

# Social Media Age-Restrictions

## What does this mean for netball in NSW?

### What are the social media laws?

The Australian Government is protecting young Australians at a critical stage of their development, through world-first social media age restrictions.

From 10 December 2025, age-restricted social media platforms will have to take reasonable steps to prevent Australians under the age of 16 from creating or keeping an account.

### Why are the changes being implemented?

The restrictions aim to protect young Australians from pressures and risks that users can be exposed to while logged in to social media accounts. These come from design features that encourage them to spend more time on screens, while also serving up content that can harm their health and wellbeing.

### What platforms will be impacted?

The conditions for age restriction are where the sole purpose, or a significant purpose, of the service is to enable online social interaction between two or more end-users the service allows end-users to link to, or interact with, some or all of the other end-users the service allows end-users to post material on the service.

Online gaming and standalone messaging apps are among a number of types of services that have been excluded under the legislative rules. However, messaging services that have social-media style features which allow users to interact in other ways apart from messaging may be included in the age restrictions, as well as messaging features accessed through age-restricted social media accounts.

The following will be age-restricted social media platforms:

- Facebook
- Instagram
- Kick
- Reddit
- Snapchat
- Threads
- TikTok
- Twitch
- X (formerly Twitter)
- YouTube

A full list of all impacted platforms can be found [linked here](#).

## How will it work?

Under 16's will still be able to see publicly available social media content that doesn't require logging into an account.

Most standalone gaming and messaging apps, as well as many services that support health and education, will not be affected by the new law.

## Who is responsible for implementing the changes?

There are no penalties for under 16's who access an account on an age-restricted social media platform, or for their parents or carers.

This is about making the platforms take greater responsibility for the safety of children – they face fines of up to \$49.5 million if they don't take reasonable steps to implement the changes.

## What does this mean for clubs and associations?

Clubs and associations should consider taking the following steps to help support the implementation of the age-restrictions;

- Conduct an audit of current platforms utilised by the club or association and remove the administration rights of any users under the age of 16.
- Consider the target audience of any social media posts on current platforms utilised by the club or association.
- Explore alternate methods of communication (for example WhatsApp and Messenger) – ensuring that this is done in accordance with the Child Safe Practices outlined in the Safeguarding Children and Young People Policy.
- Update any internal policies/procedures that govern social media use in your club or association.
- Inform members of any changes to communication channels.
- Stay informed via the eSafety Commissioner and NNSW.

## How should we be communicating with the children and young people in our club or association?

Clubs and associations should refer to the [Netball Australia Safeguarding Children and Young People Policy](#) which sets out the commitment of all netball organisations to safeguard everyone involved – including children and young people -ensuring that they feel and are safe. The Child Safe Practices require that;

- A person in a position of authority must not have one on one contact with a child or young person outside of authorized sport activities (includes direct contact such as in-person as well as indirect such as by phone, or online.
- A person in a position of authority unless they are also an Approved Person (in respect to the relevant child/young person), Medical Practitioner or Health Professional, must not communicated directly (one to one) with a child or young person either electronically or online (including phone calls) without the inclusion of a representative from the Relevant Organisation and/or the child/young persons parent or carer.

- When communicating with children/young people, a person in a position of authority must ensure content us:
  - directly related to delivering our services, such as advising that a scheduled event is cancelled;
  - concise with personal or social content limited only to convey the message in a polite and friendly manner; and
  - not promoting unauthorized social activity or contact.

#### Where can we find more information and resources?

The eSafety Commissioner website has a range of tools and resources to help your club or association understand and prepare for the change. The social media age restrictions hub can be found [linked here](#).