

OFFICIAL

 <p>Australian Government</p> <p>Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts</p>	<p>Meeting / Event Brief</p> <p>MB25-000XXX</p>
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To: Minister Wells

Subject: MEETING WITH TIKTOK – SOCIAL MEDIA MINIMUM AGE

Date & Time:	Monday 13 October 2025, time
Meeting type & Location:	Virtual
Traditional custodians:	Include traditional custodians if not at APH or EO/CPO.
Staffing:	Ministerial office to include.
Intended objective:	To reiterate the intent that TikTok be an age-restricted platform under the Government's social media minimum age legislation and outlining expectations in the lead up to, and after, 10 December.
Key Attendees:	TikTok – TBC Ms Julie Inman Grant, eSafety Commissioner Mr Richard Fleming, General Counsel, eSafety
Stakeholder's objective:	TikTok may wish to discuss the use of its existing age assurance systems for the purposes of complying with SMMA.
Media	Nil

Purpose – why you are attending:

- You requested the meeting to discuss the importance of TikTok taking reasonable steps to comply with the social media minimum age (SMMA).
- The social media minimum age comes into effect in 48 days. Regulatory guidance has been released and platforms should be putting in place processes to prevent under 16s from holding accounts on their platform from 10 December.
- The eSafety Commissioner's preliminary view is that TikTok is an age-restricted social media platform. This is consistent with the intent of the legislation.

Key Matters / Issues:

- Noting the Commissioner's preliminary view, TikTok will be expected to comply with the SMMA. This includes working alongside the eSafety Commissioner and the Office of the Australian Information Commissioner (OAIC) to ensure it meets the regulators' expectations for compliance.

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- Your talking points (**Attachment C**) emphasise the Rules are not 'set and forget,' and adjustments can be made as necessary, including to address any loopholes or unintended consequences.
- You may wish to emphasise that with 48 days to 10 December, platforms should be focusing on putting systems in place to implement the law.
- In line with eSafety guidance, on 10 December, TikTok is expected to:
 - Detect and deactivate underage accounts
 - Take a layered approach to minimise end-user friction, minimise the risk of error rates and provide user choice
 - Prevent re-registration or circumvention
 - Provide accessible review mechanisms for users
- Platforms may seek to increase friction for users on their platforms to undermine the social media minimum age. For example, they may age assure all their users. However, the regulatory guidance is clear that platforms are not required to age verify all their end-users to meet their reasonable steps obligations, especially if existing user data can reliably infer age.
- The legislation is also clear platforms must not use information collected through age assurance methods for any other purpose, unless explicitly agreed by the user, and government ID cannot be the only or final option for age assurance.
- From 10 December, you will receive regular reports from eSafety about compliance with the legislation.
- This meeting is a chance to ask TikTok what information it can share with the Government, both before and immediately after 10 December, to demonstrate compliance with, and the impacts of, the SMMA.
- This data will assist the Government in communicating what platforms are doing to comply, and that meaningful change is occurring.
- Demonstrating meaningful compliance with the legislation may also inform the development of the Government's announced digital duty of care (platforms will be in scope).

Sensitivities:

- Procedural fairness is important as TikTok continues to work with the eSafety Commissioner in the assessment process. The Commissioner will be able to answer any further questions on eSafety's assessment process to determine which platforms meet the requirements of the definition.
- The OAIC published its regulatory guidance on 10 October 2025, which outlined its expectations for compliance with the privacy provisions for the SMMA.
- The guidance, which is consistent with eSafety's regulatory guidance, sets out expectations that platforms will need to:
 - Choose age-assurance methods that are necessary and proportionate

- Minimise the amount of personal and sensitive information in age assurance processes
- Destroy personal information collected for SMMA purposes once purposes are met, noting pre-existing personal information later used for SMMA purposes does not need to be destroyed where the original purposes are ongoing
- Be transparent about the handling of personal information for SMMA purposes

Background:

- On 16 September 2025, the eSafety Commissioner published regulatory guidance for the online industry, which sets out the reasonable steps platforms will need to take to comply with their obligations under the SMMA.
- OAIC is a co-regulator of the SMMA alongside the eSafety Commissioner. OAIC's regulatory guidance provides information for age-restricted social media platforms and third-party age assurance providers on handling personal information for age assurance purposes.

Consultation:

- N/A – Online Safety Branch has sole responsibility for the SMMA.

Name: Sarah Vandenbroek
Position: First Assistant Secretary
Division: Digital Platforms, Safety and
Classification
s 22(1)(a)(ii)

Date Cleared: 10 October 2025

Contact Officer: Anthea Fell
Position: Assistant Secretary
Branch: Online Safety Branch
s 22(1)(a)(ii)

Attachments:

- Attachment A: Logistics Summary
- Attachment B: Biographies
- Attachment C: Talking Points

ATTACHMENT A

LOGISTICS SUMMARY

Overview	
Meeting / Event Name	
Date	
Arrival Time	
Departure Time	
Duration	
Format	
Speaking Arrangements	
Other key information	Attire requirements, etc

Physical Location Details	
Location (full address)	
Parking arrangements	
Traditional Custodians	
Map	Insert image
Other key venue information	

Visit / Meeting Organiser Contact Details	
Minister to be met by	
Title	
Contact Phone	
Secondary Contacts	

Virtual / Conference Call Details	
Dial in / Online Details	Phone numbers, meeting codes, etc
Online Platform	Webex / Teams / Platform
Video conference instructions	
Additional instructions	

Meeting / Event Runsheet	
Time	Arrival and is met by
Time	Details
Time	Details
Time	Minister departs

ATTACHMENT B

BIOGRAPHIES

Insert photo here	Name Position Organisation Phone Number Social Media Handles/Tags [Not required if the meeting is being held with a person/organisation well known to the Minister. However, in such cases providing a summary of any recent activity or statements would be beneficial.]
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ATTACHMENT C

TALKING POINTS

- Thank you for your continued engagement as we approach commencement of the social media minimum age obligation on 10 December.
- I understand you have been working closely with the eSafety Commissioner, both in relation to the development of the regulatory guidelines, and to assist with the Commissioner's assessment of whether your platform fall in scope of the obligation.
- I encourage you to continue to engage with eSafety, and with the Office of the Australian Information Commissioner (the OAIC), to ensure that you are taking appropriate steps to comply with Australian laws.
- This includes:
 - Taking steps to detect and deactivate underage accounts
 - Choose age-assurance methods that are necessary and proportionate
 - Preventing re-registration or circumvention of the minimum age
 - Providing accessible review mechanisms for users
- I have been clear about what I expect from social media companies, come 10 December.
- Platforms have been on notice since December last year, and with legislative rules now made and regulatory guidelines published, I expect that work is underway to be ready for 10 December.

Legislative rules

- In July I made legislative rules to exclude certain types of services from the social media minimum age.
- The rules are not a set and forget exercise and can be changed in the future, if warranted.
- I have asked my department and the eSafety Commissioner to closely monitor the impacts of the rules, and the social media minimum age more broadly on young people, parents, and the Australian population.

Social media minimum age compliance information

- The social media minimum age has broad support amongst the Australian public, but particularly from parents and carers who have deep concerns about what their kids are seeing and experiencing online.

- There will be strong interest in implementation outcomes.
- I am interested to hear what information you can share with the Government, both in advance of and immediately following 10 December, to demonstrate compliance with, and the impacts of, the social media minimum age.
- We do want to see meaningful difference as a result of this legislation, and this data will help us to understand and communicate what platforms are doing to comply.

Communicating changes to users

- Both the eSafety Commissioner and I expect platforms to provide clear, transparent and accessible information to users – both over and under 16 – about how users will be affected by the new laws. This includes what will happen to under 16 accounts and what age checks will be put in place.
- I am interested to hear what TikTok is proposing in this regard.

Digital duty of care

- As you are aware, the Government has committed to introducing a digital duty of care, which will require online services to be more proactive in addressing online harms.
- In designing the duty of care, the Government will be monitoring and learning from the implementation of the social media minimum age, including how platforms are responding and complying with those laws.

IF RAISED: We don't consider ourselves to be captured by the new laws

- The Government's intention in developing this legislation was that TikTok would be captured by the definition of 'age-restricted social media platform'.
- As you are aware, eSafety is undertaking an assessment process to determine which platforms it considers meet this definition, and I encourage you to continue to work with eSafety through this process.
- [Further questions should be directed to eSafety]

Cover page for packaging to MO/AMO

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

Minister	Minister Wells
PDR Number	MB25-000XXX
Subject	Minister Wells Meeting with Tiktok
Contact Officer	Insert Name Insert Phone Insert Mobile
Clearance Officer	Insert Name Insert Phone Insert Mobile
Division/Branch	DIV - Digital Platforms Safety and Classification
Has Budget Branch been consulted if there are financial implications?	Choose an item

Adviser/DLO comments:	Returned to Dept for: <input type="checkbox"/> REDRAFT <input type="checkbox"/> NFA
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OFFICIAL

**Australian Government****Department of Infrastructure, Transport,
Regional Development, Communications, Sport and the Arts****Meeting / Event Brief**

MB25-000XXX

To: Minister Wells**Subject:** MEETING WITH SNAP – SOCIAL MEDIA MINIMUM AGE

Date & Time:	Monday 13 October 2025, time
Meeting type & Location:	Virtual
Traditional custodians:	Include traditional custodians if not at APH or EO/CPO.
Staffing:	Ministerial office to include.
Intended objective:	To reiterate the intent that Snap be an age-restricted platform under the Government's social media minimum legislation and outlining expectations in the lead up to, and after, 10 December.
Key Attendees:	s47F Snap Ms Julie Inman Grant, eSafety Commissioner Mr Richard Fleming, General Counsel, eSafety
Stakeholder's objective:	Snap will likely emphasise it does not consider Snapchat to be an age-restricted social media platform.
Media	Nil

Purpose – why you are attending:

- You requested the meeting with s47F Snap, to discuss the importance of Snap taking reasonable steps to comply with the social media minimum age (SMMA).
- The social media minimum age comes into effect in 48 days. Regulatory guidance has been released and platforms should be putting in place processes to prevent under 16s from holding accounts on their platform from 10 December. There is no excuse not to be ready.
- The eSafety Commissioner's preliminary view is that Snapchat is an age-restricted social media platform. This is consistent with the intent of the legislation.
- Snap disputes that Snapchat is an age-restricted social media platform.
 - Snap considers Snapchat to be a messaging service and therefore excluded from the SMMA under the Online Safety (Age-Restricted Social Media Platforms) Rules 2025 (the Rules).

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- We understand Snap is also looking to develop alternate services (i.e. just content or messaging through images) which seeks to circumvent the definition of “age-restricted social platform” in the legislation.

Key Matters / Issues:

- Noting the Commissioner’s preliminary view, Snap will be expected to comply with the SMMA. This includes working alongside the eSafety Commissioner and the Office of the Australian Information Commissioner (OAIC) to ensure it meets the regulators’ expectations for compliance.
- Your talking points (**Attachment C**) emphasise the Rules are not ‘set and forget,’ and adjustments can be made as necessary, including to address any loopholes or unintended consequences.
- You may wish to emphasise that with 48 days to 10 December, platforms should be focusing on putting systems in place to implement the law.
- In line with eSafety guidance, on 10 December, Snap is expected to:
 - Detect and deactivate underage accounts
 - Take a layered approach to minimise end-user friction, minimise the risk of error rates and provide user choice
 - Prevent re-registration or circumvention
 - Provide accessible review mechanisms for users
- Platforms may seek to increase friction for users on their platforms to undermine the social media minimum age. For example, they may age assure all their users. However, the regulatory guidance is clear that platforms are not required to age verify all their end-users to meet their reasonable steps obligations, especially if existing user data can reliably infer age.
- The legislation is also clear platforms must not use information collected through age assurance methods for any other purpose, unless explicitly agreed by the user, and government ID cannot be the only or final option for age assurance.
- From 10 December, you will receive regular reports from eSafety about compliance with the legislation.
- This meeting is a chance to ask Snap what information it can share with the Government, both before and immediately after 10 December, to demonstrate compliance with, and the impacts of, the SMMA.
- This data will assist the Government in communicating what platforms are doing to comply, and that meaningful change is occurring.
- Demonstrating meaningful compliance with the legislation may also inform the development of the Government’s announced digital duty of care (platforms will be in scope).

Sensitivities:

- Procedural fairness is important as Snap continues to work with the eSafety Commissioner in the assessment process. The Commissioner will be able to answer any

further questions on eSafety's assessment process to determine which platforms meet the requirements of the definition.

- The OAIC published its regulatory guidance on 10 October 2025, which outlined its expectations for compliance with the privacy provisions for the SMMA.
- The guidance, which is consistent with eSafety's regulatory guidance, sets out expectations that platforms will need to:
 - Choose age-assurance methods that are necessary and proportionate
 - Minimise the amount of personal and sensitive information in age assurance processes
 - Destroy personal information collected for SMMA purposes once purposes are met, noting pre-existing personal information later used for SMMA purposes does not need to be destroyed where the original purposes are ongoing
 - Be transparent about the handling of personal information for SMMA purposes

Background:

- On 16 September 2025, the eSafety Commissioner published regulatory guidance for the online industry, which sets out the reasonable steps platforms will need to take to comply with their obligations under the SMMA.
- OAIC is a co-regulator of the SMMA alongside the eSafety Commissioner. OAIC's regulatory guidance provides information for age-restricted social media platforms and third-party age assurance providers on handling personal information for age assurance purposes.

Consultation:

- N/A.

Name: Sarah Vandenbroek
Position: First Assistant Secretary
Division: Digital Platforms, Safety and
Classification
s 22(1)(a)(ii)

Date Cleared: 10 October 2025

Contact Officer: Anthea Fell
Position: Assistant Secretary
Branch: Online Safety Branch
s 22(1)(a)(ii)
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Attachments:

- Attachment A: Logistics Summary
- Attachment B: Biographies
- Attachment C: Talking Points

ATTACHMENT A

LOGISTICS SUMMARY

Overview	
Meeting / Event Name	
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Arrival Time	
Departure Time	
Duration	
Format	
Speaking Arrangements	
Other key information	Attire requirements, etc

Physical Location Details	
Location (full address)	
Parking arrangements	
Traditional Custodians	
Map	Insert image
Other key venue information	

Visit / Meeting Organiser Contact Details	
Minister to be met by	
Title	
Contact Phone	
Secondary Contacts	

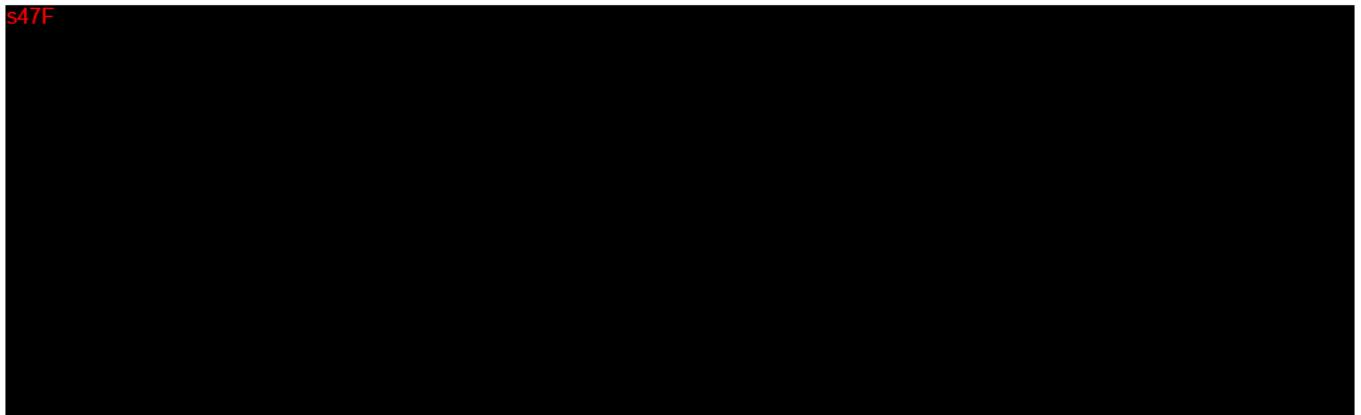
Virtual / Conference Call Details	
Dial in / Online Details	Phone numbers, meeting codes, etc
Online Platform	Webex / Teams / Platform
Video conference instructions	
Additional instructions	

Meeting / Event Runsheet	
Time	Arrival and is met by
Time	Details
Time	Details
Time	Minister departs

ATTACHMENT B

BIOGRAPHIES

s47F



ATTACHMENT C

TALKING POINTS

- Thank you for your continued engagement as we approach commencement of the social media minimum age obligation on 10 December.
- I understand you have been working closely with the eSafety Commissioner, both in relation to the development of the regulatory guidelines, and to assist with the Commissioner's assessment of whether your platform falls in scope of the obligation.
- I encourage you to continue to engage with eSafety, and with the Office of the Australian Information Commissioner (the OAIC), to ensure that you are taking appropriate steps to comply with Australian laws.
- This includes:
 - Taking steps to detect and deactivate underage accounts
 - Choose age-assurance methods that are necessary and proportionate
 - Preventing re-registration or circumvention of the minimum age
 - Providing accessible review mechanisms for users
- I have been clear about what I expect from social media companies, come 10 December.
- Platforms have been on notice since December last year, and with legislative rules now made and regulatory guidelines published, I expect that work is underway to be ready for 10 December.

Legislative rules

- In July, I made legislative rules to exclude certain types of services from the social media minimum age.
- The rules are not a set and forget exercise and can be changed in the future, if warranted.
- I have asked my department and the eSafety Commissioner to closely monitor the impacts of the rules, and the social media minimum age more broadly on young people, parents, and the Australian population.

Social media minimum age compliance information

- The social media minimum age has broad support amongst the Australian public, but particularly from parents and carers who have deep concerns about what their kids are seeing and experiencing online.

- There will be strong interest in implementation outcomes.
- I am interested to hear what information you can share with the Government, both in advance of and immediately following 10 December, to demonstrate compliance with, and impacts of, the social media minimum age.
- We do want to see meaningful difference as a result of this legislation, and this data will help us to understand and communicate what platforms are doing to comply.

Communicating changes to users

- Both the eSafety Commissioner and I expect platforms to provide clear, transparent and accessible information to users – both over and under 16 – about how users will be affected by the new laws. This includes what will happen to under 16 accounts and what age checks will be put in place.
- I am interested to hear what Snap is proposing in this regard.

Digital duty of care

- As you are aware, the Government has committed to introducing a digital duty of care, which will require online services to be more proactive in addressing online harms.
- In designing the duty of care, the Government will be monitoring and learning from the implementation of the social media minimum age, including how platforms are responding and complying with those laws.

IF RAISED: We don't consider ourselves to be captured by the new laws

- The Government's intention in developing this legislation was that Snapchat would be captured by the definition of 'age-restricted social media platform'.
- As you are aware, eSafety is undertaking an assessment process to determine which platforms it considers meet this definition, and I encourage you to continue to work with eSafety through this process.
- [Further questions should be directed to eSafety]

IF RAISED: Regulatory guidance issued by eSafety and OAIC

- The eSafety Commissioner and Information Commissioner have both now published regulatory guidance, setting out the measures that age-restricted social media platforms are expected to implement in complying with the social media minimum age.
- Both regulators have made clear that, in complying with the reasonable steps obligation, platforms should take a proportionate and measured approach to the collection of any additional personal information from users.
- I encourage you to continue to work closely with eSafety and OAIC to ensure you meet the expectations of both regulators.
- [Further questions should be directed to eSafety]

Cover page for packaging to MO/AMO

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Minister	Minister Wells
PDR Number	MB25-000XXX
Subject	Minister Wells Meeting with Snap
Contact Officer	Insert Name Insert Phone Insert Mobile
Clearance Officer	Insert Name Insert Phone Insert Mobile
Division/Branch	DIV - Digital Platforms Safety and Classification
Has Budget Branch been consulted if there are financial implications?	Choose an item

Adviser/DLO comments:	Returned to Dept for: <input type="checkbox"/> REDRAFT <input type="checkbox"/> NFA
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OFFICIAL

**Australian Government****Department of Infrastructure, Transport,
Regional Development, Communications, Sport and the Arts****Meeting / Event Brief**

MB25-000XXX

To: Minister Wells**Subject:** MEETING WITH META – SOCIAL MEDIA MINIMUM AGE

Date & Time:	Monday 13 October 2025, time
Meeting type & Location:	Virtual
Traditional custodians:	Include traditional custodians if not at APH or EO/CPO.
Staffing:	Ministerial office to include.
Intended objective:	To reiterate the intent that Meta platforms, including Instagram and Facebook, be age-restricted platforms under the Government's social media minimum age legislation and to outline expectations in the lead up to, and after, 10 December.
Key Attendees:	Meta – TBC s47F Ms Julie Inman Grant, eSafety Commissioner Mr Richard Fleming, General Counsel, eSafety
Stakeholder's objective:	Meta may wish to discuss the status of WhatsApp, Messenger and Threads under the social media minimum age legislation.
Media	Nil

Purpose – why you are attending:

- You requested the meeting to discuss the importance of Meta taking reasonable steps to comply with the social media minimum age (SMMA).
- The social media minimum age comes into effect in 48 days. Regulatory guidance has been released and platforms should be putting in place processes to prevent under 16s from holding accounts on their platform from 10 December. There is no excuse not to be ready.
- The eSafety Commissioner's preliminary view is that Meta's platforms Instagram and Facebook are age-restricted social media platforms. This is consistent with the intent of the legislation.
- The eSafety Commissioner has not yet confirmed whether she considers other Meta platforms, including WhatsApp, Messenger and Threads, to be in scope of the SMMA.

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- In her 15 August letter to Meta, the Commissioner sought response as to how Meta self-assesses each of its services, and also requested information relevant to Messenger and Threads, noting these services currently require end-users to hold Facebook and Instagram accounts, respectively.

Key Matters / Issues:

- Noting the Commissioner's preliminary view, Meta will be expected to comply with the SMMA. This includes working alongside the eSafety Commissioner and the Office of the Australian Information Commissioner (OAIC) to ensure it meets the regulators' expectations for compliance.
- Your talking points (**Attachment C**) emphasise the Rules are not 'set and forget,' and adjustments can be made as necessary, including to address any loopholes or unintended consequences.
- You may wish to emphasise that with 48 days to 10 December, platforms should be focusing on putting systems in place to implement the law.
- In line with eSafety guidance, on 10 December, Meta is expected to:
 - Detect and deactivate underage accounts
 - Take a layered approach to minimise end-user friction, minimise the risk of error rates and provide user choice
 - Prevent re-registration or circumvention
 - Provide accessible review mechanisms for users
- Platforms may seek to increase friction for users on their platforms to undermine the social media minimum age. For example, they may age assure all their users. However, the regulatory guidance is clear that platforms are not required to age verify all their end-users to meet their reasonable steps obligations, especially if existing user data can reliably infer age.
- The legislation is also clear platforms must not use information collected through age assurance methods for any other purpose, unless explicitly agreed by the user, and government ID cannot be the only or final option for age assurance.
- From 10 December, you will receive regular reports from eSafety about compliance with the legislation.
- This meeting is a chance to ask Meta what information it can share with the Government, both before and immediately after 10 December, to demonstrate compliance with, and the impacts of, the SMMA.
- This data will assist the Government in communicating what platforms are doing to comply, and that meaningful change is occurring.
- Demonstrating meaningful compliance with the legislation may also inform the development of the Government's announced digital duty of care (platforms will be in scope).

Sensitivities:

- Procedural fairness is important as Meta continues to work with the eSafety Commissioner in the assessment process. The Commissioner will be able to answer any further questions on eSafety's assessment process to determine which platforms meet the requirements of the definition.
- The OAIC published its regulatory guidance on 10 October 2025, which outlined its expectations for compliance with the privacy provisions for the SMMA.
- The guidance, which is consistent with eSafety's regulatory guidance, sets out expectations that platforms will need to:
 - Choose age-assurance methods that are necessary and proportionate
 - Minimise the amount of personal and sensitive information in age assurance processes
 - Destroy personal information collected for SMMA purposes once purposes are met, noting pre-existing personal information later used for SMMA purposes does not need to be destroyed where the original purposes are ongoing
 - Be transparent about the handling of personal information for SMMA purposes
- Meta may raise concerns about the privacy provisions in the SMMA, which generally require platforms to delete user information once it's been used to check age (unless explicitly consented to be used for another purpose). You may wish to encourage Meta to continue working with the eSafety Commissioner and OAIC on managing these requirements, noting there is a shared interest in minimising the amount of new information users need to provide to demonstrate their age.
 - Based on recent engagements with Meta, there are no legal or technical impediments to complying with the privacy provisions. Rather, Meta's concerns appear to be wholly commercial and about maximising user experience.

Background:

- On 16 September 2025, the eSafety Commissioner published regulatory guidance for the online industry, which sets out the reasonable steps platforms will need to take to comply with their obligations under the SMMA.
- OAIC is a co-regulator of the SMMA alongside the eSafety Commissioner. OAIC's regulatory guidance provides information for age-restricted social media platforms and third-party age assurance providers on handling personal information for age assurance purposes.

Consultation:

- N/A.

Name: Sarah Vandenbroek
Position: First Assistant Secretary
Division: Digital Platforms, Safety and
Classification
s 22(1)(a)(ii)
Date Cleared: 10 October 2025

Contact Officer: Anthea Fell
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ATTACHMENT B

BIOGRAPHIES

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Insert photo here	Name Position Organisation Phone Number Social Media Handles/Tags [Not required if the meeting is being held with a person/organisation well known to the Minister. However, in such cases providing a summary of any recent activity or statements would be beneficial.]

ATTACHMENT C

TALKING POINTS

- Thank you for your continued engagement as we approach commencement of the social media minimum age obligation on 10 December.
- I understand you have been working closely with the eSafety Commissioner, both in relation to the development of the regulatory guidelines, and to assist with the Commissioner's assessment of whether your platforms fall in scope of the obligation.
- I encourage you to continue to engage with eSafety, and with the Office of the Australian Information Commissioner (the OAIC), to ensure that you are taking appropriate steps to comply with Australian laws.
- This includes:
 - Taking steps to detect and deactivate underage accounts
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- I have been clear about what I expect from social media companies, come 10 December.
- Platforms have been on notice since December last year, and with legislative rules now made and regulatory guidelines published, I expect that work is underway to be ready for 10 December.

Legislative rules

- In July I made legislative rules to exclude certain types of services from the social media minimum age.
- The rules are not a set and forget exercise and can be changed in the future, if warranted.
- I have asked my department and the eSafety Commissioner to closely monitor the impacts of the rules, and the social media minimum age more broadly on young people, parents, and the Australian population.

Social media minimum age compliance information

- The social media minimum age has broad support amongst the Australian public, but particularly from parents and carers who have deep concerns about what their kids are seeing and experiencing online.

- There will be strong interest in implementation outcomes.
- I am interested to hear what information you can share with the Government, both in advance of and immediately following 10 December, to demonstrate compliance with, and impacts of, the social media minimum age.
- We do want to see meaningful difference as a result of this legislation, and this data will help us to understand and communicate what platforms are doing to comply.

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- I am interested to hear what Meta is proposing in this regard.

Digital duty of care

- As you are aware, the Government has committed to introducing a digital duty of care, which will require online services to be more proactive in addressing online harms.
- In designing the duty of care, the Government will be monitoring and learning from the implementation of the social media minimum age, including how platforms are responding and complying with those laws.

IF RAISED: We don't consider ourselves to be captured by the new laws

- The Government's intention in developing this legislation was that Instagram and Facebook would be captured by the definition of 'age-restricted social media platform'.
- As you are aware, eSafety is undertaking an assessment process to determine which platforms it considers meet this definition, and I encourage you to continue to work with eSafety through this process.
- [Further questions should be directed to eSafety]

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PDR Number	MB25-000XXX
Subject	Minister Wells Meeting with Meta
Contact Officer	Insert Name Insert Phone Insert Mobile
Clearance Officer	Insert Name Insert Phone Insert Mobile
Division/Branch	DIV - Digital Platforms Safety and Classification
Has Budget Branch been consulted if there are financial implications?	Choose an item

Adviser/DLO comments:	Returned to Dept for: <input type="checkbox"/> REDRAFT <input type="checkbox"/> NFA
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