



## GPA Global Privacy and Data Protection Awards 2023

### 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](mailto:secretariat@globalprivacyassembly.org) **no later than 9 June 2023**.

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 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection Authority:	Office of the Australian Information Commissioner (OAIC)	
Person completing this form:	Iris	Vayzer
	<i>First name</i>	<i>Last name</i>
Job title:	Assistant Director, Systems and Security	
Email address:	<a href="mailto:iris.vayzer@oaic.gov.au">iris.vayzer@oaic.gov.au</a>	

#### 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 2022.
- 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

<sup>1</sup> [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.

## 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) led the Australia-wide campaign for Privacy Awareness Week (PAW) 2023. Our campaign went '[back to basics](#)' emphasising the fundamental importance of privacy in our daily lives, and attracted over 840 private sector organisations and government agencies as supporters. We developed a dynamic, interactive campaign website, themed with retro computer graphics, with tips for [individuals](#), [businesses](#) and [government](#) on protecting personal information, and a comprehensive supporter toolkit.

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

PAW is an initiative of the Asia Pacific Privacy Authorities (APPA) Forum, held annually to promote and raise awareness of privacy issues and the importance of protecting personal information. The OAIC leads PAW activities in Australia in partnership with state and territory privacy regulators.

This year's campaign theme, as voted by APPA members, was 'Back to Basics – Privacy Foundations'. The OAIC used 'back to basics' as our campaign slogan, paired with a 'Privacy 101' campaign website. PAW 2023 ran from 1-7 May, with the campaign commencing well in advance of the week, to gather support.

The OAIC's core objectives for PAW are to:

- increase individuals' awareness of privacy rights and risks and how to manage them
- engage with regulated entities through the PAW supporter program and enhance their understanding of their privacy obligations and the OAIC's regulatory stance, encourage best practice and leverage them to reach individuals.

The OAIC's key activities for PAW included:

- Launch of a dedicated '[Privacy 101 website](#)' including tips and interactive quizzes for [individuals](#), [businesses](#) and [Australian Government agencies](#), with engaging features (animations, sound, and an 'Easter egg').
- Supporter recruitment and engagement.
- Development of design assets to engage audiences and supporters and express the APPA theme in a way relevant to the Australian context. These included posters, factsheets, social media tiles, virtual backgrounds and email banners.
- Development of a [supporter toolkit](#) including resources, content and ideas to assist supporters to raise privacy awareness and promote good privacy practices to their internal and external stakeholders, together with design assets.
- The execution of a social media campaign, including 3 videos.
- A [joint statement](#) issued with other Privacy Authorities Australia members.
- Internal engagement including email updates and a staff event.

- OAIC speakers taking part in 7 events with a combined live audience of around 1,800 people (in person and virtually), and an ongoing audience for presentations published online. Events included a [keynote address](#) at an International Association of Privacy Professionals event and two panel events ([one here](#)) with state commissioners. We also promoted state-based privacy regulators' [events](#).
- A number of the resources developed for PAW have continuing use.

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

The OAIC executed a successful campaign that achieved our objectives. Among the measures of success, we:

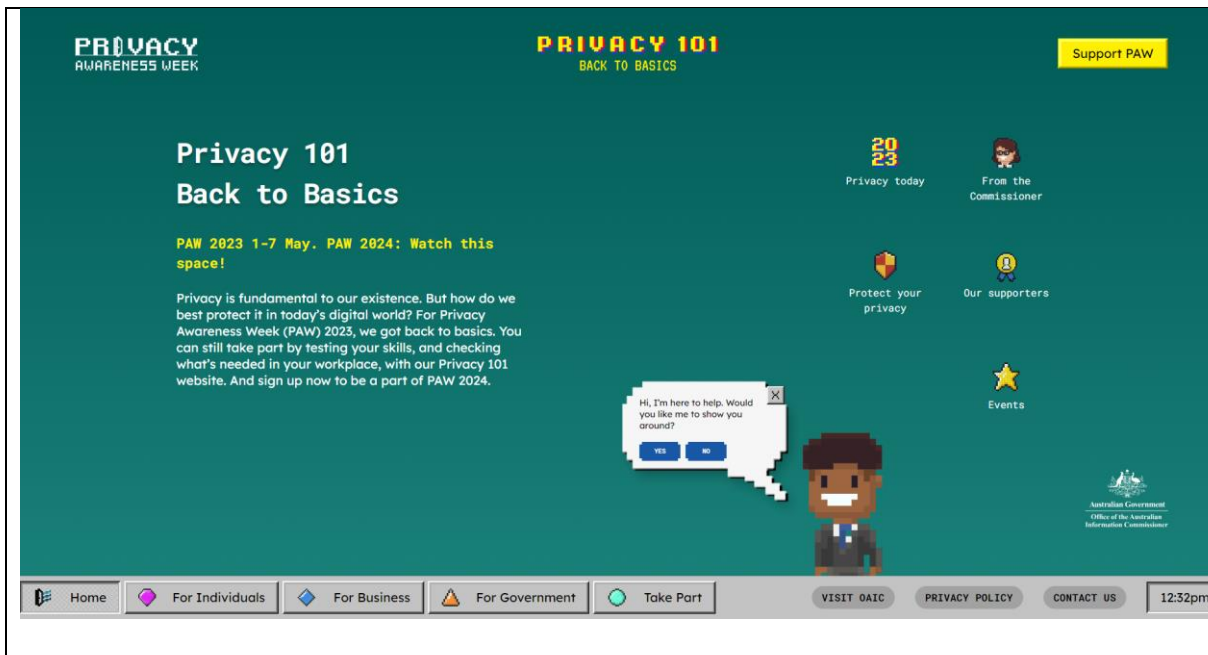
- achieved the **highest number of supporters to date** – over 840 private sector organisations and government agencies and signed up, compared to 653 in 2022.
- spoke at **7 events with a combined live audience of around 1,800 people** – plus a broader audience for two events that were recorded and published online.
- achieved **105,715 combined impressions<sup>2</sup>** through OAIC-owned social media channels. Posts by PAW supporters further extended the campaign's social media reach by hundreds of thousands.
- Achieved significant engagement through the PAW website (**over 57,000** home page views from launch to 18 May and views of over **30,000; over 17,000; and over 10,000** for the landing pages for individuals, businesses and government agencies).
- Had extremely strong supporter engagement, with supporters creating their own supporting videos/animations, webinars, quizzes, competitions, workshops, and other material and activities.

The OAIC also conducted a supporter survey post-campaign which provided strongly positive feedback.

**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)**

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<sup>2</sup> Statistics includes organic reach on Facebook. Our PAW social media content promotion commenced on 12 August 2022 when we shared a save the date message, with the final PAW themed content being posted on Wednesday 24 May 2023



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*)

Privacy Awareness Week 2023 website - <https://education.oaic.gov.au/paw2023/>

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*):

Example media coverage:

- [‘Australia’s privacy and information commissioners rally for Privacy Awareness Week’ \(The Mandarin\)](#)
- [‘Privacy Awareness Week Part I- The State of Play’: Part II: Get in the Know and Get Privacy Right’ \(National Law Review\)](#)
- [‘Australian data breaches are resulting in more ‘impersonation’ reports, privacy chief says’ \(mlex\)](#)
- [‘Privacy Week calls PS ‘Back to Basics’ \(PS News\); ‘Privacy regulators lead the way to basics’ \(PS News\); ‘Privacy Awareness had its week’ \(PS News – varied state editions\)](#)
- [Privacy Awareness Week with Oliver Slewa \(SBS podcast\)](#)
- [‘City champions privacy awareness’ \(National Tribune\)](#)

Below is a selection of articles published by supporters that leverage or link to OAIC materials:

- [Privacy Awareness Week 2023 \(Australian Cyber Security Centre\)](#)
- [‘It’s time to get ‘back to basics’ to protect patient privacy’ \(Royal Australian and New Zealand College of General Practitioners, newsGP\)](#)
- [‘Privacy Awareness Week: How to Safeguard Your Children's Online Privacy ‘ \(The Educator\)](#)

- ['Supporting Privacy Awareness Week 2023' \(Tax Practitioners Board\)](#)
- ['Get back to basics protecting your personal information from cybercriminals' \(Deakin University\)](#)
- ['Privacy Awareness Week 2023 – Privacy 101: Back to Basics' \(Veritas\)](#)
- ['Privacy Awareness Week 2023: Back to Basics' \(Ability Options\)](#)
- [Privacy Awareness Week \(The Mutual Bank\)](#)