



10 January, 2024

Mr Alan Raine
Committee Secretary
Senate Standing Committees on Economics
PO Box 6100
Parliament House
Canberra ACT 2600

By email: economics.sen@aph.gov.au

Dear Mr Raine,

RE: Inquiry into Digital ID Bill 2023 and the Digital ID (Transitional and Consequential Provisions) Bill 2023

Endeavour Group thanks you for your invitation to contribute to the above mentioned inquiry. Whilst not formally making a submission to the inquiry, we wish to provide you with some comments outlined in this letter.

Endeavour Group's diverse operations consists of over 1600 liquor retail stores, over 350 hotels, premium wineries and production businesses which employ over 30,000 team members across every State and Territory. Endeavour Group demerged from Woolworths Group Limited in June 2021 and was subsequently independently listed on the ASX.

Endeavour Group supports the proposed regulations of a national Digital ID governance framework, the strengthening of the accreditation scheme and the appointment of an independent regulator as legislated in the Digital ID Bill 2023 and the Digital ID (Transitional and Consequential Provisions) Bill 2023.

Endeavour Group has exposure to Digital ID services and the deployment of associated technology through its operations in online retail liquor (both delivery and pick up). The New South Wales Government passed legislation in November 2020 which requires customers to verify their identity through Digital ID technology (using the TDIF framework) for same day online purchases and delivery of alcohol - online liquor retailers are required to be compliant by 1 June 2024.



We note the phased expansion of Digital ID and accreditation programs beyond the Commonwealth with Phase 1 and 2 to include State and Territory Government Services and Phase 3 extending to private sector services. With States and Territories looking to Digital ID verification use across many industries, guidance on timelines of the proposed phases would be welcomed by industry, helping to inform regulatory discussions as State and Territory Governments look to reduce administrative burden for both industry and Government by adopting technology advancements early.

As the technology continues to develop and Government and businesses continue to expand their capabilities to adapt to the changing landscape of increasing consumer expectations around privacy protection and security, we're acutely aware of potential implementation challenges and cost burdens that may be associated with implementing new and emerging technologies and associated consumer security protections. As a national organisation serving over 1,500 communities across Australia, we'd welcome the opportunity to discuss, at the appropriate time - when the Phase 3 roll out is in scope, the implementation of Digital ID for the private sector.

We look forward to working with the Commonwealth, the States and Territories on creating a safe and secure Digital ID experience for Australians. Should you have any questions or wish to discuss any aspect of this letter further please do not hesitate to contact me on



Regards,
Dan Holland
Director, Corporate Affairs and Sustainability
Endeavour Group

