

Senator Wallace

Question

Do you, or does your organisation, have any financial or other form of commercial relationship with any social media platform, technology platform, gaming platform or any similar such entity? If so, please advise with whom and describe the nature of that relationship – e.g. direct funding, discounts, in-kind support, advisory support, consulting, research partnership, information exchange? Please also outline the value of any such financial or other form of commercial relationship over the past 5 years.

Answer

As per our joint submission with ReachOut and BeyondBlue, Black Dog Institute recognises the harms that social media can cause for young people, and we agree that reform is necessary to keep young people safe online.

As a medical research institute which seeks to translate the very best research into world class treatment and programs, we partner with a range of organisations to have real-world impact, including social media, technology and gaming platforms.

Over the past 5 years we have had the following collaborations with platforms:

Social Media

Part of our research program involves investigating how social media can impact mental health, and as such, we have partnerships with social media companies:

- Dr Sanderson Onie, post-Doctoral Research Fellow at the Black Dog Institute has:
 - Co-presented on panels with Google, Meta and TikTok.
 - Advised TikTok and Google on policy and intervention through the International Association for Suicide Prevention.
- Our business has fundraised through PayPal giving on Facebook and Instagram. We use PayPal Giving as a mechanism to receive donations from the community to support our work. We have no formal partnership with them.
- An advertising agency we work with obtained in-kind support in the form of advertising space from Reddit, for the Lived Experience Hope Exchange research project.
 - The project utilises a series of advertising campaigns that are distributed via digital channels to identify individuals at risk of suicide by serving ads when users search for suicide-specific keywords. The website offers emergency help links, community stories, and calming resources.
 - The impact of the Hope Exchange has been significant. From the funding provided to us by Reddit, in 14 days, our ads were shown in communities where distress and suicide is often discussed, resulting in over 49,000 clicks on an ad explicitly targeting individuals experiencing suicidality or acute distress. No money was exchanged for any of these activities.

Tech companies

- We participate in the Google Ad Grant program which provides in-kind support to NFPs to raise awareness of our programs and services via Google search, connecting people to our range of

evidence based mental health programs and resources. We have also participated infrequently on Microsoft's Give with Bing program, which provides similar support on the Bing search engine.

- We have collaborated with Apple to build our capability in accessibility and inclusiveness in app development, as well as UX/UI guidance when using Apple products. Apple have promoted some of our children, teen and teacher mental health resources in their Education Partner Portal.
 - No money exchanged for any of these activities.
- We have collaborated with Berlin SEM, a Google Ads agency, in support of the Lived Experience Hope Exchange research project. As outlined above, this project utilises Internet search ads to target a wide range of keywords people at risk of suicide may search up, to present them with a lived experience informed landing page to promote help seeking. Berlin SEM provided consulting / information exchange.
 - No money exchanged.
- We have also collaborated with Google Indonesia, in support of an extension of the above Lived Experience Hope Exchange project in that jurisdiction. Google provided support for conduct for research activities in Indonesia including a Lived Experience workshop, expert interview and population survey. Google Indonesia provided consulting / information exchange.
 - No money exchanged.
- We received \$15,000 in funding from Microsoft in support of research study (led by BDI Honorary Research Fellow A/Prof Simon Rosenbaum) to determining the psychological and physiological impact of participation in a multi-day, charity bike ride (TourXOz).

Gaming platforms

We use Twitch, Tiltify and Funrasin to facilitate fundraising.