
Chair's Report 2025



Thank you Board members!

- John Pane - Chair
- Andrew Scott - Secretary
- Paul Ruberry - Treasurer (Ret 06/25)
- Shaun Branden - Treasurer
- Kiki Fong Lim
- Gillian Dempsey
- Bianca Gay (Res 10/25)
- Andrew Roffey (Res 06/25)
- Ross Floate (Res 04/25)
- Jarrod Loidl (Res 02/25)



How did we do?



Strategic Plan

1. **Governance & Operational Uplift**
2. **Raising EFA's profile in the community/industry/
government**
3. **Re-planning**



Strategic Plan



1. **Governance & Operational Uplift:**

- a. Improve Resourcing & work allocation
- b. Risk management
- c. Financial Management
- d. Systems improvements



Strategic Plan

2. Raising EFA's profile in the community/industry/ government

- a. Membership / Community Engagement and Participation 
- b. Be active/build on existing collaborations 

3. Replanning

- a. Completion of Strategic Planning and Decision Guide 
- b. EFA's longer term Strategic Directions 
- c. 2024/2025 Annual Plan 

Success Markers

1. Growing a broad-based membership.
2. Increasing awareness of digital rights.
3. Increasing protections for digital rights enshrined in law.
4. Increasing access to beneficial, rights-preserving technologies.
5. Increased media mention and advocacy opportunities.



2025 Focus Areas



2025 Focus Areas

- Privacy Act review
- Data breaches
- Social media ban
- AI and AI Safety
- Encryption
- Age/Identity verification
- Public/Workplace surveillance



The Breakdown



Performance on a Page

	Submissions/Policy	Participation/Outreach	Governance
Dec	Online Safety Act Phase 2 Industry Codes - JP	auIGF - Kiki	
Jan	ACCC Digital Platforms Enquiry - JP, verbal briefing		Action Planning
Feb	SMMA - Greens briefing - JP	Mastodon account opened - AR	
Mar	SMMA - submission - JP	Children's Privacy Code re set Tech/OAIC - JP	
April	DAT Act Submission - JP	AATT Board meeting - JP TPDi Parliamentary Friends of Tech - Kiki Federal Election Scorecard AS/JP	Action Planning
May	Whistleblower Protection Bill - JP	Children's Privacy Code/ Reset Tech JP/BG AATT Board Meeting - JP	

Performance on a Page cont.

	Submissions/Policy	Participation/Outreach	Governance
Jun	Children's' Privacy Code JP/BG	AATT Board Meeting - JP QUT Data Care grant - JP	Media Engagement policy Board PD and Responsibilities policy
Jul		eSafety Social Media roundtable - JP	Conflicts of Interest policy Delegation of Authority uplift
Aug	FOI Act Amendment Bill - JP	TPDi/Rand salon on Technology & the Social Contract - JP	Complaints Policy & Procedure
Sept	Prod Comm - Harnessing Data/Digital Tech - JP	Parliamentary Friends of Tech Policy/TPDi - JP	
Oct	Senate Estimates - SMMA & Search Engine Code - JP	TPDi AI Sovereignty Workshop - JP Australia-India Cyber and Critical Technology Partnership TIA interview - JP	Volunteer Agreement developed
Nov		Member Engagement Survey - JP/Bus Comm TIO - digital regulation discussion - JP	

Collaboration





Partnerships and Community

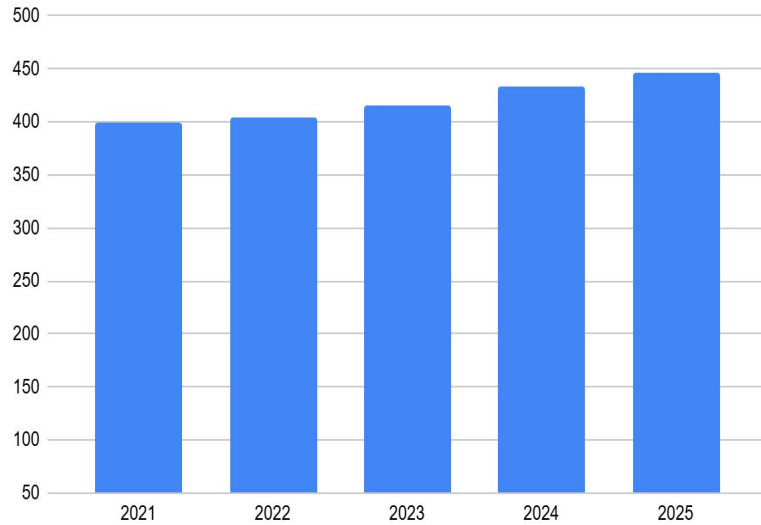
- Digital Rights Watch/APF/Australians against AI
- Australian Internet Governance community - including Internet Australia, AuDA, (APNIC, Linux Australia) - needs revitalization
- Choice
- ACCAN
- Qld University of Technology
- Tech Policy Design Institute
- Parliamentary Friends of Tech
- TIO

Membership

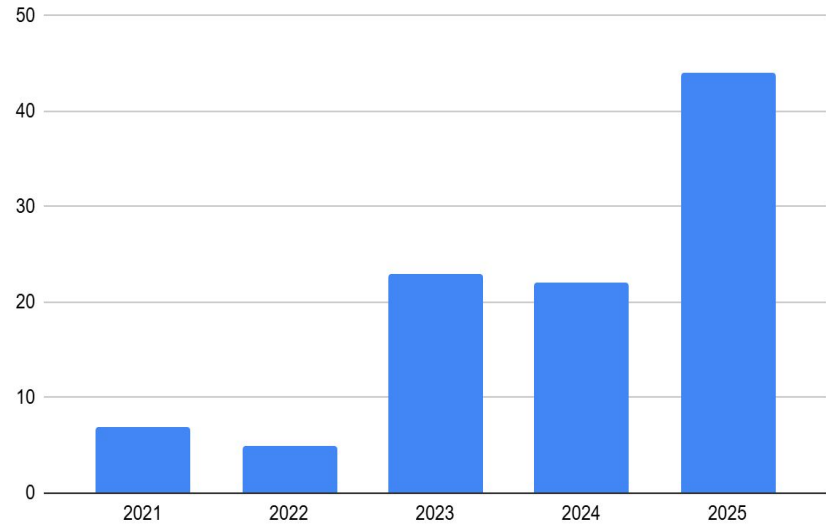


Membership

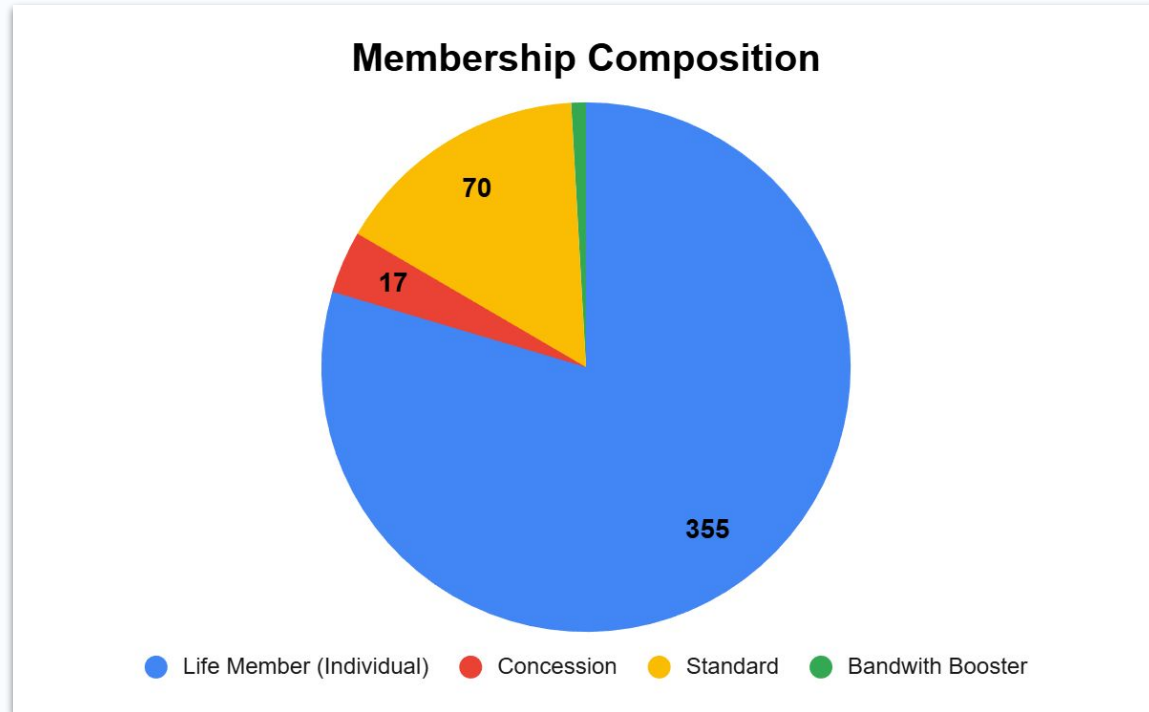
Total # Members



Total # New Members



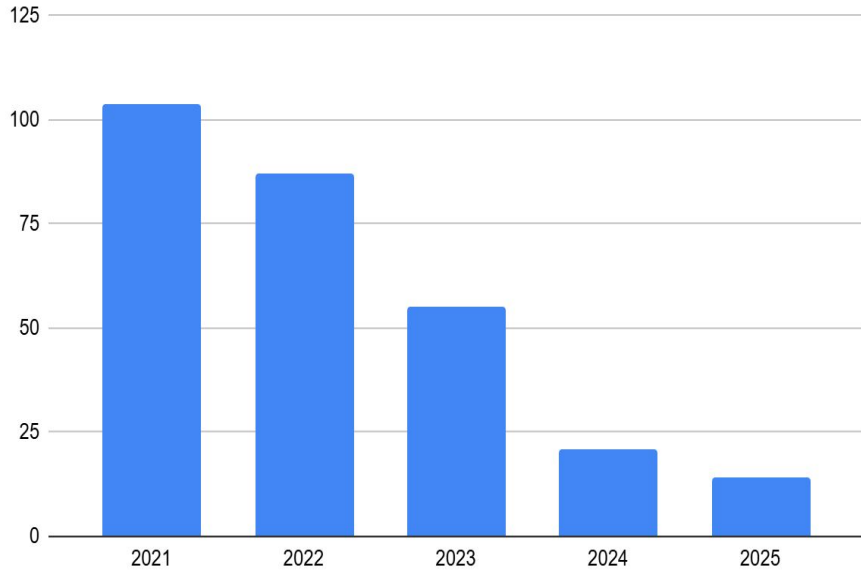
Membership cont.



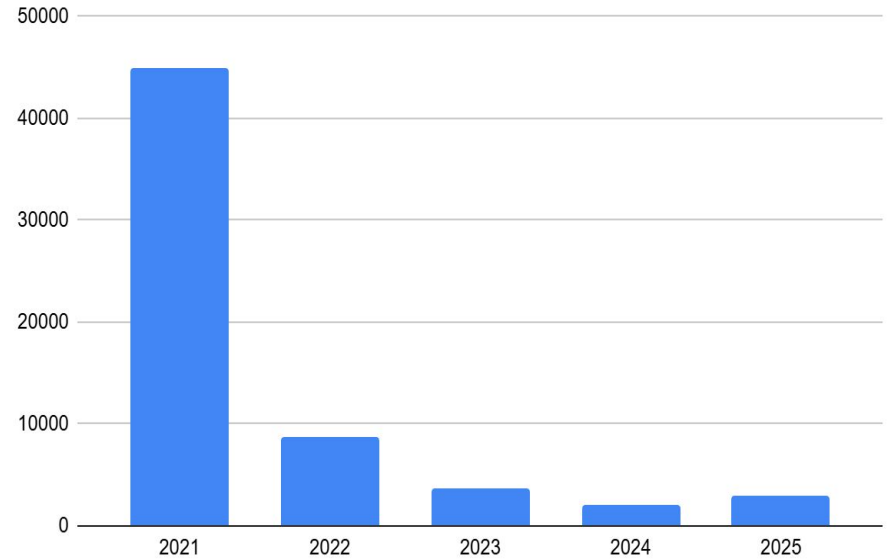
Donations

Donations

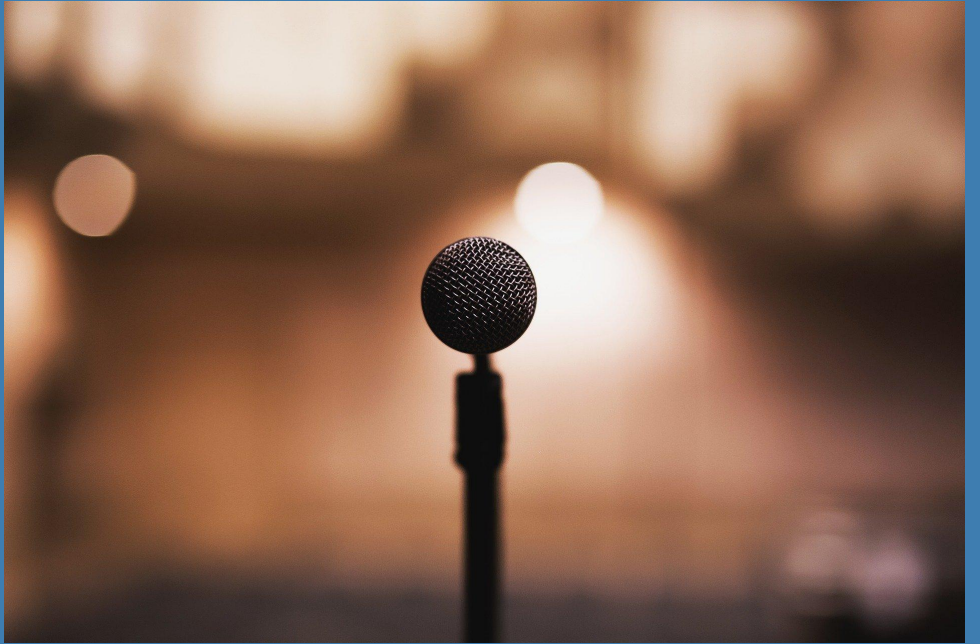
Donations/Grants



\$ Donations/Grants

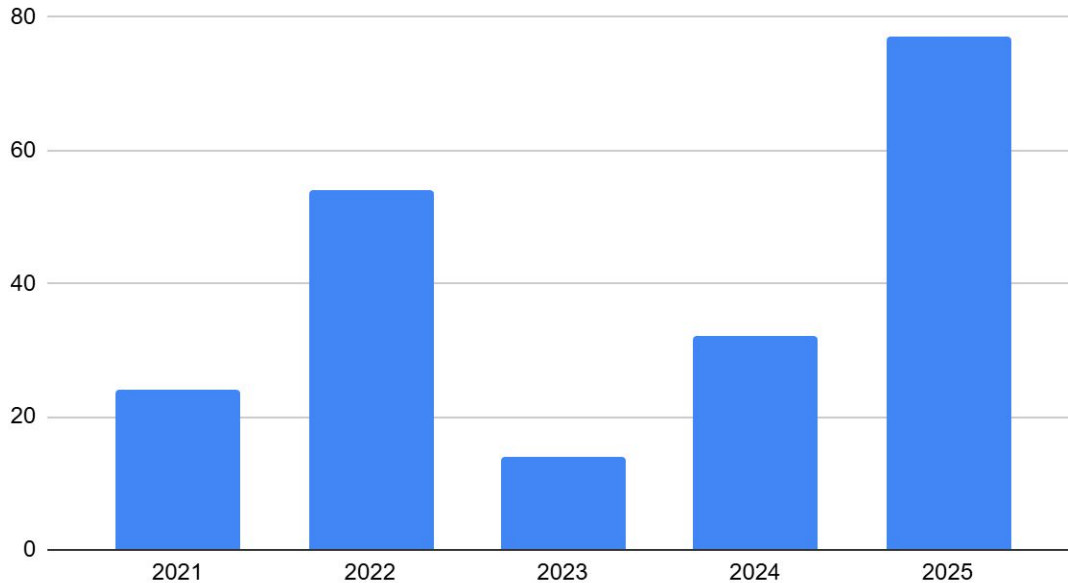


Media



Media Requests & Appearances

Media Mentions



Social Media Metrics

- 25% increase to LinkedIn followers for both 2024 and 2025
- Good Facebook engagement:
 - Weekly posts/CTA
 - Almost 13,000 followers
 - 118k views last 12 months
- Mastodon struggling.

Media Requests & Appearances

- 80 mentions/appearances YTD, 32 in 2024
- TV: ABC News, 7 News, 10 News, Sky AM Agenda
- Radio: 3RRR, 3CR, ABC Radio National
- Print/Digital: The Guardian, The Australian, Yahoo Finance, Innovation Aus, Crikey, ABC News/Science, Information Age, Weekly Cybers, Cyber Daily, AFR, The Age, SMH, SBS
- International: NPR, BBC, Al Jazeera, Yahoo UK, ARD German TV, National Herald - India



Other Publications and Reach Out

- 18 website blogs/articles including:
 - Safe Trac
 - Use of Chat GPT in the Public Service
 - Age Assurance Technology Trial
 - Social Media ban
 - Election Scorecard and response to federal budget
 - Privacy Act review
 - NDIS

Onwards!





2026 Areas of Focus

1. Simplification of strategy, reporting and admin – supported by better defined roles, responsibilities and delegations
2. Focus on members and reliable systems and processes to support members and drive engagement
3. Mobilise volunteers and stand up Board committees and functions
4. Revenue raising – sponsorship, grants, fundraising campaigns
5. Continue to grow EFA media presence and brand by improving media footprint and accessibility.

Motion: That the meeting accept the 2025 Chair's Report.

