



GPA Global Privacy and Data Protection Awards 2021

Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to secretariat@globalprivacyassembly.org no later than **14 June 2021**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2¹ applies.

1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection
Authority:

Office of the Australian information Commissioner

2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly
- The initiative described in this entry was undertaken since January 2020.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation
- People's Choice

4. DESCRIPTION OF THE INITIATIVE

a. Please provide a brief summary of the initiative (no more than 75 words)

The Office of the Australian Information Commissioner (OAIC) leads a national campaign for Privacy Awareness Week each year. PAW 2021 ran from 3 to 9 May, promoting the theme [Make privacy a priority](#), and set a new benchmark for industry and government support and community

¹ [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

reach. We used #PAW2021 to launch new resources to support the protection of personal information [at work](#), [at home](#), by [parents and carers](#), and [after a data breach](#).

b. Please provide a full description of the initiative (no more than 350 words)

The OAIC's campaign strategy for Privacy Awareness Week 2021 harnessed digital platforms and stakeholder collaboration to grow our supporter base and reach a broader audience.

Campaign content and focus also responded to key findings from our [Australian Community Attitudes to Privacy Survey 2020](#) – including that while 85% of Australians have a clear understanding of why they should protect personal information, 49% don't know how to go about it.

The OAIC worked with state and territory privacy authorities across Australia to coordinate our campaigns, including developing the ***Make privacy a priority theme***, which was also adopted by the Asia Pacific Privacy Authorities forum.

We used #PAW2021 as a platform to launch new resources to support the protection of personal information [at work](#), [at home](#), by [parents and carers](#), and [after a data breach](#). Our tips for individuals were translated into [10 community languages](#) to help more Australians protect their privacy online. We also released a new info-poster highlighting the [10 steps to undertaking a privacy impact assessment](#).

We communicated with supporters and stakeholders through a variety of channels, including newsletters, a supporter campaign toolkit, social media posts, media releases and interviews, and direct outreach to target organisations and sectors. Campaign materials were developed with supporter needs in mind, to encourage greater participation.

We also developed a new [campaign website](#) to improve user experience and promote behavioural change by identifying simple and effective steps for both consumers and organisations to make privacy a priority.

The OAIC's awareness campaign is estimated to have reached over 2 million Australians through our own proactive media and social media activity. Participation in the campaign by leading corporate and government supporters significantly amplified this reach across their staff and social media followers.

Examples of supporter campaigns include the [Australian Cyber Security Centre](#), [Department of the Prime Minister and Cabinet](#), [Bank Australia](#), [Optus](#) and [IAPP](#).

These efforts succeeded in making #PAW2021 and Privacy Awareness Week both trend on Twitter in Australia during the campaign.

c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

The OAIC's campaign for Privacy Awareness Week 2021 set new benchmarks for industry and government support and community reach. Key metrics demonstrating the success of the OAIC's national #PAW2021 campaign include:

- A record **629 supporters** from the corporate, government and not-for-profit sectors, up 15% from 2020

- Almost **1700 downloads** of the OAIC’s comprehensive supporter toolkit featuring web banners and social media tiles, copy for internal and external channels, and other assets, up 80% compared to 2020
- **Open rates of 57–74%** for our 7 supporter newsletters, tracking well above the average 25-43% for government e-newsletters
- **Combined impressions of over 600,000** through OAIC-owned social media channels, up more than 200% on 2020
- More than 24,000 visits to the [OAIC campaign website](#) up 87% on 2020.
- A record 12 stakeholder events, including **over 400 registrations** for the OAIC pre-recorded campaign launch [Making privacy a priority in a decade of data](#), featuring Australian Information and Commissioner and Privacy Commissioner Angelene Falk and UK Information Commissioner Elizabeth Denham.

Feedback from supporters was overwhelming positive with the campaign website, resources and content, and events all acknowledged for their role in helping organisations to raise [privacy awareness with their staff and external stakeholders.

- d. Please include a photograph or image, if you wish** (*This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided*)



e. Please provide the most relevant link on the authority's website to the initiative, if applicable (*The website content does not need to be in English*)

www.oaic.gov.au/s/paw2021

f. Please provide any other relevant links that help explain the initiative or its impact or success (*e.g. links to news reports or articles*):

The OAIC ran a proactive media campaign to support #PAW2021, generating more than 100 media articles and mentions with an estimated audience of more than 1.5 million Australians, including:

- Interview with Australian Information Commissioner and Privacy Commissioner Angelene Falk on the national public radio broadcaster, [ABC's RN Breakfast program](#) on 4 May 2021.
- An opinion piece by the Commissioner on the Australian Government's review of the *Privacy Act 1988* in [The Canberra Times](#), 8 May 2021.
- Interview by the Commissioner with [News Corp](#) Sunday papers about children's privacy, syndicated nationally and online.
- Quotes in the [Sydney Morning Herald](#) on 3 May 2021, a [media release](#) featured on [GovTech Review](#). And a [joint statement](#) by Privacy Authorities Australia featured on [PS News](#).