

Chair and Agency Head

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Select Committee on Information Integrity on Climate Change and Energy
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Dear Secretary

ACMA submission to the Inquiry into Information Integrity on Climate Change and Energy

The Australian Communications and Media Authority (ACMA) is the independent statutory authority responsible for the regulation of broadcasting, radiocommunications and telecommunications in Australia. The ACMA's remit also includes aspects of online content and online gambling. Relevantly for this inquiry, the ACMA has a limited role in monitoring digital platforms' activities under the voluntary [Australian Code of Practice on Disinformation and Misinformation](#) (the Code).

Disinformation and misinformation continue to present significant challenges to information integrity both in Australia and abroad. ASIO has identified the erosion of social cohesion and trust in institutions through disinformation and misinformation as critical challenges to our national security environment. A recent [Digital News Report](#) survey found 74% of Australian adults were concerned about misinformation – the highest globally.

The Code

In Australia, minimising the risk of harm from misinformation and disinformation on digital platforms has been the subject of self-regulation through the Code since 2021. The Code was developed and is administered by the Digital Industry Group Inc (DIGI) and currently has 8 signatories: Adobe, Apple, Google, Meta, Microsoft, Redbubble, TikTok and Twitch.

Intended to address Australians' concerns about disinformation and misinformation, the Code comprises a series of voluntary opt-in outcomes with a range of measures and objectives, considering the diverse range of signatories with varying business models. Each year, signatories produce transparency reports setting out their progress towards meeting the outcomes contained in the Code, and DIGI produces a report to highlight key themes and commitments in signatories' reports.

The ACMA's oversight role includes reviewing the annual transparency reports produced by Code signatories and reporting on their collective progress towards achieving the outcomes contained in the code. We have recently published our fourth report, noting the evolving Australian misinformation environment.

The report includes the following key findings:

- the reporting provided by signatories in the 2025 reports was largely consistent with previous years. There were some improvements in the level of Australian-specific data provided by most signatories – including datasets that have been reported on for 3 or more years which enable trended analysis.

- less misinformation content was being actioned under misinformation policies in Australia across signatories in 2024. Some platforms point to continued advancements in operational and moderation capabilities as reasons for these changes.
- in response to the risk of AI increasing the speed and scale of misinformation and disinformation being spread, signatories are taking the threat seriously and are putting measures in place to mitigate harm.
- signatories also reported on efforts to uplift media literacy, including programs and partnerships with third-party organisations and the provision of free publicly available media literacy resources.

Our previous reports are available on our [website](#).

DIGI has committed to reviewing its Code this year. We look forward to working with industry to enhance the Code framework and support effective voluntary participation.

We can provide further information on the Code if it will assist the committee in its inquiry.

Yours sincerely

Nerida O'Loughlin PSM

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