ma...In Progress
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relates to		eDM Consultation process release for ...Done																
relates to		Consultation process for the SMAR (we...Completed																
relates to		Consultation process for the SMMA (ma...In Progress																
Branch:	Industry, Compliance and Enforcement																	
Approvers:	<div>s 22</div>																	
Organizations:	None																	

Is there a production and/or promotion budget? If so, how much?:	N/K
Request Type:	Digital Marketing
Request participants:	
Size of work:	Large
Target end:	09/May/25
Target start:	04/Apr/25
What stage are you currently at with this work?:	s 22
What do you expect your request will involve? (You may tick multiple boxes):	Web editing/publishing, Stakeholder engagement, Social media (unpaid)
List the target audience/s:	SMAR stakeholder groups (industry, parents/young people, civil society, safety tech providers)
What type of asset/s do you think will be required?:	New web page/web updates, Information fact sheet
If other has been selected, please provide details.:	Possibly a questionnaire/survey
Please provide details of any critical external deadlines:	Date is flexible at present but will firm up once the Minister makes the rules - aiming for consultation to open in April at the earliest
How will you measure success? For example number of downloads or page views; webinar signups; newsletter subscribers:	Successful consultation with a broad range of stakeholders
Sprint:	Stratcomm Operations May 2025, Stratcomm Operations Apr 2025

Description

^ split ticket for website publishing component

Scope

* new webpage to support to EOI for the SMMA Consultation

* To open 10 April

* Understand content to include:

** cover background and processes

** Frequently asked questions

** Consultation discussion questions

** An explanation of the SMMA Act, legislative rules (once made) and eSafety's responsibilities

Comments

Comment by s 22 11/Apr/25]

Thanks for splitting this one s 22 - I assigned the ticket to you and pushed it straight into the sprint.

Comment by s 22 11/Apr/25]

hi s 22

Following chat, just confirming approach on this one for EOI form and stakeholder email:

EOI to participate in consultation form

- EOI form - s 22 will provide draft build today 11 April. Likely will be missing header image until I get one from Design.
s 22
- Confirmation page - s 22 will build today.
- Email confirmation - This one likely early w/c 14 April. s 22 to brief in email header with design.

Email informing stakeholders of EOI to participate in consultation process

- Email build - s 22 will provide draft build Monday 14 April. This will likely be missing image header and will include placeholder links.

s 22

I think that's it but if I've missed anything please just shout.

cc s 22

Expressions of interest open to public: 29 April 2025

Expressions of interest close: 13 May 2025

Consultation period: Commences June 2025

s 22



s 22

Importantly we also just heard that the release of this EOI will need to happen after the election. So, we can finalise the documents ready for release after the 5th of May.

Comment by s 22 [27/Apr/25](#)]

hi s 22 Thanks for the update. Will move this send in our email schedule to start of w/c 5 May 2025. We can lock down send date when you have clearer idea.

s 22

s 22

Comment by s 22 [28/Apr/25]

s 22 I have confirmed that the release of EDM/stakeholder email should be Monday 5th May. I've updated the document with the new dates.

s 22

Comment by s 22 [28/Apr/25]

hey s 22 Monday 5 May sounds good! If web goes in the morning s 22 then I think an 11am-ish send works for email. If ok for you s 22

I think I've got all updates. See if these all look ok to you:

s 22