



Sunita Bose to depart DIGI after seven years as Managing Director

DIGI Media Statement, Tuesday 14 July 2026: The Digital Industry Group (DIGI) has today announced that Sunita Bose will depart as Managing Director in August, after seven years leading the organisation.

Ms Bose joined DIGI in February 2019, initially as its only staff member and has overseen a significant expansion of the organisation's membership, capability and influence in Australia's digital policy landscape.

During her tenure, DIGI more than tripled the industry association's membership, contributed expertise to reforms – across online safety, privacy, consumer protection, scams, mis- and disinformation, responsible artificial intelligence and the digital economy – as a constructive policy partner representing the digital industry with government, regulators, civil society and academia.

Under her leadership, DIGI helped develop 15 legally enforceable industry codes under Australia's Online Safety Act that protect Australians from harmful content online, launched the *Australian Code of Practice on Disinformation and Misinformation* and the *Australian Online Scams Code*, and expanded the *DIGI Engage* media literacy program.

DIGI Chair and Director of Government Relations, eBay Australia and New Zealand, Luke Aitken thanked Ms Bose for her leadership and incredible contribution to the organisation.

"Sunita has played an absolutely defining role in building DIGI into the respected and effective organisation it is today.

"Over seven years, she has grown DIGI's membership, strengthened its organisational capability and established it as a constructive and credible voice in some of Australia's most complex digital policy debates.

"Sunita leaves DIGI with the Board's sincere thanks and appreciation. We wish her every success as she takes on her next professional challenge."

Ms Bose said it had been a privilege to lead DIGI and work with its members and stakeholders during an important period of digital platforms reform.

"Working with DIGI's members, the Government, and our team, I have immense pride and gratitude in what we have built together over the past seven years.

"DIGI has grown to become an important contributor to Australia's digital policy landscape, with a strong team and a clear commitment to developing practical and effective responses to complex challenges online.

"I am particularly proud of the role DIGI has played in strengthening online safety, addressing scams and misinformation, improving media literacy, and bringing industry and government together to find solutions to challenging policy questions.

"While it's difficult to step away from an organisation I have dedicated so much of myself to building, now is the right time for me to pursue a new leadership challenge, and I leave knowing DIGI is well positioned for its next chapter.

"I want to personally thank DIGI's members and board for their extraordinary support and trust throughout my tenure, and the talented and dedicated DIGI staff I have had the privilege of working alongside."



On behalf of the DIGI board, Mr. Aitken said the organisation would continue to work closely with its members, government, regulators and community stakeholders throughout the leadership transition.

“DIGI has a strong team, an engaged membership and an important program of work ahead. The Board is confident DIGI will continue to make a valuable contribution to the development of effective, practical and responsible digital policy in Australia.”

Recruitment for DIGI’s next Managing Director will commence shortly.

Media Contact: Darren Rodrigo - 0414 783 405 or darren@theshapeagency.com.au

MEDIA PLAN

Date:	13 July 2026
Subject:	Media plan on the departure of Sunita Bose as DIGI Managing Director

This briefing note outlines the media plan for handling the departure of Sunita Bose from her role as Digital Industry Group Managing Director (DIGI). Sunita has been the Managing Director of DIGI for over seven years and has an impressive list of achievements. She now seeks to depart the organisation for new leadership challenges.

Objective

The primary objective of this media plan is to convey that Sunita is departing DIGI on warm and positive terms with the organisation and the board, after an extended period of service with a strong track record of achievement. Given the difficult and contentious nature of the public policy environment, our purpose is to convey Sunita’s strong capability in navigating the often contentious political and media environment, while bringing industry, government and the community together and building consensus where possible. We aim to demonstrate that Sunita is not only a capable and effective leader but also has strong personal values, exemplified by her ability to manage one of the most contentious public policy debates in the last decade.

Our objectives are therefore to:

- Communicate that Sunita is concluding her term as DIGI Managing Director after a period of extensive achievement and with the Board’s warm regards.
- Her departure is uncontroversial and a natural progression for a leader of her calibre
- Articulate Sunita’s strong capability as a leader and her highly effective capacity for consensus building in difficult public policy environments in a manner that best positions her for her next leadership challenge.

Handling Strategy

To tightly control how this story is reported, our approach will be to brief our media statement out to a selected group of trusted journalists, who DIGI have engaged previously, and with whom we have a strong and direct relationship.

Timing



Once approved, the media statement will be shared with the selected journalists under embargo until 11:59 pm on Monday 13 July.

At 6 am on Tuesday 14 July, the media statement will be published on Medianet and sent to Federal MPs and Senators.

Journalist targets

- Cam Wilson – ABC – 0481 447 029 - wilson.cameron@abc.net.au
- James Riley – InnovationAus - 0424 300 992 - james@innovationaus.com
- Byron Kaye – Reuters - 029171 7541 - byron.kaye@thomsonreuters.com
- Josh Taylor – The Guardian -0413 226 194 - josh.taylor@theguardian.com
- David Swan – Nine Newspapers - (03) 8667 2250 - david.swan@nine.com.au
- Paul Smith - AFR - 0400 395 072 - psmith@afrr.com.au
- Kanika Sood – AFR (Street Talk) – 0450 970 491 – kanika.sood@afrr.com.au
- Katina Curtis – 0415 683 179 – katina.curtis@captialbrief.com

Reactive media

Incoming requests for reactive media will be handled by Darren, with responses to be provided in writing only. Journalist interviews may be granted only at the discretion of and after discussion with Sunita Bose.

Potential contentious issues – questions and responses

Q. With the Federal Government now seeking to impose even stricter regulations on your members regarding the social media ban, are you leaving DIGI because the public policy pressure is simply becoming too much?

"I have enjoyed navigating the Digital Industry Group through one of the most dynamic and challenging public policy environments in recent years.

"As a result, Australia has a much more robust and comprehensive online safety framework than we did when I stepped into the role, and I'm particularly proud of what we've achieved together.

"Now, after seven years at the helm, it's time for me to move onto new leadership challenges and I'm looking forward to the future."

Q. Is your relationship with the DIGI Board and DIGI members still strong and did you still have their confidence to lead the organisation?

"I have had the greatest privilege to work with some incredibly talented and dedicated people at DIGI, and I've thoroughly enjoyed my time working with the DIGI staff, the board and our members.

"My relationship with both the Board and our members remains incredibly strong, and I thank them both for their ongoing support and best wishes for the future."

Q. What are your plans for the future?

"In the short term I'll be spending some time with my young family, but I'm looking forward to future leadership challenges, and I'll certainly provide an update at the appropriate time."