
From: s 22
Sent: Thursday, 26 June 2025 2:54 PM
To: s 22
Subject: FW: Final Phase 2 Codes: Hosting, Search and Internet Carriage Services [SEC=OFFICIAL]

OFFICIAL

Thanks s 22. I thought a separate statement might not be necessary given the press club speech, but we will make contact with s 22.

Thanks,
s 22

From: s 22 @eSafety.gov.au>
Sent: Thursday, 26 June 2025 2:21 PM
To: s 22 @esafety.gov.au>
Subject: RE: Final Phase 2 Codes: Hosting, Search and Internet Carriage Services [SEC=OFFICIAL]

OFFICIAL

Thank you! Could you please also reach out to s 22 when you have a second – Julie wanted us to release a statement re the registration once we had codes to link to?

s 22
Executive Manager, Industry Compliance & Enforcement

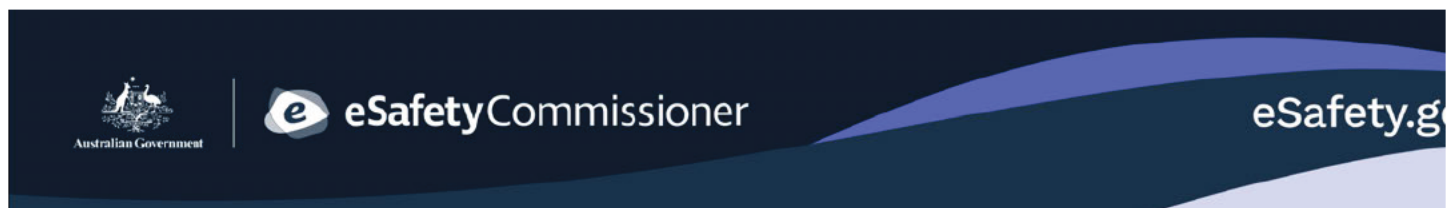


s 22



s 22

Executive Assistant: s 22 @esafety.gov.au / 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 and present.

From: s 22
Sent: Thursday, 26 June 2025 3:08 PM
To: s 22
Subject: RE: Final Phase 2 Codes: Hosting, Search and Internet Carriage Services [SEC=OFFICIAL]

OFFICIAL

Actually sorry it looks like they've closed the previous JIRA ticket so we'll need to make a new one.

Could I ask you to please make a new one for these updates, noting that we'll need to coordinate timing with s 22 on a public statement for tomorrow per Julie's request and add him as a participant to the ticket?

Thank you!

s 22

From: s 22
Sent: Thursday, 26 June 2025 2:58 PM
To: s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>
Subject: RE: Final Phase 2 Codes: Hosting, Search and Internet Carriage Services [SEC=OFFICIAL]

OFFICIAL

Thanks both, I have just tweaked the copy slightly.

Julie apparently wants us to do another statement on top of the Press Club announcement so we will need to loop s 22 in. I'll update the JIRA ticket on that basis as we'll now need to coordinate timing with them.

Thanks,

s 22

s 22

From: s 22 <jira@esafetyjira.atlassian.net>
Sent: Thursday, 26 June 2025 3:28 PM
To: s 22
Subject: STRATC-3416 Updates to Register of industry codes page

Reply above this line.

s 22 commented:

Thanks s 22 - appreciate the details here.
s 22's team will pick up the changes and get back to you if any questions.

s 22 was working on that media statement - I am sure a draft is coming back shortly (via a separate ticket).

s 22

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This is shared with s 22.

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From: s 22 <jira@esafetyjira.atlassian.net>
Sent: Friday, 27 June 2025 9:52 AM
To: s 22
Subject: STRATC-2543 Phase 2 Codes work (media)

Reply above this line.

s 22 commented:

Hi everyone

Draft statement is here. s 22 and s 22 have done an initial review and it is now with s 22 and s 22

[eSafety registers three industry codes to protect children from pornography and other age-inappropriate content.docx](#)

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This is shared with s 22, and 9 other people.

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From: s 22
Sent: Friday, 27 June 2025 4:35 PM
To: Julie Inman Grant; s 22
Cc: s 22
Subject: RE: Phase 2 Codes statement [SEC=OFFICIAL]
Attachments: eSafety registers three industry codes to protect children from pornography and other age-inappropriate content.pdf

OFFICIAL

Hi Julie, here's a PDF version to attach with your note drafted by s 22

s 22 has made one small change. Good to go.

Cheers, s 22

From: Julie Inman Grant s 47E(d) @eSafety.gov.au>
Sent: Friday, 27 June 2025 12:42 PM
To: s 22 @esafety.gov.au>; s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>
Cc: s 22 @eSafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @esafety.gov.au>
Subject: Re: Phase 2 Codes statement [SEC=OFFICIAL]

Happy to!

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From: s 22 @esafety.gov.au>
Sent: Friday, June 27, 2025 12:40 pm
To: Julie Inman Grant s 47E(d) @eSafety.gov.au>; s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @eSafety.gov.au>
Cc: s 22 @eSafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @eSafety.gov.au>
Subject: RE: Phase 2 Codes statement [SEC=OFFICIAL]

OFFICIAL

Thanks everyone!



From: Julie Inman Grant s 47E(d) @eSafety.gov.au>
Sent: Friday, 27 June 2025 12:30 PM
To: s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>;
s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>
Cc: s 22 @eSafety.gov.au>; s 22 @esafety.gov.au>; s 22
@eSafety.gov.au>; s 22 @esafety.gov.au>
Subject: RE: Phase 2 Codes statement [SEC=OFFICIAL]

OFFICIAL

Looks good – and like familiar language. I like a good re-purposing for multiple uses – nicely played. Julie

From: s 22 @esafety.gov.au>
Sent: Friday, 27 June 2025 12:24 PM
To: s 22 @eSafety.gov.au>; s 22 @esafety.gov.au>; s 22
@eSafety.gov.au>; Julie Inman Grant s 47E(d) @eSafety.gov.au>
Cc: s 22 @eSafety.gov.au>; s 22 @esafety.gov.au>; s 22
@eSafety.gov.au>; s 22 @esafety.gov.au>
Subject: RE: Phase 2 Codes statement [SEC=OFFICIAL]



From: s 22 @eSafety.gov.au>
Sent: Friday, 27 June 2025 9:52 AM
To: s 22 @esafety.gov.au>; s 22 @eSafety.gov.au>; s 22 @esafety.gov.au>; Julie Inman Grant s 47E(d) @eSafety.gov.au>
Cc: s 22 @eSafety.gov.au>; s 22 @esafety.gov.au>; s 22 @esafety.gov.au>
Subject: FW: Phase 2 Codes statement [SEC=OFFICIAL]

OFFICIAL

Hi guys

See a draft statement/media release for phase 2 codes registration.

s 22 and s 22 have taken a first pass.

At this stage we're aiming for a Monday publication so as to give industry time to see an embargoed copy of the statement before it goes public.

Codes will still be registered *today* at approx. 11am (just waiting for timing confirmation from web team).

[eSafety registers three industry codes to protect children from pornography and other age-inappropriate content.docx](#)

Thanks

s
2

s 22
Assistant Director, Media and Communications



eSafety acknowledges the Traditional Custodians of country throughout Australia and their continuing connection to land, water, culture and community. We pay our respects to Elders past, present and emerging.

eSafety registers three industry codes to protect children from pornography and other age-inappropriate content

Australia's eSafety Commissioner has registered three of the nine codes submitted to eSafety by the online industry, creating safeguards to protect children from exposure to pornography, violent content, and themes of suicide, self-harm and disordered eating.

The three include a code relating to search engine services, as well as codes covering enterprise hosting services and internet carriage services such as telcos.

"These three codes needed to create a high level of protections, especially for kids, to be registered. In particular, the fact the search engine code has achieved this is incredibly important as search engines are often the windows to the internet for all of us."

eSafety Commissioner Julie Inman Grant said she has sought additional safety commitments from industry on the remaining codes, including those dealing with app stores, device manufacturers, social media services and messaging and the broader categories of relevant electronic services and designated internet services.

"It's critical to ensure the layered safety approach which also places responsibility and accountability at critical chokepoints in the tech stack including the app stores and at the device level, the physical gateways to the internet where kids sign-up and first declare their ages," Ms Inman Grant said.

Ms Inman Grant said she asked industry to make further changes across some of the codes, including to strengthen protections around AI companions and chat bots to ensure these provide vital and robust protections.

"We are already receiving anecdotal reports from school nurses, that kids as young as 10 are spending up to five hours a day with AI chatbots, at times engaging in sexualised conversations and being directed by the chatbots to engage in harmful sexual acts or behaviours," she said.

"We need industry to be building in guardrails that prevent their chatbots engaging in this type of behaviour with children.

"Industry indicated last week they would seek to make some of these changes shortly. I will consider these changes, and I aim to make my final determination by the end of next month. If I am not satisfied these industry codes meet appropriate community safeguards I will move to developing mandatory standards.

In July 2024, [eSafety tasked the online industry to begin drafting codes](#) that would protect children from exposure to a range of age-inappropriate content across the online ecosystem.

The codes were originally due to be submitted for registration assessment on 19 December 2024. The Commissioner granted several extensions at the request of industry to enable consideration of domestic and international regulatory developments, including the social media minimum age.

In April 2025, after industry submitted the draft codes for final review in February and March, the Commissioner wrote to industry reinforcing her concerns that none of the codes, as they

stood, met the required safety protections and gave them the final date of 20 May to resubmit codes that did.

Once in place, the new codes will complement an existing first phase of codes and standards already in force dealing with the highest-harm online material, such as child sexual abuse material and pro-terror content.

The codes and standards are mandatory and enforceable and failure to comply may result in civil penalties of up to \$49.5 million per breach.

From: s 22 [redacted] @esafety s 22 [redacted]
Sent: Monday, 30 June 2025 10:50 AM
To: s 22 [redacted]
Subject: STRATC-3422 Phase 2 Codes update June 2025 (social media)

Reply above this line.

s 22 [redacted] commented:

Terrific, thanks s 22 [redacted] Assuming the media statement gets approved as well, I'll look to get this out later today.

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This is shared with s 22 [redacted] and 3 other people.

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S doesn't work Fridays

Will julie die if we publish statement Monday, after registering tomorrow?

no, I don't think so

Ok cool thank you

We'll proceed on that basis

good morning

how are you 😊

I can see you are in Codes statement now

Let me know when you're ok with it and I'll let S₂ know

morning! looks good to me - you?

Looks good I think

ah good, feel free - can you just let him know to remind jigs 22 we should probably send an early version to associations

and obvi wait for codes to go up

Yep

so we may need to publish monday?

We will aim for Monday publication

perf, thanks

Codes will be going up approx. 11am today I think

Still waiting for s 22's confirmation

I can send the embargoed statement over to Jenny at the same time as confirming that the Codes have been registered

super

s 22



s 22 has just asked if we need to do an EDM about Code registration

I think between NPC, the attached EDM, and our press release next Monday I don't think we need any further stakeholder comms for these three Codes

i think it's overkill - i would think that comes later

yep agreed

and we can do one when decisions are made in July?

ok great thanks just double checking

yea - it was in the other edm too

Yeah exactly

s 22



hello! do you know if julie sent the embargoed thing to jenny

no s 22 still hasn't looked at it, is apparently looking now

i just chased s who chased s 22

ok s 22 just cleared

cool

s 22





i think s will send the final to julie

but i'll make sure it goes over to her

great thank you!

Morning guys, just checking when we want to send out the codes statement today.

Thanks 
2

Morning! I think it's fine for it to go up this morning, industry received the copy from Julie Friday evening and didn't seem to have any objections.  's also got some social copy ready to go so I don't know if best for them to go up together?

Yep we'll coordinate... maybe 11am. We'll discuss in our media stand up this morning and let you know

sounds great, thanks so much

Do we think this is more a marking the stage in the process and so just posting to our website, or did Julie express a desire for this to go to media too


?


I think it's just marking it for transparency etc

I think the big media moment will be when final decisions on all codes are made



Roger that

I'll put it up at 11.30am and send you the link.  will put out something on linkedin later this arvo

Thanks so much  😊
2

eSafety registers three industry codes to protect children from pornography and other age-inappropriate content | eSafety Commissioner

Hey s 22

Just checking in on this again... do you have the date for when we get the redrafted codes back for Julie to make her decision on?

Hi s so sorry I completely missed this

it is 20 May 😊

But we're wary we may get a request for extension, so will keep you posted

Ok, thanks. I think we decided we would release a public statement on 20 May to update on the process and we'll make our decision to register a month from that date (to time with Press Club). Should we start workshopping a short statement?

Hi s, really sorry for coming back to you so slowly, it's been a crazy couple of days. We're aiming to get an updated Q&A over to you this week which will support preparation of a brief statement - I also understand there's a meeting about general approach for media with s 22 this Friday (might be about SMMA but probably will overlap with Phase 2?) so will aim to have it to you before then

Hi s, here is our updated Q&A doc as discussed 😊 [20250423 - Phase 2 Q&A - 8 Codes Submitted.docx](#) Happy to chat further if you have any questions!

[20250423 - Phase 2 Q&A - 8 Codes Submitted.docx](#)

Hi s 22

I asked s 22 if we needed to prepare a statement for Julie's announcement in relation to the Phase 2 Codes and she said the below -

I think it would be good to wait until the codes are actually placed on the register, so we can link to them - s 22 can let you know the timeline - might be end of this week/early next?

Do you know when this is happening?

Thanks

s

Hi s - we didn't want to give Web team a hard time for publication in case it would cause issues with preparing the statement so we're flexible, so long as it goes up tomorrow - we just tagged you in the Jira ticket for full vis [Updates to Register of industry codes page - Strategic Communications - Jira Service Management](#)

but if you're agnostic about timing perhaps we'll ask for them to go up mid-morning?

I was hoping you would say Monday as I don't work Fridays, but I'll have to now

I saw the Jira ticket

I mean we can say Monday if we need to - I'll just need to feed it up the chain

I don't want to make you work tomorrow!

Alternatively we can publish tomorrow and do statement Monday

ok, see what people think, I have a surge caveat built into my Fridays off, but, of course, we are always surging

Ok I'll vibe it out and let you know - thanks 😊

s 22 thinks we're ok to publish them online tomorrow and then do statement Monday

I'll put a note to that effect in the JIRA ticket 😊

ok, I'm hastily throwing one together now, so I could get it to you guys for input tonight/early tomorrow and one of my colleagues could shepherd it from there

Whatever works for you - I can be available to review tonight if needed but don't stress if we can't get there

it's a been a big enough week without adding this on top

are there 8 codes in phase 2? I wasn't sure if it was 7 or even 9 given the SMS came in in two parts

It's 9 now, we got an extra Code in the last round

just to keep us on our toes!

but eight sections of industry

awesome, can we get to ten though?

if it's easier to refer to that

s 22

awesome, can we get to ten though?

god i hope not hahahaha

sent a link to you and s 22 to a draft statement

thank you! looking at it right now