



TikTok Australia  
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3 July 2024

Ms Delia Rickard PSM  
c/o the Online Safety Act Review Secretariat  
Department of Infrastructure, Transport, Regional Development,  
Communications and the Arts  
Via email: [OSAReview@communications.gov.au](mailto:OSAReview@communications.gov.au)

Dear Ms Rickard,

Thank you for the opportunity to provide a submission in response to the statutory review of the Online Safety Act (the OSA).

TikTok is the world's leading destination for short-form mobile video, and home to a community of more than 8.5 million Australian users and 350,000 Australian businesses. Our mission is to inspire creativity and bring joy to audiences around the world. This mission is made possible by the critical work our team of 40,000 Trust and Safety professionals do each day – often in partnership with agencies like eSafety – to prevent, detect, and remove harmful content and behaviour from our platform.

The feedback contained in this submission is intended to add to the comments and recommendations provided by our industry associations, the Digital Industry Group Inc (DIGI) and Communications Alliance, into whose submissions we have also provided input.

As a global platform that currently invests USD \$2 billion annually in our Trust and Safety infrastructure and teams, TikTok welcomes the opportunity to help inform and contribute to these discussions. The Issues Paper released as part of the review process correctly identifies that combatting online harms is a global challenge, and one that has given rise to a rapidly evolving global regulatory response. In this context, Australia stands out as an early adopter of comprehensive online safety legislation. At just three years of age, Australia's regulatory regime is already more mature than online safety laws in many comparable jurisdictions.

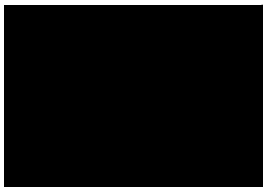
Notwithstanding that Australia's own online safety laws have been in effect since 2022 (and the Class 1 industry codes only since mid-2023), recent international developments have spurred calls for Australia to consider "further alignment with other jurisdictions" in order "to be responsive to global changes" in digital regulation. While the current review process provides an opportunity to further refine, simplify and streamline Australia's existing online safety laws, the maturity of the OSA should be considered a benefit, rather than a disadvantage, of Australia's regulatory framework. In our view, the case has not been made for departing from this framework.



Robust legislative frameworks such as the Online Safety Act, reinforced by substantial industry efforts, are both necessary to protect Australians from harm. However, further regulatory reform is not the only means of improving the digital wellbeing of Australians. The objects of the OSA, and the eSafety Commissioner's listed statutory functions, both point to the important role government can play promoting and supporting online safety.

While we will always continue to make significant investments in safety tools, teams and features, helping the broader community to build stronger digital safety awareness and literacy provides a meaningful way to support safer online experiences. As it considers potential future avenues for reform, we would encourage the Government to work with industry partners, including TikTok, to effectively and meaningfully promote safe online practices to the whole community in an impactful and creative way.

Yours sincerely,



Ella Woods-Joyce  
Director of Public Policy  
**TikTok Australia and New Zealand**

