

s22(1)(a)(ii)

Subject: 9.30am: Call with PMO + Asst Treasurer office [SEC=OFFICIAL]

Start: Fri 1/03/2024 9:30 AM

End: Fri 1/03/2024 10:00 AM

Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Rowland, Michelle

Required Attendees Rowland, Michelle (Private); Rafizadeh, Shervin; s22(1)(a)(ii)

OFFICIAL

s22(1)(a)(ii)

From: DLO Rowland
Sent: Monday, 4 March 2024 5:38 PM
To: Jones DLO
Cc: s22(1)(a)(ii) s22(1)(a)(ii) s22(1)(a)(ii) Rafizadeh, Shervin
Subject: Signed joint letters to news publishers for dispatch [SEC=OFFICIAL:Sensitive]
Attachments: Signed joint letter to publishers - NMBC.pdf

OFFICIAL:Sensitive

Good afternoon

Please find attached a signed joint letter to publishers regarding the News Media and Digital Platforms Mandatory Bargaining Code for dispatch.

Regards

s22(1)(a)(ii)

Department Liaison Officer • Office of the Hon Michelle Rowland MP

Minister for Communications

DLO.Rowland@MO.communications.gov.au

Suite M1.41, Parliament House, Canberra ACT 2600

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



THE HON STEPHEN JONES MP
ASSISTANT TREASURER AND MINISTER FOR FINANCIAL SERVICES

THE HON MICHELLE ROWLAND MP
MINISTER FOR COMMUNICATIONS

Ref: MS24-000430

Monday, 4 March 2024

RECIPIENT NAME

ADDRESS
Email

Dear XX

We are writing regarding the announcement by Meta that it has decided to remove Facebook News in Australia, and that it will not enter into new commercial agreements with Australian news businesses for the provision of news content on its digital platform services.

The Albanese Government is committed to promoting a strong, sustainable and diverse media sector given its vital importance to our democracy, economy and society.

The News Media and Digital Platforms Mandatory Bargaining Code (the Code) aims to address bargaining power imbalances to ensure that digital platforms fairly remunerate news businesses for the content they generate.

The Code provides incentives for digital platforms and news businesses to reach commercial deals outside of the Code. If that is not possible, it provides a framework (following designation of a digital platform) for good faith negotiations and mediation between the parties. Where agreement cannot be reached, it sets out an arbitration process to determine remuneration payable by a digital platform.

In a range of meetings with industry stakeholders, we have clearly expressed the Government's expectation that news businesses and digital platforms negotiate in good faith.

The Government is deeply disappointed by Meta's decision, which will have a significant local impact. The decision removes a significant source of revenue for Australian news businesses and the Government has noted that news businesses deserve fair remuneration for the content they provide.

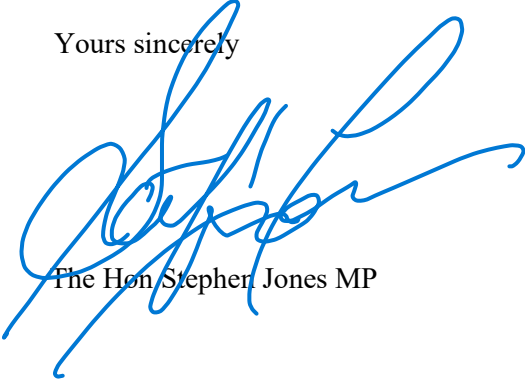
The Australian Government is committed to the Code and is seeking advice from Treasury and the Australian Competition and Consumer Commission (ACCC) on next steps.

We ask for your cooperation with any requests for information from Treasury and the ACCC. It is important that the Government makes policy decisions in the best interest of Australians and your assistance will help the Treasury and the ACCC in forming its advice to Government.

The relevant contact at Treasury is Assistant Secretary, Competition and Consumer Branch (NMBC@treasury.gov.au), and the relevant contact at the ACCC is Executive General Manager, Digital Platforms (bargainingcode@acc.gov.au).

We have copied in the Chair of the ACCC, Ms Gina Cass-Gottlieb, and the Secretary of the Treasury, Dr Steven Kennedy PSM.

Yours sincerely

A large, stylized handwritten signature in blue ink, appearing to read 'Stephen Jones'.

The Hon Stephen Jones MP

A handwritten signature in blue ink that reads 'Michelle Rowland'.

The Hon Michelle Rowland MP

CC: Ms Gina Cass-Gottlieb, Dr Steven Kennedy PSM

s22(1)(a)(ii)

From: DLO Rowland
Sent: Monday, 4 March 2024 9:50 PM
To: Jones DLO
Cc: s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii); Rafizadeh, Shervin
Subject: RE: Signed joint letters to news publishers for dispatch [SEC=OFFICIAL:Sensitive]
Attachments: Signed joint letter to publishers - NMBC.docx

OFFICIAL:Sensitive

Hi DLOs

The editable version of this letter is attached. For security reasons the signature of the Assistant Treasurer was removed so this would need to be reapplied from your end before dispatch.

Regards

s22(1)(a)(ii)

OFFICIAL:Sensitive

From: s22(1)(a)(ii)
Sent: Monday, 4 March 2024 5:38 PM
To: Jones DLO <JonesDLO@TREASURY.GOV.AU>
Cc: s22(1)(a)(ii); s22(1)(a)(ii)@TREASURY.GOV.AU; s22(1)(a)(ii); s22(1)(a)(ii)@TREASURY.GOV.AU; s22(1)(a)(ii)@MO.communications.gov.au; Rafizadeh, Shervin <s22(1)(a)(ii)@MO.communications.gov.au>
Subject: Signed joint letters to news publishers for dispatch [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

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Regards

s22(1)(a)(ii)

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Minister for Communications

DLO.Rowland@MO.communications.gov.au

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OFFICIAL:Sensitive



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ASSISTANT TREASURER AND MINISTER FOR FINANCIAL SERVICES

THE HON MICHELLE ROWLAND MP
MINISTER FOR COMMUNICATIONS

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We have copied in the Chair of the ACCC, Ms Gina Cass-Gottlieb, and the Secretary of the Treasury, Dr Steven Kennedy PSM.

Yours sincerely

A handwritten signature in blue ink that reads "Michelle Rowland". The signature is written in a cursive style.

The Hon Stephen Jones MP

The Hon Michelle Rowland MP

CC: Ms Gina Cass-Gottlieb, Dr Steven Kennedy PSM

s22(1)(a)(ii)

Subject: Media objectives [SEC=PROTECTED, CAVEAT=SH:CABINET]
Location: Microsoft Teams Meeting

Start: Tue 5/03/2024 4:30 PM
End: Tue 5/03/2024 5:00 PM
Show Time As: Tentative

Recurrence: (none)

Organizer: s22(1)(a)(ii)

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: s22(1)(a)(ii)

Passcode: s22(1)(a)(ii)

[Download Teams](#) | [Join on the web](#)

Join with a video conferencing device

teams@vc.treasury.gov.au

Video Conference ID: s22(1)(a)(ii)

[Alternate VTC instructions](#)

Or call in (audio only)

+61 2 s22(1)(a)(ii) # Australia, Sydney

Phone Conference ID: s22(1)(a)(ii) #

[Find a local number](#) | [Reset PIN](#)



[Learn More](#) | [Meeting options](#)

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