



## **New resources in te reo Māori aim to protect whānau from online harm**

Netsafe and Tātai Aho Rau Core Education are releasing new resources in te reo Māori to enhance digital literacy and promote safe online interactions for Māori rangatahi and whānau.

The pioneering initiative, co-created with Māori communities, will debut at Te Matatini 2025 in New Plymouth, at the Netsafe stand.

Māori face disproportionate levels of online harm with Netsafe's 2023 Annual Population Survey highlighting a concerning statistic: nearly half of Māori (46%) have encountered harmful digital communications, including instances of racism, online harassment, and false allegations.

The resources will empower Māori communities with culturally responsive digital safety tools.

These digital literacy modules, developed through a whānau-centred approach, will:

- Strengthen Māori-led responses to online harm by integrating manaakitanga (care for others) and whanaungatanga (relationship-building)
- Combat disinformation and promote positive, informed engagement online
- Provide tools in te reo Māori that reflect Māori values and experiences

Brent Carey, CEO of Netsafe, emphasises the urgency and importance of the initiative.

“The data is clear - Māori experience online harm at higher rates, and there are few culturally relevant resources available.

“This initiative ensures Māori voices lead the conversation on safe online interactions, with resources that speak directly to our communities in our language.”

The initiative was developed through a year-long co-design process and was funded by the Education Partnership and Innovation Trust.

Utilising the expertise of Tātai Aho Rau Core Education ensures the modules are community-driven and will adapt over time to meet emerging digital safety challenges.

Netsafe invites attendees at Te Matatini in New Plymouth to visit its stand and explore the resources. Community members, educators, and rangatahi are encouraged to engage, share feedback, and contribute to the ongoing development of Māori digital safety resources.

**-- ENDS --**