

BRYMON PROMOTIONS®

A Subsidiary of Brymon Consulting Pty Ltd

VOICES THAT MATTER©

DIGITAL SERVICES, ONLINE SAFETY, ARTIFICIAL INTELLIGENCE & YOUTH WELLBEING POLICY

INTERNATIONAL DIGITAL GOVERNANCE POLICY

Protecting Children • Supporting Wellbeing • Empowering Young People Through Safe Digital Innovation

THE PLAY©

WELLBEING

DIGITAL SAFETY

INCLUSION

PROGRAMMES COVERED BY THE POLICY

THE PLAY© Musical | Voices That Matter© - Youth Mental Health & Wellbeing Programme | Voices That Matter© Youth Mental Health & Wellbeing Programme App | Parent and Carer Portal | School & Education Portal | Community & Partner Organisations

Document Information	Details
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Role	Creator, Director & Executive Producer
Organisation	Brymon Promotions
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DOCUMENT CONTROL & APPROVAL

Executive governance and authorisation details

Field	Details	Field	Details
Document Title	Voices That Matter® Digital Services, Online Safety, Artificial Intelligence & Youth Wellbeing Policy	Reference	BP-DSP-001
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Approved By	Director - Brymon Promotions	Applies To	All digital services and users aged 10-21
Review Cycle	At least annually	Distribution	Staff, schools, parents and approved partners

APPROVAL & AUTHORISATION

DIRECTOR APPROVAL

I approve this policy on behalf of Brymon Promotions and confirm that it establishes the structure and minimum governance expectations for the development of the full Voices That Matter® Youth Mental Health & Wellbeing Programme App - digital policy suite.

Approved By	Position	Signature	Date
Brian Montgomery	Director - Brymon Promotions	_____	___ / ___ / ____

IMPORTANT LEGAL STATUS

This Policy forms part of the **Brymon Promotions® International Governance Framework** and establishes the minimum governance, safeguarding, privacy and digital safety standards for **THE PLAY®**, the **Voices That Matter® Youth Mental Health & Wellbeing Programme**, the **Voices That Matter® Youth Mental Health & Wellbeing App**, and all associated programmes, services and digital platforms.

This Policy should be read alongside applicable legislation, regulatory requirements and organisational procedures within each country of operation. Where local legislation or regulatory requirements impose higher standards, those requirements shall prevail.

This Policy is intended to support lawful, ethical and responsible organisational decision-making. It does not replace statutory obligations, professional advice, emergency procedures or directions issued by authorised government agencies.

Brymon Promotions®, its Directors, employees, volunteers, contractors and authorised representatives are required to comply with applicable laws, organisational policies and approved procedures at all times. Failure to comply with this Policy or applicable legal requirements may result in disciplinary action or other appropriate measures.

Brymon Promotions® reserves the right to review, amend or withdraw this Policy at any time to reflect legislative changes, recognised good practice, organisational requirements or technological developments.

INTELLECTUAL PROPERTY AND CREATOR RIGHTS

Unless otherwise agreed in writing, all intellectual property associated with Brymon Promotions®, THE PLAY© Musical, Voices That Matter© Youth Mental Health & Wellbeing Programme and the Voices That Matter© Youth Mental Health & Wellbeing App, and related programmes, including names, logos, scripts, songs, characters, artwork, educational materials, training resources, digital content, app concepts, designs and documentation, remains the property of Brymon Promotions, Brymon Consulting Pty Ltd, the Creator or their authorised licensors.

Brian Montgomery is the Creator of THE PLAY© Musical (Owner of all songs and scripts) and Voices That Matter© Youth Mental Health & Wellbeing Programme, and the Voices That Matter© Youth Mental Health & Wellbeing App. Nothing in this Policy transfers, assigns, licenses or waives any ownership, copyright, moral rights or other intellectual property rights held by the Creator or Brymon Promotions unless expressly agreed in writing.

BRAND USE AND AUTHORISATION

Brymon Promotions®, THE PLAY© Musical, Voices That Matter Youth Mental Health & Wellbeing Programme and the Voices That Matter© Youth Mental Health & Wellbeing App, associated logos, programme names, visual identities and promotional materials must not be copied, altered, reproduced, published, distributed, represented or used commercially without prior written authorisation.

THIRD-PARTY COMPLIANCE

Schools, contractors, consultants, volunteers, developers, partner organisations, sponsors and third-party service providers acting on behalf of Brymon Promotions must comply with this Policy, related procedures, approved brand requirements and all applicable legal obligations.

CONFIDENTIAL INFORMATION

Governance procedures, technical information, security controls, safeguarding records, business plans, commercial arrangements and other confidential information must only be accessed, used or disclosed for authorised purposes and on a need-to-know basis.

ORGANISATIONAL, CREATOR & BRAND PROTECTION

Authorised Use

This Policy and its related documents may only be used for authorised Brymon Promotions activities. Possession of this document does not grant any person or organisation permission to reproduce, adapt, licence, deliver, market or commercially exploit Brymon Promotions programmes, intellectual property or brand assets.

NO TRANSFER OF RIGHTS

Participation in, employment by, engagement with or partnership with Brymon Promotions does not create any ownership interest in THE PLAY© Musical, Voices That Matter©, programme materials, digital products, branding or associated intellectual property.

PROTECTION OF REPUTATION

Staff, volunteers, contractors, and partners must not make misleading, unauthorised, or damaging statements or representations concerning Brymon Promotions, its Creator, programmes, staff, participants, partners, or associated brands.

RETURN AND REMOVAL OF MATERIALS

Upon termination of employment, engagement, partnership, or authorised access, all confidential documents, brand assets, digital files, passwords, records, and programme materials must be returned, deleted, or securely destroyed as directed by Brymon Promotions.

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International Digital Governance Policy | Version 1.0 | Controlled Governance Document

DOCUMENT OVERVIEW

Overview	Details
Purpose	This Policy establishes the governance framework supporting THE PLAY©, Voices That Matter© Youth Mental Health & Wellbeing Programme and the Voices That Matter© Youth Mental Health & Wellbeing App.
Audience/Target Groups	Children & Young People • Parents • Schools • Community Organisations • Government Agencies • Staff • Volunteers • Strategic Partners
Geographical Scope	Australia • United Kingdom • International
Review Frequency	Annual or following significant legislative or organisational changes

PAGE	SECTION	PURPOSE
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SECTION 1 - POLICY STATEMENT

Safe, Inclusive and Responsible Digital Innovation

Executive Summary	Details
Purpose	To establish Brymon Promotions' commitment to delivering safe, ethical, inclusive and well-governed digital services that promote the wellbeing, education and participation of children and young people.
Primary Audience	Children and young people (10–21 years), parents, carers, schools, education providers, community organisations, staff, volunteers and strategic partners.
Applies To	THE PLAY©, Voices That Matter© Youth Mental Health & Wellbeing Programme, Voices That Matter© Youth Mental Health & Wellbeing App, Parent & Carer Portal, School & Education Portal and associated digital services.
Responsible Officer	Director – Brymon Promotions, supported by the Digital Safety Lead and authorised programme managers.
Review Frequency	Annually, or earlier where legislation, safeguarding requirements, technology, organisational operations or significant incidents require review.

WHY THIS POLICY MATTERS

Digital technology provides children and young people with unprecedented opportunities to learn, communicate, collaborate and express themselves creatively. It also presents risks that require strong governance, including cyberbullying, online exploitation, exposure to harmful content, privacy breaches, misinformation, digital addiction and inappropriate use of emerging technologies.

Brymon Promotions recognises both the opportunities and responsibilities associated with providing digital services to young people. Through **THE PLAY© Musical**, **Voices That Matter© Youth Mental Health & Wellbeing Programme** and the **Voices That Matter© Youth Mental Health & Wellbeing App**. Brymon Promotions is committed to creating safe, supportive and inclusive environments where young people can continue learning, strengthen resilience and develop the confidence to make informed and responsible decisions in an increasingly digital world.

Safeguarding, accessibility, privacy, cyber security, ethical Artificial Intelligence and continuous improvement are embedded throughout the planning, development, delivery and ongoing management of every Brymon Promotions digital service

OUR COMMITMENT

Brymon Promotions is committed to:

- Prioritising the safety, wellbeing and best interests of children and young people in every digital product, programme and service.
- Creating inclusive and accessible digital environments that promote equal participation for all young people, including those with disabilities, additional support needs and diverse backgrounds.
- Extending the positive learning experiences delivered through THE PLAY© Musical and Voices That Matter© Voices That Matter Youth Mental Health & Wellbeing programme by providing safe, engaging and educational digital resources.
- Supporting parents, carers, schools and community organisations by providing reliable information, practical resources and guidance that complements their role in supporting young people's wellbeing.
- Using Artificial Intelligence responsibly, ensuring that technology enhances learning and engagement while remaining subject to appropriate human oversight and professional judgement.
- Maintaining effective governance, transparency and accountability through regular policy reviews, staff training, risk management and continuous improvement.
- Protecting the integrity, ownership, reputation and authorised use of Brymon Promotions®, THE PLAY© Musical, Voices That Matter Youth Mental Health & Wellbeing Programme and the Voices That Matter© Youth Mental Health & Wellbeing App, along with all associated intellectual property, digital products, educational resources and brand assets.

OUR GUIDING PRINCIPLES

Principle	Commitment
 Safety First	The safety and wellbeing of children and young people is the highest organisational priority.
 Wellbeing	Promote resilience, confidence, belonging and positive mental health.
 Inclusion	Ensure equal opportunities for participation regardless of disability, culture, language, gender or personal circumstances.
 Privacy & Security	Protect personal information and maintain secure digital environments.
 Ethical Artificial Intelligence	AI will support learning and wellbeing while remaining transparent, responsible and subject to human oversight.
 Continuous Improvement	Governance practices will be reviewed regularly to reflect legislative changes, emerging risks and recognised good practice.

IN PRACTICE

This policy is applied throughout the design, development and delivery of all Brymon Promotions digital services.

For example:

- A young person attending **THE PLAY© Musical** is encouraged to continue their learning through the Voices That Matter© Youth Mental Health & Wellbeing Programme whilst using the Voices That Matter© Youth Mental Health & Wellbeing **App** ©.
- Parents and carers are provided with information to support conversations about wellbeing and online safety.
- Schools receive educational resources that reinforce workshop learning.
- Moderators oversee online interactions to maintain a respectful, inclusive and supportive community.
- Artificial Intelligence is used to enhance learning experiences but does not replace safeguarding responsibilities, professional judgement or human decision-making.

KEY POINTS

Remember

- The safety and wellbeing of children and young people is the highest priority.
- Safeguarding responsibilities apply equally to online and face-to-face environments.
- The Voices That Matter© App is designed to support education, wellbeing and positive engagement. It is **not** a substitute for emergency services, clinical treatment or professional mental health care.
- Parents, carers, schools, volunteers and partner organisations all play an important role in supporting safe and responsible digital participation.
- Where local legislation, safeguarding requirements or regulatory standards provide greater protection than this policy, the higher standard will always apply.
- Participation in a Brymon Promotions programme does not transfer ownership or permission to use the organisation's intellectual property or branding.

SECTION 2 - PURPOSE & OBJECTIVES

Turning Vision into Measurable Outcomes

Executive Summary	Details
Purpose	To define the strategic objectives that guide the planning, delivery, governance and continuous improvement of Brymon Promotions' digital services and wellbeing programmes.
Primary Focus	Safeguarding, education, mental health and wellbeing, inclusion, ethical Artificial Intelligence, privacy, accessibility and responsible digital participation.
Applies To	THE PLAY© Musical, Voices That Matter© Youth Mental Health & Wellbeing Programme, Voices That Matter© Youth Mental Health & Wellbeing App, Parent & Carer Portal, School & Education Portal and associated digital services.
Responsible Officer	Director – Brymon Promotions, supported by programme managers and the Digital Safety Lead.
Monitoring	Performance indicators are monitored through governance reviews, audits, stakeholder feedback and continuous improvement processes.

STRATEGIC OBJECTIVES

Strategic Objective	Expected Outcome	Performance Measure
Protect Children and Young People	Safe participation is supported by effective safeguarding, risk management and timely responses to concerns.	Incident reporting, safeguarding audits, compliance reviews.
Promote Positive Mental Health & Wellbeing	Increased resilience, confidence, emotional wellbeing and appropriate help-seeking behaviours.	Programme evaluations, participant feedback, wellbeing surveys.
Champion Accessibility & Inclusion	Meaningful participation for young people of all abilities, backgrounds and circumstances through inclusive design and reasonable adjustments.	Accessibility reviews, user feedback, adjustment records.
Use Artificial Intelligence Responsibly	Ethical, transparent and accountable use of AI with appropriate human oversight and governance.	AI governance reviews, system testing, audit reports.
Strengthen Family, School & Community Partnerships	Collaborative engagement that supports safeguarding, learning and positive youth development.	Stakeholder engagement records, partnership reviews, feedback.
Protect Privacy & Personal Information	Lawful, secure and transparent management of personal information.	Privacy compliance audits, security testing, incident registers.
Promoting Continuous Improvement	Ongoing review and enhancement of programmes, digital services and governance practices.	Annual policy review, quality improvement plans, management reports.
Protect Intellectual Property, Brand and Organisational Reputation	Brymon Promotions programmes, brands, creative works, confidential information and digital assets are used only with proper authorisation.	Licence records, brand approvals, confidentiality agreements, access reviews and intellectual property registers.

WHY THESE OBJECTIVES MATTER

Brymon Promotions recognises that positive outcomes for children and young people are achieved through a combination of safe environments, meaningful relationships, quality education and responsible use of technology.

The objectives within this policy provide the framework for decision-making across all Brymon Promotions programmes. They support consistent governance while ensuring that safeguarding, wellbeing and inclusion remain at the centre of organisational planning and service delivery.

These objectives also provide measurable standards against which organisational performance can be monitored, reviewed and continuously improved.

IN PRACTICE

Example Scenario

A Year 9 student participates in **THE PLAY© Musical** and attends a **Voices That Matter© Youth Mental Health & Wellbeing Workshop**.

Following the workshop:

1. The student accesses the **Voices That Matter© App** to complete guided reflection and wellbeing activities.
2. Parents or carers receive practical resources through the **Parent & Carer Portal** to reinforce learning at home.
3. Teachers access curriculum-aligned materials through the **School & Education Portal** to continue classroom discussions.
4. Any online community participation is moderated in accordance with Brymon Promotions' Community Standards and Digital Safeguarding Procedures.
5. Participation and feedback contribute to the organisation's continuous improvement and programme evaluation processes.

This integrated approach ensures that learning extends beyond the workshop while maintaining a safe, supportive and professionally governed digital environment.

PERFORMANCE & CONTINUOUS IMPROVEMENT

Performance Area	How Success Will Be Measured
Safeguarding	Incident reporting, audit outcomes and compliance reviews.
Mental Health & Wellbeing	Participant feedback, wellbeing surveys and programme evaluations.
Accessibility & Inclusion	Accessibility audits, reasonable adjustment records and stakeholder feedback.
Artificial Intelligence	Governance reviews, testing outcomes and human oversight records.
Privacy & Cyber Security	Compliance monitoring, system audits and incident reporting.
Partnerships	School, parent and community engagement feedback.
Governance	Annual policy reviews, internal audits and management reporting.
Intellectual Property & Brand Protection	Brand approval records, licence reviews, confidentiality controls and investigation of unauthorised use.



KEY POINTS

- ✓ Strategic objectives provide clear direction for organisational planning and decision-making.
- ✓ Safeguarding, wellbeing and inclusion underpin every Brymon Promotions programme and digital service.
- ✓ Performance is monitored through measurable outcomes, regular review and continuous improvement.
- ✓ Families, schools and community partners are essential contributors to the success of the Voices That Matter© programmes.
- ✓ Technology is used to support learning and wellbeing while remaining subject to ethical governance and appropriate human oversight.

RELATED POLICIES

Policy / Procedure	Reference
Safeguarding & Child Protection Policy	BP-SAF-001
Equality, Diversity & Inclusion Policy	BP-EDI-001
Privacy & Data Protection Policy	BP-DPP-001
Staff Training Programme Procedure	BP-TRN-001
Behaviour Management Procedure	BP-BMP-001

SECTION 3 - SCOPE & APPLICABILITY

Defining who, what and where this policy applies

Category	Examples Covered
Digital Products	Voices That Matter® App, Parent Portal, School Portal, staff systems and future digital products
People	Directors, staff, volunteers, moderators, developers, contractors, schools, parents, carers and users aged 10-21
Activities	Design, development, testing, launch, moderation, support, evaluation and decommissioning
Environments	Mobile apps, websites, video sessions, messaging, digital learning, AI features and online communities
Countries	International operations, subject to country-specific legal and safeguarding schedules
Intellectual Property & Brand Assets	Names, logos, scripts, songs, characters, designs, training materials, app concepts, digital content, promotional resources, governance documents and confidential business information.

AGE GROUP GOVERNANCE APPROACH

Providing age-appropriate safeguarding, wellbeing and digital participation throughout every stage of a young person's development.

Age Group	Governance Considerations	Examples of Support & Safeguards
10–15 Years	Enhanced safeguarding with active parent or guardian involvement. Digital services must be age-appropriate, with stronger privacy settings, restricted communication features and close adult oversight.	• Parent or guardian consent (where required) Moderated online interactions • Age-appropriate wellbeing content • School-supported learning activities • Simplified navigation and language • Strong default privacy settings
16–17 Years	Increasing independence while maintaining child safeguarding protections, privacy rights and lawful consent requirements. Young people are encouraged to make informed decisions while continuing to receive appropriate support.	• Greater access to educational resources • Moderated community participation • Wellbeing self-assessments • Guidance on responsible digital participation • Optional parent or carer engagement where appropriate
18–21 Years	Young adult participation supported through privacy, wellbeing, education, training and employment pathways while continuing to provide safeguarding support for vulnerable participants.	• Independent access to digital services • Training and employment resources • Leadership and volunteering opportunities • Career development support • Wellbeing information and referral pathways

THIRD-PARTY AND PARTNER APPLICATION

This Policy applies to all schools, developers, suppliers, contractors, consultants, volunteers, sponsors and partner organisations that access, use, deliver, promote or support Brymon Promotions programmes, digital services, materials or branding. Third-party involvement does not grant ownership of, or unrestricted rights to use, Brymon Promotions intellectual property, confidential information or brand assets.

MATTERS OUTSIDE AUTHORISED SCOPE

The following activities are outside the authorised scope of this Policy unless approved in writing:

- unauthorised reproduction or adaptation of programme materials;
- independent delivery of THE PLAY© or Voices That Matter© under another name;
- commercial use of logos, songs, scripts, characters or resources;
- sharing confidential material with unauthorised persons;
- creation of derivative digital products, applications or educational resources;
- public statements made on behalf of Brymon Promotions without authority.

KEY GOVERNANCE PRINCIPLES

Principle	Commitment
 Safety	Safeguarding remains the highest priority across all age groups.
 Parental Involvement	Parents and carers are supported to play an active role where appropriate and in accordance with applicable legislation.
 Progressive Independence	As young people mature, digital participation encourages increasing responsibility while maintaining appropriate safeguards.
 Inclusion	Every young person, including those with disabilities or additional support needs, should have equitable opportunities to participate.
 Education & Development	Digital services should strengthen learning, wellbeing, life skills, training and future employment opportunities.

SECTION 4 - GOVERNANCE & RESPONSIBILITIES

Providing clear leadership, accountability and oversight to ensure safe, ethical and effective digital services.

Executive Summary

Details

Purpose	To establish clear governance arrangements, decision-making responsibilities and accountability for the planning, delivery and continuous improvement of Brymon Promotions' digital services and wellbeing programmes.
Primary Outcome	Strong leadership that promotes safeguarding, ethical Artificial Intelligence, privacy, inclusion, cyber security and continuous improvement.
Applies To	Directors, employees, volunteers, contractors, schools, partner organisations, technology providers and approved third-party suppliers.
Responsible Officer	Director – Brymon Promotions
Review Frequency	Annual or following significant organisational, legislative or operational change.

WHY GOOD GOVERNANCE MATTERS

Effective governance ensures that every Brymon Promotions programme and digital service is delivered safely, ethically and transparently. It establishes clear responsibilities, supports informed decision-making and promotes accountability across the organisation.

Governance also provides assurance to children, young people, parents, schools, community organisations, funding bodies and strategic partners that safeguarding, wellbeing, accessibility and responsible innovation remain central to every decision.

By embedding governance into day-to-day operations, Brymon Promotions creates a culture of continuous improvement where risks are identified early, responsibilities are clearly understood, and services continue to evolve in response to changing legislation, technology and community expectations.

Role	Core Responsibilities
Director	Provides strategic leadership, approves policies, allocates resources, manages organisational risk, approves major digital developments and ensures overall governance compliance.
Programme Manager	Oversees programme planning, delivery, quality assurance, stakeholder engagement and operational performance across all Voices That Matter© initiatives.
Digital Safety Lead	Leads digital safeguarding, online moderation, incident management, reporting, statutory referrals and safeguarding audits.
Artificial Intelligence Governance Lead	Oversees ethical AI implementation, transparency, human oversight, bias testing, governance reviews and approval of AI-supported features.
Privacy & Data Protection Lead	Ensures lawful processing of personal information, privacy compliance, secure data management, information governance and breach response.
Technology & Cyber Security Team	Maintains secure systems, cyber resilience, authentication controls, system testing, backups, disaster recovery and technical support.
Community Moderators	Monitor online interactions, enforce Community Standards, respond to concerns, preserve evidence and escalate safeguarding or behavioural issues.
Schools & Partner Organisations	Implement local safeguarding arrangements, nominate responsible contacts, support programme delivery and work collaboratively with Brymon Promotions.
Parents & Carers	Encourage safe and responsible participation, support positive wellbeing, reinforce learning and report concerns where appropriate.
Children & Young People	Participate respectfully, follow Community Standards, protect personal information and report concerns or inappropriate behaviour.
Creator / Intellectual Property Owner	Maintains ownership and creative control over THE PLAY©, Voices That Matter© and associated intellectual property; approves licences, adaptations, brand use and significant creative changes.

Role	Core Responsibilities
Brand & Communications Lead	Oversees authorised use of names, logos, public statements, promotional materials, media content and organisational identity.
Staff, Volunteers & Contractors	Protect confidential information, intellectual property, records, passwords, brand assets and organisational reputation.
Partners & Service Providers	Use Brymon Promotions materials only for approved purposes and comply with licences, confidentiality obligations and brand requirements.

GOVERNANCE DASHBOARD

Governance Area	Current Status	Accountable Officer	Review Frequency
 Digital Safeguarding	Active	Digital Safety Lead	Quarterly
 Artificial Intelligence	Active	AI Governance Lead	Prior to release and annually
 Privacy & Data Protection	Active	Privacy & Data Protection Lead	Annual
 Cyber Security	Active	Technology Manager	Ongoing with quarterly review
 Accessibility & Inclusion	Active	Programme Manager	Prior to release and annually
 Staff Training & Competency	Active	Director	Annual
 Governance Review	Active	Director	Annual
Intellectual Property & Brand Protection	Active	Director / Creator	Annual and before licensing or publication
Confidentiality & Information Access	Active	Director / Privacy Lead	Annual and on personnel changes

GOVERNANCE DECISION-MAKING

Decision	Approval Authority
New organisational policy	Director
New digital product or major feature	Director
Artificial Intelligence implementation	Director & AI Governance Lead
Privacy-impacting changes	Privacy Lead & Director
Safeguarding procedure amendments	Director & Digital Safety Lead
Accessibility improvements	Programme Manager
High-risk incident response	Director
Use of Brymon Promotions®, THE PLAY© Musical or Voices That Matter© branding	Director / Creator
Adaptation of scripts, songs, characters or programme materials	Creator
Licence or commercial partnership	Director / authorised company representative
Public media statement on behalf of Brymon Promotions	Director or authorised spokesperson
Release of confidential or proprietary information	Director and relevant governance lead

IN PRACTICE

Example Scenario

Before a new wellbeing feature is introduced into the **Voices That Matter© App**, it undergoes a structured governance process.

- The **Programme Manager** confirms that the feature aligns with programme objectives.
- The **AI Governance Lead** reviews any AI-supported functionality to ensure transparency, fairness and appropriate human oversight.
- The **Privacy Lead** completes a privacy impact assessment.
- The **Digital Safety Lead** evaluates potential safeguarding risks and moderation requirements.
- The **Director** reviews the recommendations and approves implementation before release.

This collaborative approach ensures that new services are introduced responsibly and consistently with Brymon Promotions' governance framework.

PERFORMANCE INDICATORS

Performance Indicator	Target
Governance review completed	100% annually
Staff governance training completed	100%
Safeguarding audits completed	Quarterly
Privacy compliance audits completed	Annual
AI governance review completed	Prior to release and annually
Accessibility review completed	Annual
High-risk incidents reviewed	100%

KEY POINTS

- ✓ Governance provides clear leadership and accountability across all Brymon Promotions programmes.
- ✓ Every role has defined responsibilities that support safeguarding, wellbeing and ethical digital practice.
- ✓ Decisions relating to privacy, Artificial Intelligence and safeguarding require appropriate oversight and approval.
- ✓ Continuous monitoring, auditing and review support organisational learning and improvement.
- ✓ Effective governance builds confidence among children, young people, families, schools, community organisations and strategic partners.

SECTION 5 – DIGITAL SAFEGUARDING & ARTIFICIAL INTELLIGENCE

Protecting children and young people through safe digital environments, responsible technology and ethical Artificial Intelligence.

EXECUTIVE SUMMARY

Executive Summary	Details
Purpose	To establish the minimum safeguarding, digital safety and Artificial Intelligence governance requirements for all Brymon Promotions digital services and programmes.
Primary Outcome	Provide safe, inclusive and well-governed digital environments that support learning, wellbeing and positive participation while reducing the risk of online harm.
Applies To	THE PLAY®, Voices That Matter® Youth Mental Health & Wellbeing Programme, Voices That Matter® Youth Mental Health & Wellbeing App, Parent & Carer Portal, School & Education Portal and all associated digital services.
Responsible Officer	Director, Digital Safety Lead and Artificial Intelligence Governance Lead.
Review Frequency	Annual, following significant incidents or before introducing new digital or AI-enabled functionality.

WHY DIGITAL SAFEGUARDING MATTERS

Digital technology creates valuable opportunities for learning, creativity, communication and community participation. However, it also presents risks that require strong governance, clear safeguards and responsible oversight.

Brymon Promotions is committed to ensuring that every digital service is designed, developed and managed with the safety and wellbeing of children and young people as the highest priority. Safeguarding is embedded throughout the entire lifecycle of digital services—from planning and design through to delivery, monitoring and continuous improvement.

Artificial Intelligence will only be used where it enhances learning, wellbeing or accessibility and will always remain subject to appropriate human oversight and ethical governance.

DIGITAL SAFEGUARDING RISK MANAGEMENT

Digital Risk	Minimum Controls	Escalation & Response
Cyberbullying	Reporting tools, active moderation, education, behaviour management and proportionate sanctions.	Digital Safety Lead, school, parent or carer, and programme management where appropriate.
Online Grooming or Exploitation	Restricted communication features, evidence preservation, immediate safeguarding review and account restriction.	Digital Safety Lead and statutory child protection authorities where required by law.
Self-Harm or Suicide-Related Content	Immediate human review, crisis guidance, referral pathways and emergency escalation where necessary.	Trusted adult, emergency services or relevant mental health services where an immediate risk exists.
Harmful or Explicit Content	Content filtering, moderation, reporting, removal procedures and account review.	Moderator, Digital Safety Lead and safeguarding review.
Privacy or Data Breach	Containment, investigation, secure recovery, notification assessment and incident recording.	Privacy & Data Protection Lead, Director and relevant regulator where required.
Artificial Intelligence Error or Unsafe Output	Disable feature, document findings, human review, testing and corrective action prior to reinstatement.	AI Governance Lead and Director.

RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

AI, CONTENT OWNERSHIP AND BRAND PROTECTION

Artificial Intelligence must not be used to reproduce, imitate, transform, train upon, distribute or commercially exploit Brymon Promotions' intellectual property, scripts, songs, characters, logos, educational materials or confidential information without written approval.

AI-generated content must not be presented as official Brymon Promotions, THE PLAY© Musical or Voices That Matter© Youth Mental Health & Wellbeing programme or Voices That Matter© Youth Mental Health & Wellbeing App, unless it has been reviewed and authorised by the Director or Creator.

Personal, confidential, commercially sensitive or unpublished creative material must not be entered into public Artificial Intelligence systems unless expressly authorised.

Artificial Intelligence May	Artificial Intelligence Must Not
Support learning, reflection and wellbeing activities.	Diagnose physical or mental health conditions.
Provide age-appropriate educational information.	Replace qualified health professionals, emergency services or safeguarding practitioners.
Encourage users to seek support from trusted adults.	Guarantee safety, confidentiality or outcomes.
Flag content for human review and moderation.	Make final safeguarding or child protection decisions without human oversight.
Personalise approved educational content.	Manipulate behaviour, exploit vulnerabilities or encourage emotional dependency.
Improve accessibility through approved assistive technologies.	Process or use personal information outside approved governance arrangements.
Assist with approved internal drafting under human oversight.	Reproduce or imitate protected Brymon Promotions creative works without permission.
Support authorised accessibility and educational functions.	Use confidential, unpublished or proprietary information in unapproved AI systems.
Create draft content for formal review.	Publish content as official Brymon Promotions material without approval.

IN PRACTICE

Example Scenario

A young person using the **Voices That Matter© App** submits a journal entry that includes language suggesting emotional distress.

The system identifies keywords and automatically alerts the moderation queue. The content is **not** assessed or acted upon solely by Artificial Intelligence.

A trained moderator reviews the content, applies the appropriate safeguarding procedures and, where necessary, escalates the concern to the Digital Safety Lead. If there is evidence of an immediate risk of harm, the established safeguarding and emergency response procedures are followed.

This process ensures that Artificial Intelligence supports safeguarding while human judgement remains central to all decisions.

DIGITAL SAFEGUARDING CONTROLS

Control Area	Monitoring Frequency
Community Moderation	Daily
Safeguarding Incident Review	Monthly
Artificial Intelligence Governance Review	Prior to release and annually
Privacy & Security Testing	Quarterly
Accessibility Review	Prior to release and annually
Cyber Security Assessment	Quarterly
Governance Audit	Annual

SECTION 6 - ACCESSIBILITY, DISABILITY INCLUSION & UNIVERSAL DESIGN

Creating safe, inclusive and accessible experiences so every young person can participate, belong and succeed.

Executive Summary	Details
Purpose	To ensure Brymon Promotions' programmes, digital services and educational resources are designed to be accessible, inclusive and equitable for all children and young people, including those with disabilities, neurodiversity and additional support needs.
Primary Outcome	Remove barriers to participation by embedding accessibility and inclusive design into every stage of planning, development and service delivery.
Applies To	THE PLAY© Musical, Voices That Matter© Youth Mental Health & Wellbeing Programme, Voices That Matter© Youth Mental Health & Wellbeing App, Parent & Carer Portal, School & Education Portal and all associated services.
Responsible Officer	Director, Programme Manager and Accessibility Lead.
Review Frequency	Annual or following significant changes to technology, legislation or organisational operations.

WHY ACCESSIBILITY MATTERS

Every child and young person has the right to participate fully, safely and with dignity, regardless of disability, health condition, communication needs or personal circumstances.

Brymon Promotions recognises that barriers to participation may arise from physical, sensory, cognitive, neurological, communication, language, literacy or mental health differences. Accessibility is therefore viewed as a fundamental principle of good governance rather than an optional enhancement.

Accessibility is considered from the earliest stages of programme planning and digital product design to ensure that reasonable adjustments, inclusive communication and equitable participation are embedded throughout every service.

Brymon Promotions is committed to promoting inclusion, respecting individual needs and creating environments where diversity is recognised as a strength.

Accessibility modifications must preserve the integrity, meaning, ownership and approved presentation of Brymon Promotions content and intellectual property.

Principle	Brymon Promotions Commitment
 Equal Access	Every young person should be able to participate regardless of disability or additional support needs.
 Inclusive Communication	Information should be presented in clear, understandable and accessible formats.
 Respect for Diversity	Differences are recognised, respected and supported.
 Universal Design	Accessibility is incorporated from the beginning rather than added later.
 Reasonable Adjustments	Practical adjustments will be considered wherever reasonably possible to support participation.

ACCESSIBILITY FRAMEWORK

Accessibility Area	Examples of Inclusive Practice	Governance Requirement
Vision	Screen-reader compatibility, alternative text, scalable fonts, high-contrast themes and keyboard navigation.	Required for all digital services.
Hearing	Captions, transcripts, subtitles, visual notifications and sign language support where appropriate.	Required where audio or video content is provided.
Mobility	Keyboard accessibility, simplified controls, voice input compatibility and sufficient interaction time.	Required for digital products and websites.
Neurodiversity	Plain English, predictable layouts, reduced-motion options, distraction-free modes and consistent navigation.	Strongly recommended throughout programme design.
Learning Disabilities	Easy-read resources, visual supports, audio guidance, simplified instructions and multiple learning formats.	Required where appropriate to support participation.
Mental Health & Wellbeing	Content warnings, pause functions, wellbeing signposting, flexible engagement options and crisis information where relevant.	Embedded within programme design.
Language & Literacy	Plain language, translations where appropriate, glossary of terms and visual learning resources.	Consider during programme planning.
Reasonable Adjustments	Individual support plans, alternative formats, extended time and tailored participation arrangements.	Documented and reviewed where required.

ROLES & RESPONSIBILITIES

Role	Responsibilities
Director	Ensure accessibility and inclusion remain strategic governance priorities.
Programme Manager	Embed accessibility into programme planning, procurement and evaluation.
Accessibility Lead	Monitor accessibility standards, coordinate improvements and provide specialist advice.
Developers & Technology Team	Build and maintain accessible digital platforms using recognised accessibility standards.
Staff & Volunteers	Identify barriers, implement reasonable adjustments and support inclusive participation.
Schools & Parents	Share relevant information (with appropriate consent) to support individual participation.
Young People	Provide feedback about accessibility needs, barriers and preferred ways of participating.
Creator / Content Owner	Approves material adaptations where changes may affect creative integrity, meaning, branding or intellectual property rights.

IN PRACTICE

Example Scenario

A 14-year-old participant with dyslexia and autism attends a **Voices That Matter© Youth Mental Health & Wellbeing Programme** before accessing the **Voices That Matter© App**.

The programme provides:

- Easy-read workshop materials.
- Audio-supported activities.
- Predictable navigation within the App.
- Reduced-motion settings.
- Flexible participation options.
- Additional support from the facilitator where required.

These adjustments enable the participant to engage confidently while maintaining the same learning outcomes as other participants.

ACCESSIBILITY PERFORMANCE INDICATORS

Performance Indicator	Target	Review Frequency
Accessibility compliance reviews completed	100%	Annual
New digital features assessed for accessibility	100%	Before release
Reasonable adjustment requests reviewed	100%	As required
Accessibility improvements implemented	Ongoing	Quarterly
Participant accessibility feedback reviewed	100%	Quarterly

KEY POINTS

- ✓ Accessibility is a core governance principle—not an optional feature.
- ✓ Universal Design benefits all users, not only those with disabilities.
- ✓ Reasonable adjustments will be considered wherever reasonably possible to support meaningful participation.
- ✓ Children and young people should be actively involved in identifying barriers and improving accessibility.
- ✓ Brymon Promotions is committed to continuous improvement in accessibility, inclusion and equitable participation.

SECTION 7 - IMPLEMENTATION, MONITORING, REVIEW & CONTINUOUS IMPROVEMENT

Turning governance into everyday practice through accountability, evaluation and continuous improvement.

Executive Summary

Details

Purpose	To establish the processes for implementing, monitoring, reviewing and continuously improving Brymon Promotions' governance framework across all programmes, digital services and educational initiatives.
Primary Outcome	Ensure governance requirements are consistently applied, regularly evaluated and continuously strengthened through monitoring, stakeholder feedback and organisational learning.
Applies To	THE PLAY©, Voices That Matter© Youth Mental Health & Wellbeing Programme, Voices That Matter© Youth Mental Health & Wellbeing App, Parent & Carer Portal, School & Education Portal and all associated digital services.
Responsible Officer	Director – Brymon Promotions, supported by Programme Managers and Governance Leads.
Review Frequency	Continuous monitoring with formal annual review or earlier following significant incidents, legislative changes or organisational developments.

WHY CONTINUOUS IMPROVEMENT MATTERS

Good governance is not achieved by publishing policies alone. It depends on consistent implementation, ongoing monitoring and a commitment to learning from experience.

Brymon Promotions recognises that technology, safeguarding requirements, legislation and community expectations continue to evolve. Regular review enables the organisation to respond proactively to emerging risks, strengthen existing controls and improve the quality, safety and accessibility of every programme and digital service.

Continuous improvement also provides assurance to children, young people, parents, schools, partner organisations and funding bodies that governance arrangements remain effective, relevant and aligned with recognised good practice.

IMPLEMENTATION CYCLE

Step	Action	Evidence / Record
1	Define the programme, digital feature, intended audience and expected wellbeing outcomes.	Programme proposal or project initiation document.
2	Complete safeguarding, privacy, accessibility, cyber security and Artificial Intelligence impact assessments.	Risk assessments and governance approvals.
3	Consult children and young people, parents, schools, community partners and relevant specialists where appropriate.	Consultation records and stakeholder feedback.
4	Test safeguarding controls, moderation processes, accessibility features, emergency information and reporting pathways.	Testing reports and quality assurance records.
5	Obtain formal approval before implementation and commence monitored release.	Director approval and implementation plan.
6	Monitor performance, investigate incidents, evaluate outcomes and identify opportunities for improvement.	Governance reports, audit findings and improvement plans.
7	Confirm intellectual property ownership, licensing permissions, brand approval and confidentiality requirements before release.	IP checklist, licence agreement, brand approval and confidentiality record.
8	Review third-party access, use of materials and compliance before renewal or termination.	Supplier review, access register and close-out checklist.

PERFORMANCE INDICATORS

Performance Measure	Target	Monitoring Frequency
Staff digital safeguarding training completed	100%	Annual
Governance induction completed	100% of new personnel	On commencement
Moderation reports reviewed	100%	Monthly
Accessibility compliance review completed	100%	Prior to release and annually
Artificial Intelligence governance review completed	100%	Prior to release and annually
Privacy compliance review completed	100%	Annual
High-risk safeguarding incidents reviewed	100%	Immediate
Policy and governance review completed	100%	Annual
Stakeholder feedback reviewed	Quarterly	Quarterly
Continuous improvement actions completed	90% or greater	Quarterly
Brand and intellectual property use reviewed	100% of external uses	Before publication or release
Confidentiality agreements completed	100% of relevant personnel and partners	Before access
Third-party access reviewed	100%	Annual and on termination
Unauthorised use incidents investigated	100%	Immediate
Intellectual property register reviewed	Completed	Annual

GOVERNANCE REVIEW SCHEDULE

Review Activity	Responsible Officer	Frequency
Policy Review	Director	Annual
Digital Safeguarding Audit	Digital Safety Lead	Quarterly
Artificial Intelligence Review	AI Governance Lead	Annual
Privacy & Data Protection Audit	Privacy Lead	Annual
Accessibility Audit	Programme Manager	Annual
Cyber Security Review	Technology Lead	Quarterly
Staff Training Review	Director	Annual
Governance Management Review	Senior Leadership Team	Annual
Intellectual Property & Brand Review	Director / Creator	Annual
Licence & Partnership Compliance Review	Director	Annual
Confidentiality & Access Review	Privacy Lead / Director	Annual and on termination

IN PRACTICE

Example Scenario

Brymon Promotions plans to introduce a new wellbeing journal feature within the **Voices That Matter© App**.

Before implementation:

- safeguarding risks are assessed;
- accessibility testing is completed;
- privacy requirements are reviewed;
- Artificial Intelligence functionality is evaluated;
- schools and young people participate in user testing;
- feedback is incorporated into the final design.

Following Director approval, the feature is released in stages, monitored for performance and reviewed as part of the organisation's continuous improvement programme.

KEY POINTS

- ✓ Governance requires ongoing monitoring rather than one-off approval.
- ✓ Every significant digital feature should undergo safeguarding, privacy, accessibility and Artificial Intelligence review before implementation.
- ✓ Feedback from children, young people, parents, schools and partner organisations contributes to continuous improvement.
- ✓ Performance indicators help measure organisational effectiveness and accountability.
- ✓ Governance arrangements should evolve in response to legislation, technology and emerging risks.

APPENDIX REGISTER

Appendix	Title	Purpose
Appendix A	Digital Code of Conduct	Expected standards of behaviour for users, staff and volunteers.
Appendix B	Parent / Guardian Digital Consent Form	Records informed consent for participation where required.
Appendix C	Accessibility & Reasonable Adjustment Request	Supports identification and implementation of individual accessibility needs.
Appendix D	Digital Incident Report Form	Records safeguarding, behavioural, technical or security incidents.
Appendix E	Artificial Intelligence Escalation Matrix	Defines approval, escalation and oversight requirements for AI-related issues.
Appendix F	Digital Risk Assessment Template	Supports identification, assessment and management of digital risks.
Appendix G	Privacy Impact Assessment Checklist	Assists in identifying and managing privacy risks associated with new programmes or digital features.
Appendix H	Annual Governance Review Checklist	Provides a structured framework for reviewing organisational governance and compliance.
Appendix I	Staff Training & Competency Record	Documents governance, safeguarding and digital safety training completed by personnel.
Appendix J	Continuous Improvement Action Register	Records recommendations, actions, responsibilities and completion status arising from audits, reviews and stakeholder feedback.
Appendix K	Intellectual Property & Brand Use Declaration	Confirms ownership, permitted use and restrictions applying to creative and brand assets.
Appendix L	Confidentiality & Non-Disclosure Declaration	Protects confidential business, safeguarding, technical and creative information.
Appendix M	Third-Party Compliance Declaration	Confirms that contractors, suppliers, developers and partners agree to comply with Brymon Promotions governance requirements.
Appendix N	Brand Approval Request Form	Records approval for use of names, logos, media, promotional materials and public representations.
Appendix O	Exit, Return and Access Removal Checklist	Ensures documents, passwords, materials, equipment and access rights are returned or removed when an engagement ends.

Brymon Promotions also remains committed to protecting the integrity, ownership and reputation of its programmes, brands, creative works, digital assets, confidential information and organisational resources. Nothing in this Policy grants any individual or organisation an ownership interest, licence or authority to reproduce, modify, deliver, promote or commercially exploit Brymon Promotions®, THE PLAY®, Musical, Voices That Matter®, Y9outh Mental Health and Wellbeing Programme, Voices That Matter® App or associated materials without prior written approval.

Staff, volunteers, contractors, partners and authorised representatives share responsibility for protecting the organisation, its Creator, its participants, its intellectual property and its reputation through lawful, ethical and professional conduct.

FINAL STATEMENT

Brymon Promotions is committed to maintaining the highest standards of safeguarding, digital governance, accessibility, ethical Artificial Intelligence, privacy, cybersecurity and organisational accountability across all programmes, digital services and partnerships.

This International Digital Governance Policy reflects our commitment to protecting the rights, safety, wellbeing and dignity of every child and young person while fostering safe, inclusive and innovative learning environments through **THE PLAY©**, the **Voices That Matter© Youth Mental Health & Wellbeing Programme**, the **Voices That Matter© Youth Mental Health & Wellbeing App**, and all associated educational, community and digital initiatives.

We recognise that effective governance is more than regulatory compliance. It requires strong leadership, shared responsibility, transparency and a culture of continuous improvement. Through collaboration with children and young people, parents and carers, schools, community organisations, government agencies, corporate partners, and our own workforce, we are committed to embedding safeguarding, inclusion, accessibility, privacy, and ethical technology into every aspect of our planning, decision-making, and service delivery.

Brymon Promotions is equally committed to protecting the integrity of its organisation, its people, its intellectual property, its programmes, its digital services and its reputation. All staff, volunteers, contractors, consultants, developers, partner organisations and authorised representatives are expected to uphold the standards set out within this Policy and to contribute to a culture of professionalism, respect, accountability and continuous learning.

Through regular review, stakeholder engagement, evidence-informed practice and ongoing innovation, Brymon Promotions will continue to strengthen and enhance this Governance Framework to reflect legislative developments, emerging technologies, recognised good practice and the evolving needs of children and young people.

Together, we remain committed to creating safe, inclusive and empowering environments where every child and young person can participate with confidence, dignity and respect, while ensuring that the values, reputation and intellectual property of Brymon Promotions® and its associated programmes are protected for the benefit of current and future generations.

***"Protecting children is our responsibility.
Empowering young people is our purpose.
Good governance is our commitment."***

Brymon Promotions®
A Subsidiary of Brymon Consulting Pty Ltd

Creator of THE PLAY© Musical and Voices That Matter© Youth Mental Health & Wellbeing Programme and App.