

Item 13.11**Notices of Motion****The City of Sydney Backs the Fix Our Feeds Campaign**

By Councillor Olly Arkins

It is resolved that:

(A) Council note:

- (i) social media platforms increasingly rely on algorithmic recommender systems that determine what content users see based on their behaviour, interests and engagement
- (ii) these systems are designed to maximise engagement and can amplify content that provokes strong emotional responses, including outrage, fear and anger
- (iii) in December 2025, Australian consent education organisation Teach Us Consent launched the Fix Our Feeds campaign, calling on the Australian Government to require social media platforms to make personalised algorithmic feeds opt-in rather than the default
- (iv) under the proposal, social media users would by default see content from people and accounts they have chosen to follow, with users able to actively consent to turning personalised algorithmic recommendations on or off
- (v) Teach Us Consent has highlighted the particular impact of recommender algorithms on young men and boys, including research finding that social media accounts designed to mimic boys aged 16 to 18 can be served misogynistic content within 23 minutes
- (vi) 73% of Gen Z social media users surveyed have reported seeing misogynistic content online, while 78% of Australians surveyed believe social media users should have greater control over the content they see
- (vii) algorithmic amplification can expose users to misogyny, racism, homophobia, harmful body image and eating disorder content, misinformation and other material that can contribute to social isolation, division and harm
- (viii) the Fix Our Feeds campaign applies the principle of affirmative and informed consent to our digital lives, recognising that people should have genuine choice over whether their behaviour and data are used to determine the content they are shown
- (ix) on 2 September 2026, Teach Us Consent founder and CEO Chanel Contos addressed the National Press Club calling for the Australian Government to adopt an opt-in model for social media algorithms

- (x) the Australian Government is currently considering reforms to give Australians greater control over algorithmically recommended content as part of its development of a digital duty of care for online platforms
 - (xi) creating safer online environments, reducing gender-based violence and misogyny, supporting the wellbeing of young people and strengthening social cohesion are important issues for communities across the City of Sydney
- (B) Council:
- (i) endorse Teach Us Consent's Fix Our Feeds campaign and its call for social media algorithms to be opt-in rather than enabled by default
 - (ii) support the principle that social media users should have genuine and informed control over whether they receive personalised algorithmic content
- (C) the Lord Mayor be requested to write to the Prime Minister, the Hon Anthony Albanese MP, Minister for Social Services and Member for Sydney, the Hon Tanya Plibersek MP and the Minister for Communications, the Hon Anika Wells MP:
- (i) advising them of Council's endorsement of the Fix Our Feeds campaign
 - (ii) expressing Council's support for an opt-in model for social media algorithms
 - (iii) urging the Australian Government to include strong measures giving users genuine control over algorithmically recommended content in digital duty of care reforms
- (D) the Lord Mayor be requested to write to the Premier, the Hon Chris Minns MP, Attorney General, the Hon Michael Daley MP and Minister for the Prevention of Domestic and Family Violence, the Hon Jodie Harrison MP:
- (i) advising them of Council's endorsement of the Fix Our Feeds campaign
 - (ii) expressing Council's support for an opt-in model for social media algorithms
 - (iii) urging the NSW Government to also advocate to the Commonwealth to give social media users genuine control over algorithmically recommended content in digital duty of care reforms.

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