

New online safety codes to protect children from harmful content submitted to eSafety Commissioner

Monday 3 March, 2025 - Australia's peak communications, digital and video game industry associations have today submitted the next phase of Online Safety Codes to the eSafety Commissioner for assessment under the *Online Safety Act 2021*.

Seven of the eight codes have been submitted to the eSafety Commissioner on Friday 28 February, with a final code due by 28 March.

The codes have been developed by industry, following an intense sector-wide effort, and are designed to strengthen protections for children against harmful online content, including pornography, suicide, self-harm and eating disorder content and violence.

DIGI Director of Policy and Regulatory Affairs, Dr Jennifer Duxbury, said the development of these codes demonstrated the tech sector's collective commitment to improving children's online safety.

"The Online Safety Codes submitted to the eSafety Commissioner contain safeguards for Australian users across multiple layers of the digital ecosystem, including social media platforms, websites, apps, games, messaging services, equipment manufacturers, operating system providers and internet service providers.

"Online spaces and communication tools provide valuable opportunities for children to learn, connect, and explore the world.

"However, children should be protected from exposure to pornography and material that encourages harmful behaviours such as instruction for eating disorders, suicide and self harm."

"That's why the technology industry is working together to strengthen safety measures and ensure that children can navigate online spaces in a secure and supportive way.

"Protecting children from harmful material remains a key priority for the industry, and we have worked collaboratively with eSafety and stakeholders to design practical, scalable solutions that include age assurance for certain content to prevent underage access, and a range of measures across the technology stack to further enhance online protections for children.

"If accepted for registration by the Commissioner, companies will have six months to implement the requirements of the Codes before they become enforceable under the *Online Safety Act 2021*, with penalties for non-compliance of up to \$50 million.

"These Codes complement the Phase 1 Codes, which aim at minimising child sexual abuse and pro-terror material, and represent another important step forward in ensuring strong and enforceable measures are put in place to protect Australians, and especially children, from harmful content", Dr Duxbury said.

The eSafety Commissioner will now review the Codes to assess if they meet the requirements for registration.

The full set of draft Codes documents can be accessed at <https://onlinesafety.org.au/>

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About the industry associations

The **Australian Mobile Telecommunications Association (AMTA)** (amta.org.au) is the peak body and trusted voice of the mobile telecommunications industry in Australia. Its members span telecommunications carriers, network vendors, infrastructure providers, handset manufacturers, and smaller providers. Its mission is to promote an environmentally, socially and economically sustainable mobile telecommunications industry in Australia.

Communications Alliance (commsalliance.com.au) is Australia's primary communications industry body, representing carriers, carriage and internet service providers, content providers, platform providers, equipment vendors, IT companies, consultants and business groups. The prime mission of the Communications Alliance is to create a cooperative stakeholder environment that allows the industry to take the lead on initiatives that grow the Australian communications industry, enhance the connectivity of all Australians and foster the highest standards of business behaviour.

The **Consumer Electronics Suppliers Association (CESA)** (cesa.asn.au) is a peak industry body, representing the interest of manufacturers and suppliers of consumer electronics and major household appliances in Australia. For more than 25 years, CESA has been a respected voice of the consumer electronics industry and plays a critical role in helping shape standards and regulations to preserve members' ability to do business, grow and innovate.

The **Digital Industry Group Inc. (DIGI)** (digi.org.au) is a non-profit industry association that advocates for the interests of the digital industry in Australia. DIGI's vision is a thriving Australian digitally-enabled economy that fosters innovation, a growing selection of digital products and services, and where online safety and privacy are protected.

The **Interactive Games & Entertainment Association (IGEA)** (igea.net) is the industry association representing and advocating for the video games industry in Australia, including the developers, publishers and distributors of video games, as well as the makers of the most popular games platforms, consoles and devices. IGEA has over a hundred members, from emerging local game development studios to some of the largest technology companies in the world.
