

FOI

From: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Sent: Thursday, 15 January 2026 11:43 AM
To: LA RANCE, Lisa; VANDENBROEK, Sarah
Cc: FELL, Anthea; s22(1)(a)(ii); SMMA's
Subject: FYI only - social media minimum age - Update on implementation (one month on) [SEC=OFFICIAL:Sensitive]
Attachments: 20260114 MinSub SMMA compliance .docx; JAN25 - Wells - Media Release - s47C .docx; JAN26 - Wells - Talking points - SMMA one month on - updated.docx

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Morning Lisa, Sarah

Happy new year!

With thanks to s22(1) in my team, below is a summary of the attached eSafety min sub, giving an update on the social media minimum age (SMMA) implementation. The Minister, eSafety Commissioner and PM are holding a joint press conference tomorrow morning to highlight the impacts so far (draft MR and TPs also attached for visibility - currently with MO).

Reach out if you have any questions. Thanks

Note: Data has been provided by platforms on a confidential basis.

s47E(d)

s47G(1)(b)

s22(1)(a)(ii)

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s22(1)(a)(ii)

s47E(d)

s22(1)(a)(ii)

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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.

From: eSafety Parliamentary <Parliamentary@esafety.gov.au>
Sent: Wednesday, 14 January 2026 5:47 PM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@mo.communications.gov.au>; DLO Wells <s22(1)(a)(ii)@mo.communications.gov.au>
Cc: FELL, Anthea <Anthea.FELL@infrastructure.gov.au>; VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@esafety.gov.au>; eSafety Parliamentary <Parliamentary@esafety.gov.au>
Subject: eSafety Ministerial Submission CMRMinSub_26/0001 : Social Media Minimum Age compliance update [SEC=OFFICIAL:Sensitive]

OFFICIAL: Sensitive

OFFICIAL: Sensitive

Hi s22(1)(a)(ii) and s22(1)

Please find attached a Ministerial Submission CMRMinSub_26/0001 from the eSafety Commissioner to the Minister regarding Social Media Minimum Age compliance update.

Please do not hesitate to contact me if you have any questions or require further information.

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Thanks

s22
(1)

s22(1)(a)(ii)

Ministerial and Parliamentary Coordination

Business Operations and Governance

Corporate and Strategy Division

M s22(1)(a)(ii)

T 02 s22(1)(a)(ii)



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.

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Ministerial Submission:

Social Media Minimum Age Compliance Update

To The Hon. Anika Wells MP, Minister for Communications

Cc Jim Betts, Secretary – Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts (DITRDCA)

David Mackay, Deputy Secretary – Communications and Media, DITRDCA

Mitchell Cole, A/g First Assistant Secretary – Digital Platforms, Safety and Classification Division, DITRDCA

Anthea Fell, Assistant Secretary – Online Safety Branch, DITRDCA

s22(1)(a)(ii) [REDACTED], Deputy Chief of Staff – Communications Policy

From Julie Inman Grant, eSafety Commissioner

Date 14 January 2026

Subject Social Media Minimum Age compliance update

For **Noting**

Timely/Critical Date To inform preparations for 16 January 2026 press conference.

Disclosure of Information under the Online Safety Act

This briefing includes summaries and aggregate data derived from information obtained through compulsory notices under section 63G of the Online Safety Act (the Act).

The information in this briefing is provided to you on a strictly confidential basis as it includes a variety of information which may be confidential, privileged or subject to other restrictions and as such is must not be disclosed publicly or further used or distributed.

s47E(d)

[REDACTED]

s47E(d)



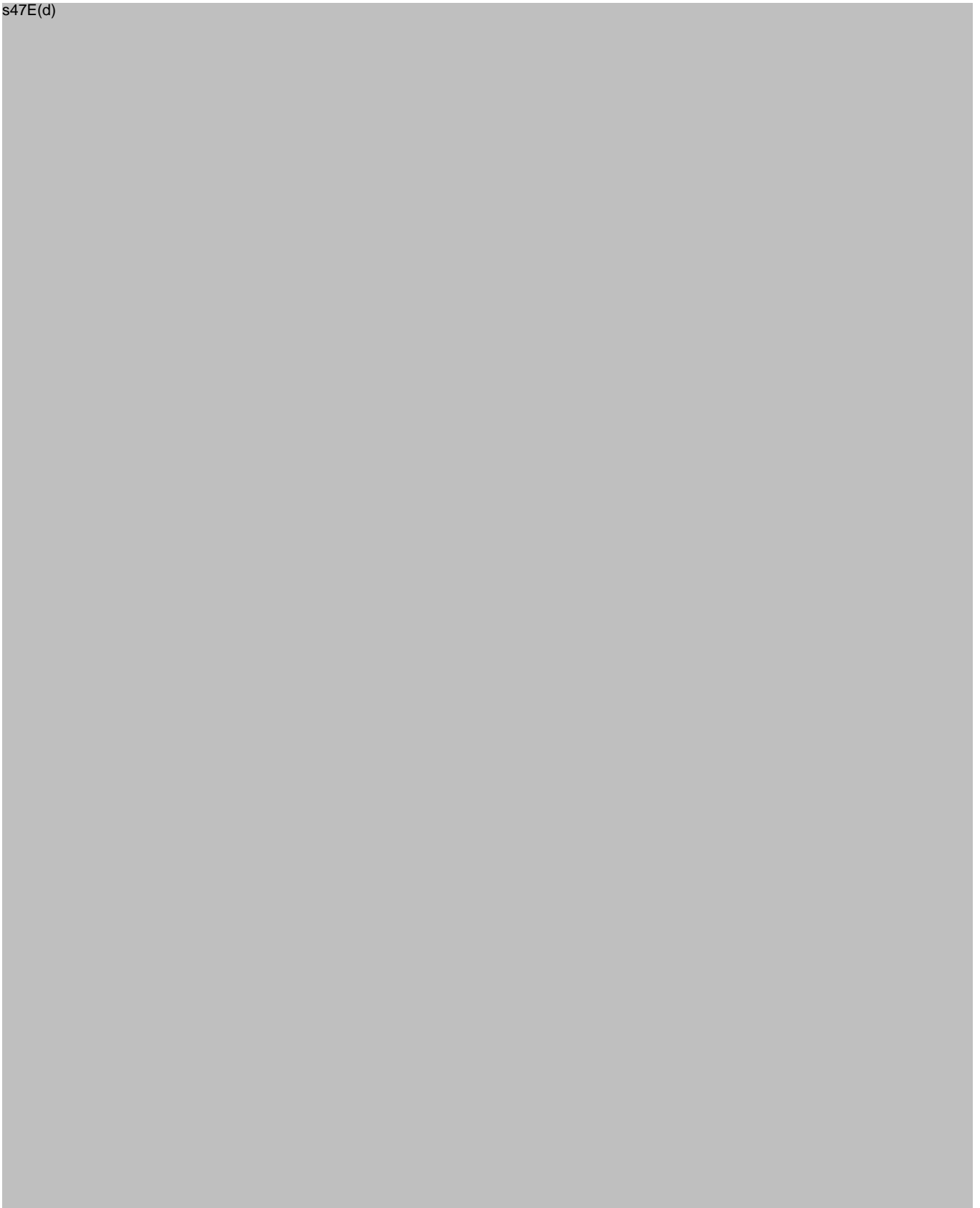
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s47E(d)



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Next Steps

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- eSafety will continue to develop and update the resources available on eSafety.gov.au to provide families and the public with education and information.

s22(1)(a)(ii)



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Ensure ALL fields are completed on this page, including contact details, before sending this response to MPS. Incomplete records may be reassigned back to your area to have this information added.

Minister	The Hon Anika Wells MP
Initiator	s22(1)(a)(ii)
Headline	s47C
Contact Officer	s22(1)(a)(ii) Media manager (A/g) 02 s22(1)(a)(ii)
Clearance Officer	s22(1)(a)(ii) 02 s22(1)(a)(ii) s22(1)(a)(ii)
Division/Branch	Digital Platforms, Safety and Classification Online Safety

Adviser/DLO comments:	Returned to Dept for: REDRAFT <input type="checkbox"/> NFA <input type="checkbox"/>
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The Hon Anika Wells MP

Minister for Communications and Minister for Sport

DRAFT MEDIA RELEASE

s47C

Date

Preliminary analysis from eSafety indicates that age-restricted social media platforms are making meaningful attempts to prevent under-16s from holding accounts, as required by the new law that began on 10 December.

The preliminary figures were obtained as part of a first tranche of information provided to the eSafety Commissioner.

As Australia's online safety regulator, eSafety will continue to closely monitor platforms to assess their compliance and ensure they are meeting their obligations.

Since the launch of the education campaign on the social media minimum age in October 2025, the eSafety website has recorded more than one million visits, showing Australians are engaging with the ban and are seeking clear, reliable information about the changes.

Families and young people can find information, resources and advice about the social media minimum age at eSafety's [social media age restrictions hub](#).

Quotes attributable to Minister for Communications, Anika Wells:

s47C

"While it's early, every account deactivated could mean one extra young person with more free time to build their community and identity offline.

"We know there's more work to do and the eSafety Commissioner is looking closely at this data to determine what it shows in terms of individual platforms' compliance.

"We've said from the beginning that we weren't expecting perfection straight away – but early figures are showing this law is making a real, meaningful difference."

MEDIA CONTACT: s22(1)(a)(ii) - s22(1)(a)(ii)

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Australian Government

Department of Infrastructure, Transport,
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Social media minimum age 1 month on

Talking Points


- The social media minimum age has now been in place for one month, and we are already seeing some important progress.
- s47C
- Early indications are that major platforms are making meaningful attempts to prevent under-16s from holding accounts.
- We have been clear that we are not expecting perfection. The process of age assurance requires time to complete fairly and accurately.
- Even with the platforms' best endeavours, there will continue to be some under-16s on social media.
- But every account removed could mean one less young person addicted to the doomscroll and given more opportunities to build connections in real life rather than via a screen.
- The impact of this world-leading law will not be measured in weeks or months, but will be generational.
- Already, we've seen a shift in Australia as to how we talk about social media and digital wellbeing, and we've seen other countries around the world looking to implement similar laws.
- We'll continue to closely monitor the impacts of this law, including through eSafety's 2-year longitudinal study tracking impacts across areas such as on children's wellbeing and functioning, children's digital lives, and community attitudes and dynamics.

s22(1)(a)(ii)



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s22(1)(a)(ii)



Will the data be published?

- eSafety has advised it will not be publishing specific numbers or detailed information obtained using its information-gathering powers, to maintain the integrity of its investigations and ensure any potential enforcement action is not compromised.
- eSafety will however provide further updates and insights as appropriate.

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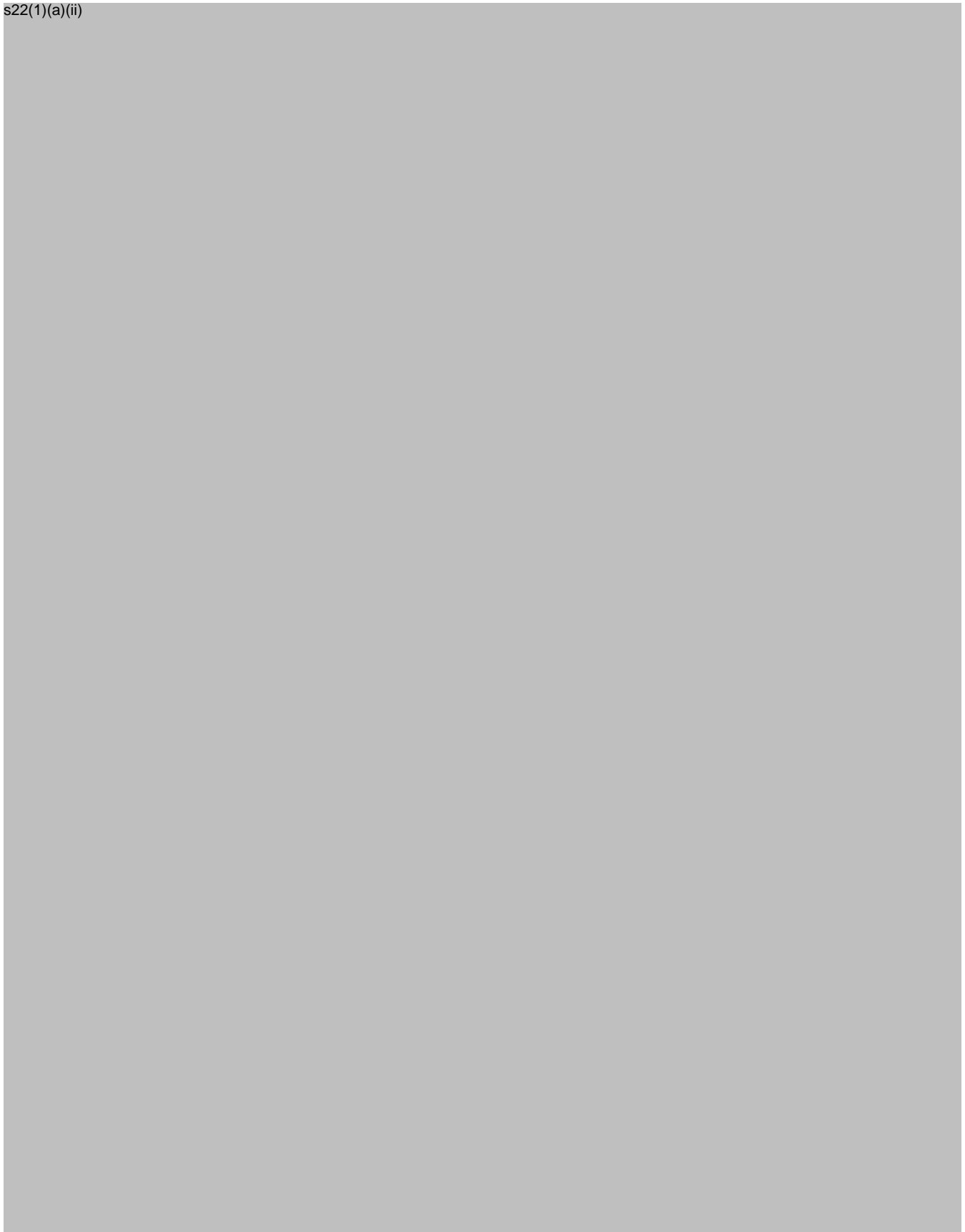


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Departmental contact

Anthea Fell anthea.fell@infrastructure.gov.au 02 s22(1)(a)(ii), s22(1)(a)(ii)

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FOI

From: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Sent: Thursday, 15 January 2026 12:39 PM
To: SMMAAs
Subject: Fw: TPs for tomorrow [SEC=OFFICIAL]
Attachments: 20260801 - SMMA one month in TPs for Julie - MO copy.docx

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From: s22(1)(a)(ii) <s22(1)(a)(ii)@eSafety.gov.au>
Sent: Thursday, 15 January 2026 12:37 PM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@eSafety.gov.au>
Cc: SMMAAs <SMMAAs@infrastructure.gov.au>
Subject: RE: TPs for tomorrow [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

TPs attached – I’m told we’ve already shared them with the MO. s47C

[Redacted content]

Thanks
AC

From: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Sent: Thursday, 15 January 2026 11:10 AM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@eSafety.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@eSafety.gov.au>
Cc: SMMAAs <SMMAAs@infrastructure.gov.au>
Subject: TPs for tomorrow [SEC=OFFICIAL]

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Morning s22(1)(a)(iii), s22(1)(a)(ii)

Just reaching out for your TPs/handling lines ahead of the press conference tomorrow.

s47C

Thanks

s22(1)(a)(ii)

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Social Media Minimum Age 1 month on

Q&A

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- Our message today is about being as transparent as we can, noting this is very early in the process. There are some important caveats around this type of data:
 - First, it's a point in time figure. As you'd expect, the number of accounts on a platform varies from day to day as existing accounts may be suspended or removed for a range of different reasons, and new accounts may be created.
 - Second, it's data about the number of accounts, not the number of people. Any given person may have multiple accounts across multiple services.
 - Third, it's based on what the platforms currently know about their users. In some cases, we know platforms are initially relying on self-declared age to find under 16 accounts, before taking further steps to check or infer that age and find additional accounts. So it's very likely this figure is an underestimate of the total number of under 16 accounts.
 - Based on our data, we estimate that just under 1.2 million children aged 10–15 have at least one social media account. However, because a significant portion of this age group maintains multiple accounts, the total number of active end-user accounts is likely considerably higher.
- Bearing all of that in mind, we are certainly encouraged enough by the numbers we are announcing today to say we are seeing broad efforts to comply from platforms.
- The process of age assurance requires time to complete fairly and accurately, but early indications are that platforms are making meaningful attempts to prevent under-16s from holding accounts.
- Ultimately our measure of success is how well platforms are complying with taking the reasonable steps as published back in September last year and of course we have said that we expect continued improvement.

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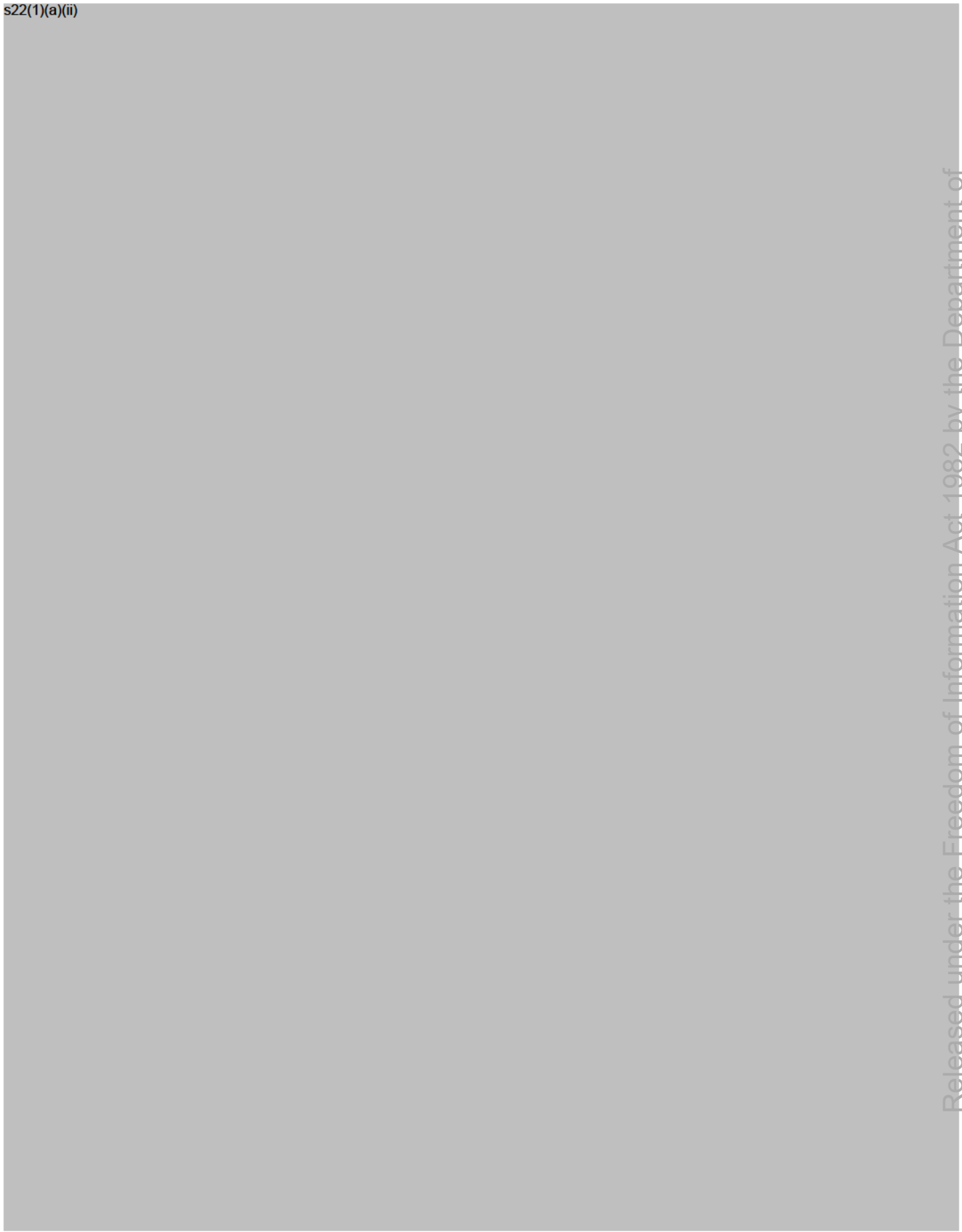


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Will the data be published?

- We will be transparent, wherever possible.
- However, as we have previously said, we will not be publishing specific numbers or detailed information obtained using our information-gathering powers, to maintain the integrity of investigations and ensure any potential enforcement action is not compromised.
- We will however provide further updates and insights as appropriate.

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Are you able to drill down into these numbers at all to give us a sense of which platforms are doing better or worse than others?

- As mentioned previously, we are now moving into a new phase of compliance and enforcement. Like other regulators, we need to maintain the integrity of our investigations and ensure any potential enforcement action is not compromised.

s22(1)(a)(ii)



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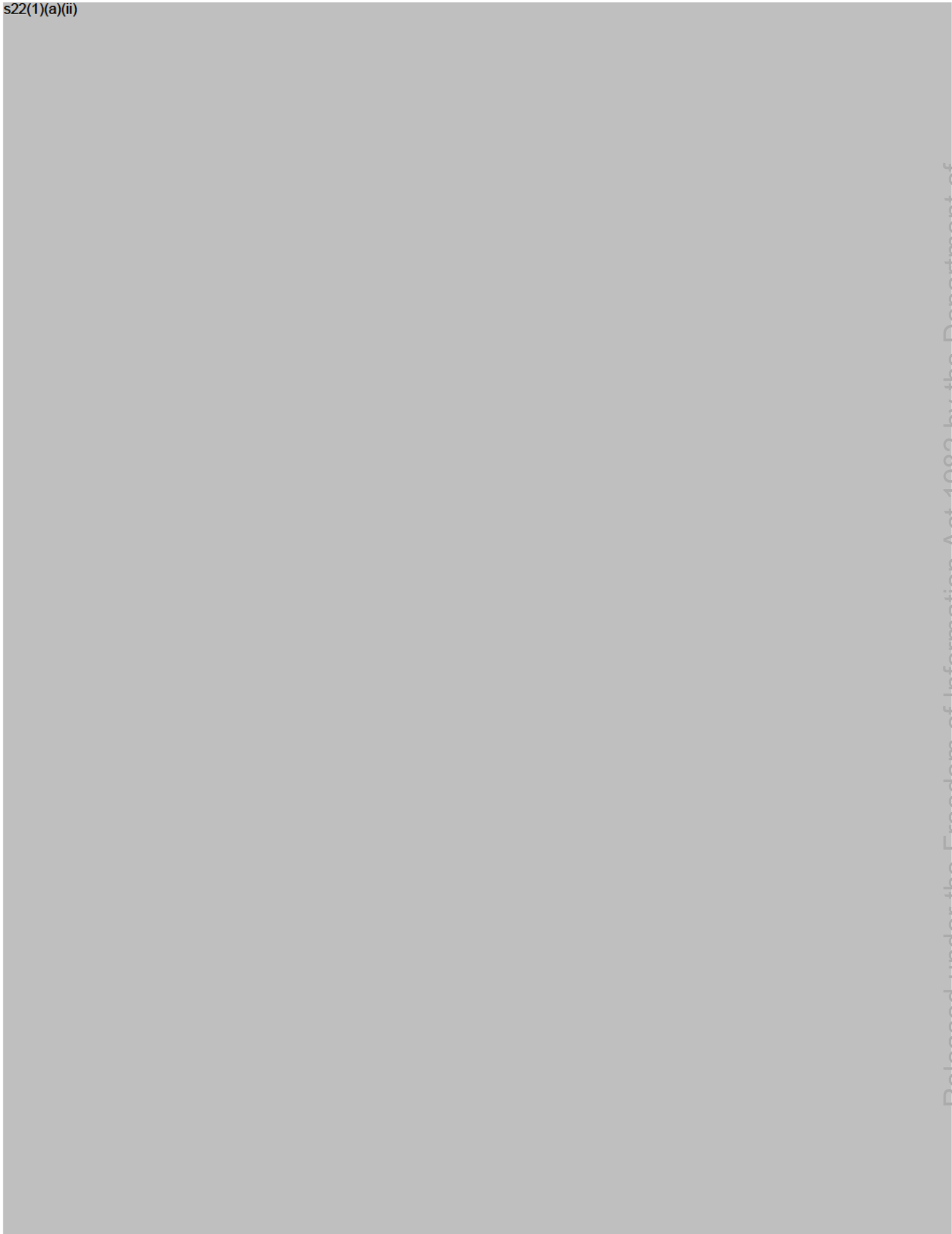
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