

ANNUAL REPORT

2020/2021



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CHAIR AND CEO MESSAGE




Jon Duffy
Netsafe Chair

KIA ORA,

The past financial year was extraordinary in many respects as we continued to see the disruption, influence, and importance of digital technology in keeping people connected while navigating the impacts of a global pandemic.

It was also a year we recognised Netsafe's 20th year as an incorporated society. When we reflect over the years, it is remarkable how the internet has evolved and how integrated digital technology now is in our lives.

As an iconic Kiwi organisation we continue to take our leadership role in developing world-class online safety knowledge and response seriously. Our purpose to enable people to access digital opportunities confidently and reduce harm has never been more pertinent than it is now.

Netsafe's research indicates that one in two people has experienced at least one online safety issue in the past year. The most common issues people report to Netsafe are scams and harassment. And nearly half of

our reports relate to young people aged under 21.

Throughout the year we provided expert incident support, ensured [netsafe.org.nz](https://www.netsafe.org.nz) was a one-stop-shop for information, created new resources backed by our research, worked with our Youth Action Squad to better connect with rangatahi and supported schools to deliver their online safety programmes.

Netsafe was also proudly reappointed for another five years to deliver the service we currently provide under the Harmful Digital Communications Act 2015. This was timely as we recorded the highest number of harmful digital communication incidents in Netsafe's history.

The types of reports made over the past year have covered the full gamut of the incident spectrum. These include abuse, harassment or threats, non-consensual sharing of intimate images, grooming, inappropriate content, scams, privacy, misinformation and disinformation, and everything

in between. Hence a correlation in the increase in the number of reports qualifying under the Act, and in people experiencing serious emotional distress.

As the demand for our service continued to grow, we observed an uptick in the number of people coming to us who had undoubtedly suffered harm, but whose experience fell narrowly outside the Act's provisions. Regardless, we worked to find solutions to reduce the harm.

We have taken lessons from this year to develop our FY22 strategy. We are on track to deliver key strategic initiatives that will further benefit society, including leading the development of New Zealand's first Online Safety Code of Practice, created in partnership with the biggest online platforms. No one is more dedicated to keeping people safe online than Netsafe, and we remain focussed on initiatives that support this in the year ahead.

This Annual Report reinforces our commitment to providing a service that resolves harm on the

internet and enables people to self-manage potential risks. It also demonstrates the continued support and investment from government, industry, community, and enforcement partners, and we thank them for their ongoing collaboration.

We'd also like to acknowledge and thank Netsafe's dedicated team who have worked tirelessly to support the community. COVID-19 has had a profound effect on people's lives, and it has changed the way Netsafe works, responds and helps people have safer online experiences. We have many achievements to be proud of this year, and we wouldn't have been able to do this without the mahi of our talented team.

It is clear COVID-19 will remain for a while, which makes it hard to predict the year ahead. We can assure you that Netsafe will continue to respond to ensure the community can enjoy its time on the internet and make it easier to connect.

Ngā mihi,
Jon and Martin



A handwritten signature in black ink, appearing to read 'M Cocker', with a long horizontal line extending to the right.

Martin Cocker
Netsafe CEO

ORGANISATIONAL OVERVIEW

Netsafe is an independent non-profit organisation with an unrelenting focus on online safety. We keep people safe online by providing free support, advice and education.

OUR VISION

Netsafe is the trusted source of leadership, best practice, research, support and education for online safety.

OUR PURPOSE

To enable people to confidently access digital opportunities and reduce online harm.

OUR VALUES



Honesty & integrity



Agile & innovative



Collaborative & inclusive



Accountable & transparent



Keep it real

WHO WE ARE

25

TEAM MEMBERS

6

BOARD MEMBERS

353

NETSAFE MEMBERS



| FY21 HIGHLIGHTS

3 Consecutive years

brand awareness has trended upwards



Reappointed to provide the response service under the Harmful Digital Communications Act



Rise in traditional media coverage

37%

netsafe
YAS
YOUTH ACTION SQUAD

Expanded to include nationwide rangatahi



Record number of Safer Internet Day supporters

Incident reports from people under the age of 18 increased by



25%

Harmful digital communication reports up



24%

+26%

increase in the number of citations of Netsafe research

Growth in qualifying HDC reports



77.5%

New



173



Netsafe subscribers increased

+31%



Netsafe membership went up

+15%

NETSAFE GOVERNANCE



JON DUFFY



ANITA KILLEEN



CLAIRE AMOS

Netsafe is an independent charity (#CC24058) that meets the Government's definitions for a non-governmental¹ and community and voluntary sector organisation². We are also incorporated as a society (#1132428).

Our activity is consistent with Netsafe's constitution³ and contracts held with the Government. Six board members, elected by our members, are responsible for Netsafe's governance. As of 30 June 2021, Netsafe had 353 members.

As an incorporated society, Netsafe controls its own operations, governance procedures and maintains a meaningful degree of autonomy.

NETSAFE BOARD

Our board guides Netsafe to help people right across Aotearoa.

NETSAFE CURRENT BOARD

Our board is motivated by the desire to use its expertise and experience to help people in Aotearoa New Zealand access the opportunities the online world has to offer.

Netsafe welcomed two new members to the board following the departure of former chair Rick Shera and Andrew Cowie's move to a permanent staff member. Andrew now leads the Netsafe Education and Schools Team.

The Board elected Jon Duffy as chair and Anita Killeen as deputy chair and invited Steve Honiss to serve on the Board in Andrew Cowie's vacated position.

Jon Duffy | Jon has been on the Netsafe board since 2011 and was appointed Chair in 2021. Jon is the CEO of Consumer NZ, a not for profit dedicated to getting a fairer deal for all. Prior to joining Consumer NZ, Jon was the Assistant Privacy Commissioner, Head of Trust & Safety at Trade Me and worked as an investigator at the Commerce Commission.

Anita Killeen | Anita Killeen is a Barrister at Quay Chambers with 20 years' legal post qualification experience and 10 years' governance experience. She has specialist expertise in financial crime and fraud, commercial and criminal litigation, compliance and regulation, and governance and decision-making. She is also skilled in dispute resolution and commercial mediation.

Anita is the former Chief Prosecutor and former Chief Legal Advisor of the Serious Fraud Office and holds governance

¹ Principles to Underpin Management by Public Entities of Funding to Non-Government Organisations. Office of the Auditor General (2006).

² <http://www.dia.govt.nz/Resource-material-Our-Policy-Advice-Areas-Community-Development-Policy>

³ Adopted at the AGM of the Society on 26 March 2008.

roles in the legal, financial, local Government, health and not for profit sectors. Her current directorships include; Chair of the Auckland Regional Amenities Funding Board, Deputy Chair of Ngāi Tai ki Tāmaki's Commercial Investment Board (East Auckland Iwi), Deputy Chair of Netsafe New Zealand, Director of Domain Name Commission Ltd, and Director of UNICEF New Zealand. Anita is a member of the Icehouse and Arc Angels, which are angel investment organisations focused on building investor knowledge and dedicated to investing in early stage businesses across New Zealand. She is also a member of Global Women Leaders. Anita is of Indian descent.

Claire Amos | Claire has worked for a variety of schools and educational organisations in her twenty-year teaching career. This has included working at a variety of secondary schools and on various projects with the MoE, Network 4 Learning, and New Zealand Qualifications Authority. Claire is a founding member of the Education Council of Aotearoa and is Principal of Albany Senior High School. She joined Netsafe's board in 2013.

Colin James | Colin is the Chief Information Security Officer for Fletcher Building, working across the broad groups that make up the overall Fletcher group. He has a strong background working in the telco space having spent more than 15 years in the industry, including working closely with law enforcement and national security services on identifying and blocking malicious activity online. Colin continues to be an advocate for providing safe and trusted internet access, allowing for curious young minds to explore and learn without the risk of online harm. He has been a Netsafe board member since 2014.

Dr Natalia D'Souza | Natalia is a lecturer and researcher at Massey University. She has expertise in online safety, specifically workplace online bullying, cyber abuse and, most recently, digital inequality and bias. Her research involves industry sponsors and collaborators including Netsafe and TechWomen, and her work has received significant media interest. Natalia also currently serves on the Massey University College of Business Board. She joined Netsafe's board in 2019.

Steve Honiss | Steve works as a virtual Chief Information Security Officer for a variety of organisations. His background is in law enforcement and cyber security, and he has a keen interest in international cooperation to boost cyber security. He was a Netsafe board member in 2014 before resigning when he moved overseas for work. He re-joined the board in 2021.



COLIN JAMES



DR NATALIA D'SOUZA



STEVE HONISS



NGĀ MIHI JON

After a decade as a Netsafe board member, Jon Duffy has decided to step down. Having joined Netsafe in 2011, Jon has served as deputy chair and then as chair for the last year.

We want to thank Jon for the considerable contribution he has made to our work in helping the people of Aotearoa New Zealand stay safe online.

During Jon's time with the organisation, Netsafe has grown and evolved as the rapidly increasing use of digital technology has created challenges and opportunities for us all.

Jon's support and expertise has been vital to the organisation's success. Our thanks and best wishes go with him.

Ngā mihi nui!

FY21 PROGRAMME AND PERFORMANCE

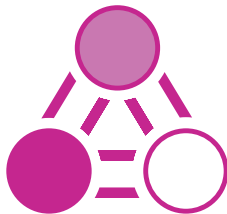
STRATEGIC PILLARS



1 Promote and maintain a responsive support service



2 Drive greater engagement with young people



3 Build resources and services that reflect New Zealand's evolving needs



4 Connect to diverse and vulnerable groups

Netsafe was established in 1998 to help New Zealand internet users stay safe online. This was well before Facebook, Instagram, Twitter, Snapchat, Instagram and YouTube were invented.

Since then, Netsafe has forged strong relationships with government, law enforcement, industry and community organisations to influence change and reduce online harm.

Netsafe receives funding from the Ministry of Justice, Ministry of Education, industry partners, and donations from the public. In addition, Netsafe receives reimbursement for in-person presentations and workshops.

As a not-for-profit, all funding is reinvested to fulfil our purpose: to enable people to confidently access digital opportunities and reduce online harm.

We have maintained our positive technology stance, continued to embrace new tools and ways of using them, along with explaining the challenges and risks that they present.

Through leadership and education, we provided guidance about how technologies can be used safely whilst mitigating the risk of harm. Our pragmatic approach, strong brand awareness and innovative campaigns place Netsafe as a trusted advisor.

Since COVID-19 first reached Aotearoa's shores, the community has encountered dramatic changes. As our lives become increasingly facilitated online, the potential exposure to problems also heightens. This is why our strategy continues to empower and support people most likely to be impacted by challenges.

Throughout the past year, Netsafe remained committed to providing a service for people who need incident support or self-help advice and education. We have continued to make meaningful changes to service design to improve accessibility and put every person at the heart of all we do.



Connecting with New Zealand

28.5m

cumulative
audience

24%

increase in
subscribers

13%

increase in
website sessions

PUBLIC EDUCATION

With prolonged periods in lockdown, individuals have relocated working and learning to bedrooms, lounges and hallways in a way few people thought possible in their lifetime.

With more time on the internet, the community have been thirsty for online safety information and tools.

Netsafe has risen to the challenge of supporting the country with its online safety needs. We responded by providing knowledge and resources to ensure all internet users can confidently access digital opportunities.

For most, the benefits of being online outweigh the risks, but for those who experience or seek out the negative side, the harm can be significant and devastating.

Netsafe's job is to keep people safe online, and it's one we take seriously. In an era where unpredictability has become predictable, Netsafe is always available, whether you're a parent, educator, young person or someone else who needs advice on how to stay safe online.

We've provided relevant, timely and valuable information. Here are a few highlights from our public education activities.

“...We were able to hold a market research project with the YAS which gave the Netsafe team over 150 suggestions as to what ads young people are seeing online. This also

included information about which of those ads were appealing and interesting (or the opposite) for Netsafe to implement in future campaigns targeting young people” - Sarisha



SUPPORTING ALL STRIPES

Netsafe developed the Here for Every Stripe of the Rainbow community campaign as our own research recognised the rainbow community was over-represented in online harm statistics.

Trends identified in the data – released to coincide with Pride Week – suggest that since 2018 survey participants from the rainbow community have been more likely to receive unwanted digital communications.

The campaign emphasised that Netsafe is available regardless of a person’s sexual orientation or gender identity, offered self-help advice, and reinforced how to get incident support for online issues. It featured in traditional media, social media and other channels.

CONNECTING WITH RANGATAHI

Our public education efforts ensure we remain focused on increasing the capacity for people to self-help and that our products and services are relevant. This is especially important as one of our strategic pillars is focused on driving greater engagement with young people.

We know that rangatahi seek out digital opportunities and their growing reliance on technology is overwhelmingly positive. While we recognise that the online opportunities and benefits outweigh the risks, for young people who are exposed to the downsides, the experience can have a lasting impact.

We created an internship programme to ensure our efforts to genuinely connect with young people would make a difference. Netsafe’s interns (Bhaj and Sarisha) were involved in influencing, shaping, designing, and contributing to the development of content for rangatahi made by rangatahi.

This work is separate from the valuable activities already undertaken by Netsafe’s Youth Action Squad (YAS) and is complementary as our interns are YAS Ambassadors. You can read more about the YAS in our Education Sector section.

Netsafe also participated in the Auckland University of Technology ‘Mana Tū, Mana ora – Take Control of Your Wellbeing’ event. This allowed us to talk to students about online safety and the support available for incidents such as bullying, scams, image-based abuse and social media privacy settings.



“...I’ve had so many new experiences, like working in an office, taking part in major projects like Safer Internet Day, managing social media – even being in a recording studio! These are things that will stick with me throughout my journey through life...”
- Bhaj



SCAM AWARENESS

Sadly, we know the losses reported to Netsafe represent only a small percentage of the money lost each year by members of the community.

Sometimes people are embarrassed to seek help, or they simply don't know where to go for support which can further add to the harm they experience. Netsafe continues to work with relevant partners to get people and organisations talking about scams and how to protect themselves. This is especially important as online scams are a difficult issue to police which makes it almost impossible for people to recover any money they lose.

During the past year we used the opportunities normally capitalised on by scammers including long weekends, Christmas shopping and milestones including Easter and Valentine's Day, to remind people about the ways scams operate and to be extra vigilant when sharing personal information such as financial details.

Our Easter campaign was especially significant as insights from Netsafe's operational data identified that this was when the internet was most dangerous – compared with the rest of the year – in terms of scammer activity, and we wanted to ensure we could minimise the potential harm people experienced.

STRONG BRAND IDENTITY

Independent research has shown that Netsafe's brand is stronger than ever. The findings identified that more people know who Netsafe is, and what we do.



Brand awareness trended upwards for a third year

Each year we undertake a nationwide survey to understand what people think of Netsafe, including who we are, what we do and how we can help. For the third year running, brand awareness increased. The strength of our brand and high rate of recognition reflects the trust people have in Netsafe and the services we provide.

In our latest brand reputation survey, respondents spoke about positive experiences engaging with Netsafe, the organisation's trustworthiness and being seen as the leaders in online safety.

Since 2019 there has been a 48 percent increase in the number of people who say Netsafe communicates clearly and consistently.

While Netsafe continues to have a higher level of awareness than similar organisations, we are focused on improving and connecting with more people. Our FY22 strategy will help us achieve this.

ONLINE GAMING WHĀNAU TOOLKIT

With research showing 80 percent of children in New Zealand have gamed online, Netsafe developed a guide to help whānau support their children to explore the benefits of gaming.

We are regularly asked about the best ways to support tamariki to navigate the challenges they may encounter. This guide was produced in response, and it follows the practical seven-step framework that Netsafe's Online Safety Parent Toolkit is structured around, with a focus on gaming.

Tamariki and rangatahi are naturally curious. Making mistakes and encountering risk is often part of exploring because there are so many benefits available to young people who game. This toolkit gives parents access to the support they need to teach their kids how to reduce harm but still obtain digital opportunities from gaming.

Developed using our research, the Online Gaming Whānau Toolkit can

be used by anyone – from parents and guardians who are already helping children with their online gaming, to those who are new to digital parenting. It contains all the things parents told us they wanted to know about, including bullying, unwanted contact, screentime and in-app purchases.

The toolkit works to overcome any perceived or real technology knowledge gaps between what parents know and what their child knows – or thinks they know. It helps parents get to a place where they can confidently speak to their children about their gaming and help them avoid or minimise possible harm.

It can be downloaded at netsafe.org.nz/gamingtoolkit.

PUBLIC EDUCATION METRICS

Netsafe relies on a variety of channels to reach our diverse population. The information we publish is designed to eliminate the

time people need to spend searching for answers on how to make the best of online opportunities, and what to do if something goes wrong.

Though traditional media continues to be the most effective way for us to connect with people, we tested new channels and ways of communicating with the community.

WEBSITE

Netsafe's website, netsafe.org.nz, hosts essential information, tips and self-help resources on a range of topics. The site is also one of four ways people can report an online challenge and get assistance from Netsafe. The website had 342,126 unique visitors which is a seven percent increase compared to last year. We also increased the number of sessions by 13 percent and had nearly 1.4 million page views.



Online Gaming Whānau Toolkit

NETSAFE'S GUIDE TO KEEPING TAMARIKI SAFE

Download a free copy of Netsafe's seven step Online Gaming Whānau Toolkit to get to a place where you can confidently engage with your children about gaming

NETSAFE.ORG.NZ/GAMINGTOOLKIT

CALL NETSAFE 7 DAYS A WEEK ON 0508 NETSAFE





+4%



+12%



+61%



+43%



+6%



+24%

TRADITIONAL MEDIA

Netsafe features in the media on a regular basis providing reactive and proactive online safety commentary on topics related to our work.

Television appearances and radio continue to be dependable ways for us to connect with the community.

We reached a cumulative audience of more than 39 million, which is a 37 percent increase. We reached a cumulative audience of more than 39 million, which is a 37 percent increase compared to last financial year.

SOCIAL MEDIA

Social media connects us with people in the channels they are choosing to use. More people than ever before are following NetsafeNZ and interacting with the content we are producing. Our content was seen nearly 34 million times which is a 250 percent increase compared to last year.

Social media followers increased across our five key channels. Our Facebook grew by 12 percent, Twitter by four percent, LinkedIn by 43 percent, YouTube by 6 percent and Instagram by 61 percent.

SUBSCRIBERS

Our subscriber lists continue to grow with people keen to get online safety news delivered directly to their inbox. Netsafe's subscribers have been segmented so that we can target content directly to the people most likely to engage and share it with other people who would benefit from it. In the past year, Netsafe has increased the number of subscribers by nearly 31 percent.

PHOTO | GUY COOMBS

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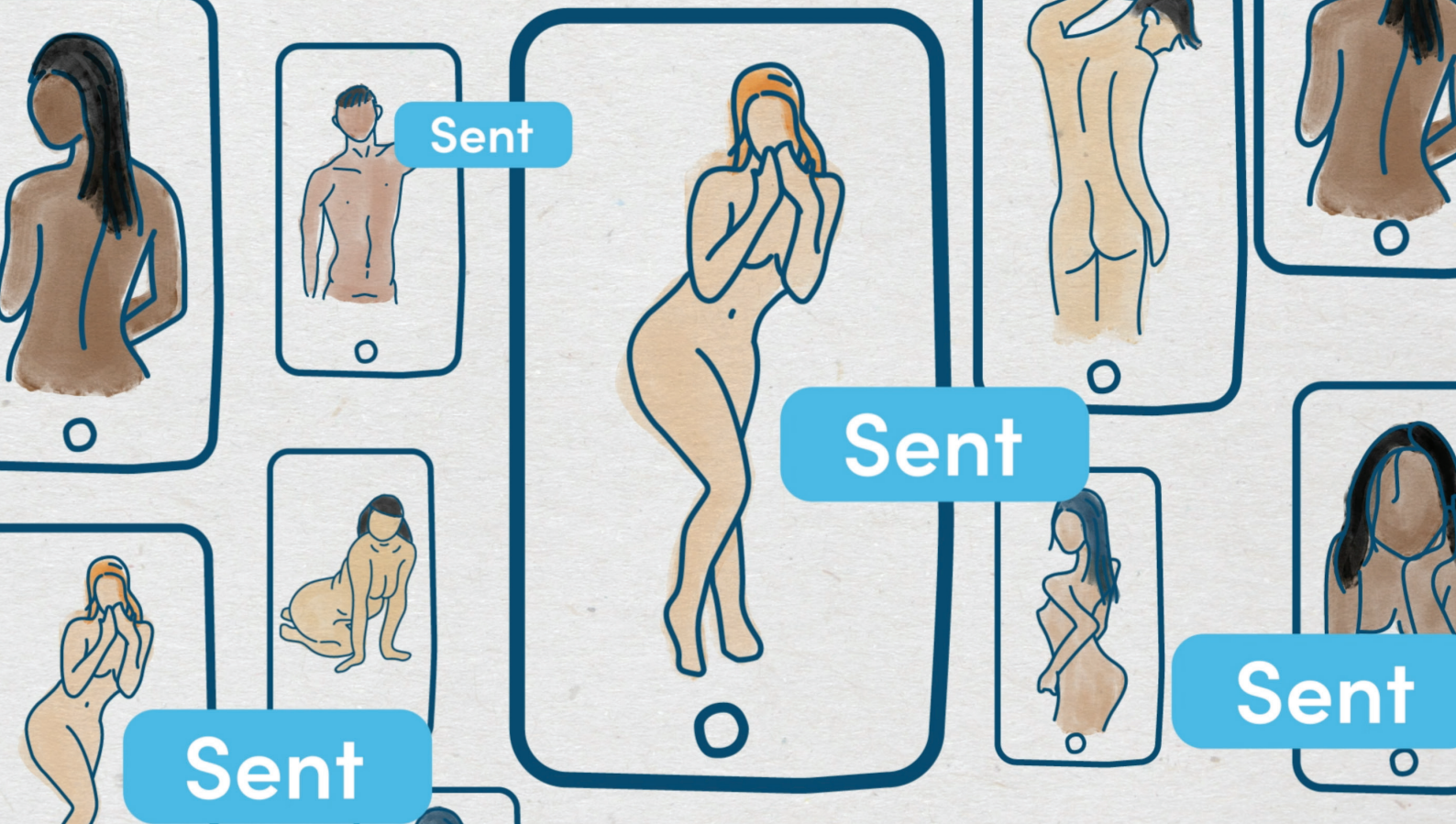
Call 05
Free. C



Netsafe is here for all stripes of Aotearoa's rainbow.
Everyone deserves to feel safe online.
If you don't, we can help.

Call 0800 508 NETSAFE or visit netsafe.org.nz/lgbtqia
Confidential. Non-judgemental.





PARTNERSHIPS

Netsafe was able to balance the different needs and interests of our diverse stakeholder and partner network to create meaningful awareness campaigns. We worked collaboratively with the community, tech industry and Government to help people of all ages have better experiences online.

This section showcases the important synergies and cooperation that can be fostered between civil society, Government and the industry to benefit everyone in Aotearoa.

THINK BEFORE YOU NUDE

Sharing nudes is part of everyday life for many rangatahi/young people, but not all consider how their image may be made public or shared in ways they didn't intend after the moment.

Netsafe research found almost four in ten teens know someone who has shared nude pictures or videos. Three in ten were aware of another young person who has received content they did not request.

In response, Netsafe and the Classification Office Te Mana Whakaatu launched Bare Facts, a nationwide campaign designed to encourage open conversations about the reality of online intimate images and videos.

The development and creation of Bare Facts was informed by the Classification Office's Youth Advisory Panel and our own Youth Action Squad. The campaign empowers young people to have positive kōrero – with peers, parents, teachers and whānau – about why nudes are sent, the need for consent and how to get help if things don't pan out.

Netsafe's operational data revealed that between May 2020 and April 2021, 66.6 percent of reports categorised as image-based sexual abuse were made by females. Reports from under 21-year-olds (of all genders) comprised 44.4 percent of reports.

The campaign received positive feedback from young people, parents, educators and police. The messages were clear: nobody has to send intimate images as part of a relationship's progression, and not everyone you share a picture or video with will treat it with the appropriate sensitivity.

Bare Facts advises people to trust their intuition, and if they are unsure, it's best not to send or share anything. Find out more at netsafe.org.nz/barefacts.





SUPPORT FOR WOMEN

The Netsafe Women's Working Group was established to connect the relevant agencies that operate in the grey area of digital technology and abuse, and to work collaboratively to best support women facing harm online.

Each member plays a key role in preventing and supporting children and women who experience technology facilitated abuse. The Group aims to work effectively across Government, non-Government and civil society to reduce harm, and to champion prevention and support initiatives. The intention is to develop and run collaborative initiatives, projects, services and campaigns whilst sharing experiences of what works, and what doesn't.

IBSA PILOT TOOL

Facebook and Instagram have been piloting a tool around the world to support people concerned that their intimate content may be shared without consent. Netsafe was selected as the organisation to trial the tool in New Zealand.

If someone is worried that their intimate content may be shared, they can come to Netsafe for support and advice related to image based sexual abuse (IBSA). We can talk to the person and explain how we can help remove the content as well as advise on the options available.

One of the options we can now offer is Facebook's NCII Pilot tool. This tool provides an option for people who are concerned that their images may be posted. This program is completely voluntary and Netsafe doesn't need to see any of the content.

SAFER INTERNET DAY REACHES NEW HIGH

Safer Internet Day has been celebrated in early February since 2004 and is now recognised in over 170 countries to promote a more positive time online. As the New Zealand host, Netsafe provides resources and tools to assist organisations, schools, and whānau to promote online safety and digital citizenship.

In 2021 we had a 13.9 percent increase in supporters meaning

a record number joined together to make it the biggest Safer Internet Day yet. Many corporates, Government agencies, kura and not-for-profits spent 9 February celebrating the occasion and using it to educate their staff, students and members about how to stay safe online.

Supporters included Microsoft, Netflix, Genesis Energy, Rainbow Youth, Age Concern, BNZ and Westpac. If you'd like to be a Safer Internet Day supporter in 2022, please email outreach@netsafe.org.nz.



COMBATTING FAKE NEWS

People spreading false and misleading information is not a new phenomenon. However, with the internet now making it possible for anyone to publish and share fake news we recognised the need to do something to help.

As we wanted to understand more about the impacts. We undertook New Zealand's first survey to better understand the community's awareness towards misleading and false information. The survey identified that:

- 52 percent of people had admitted to falling for fake news, mostly due to misleading articles or headlines, and 48 percent were concerned about mistakenly spreading it.
- 14 percent mention seeing misleading stories related to COVID-19.

- Eight in 10 recall seeing fake news on social media, 52 percent have seen it on online news sites, 40 percent in print newspapers and one in three think they have seen it on NZ television.
- Three-quarters of the population are confident in their own ability to identify fake news, but many are worried that family members (like children or parents) can't identify or will mistakenly share it.
- There's a generational divide with young people thinking older people are more likely to fall for fake news and vice versa - 72 percent of young people believe older people are likely to believe fake news and 66 percent of people aged over 50 think young people will believe it.

This data reinforced that the variances in digital literacy and the ease with which malicious content can spread means there was a need for people to develop critical thinking

skills. Netsafe was supported by Facebook to create an education campaign to help people spot fake news and tackle misinformation.

The campaign called Your News Bulletin included a series of videos depicting a newsroom. The 'presenters' used tactics like clickbait, misleading headlines, satire and much more to try to lure people into going to yournewsbulletin.co.nz. Once there, people were able to test their knowledge, learn techniques to identify misinformation and use the resources to support whānau and friends.

Over the course of the campaign, nearly 200,000 unique users visited the website, which is an incredible achievement. Many people also invested their time to complete the Fake News Trainer. On social media, we reached over 1.6 million people throughout the course of the campaign. The campaign also featured prominently in traditional media including 1News, Seven Sharp, radio and print.

Answer these questions to be **safer online**

**How much time
am I spending online?**


**How can I tell the
difference between
fake news & real news?**

**When did I last check
I updated my privacy
settings?**

**How do other people
feel about what I
post & share
online?**

**Do I know who to
contact if something
happens online?**





Schools & kura interactions

89

Schools/kura who contacted Netsafe for advice

72

School/kura who received Netsafe workshops

425

Total reports to Netsafe for advice and assistance

EDUCATION SECTOR

Netsafe’s partnership with the Ministry of Education has guaranteed online safety services for schools and kura throughout the country. This enables educators and communities to access pragmatic advice, up-to-date resources, and incident support services.

Netsafe is acutely aware that creating digital opportunities for students while helping them keep safe online is vital. As schools, teachers, students and whānau navigated the previous year’s challenges, we provided support to institutions that needed it. Some of the key initiatives are outlined below.

NETSAFE LIVE

Netsafe LIVE workshops offered schools, kura and their communities free online safety events with bespoke sessions tailored for educators and parents. Traditionally,

Netsafe events are facilitated in-person, with Netsafe’s education team speaking about the risks associated with digital technology, the challenges and opportunities for tamariki and how to enable and support them through these.

Netsafe’s education advisors discuss assorted topics, including how the Harmful Digital Communications Act affects young people, social media, personal responsibility, family agreements, and incident management. Our approach provides school clusters and networks with valuable information, tools, and techniques to help them create safer online environments.

Various COVID-19 lockdowns have placed significant demands on schools and the people who work and learn within them. Netsafe LIVE events were held virtually and featured topics relevant to remote learning. The education team answered questions, and guest panellists, including

YAS ambassadors and school leaders, were invited to add their perspectives. Sessions took place on Netsafe’s Facebook page and remain available on our YouTube channel as an ongoing resource.

SWITCH ON SAFETY

Switch on Safety was launched by N4L (Network 4 Learning) in 2020 during Aotearoa’s initial Level 4 lockdown. The tool helps keep students safe while learning at home by enabling a change to their internet filter settings. These settings resemble those which are found at most New Zealand schools.

As home learning has continued for many of our tamariki well into 2021, Netsafe actively promoted this tool and shared it in our communication channels. The tool remains free and available for whānau. We continue to work with N4L and the Ministry of Education in its continued use and development.



REDEFINING EDUCATION ENGAGEMENT

Netsafe's education team has spent much of 2021 strengthening relationships with schools. This was achieved by offering a myriad of presentations and workshops for school leaders, teachers, and whānau. We have also begun working directly with student groups, listening to their concerns, and taking on board feedback to better cater to the online safety needs of New Zealand's next generation.

Our objective has been to understand better the online safety needs of our school communities across the country. This has included modifying and creating accessible and convenient tools for educators and a series of structured lesson plans offered to primary and intermediate schools (Years 3-8) delivered by teachers.

As we continue to develop our library of resources, Netsafe encourages educators to sign up for Netsafe Schools. We aim to relaunch in early 2022 and are excited about the next chapter in this cornerstone offering.

EDUCATION METRICS

The Netsafe Schools website, netsafe.org.nz/the-kit, houses resources that schools and kura can adopt to ensure online safety best practices to protect tamariki. The website had a 14 percent increase in unique page views and a 16 percent increase in users compared to the previous year.



YAS IN ACTION

Netsafe’s research continues to show that rangatahi seek out diverse ways to maximise digital opportunities as technology’s advancements continue evolving. Young people’s uptake and reliance on technology is not only inevitable, but also something we continue to encourage.

Whilst online opportunities and benefits outweigh the risks, harm can occur and have a lasting impact on young people exposed to problems.

The efficacy with which Netsafe can deliver online safety messages to young people is amplified when young people champion, contribute to and deliver the message. We remain committed to working collaboratively with rangatahi and their communities to identify,

minimise and prevent online challenges.

Netsafe’s YAS programme connects young people, families, schools, and communities. The programme equips young people between 14-20 years with the knowledge to spark discussions, plan initiatives, lead activities and enact change around the online safety issues that affect them most.

The YAS are given comprehensive training by Netsafe and promote online safety within their schools and local communities. They have supported various Netsafe initiatives, worked with key stakeholders and engaged with media about online experiences

In May 2021, a YAS launch was hosted at the National Library in Auckland. The event saw young

people throughout New Zealand come together and share a common goal. Over the last year, we have inducted 45 young people, bringing total membership to 80. Netsafe continues to recruit members to bolster nationwide youth representation.

In 2019, Netsafe participated in a United Nations research project to explore children’s views of their rights in the digital world. This saw many YAS contribute to a global video project through online workshops. The consultation involved more than 700 children and young people across 28 countries. Netsafe’s involvement spanned over 24 months and concluded with the release of a report in early 2021.

SATISFACTION AND IMPACT

92%

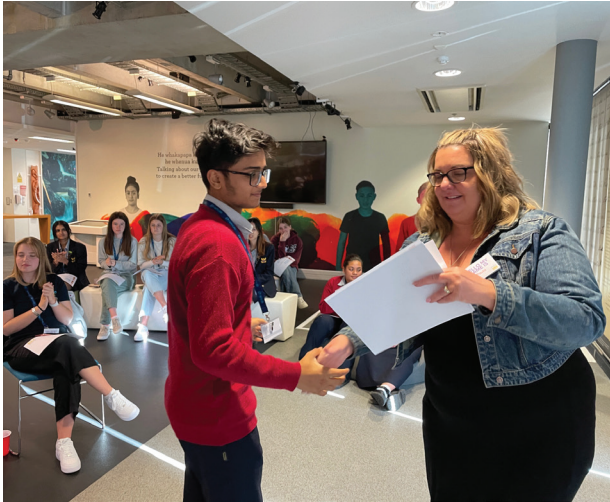
Schools and kura satisfied with customised face to face Netsafe services

98%

Schools and kura satisfied with Netsafe’s education and response service - average

98%

Schools and kura who report Netsafe’s service helped them reduce harm after an incident - average



20
SCHOOLS

121
EDUCATORS/
STAFF

333
PARENTS





HDC overview

The following provides an overview of the number of reports we have received including those related to harmful digital communications

4,207

HDC reports

206

HDC qualifying reports

68

Resolved HDC qualifying reports

4

Reports referred to a third party

OPERATIONS

Our incident advice team provides free, confidential online safety support. Expert case managers work to resolve reports related to the Harmful Digital Communications Act 2015 (HDCA), and specialist consultants advise individuals when their harm extends to a broad range of other challenges.

We use the skills and experience of our specialists, the wider Netsafe team and our stakeholder community to provide the best response,

informing them of what can be done to help their situation.

Reports are made via the webform on netsafe.org.nz, by phone, email and text.

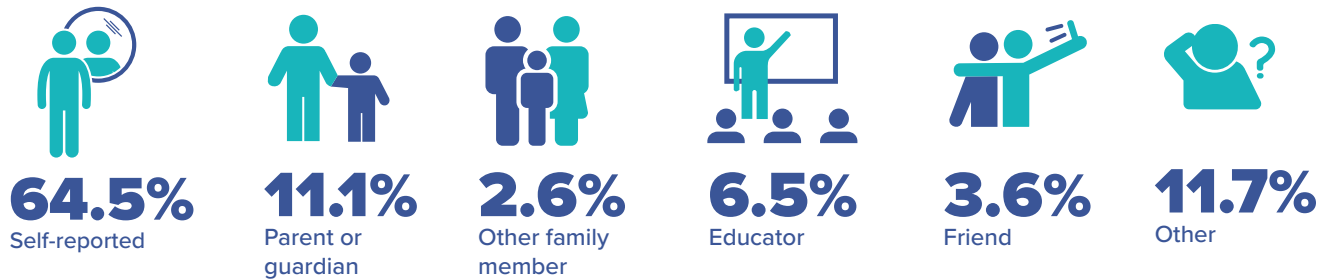
Netsafe's responsibility under the HDCA means our team helps those who have been seriously harmed by digital communications.

The team is increasingly dealing with reports of other online harms not covered by the Act, including scams, misinformation, and blackmail.

Our team provides practical and emotional support, as well as options to help resolve incidents quickly and efficiently.

Sometimes people are suffering distress and require further support from trained experts. In these circumstances, we liaise with specialist agencies, including the emergency services, to offer the support the person needs. If English is not their first language, we offer Netsafe's translated resources or involve partner organisations who can help.

WHO IS REPORTING?



HDC SERVICE

In FY21 Netsafe received the highest ever number of harmful digital communications reports and saw an increase in the number of reports qualifying under the HDCA. A report is categorised as qualifying if it is assessed as breaching all the thresholds under the Act.

A record 206 of the reports we received were assessed as having caused serious emotional distress to the person receiving it and considered to meet the thresholds of the Act. This was a significant

increase on last year (77.5 percent.) We continued to see a growing number of reports in FY21 from and about young people, who experience a disproportionate amount of harm online compared to other age groups. While self-referrals grew among this age group, the biggest number of referrals came from educators reporting on behalf of a young person (32 percent, rising from 24 percent in FY20).

With Netsafe’s responsibilities under the HDCA confirmed for a further five years, we have been working hard to make the process easier for

users, developing new tools to help diverse and vulnerable groups and partnering with other agencies to support those who come to us for help.

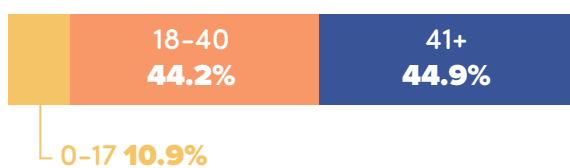
REPORTS TO NETSAFE

The following table provides an overview of the number of reports we have received including those related to harmful digital communications.

HELPLINE OVERVIEW

22,586 Reports received

Reports by age



Reports by gender identity



12,725

scam reports

5.5k
average loss per report

NEARLY \$20.5 MILLION
was reported as lost to scammers

SCAM RESPONSE

People coming to Netsafe reported a combined loss of \$20,446,970.87 from online scams in FY21, with the average amount lost increasing over 18 percent, to \$5,668.69. This year, those aged 40 and under

made up over 55 percent of reports, continuing the trend of younger people contacting our operations centre team.

Tāmaki Makaurau/Auckland was again the location with the most significant scam losses, accounting for 39 percent of reports, with a

total loss of \$6.7 million, an increase of 24 percent on FY20. We saw astounding increases in Gisborne (a 14,288 percent rise on FY20) and Taranaki (a 1,796 percent rise on the previous year.) These figures reinforce Netsafe’s need to increase scam awareness education.

Investment Fraud	460	9,684,366.78	21,052.97
Relationship And Trust Fraud (Romance Scams)	258	4,158,772.44	15,402.86
Products And Services Fraud	2,067	1,895,929.18	917.24
Prize And Grant Fraud	346	390,413.08	1,128.36
Phantom Debt Collection Fraud	32	43,341.04	656.68

SUPPORTING OTHER HARMS

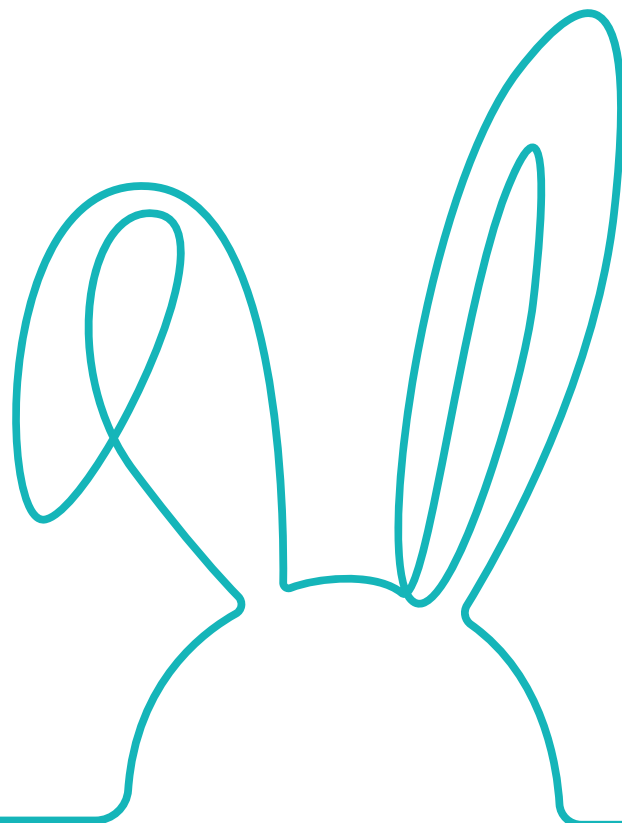
Increasingly, our Helpline is dealing with reports of other harms, including misinformation (unintentionally created but harms others) and disinformation (deliberately created to harm individuals, groups, organisations or even a country). People come to us when they see something online, they think should not be there. We recognise these third-party reports may cause harm and work to support them.

This might include dealing with reports of hate speech against small or targeted groups that fall outside the provisions of the HDCA but have a serious impact on the people within those groups or what they do. It can also include misinformation reports, which have risen during the pandemic. In these instances, we have worked with the platform these communications appeared on, where appropriate, to get the content removed and offered guidance to groups and individuals on how to deal with any future harms.

Netsafe has always adapted to the changing nature of the digital landscape to ensure that internet users are able to enjoy the benefits that technology presents, without experiencing harm. With the continued support of our members and stakeholder community, we will carry on providing support and guidance where it matters online.

It's not just the Easter Bunny active at Easter

Online scammers work harder at this time of year.
They don't holiday and work hard to ruin yours.



Netsafe is available to help



Netsafe research contributes to, and draws from, international knowledge of HDC and online safety

RESEARCH

Nationwide research conducted by Netsafe is relied on to provide information on people's experiences of harmful digital communication in Aotearoa New Zealand and understand the challenges that can result.

The studies provide data and insights to support online safety policy development, best practice and resource development. The organisation endeavours to produce robust and actionable research-centred insights into experiences of online abuse and harm.

As a result, Netsafe research continues to be cited by academics, policy experts and lawmakers. The research generates knowledge that connects directly to our work and that of others who are also focused on supporting adults and tamariki to access online opportunities safely and confidently.

TECHNOLOGY FACILITATED ABUSE

Netsafe contributed a chapter to the prestigious Emerald International Handbook of Technology-Facilitated Violence and Abuse. The international compilation featured a New Zealand study exploring the overall prevalence of online aggression, focussing on gender and age. It explored whether aggressive online behaviour was connected to a wider issue happening elsewhere:

- One in ten participants sent or shared at least one type of offensive or abusive digital communication at least once in the last 12 months.
- This behaviour was also more common among younger adults, particularly those aged 18-29 and 30-39.
- Participants who sent or shared at least one type of offensive or abusive digital communication at least once

in the previous 12 months were most likely to target a friend (29 percent), followed by a family member (20 percent), stranger (13 percent), colleague or past colleague (12 percent).

- The main reason given for sending or sharing communications was "as a joke" (28 percent), followed by influencing the behaviour or thoughts of the recipient (14 percent).
- Males were more likely to say they wanted to influence behaviour or thoughts, scare someone, embarrass them and get revenge.
- Regarding age, a third of 30-39-year-old participants said they didn't know the motivation for their action, while 40-49-year-olds were most likely to report trying to scare the target (32 percent).
- Males were more than twice as likely as females to do this.





NETSAFE RESEARCH HAS IMPACT

Research has been widely used in New Zealand's legislative processes and to inform Government initiatives. The Department of Internal Affairs' highly successful Keep It Real Online campaign saw Netsafe's research into children's online experiences incorporated into the project, including data around bullying and unwanted contact.

Netsafe's research was referenced in the debating of the Harmful Digital Communications (Unauthorised Posting of Intimate Visual Recording) Amendment Bill. Netsafe's 2018 report into image based sexual abuse was referred to in the Harmful Digital Communications (Unauthorised Posting of Intimate Visual Recording) Amendment Bill. Several other studies from the organisation were cited in submissions as part of select committee consultation processes.

COVID-19

Netsafe presented its findings into people's online experiences during the 2020 COVID-19 lockdowns, which created a perfect storm for harm not seen before. The research combined with information related to Netsafe's operational experience during this time garnered significant media attention and provided insight into the effect of lockdowns.

The results revealed those who experienced harm online reported being encouraged to hurt or kill themselves (65 percent), sharing intimate images or recordings without permission (65 percent), sharing violent or sexual content considered indecent or obscene (55 percent) and offensive comments about religious or political beliefs (54 percent).

RAINBOW COMMUNITY

As part of nationwide Pride events, Netsafe released research into the online experiences of the nation's LGBTQIA+ communities.

The study found that around a quarter of people who don't identify as heterosexual have received harmful digital communications.

In 2018, 13 percent of respondents were physically threatened online, but this jumped to 21 percent in 2020. The figures were much higher than for people who identify as heterosexual, with three percent and eight percent respectively experiencing these.

NGĀ MIHI MARTIN

The Netsafe Board would like to acknowledge the significant contribution Martin Cocker has made to Netsafe as an organisation and to internet safety in New Zealand more generally.

In his 15 years at the helm Martin has seen the organisation grow from a small team of five, to over 25 staff with an ever-growing range of complex responsibilities. Martin's strength of character, respected voice and ability to get stakeholders round the table to solve issues have helped Netsafe grow to the organisation it is today. Through his leadership, Martin leaves Netsafe in a strong position to continue its purpose into the future.

On behalf of the Board we thank Martin for 15 years of dedicated service and wish him all the best for the future.

Jon Duffy,
Netsafe Chair



LEGISLATION & COMPLIANCE

We are committed to protecting the confidentiality and integrity of our service. In order to help people successfully, Netsafe needs people to openly disclose sensitive information and trust that we will protect the information that they share with us.

We comply with the Ombudsmen Act 1975, Official Information Act 1982, Public Records Act 2005, and Privacy Act 1993. The table below outlines the requests for information (RFI) under the Official Information and Privacy Acts.

Netsafe will refuse requests where we believe we are justified in doing so. For example, where we believe the disclosure would involve the unwarranted exposure of another person's information. This can be the case where an author of alleged harm requests information provided to Netsafe by the person who has been the target. When we do refuse, requesters can exercise their right to complain to the Privacy Commissioner or the Ombudsman about the decision.

Year	2020	2021
Quarter	July - Dec	Jan - Jun
RFI requests	22	38
Withdrawn requests	2	3
RFI timeframe met	19	35
Complaints to OPC	1*	

*An extension was required as our ability to review documents was temporarily impacted by the move to remote working. Formal notice of the extension was sent to the requester before the initial due date. The final response was sent in time for the new due date that was notified in the extension.

FINANCIAL HIGHLIGHTS

Netsafe's financial statements were audited by Grant Thornton New Zealand Ltd. Outlined below is a summary of Netsafe's financial highlights. All figures provided are excluding GST.

REVENUE

For the 12 months from 1 July 2020 to 30 June 2021, Netsafe's total revenue was \$4,062,209.

EXPENDITURE

The total expenditure for the 2020/2021 financial year was \$4,135,302.

SURPLUS

Expenditure exceeded revenue by (\$70,846) during this period. This shortfall was expected as Netsafe delivered on its strategic and contractual commitments.

FUNDING

Netsafe has a meaningful level of autonomy and independence from its funding partners.

STATEMENT OF REVENUE AND EXPENDITURE

Revenue	FY21	FY20
Revenue from exchange transactions	4,062,209	3,897,324
Revenue from non-exchange transactions		40,398
Total revenue	4,062,209	3,937,722
Expenses		
Administration expenses	244,092	267,263
Audit fees and consulting fees	197,419	114,501
Other operating expenses	1,216,742	1,171,968
Staff expenses	118,948	124,294
Wages and salaries	2,358,101	2,348,132
Total expenses	4,135,302	4,026,158
Finance Income		
Interest, dividends and other investment revenue	2,247	3,153
Total finance income	2,247	3,153
Net surplus for the year	(70,846)	(85,283)
Total comprehensive revenue and expenses for the year	(70,846)	(85,283)

STATEMENT OF FINANCIAL POSITION

	30 JUN 2021	30 JUN 2020
Current Assets		
Cash and cash equivalents	1,780,806	1,757,253
Receivables from exchange transactions	263,494	300,549
Goods and services tax	35,831	-
Total current assets	2,080,131	2,057,801
Non-Current Assets		
Property, plant and equipment	109,242	82,054
Total non-current assets	109,242	82,054
Total Assets	2,189,373	2,139,856
Current Liabilities		
Payables from exchange transactions	184,915	70,879
Employee benefits	264,558	254,273
Goods and services tax	-	3,958
Total current liabilities	449,473	329,110
Total liabilities	449,473	329,110
Total net assets	1,739,900	1,810,746
Equity		
Accumulated surpluses	1,739,900	1,810,746
Total equity	1,739,900	1,810,746

2022 OUTLOOK

While Netsafe has made incredible progress and our achievements are many, the uncertainty of COVID-19 and associated lockdowns has delayed some of our plans. Yet, the pandemic has only reinforced the importance of connectivity and how relevant Netsafe's purpose is in supporting people to access digital opportunities with confidence and reduce online harm.

As a trusted source of leadership, best practice, research, support and education for online safety, Netsafe will leverage its brand strength across the sector to influence purposeful change, using a technology-positive approach.

We know certain segments of the nation's population are disproportionately impacted by online harm. Māori, ethnic minorities, those from LGBTQIA+ communities and people experiencing technology-facilitated intimate partner violence are more likely to experience harm than others.

Understanding the impact of online harm on these groups will be an increasing area of focus in our 2022 research projects. In addition, as part of our service design improvement programme, we will focus our attention on changes that make it easier for every member of society to access and use our services.

Our ongoing nationwide programme of engagement ensures people experiencing harm online are aware of Netsafe's services and can easily access self-help tools and resources.

The school sector provides a critical channel for connecting with young people and helps ensure they can proactively develop the necessary

skills, behaviours and competencies to use while online to support their needs.

Netsafe's expert Education and Schools Team (NEST) is looking forward to sharing a revitalised programme early in 2022, centred around seven student-focused modules. The tools, resources, and lesson plans within each module are designed to be either teacher-led or facilitated by a NEST advisor.

We will partner with the education sector to ensure online safety messages are embedded in more schools and kura throughout the country.

In response to the rising number of young people accessing Netsafe's service, the organisation will continue to increase the size of our YAS and expand delivery of the programme across Aotearoa New Zealand. Young people delivering online safety messages to their peers resonates best and is more likely to have lasting impact.

And we will continue to advise, guide and support ever-increasing numbers of individuals seeking personalised, confidential and non-judgemental assistance via our Helpline. We plan to redevelop Netsafe's reporting form to allow people to get instant advice and assistance to help resolve their incident, 24 hours a day.

Netsafe has long been recognised for its agility in responding to new harms and challenges in the online world. As the people who cause harm online get smarter, so must we.

We have ambitious plans to establish a first of its kind Online Safety Operations Centre (OSOC). The

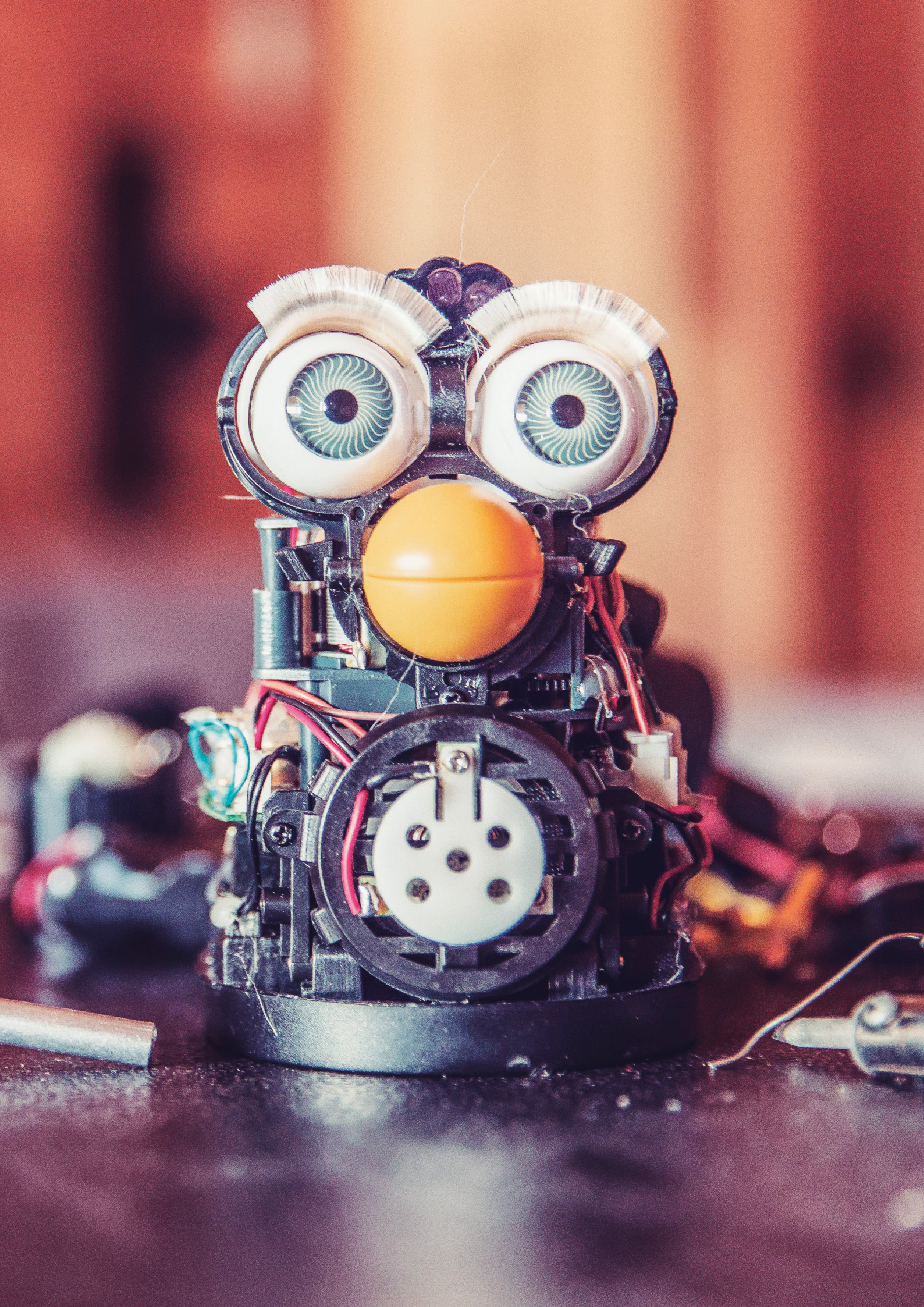
aim is to create a point of national coordination to respond quickly to significant online safety issues that will benefit from a proactive, combined approach from NGOs, law enforcement, regulators and the IT industry.

As ever, we will continue to be at the forefront of innovation and multi-agency cooperation to help Aotearoa New Zealand stay connected and stay safe.

We also recognise that maintaining a safe online environment is a task for more than one organisation. Netsafe's place in this is pivotal but is only one part of reducing the harm that internet users face. OSOC is focused on working alongside others that have a role to play in building and maintaining a safe online environment.

Our commitment to collaborating with local and international partners, stakeholders and community groups remains an essential element of achieving our strategy. Netsafe's Online Safety Operations Centre will be established as the nation's central coordination point for detecting, responding to and mitigating the impact of significant online safety events.

Netsafe is keenly aware of potential disruption and challenges the COVID-19 pandemic may continue to cause and what this means for people trying to connect online. We are committed to helping everyone stay safe and remaining agile to be certain we can support and respond, no matter what happens in 2022 and beyond.



CONNECT TO NETSAFE

STAY INFORMED

- Follow **Netsafe NZ** on Twitter, Facebook, LinkedIn, Instagram and TikTok
- Subscribe to Netsafe updates at **netsafe.org.nz/newsletter**
- Use **netsafe.org.nz** as a one-stop online safety resource

BECOME A MEMBER

- Help advance online safety in NZ
- Membership is free. Apply at **netsafe.org.nz/member**
- Email **membership@netsafe.org.nz** with any queries

SUPPORT NETSAFE

- You can contribute financially or in kind to **Netsafe**
- Email **outreach@netsafe.org.nz** to learn more

SHARE KNOWLEDGE

- Netsafe's research team are available to exchange expertise and knowledge
- Email **research@netsafe.org.nz** to start a discussion

ANNUAL REPORT QUERIES

- Enquiries about **Netsafe's 2021 Annual Report** can be emailed to **outreach@netsafe.org.nz**

