

s22(1)(a)(ii) (out of scope)

From: s47F <s47F@36months.com>
Sent: Tuesday, February 11, 2025 17:09
To: Age Assurance Trial <ageassurancetrial@infrastructure.gov.au>
Cc: Irwin, Andrew <Andrew.Irwin@INFRASTRUCTURE.gov.au>
Subject: Re: Targeted consultation on the draft Online Safety (Age-Restricted Social Media Platforms) Rules 2025 [SEC=OFFICIAL]

Hi Andrew,

Thanks for this. Just rsvp'ing and letting you know I'll be in attendance.



s47F

A movement for healthy teen development without the influence of social media, focused on the 36 months between 13 and 16.

s47F

s47F

w. [36months.com](https://www.36months.com)
ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

I acknowledge the traditional custodians of the land that I work on, the Gadigal people of the Eora Nation, and pay my respect to their Elders, both past and present, and extend this respect to all First Nation people.

On 11 Feb 2025, at 4:52 pm, Age Assurance Trial
<ageassurancetrial@infrastructure.gov.au> wrote:

OFFICIAL

We are writing to invite you to a Virtual Roundtable discussion about draft rules to be made under the new social media minimum age laws.

Background

The *Online Safety Amendment (Social Media Minimum Age) Act 2024* (SMMA Act) introduces a requirement that certain social media platforms prevent Australians under 16 years from having an account on their service.

This requirement applies to 'age-restricted social media platforms', a new term introduced by the SMMA Act. While the definition of this term casts a wide net, the Minister for Communications can narrow the scope through legislative rules.

The Government has stated that, in the first instance, these rules will be used to exclude the below services from the minimum age obligation:

- Messaging
- Online games
- Apps that primarily function to support health and education
- YouTube

Consultation

To give effect to these exclusions, we have developed the draft Online Safety (Age-Restricted Social Media Platforms) Rules 2025 (the draft Rules).

The department is seeking direct feedback on the draft Rules from select stakeholders with particularly strong interests and/or relevant expertise. In this regard, we are hosting a roundtable with parents and child-development experts.

The Government is seeking views on:

- whether the draft Online Safety Rules are appropriately targeted;
- potential implementation challenges; and
- whether any other classes of services should be incorporated into the Rules, having regard to the risks and benefits they provide to young people.

To encourage free conversation, the Roundtable will be held under Chatham House rules – that is, remarks will not be attributed to any one participant.

Roundtable details:

Date: Thursday 27 February

Time: 9:30-11am AEDT

Please RSVP by **Friday 21 February** to confirm your attendance via MS Teams. The draft Rules, alongside a discussion paper, will be shared with confirmed participants ahead of the roundtable.

Note that officials from the office of the eSafety Commissioner, the office of the Australian Information Commissioner, and the office of the Minister for Communications may also be in attendance.

For further information on the SMMA Act, please refer to our [Fact Sheet](#).

Kind regards

Age Assurance Trial Taskforce

Online Safety Branch • Digital Platforms, Safety and Classification Division

ageassurancetrial@infrastructure.gov.au

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

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

Disclaimer

This message has been issued by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material.

Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties.

If you have received this e-mail in error, please notify the Department on +61 (2) 6274 7111 and delete all copies of this transmission together with any attachments.

OFFICIAL

s22(1)(a)(ii) (out of scope)

From: s47F <s47F@36months.com>
Sent: 25 July 2025 12:14
To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Cc: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: Re: Families details [SEC=OFFICIAL]

Hi Sarah,

No need to book accomodation. Thanks for asking.

We (36 Months) have organised accommodation for all travelling down.

Be well,



s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F

s47F

w. 36months.com
ig. @36monthsofficial

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

On 25 Jul 2025, at 12:11 pm, VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

s47F – sorry to double up on emails.

Can you please let us know if we also need to book accommodation and if so whether there is a preference for you to all stay together.

Thanks,
Sarah

Sarah Vandenbroek

First Assistant Secretary • Digital Platforms, Safety and Classification Division

Sarah.vandenbroek@infrastructure.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au

<image001.png>

*I would like to 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 Islanders.*

OFFICIAL

s22(1)(a)(ii) (duplicate of document 5)

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

From: s47F <s47F@36months.com>
Sent: Saturday, 26 July 2025 7:17 AM
To: s22(1)(a)(ii)
Cc: VANDENBROEK, Sarah; DPSC Division Coordination
Subject: Re: Families details [SEC=OFFICIAL]

Thank you s22(1)(a)(ii) !

I wanted desperately to call you s22(1)(a)(ii) but I feel like I have to have met you first.

Really appreciate your help with this.

Be well,



s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F

s47F

w. 36months.com
 ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

On 25 Jul 2025, at 4:10 pm, s22(1)(a)(ii)
 <s22(1)(a)(ii)@infrastructure.gov.au> wrote:

OFFICIAL

Hi Sarah and s47F

Please see the attached flights booked for s47F .

They all should receive email confirmation soon.

I have CC'd in our divisional support team as I will be on leave next week and if you run into any issues.

Please note we have booked the cheapest flights in line with our travel booking policies.

Enjoy your weekend 😊

Thanks,

s22(1)(a)(i)

s22(1)(a)(ii)

A/g Executive Assistant to Sarah Vandenbroek • First Assistant Secretary • Digital Platforms, Safety and Classification Division

A/g Executive Assistant to Andrew Hyles • Assistant Secretary • Digital Platforms, Information and Policy Branch

A/g Executive Assistant to Andrew Irwin • Assistant Secretary • Online Safety Branch

s22(1)(a)(ii) @infrastructure.gov.au

p s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

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

From: s47F <s47F @36months.com>

Sent: Friday, 25 July 2025 12:15 PM

To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>

Cc: s22(1)(a)(ii) <s22(1)(a)(ii) @infrastructure.gov.au>

Subject: Re: Families details [SEC=OFFICIAL]

You don't often get email from s47F @36months.com. [Learn why this is important](#)

Thanks!

Be well,

<image002.png>

s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F

s47F

w. 36months.com

ig. @36monthsofficial

On 25 Jul 2025, at 11:59 am, VANDENBROEK, Sarah
<Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

Hi s47F

s22(1)(a)(ii) will contact each of the four people below and organise flights for them.

Regards,
Sarah

OFFICIAL

From: s22(1)(a)(ii) <s22(1)(a)(ii)@mo.communications.gov.au>
Sent: Friday, 25 July 2025 11:40 AM
To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Cc: s47F <s47F@36months.com>
Subject: FW: Families details [SEC=OFFICIAL]

OFFICIAL

Hi Sarah,

As discussed, please see below contact details. I'd appreciate if you could reach out to these people to organise flights.

Kind Regards,

s22(1)(a)(ii)

Senior Adviser • Office of the Hon Anika Wells MP • Minister for Communications and Minister for Sport

s22(1)(a)(ii) @mo.communications.gov.au

M s22(1)(a)(ii)

Parliament House, Canberra ACT 2600, Australia

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au

<image001.png>

*I would like to 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 Islanders.*

OFFICIAL

From: s47F <s47F@36months.com>
Sent: Friday, 25 July 2025 10:12 AM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@mo.communications.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@mo.communications.gov.au>
Subject: Families details

Hi s22(1)(a)(ii),

Below are the details of the families coming to Canberra next week. As mentioned, they'll fly in Tuesday afternoon / evening and home Wednesday afternoon.

s47F



s47F



s47F



s47F



Be well,

<image002.png>

s47F



In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F



s47F



w. 36months.com
ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

Disclaimer

This message has been issued by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material. Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties. If you have received this e-mail in error, please notify the Department on +61 (2) 6274 7111 and delete all copies of this transmission together with any attachments.

Disclaimer

This message has been issued by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material.

Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties.

If you have received this e-mail in error, please notify the Department on +61 (2) 6274 7111 and delete all copies of this transmission together with any attachments.

<s47F Flights 29072025.PNG><RE Flights 29072025.PNG><s47F Flights
29072025.PNG>

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@36months.com>
Sent: Wednesday, 29 October 2025 7:22 AM
To: campaigns
Subject: Re: Social Media Minimum Age Awareness campaign - Deed of Confidentiality [SEC=OFFICIAL]
Attachments: FINAL_Additional-SMMA-Comms_Campaign_Deed of Confidentiality - FINCH (1).pdf

OFFICIAL

Good morning s22(1)(a)(ii),

Thanks for sending this through.

Please find a signed and witnessed deed of confidentiality agreement attached.

Please note I've listed our holding company details, FINCH, as it allows us to tap into broader capability across their ecosystem. Any issues just let me know.

Be well,

OFFICIAL



s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
 ig. @36monthsofficial

On 28 Oct 2025, at 12:17 pm, campaigns <s22(1)(a)(ii)@communications.gov.au> wrote:

OFFICIAL

OFFICIAL

Good afternoon s47F

We are ready to send you the approach to market for communication services for the social media minimum age campaign. Could you please sign and return the attached Deed of Confidentiality and I'll forward the ATM documents to you.

Regards,

s22(1)(a)(ii)

s22(1)(a)(ii).@communications.gov.au

P GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

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

OFFICIAL

<FINAL_Additional-SMMA-Comms_Campaign_Deed of Confidentiality (Individual).DOCX>

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@36months.com>
Sent: Wednesday, 29 October 2025 4:47 PM
To: campaigns
Subject: Re: Social Media Minimum Age Awareness campaign - Deed of Confidentiality [SEC=OFFICIAL]
Attachments: FINAL_Additional-SMMA-Comms_Campaign_Deed of Confidentiality (Individual).docx.pdf

OFFICIAL

Hi s22(1)(a)(ii)

That's clear. No issues over here. Please find attached a signed confidential deed updated with 36 Months details.

OFFICIAL

Be well,

s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
 ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

On 29 Oct 2025, at 12:37 pm, campaigns <s22(1)(a)(ii)@communications.gov.au> wrote:

OFFICIAL

OFFICIAL

Thanks so much for coming back to us ^{s47F}.

As the arrangement with the department will be with 36 Months, grateful if you can send us back a signed deed of confidentiality form that is either signed by you, as representative of 36 Months, or signed by the board members (^{s47F}, ^{s47F} etc), rather than FINCH.

Tapping in to broader capacity of third-parties such as FINCH is an approach that has been previously used to further assist with deliverables and we recommend this is outlined in your proposal. FINCH and any other relevant organisation can be added through a sub-contracted arrangement in the contract following review of the proposed approach from 36 Months.

We have procurement documents ready to share ASAP once the updated confidentiality form comes through.

All the best.

^{s22(1)(a)(ii)}

Director – Campaigns • Communication Branch •

Enabling Services Division

^{s22(1)(a)(ii)} [^{s22\(1\)\(a\)}communications.gov.au](mailto:communications.gov.au) / ^{s22(1)(a)} [^{s22\(1\)\(a\)}@communications.gov.au](mailto:communications.gov.au)

P: ^{s22(1)(a)(ii)} M ^{s22(1)(a)(ii)}

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au

<image001.png>

*I would like to 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 Islanders.*

OFFICIAL

^{s22(1)(a)(ii)} - duplicate email found within document 6

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Thursday, 30 October 2025 9:03 AM
To: s47F
Cc: campaigns
Subject: Request for communication services for the Social Media Minimum Age Campaign [SEC=OFFICIAL]
Attachments: Social Media Minimum Age Limit campaign - creative services RFQ - s22(1)(a)(ii).docx
Importance: High

OFFICIAL

OFFICIAL

Good morning s47F

We would like to invite 36 Months to submit a proposal and quote for the delivery of communication services to promote the introduction of the new Social Media Minimum Age (SMMA) and to support the advertising Campaign (*For the good of...*) (the Campaign).

The Campaign is running from 19 October 2025 and is targeted at young people in secondary school aged 12 to 15 and their parents/carers and concludes 11 April 2026. The Campaign aims to inform parents, carers and young people under 16 about the SMMA, which starts from 10 December 2025, and the benefits of delaying social media account access for under 16s, so parents, carers and young people under 16 can prepare for and navigate the changes.

Questions in relation to the required services may be submitted by 5pm tomorrow, Friday 31 October 2025 to help inform the 36 Months response.

I have attached an RFQ for your response by 3pm AEDT Tuesday 4 November to s22(1)(a)(ii) [@communication.gov.au](mailto:s22(1)(a)(ii)@communication.gov.au).

Please do not hesitate to contact me if you have any questions.

Regards

s22(1)(a)(ii)

Director – Campaigns • Communication Branch •

Enabling Services Division

s22(1)(a)(ii) [communications.gov.au/s22\(1\)\(a\)\(ii\)@communications.gov.au](https://communications.gov.au/s22(1)(a)(ii)@communications.gov.au)

P: s22(1)(a)(ii) M: s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
 CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au



I would like to 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 Islanders.*

OFFICIAL

OFFICIAL

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL



Australian Government

Approach to Market

To establish Contract for Communication services

Reference ID: 6157

UNSPSC: 80170000 Public Relations and professional communications services

This Approach to Market (ATM) is for the provision of communication services to support the introduction of the Social Media Minimum Age (SMMA).

The Commonwealth of Australia as represented by Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts (the Customer) is seeking submissions for the provision of the services (the Requirement) as described in this ATM comprising:

- this CCS ATM, including the Statement of Requirement
- the CCS ATM Response Form
- the CCS ATM Annexes (if any)
- the Commonwealth ATM Terms
- the Additional Contract Terms
- the Commonwealth Contract Terms
- the Commonwealth Contracting Suite Glossary and Interpretation.

In submitting a response, Potential Suppliers are required to comply with all requirements set out in the Commonwealth Approach to Market Terms (a copy of which is included in this document), and if successful, agree to enter into a contract which incorporates the Commonwealth Contract Terms available at <https://www.finance.gov.au/government/procurement/commonwealth-contracting-suite-ccs#ccs-terms> and the Additional Contract Terms.

The [Selling to Government website](#) provides information to help businesses understand how to sell to the Australian Government. If you have any general questions about how the Australian Government procures goods and services, please contact the Selling to Government team at sellingtogov@finance.gov.au.

For questions relating specifically to this ATM, please contact the ATM Contact Officer set out at A.A.5(a).

OFFICIAL

OFFICIAL

Statement of Requirement

A.A.1 Key Information and Dates

Approach to Market

Event	Details
ATM Closing Date	Tuesday 4 November 2025
ATM Closing Time	3.00pm AEDT
Industry Briefing	Unless otherwise notified by an addendum, there are no industry briefing sessions for this approach to market (ATM).
Site Inspection	Unless otherwise notified by an addendum, there are no site inspections for this ATM.
Question Closing Date and Time	Questions will be permitted up until 5.00pm on Friday , 31 October 2025, ACT local time.
Minimum Content and Format Requirements	For a Potential Supplier's Response to be eligible for consideration the Potential Supplier's Response must comply with the matters addressed in A.A.4 and A.B.4.2 of the Commonwealth ATM Terms, and be no longer that 20 pages in length.
Conditions for Participation	No conditions for participation are specified.

Proposed Contract

Event	Details
Proposed Start Date:	Monday, 10 November 2025
Proposed End Date:	The Contract will terminate at 11.59 pm on Thursday, 30 April 2026.
Contract Extension Option	One or more extension option periods of up to one year in the aggregate.

OFFICIAL

OFFICIAL

A.A.2 The Requirement

The Customer requires communication services to promote the introduction of the new Social Media Minimum Age (SMMA) and to support the advertising Campaign (*For the good of...*) (the Campaign).

The Campaign is running from 19 October 2025 and is targeted at young people in secondary school aged 12 to 15 and their parents/carers. The Campaign aims to inform parents, carers and young people under 16 about the SMMA, which starts from 10 December 2025, and the benefits for delaying social media account access for under 16s, so parents, carers and young people under 16 can prepare for and navigate the changes.

The Campaign objectives are:

1. RAISE AWARENESS of the new SMMA changes, including when the changes commence.
2. BUILD support for the introduction of the SMMA and benefits of delaying access to social media accounts for those under 16 years.
3. DIRECT audiences to eSafety.gov.au for further information and resources.

To support the Campaign and the Customer's broader communication efforts the Customer requires the Supplier to:

1. Develop and implement a communication strategy to raise awareness and support the Campaign.

The communication strategy should:

- a) identify a range of opportunities to raise awareness of the SMMA, particularly with young people in secondary schools aged 12-15, and their parents/carers, including in secondary or combined school settings across government and non-government sectors and in locations around the country;
 - b) introduce methods for incorporating additional key influencers and trusted voices into the conversation regarding the SMMA and the Campaign, which help illustrate the importance and benefits of the SMMA, as well as reinforce when the changes commence and who they impact;
 - c) identify a range of opportunities to raise awareness of, and encourage participation in, alternative activities young people can engage in to maintain connections outside of social media;
 - d) identify any potential or actual limitations on the reach and effectiveness of the proposed communication strategy, including geographical coverage limitations, if any;
 - e) align with the Campaign's messaging, tone and approach, which is informed by market research;
 - f) complement the Campaign's above-the-line communication activities, and extend and build on the below-the-line activities currently in place; and
 - g) be sensitive to the needs of special audiences.
2. Establish a range of Key Performance Indicators (KPIs) for each proposed communication activity (in line with Campaign objectives) and evaluate and report on the effectiveness of each communication activity.
 3. Provide regular advice and updates to the Customer on opportunities or issues related to the communication strategy and activities.
 4. Outline processes for vetting and talent assurances of key influencers and trusted voices who are proposed to be included in the communication strategy and the activities.

OFFICIAL

OFFICIAL

5. Submit to the Customer itemised costs for the proposed communication activities, fees and expenses, and outline a proposed milestone payment schedule.

The target audience for the communication strategy and activities includes:

- parents and carers aged 35 to 60 years with responsibility for under 16s, with a focus on young people aged 12 to 15 years; and
- young people under 16, with a focus on 12 to 15 year olds in secondary schools.

A.A.2(a) Commonwealth Supplier Code of Conduct

The Commonwealth expects its suppliers to conduct themselves with high standards of ethics such that they consistently act with integrity and accountability.

If awarded a Contract, the Supplier must agree to comply with the Commonwealth Code of Conduct (Code) in accordance with the Commonwealth Contract Terms [Clause C.C.23].

Clause C.C.23 requires the Supplier to comply with the Code when performing its obligations under the Contract, and to ensure its personnel and Subcontractors comply with the Code. The clause also requires the Supplier to proactively monitor and assess compliance with the Code, and to notify the Customer immediately of any breach of the Code.

In accordance with the Commonwealth ATM Terms [Clause A.B.10], where requested by the Customer, Potential Suppliers should provide information demonstrating that they have appropriate policies, frameworks, or similar, in place to comply with the Code.

Further information on the Code can be found at:

<https://www.finance.gov.au/government/procurement/commonwealth-supplier-code-conduct>

A.A.2(b) Standards

Potential Suppliers must ensure that any goods and services proposed are capable of complying with all applicable Australian standards and any Australian and international standards specified in this Statement of Requirement. Potential Suppliers should note that they may be required to enable the Customer, or an independent assessor, to conduct periodic audits to confirm compliance with those standards.

Web Content Accessibility

The Supplier must ensure that any website, associated material and/or online publications (where applicable) complies with the *Disability Discrimination Act 1992* (Cth) and the *Web Content Accessibility Guidelines* available at: <https://www.w3.org/WAI/intro/wcag>.

Australian Government Style Guide

The Supplier should, where relevant for the proposed activity, ensure that relevant materials comply with the Australian Government Style Manual available at: <https://www.stylemanual.gov.au/>

Key Performance Indicators

The Supplier is required to nominate KPIs, sustainability targets or other performance measures which demonstrate progress towards achievement of the Requirement. The Customer will then work with the Supplier to refine and agree the relevant measures, including KPIs, which will be included in any resulting contract.

A.A.2(c) Security Requirements

Hosting of Customer Data and Material

The Supplier must ensure that:

- a) all Customer data and Material in respect of which the Supplier has care, custody or control for purposes connected with this ATM is only hosted and stored in Australia;

OFFICIAL

OFFICIAL

- b) that the Requirement is performed within Australia; and
- c) no Customer data or Material is taken or allowed to be taken outside Australia, or accessed from or allowed to be accessed from outside Australia, by the Supplier, Supplier personnel or any third party, including through the remote access or control of any server or other hardware or software without the Customer's prior written approval.

Security Incidents and Reporting

If the Supplier becomes aware of a possible or actual Security Incident, the Supplier must immediately notify the Lead Customer and relevant Customer or Potential Customer of the Security Incident and promptly take all reasonable steps to remedy the Security Incident at the Supplier's expense (subject to any directions of the Lead Customer or relevant Customer or Potential Customer).

Data Mining

For the purposes of this ATM, 'Data Mining' means analysing or searching for patterns in data to extract information and transform it into an understandable form or structure, whether through automated or human means, and includes data dredging, data fishing, data snooping, and similar methods.

The Supplier must not (and must ensure that its personnel and any third party do not) at any time conduct Data Mining activities in respect of any information provided in respect of this ATM for any reason including marketing, research, benchmarking, analysis or enhancement except to the extent expressly authorised in writing by the Customer.

A.A.2(d) Work Health and Safety

Prior to commencement of the Contract, the Customer's Contract Manager and the Supplier's Contract Manager will identify any potential work health and safety (WHS) issues anticipated to arise during the term of the contract and assign management of each issue identified to the party best able to manage it. For all issues assigned to the Supplier, the Supplier will provide the Customer with a WHS plan for approval and no work will commence until the plan is approved unless agreed in writing by the Customer.

Throughout the Contract Term, the Customer and the Supplier will proactively identify and cooperate to manage any WHS issues that arise.

OFFICIAL

OFFICIAL

A.A.2(e) Delivery and Acceptance

The Customer must accept or reject any deliverables under the Contract in accordance with the Commonwealth Contract Terms [Clause C.C.11].

Milestone Description	Delivery Location	Due Date
Delivery of communication strategy, including detailed timings and KPIs.	Electronic copy via email to campaigns@communications.gov.au	One week following Contract execution
Delivery of agreed activities and approved materials to support the communication strategy.	TBC	To be agreed as part of the communication strategy.
Regular progress updates, evaluating success of communication activities and against the broader communication strategy.	Verbally during weekly and ad hoc meetings with nominated account managers and via email to campaigns@communications.gov.au	No later than one week following delivery of each event/tactic as set out in the communication strategy.
Delivery of a final evaluation report, analysing the success of the communication strategy and each of the communication activities with reference to the KPIs and other measures.	Electronic copy via email to campaigns@communications.gov.au	30 April 2026

A.A.2(f) Meetings

The Supplier will be required to attend meetings as follows:

Meeting Type	Position Required	Frequency	Mode
Weekly work-in-progress meetings	Account managers	Weekly	Video Conference
Ad hoc meetings	Account managers	as required	Video Conference

A.A.2(g) Facilities and Assistance Offered by the Customer

The Customer will not make any facilities or assistance available to the Supplier.

A.A.2(h) Customer Material

The Customer will provide relevant information regarding the Campaign, which may include:

- briefings;
- research findings;
- key messaging framework; and
- other materials to assist with the development of communication strategy and activities.

OFFICIAL

OFFICIAL

A.A.3 ATM Distribution

Email Distribution

Updates to this ATM will be distributed via email.

A.A.4 Lodgement of Responses

Email

Responses must be lodged via email to campaigns@communications.gov.au quoting reference number 6157 by the Closing Time specified in A.A.1 [Key Information and Dates].

Response File Format, Naming Convention and Size

The Customer will accept Responses lodged in the following formats:

- PDF (.pdf)

The Response file name/s should:

- a) incorporate the Potential Supplier's full legal organisation name; and
- b) reflect the various parts of the bid they represent (where the Response comprises multiple files).

Response files must not exceed a combined file size of 10 megabytes per email.

Responses must be completely self-contained. No embedded files can be included. No hyperlinked or other material may be incorporated by reference.

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

OFFICIAL

A.A.5 Customer's Contact Officers

A.A.5(a) ATM Contact Officer

For all matters relating to this ATM, the Contact Officer is:

Name/Position: Campaigns Manager

Email Address: campaigns@communications.gov.au

Note: Question Closing Date and Time is set out at item A.A.1 [Key Information and Dates].

A.A.5(b) Complaints Handling

Complaints relating to this ATM should be directed to:

Position:	Director, Governance Section
Email Address:	clientservices@infrastructure.gov.au

Information relating to the handling of complaints is available on the Customer's website at: .

If your issue is not resolved refer <https://www.finance.gov.au/business/procurement/complaints-handling-charter-complaints> for more information relating to complaints.

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

OFFICIAL

Additional Contract Terms

An executed contract will incorporate the Commonwealth Contract Terms and also the following Additional Contract Terms:

A.C.1 Intellectual Property

Subject to final agreement between the parties as part of contract negotiation, the Customer proposes to own the Intellectual Property Rights in the Material created under the Contract.

To the extent the Supplier or a third party holds any Intellectual Property Rights in any existing Material, the Supplier hereby agrees to licence the Customer to enable the Customer to exercise full rights and interests in the Intellectual Property Rights in any Material provided under the Contract. The Supplier agrees to create, execute or sign any documents and perform all acts which may be necessary to allow the use of those rights by the Customer for any purpose.

The Customer grants to the Supplier a non-exclusive, non-transferable, irrevocable, royalty-free licence for the Contract Term to exercise the Intellectual Property Rights in the Material for the sole purpose of fulfilling its obligations under the Contract. The licence in this clause is subject to any conditions or limitations of third parties that the Customer notifies to the Supplier.

Intellectual Property Rights in Goods provided under the Contract or pre-existing Intellectual Property of the Supplier, set out below (if any), will not change as a result of the Contract.

A.C.2 Payment Terms

1. Where the Customer and the Supplier both have the capability to deliver and receive eInvoices through the Peppol framework and have agreed to use eInvoicing, following receipt of a Correctly Rendered Invoice, including acceptance of the Services by the Customer, the Customer will pay the amount of a Correctly Rendered Invoice to the Supplier within five (5) calendar days after receiving it, or if this day is not a Business Day, on the next Business Day.
2. In all other circumstances following receipt of a Correctly Rendered Invoice, including acceptance of the Services by the Customer, the Customer will pay the amount of a Correctly Rendered Invoice to the Supplier within twenty (20) calendar days after receiving it, or if this day is not a Business Day, on the next Business Day.
3. Where the Customer fails to make a payment to the Supplier by the Business Day it is due, the Customer will pay the unpaid amount plus interest on the unpaid amount, provided the amount of interest payable under this clause exceeds A\$100.
4. Interest payable under this clause will be simple interest calculated in respect of each calendar day from the day after the amount was due and payable, up to and including the day that the Customer effects payment, calculated using the General Interest Charge Rate as published on the Australian Taxation Office website [https://www.ato.gov.au/Rates/General-interest-charge-\(GIC\)-rates/](https://www.ato.gov.au/Rates/General-interest-charge-(GIC)-rates/).

A.C.3 Child Safety

Application

5. This clause applies if any part of the Services involves the Supplier employing or engaging a person (whether as an officer, employee, contractor, or volunteer) that is required by Commonwealth, State or Territory law to have a Working With Children Check to undertake the Services or any part of the Services.

Definitions

1. In this clause:

Child means an individual(s) under the age of 18 years and Children has a similar meaning;

OFFICIAL

OFFICIAL

Child-Related Personnel means officers, employees, contractors, agents and volunteers of the Supplier involved with the Services who as part of that involvement may interact with Children;

Legislation means a provision of a statute or subordinate legislation of the Commonwealth, or of a State, Territory or local authority;

National Principles for Child Safe Organisations means the *National Principles for Child Safe Organisations*, endorsed by the Council of Australian Governments as published by the Commonwealth Government (available at: <https://childdsafe.humanrights.gov.au/national-principles>);

Relevant Legislation means Legislation in force in any jurisdiction where any part of the Services may be carried out;

Working With Children Check or **WWCC** means the process in place pursuant to Relevant Legislation to screen an individual for fitness to work with Children.

Relevant checks and authority

2. The Supplier must:

- (a) comply with all Relevant Legislation relating to the employment or engagement of Child-Related Personnel in relation to the Services, including all necessary WWCCs however described; and
- (b) ensure that WWCCs obtained in accordance with this clause remain current and that all Child-Related Personnel continue to comply with all Relevant Legislation for the duration of their involvement in the Services.

National Principles for Child Safe Organisations and other action for the safety of Children

3. The Supplier agrees in relation to the Services to:

- (a) implement the National Principles for Child Safe Organisations;
- (b) ensure that all Child-Related Personnel implement the National Principles for Child Safe Organisations;
- (c) complete and update, at least annually, a risk assessment to identify the level of responsibility for Children and the level of risk of harm or abuse to Children;
- (d) put into place and update, at least annually, an appropriate risk management strategy to manage risks identified through the risk assessment required by this clause;
- (e) provide training and establish a compliance regime to ensure that all Child-Related Personnel are aware of, and comply with:
 - (i) the National Principles for Child Safe Organisations;
 - (ii) the Supplier's risk management strategy required by this clause;
 - (iii) Relevant Legislation relating to requirements for working with Children, including WWCCs; and
 - (iv) Relevant Legislation relating to mandatory reporting of suspected child abuse or neglect, however described; and
- (f) provide the Customer with an annual statement of compliance with this clause in such form as may be specified by the Customer.

4. With reasonable notice to the Supplier, the Customer may conduct a review of the Supplier's compliance with this clause.

5. The Supplier agrees to:

- (a) notify the Customer of any failure to comply with this clause;
- (b) co-operate with the Customer in any review conducted by the Customer of the Supplier's implementation of the National Principles for Child Safe Organisations or compliance with this clause; and

OFFICIAL

OFFICIAL

- (c) promptly, and at the Supplier's cost, take such action as is necessary to rectify, to the Customer's satisfaction, any failure to implement the National Principles for Child Safe Organisations or any other failure to comply with this clause.
6. When Child Safety obligations may be relevant to a Subcontract, the Supplier must ensure that any subcontract entered into by the Supplier for the purposes of fulfilling the Supplier's obligations under the contract imposes on the Subcontractor the same obligations regarding Child Safety that the Supplier has under the Contract. Each subcontract must also require the same obligations (where relevant) to be included by the Subcontractor in any secondary subcontracts.

A.C.4 Working with Vulnerable Persons

1. In this clause:

Criminal or Court Record means any record of any Other Offence;

Other Offence means, in relation to a person, a conviction, finding of guilt, on-the-spot fine for, or court order relating to:

- (a) an apprehended violence or protection order made against the person;
- (b) the consumption, dealing in, possession or handling of alcohol, a prohibited drug, narcotic or other prohibited substance;
- (c) violence against another person or the injury, but excluding the death, of another person; or
- (d) an attempt to commit a crime or offence, or to engage in any conduct or activity, described in paragraphs (a) to (c);

Police Check means a formal inquiry made to the relevant police authority in each State or Territory and designed to obtain details of an individual's criminal conviction or a finding of guilt in all places (within and outside Australia) that the Supplier knows the person has resided in;

Serious Offence means:

- (a) a crime or offence involving the death of a person;
- (b) a sex-related offence or a crime, including sexual assault (whether against an adult or child); child pornography, or an indecent act involving a child;
- (c) fraud, money laundering, insider dealing or any other financial offence or crime, including those under legislation relating to companies, banking, insurance or other financial services; or
- (d) an attempt to commit a crime or offence described in (a) to (c);

Serious Record means a conviction or any finding of guilt regarding a Serious Offence; and

Vulnerable Person means an individual aged 18 years and above who is or may be unable to take care of themselves, or is unable to protect themselves against harm or exploitation for any reason, including age, physical or mental illness, trauma or disability, pregnancy, the influence, or past or existing use, of alcohol, drugs or substances or any other reason.

2. Before any person commences performing work on any part of the Services that involves working or contact with a Vulnerable Person, the Supplier must:
- (a) obtain a Police Check for that person;
 - (b) confirm that the person is not prohibited by any law from being engaged in a capacity where they may have contact with a Vulnerable Person;
 - (c) comply with all State, Territory or Commonwealth laws relating the employment or engagement of persons in any capacity where they may have contact with a Vulnerable Person; and
 - (d) ensure that the person holds all licences or permits for the capacity in which they are to be engaged, including any specified in the Contract.

OFFICIAL

OFFICIAL

3. The Supplier must ensure that Police Checks and any licences or permits obtained in accordance with this clause remain current for the duration of their involvement in the Services.
4. The Supplier must ensure that a person is not involved in the delivery of any Services that involves working or contact with a Vulnerable Person if a Police Check indicates that the person at any time has:
 - (a) a Serious Record; or
 - (b) a Criminal or Court Record,
 unless and until the Supplier has:
 - (c) conducted a detailed risk assessment in writing and determined that any risk is acceptable; and
 - (d) obtained the Customer's explicit prior written consent.
5. In undertaking this risk assessment, the Supplier must have regard to:
 - (a) the nature and circumstances of the offence(s) on the person's Criminal or Court Record and whether the charge or conviction involved Vulnerable Persons;
 - (b) whether the person's Criminal or Court Record is directly relevant to, or reasonably likely to impair the person's ability to perform, the role that the person will, or is likely to, perform in relation to the Services;
 - (c) the length of time that has passed since the person's charge or conviction and their record since that time;
 - (d) the circumstances in which the person will, or is likely to, have contact with a Vulnerable Person as part of the Services; and
 - (e) any other relevant matter.
6. If during the term of the Contract a person involved in performing work on any part of the Services that involves working or contact with a Vulnerable Person is:
 - (a) charged with a Serious Offence or Other Offence, the Supplier must immediately notify the Customer; or

convicted of a Serious Offence, the Supplier must immediately notify the Customer and ensure that that person does not, from the date of the conviction, perform any work or role relating to the Services.

A.C.5 Hosting of Customer Data and Material

1. The Supplier must ensure that:
 - (a) all Customer data and Material in respect of which the Supplier has care, custody or control for purposes connected with the Services is only hosted and stored in Australia;
 - (b) that the Services are performed within Australia; and
 - (c) no Customer data or Material is taken or allowed to be taken outside Australia, or accessed from or allowed to be accessed from outside Australia, by the Supplier, Supplier personnel or any third party, including through the remote access or control of any server or other hardware or software without the Customer's prior written approval.

A.C.6 Security requirements

1. For the purposes of this clause, a **Security Incident** includes:
 - (a) any breach of any security obligation under the Contract, or at law;
 - (b) any accidental or unlawful destruction, loss, alteration, or unauthorised access to, use of, or disclosure of information (including data or Material of the Customer and personal information) or systems; and

OFFICIAL

OFFICIAL

- (c) any actions taken through the use of computer networks or any unauthorised access or use that may result in an actual or potentially adverse effect on any or all of the following:
 - (i) the Customer's, the Supplier's, or its subcontractor's information systems or the ability to use the Customer's, the Supplier's, or its subcontractor's information systems as intended;
 - (ii) any Material residing on those systems or accessible by the Supplier or its subcontractor's systems;
 - (iii) the Services; and
 - (iv) any request from foreign governments or entities for access to any Customer data or Material.

2. The Supplier must:

- (a) ensure that all Customer data and Material in respect of which the Supplier has care, custody or control for purposes connected with the Contract (including any Customer data or Material in the Supplier's systems):
 - (i) is protected at all times from unauthorised access by, use by, or disclosure to, a third party, and from loss, misuse, corruption, damage or destruction by any person; and
 - (ii) has appropriate protective measures as required by the Contract including administrative, physical, and technical safeguards that are no less rigorous than accepted industry standards and commensurate with the consequences and probability of unauthorised access to, or use, disclosure, misuse or loss of, the Customer, or Potential Customer data or Material;
 - (iii) without limiting other obligations under the Contract, has appropriate protective measures that support any requirements in the Australian Government Protective Security Policy Framework and the Australian Government Information Security Manual as updated from time to time and as applicable to the Services;
- (b) at the Customer's request, provide details of the Supplier's security measures in place to reduce the risk of a Security Incident;
- (c) ensure that direct or indirect access to:
 - (i) any Customer data or Material; or
 - (ii) the Customer's systems, hardware or software, by the Supplier or Supplier personnel is restricted to those Supplier personnel who have been approved by the Customer, who hold the required clearances and checks as set out in the Contract and who have a need for such access, and that access is limited to the minimum access necessary to enable the Supplier to comply with its obligations in the Contract;
- (d) ensure that no Customer data or Material is changed by the Supplier or Supplier personnel except where required to perform the Services in accordance with the Contract or with the express prior written consent of the Customer;
- (e) when using or accessing the Customer's sites, comply with (and ensure its personnel are aware of and comply with) all reasonable directions of the Customer and any security and safety requirements notified to the Supplier by the Customer or Potential Customer from time to time; and
- (f) in the event of any Security Incident, comply with all directions of the Customer to resolve the Security Incident.

A.C.7 Data Mining

- 1. for the purposes of this clause, **Data Mining** means analysing or searching for patterns in data to extract information and transform it into an understandable form or structure, whether through

OFFICIAL

OFFICIAL

automated or human means, and includes data dredging, data fishing, data snooping, and similar methods.

2. The Supplier must not (and must ensure that its personnel and any third party do not) at any time conduct Data Mining activities in respect of the Services, for any reason including marketing, research, benchmarking, analysis or enhancement except to the extent expressly authorised in writing by the Customer.

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

OFFICIAL

Commonwealth Approach to Market (ATM) Terms

- A.B.1 Background**
- 1.1 Some terms in this document have been given a special meaning. The meanings are set out either in the Commonwealth Contracting Suite Glossary and Interpretation, the CCS ATM or the draft Commonwealth Contract.
- 1.2 Any queries or complaints regarding this ATM must be directed to the Customer's relevant contact officer listed in the Statement of Requirement.
- 1.3 The Customer may:
- a) amend or clarify any aspect of this ATM, prior to the Closing Time, or
 - b) suspend the ATM process or issue a Public Interest Certificate prior to Contract execution, by issuing an addendum to the ATM in the same manner as the original ATM was distributed or, where this is not possible, issuing a notice to all Potential Suppliers.
- 1.4 No contract will exist until the Contract is executed by the Customer. The Customer, acting in good faith, may discontinue this ATM; decline to accept any Response to this ATM or issue any contract; or satisfy its requirements separately from this ATM process.
- 1.5 Participation in this process is at the Potential Supplier's risk and cost.
- A.B.2 Precedence of Documents**
- 2.1 If there is inconsistency between any of the parts of this ATM, the following order of precedence will apply:
- a) CCS ATM – Statement of Requirement
 - b) CCS ATM Response Form
 - c) CCS ATM Annexes (if any)
 - d) Commonwealth ATM Terms
 - e) Additional Contract Terms (if any)
 - f) Commonwealth Contract Terms
 - g) draft Commonwealth Contract (if any), and
 - h) CCS Glossary and Interpretation,
- so that the provision in the higher ranked document will prevail to the extent of the inconsistency.
- A.B.3 Referenced Material**
- 3.1 The Customer will make available the Customer's Material (if any) referenced in this ATM. Potential Suppliers are responsible for obtaining all other Referenced Material (if any).
- 3.2 Potential Suppliers are responsible for considering Referenced Material in framing their Response.
- A.B.4 Lodging a Response**
- 4.1 By lodging a Response, Potential Suppliers agree:
- a) that their Response is subject to these Commonwealth ATM Terms
 - b) that the Response will remain open for acceptance for ninety (90) calendar days from the ATM Closing Time, and
 - c) if successful, to sign a Contract which incorporates the Commonwealth Contract Terms.
- 4.2 When lodging a Response, Potential Suppliers must:
- a) lodge their Response as specified in the Statement of Requirement using the CCS ATM Response Form provided (if any) without changing the structure or formatting of the response form
 - b) comply with any conditions for participation and ensure their Response complies with any minimum content and format requirements set out in the Statement of Requirement
 - c) ensure the Response is in English, and
 - d) ensure that prices quoted:
 - i) are in Australian currency
 - ii) show the GST exclusive price, the GST component (if any) and the GST inclusive price
 - iii) are inclusive of GST and all other taxes, duties (including any customs duties) and any government charges imposed or levied in Australia or overseas, and
 - iv) unless identified in the Potential Supplier's Response, include any and all other charges and costs and be the maximum payable by the Customer under the Contract.
- 4.3 The Customer may decline to consider a Response that is unable to be read or contains alterations, erasures, illegibility, ambiguity or incomplete details.
- 4.4 Potential Suppliers may submit Responses for alternative methods of addressing the Customer's Requirement described in this ATM, where the option to do so was stated in the ATM or agreed in writing with the Customer prior to the Closing Time. Potential Suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.
- 4.5 Potential Suppliers and their officers, employees, agents, advisors and proposed subcontractors must not engage in any collusive, anti-competitive or any other similar conduct with any other Potential Supplier or person, or offer any unlawful inducements in relation to their Response or this ATM process.
- 4.6 The Customer will only extend the Closing Time in exceptional circumstances and, if extended, the extension will apply equally to all Potential Suppliers. The Customer will not consider any Responses received after the Closing Time

OFFICIAL

OFFICIAL

Commonwealth Approach to Market (ATM) Terms

- specified in this ATM unless the Response is late as a consequence of the Customer's mishandling.
- 4.7 Prior to execution of a contract, the Customer may seek clarification or additional information from, and enter into discussions and negotiations with, any or all Potential Suppliers in relation to their Response. In doing so, the Customer will treat all Potential Suppliers equitably and not allow any Potential Supplier to substantially alter their Response.
- 4.8 If any Conflicts of Interest arise during the evaluation period, Potential Suppliers must notify the Customer immediately and comply with any reasonable directions issued by the Customer. All communications must be confirmed in writing.
- A.B.5 Evaluation**
- 5.1 The Customer will evaluate Responses in accordance with the ATM and consistent with the Commonwealth Procurement Rules to determine the best value for money outcome for the Customer.
- 5.2 The Customer will exclude from consideration any Response that does not meet the minimum content and format requirements and the conditions for participation (if any) as set out in the Statement of Requirement.
- 5.3 The criteria for evaluation are the:
- extent to which the Potential Supplier's Response meets the Customer's Requirement set out in this ATM
 - extent to which the Potential Supplier demonstrates its capability and capacity to provide the Requirement, and
 - whole of life costs to be incurred by the Customer. Evaluation will take account of the quoted price and any costs that the Customer will incur as a result of accepting the Potential Supplier's Response.
- 5.4 Unless stated otherwise in the Approach to Market documentation, the above three (3) criteria for evaluation will be of equal importance.
- 5.5 The Customer may at any time exclude a Response from consideration if the Customer considers that the Response is clearly not competitive.
- 5.6 Potential Suppliers should note that the Commonwealth's Indigenous Procurement Policy (IPP) will apply to the Customer in respect of this procurement. During evaluation, the Customer may favourably consider the Potential Supplier's ability to assist the Customer to meet its IPP obligations. More information is available at <https://www.niaa.gov.au/our-work/employment-and-economic-development/indigenous-procurement-policy-ipp>.
- 5.7 If requested by the Customer, the Potential Supplier must be able to demonstrate its ability to remain viable for the duration of the Contract and must promptly provide the Customer with such information or documentation as the Customer reasonably requires.
- 5.8 The Customer reserves the right to contact the Potential Supplier's referees, or any other person, directly and without notifying the Potential Supplier.
- 5.9 The Customer will notify all Potential Suppliers of the final decision and, if requested, will debrief Potential Suppliers following award of the Contract.
- A.B.6 Reporting Requirements**
- 6.1 Potential Suppliers acknowledge that the Customer is subject to legislative and administrative accountability and transparency requirements including disclosure to Parliament and its Committees.
- 6.2 Without limiting the Customer's right to disclose other information, for any contracts awarded, the Customer may publicly disclose the Supplier's name, postal address and other details about the Contract, including contract value.
- 6.3 Potential Suppliers acknowledge that the Customer may disclose the names of any Subcontractors engaged in respect of the Contract. Potential Suppliers should also note the requirements of the *Freedom of Information Act 1982* (Cth).
- A.B.7 Confidentiality of Potential Supplier's Information**
- 7.1 Subject to this clause A.B.7, the Customer will treat all Responses as confidential before and after the award of a Contract.
- 7.2 Potential Suppliers should note that, if successful, parts of their Response may be included in a subsequent Contract. Potential Suppliers must identify and justify any aspects of their Response or the proposed Contract that they consider should be kept confidential.
- 7.3 Potential Suppliers should note that the Customer will only agree to treat information as confidential in cases that it considers consistent with Australian Government legislation and policies. In the absence of such an agreement, Potential Suppliers acknowledge that the Customer has the right to publicly disclose the information.
- A.B.8 Criminal Code**
- 8.1 Potential Suppliers acknowledge that the giving of false or misleading information to the Commonwealth is a serious offence under section 137.1 of the schedule to the *Criminal Code Act 1995* (Cth).
- 8.2 Potential Suppliers must ensure that any intended Subcontractors participating in the Potential Supplier's Response are aware of the information in this clause.
- A.B.9 Personal Information**
- 9.1 Potential Suppliers agree to provide the Customer, or its nominee, relevant Personal Information

OFFICIAL

OFFICIAL

Commonwealth Approach to Market (ATM) Terms

relating to the Potential Supplier, its officers, employees, agents or Subcontractors, for the purposes of preventing, detecting, investigating or dealing with a fraud or security breach relating to this ATM. When providing Personal Information to the Customer, the Potential Supplier warrants that they will have obtained consent or provided reasonable notification in accordance with the *Privacy Act 1988* (Cth).

A.B.10 Compliance with the Commonwealth Supplier Code of Conduct

- 10.1 If requested by the Customer, Potential Suppliers should provide information in their Response demonstrating that they have the appropriate policies, frameworks, or similar, in place to comply with the Code.
- 10.2 The Customer may take into account a Potential Supplier's ability to comply with the Code in evaluating the Potential Supplier's Response.



The Commonwealth Approach to Market Terms are licensed under the Creative Commons [AttributionNonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-nd/4.0/) (CC BY NC ND 4.0 INT).

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

OFFICIAL

Commonwealth Contracting Suite Glossary and Interpretation

Glossary

In the Commonwealth Contracting Suite (CCS):

"Additional Contract Terms" means the terms and conditions set out in the section of the Approach to Market, RFQ or the Contract as relevant with the heading 'Additional Contract Terms'.

"Additional DoSO Terms" means the terms and conditions set out in the section of the DoSO with the heading 'Additional DoSO Terms'.

"Approach to Market" or "ATM" means the notice inviting Potential Suppliers to participate in the relevant procurement.

"Business Days" means a day that is not a Saturday, a Sunday or a public holiday or bank holiday in the place concerned, as defined by the *Corporations Act 2001* (Cth), and also excludes the period between Christmas Day and New Year's Day.

"Closing Time" means the closing time and date as specified in the Approach to Market.

"Commonwealth Contracting Suite" or "CCS" means the suite of proprietary documents developed for Commonwealth procurements.

"Commonwealth Procurement Rules" means the legislative instrument issued by the Finance Minister under section 105B of the *Public Governance, Performance and Accountability Act 2013* (PGPA Act), which establishes the framework under which entities govern and undertake their own procurement.

"Commonwealth Supplier Code of Conduct" or "Code" means the Commonwealth Supplier Code of Conduct, as published on 1 July 2024, as updated from time to time.

"Confidential Information" means all forms of information that: is designated either specifically or generally as confidential in the Contract or DoSO, or is designated by its owner as confidential or which the other party knows, or ought to know is confidential (provided that, if it is the Supplier's information, it meets all four (4) criteria of the Confidentiality Test published on the Department of Finance website and the Customer agrees in writing to treat the information as confidential).

"Conflicts of Interest" means any real or apparent situation where the personal interests of the Supplier, its officers, employees, agents or Subcontractors could improperly influence the Supplier's performance of the Contract or DoSO as relevant.

"Contract" means the documents (specified in the Commonwealth Contract Terms or the Commonwealth Purchase Order Terms as relevant) as executed or amended from time to time by agreement in writing between the Supplier and the Customer.

"Contract Details Schedule" means the section in a Contract issued under the DoSO with the heading 'Contract Details Schedule'.

"Contract Manager" means the 'Contract Manager' for the Customer or Supplier representative (as relevant) specified in the Contract.

"Contract Price" means the maximum contract price specified in the Contract, including any GST component payable, but does not include any simple interest payable on late payments.

"Correctly Rendered Invoice" means an invoice that:

- a) is correctly addressed and includes any purchase order number or other Customer reference advised by the Customer's Contract Manager and the name and specified contact details of the Customer's Contract Manager
- b) relates only to the Goods and/or Services that have been accepted by the Customer in accordance with the Contract or a payment or milestone schedule identified in the Contract
- c) is correctly calculated and charged in accordance with the Contract
- d) is for an amount which, together with previously Correctly Rendered Invoices, does not exceed the Contract Price, and is a valid tax invoice in accordance with the GST Act.

"Customer" means the party specified in the Contract as the Customer.

"Deed of Standing Offer" or "DoSO" means the documents (specified in the Commonwealth DoSO Terms) as executed or amended by agreement in writing between the Lead Customer and the Supplier.

"Delivery and Acceptance" means the process by which Goods and/or Services are delivered to the Customer and accepted by the Customer as meeting the terms specified in the Contract.

"DoSO Manager" means the 'DoSO Manager' for the Lead Customer or Supplier representative (as relevant) specified in the DoSO.

OFFICIAL

OFFICIAL

Commonwealth Contracting Suite Glossary and Interpretation

"Electronic invoicing" or "eInvoicing" means the automated exchange of invoices directly between the Customer and Supplier's software or financial systems via the Peppol network, as long as both Parties are Peppol eInvoicing enabled.

"Eligible Data Breach" means an 'Eligible Data Breach' as defined in the *Privacy Act 1988* (Cth).

"End Date" means the date specified in the Contract or DoSO (as relevant) on which the agreement ceases.

"Fraud" means dishonestly obtaining a benefit from the Commonwealth or causing a loss to the Commonwealth by deception or other means and includes alleged, attempted, suspected or detected fraud.

"General Interest Charge Rate" means the general interest charge rate determined under section 8AAD of the *Taxation Administration Act 1953* (Cth) on the day payment is due, expressed as a decimal rate per day.

"Goods and/or Services" means:

- a) the Goods and/or Services and any Material, and
- b) all such incidental Goods and/or Services that are reasonably required to achieve the Requirement of the Customer, as specified in the Contract and, where relevant, offered under a Standing Offer Arrangement.

"GST" means a Commonwealth goods and services tax imposed by the GST Act.

"GST Act" means *A New Tax System (Goods and Services Tax) Act 1999* (Cth).

"Indigenous Procurement Policy" means the procurement connected policy as described at the National Indigenous Australians Agency website <https://www.niaa.gov.au/resource-centre/indigenous-procurement-policy>.

"Intellectual Property Rights" means all intellectual property rights which may subsist in Australia or elsewhere, whether or not they are current or future or registered or capable of being registered, including without limitation in relation to, copyright, designs, trade marks (including unregistered marks), business and company names, domain names, databases, circuit layouts, patents, inventions, discoveries, know-how, trade secrets and confidential information, but excluding Moral Rights.

"Lead Customer" means the party specified in the DoSO as the Lead Customer.

"Material" means any material used or brought into existence as a part of, or for the purpose of producing the Goods and/or Services, and includes but is not limited to documents, equipment, information or data stored by any means.

"Moral Rights" means the rights in Part IX of the *Copyright Act 1968* (Cth), including the right of attribution, the right against false attribution and the right of integrity.

"Notice" means an official notice or communication under the Contract or DoSO (as relevant) in writing, from one Contract or DoSO Manager to the other Contract or DoSO Manager (as the case may be), at the postal address, or email address, or facsimile number set out in the Contract or DoSO or as notified by the relevant Party.

"Peppol" means the Pan-European Public Procurement On-Line framework as described at the Australian Taxation Office website <https://softwaredevelopers.ato.gov.au/eInvoicing>.

"Party" or "Parties" means (as relevant) the Customer and Supplier specified in the Contract or the Lead Customer and Supplier specified in the DoSO.

"Personal Information" means information relating to a natural person as defined in the *Privacy Act 1988* (Cth).

"Potential Customer" means an Australian Government entity that is identified within the DoSO as being able to use the Standing Offer Arrangement.

"Potential Supplier" means any entity who is eligible to respond to an ATM.

"Pricing Schedule" means a schedule of maximum pricing rates that a Supplier can offer in an RFQ for Goods and/or Services as set out in the DoSO.

"Public Interest Certificate" means a certificate issued under section 22 of the *Government Procurement (Judicial Review) Act 2018* (Cth).

"Referenced Material" means any materials referenced in the ATM, including but not limited to, reports, plans, drawings or samples.

"Request for Quote" or "RFQ" means any notice inviting quotations to provide specific Goods and/or Services under the DoSO.

"Required Capabilities" means:

OFFICIAL

OFFICIAL

Commonwealth Contracting Suite Glossary and Interpretation

- a) in the DoSO ATM, the description of the Lead Customer's required Goods and/or Services. These may be categorised into several descriptions of Required Capabilities.
- b) in the DoSO, the description of the Goods and/or Services that a Supplier is approved to offer.

"Requirement" means the description of the Goods and/or Services in:

- a) for the purposes of the Commonwealth ATM Terms, the section of the Approach to Market with the heading 'The Requirement'
- b) for the purposes of the Commonwealth Contract Terms, the section of the Contract with the heading 'The Requirement', or
- c) for the purposes of the Commonwealth Purchase Order Terms, the Customer's purchase order or similar ordering document setting out the Goods and/or Services.

"Response" means information provided by a Potential Supplier or Supplier demonstrating their capacity and capability to:

- a) provide the Requirement under the ATM or Request for Quote, or
- b) meet a Required Capability under the DoSO ATM.

"Significant Event" means:

- a) any adverse comments or findings made by a court, commission, tribunal or other statutory or professional body regarding the conduct or performance of the Supplier or its officers, employees, agents or Subcontractors that impacts or could be reasonably perceived to impact on their professional capacity, capability, fitness or reputation, or
- b) any other significant matters, including the commencement of legal, regulatory or disciplinary action involving the Supplier or its officers, employees, agents or Subcontractors, that may adversely impact on compliance with Commonwealth policy and legislation or the Commonwealth's reputation.

"Specified Personnel" means personnel specified in the Contract, or who are accepted by the Customer in accordance with clause C.C.13 [Specified Personnel].

"Standing Offer Arrangement" means the DoSO arrangement, any Contract that is executed under the DoSO and any other document that applies to it.

"Standing Offer Details" means the section of the DoSO with the heading 'Standing Offer Details'.

"Statement of Requirement" means the section of the Approach to Market with the heading 'Statement of Requirement'.

"Statement of Work" means the section or schedule of the Contract (as the case may be) with the heading 'Statement of Work'.

"Subcontractor" means an entity contracted by the Supplier to supply some or all of the Goods and/or Services required under the Contract.

"Supplier" means a party specified in the Contract or the DoSO as the Supplier.

OFFICIAL

OFFICIAL

Commonwealth Contracting Suite Glossary and Interpretation

Interpretation

In the Commonwealth Contracting Suite, unless stated otherwise:

- a) if any word or phrase is given a defined meaning, any other part of speech or other grammatical form of that word or phrase has a corresponding meaning
- b) words in the singular include the plural and words in the plural include the singular
- c) the words 'including', 'such as', 'particularly' and similar expressions are not used as and are not intended to be interpreted as words of limitation
- d) a reference to dollars is a reference to Australian dollars
- e) a reference to any legislation or legislative provision includes any statutory modification, substitution or reenactment of that legislation or legislative provision
- f) clause headings are for reference only and have no effect in limiting or extending the language of the terms to which they refer, and
- g) the following clause references used in Commonwealth Contracting Suite documents refer to that section or part of the relevant CCS document listed in the table below:

Clause Reference	Section / Part	CCS Document
A.A.[x]	Statement of Requirement	CCS Approach to Market (ATM)
A.B.[x]	Commonwealth Approach to Market (ATM) Terms	
A.C.[x]	Additional Contract Terms	
C.A.[x]	Statement of Work	Commonwealth Contract <i>NOTE: Where relevant, this also forms part of a Contract formed under a DoSO.</i>
C.B.[x]	Additional Contract Terms	
C.C.[x]	Commonwealth Contract Terms	
P.C.[x]	Commonwealth Purchase Order Terms	Commonwealth Purchase Order Terms
D.A.[x]	CCS DoSO ATM	CCS Deed of Standing Offer (DoSO)
D.B.[x]	Commonwealth DoSO ATM Terms	
D.C.[x]	DoSO ATM Response Form	
D.D.[x]	CCS DoSO	
D.D.3(x)	Additional DoSO Terms	
D.E.[x]	Commonwealth DoSO Terms	
R.A.[x]	Schedule 1 - Statement of Work	CCS DoSO RFQ and Contract
R.B.[x]	Schedule 2 - Additional Contract Terms	
R.C.[x]	Schedule 3 - Supplier's Response Form	
R.D.[x]	Contract Details Schedule	

OFFICIAL

INSTRUCTIONS FOR POTENTIAL SUPPLIER

1. Before you start

- a) This Response is not an offer for work.
- b) Read the all documentation provided by the Customer and distributed with this Response form and decide whether your organisation has the **necessary skills and experience** to meet the Customer's requirement.
- c) Do not proceed further if:
 - i. your organisation cannot agree to the Commonwealth Contract Terms, available at <https://www.finance.gov.au/government/procurement/commonwealth-contracting-suite-ccs>. These terms are non-negotiable and will form part of the Contract if you are successful in this ATM process.
 - ii. your organisation does not meet and/or agree to the Minimum Content and Format Requirements and the Conditions for Participation (if any), set out at item A.A.1 [Key Information and Dates], as failure to do so will mean your response cannot be considered.
 - iii. your organisation is a **trust** where the Trustee is not empowered to sign contracts on behalf of the Trust. Before proceeding, contact the Customer's ATM Contact Officer at item A.A.5(a) [ATM Contact Officer].
 - iv. you are an **Individual** without an ABN and you do not meet the Australian Taxation Office's (ATO) definition of an independent contractor available at: <https://www.ato.gov.au/business/employee-or-contractor/how-to-work-it-out--employee-or-contractor>. Before proceeding, contact the ATM Contact Officer set out at item A.A.5(a) [ATM Contact Officer] to seek advice.
- d) The Customer will evaluate all valid Responses received by the ATM Closing Time [Item A.A.1] that meet the Minimum Content and Format Requirements and the Conditions for Participation (if any), to determine which Potential Supplier has proposed the best value for money outcome for the Customer. Responses will be evaluated as per the criteria set out at Clause A.B.5 [Evaluation].
- e) Participation in this ATM is at your organisation's risk and cost. **Please note** your organisation may incur costs in responding. If you are unsuccessful, you will be unable to recoup these costs.

2. Format Requirements

- a) You **MUST** use this form (CCS ATM Response Form) to submit your Response, which **MUST** comply with the Commonwealth ATM Terms, available at: <https://www.finance.gov.au/government/procurement/commonwealth-contracting-suite-ccs>.
- b) As this form is set out to facilitate the evaluation of responses, Potential Suppliers are to use the form as provided and are **not permitted to make any changes to the structure or formatting of the document**.

3. Guidance for completing your Response

- a) **Specific questions** about this ATM **must** be directed to the ATM Contact Officer set out at Item A.A.5(a) [ATM Contact Officer] before Question Closing Date and Time set out at item A.A.1 [Key Information and Dates].
- b) In preparation of this Response, **please note** the Commonwealth Indigenous Procurement Policy (IPP) available at: <https://www.niaa.gov.au/indigenous-affairs/economic-development/indigenous-procurement-policy-ipp> may apply to the Customer in respect of this procurement. During evaluation

OFFICIAL

of responses, the Customer may consider the Supplier's ability to assist the Customer to meet its IPP obligations.

- c) Ensure your Response is as concise as possible while including all information that your organisation wants the evaluation team to consider. Do not include general marketing material or assume that the evaluation team has any knowledge of your organisation's capabilities or personnel.
- d) Do not include pricing in any other part of your response except in the relevant Pricing Schedule.
- e) The successful Supplier will have demonstrated its ability to provide the best value for the Customer. This will not necessarily be the lowest price.
- f) **Submit** the form as required by Item A.A.4 [Lodgement of Responses].
- g) If your organisation is **unsuccessful** with this Response, you may request a debrief to assist with future responses. The ATM Contact Officer set out at Item A.A.5(a) [ATM Contact Officer] can arrange this for you.

Drafting Note:

Before you finalise and submit your Response, please **delete** all Drafting Notes, including this entire section [Instructions for Potential Suppliers].

Do not type any information within the drafting note guidance tables as any drafting notes remaining in your Response may be removed by the Customer prior to evaluation.

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

OFFICIAL

Response to Approach to Market
to establish
Contract for Communication services
ATM Reference ID: 6157

This Response will be prepared and lodged in accordance with the Minimum Content and Format requirements as set out in A.A.1 [Key Information and Dates].	☐ Yes ☐ No: Do not proceed as your Response will not be eligible for further consideration
This Response will demonstrate our ability to meet the Conditions for Participation as set out in A.A.1 [Key Information and Dates].	☐ Yes ☐ No: Do not proceed as your organisation will not have the ability to fulfil the requirements of the procurement.

Potential Supplier’s Contact Officer

For all matters relating to this Response, the Potential Supplier’s Contact Officer is:

Potential Supplier Name:	
Contact Name:	
Position:	
Telephone:	
Email Address:	
Postal Address:	

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

OFFICIAL

Part 1 – Potential Supplier's Details

Drafting Note:

The following details will appear in the Contract should your Response be successful. The details you provide should be for the legal organisation that would be the Supplier under the Contract.

1.1 Potential Supplier's Details

Organisation's Full Legal Name:	Drafting Note: Insert your organisation's full legal name. If your organisation is successful in this ATM process, this will be the name of the Supplier for the Contract.
Legal Entity Type:	☐ Individual/Sole Trader ☐ Partnership ☐ Company ☐ Sole Director Company ☐ Trust (see note below) ☐ Educational Institution (see note below) ☐ Other (please state):
NOTE FOR TRUSTS: If the Potential Supplier is trading as a trust , please provide details of the relevant trust (and trustee) including a copy of the relevant trust deed (including any variations to that deed) as an attachment to this Response.	
NOTE FOR EDUCATIONAL INSTITUTIONS: If your Response is successful, prior to entering a Contract you will be required to provide details of any enabling legislation as well as details of any delegations or other authorisations that are relevant to the execution of a contract.	
Australian Business Number (ABN):	Drafting Note: If the Potential Supplier is an entity registered on the Australian Business Register, then the ABN used by the business must be given.
Australian Company Number (ACN):	Drafting Note: If the Potential Supplier is an Australian company, then the ACN must be given.
Australian Registered Body Number (ARBN):	Drafting Note: If the Potential Supplier's business is an entity registered on the business names register kept under the law of a State or Territory of Australia, then each ARBN used by the business must be given in respect of each State or Territory of registration.

OFFICIAL

OFFICIAL

Registered Address:	Drafting Note: Insert the supplier's main business address as registered with the Australian Business Register.
---------------------	---

1.2 Previous Judicial Decisions

Has your organisation, or where relevant any of its directors, ever had a judicial decision against them (not including decisions under appeal) relating to employee entitlements or engaged in practices that have been found to be dishonest, unethical or unsafe?	☐ Yes, see below. ☐ No
If yes , what was the date of discharge? <i>The Supplier acknowledges that the giving of false or misleading information to the Commonwealth is a serious offence under section 137.1 of the schedule to the Criminal Code Act 1995 (Cth).</i>	(DD/MM/YYYY) <i>Note: The Customer cannot enter a contract with a supplier who has an undischarged judicial decision relating to employee entitlements.</i>

1.3 Workplace Gender Equality

Is your organisation classified as a 'relevant employer' under the Workplace Gender Equality Act 2012 (the WGE Act)? See https://www.wgea.gov.au/about	☐ Yes, I am a relevant employer ☐ No, I am not a relevant employer
If yes , you are required to provide a current letter of compliance with the WGE Act prior to entering into a contract. Have you provided a letter of compliance with this Response?	☐ Yes ☐ No, I will provide a current letter of compliance prior to contract
NOTE: If the Potential Supplier is successful in this ATM process and where the Supplier is a relevant employer under the WGE Act, the Supplier must provide evidence that it complies with its obligations under the WGE Act before commencement of any Contract and, if the term is more than 18 months, within 18 months of commencement and annually thereafter for the duration of the Contract. If the Supplier becomes non-compliant with the WGE Act during the course of the Contract, the Supplier must notify the Customer's Contact Manager in writing within 10 Business Days. Compliance with the WGE Act does not relieve the Supplier from its responsibilities to comply with its obligations under the Contract.	

1.4 Indigenous Businesses

Is your organisation: 50% or more Indigenous owned? - a joint venture that is 50% or more indigenous owned which can demonstrate equal indigenous representation and involvement in the management of the joint venture?	☐ Yes – see question below. ☐ No – proceed to section 1.5.
Is your organisation registered on Supply Nation?	☐ Yes ☐ No – see note below ☐ Not Applicable
NOTE: Please provide a certificate or letter from a recognised Indigenous organisation such as Land Council, Indigenous Chamber of Commerce or Office of the Registrar of Indigenous Corporations verifying Indigenous ownership.	

OFFICIAL

OFFICIAL

1.5 Potential Supplier's Contract Manager

Drafting Note:

Provide details for the person you propose will be the Contact Manager if your Response is successful and your organisation is awarded a contract.

For matters relating to the proposed Contract, the Potential Supplier's Contract Manager will be:

Name:	
Position Title:	
Telephone:	
Mobile:	
Email Address:	
Postal Address:	

1.6 Potential Supplier's Address for Notices (if different from the Contract Manager)

Drafting Note:

Complete with "AS ABOVE" if same as Contact Manager.

Name:	
Position Title:	
Email Address:	
Postal Address:	

OFFICIAL

Part 2 – Executive Summary

2.1 Executive Summary of Potential Supplier's Proposal

Drafting Note:

You may find it useful to complete this section after you have completed your response.

Provide a brief (less than one page) summary of your Response highlighting its key features. The Executive Summary should not merely replicate information provided elsewhere in your Response. This section brings together all aspects of your proposal and is your opportunity to “sell” its unique features.

2.2 Conditions for Participation

Drafting Note:

Respond to the Conditions for Participation here. **Do not** proceed further if you cannot meet the Conditions for Participation as your Response cannot be considered. The Customer will exclude from consideration any Response that does not meet the Conditions for Participation.

Include a statement about how your organisation meets the Conditions for Participation (if any) detailed at A.A.1 [Key Information and Dates].

If no Conditions for Participation specified, include the words: No Conditions for Participation specified.

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

Part 3 – Ability to Meet the Requirement

3.1 Detailed Proposal to Meet the Customer's Requirement

Drafting Note:

Your response should address each aspect of the Statement of Requirement and explain/demonstrate how your response/solution meets the Requirement.

Provide a detailed description of your proposal to supply the Customer's Requirement, including any delivery methodology. This is your opportunity to convince the evaluation team that your organisation understands the Requirement and can deliver it to a high standard. Do not provide general marketing material.

Highlight your competitive advantage as well as special or unique features of your proposal. Depending on the Requirement, your response may propose a detailed project plan including project milestones and completion dates, timeframes, quality standards or performance indicators. It may also detail critical issues or key delivery risks of which the Customer should be aware.

If meeting the Customer's Requirement involves reporting, travel or attendance at meetings, you should clearly identify how you will meet these requirements, including details of personnel involved. Do not include any pricing or pricing information in Part 3. You should ensure that you clearly address any costs in your response to Part 5.

Do not rely on your organisation's reputation. The evaluation team can only consider information you provide in this submission.

a) Commonwealth Supplier Code of Conduct

Has the Potential Supplier ever been investigated for a potential breach, or has been found to have actually breached, the Commonwealth Supplier Code of Conduct in connection with a Commonwealth contract?	☐ Yes, see below. ☐ No
If yes, provide further details:	

Drafting Note:

Where requested by the Customer at A.A.2(a), provide information demonstrating that you have appropriate policies, frameworks, or similar, in place to comply with the Commonwealth Supplier Code of Conduct. While you may include general information, try and focus your response to any specific aspects of the Code identified and any specific information requested above.

If A.A.2(a) does not specify compliance information, type "Not Applicable" below.

OFFICIAL

OFFICIAL

b) Standards

Drafting Note:

Provide full details and evidence of compliance with all applicable Australian standards, and any Australian and international standards and requirements specified in The Requirement. Potential Suppliers are encouraged to demonstrate how any standard(s) are proposed to be specifically used in the delivery of the goods/services (i.e. provide evidence that demonstrates how your organisation complies with applicable standards in the context of the requested goods/services and attach supporting evidence as necessary).

Where you do not propose to comply with a standard which has been included in The Requirement, propose an alternative standard and justify your reasons. Where no standard has been specified, list any applicable standards with which you propose to comply.

Type "Not Applicable" below if no standards apply.

c) Performance Measures

Drafting Note:

Propose Key Performance Indicators, sustainability targets or other performance measures that will clearly demonstrate your performance and progress against the Contract.

The following performance measures are proposed:

OFFICIAL

Part 4 – Potential Supplier’s Demonstrated Capability and Capacity

4.1 Statement of Skills and Experience

Drafting Note:

This section should be used to demonstrate to the evaluation team your organisation’s proven capability and capacity to meet the Customer’s Requirement to a high standard and consistent quality. You should highlight your organisation’s capacity and any unique capabilities that provide it with a competitive advantage.

Provide clear, concise description of your organisation’s relevant skills and experience to deliver the Requirement.

Depending on the Requirement, this could include a detailed description of recent relevant experience in successfully supplying a similar requirement. It could also include your organisation’s expertise in this field, brief information on relevant personnel (highlighting relevant expertise and experience), details of relevant intellectual property or unique products used.

Do not include any pricing or pricing information in this Part. All pricing information should be included in Part 5.

4.2 Specified Personnel

Drafting Note:

Only propose Specified Personnel where your proposal has referenced the skills of specific personnel and you reasonably expect them to perform the roles nominated. Include their role, the percentage of the project they will complete, and if relevant, their current Commonwealth Government security clearance. Add extra lines to the table as required.

You may also attach brief supporting information specific to the requirement including tailored CVs for Specified Personnel.

Where there are a number of staff who could perform a particular role, include details of the position/role and the percentage of project time which this role will perform. In these circumstances it would not be necessary to name the person.

Include details for subcontractor personnel if applicable. You will need to give additional details for subcontractors in the next section.

If no Specified Personnel are proposed, insert “Not Applicable”.

Name	Position/Role	Current Security Clearance Level [#]	Percentage of Total Project Time
Total personnel time			100%

[#] if requested at A.A.2(b)

OFFICIAL

4.3 Subcontractors

Drafting Note:

The Customer may be required to publicly disclose information about subcontractors. Provide details for each subcontractor organisation you will use below.

In support of the Indigenous Procurement Policy (<https://www.niaa.gov.au/indigenous-affairs/economic-development/indigenous-procurement-policy-ipp>), also highlight any Indigenous subcontractors you are proposing to use, or any Indigenous staff who will work on the project.

If no subcontractors are proposed insert "Not Applicable"

Full Legal Name:	
Postal Address:	
ABN/ACN/ARBN:	
Is this subcontractor registered on Supply Nation or 50% or more Indigenous owned?	

a) Scope of Works to be Subcontracted

Drafting Note:

If no subcontractors are proposed insert "Not Applicable".

Provide details of the roles (or specific parts of the contract) each subcontractor will perform.

The Supplier is solely responsible for all obligations under the Contract, including subcontractor performance and management. The Supplier must ensure that any subcontract arrangement that is entered into imposes necessary obligations on the subcontractor.

If you are intending to include subcontractors, read and understand your obligations under the Commonwealth Contract Terms, Subcontracting [Clause C.C.10], Relationship of the Parties [Clause C.C.2], Compliance with the Laws and Policy [Clause C.C.21] specifically relate to subcontractors.

OFFICIAL

OFFICIAL

4.4 Conflicts of Interest

Drafting Note:

Commonwealth officials have an obligation to disclose Conflicts of Interest under section 29 of the [Public Governance, Performance and Accountability Act 2013](#) (Cth). Suppliers to Commonwealth entities need to assist the Commonwealth to meet its obligations by complying with the same standard of conduct.

Conflicts can be real or apparent. The perception of a conflict can be just as damaging to the public's confidence in public administration as an actual conflict based on objective facts.

Provide full details of any Conflicts of Interest (if any) that could arise as a result of entering into the Contract with a Customer and propose a strategy to manage the conflict. For complex issues, you may choose to attach a Conflict of Interest Management Plan detailing your proposed approach.

After this response is submitted, Potential Suppliers must report any Conflicts of Interest that may have arisen or been identified during the evaluation period to the Customer without delay.

If no Conflicts of Interest were identified, type "Nil".

The Potential Supplier has identified the following potential Conflicts of Interest and management strategies:

Details	Management Strategy

4.5 Referees

Drafting Note:

Provide daytime contact details for three (3) referees who can attest to your capacity to meet the Requirement. You may prefer to include details of referees for Specified Personnel. A reference is stronger if your organisation and/or Specified Personnel has recently provided the referee with similar goods/services. It is good practice to ensure that nominated referees are aware they may be contacted.

Note clause A.B.5 [Evaluation]: The Customer reserves the right to contact any referees, or any other person, directly and without notifying the Potential Supplier.

Referee Name	Position	Organisation	Phone Number	Email Address

4.6 Pre-existing Intellectual Property of Potential Supplier

OFFICIAL

OFFICIAL

Drafting Note:

List your pre-existing Intellectual Property (if any) noting that:

The Supplier grants to, or in the case of Third-Party Material, must obtain for, the Customer a non-exclusive, irrevocable, royalty-free, perpetual, world-wide licence (including the right to sub-licence) to exercise the Intellectual Property Rights in all Pre-existing Material and Third- Party Material incorporated into the Material to enable the Customer to receive the full benefit of the Goods and/or Services and the Material and to exercise its rights in relation to the Material.

If no pre-existing Intellectual Property is proposed insert "Not Applicable".

4.7 Confidentiality of Potential Supplier's Information

Drafting Note:

Identify any information in your Response, or the proposed Contract, which you consider should be kept confidential, with reason(s).

The Customer will only agree to treat information as confidential in cases that meet the Commonwealth's guidelines and which the Customer considers appropriate. If the Customer does not agree that the information meets the guidelines to be treated as confidential, the Customer has the right to disclose any information contained in the Contract.

Information to assist you to assess whether the Customer is able to treat particular information as confidential is available at: <https://www.finance.gov.au/publications/resource-management-guides/procurement-publishing-and-reporting-obligations-rmg-423>.

If none, type "Not Applicable".

Add extra lines to the table as required.

The Potential Supplier has assessed that the commercial information in the table below meets the requirements available at <https://www.finance.gov.au/government/procurement/buying-australian-government/additional-reporting-confidentiality> and is seeking that information be kept confidential.

Information to be kept Confidential	Reasons for Confidentiality Request

4.8 Proven Ability to Meet Regulatory Considerations

Drafting Note:

Suppliers are expected to comply with all laws applicable to the performance of the Contract and any Commonwealth policies relevant to the Requirement.

Provide a brief statement of how you propose to comply with all relevant regulations, including but not limited to any Work Health and Safety requirements.

OFFICIAL

OFFICIAL

4.9 Sustainability Considerations

Drafting Note:

The Australian Government has a commitment to sustainable procurement practices. Sustainable procurement aims to reduce adverse social, environmental and economic impacts of purchased goods and services throughout their life.

Provide a brief statement of how your organisation intends to provide sustainable procurement benefits. You may also wish to include information about how your organisation implements the principles of sustainable procurement within your organisation's supply chain.

Potential Suppliers are encouraged to refer to the [Sustainable Procurement Guide](#) in forming their Response.

4.10 Additional Information

Drafting Note:

Any information included here should be relevant to this proposal and should be as concise as possible.

To facilitate the Customer's reporting responsibilities under the Indigenous Procurement Policy, if you are an Indigenous business, have Indigenous employees, or are proposing Indigenous subcontractors you should highlight that information here and explain how you will report the ongoing participation of Indigenous people in fulfilling the proposed Contract.

To facilitate the Customer's reporting responsibilities, if you are a business that primarily exists to provide the services of persons with a disability highlight that information here and explain how you will report ongoing participation of disabled people in fulfilling the proposed Contract.

The Commonwealth's Fraud Control Framework requires the Customer to manage risk of fraud and corruption as part of contracting and procurement activities. You should include details of controls (if any) you will have in place to prevent fraud and corruption against the Commonwealth.

This section should **NOT** be used to include generic marketing information that is not specific to the Requirement.

OFFICIAL

Part 5 – Total Costs to be incurred by the Customer

Drafting Note:

The information you provide in this section will be used to assess the total costs the Customer will incur under your proposal.

5.1 Pricing

Fixed Price (including all expenses)

Drafting Note:

Complete the following table including fixed prices for each item. Fixed prices must include taxes, duties and other government charges which may be imposed or levied in Australia and overseas, and all other costs associated with providing the services, including delivery fees where applicable.

Make sure you include, costs of any reporting and attending necessary meeting as well as any travel, accommodation and associated costs.

Add additional lines to the table as required.

Due Date	Milestone Description	Total Price GST Exclusive	GST Component	Total Price GST Inclusive
Total Fixed Price for Services				

Adjustment to Fixed Pricing for Contract Variation/Extension

Drafting Note:

Explain how the above pricing would be adjusted, if a contract variation (for either an increase or decrease in the Requirement) was requested.

For example, if the contract is for a one-year period, what would the rates be in the second year? If the quantity of goods increased or decreased what would be the effect on price?

5.2 Proposed Payment Schedule

Drafting Note:

Complete the table below if you propose that progress payments be made.

Do not propose a payment schedule that reflects more than the value of the milestones or deliverables you have delivered at any stage.

This payment schedule is for the Fixed Fees and Charges portion of the arrangement only. Variable costs will only be reimbursed after they have been incurred and invoiced.

Note: The Customer may propose alternative payment arrangements.

If you are not proposing any progress payments type "Not Applicable".

Due Date	Milestone Description	Total Price (GST Exclusive)	GST Component	Total Price (GST Inclusive)
Total Milestone Payments				

5.3 Additional Facilities and Assistance

Drafting Note:

Should you require the Customer to provide facilities and assistance, in addition to that stated at Clause A.A.2(f) [Facilities and Assistance Offered by the Customer], provide details here. If no additional facilities or assistance required insert "Not Applicable".

If the pricing provided above is based on the provision of Additional Facilities and Assistance this should be stated below.

OFFICIAL

5.4 Non-Compliance

Drafting Note:

If your response is successful, you will be offered a Contract which incorporates the *Commonwealth Contract Terms* available at <https://www.finance.gov.au/government/procurement/commonwealth-contracting-suite-ccs>. The Terms have been designed to enable Commonwealth officials to comply with their legislated responsibilities and are therefore **NOT** negotiable.

If you have reasons why any of the Additional Contract Terms should be changed, complete the following table, as these additional terms may be negotiable.

Any costs the Customer would incur in obtaining legal advice (including in-house legal advice) or negotiating the Customer's Additional Contract Terms will be included in the Customer's total costs assessment.

Clause	Reason for Non-Compliance	Proposed New Wording

OFFICIAL

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Thursday, 30 October 2025 7:22 PM
To: s47F
Cc: campaigns
Subject: RE: Request for communication services for the Social Media Minimum Age Campaign [SEC=OFFICIAL]
Attachments: Social Media Minimum Age Campaign - CC - Approach to Market - 36 Months - 30Oct25.docx

OFFICIAL

OFFICIAL

My sincere apologies s47F - I have just realised the document I attached and sent to you this morning had the incorrect file title.

Please find a correctly named approach to market document attached.

I wanted to assure you the scope of services and details within the document sent this morning remains the same, it is just the file title of the attached document that has been amended.

Again, if you have any questions at all, please do not hesitate in reaching out.

Regards

s22(1)(a)(ii)

Director – Campaigns • Communication Branch •

s22(1)(a)(ii) [communications.gov.au](mailto:s22(1)(a)(ii)@communications.gov.au) / s22(1)(a)(ii)@communications.gov.au

P: s22(1)(a)(ii) M: s22(1)(a)(ii)

OFFICIAL

OFFICIAL

s22(1)(a)(ii) - duplicate email found within document 8

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@36months.com>
Sent: Tuesday, 4 November 2025 3:01 PM
To: s22(1)(a)(ii)
Cc: campaigns
Subject: Re: Request for communication services for the Social Media Minimum Age Campaign [SEC=OFFICIAL]
Attachments: Social Media Minimum Age Campaign - CC - Approach to Market - 36 Months - 4Nov25.pdf

OFFICIAL

Hi s22(1)(a),

Please find attached our Approach to Market response.

Given the reporting obligations and other details in this brief we were not privy to before, we've adjusted resource requirements and costs to make sure we can deliver on milestones. Any issues, please let me know and we can revisit.

OFFICIAL

Be well,



s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. [36months.com](https://www.36months.com)
 ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

On 31 Oct 2025, at 10:26 am, s22(1)(a)(ii) <s22(1)(a)(ii)> COMMUNICATIONS.gov.au> wrote:

OFFICIAL

OFFICIAL

Good morning s47F

I'm just reaching out to confirm you have received the below emails and document to help inform a proposal and response by 36 Months by next Tuesday 4 November.

Regards

s22(1)(a)(ii)

Director – Campaigns • Communication Branch •

s22(1)(a)(ii) [communications.gov.au / s22\(1\)\(a\)\(ii\)@communications.gov.au](mailto:s22(1)(a)(ii)@communications.gov.au)

P: s22(1)(a)(ii) M s22(1)(a)(ii)

OFFICIAL

OFFICIAL

s22(1)(a)(ii) - duplicate email found within document 9

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@36months.com>
Sent: Tuesday, 18 November 2025 11:44 AM
To: s22(1)(a)(ii)
Cc: campaigns; CHARLES, Susan
Subject: Re: Request for communication services for the Social Media Minimum Age Campaign [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a),

It's been a couple of weeks since we submitted our response to the approach to market and haven't heard anything back.

If the proposal wasn't quite right in scope or budget, please let us know and we can adjust accordingly based on your feedback. As mentioned, we have resources in place, ready to get started. If you could provide further context that would be helpful.

Thank you.

Be well,

s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
 ig. @36monthsofficial

OFFICIAL

On 11 Nov 2025, at 10:06 am, s47F <s47F@36months.com> wrote:

Morning ^{s22(1)(a)},

Just following up on this.

We're keen to get going, giving we are only one month away. As discussed, any obstacles with the proposal please let us know and we can adjust scope.

We're looking forward to collaborating with you.

Be well,



^{s47F}
^{s47F}

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

^{s47F}
^{s47F}

^{s47F}

w. 36months.com
ig. @36monthsofficial

On 4 Nov 2025, at 3:03 pm, ^{s22(1)(a)(ii)}
<^{s22(1)(a)(ii)} COMMUNICATIONS.gov.au> wrote:

OFFICIAL

OFFICIAL

Thanks ^{s47F}

Confirming we have received your proposal and will come back in the coming days.

Regards

^{s22(1)(a)(ii)}

Director – Campaigns • Communication Branch •
Enabling Services Division

^{s22(1)(a)(ii)} communications.gov.au / ^{s22(1)(a)} @communications.gov.au

P: ^{s22(1)(a)(ii)} M ^{s22(1)(a)(ii)}
GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au

<image001.png>

*I would like to 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 Islanders.*

OFFICIAL

s22(1)(a)(ii) - duplicate email found within document 10

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Friday, 21 November 2025 9:16 AM
To: s47F
Cc: s22(1)(a)(ii) campaigns; s22(1)(a)(ii)
Subject: Re: 36 Months - outcome of ATM for Social Media Minimum Age Campaign communication services [SEC=OFFICIAL]

OFFICIAL

Thanks s47F - I'll send through a calendar invite and meeting link details now.

s22(1)(a)(ii)

Director – Campaigns • Communication Branch

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii) communications.gov.au / s22(1)(a)(ii) [@communications.gov.au](mailto:s22(1)(a)(ii)@communications.gov.au)

P: s22(1)(a)(ii) M s22(1)(a)(ii)

From: s47F <s47F@36months.com>
Sent: Friday, November 21, 2025 9:14 AM
To: s22(1)(a)(ii) s22(1)(a)(ii) COMMUNICATIONS.gov.au>
Cc: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>; campaigns <s22(1)(a)(ii)@communications.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: Re: 36 Months - outcome of ATM for Social Media Minimum Age Campaign communication services [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a),

I can make today work at 2pm.

Thanks.

Be well,

s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

OFFICIAL

On 21 Nov 2025, at 9:07 am, s22(1)(a)(ii) <s22(1)(a)(ii) COMMUNICATIONS.gov.au> wrote:

OFFICIAL

RE: Approach to Market (ATM) for the Provision of Communication Services

Good morning s47F

On 30 October 2025, the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts (the Department) approached 36 Months for the provision of communication services to support the introduction of the Social Media Minimum Age (SMMA).

The submission for this ATM closed on 4 November 2025.

Unfortunately, on this occasion, your submission was unsuccessful.

The Department would like to thank 36 Months for their continued interest in this work and their patience and involvement in the ATM process and apologise for the delay in confirming this outcome.

As per the Commonwealth Procurement Rules (rule 7.17), the Department invites 36 Months to a debriefing session at 2-2.30pm today or 4-4.30pm Monday 24 November to provide feedback. While you/36 Months are under no obligation to take the Department up on this offer, it is encouraged, ahead of a new ATM with revised scope of deliverables and budget to support the Social Media Minimum Age Campaign being distributed. An alternative time can be explored if 36 Months is unavailable at either of these times.

Should you have any further questions about the process, please do not hesitate in reaching out.

Sincerely

s22(1)(a)(ii)

Director – Campaigns • Communication Branch •
Enabling Services Division

s22(1)(a)(ii) communications.gov.au / s22(1)(a) [@communications.gov.au](mailto:s22(1)(a)@communications.gov.au)

P: s22(1)(a)(ii) M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

infrastructure.gov.au<Outlook-
cid_image0.png>

*I would like to 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 Islanders.*

OFFICIAL

OFFICIAL

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Tuesday, 2 December 2025 1:27 PM
To: s47F
Cc: campaigns
Subject: RE: Request for communication services to support the Social Media Minimum Age campaignWe would like to invite 36 Months to submit a proposal and quote for the delivery of communication services to promote the introduction of the new Social Media Minim...

OFFICIAL

Thanks for letting us know s47F .

We appreciate the efforts of 36 Months to support the introduction of the Social Media Minimum Age law and continue to value your organisation as an important stakeholder.

Regards

s22(1)(a)(ii)

Director – Campaigns • Communication Branch

[Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts](#)

s22(1)(a)(ii) communications.gov.au / s22(1)(a)(ii) @communications.gov.au

P: s22(1)(a)(ii) M: s22(1)(a)(ii)

OFFICIAL

From: s47F <greg@36months.com>
Sent: Tuesday, 2 December 2025 12:42 PM
To: s22(1)(a)(ii) <s22(1)(a)(ii) COMMUNICATIONS.gov.au>
Cc: campaigns <s22(1)(a)(ii) @communications.gov.au>
Subject: Re: Request for communication services to support the Social Media Minimum Age campaignWe would like to invite 36 Months to submit a proposal and quote for the delivery of communication services to promote the introduction of the new Social Media Minim...

Hi s22(1)(a)(ii) ,

Just letting you know I'll need to cancel our meeting this afternoon.

Our independence is important and valuable to us. We won't be submitting another proposal for the budget currently allocated.

I appreciate you circling back on this.

Be well,



s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
ig. @36monthsofficial

On 28 Nov 2025, at 2:37 pm, Gatfield, Jodi <s22(1)(a)(ii)> COMMUNICATIONS.gov.au> wrote:

OFFICIAL

Thanks s47F .
Have a lovely weekend.

s22(1)(a)(ii)

Director – Campaigns • Communication Branch

[Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts](https://www.communications.gov.au)

s22(1)(a)(ii) communications.gov.au / s22(1)(a)(ii) @communications.gov.au

P: s22(1)(a)(ii) M s22(1)(a)(ii)

OFFICIAL

From: s47F <s47F> @36months.com

Sent: Friday, 28 November 2025 2:07 PM

To: s22(1)(a)(ii) <s22(1)(a)(ii)> COMMUNICATIONS.gov.au

Cc: campaigns <s22(1)(a)(ii)> @communications.gov.au

Subject: Re: Request for communication services to support the Social Media Minimum Age campaign
We would like to invite 36 Months to submit a proposal and quote for the delivery of communication services to promote the introduction of the new Social Media Minim...

Thanks s22(1)(a)(ii),

I can't make the time this afternoon at 3 unfortunately.

Let's aim for Tuesday at 2pm. I'll take a look at the RFQ over the weekend.

Be well,

<image001.png>

s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

On 28 Nov 2025, at 10:31 am, s22(1)(a)(ii)
<s22(1)(a)(ii) COMMUNICATIONS.gov.au> wrote:

OFFICIAL

Good morning s47F

36 Months is invited to submit a proposal and quote for the delivery of communication services to promote the introduction of the new Social Media Minimum Age (SMMA) and to support the advertising Campaign (For the good of...) (the campaign), which is currently in market and concludes 11 April 2026.

I have attached an RFQ for your **response by 3pm AEDT Thursday 4 December** to s22(1)(a)(ii) @communication.gov.au.

The budget for this Approach to Market is up to \$20,000 (excl GST), with a focus on media activities.

You are invited to attend one of the below briefings about this Approach to Market to assist with your proposal response and follow-up calendar invites will be shared separately:

Option 1: 3pm on Friday 28 November 2025

Option 2: 2pm on Tuesday 2 December 2025

Questions in relation to the required services may submitted by 5pm, Wednesday 3 December 2025 to help inform your response.

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

Background

The aim of the campaign is to inform parents, carers and young people under 16 about the SMMA, which starts from 10 December 2025, and the benefits of delaying social media account access for under 16s, so parents, carers and young people under 16 can prepare for and navigate the changes after they start.

If you have any questions, please do not hesitate in reaching out.

Regards

s22(1)(a)(ii)

Director – Campaigns • Communication Branch •

Enabling Services Division

s22(1)(a)(ii) [communications.gov.au / s22\(1\)\(a\)\(ii\)@communications.gov.au](mailto:s22(1)(a)(ii)@communications.gov.au)

P: s22(1)(a)(ii) M: s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au

<image001.png>

*I would like to 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 Islanders.*

OFFICIAL

<RFQ - 10031994 - social media minimum age.docx>

s22(1)(a)(ii)

From: Hyles, Andrew
Sent: Wednesday, 13 August 2025 10:23 AM
To: VANDENBROEK, Sarah; s47F FELL, Anthea
Cc: s47F s22(1)(a)(ii),
Subject: RE: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

Categories: Completed

OFFICIAL

OFFICIAL

s22(1) – see below for info. Might help with the list. I'll keep you posted and forward the invite

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Digital Platforms, International and Policy • Digital Platforms, Safety and Classification

Andrew.Hyles@communications.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

OFFICIAL

From: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Sent: Wednesday, 13 August 2025 10:21 AM
To: s47F <s47F@finchcompany.com>; Hyles, Andrew <andrew.hyles@communications.gov.au>; FELL, Anthea <Anthea.FELL@infrastructure.gov.au>
Cc: s47F <s47F@36months.com>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: RE: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Hi s47F and s47F

Thanks so much for your time this morning, it was a really helpful conversation.

Do you have half an hour for a follow up chat on countries today?

Regards,
Sarah

OFFICIAL

OFFICIAL

From: s47F <s47F@finchcompany.com>
Sent: Tuesday, 12 August 2025 3:46 PM
To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Cc: s47F <s47F@36months.com>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: Re: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

Thanks Sarah, that works really well for us. Will you be sending through the invite?

Best
s47F

On Tue, Aug 12, 2025 at 3:42 PM VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Hi s47F

DFAT have another meeting with NY at 8.00am tomorrow but have indicated their colleagues will stay back for a meeting at 9.00am our time.

I'll send an invite for 9.00am tomorrow if that's OK?

Thanks,

Sarah

OFFICIAL

OFFICIAL

From: s47F [REDACTED] <s47F [REDACTED]@36months.com>
Sent: Tuesday, 12 August 2025 2:11 PM
To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Cc: s22(1)(a)(ii) [REDACTED] <s22(1)(a)(ii) [REDACTED]@infrastructure.gov.au>; s47F [REDACTED] <s47F [REDACTED]@finchcompany.com>
Subject: Re: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

Hi Sarah,

Yes we can make tomorrow work.

Will our New York colleagues be joining us? If so, we can do 8am SYD time again tomorrow? Including @s47F [REDACTED] who can help align our team.

Thanks Sarah.

Be well,



s47F [REDACTED]
 s47F [REDACTED]

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F [REDACTED]

s47F [REDACTED]

s47F [REDACTED]

w. [36months.com](https://www.36months.com)
ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

On 12 Aug 2025, at 2:00 pm, VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Hi s47F [REDACTED]

Thanks for your input so far on the UN event in NY, the concept note is starting to come together.

DFAT, PM+C and I would be grateful for another meeting with you and your team, preferably tomorrow – would that be possible?

Regards,

Sarah

Sarah Vandenbroek

First Assistant Secretary • Digital Platforms, Safety and Classification Division

Sarah.vandenbroek@infrastructure.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)
GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
 CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au



I would like to 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 Islanders.

OFFICIAL

OFFICIAL

Disclaimer

This message has been issued by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material.

Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties. If you have received this e-mail in error, please notify the Department on +61 (2) 6274 7111 and delete all copies of this transmission together with any attachments.

Disclaimer

This message has been issued by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material.

Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties.

If you have received this e-mail in error, please notify the Department on +61 (2) 6274 7111 and delete

all copies of this transmission together with any attachments.

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F s47F@finchcompany.com>
Sent: Wednesday, 13 August 2025 11:13 AM
To: VANDENBROEK, Sarah
Cc: s47F; s47F; s47F; s22(1)(a)(ii)
Subject: Re: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

Categories: Completed

You don't often get email from s47F finchcompany.com. [Learn why this is important](#)

OFFICIAL

Perfect, thank you Sarah

OFFICIAL

On Wed, Aug 13, 2025 at 11:11 AM VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Thanks for the quick response s47F

Could we make it 4.15pm today?

Sarah

OFFICIAL

From: [REDACTED] <[REDACTED]@finchcompany.com>
Sent: Wednesday, 13 August 2025 10:36 AM
To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Cc: [REDACTED] <[REDACTED]@finchcompany.com>; [REDACTED] <[REDACTED]@tbsmedia.com.au>; [REDACTED] <[REDACTED]@infrastructure.gov.au>
Subject: Re: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

OFFICIAL

Hi Sarah

Great to talk this morning.

Just copying in ^{s47F} and ^{s47F} as well.

Today would be great, could you do 4pm? Otherwise we are available at 8.30am tomorrow.

Best

s47F

OFFICIAL

On Wed, Aug 13, 2025 at 10:21 AM VANDENBROEK, Sarah
<Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

s22(1)(a)(ii)

From: s47F <s47F@finchcompany.com>
Sent: Wednesday, 13 August 2025 5:32 PM
To: VANDENBROEK, Sarah
Cc: s47F; s47F; s47F; s22(1)(a)(ii)
Subject: Re: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

Categories: Completed

You don't often get email from s47F@finchcompany.com. [Learn why this is important](#)

OFFICIAL

Hi Sarah

Thank you for arranging our call this afternoon.

As we discussed, it would be highly beneficial if we could secure personal invitations from the Prime Minister for the following celebrities:

- * Idris Elba OBE
- * Kate Winslet
- * Rose Byrne

Many thanks

s47F

OFFICIAL

On Wed, Aug 13, 2025 at 11:11 AM VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Thanks for the quick response s47F.

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

Could we make it 4.15pm today?

Sarah

OFFICIAL

OFFICIAL

From: s47F <s47F@finchcompany.com>
Sent: Wednesday, 13 August 2025 10:36 AM
To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Cc: s47F <s47F@finchcompany.com>; s47F <s47F@tbsmedia.com.au>; s47F <s47F@36months.com>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: Re: Meeting with 36 months re UN adjacent event in NY [SEC=OFFICIAL]

OFFICIAL

Hi Sarah

Great to talk this morning.

Just copying in s47F and s47F as well.

Today would be great, could you do 4pm? Otherwise we are available at 8.30am tomorrow.

Best

s47F

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F finchcompany.com on behalf of s47F <s47F@finchcompany.com>
Sent: Thursday, 14 August 2025 9:34 AM
To: Hyles, Andrew
Cc: s22(1)(a)(ii); s47F@36months.com; s47F@finchcompany.com; s47F@tbsmedia.com.au;
 VANDENBROEK, Sarah; FELL, Anthea
Subject: Re: Updated draft concept note [SEC=OFFICIAL:Sensitive]

OFFICIAL: Sensitive

Absolutely, no problem Andrew.

OFFICIAL: Sensitive

On Thu, 14 Aug 2025 at 09:23, Hyles, Andrew <andrew.hyles@communications.gov.au> wrote:

OFFICIAL: Sensitive

OFFICIAL: Sensitive

Hi all

We've realised that we sent you a version of the concept note document that contained sensitive information that was only meant for distribution within government. I would be enormously grateful if you are able to delete the previous version of this concept note document and instead use the attached version.

Sincere apologies and thank you in advance for your understanding

Andrew

Andrew Hyles

Assistant Secretary • Digital Platforms, International and Policy • Digital Platforms, Safety and Classification

Andrew.Hyles@communications.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL:Sensitive

OFFICIAL: Sensitive

From: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Sent: Wednesday, 13 August 2025 4:15 PM
To: s47F finchcompany.com; s47F @36months.com; s47F finchcompany.com;
s47F @tbsmedia.com.au
Cc: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>; Hyles, Andrew
<andrew.hyles@communications.gov.au>; FELL, Anthea <Anthea.FELL@infrastructure.gov.au>
Subject: Updated draft concept note [SEC=OFFICIAL:Sensitive]

OFFICIAL: Sensitive

OFFICIAL:Sensitive

Hi all

Please see attached updated concept note. We welcome any feedback you can provide tonight or early tomorrow as we are working to tomorrow morning to get this to offices.

Many thanks

s22(1)(a)(ii)

s22(1)(a)(ii)

Director • International Engagement • Digital Platforms, International and Policy Branch

Digital Platforms, Safety and Classification Division

s22(1)(a)(ii) [@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au

I would like to 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 Islanders.

OFFICIAL: Sensitive**OFFICIAL: Sensitive**

Disclaimer

This message has been issued by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material.

Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties.

If you have received this e-mail in error, please notify the Department on +61 (2) 6274 7111 and delete all copies of this transmission together with any attachments.

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@finchcompany.com>
Sent: Thursday, 14 August 2025 3:00 PM
To: VANDENBROEK, Sarah
Subject: Pablo Kang

Hi Sarah

Would it be possible to send me Pablo's email address, or if he has an assistant?

With many thanks

s47F



s47F

Executive Assistant to Rob Galluzzo CEO

s47F

s47F

s47F

Warrane . Naarm . Tāmaki Makaurau
 Sydney . Melbourne . Auckland

We acknowledge the Traditional Custodians of the land on which we work and pay our respects to Elders past present and emerging. We acknowledge the Aboriginal and Torres Strait Islander peoples as the land's first people and storytellers, and we honour their continuing connection to land, culture and community.

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

Released under the FOI Act 1982 by the Department of Infrastructure,
 Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: VANDENBROEK, Sarah
Sent: Thursday, 14 August 2025 8:49 PM
To: s47F
Cc: s47F; Hyles, Andrew; s22(1)(a)(ii); s47F; s47F @tbsmedia.com.au; FELL, Anthea
Subject: RE: Updated draft concept note [SEC=OFFICIAL]

Categories: CC

OFFICIAL

OFFICIAL

Hi s47F

Thanks for providing your feedback so promptly this morning, it was much appreciated.

The team have incorporated your comments into an updated version of the concept note which will be discussed in a briefing with the PM tomorrow. We will be in touch with an updated version when we have feedback from the PM's Office.

We don't think the invitations to one or more celebrities will be a problem, but will confirm.

Our colleagues at NY post are also getting more detail on the IT options that will be available at the venue for playing a video, or any interactive features.

Regards,
 Sarah

Sarah Vandenbroek

First Assistant Secretary • Digital Platforms, Safety and Classification Division

Sarah.vandenbroek@infrastructure.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
 CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au



*I would like to 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 Islanders.*

OFFICIAL

OFFICIAL

From: s47F <s47F@36months.com>
 Sent: Thursday, 14 August 2025 11:16 AM
 To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
 Cc: s47F <s47F@finchcompany.com>; Hyles, Andrew <andrew.hyles@communications.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>; s47F <s47F@finchcompany.com>; s47F <s47F@tbsmedia.com.au>; FELL, Anthea <Anthea.FELL@infrastructure.gov.au>
 Subject: Re: Updated draft concept note [SEC=OFFICIAL]

OFFICIAL

Hi Sarah,

Our feedback is below.

Protecting Children in the Digital Age is the best title so far.

Thinking about the role of 36 Months during the event, it would be ideal to have s47F MC. He's the cofounder of the parent driven movement that started all this, and has a good relationship with the PM and other celebrities in the room.

Format looks good! The only adjustment we would ask you to consider are:

Space for Jonathan Haidt to say a few words

A-list celebrity to speak briefly, rather than MC. Someone like Kate Winslet, Rose Byrne, Cate Blanchett etc. A high profile mum, given 95% of our petition signatures were women.

The live polls are a nice touch.

Could we also add some key messaging that connects social media reform to the SDGs? Just so it isn't seen as a niche issue. Something like:

95% of 13-17 year olds globally are on social media. Deteriorating mental health in teenagers, driven by social media overexposure, is one of the fastest-growing health crises in the world. Left unchecked, it threatens the development of an entire generation.

We also like the message that **healthy teens don't raise themselves. They're raised by adults brave enough to build better systems.** It's a veiled call to action.

Just a reminder too about getting the PM's office to help with celebrity invitations. A letter from the PM goes a long way.

Thanks!

Be well,



s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F

s47F

s47F

w. 36months.com

ig. @36monthsofficial

OFFICIAL

On 14 Aug 2025, at 10:04 am, VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Apologies for the follow up - the Prime Minister's Office is being briefed at midday today and we have been asked whether you will be able to provide any feedback on the concept note before then?

Thanks again,
Sarah

OFFICIAL

s22(1)(a)(ii) duplicate email found within document 17

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@finchcompany.com>
Sent: Friday, 15 August 2025 8:21 AM
To: VANDENBROEK, Sarah
Subject: Re: Pablo Kang [SEC=OFFICIAL]

OFFICIAL

Thank you! Apologies, it was on the invite, of course.

Hope all goes well with the meeting today.

Best

s47F

OFFICIAL

On Thu, 14 Aug 2025 at 7:16 pm, VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Hi s47F

Pablo's email is Pablo.kang@pmc.gov.au

Regards,

Sarah

Released under the FOI Act 1982 by the Department of Infrastructure,
 Transport, Regional Development, Communications, Sport and the Arts

Sarah Vandenbroek

First Assistant Secretary • Digital Platforms, Safety and Classification Division

Sarah.vandenbroek@infrastructure.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)
GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au



I would like to 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 Islanders.

OFFICIAL

s22(1)(a)(ii) - duplicate email found within document 18

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: VANDENBROEK, Sarah
Sent: Friday, 15 August 2025 2:52 PM
To: s47F
Subject: RE: Consideration of celebrity attendees for UN adjacent event in NY [SEC=OFFICIAL]

OFFICIAL

Thanks s47F much appreciated!

OFFICIAL

From: s47F <s47F@finchcompany.com>
Sent: Friday, 15 August 2025 1:29 PM
To: VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Subject: Re: Consideration of celebrity attendees for UN adjacent event in NY [SEC=OFFICIAL]

OFFICIAL

Hi Sarah

s47F and I have reached out to Idris and Cate and are awaiting their response. I'm also waiting to hear back from s47F re developments regarding Kate Winslett etc. As soon as I have an update I'll be in touch with the info you need.

Speak soon!

s47F

OFFICIAL

On Fri, Aug 15, 2025 at 12:18 PM VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Hi ^{s47}_F and ^{s47F}

The Minister's Office has asked if 36 months can please list the celebrities that are being considered in order of preference and then indicate for each whether you have spoken to them and/or have any awareness of their availability and interest.

Names mentioned so far include:

* Idris Elba OBE

* Kate Winslet

* Rose Byrne

* Hugh Jackman

* Cate Winslett

* others?

Grateful if you could insert them, and anyone else that you recommend considering, in the table below in priority order.

Priority Order	Name	Aware of event Y / N / ?	Interested Y / N / ?	Available Y / N / ?	Comments
1					
2					
3					
etc					

Thanks in advance, and happy to discuss.

Regards,

Sarah

OFFICIAL

s22(1)(a)(ii) - duplicate email found within document 16

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: Hyles, Andrew
Sent: Tuesday, 19 August 2025 3:18 PM
To: s47F
Cc: s47F; s22(1)(a)(ii); VANDENBROEK, Sarah
Subject: RE: UNGA Event - follow up question [SEC=OFFICIAL]

Categories: Boss

OFFICIAL

OFFICIAL

Hi s47F

Thanks for getting back so quickly. Our office has asked if we can lock in Jonathan to speak and do the small c call to action. If we are able to lock in Cate as well, that's great, we can work out a way for both to speak but at least we will have Jonathan locked in.

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Digital Platforms, International and Policy • Digital Platforms, Safety and Classification

Andrew.Hyles@communications.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

OFFICIAL

From: s47F <s47F@36months.com>
Sent: Tuesday, 19 August 2025 2:48 PM
To: Hyles, Andrew <andrew.hyles@communications.gov.au>
Cc: s47F <s47F@finchcompany.com>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>; VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Subject: Re: UNGA Event - follow up question [SEC=OFFICIAL]
Importance: High

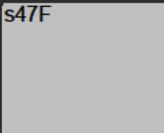
OFFICIAL

Hi Andrew,

We are still waiting to hear back regarding Cate. But we have heard from Jonathan Haidt's chief of Staff. See note below. Given his availability and expertise, it would be great if we could find a moment for him to share. Perhaps in the section towards the end where we have 'Renewing the call to action to protect children online by 2 prominent advocates (e.g. Cate Blanchett, Idris Alba, Kate Winslet, Hugh Jackman, Jonathan Haidt)'

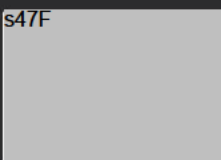
If one of those was an A-list female celebrity with an authentic connection to the topic, Jonathan could serve as the other prominent advocate.

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

Hi  -

Great to hear from you. Confirming Jon can attend and speak at this event. Can you let me know where in the program you envision Jon's role and how much time he'll have to speak? I'll also plan to attend with him.

Cheers,



Be well,

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts



s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
ig. @36monthsofficial

OFFICIAL

On 19 Aug 2025, at 2:41 pm, Hyles, Andrew <andrew.hyles@communications.gov.au> wrote:

OFFICIAL

OFFICIAL

Hi ^{s47}
F

PM&C is about to brief the Prime Minister's Office and wanted to know how you are getting on testing with the NIDA CEO re Cate Blanchett's interest in being involved in the event.

Happy to chat over the phone if that is easier, my number is ^{s22(1)(a)(ii)}

Thanks

Andrew

Andrew Hyles

Assistant Secretary • Digital Platforms, International and Policy • Digital Platforms, Safety and Classification

Andrew.Hyles@communications.gov.au

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications, Sports and the Arts
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

infrastructure.gov.au

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

*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

OFFICIAL

Disclaimer

This message has been issued by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts. The information transmitted is for the use of the intended recipient only and may contain confidential and/or legally privileged material. Any review, re-transmission, disclosure, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited and may result in severe penalties. If you have received this e-mail in error, please notify the Department on +61 (2) 6274 7111 and delete all copies of this transmission together with any attachments.

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Wednesday, 20 August 2025 7:41 PM
To: s47F
Cc: s47F Hyles, Andrew; VANDENBROEK, Sarah
Subject: RE: UNGA Event - follow up question [SEC=OFFICIAL]

Categories: CC

OFFICIAL

OFFICIAL

Thanks s47F much appreciated and noted some names may change on the guest list.

Cheers

s22(1)

OFFICIAL

OFFICIAL

From: s47F <s47F@finchcompany.com>
Sent: Wednesday, 20 August 2025 4:06 PM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Cc: s47F <s47F@36months.com>; Hyles, Andrew <andrew.hyles@communications.gov.au>; VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>
Subject: Re: UNGA Event - follow up question [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

Here's a rough list that we plan to finalise by Friday for you. The numbers shouldn't increase, but some of the names will probably change.

	First Name	Last Name
1	s47F	s47F
2	s47F	s47F
3	s47F	

4	s47F	
5	s47F	s47F
6	s47F	
7	s47F	
8	s47F	
9	s47F	
10	s47F	
11	s47F	
12	s47F	
13	s47F	
14	s47F	
15	s47F	
16	s47F	
17	s47F	
18	s47F	
19	s47F	
20	s47F	
21	s47F	
22	s47F	
23	s47F	
24	s47F	
25	s47F	
26	s47F	
27	s47F	
28	s47F	

We're currently in contact with Cate Blanchett's, Kate Winslet's and Rose Byrne's management and also approaching Drew Barrymore.

Best

s47F

OFFICIAL

On Wed, Aug 20, 2025 at 3:01 PM s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au> wrote:

OFFICIAL

OFFICIAL

Hi §47F and §47F

Hope you're well.

Just checking if any update today on Cate?

Also, could you please advise **ASAP** the guests you would like invited? Even if you don't have the full list, anyone known at this stage would be very helpful.

Many thanks

§22(1)

OFFICIAL

OFFICIAL

§22(1)(a)(ii) - duplicate email found within document 22

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Thursday, 21 August 2025 2:50 PM
To: s47F
Cc: s47F; Hyles, Andrew; VANDENBROEK, Sarah; s22(1)(a)(ii); s22(1)(a)(ii); Online Safety International
Subject: Catch up today? and some updates RE: UNGA Event - follow up question [SEC=OFFICIAL]
Attachments: Media note - Expression of Interest and accreditation - UNGA 80.pdf
Categories: CC

OFFICIAL

OFFICIAL

Hi s47F

Hope you're going well. A couple of things.

Catch up today - are you free for a quick chat this afternoon? We can do anytime in the next 2ish hours and just keen to touch base on a few things.

Guest list

Thank you for providing your guest list yesterday, we've now incorporated this into our invitees list. When you get a chance, can you please provide the final names and also their best contact for invites; and their work positions/credentials (if relevant), so that we can include this in the Prime Minister and Minister's briefing packs? If none relevant, guest is fine.

Media accreditation

Also for your awareness, we've been informed that any media that may be accompanying you will need accreditation to attend the event, and will need to be escorted to the event room on the day. We have recently received the attached accreditation note which we wanted to send through— you may wish to pass this on to your media partners ASAP. It may also be worth passing this to your Nova guests, if they are also acting in their media capacity. Closer to the date, we will need a list of accredited media personnel for our on-ground team, so if you could keep us in the loop that would be very welcome.

Thanks

s22(1)(a)

OFFICIAL

OFFICIAL



Media note

Prime Minister Albanese's visit to the United States for the 80th session of the United Nations General Assembly

September 2025

**** THIS INFORMATION IS FOR PLANNING PURPOSES ONLY AND STRICTLY NOT FOR PUBLICATION ****

The Prime Minister will travel to the United States for the 80th session of the United Nations General Assembly (UNGA 80).

Australian media interested in covering the Prime Minister's visit must register their interest by emailing media@pmc.gov.au by 5:00pm AEST Wednesday, 20 August.

Registration of interest does not guarantee facilitated travel.

UN media accreditation

The High Level Week of the United Nations General Assembly will be held in New York from 22 to 30 September 2025.

The Australian Government will facilitate accreditation for Australian media. Travelling Australian media and US-based Australian media without long-term UN passes must provide the following information to media@pmc.gov.au by Friday, 5 September 2025.

Please complete the below form even if you have already requested UNGA 80 accreditation online.

Delegation media applications will be prioritised. If media choose to independently request access, we cannot monitor your application or confirm you will be allocated a pass.

Travelling Australian media

Australian media planning on travelling to the United States for UNGA 80 must complete the following table and share with media@pmc.gov.au by no later than Friday, 5 September 2025.

Gender	
First name	
Middle name	
Last name	
Phone (inc country/area code)	
Email	
Functional title	
Media organisation	
Address while working at UN <i>Street</i> <i>City</i> <i>Postcode</i>	
Date of birth (dd/mm/yyyy)	
Passport country of issuance	
Passport number	
Visa/USCIS number	
Emergency contact <i>First name, Last name</i> <i>Phone (incl country/area code)</i>	
Please attach the following when providing this table to media@pmc.gov.au : • Copy of passport ID page • Copy of US visa • A headshot following these photo requirements	

US-based Australian media

Long-term correspondent accreditation is only available to journalists living in the tri-state area or Washington DC. Applicants must apply online and submit a supporting letter from their employer and work samples (to verify the outlet): <https://www.un.org/en/media/accreditation/request.shtml>

Long-term correspondent accreditation must be picked up in New York in person.

Correspondents with UN accreditation do not need to apply for a separate badge to cover High Level Week of the United Nations General Assembly.

Contact

For further information, please contact:

Leah Craven
PM&C Media

Leah.Craven@pmc.gov.au | +61 438 154 875

Leonie Kolmar
PM&C Media

Leonie.Kolmar@pmc.gov.au | +61 473 567 002

s22(1)(a)(ii)

From: s47F <s47F@finchcompany.com>
Sent: Thursday, 21 August 2025 3:25 PM
To: s22(1)(a)(ii)
Cc: s47F; Hyles, Andrew; VANDENBROEK, Sarah; s22(1)(a)(ii); s22(1)(a)(ii); Online Safety International; s47F; s47F; s47F
Subject: Re: Catch up today? and some updates RE: UNGA Event - follow up question [SEC=OFFICIAL]
Attachments: 36 Months UNGA guestlist.xlsx
Follow Up Flag: Follow up
Flag Status: Completed

You don't often get email from s47F@finchcompany.com. [Learn why this is important](#)

OFFICIAL

Hi s22(1)(a)(ii)

Attached is the latest version of the guestlist for our upcoming meeting - I've just saved it as an excel spreadsheet. Let me know if you need any other information added.

Kind regards

s47F

s22(1)(a)(ii) - duplicate email found within document 24

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

UNGA
36 Months guestlist
Version 1

	First Name	Last Name	Company	Position	Email	Phone Number
1	s47F		FINCH/36 Months	CEO Founder	s47F @finchcompany.com	s47F
2			FINCH/36 Months	Guest	s47F @finchcompany.com	
3			36 Months	MD	s47F @36months.com	
4			FINCH/36 Months	Project Manager	s47F @finchcompany.com	
5			36 Months	Publicist	s47F @waldecomms.com	
6			36 Months/NOVA	36Months Co-Founder	s47F @tbsmedia.com.au	
7			36 Months	Guest	s47F @tbsmedia.com.au	
8			NOVA	Producer	s47F @novaentertainment.com.au	
9			NOVA	Broadcast tech	s47F @novaentertainment.com.au	
10			NOVA	Broadcaster	s47F @novaentertainment.com.au	
11			36 Months	Guest	s47F @36months.com	
12			36 Months	Guest	s47F @finchcompany.com	
13			Supermassive	CEO	s47F @supermassivestudio.com	
14			Supermassive	Guest	s47F @supermassivestudio.com	
15			Ovum technologies	Founder/CEO	s47F @ovumtechnology.com	
16			Anxious Generation	EA to s47F	s47F @anxiousgeneration.com	
17			Anxious Generation	social psychologist and author	s47F @anxiousgeneration.com	
18			Writer		s47F	
19			Dept of Conservation NZ	CEO	TBC	
20			CNN	Journalist	s47F	
21			Urban Studio Unbound	CEO	s47F	
22			Family		TBC	
23			Focus Features	Head of PR	s47F	
24			MARS	CEO	s47F @effem.com	
25			Omnicom	CEO	s47F @omc.com	
26			Omnicom	CEO - TBWA	s47F @omc.com	
27			Family		s47F @tbsmedia.com.au	
28			Family		s47F @tbsmedia.com.au	
29			Droga5	CEO	s47F @droga5.com	
30			Smuggler	CEO	s47F @smugglersite.com	
31			Child Psychologist/Writer		s47F	
32			Politician		s47F	

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

OFFICIAL

s22(1)(a)(ii)

From: s47F <s47F finchcompany.com>
Sent: Thursday, 21 August 2025 3:46 PM
To: s22(1)(a)(ii)
Cc: s47F; Hyles, Andrew; VANDENBROEK, Sarah; s22(1)(a)(ii); s22(1)(a)(ii); Online Safety International; s47F; s47F; s47F
Subject: Celebrity
Categories: CC

Hi s22(1)(a)(ii)

With the change of brief, and ahead of our meeting today, I wanted to share the list of celebrities that we are targeting. Could you let me know if there are any that would be an absolute no from the Prime Minister?

Meghan Markle & Prince Harry

Unveiled the "Lost Screen Memorial" in April this year. <https://archewell.org/theparentsnetwork/memorial/#nochildlosttosocialmedia>
<https://www.bbc.com/news/articles/cjewne81lq4o>

Michelle Obama

Encourages parents to resist children's social media use, calling it like fighting addiction. Advocates stronger parental controls.

<https://nypost.com/2025/06/27/media/michelle-obama-tells-parents-they-must-get-tougher-on-kids-social-media/>

Kate Winslet

Highly vocal, calls for harmful content to be eradicated, says her children do not have smartphones or social media.

Kelly Clarkson

Firm stance: no social media for her kids until 18.

<https://www.hollywoodreporter.com/news/general-news/kelly-clarkson-kids-cannot-ever-have-social-media-living-with-her-1235780839/>

Matthew McConaughey

Waited until his son was 15 before allowing social media; emphasizes maturity and readiness.

<https://www.youtube.com/watch?v=6lnCpWYWLr8>

Julia Roberts

Keeps her kids off social media; values low-tech, private upbringing. Article below on online bullying.

<https://www.mother.ly/news/celebrity-news/julia-roberts-online-bullying/>

Jennifer Garner

Skeptical of benefits; says she needs scientific proof before allowing her children on social media.

<https://www.today.com/parents/teens/jennifer-garner-kids-no-social-media-rcna79098>

Pink

Won't allow her daughter to join social media without evidence of benefits.

<https://www.instagram.com/reel/CpntkMlPcSe/>

I'm friends Pink's manager so I can ask him!

Drew Barrymore

Strongly against her kids using social media; insists they stay off TikTok and similar platforms.

<https://www.facebook.com/watch/?v=454539150815810>

Meghan Trainor

Advocates raising minimum social media age from 13 to 16.

<https://people.com/all-about-meghan-trainor-daryl-sabara-kids-7507159>

Paris Hilton

Plans to be strict about her kids' phone and social media use; encourages offline engagement.

<https://www.businessinsider.com/paris-hilton-kids-addicted-social-media-parenting-2024-3>

Cate Blanchett

Focuses on media literacy: encourages her children to fact-check sources on social media.

<https://people.com/parents/cate-blanchett-on-discussing-social-media-with-her-kids/>

Lily Allen

Supports delaying smartphones until high school; compares leaving social media to drug withdrawal.

<https://www.theguardian.com/commentisfree/article/2024/may/29/should-we-follow-lily-allen-let-partner-control-our-smartphone>

Robbie Williams

Not vocal about bans, but avoids exposing his children on social media and is critical of early fame.

Latest tiktok here:

<https://www.tiktok.com/@itvnews/video/7540655877183851798>

Rose Byrne

Comments on how social media pressures parents and creates aspirational family ideals.

<https://nz.news.yahoo.com/rose-byrne-social-media-puts-101603806.html>

Many thanks

s47F

s22(1)(a)(ii) - duplicate email found within document 24

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Thursday, 21 August 2025 5:27 PM
To: s47F
Subject: RE: Celebrity [SEC=OFFICIAL:Sensitive]
Attachments: Media note - Expression of Interest and accreditation - UNGA 80.pdf

OFFICIAL:Sensitive

Hi s47F

Great to chat with you too!

My understanding is that those wanting to be in the Aus Press Pack need to email PM&C ASAP, those not wanting to be in the press pack need to register direct with UNGA 80 and then inform PM&C. There are instructions in the attached.

This doc was passed on to us by DFAT and is all I'm aware of about it so apologies I don't have more info to share!

Cheers

s22(1)

OFFICIAL:Sensitive

From: s47F <s47F@finchcompany.com>
Sent: Thursday, 21 August 2025 4:59 PM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Subject: Re: Celebrity [SEC=OFFICIAL:Sensitive]

OFFICIAL: Sensitive

Hi s22(1)(a)(ii)

Great to chat with you today.

Who is the best person to send the media accreditation list to? Is the deadline for this tomorrow as well?

Thanks so much

s47F

OFFICIAL: Sensitive

On Thu, Aug 21, 2025 at 3:52 PM s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au> wrote:

OFFICIAL: Sensitive

OFFICIAL: Sensitive

Thanks so much s47F Appreciate the update. We'll chat with PM&C – until then please hold on any outreach. Look forward to chatting soon

Cheers

s22(1)(a)

OFFICIAL: Sensitive

s22(1)(a)(ii) - duplicate email found within document 26

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F finchcompany.com>
Sent: Thursday, 21 August 2025 5:28 PM
To: s22(1)(a)(ii)
Subject: Re: Celebrity [SEC=OFFICIAL:Sensitive]

OFFICIAL: Sensitive

thank you!

s22(1)(a)(ii) - duplicate email found within document 27

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: Hyles, Andrew
Sent: Thursday, 21 August 2025 5:44 PM
To: s47F s22(1)(a)(ii)
Cc: s47F VANDENBROEK, Sarah; s22(1)(a)(ii) s22(1)(a)(ii); Online Safety International
Subject: RE: Catch up today? and some updates RE: UNGA Event - follow up question [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

Many thanks s47F – we'll get back to you on any feedback from PM&C and DFAT

Andrew

Andrew Hyles

Assistant Secretary • Digital Platforms, International and Policy • Digital Platforms, Safety and Classification

Andrew.Hyles@communications.gov.au

P s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

OFFICIAL

From: s47F <s47F 36months.com>
Sent: Thursday, 21 August 2025 4:55 PM
To: s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>
Cc: s47F <s47F finchcompany.com>; Hyles, Andrew <andrew.hyles@communications.gov.au>; VANDENBROEK, Sarah <Sarah.Vandenbroek@infrastructure.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@arts.gov.au>; s22(1)(a)(ii) <s22(1)(a)(ii)@infrastructure.gov.au>; Online Safety International <OnlineSafetyInternational@infrastructure.gov.au>
Subject: Re: Catch up today? and some updates RE: UNGA Event - follow up question [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii), Andrew and team,

Below is a link to the 2min 'case study' clip that's an option for the video presentation at the UNGA event. We can adjust or edit this if need be.

s22(1)(a)(ii)

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

Be well,



s47F
s47F

In 2024, we led a national campaign to raise the minimum age of social media from 13 to 16—the first law of its kind anywhere in the world. Now we're rebuilding the ecosystem around adolescence—in politics, schools and homes.

s47F
s47F

s47F

w. 36months.com
ig. [@36monthsofficial](https://www.instagram.com/36monthsofficial)

s22(1)(a)(ii) - duplicate email found within document 22

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@finchcompany.com>
Sent: Tuesday, 26 August 2025 1:17 PM
To: Titheridge, Dave
Cc: s22(1)(a)(ii), s22(1)(a)(ii), s22(1)(a)(ii)
Subject: Updated 36 Months UNGA guestlist
Attachments: 36 Months UNGA guestlist.xlsx

Hi Dave

Great to see you yesterday, here's the updated guest list.

Thanks so much

s47F

On Mon, Aug 25, 2025 at 5:48 PM Titheridge, Dave <Dave.Titheridge@pmc.gov.au> wrote:

OFFICIAL

Hi s47F

On guest list, to me and those in cc, if you would.

On Media aspects including accreditation, s22(1)(a)(ii)@pmc.gov.au is the guru.

Dave

From: s47F <s47F@finchcompany.com>
Sent: Monday, 25 August 2025 3:30 PM
To: Titheridge, Dave <Dave.Titheridge@pmc.gov.au>
Subject: UNGA Guestlist

Hi Dave

Should I send the updated guestlist for the UN event to you or s22(1)(a)(ii)?

Released under the FOI Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

Also, would you know the best person to deal with for media accreditation?

Thanks!

s47F

On Mon, Aug 25, 2025 at 6:30 AM Titheridge, Dave <Dave.Titheridge@pmc.gov.au> wrote:

Hi s47F – let me know how this time works. Can shift if necessary.

As mentioned Friday, aim is a brief chat on speaking role for 36 months and Celeb update. Probably won't take 30min.

Regards

Dave

Department of Prime Minister & Cabinet

s22(1)(a)(ii)

s22(1)(a)(ii)

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

IMPORTANT: This message, and any attachments to it, contains information that is confidential and may also be the subject of legal professional or other privilege. If you are not the intended recipient of this message, you must not review, copy, disseminate or disclose its contents to any other party or take action in reliance of any material contained within it. If you

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

have received this message in error, please notify the sender immediately by return email informing them of the mistake and delete all copies of the message from your computer system.

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@finchcompany.com>
Sent: Monday, 18 August 2025 9:16 AM
To: VANDENBROEK, Sarah
Cc: s47F; s47F; s47F; FELL, Anthea; Hyles, Andrew
Subject: Re: Consideration of celebrity attendees for UN adjacent event in NY [SEC=OFFICIAL]

You don't often get email from s47F@finchcompany.com. [Learn why this is important](#)

OFFICIAL

Hi Sarah

Here are the Top 5 most relevant celebrities for the UNGA event, we have been advised that they will be in New York during high-level week.

Priority Order	Name	Aware of event Y / N / ?	Interested Y / N / ?	Available Y / N / ?	Comments
1	Idris Elba OBE	Y	Y	Will be in NY	Approached/PM letter required
2	Cate Blanchett	Y	?	Will be in NY	Approached/PM letter required
3	Kate Winslet	Not yet	?	?	PM letter required Kate is aware of 36Months (interviewed on NOVA)
4	Rose Byrne	Not yet	?	Will be in NY	PM letter required
5	Hugh Jackman	Not yet	?	Will be in NY	PM letter required

As mentioned we have already secured Jonathan Haidt. His [Michelle Obama](#) interview and [Oprah](#) interview.

Other considerations:

Chris Hemsworth
 Sarah Snook
 Drew Barrymore
 Naomi Watts
 Mark Wahlberg

George Clooney

We look forward to regrouping this week.

As discussed we are also locking down our side event at Old Mates on either Wednesday, Thursday or Friday evening of that week. Is there a 30-60 minute window in the Prime Ministers calendar for any of those evenings?

With many thanks Sarah, hope you had a lovely weekend.

Best

s47F

s22(1)(a)(ii) - duplicate email found within document 16 & 21

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts

s22(1)(a)(ii)

From: s47F <s47F@finchcompany.com>
Sent: Thursday, 21 August 2025 3:04 PM
To: s22(1)(a)(ii)
Cc: s47F, s47F
Subject: Re: Catch up today? and some updates RE: UNGA Event - follow up question [SEC=OFFICIAL]
Attachments: Media note - Expression of Interest and accreditation - UNGA 80.pdf

OFFICIAL

Absolutely, we can do any time from now. Could you also add s47F (copied in), who is looking after our media.

Many thanks!

s47F

s22(1)(a)(ii) - duplicate email found within document 24

Released under the FOI Act 1982 by the Department of Infrastructure,
Transport, Regional Development, Communications, Sport and the Arts