



THE HON PETER MALINAUSKAS MP

PREMIER OF SOUTH AUSTRALIA

Dear Parent / Caregiver

Last year, the South Australian Government released a report outlining our plan to implement a social media ban for children in South Australia – and made the case for national adoption.

Now, the Federal Government's world-leading, nationwide social media ban for under 16s commences. Social media platforms are now required to prevent those under 16 years from holding an account - with the responsibility on the companies, not parents, to comply with the law.

As with any major reform, things will not go perfectly, and not all issues will be solved overnight. However, the world-leading laws are a huge step toward creating a safer online environment for our young people.

Having led the world on the ban - and implemented our comprehensive phone ban in schools - the State Government will now make the Wait Mate program available to every public and private school in the state.

Wait Mate is designed to reduce smartphone use among children to reshape social norms around early phone adoption. The program empowers parents to unite, delay smartphone introduction, and support each other through shared commitment.

Supported by resources, presentations, and an online pledge system, parents commit to encouraging their children to wait. Once ten families from the same year level at a school have committed, a local email community is unlocked to help them stay connected and reduce peer pressure for phones at school.

State Government funding will provide the opportunity for Wait Mate to present to parents at all South Australian primary schools during 2026-27, and all high schools during 2027-28.

Smartphones can be a gateway to social media, constant connectivity, and often, exposure to harmful content, cyberbullying, and addictive algorithms.

Research suggests that delaying smartphone ownership supports a child's cognitive development and learning, allowing them to build academic confidence and executive functioning skills, as well as strengthen focus and attention span without the constant pull of a device. Importantly, a delay provides more time for your child to experience the real world – supporting healthy development.

Like seatbelts and smoking in the past, every generation has its challenges requiring widespread cultural change and regulation – we believe smartphones and social media unregulated in the hands of children, are one of the modern challenges of our time.

We are proud that South Australia has led the way on important reform that will ensure our children and young people are protected and well-equipped for the world they are growing up in. Further information about Wait Mate may be found here: <https://www.waitmate.org.au/>

Yours sincerely

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PREMIER

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Blair Boyer
MINISTER FOR EDUCATION, TRAINING AND SKILLS

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