

## **Senate Environment and Communications References Committee:**

### **Internet Search Engine Services Online Safety Code inquiry**

[Meta Responses to Questions on Notice received from Senator Pocock on 6 November 2025](#)

[Meta Responses to Questions on Notice received from Senator Pocock on 11 November 2025](#)

Meta Responses to Questions on Notice received from Senator Pocock on  
6 November 2025

#### **Sponsored passes**

**Who from your organisation has a sponsored parliamentary pass and which member of parliament sponsored each pass?**

We currently do not have any Meta representatives holding a sponsored parliamentary pass in Australia.

#### **Tax**

**How does your company define “Australian-sourced revenue”? Do you allocate revenue by user location, advertiser billing address, or contracting entity?**

- **What percentage of your Australian ad spend is invoiced by an Australian entity (e.g., Meta Australia Pty Ltd) versus offshore (e.g., Ireland, Singapore)?**
- **Do you provide Australian advertisers with invoices from an Australian entity? If not, why not?**
- **How much corporate income tax did your Australian entities pay in FY2023-24 and FY2024-25?**
- **What was your effective tax rate on Australian-sourced profits?**
- **How much of that tax was paid to the ATO versus withheld or credited overseas?**

All required financial information is disclosed in Facebook Australia Pty Ltd’s publicly available and audited financial reports.

Facebook Australia Pty Ltd reported FY2024 earnings (for the year ended 31 December 2024) of AUD \$209 million to ASIC. For FY2024, Facebook Australia paid over AUD \$44 million in income tax to the ATO, with an effective tax rate of 48%. Meta also collected and paid more than USD \$135 million in GST to the ATO during the same period.

Ad revenue reported by Facebook Australia is calculated based on advertising inventory purchased by managed Australian customers. Managed Australian customers refers to advertisers who have their business address in Australia and who have been assigned support by a Meta sales representative within Facebook Australia.

### **Safety & algorithms**

**How many under-16 accounts do you estimate are active on your platforms in Australia today? How is this figure verified?**

We responded to this question in our previous responses to Questions on Notice that were provided by 11th November 2025.

**How many child-safety incidents have you reported to eSafety or law enforcement in the past 12 months?**

We responded to this question in our previous responses to Questions on Notice that were provided by 11th November 2025.

**What is the headcount and FTE of your Australian-based safety team?**

Our work on safety is multi-faceted – from building products, to overseeing the development and implementation of our policies, to managing the Global Safety Advisory Council and local Australian safety partnerships and programs. We have 5 people working on safety policy and programs based in Australia.

**What is the headcount and FTE of your Australian-based child safety team?**

Please see our response to the previous question. Our safety teams also work on child safety.

**How are “for you” or equivalent feeds or stories curated for accounts identified as under 18?**

We responded to this question in our previous responses to Questions on Notice that were provided by 11th November 2025.

**Do you measure time-spent, mood impact, or mental-health indicators among teen users? Please provide your latest report on this data.**

Meta measures time spent by users and monitors certain aspects of use and engagement with our platforms. We also conduct certain research to understand our users’ feelings about and experiences on our platforms. Our latest public updates on these topics are available at [Meta’s Family Center](#) and in our Newsroom.

**Will you allow independent researchers or regulators to audit your recommendation systems for exposure to harmful or addictive content?**

Meta supports transparency and responsible research. We allow select independent researchers and regulators to audit aspects of our recommendation systems through partnerships and data-sharing initiatives, subject to privacy and security safeguards. In addition, we publish detailed “[System Cards](#)” that explain how our main recommendation algorithms work, including the main signals used and the safeguards in place to reduce exposure to content that violates Meta’s Community Standards or goes against the Facebook and Instagram Recommendation Guidelines. These resources are designed to facilitate external scrutiny and informed dialogue, and we are committed to expanding access in ways that protect user privacy and platform integrity.

**What proportion of harmful content that reaches under 18s from your algorithmic recommendations rather than user searches or follows?**

We responded to this question in our previous responses to Questions on Notice that were provided by 11th November 2025.

**Do you have internal metrics linking engagement-optimisation to teen well-being outcomes — and if so, are those reviewed by external ethics bodies? Please provide any relevant reports.**

We provide transparency about the signals that factor into what people experience in their [Feed](#) and [Stories](#) on Facebook, and [Feed](#), [Stories](#) and [Explore](#) on Instagram.

We regularly undertake and fund [research](#) and conduct consultations with parents, young people and experts on how young people are using our services. For example, we published the underlying [research](#) that shaped the development of our Teen Accounts feature when we first announced them in September 2024.

**Meta turned off advertising to children in the EU. However, it continues to run advertising to children in Australia, why?**

We responded to this question in our previous responses to Questions on Notice that were provided by 11th November 2025.