



Year in review

JULY 2023- JUNE 2024

netsafe

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Chair's Overview

As I reflect on the past year at Netsafe, it's clear we've navigated a complex landscape and emerged stronger, more resilient, and more committed to our mission of fostering a safer online environment for New Zealanders.

The year brought unprecedented obstacles, from global events to shifts in the digital landscape. Despite these hurdles, the team showed exceptional dedication and innovation. I'm incredibly proud of how our staff embraced challenges with a proactive spirit, continuously meeting the evolving needs of our communities.

A key achievement was the relaunch of Hector's World™, a vital resource educating young children about online safety. The updated platform, embraced by educators and parents, helps children navigate the digital world with confidence. The fresh, engaging content not only resonates with today's generation but also ensures that Hector's World™ remains a cornerstone of our educational efforts.

In addition, we marked the successful return of Re:Scam, our innovative response to keeping the scammers tied up. Re:Scam's resurgence has been a highlight in our fight against cybercrime, offering a creative and effective tool in the ongoing battle against online fraud. By engaging with scammers, Re:Scam diverts their attention, reducing the risk to individuals and helping to make the internet a

safer place. The return of this service has been welcomed by the public, demonstrating once again the critical role that Netsafe plays in protecting New Zealanders from online harm.

These milestones, achieved amidst such a tough year, would not have been possible without the unwavering commitment of our staff. Their dedication, adaptability, and perseverance have been nothing short of inspiring. I also want to extend my deepest gratitude to our leadership team, whose guidance and strategic vision has steered Netsafe through these uncertain times.

As we look ahead, we remain focused on our core mission while continuing to adapt to the ever-changing digital landscape. I am confident that with the continued support of our team, partners, and stakeholders, Netsafe will continue to be a leader in online safety, ensuring that every New Zealander can enjoy a safer online experience.



Colin James
Netsafe Chairman



Chief Executive Officer's Report

Netsafe turned 25 in FY24, and our commitment to safeguarding New Zealanders in the digital age is stronger than ever. This year, we remained the trusted source for hundreds of thousands seeking guidance on online safety and scam prevention. As digital threats evolve, our role has never been more critical.

Demand for our harmful digital communications helpline surged by nearly 25%, the highest we've seen. This rise highlights our key role in resolving disputes between individuals and platforms while diverting cases from the courts. It's the third consecutive year of 20%+ growth in demand.

The 0508 Netsafe helpline continues to be the first stop for support on online fraud, concerned parents, and digital threats, operating 363 days a year. While most services close after hours, we're available until 8pm weekdays and 9-5 weekends. Our team's dedication earned us the 2023 NZ Contact Centre of the Year industry award for the Not-for-Profit sector.

Even when our staff rest, our website is a self-service hub of online safety advice, supported by our digital assistant Kora, who is on hand to help 24/7.

This year, 375,000 unique visitors came to our website seeking practical tips and tools to help them navigate their online safety challenges.

A major achievement this year was the launch of the Kete, an innovative online safety platform for educators navigating the digital world. We also introduced the Good Tings - First Phones safety programme, hosted the Trans-Tasman online safety conference, and relaunched Hector's World™ in English and Te Reo.

We addressed growing AI challenges, helping educators teach AI responsibly. Partnering with Microsoft, we offered AI guidance to educators and teamed up with the AI Asia Pacific Institute for groundbreaking research, set to be unveiled next year. This proactive approach helps us protect digital spaces from AI-generated harmful content and malinformation (information to harm people).

In response to escalating scams, we launched initiatives like the Sextortion campaign, a partnership with Cybera to recover lost funds, a partnership with Chorus on the Get Set Up for Safety seniors program, the CheckNetsafe website, and the return of our AI-powered scam-baiting tool, Re:Scam. These efforts help New Zealanders stay ahead of scammers.

CEO Report continued

This year, we advanced our cultural competency by working with the Iwi Chairs Forum on a Pou Tangata focused on online safety for Māori and developing an education programme for kura. We also welcomed our first Pacific Manager to better support New Zealand's realm countries and the Pacific region.

Looking ahead, our focus remains on innovation, trust, impartiality, and tech-for-good tools. With a refreshed online presence and new services on the horizon, we are ready to expand our impact nationwide.

Key developments include the opening of our second office in Dunedin, a focus on cyberbullying prevention, gaming and online dating safety, and new trust tools launching in 2025.

Thank you to the Netsafe team for your dedication this year. It is thanks to the commitment of our passionate people, that among the uncertain economic landscape for charities, this has been Netsafe's most successful year to date in terms of funding growth, number of people helped and international partnerships made. Together, we will continue shaping a safer digital future for New Zealand.



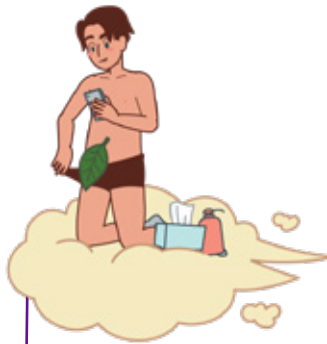
A handwritten signature in black ink that reads "B. Carey". The signature is fluid and cursive.

Brent Carey
Chief Executive Officer

FY24 Highlights

JULY

South Pacific Online Safety programme begins



AUGUST

Netsafe Sextortion campaign to reduce harm rates

SEPTEMBER

Netsafe wins Contact centre industry award



OCTOBER

Trans-Tasman conference in Christchurch

NOVEMBER

Global Anti-Scam Alliance "State of Scams NZ" report

DECEMBER

Netsafe Annual Population Survey results

Q1

Q2

JANUARY

CYBERA, Dolla & Akahu partnership to combat fraud

FEBRUARY

"Get Set Up for Safety" seniors programme with Chorus



MARCH

New Education "Kete" website launches for NZ schools

APRIL

Gen AI Toolkit for schools with Microsoft

MAY

Hector's World™ programme for primary aged kids launches



JUNE

Re:Scam AI bot returns to fight scammers



Q3

Q4



WHO WE ARE

Netsafe is an independent charity supporting people in Aotearoa New Zealand to have safe and positive online experiences. We support people of all ages to be safer online by providing a free helpline, advice and education.

Our Helpline Service

Our helpline team provides free, confidential advice and support, seven days a week on a range of online safety issues. In FY24 we received 28,468 online harm reports, these reports spanned the full spectrum of online safety issues, including:

- child sexual abuse images
- image-based sexual abuse
- scams
- hate speech
- privacy breaches
- digital parenting challenges
- school incidents.

28,468

ONLINE HARM
REPORTS FY24

6,272

of these were categorised
as harmful digital
communication complaints

14,115

of these were categorised
as fraud or other scam

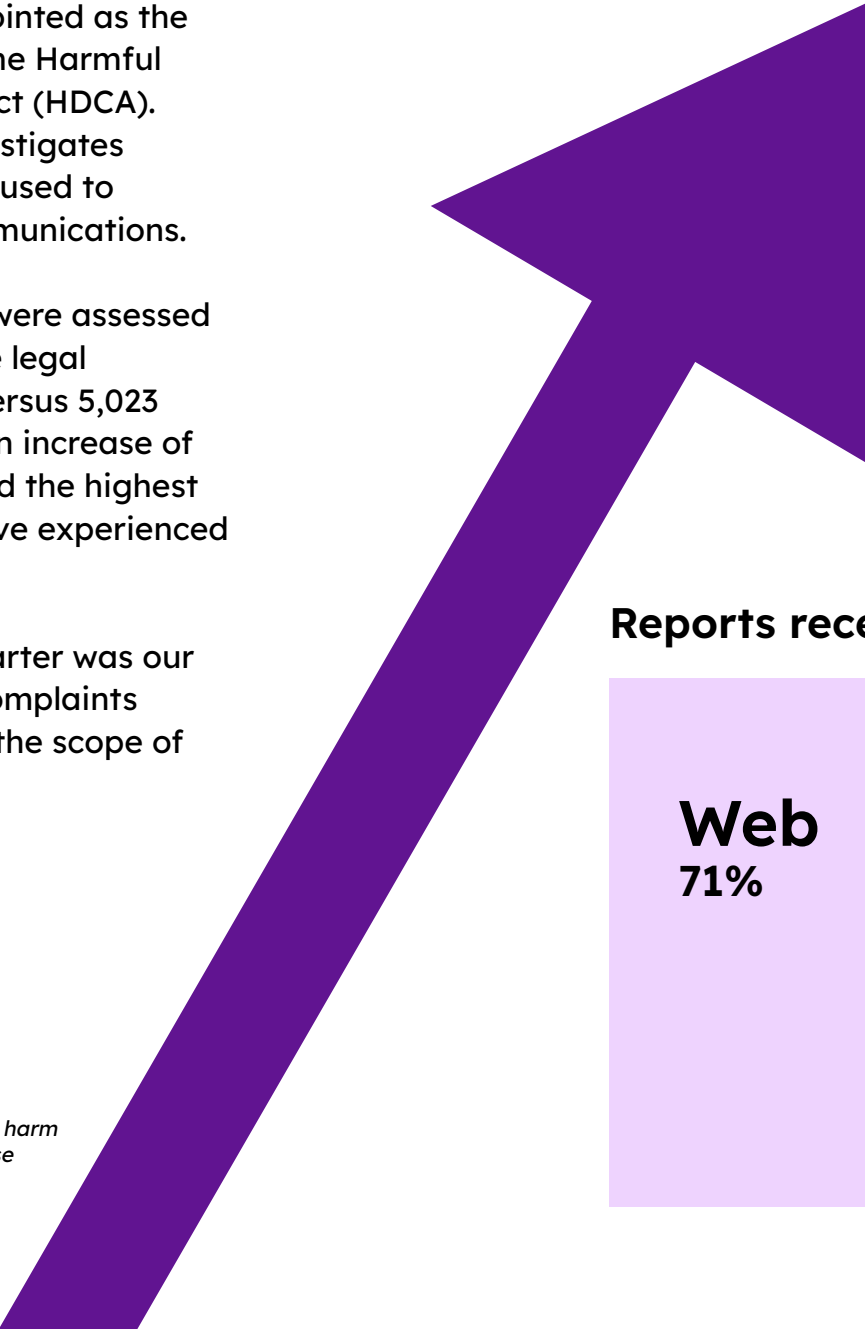
Our Harmful Digital Communications Service

In 2016, Netsafe was appointed as the Approved Agency under the Harmful Digital Communications Act (HDCA). Netsafe assesses and investigates complaints about harm caused to individuals by digital communications.

In FY24 6,272 complaints were assessed by Netsafe as meeting the legal thresholds in the HDCA (versus 5,023 in FY23). This represents an increase of 25% from FY23 to FY24 and the highest number of complaints we've experienced since 2016.

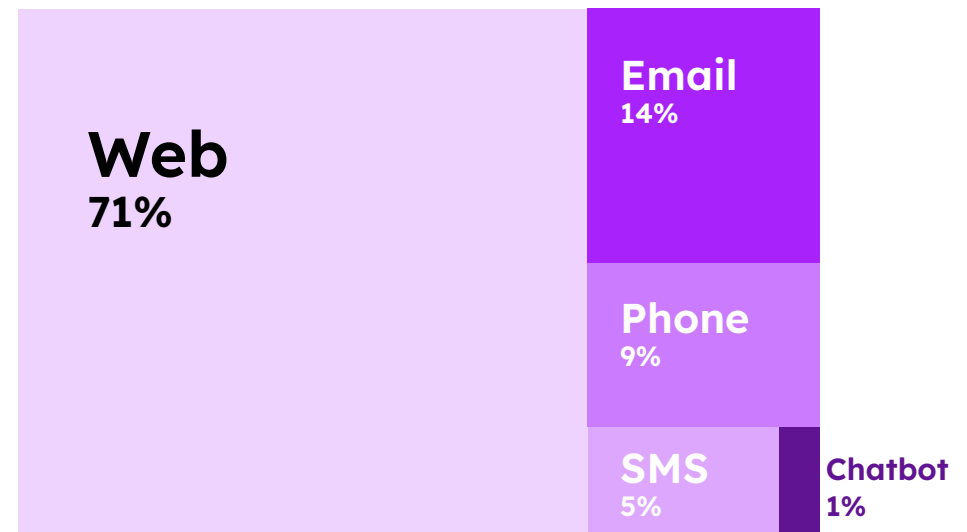
The April to June 2024 quarter was our busiest ever quarter for complaints assessed as falling within the scope of the HDCA.*

**We assist everyone who reports online harm to Netsafe, irrespective of whether these thresholds are met.*



25%
increase
of HDCA complaints
from FY23 to FY24

Reports received by channel



Who is Reporting?

Self reported 74.9%

Reporting on behalf of someone else

Parent or Guardian 13.2%

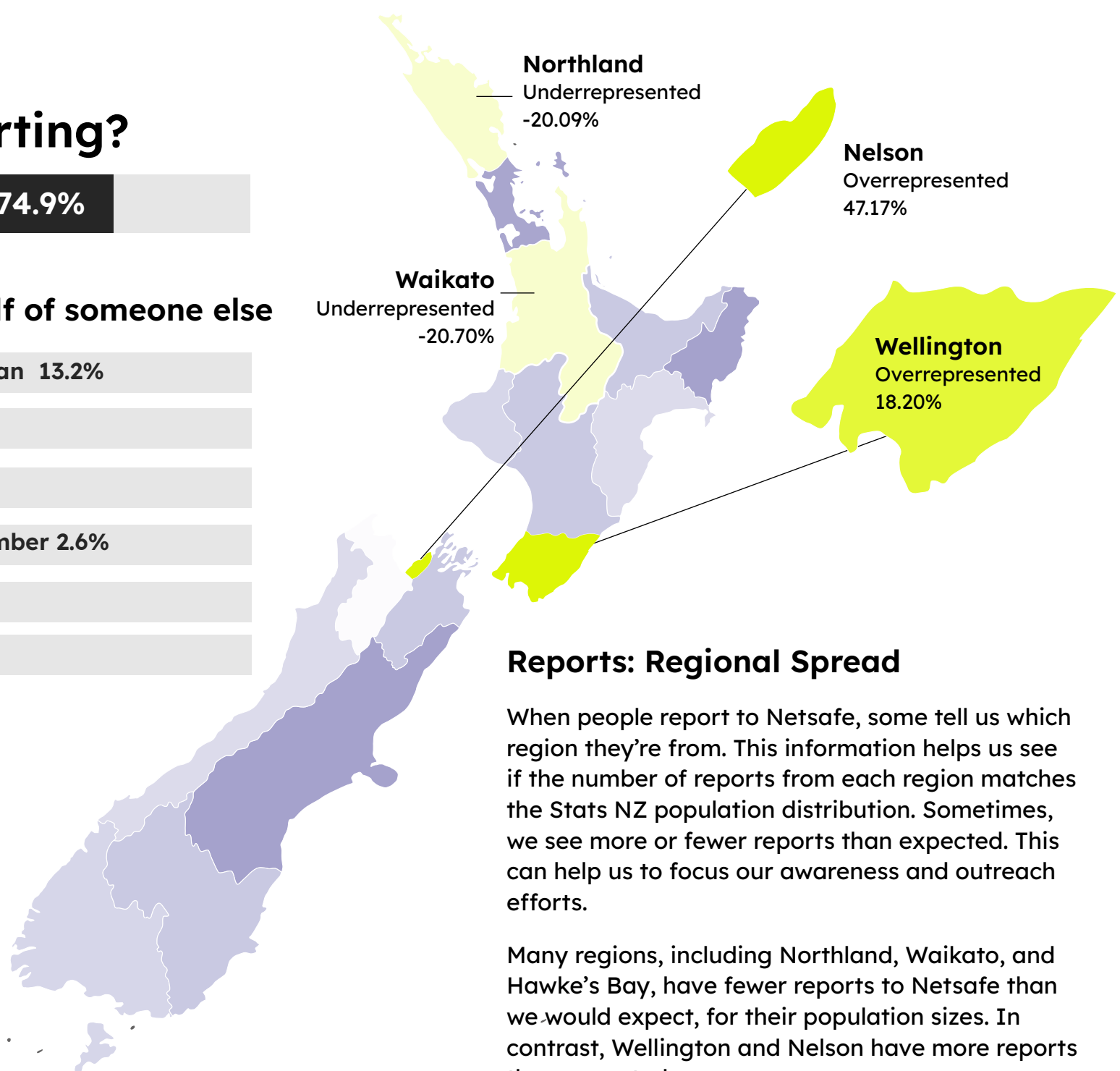
Educator 4.0%

Other 2.6%

Other family member 2.6%

Friend 2.3%

NZ Police 0.3%



Reports: Regional Spread

When people report to Netsafe, some tell us which region they're from. This information helps us see if the number of reports from each region matches the Stats NZ population distribution. Sometimes, we see more or fewer reports than expected. This can help us to focus our awareness and outreach efforts.

Many regions, including Northland, Waikato, and Hawke's Bay, have fewer reports to Netsafe than we would expect, for their population sizes. In contrast, Wellington and Nelson have more reports than expected.

Reports by Platform: New Zealand

Facebook has the second-highest New Zealand user base (3,300,000) and the largest report percentage share (29.58%), with a notable 9.35% difference between user and report shares.

TikTok and **Instagram** have slightly higher report shares compared to their user percentages, with differences of +1.16% and +13.63%, respectively. In contrast, YouTube and WhatsApp have significantly lower report shares than their user percentages, with differences of -23.41% and -6.44%.

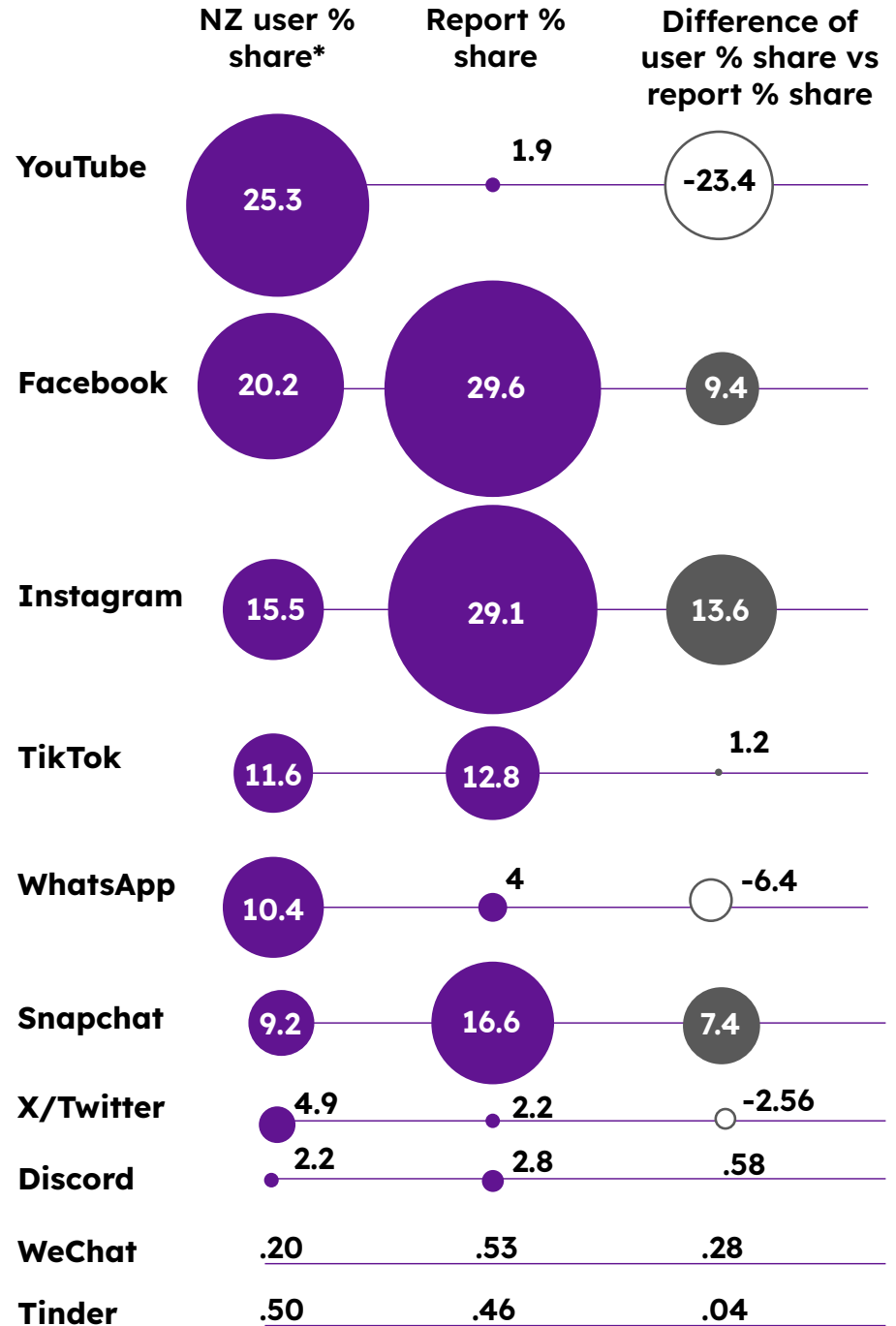
***Sources**

Facebook, Instagram, TikTok, YouTube:
<https://datareportal.com/reports/digital-2024-new-zealand>

WhatsApp and WeChat:
<https://worldpopulationreview.com/categories/tech-business>

Tinder: Estimated on total users of 75 million active users, in proportion to NZ's population: <https://www.businessofapps.com/data/tinder-statistics>

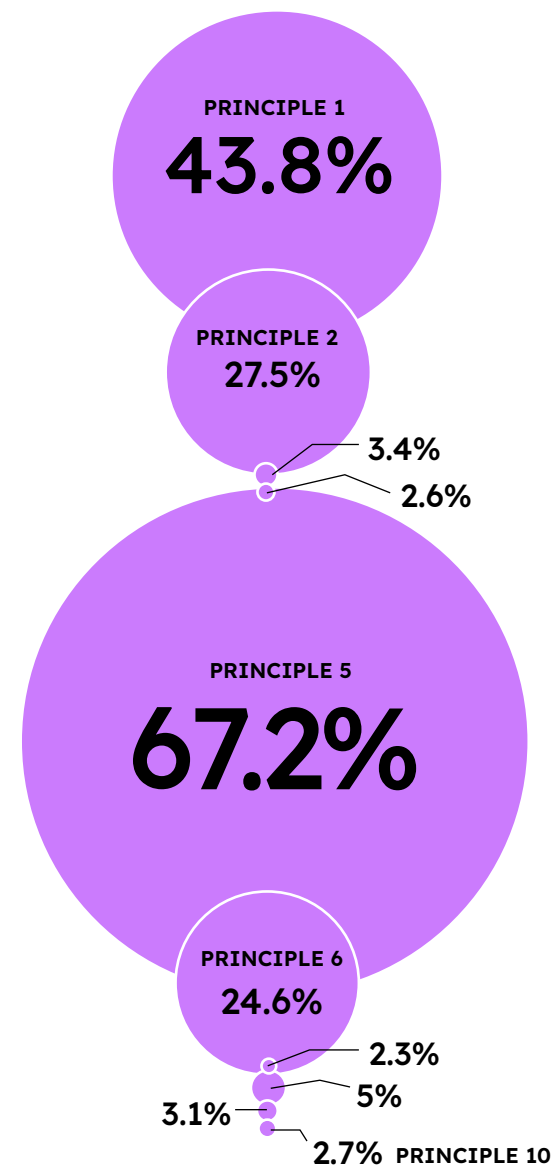
Discord: Estimated on total users of 200 million active users, in proportion to NZ's population: <https://www.businessofapps.com/data/discord-statistics>



Complaints that breached one or more of the 10 communications principles

(note reports may get counted twice as they breached multiple principles):

Principles	Reports
1 A digital communication should not disclose sensitive personal facts about an individual.	992
2 A digital communication should not be threatening, intimidating, or menacing.	622
3 A digital communication should not be grossly offensive to a reasonable person in the position of the affected individual.	77
4 A digital communication should not be indecent or obscene.	58
5 A digital communication should not be used to harass an individual.	1523
6 A digital communication should not make a false allegation.	557
7 A digital communication should not contain a matter that is published in breach of confidence.	53
8 A digital communication should not incite or encourage anyone to send a message to an individual for the purpose of causing harm to the individual.	113
9 A digital communication should not incite or encourage an individual to commit suicide.	71
10 A digital communication should not denigrate an individual by reason of his or her colour, race, ethnic or national origins, religion, gender, sexual orientation, or disability.	62



Harmful Digital Communications Trends

Sextortion

In FY24, we received a 12.2% increase in sextortion reports compared to the previous year, with at least 43 cases reported each week. These reports came from people of all ages, with 75% of the total coming from males.

Common impacts reported include ongoing harassment, distribution of explicit images, and severe emotional distress leading to depression and suicidal thoughts. Scammers often exploit individuals' fears, threatening to share images unless further demands are met. Sextortion reports also highlight the use of image and video based social media platforms like Facebook, Instagram and Snapchat, and secondary messaging channels such as Discord, email and WhatsApp. These platforms are used for both targeting individuals and to make payment demands via gift cards, payment apps and cryptocurrency.

37%

of all sextortion reports were from males aged between 13 and 20².

²of those who disclosed their age and gender to us

Increased public awareness efforts by New Zealand Police in FY24 have set a strong example, and we call on all sectors - government, tech companies, health centres, educators and community groups - to join forces to protect and educate young people against sextortion.

FY23

FY24

12%

Deepfakes

Deepfakes are highly convincing fake images, videos, or audio created using Artificial Intelligence (AI), which pose significant risks of misuse for scams, blackmail, and reputational damage.

In New Zealand, harmful digital communications are actionable, whether real or manipulated, under the Harmful Digital Communications Act. The Act addresses potentially harmful digital communications that may cause serious emotional distress, irrespective of their creation method. This includes AI-generated or modified images if they cause or are likely to cause harm. Our helpline handles confidential reports of such harms and supports you through the options available to you.

However, despite advancements in deepfake technology, New Zealand's legal framework has not kept pace. Although New Zealand legislation offers some protection in respect of AI-created or modified images, video & audio, we continue to warn the government about the urgent need for stronger legal protections and resources to manage the increasing volume of synthetic content.

New AI-driven apps further complicate the issue by generating non-consensual explicit images, underscoring the need for law change, enhanced digital literacy and stronger safeguards.



Hate Speech and Racism

Reports of hate speech persist, with many cases involving targeted harassment based on race, religion, sexuality, gender, or disability.

In FY24, 597 cases of racism and hate speech have been reported to Netsafe, including death threats against protected groups.

52 harmful digital communication complaints received in FY24 involved suspected racism or breaches of communication principle 10 of the HDCA.

The current legal framework under the HDCA is insufficient to address hate speech issues, particularly when harm is directed at groups rather than individuals. We advocate for legislative reform to extend protections against online harm targeted at groups.



597

cases of racism and hate speech have been reported to us, including death threats against protected groups in FY24.

[CASE STUDY]

Victim's Story: A Celebrity's Devastating Deception

John was convinced he was talking to the very famous actress, Katie, and after having a video call with the celebrity, this further confirmed Katie's identity to John (which now appears to have been created by using AI or deepfake technology).

As the relationship progressed, Katie persuaded John to share intimate photos and videos, promising a future together. She then started demanding money, claiming she couldn't access her accounts while working in Scotland.

Over time, John sent tens of thousands of NZD in various forms, including iTunes cards and PayPal transactions.

The situation escalated when Katie began threatening to release John's private images and videos to his friends, family, and police if he didn't pay more. Despite blocking her and reporting the scam to the New Zealand Police, John continues to receive threats. He is now distressed and embarrassed, feeling trapped and anxious about the possibility of his private photos being exposed.

I need you to send me more money...

I can't afford to send anything else

I'm gonna post your naked pics everywhere!



Satisfaction Rate and Timeliness

Reports satisfaction rate

95% of harmful digital communications complaints brought to Netsafe were resolved via Netsafe’s processes, meaning service users did not need to seek orders in the District Court. Only 3% of service users requested a Netsafe Summary to accompany their application to the District Court. 97.7% of HDC complaints were completed within 15 days. With a 25% increase of complaints received in FY24, we continued to provide a quick and efficient service.

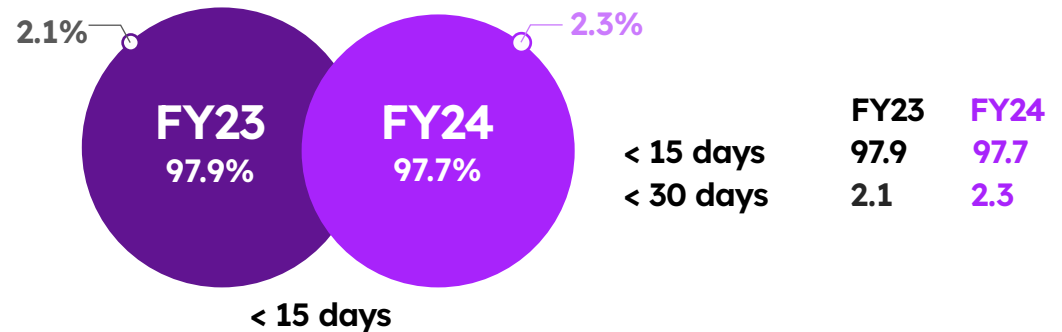
97.7%

of HDC complaints were completed within 15 days.

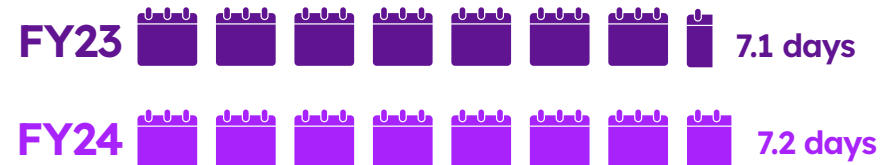
The average customer satisfaction rate for service users was 83.7%



Time to resolve by percentages

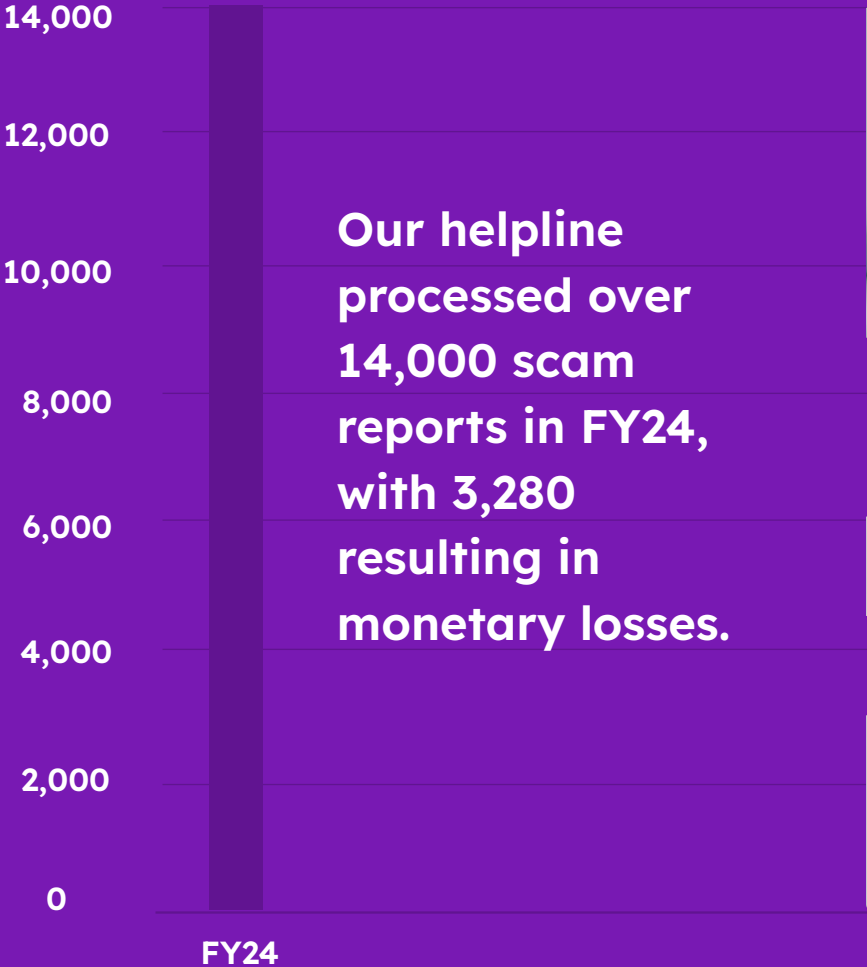


Average business days to resolve

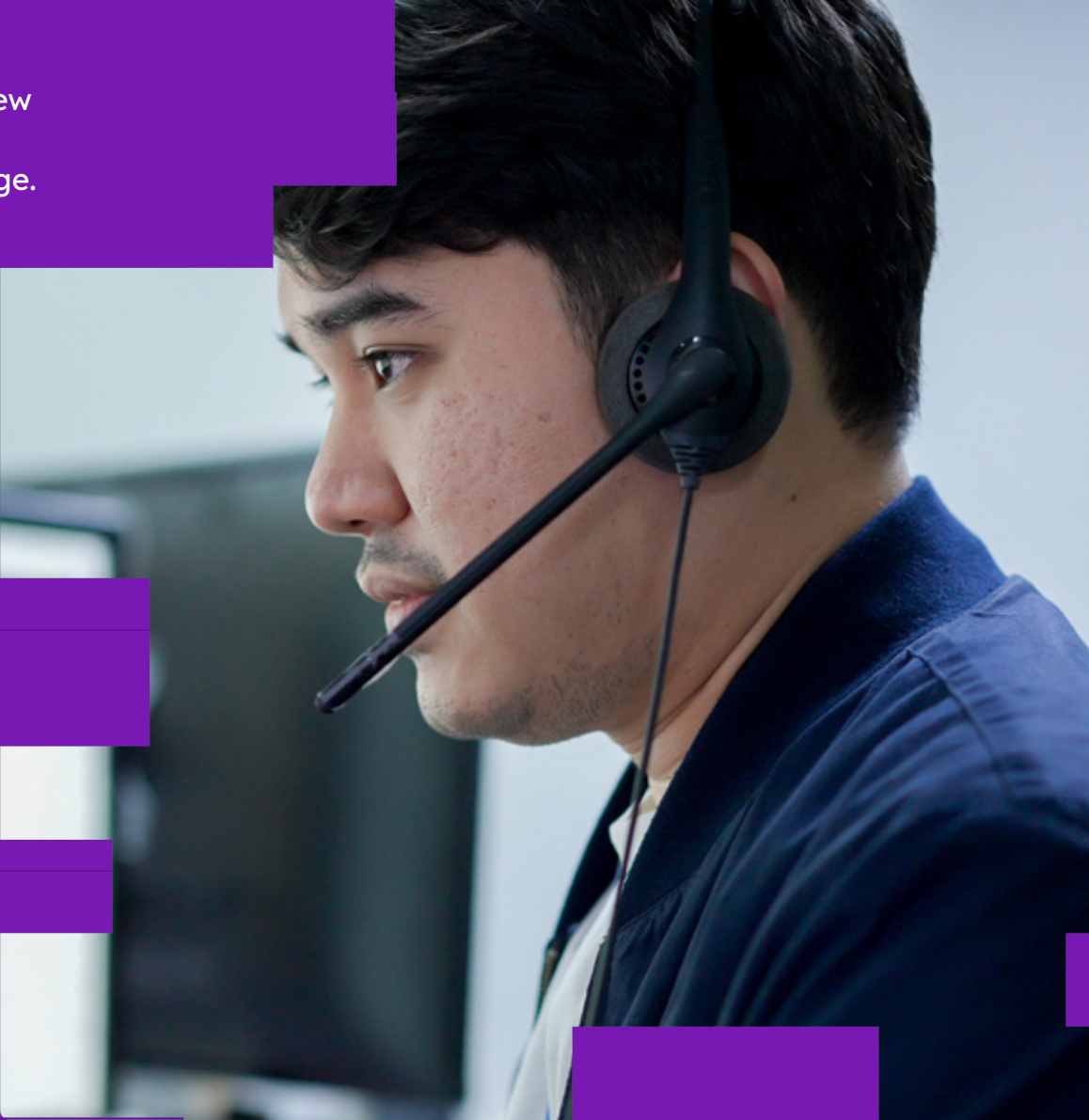


Scams Helpline: Snapshot

Netsafe’s scams helpline, an essential but underfunded frontline service, has been accessed by thousands of New Zealanders and remains oversubscribed as demand for expert fraud and online threat support continues to surge.



Our helpline processed over 14,000 scam reports in FY24, with 3,280 resulting in monetary losses.



Scams: Total Monetary Loss Reported

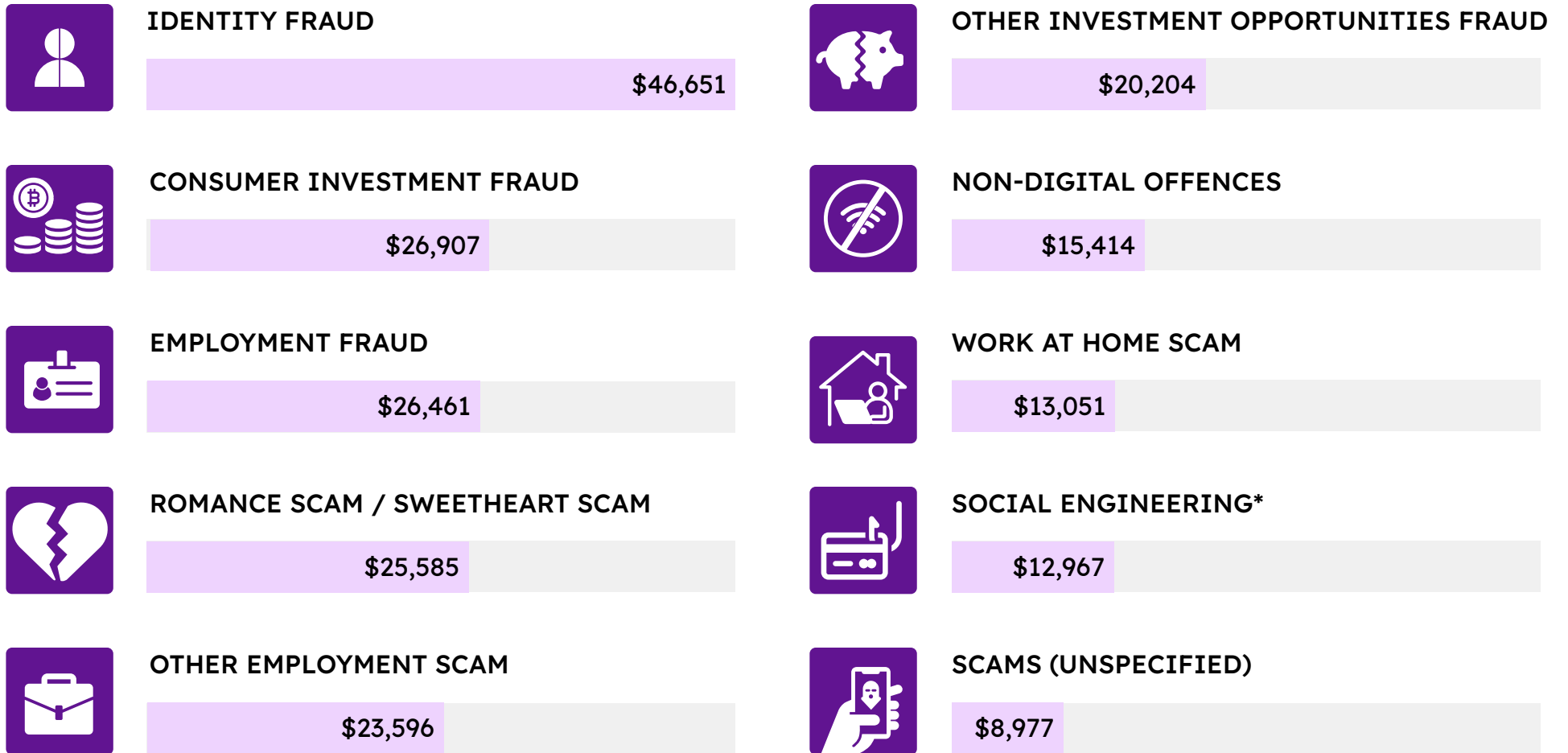
\$22,468,141

The 41-65 year old age bracket reported the highest level of financial loss at an average of \$7,467 NZD per report.

For reports involving monetary loss, the volume of reports received with female targets was 41% higher than males. In contrast, the average amount lost by males is reported to be 31% higher than that of females.*

*Number of reports received by gender diverse people reporting a scam is too small to offer accurate demographic data

Breakdown of Scam Reports and Financial Losses



*Social engineering is the manipulation of people to reveal confidential information. Criminals may target various types of sensitive data. Types of scams include PC Doctor scams, sophisticated phishing scams, and certain types of nuisance calls which involve impersonation.

Emerging Scam Trend



Average amount lost by males is reported to be 31% higher than that of females.*

*Number of reports received by gender diverse people reporting a scam is too small to offer accurate demographic data.

[CASE STUDY]

Facebook Employment Scam: Sam's Financial Nightmare

Sam, a hardworking individual, fell victim to a scam that started with a seemingly innocent job post on Facebook in late 2023. The role, offered by a platform called Vertical Booking, involved submitting hotel reviews for commissions. The task was simple: complete 35 bookings, submit reviews, and withdraw earnings—provided their account stayed in a positive balance.

As the stakes increased, Sam's account fell into negative territory, forcing them to pay out of pocket to continue. Initially small,

the amounts ballooned, draining their savings. In desperation, they took out a \$20,000 NZD loan, but that too vanished, leaving them with a \$40,000 NZD loss.

Whenever Sam contacted the scam's operators, they were told to deposit more money to recover their funds, an impossible \$60,000 NZD. The operation, run by a team with multiple phone numbers and accomplices, preyed on unsuspecting individuals like Sam, trapping them in a web of financial ruin.

Child Sexual Abuse Material (CSAM)

Netsafe serves as New Zealand's representative for INHOPE, the International Association of Internet Hotlines. In May 2024, our Chief Online Safety Officer, Sean Lyons, was appointed interim President of INHOPE, supporting 52 hotlines across 48 countries. These hotlines play a critical role in the global fight against the online exploitation of children.

We receive reports from New Zealand and other countries within the INHOPE network. These have been reported by the public and have been analysed and confirmed to be CSAM, which is hosted in New Zealand.

The average content takedown time for CSAM in a country that has an INHOPE hotline is 2.5 days. Without a hotline, it is 28 days.⁴

We also receive and accept reports from the New Zealand public for suspected child sexual abuse material. For all reports that Netsafe receives containing content URLs (website links) that are suspected to contain CSAM, Netsafe and our partners in the INHOPE network work with both New Zealand and global law enforcement agencies who determine the illegality of the material and act to protect children and prosecute criminals.



INHOPE



⁴INHOPE. (2023). Annual report 2023. <https://inhope.org/media/pages/articles/annual-reports/6a4f5f6bd2-1719393584/inhope-annual-report-2023.pdf>

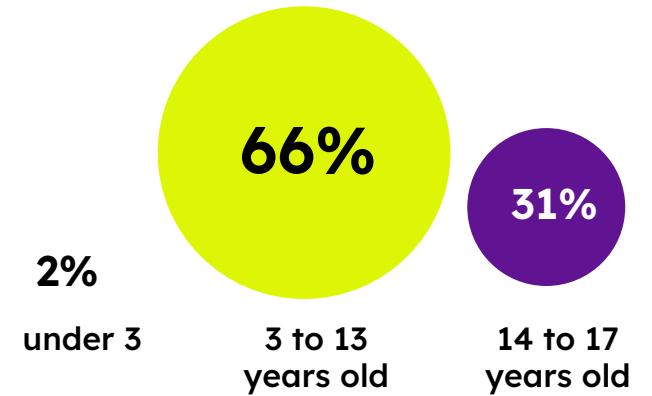
CSAM continued

1,645

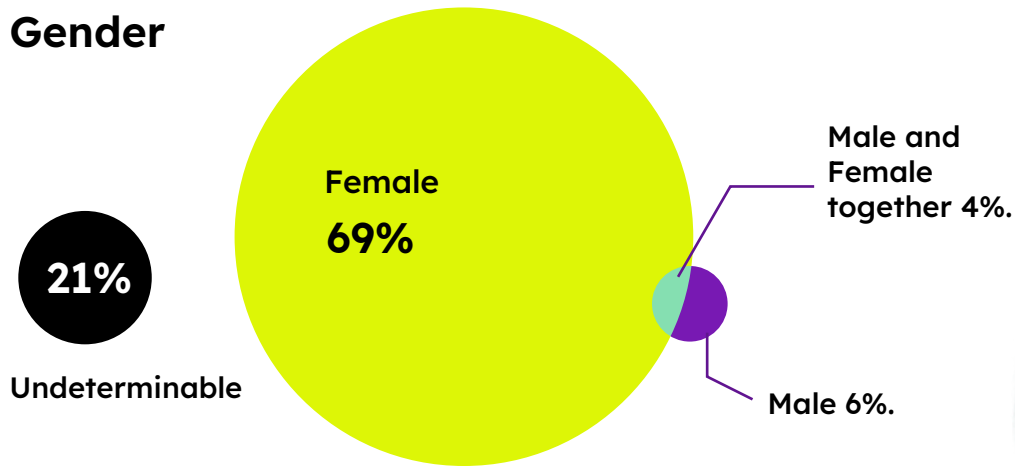
Total number of CSAM reports we received in FY24.

We processed 1,092 ICCAM⁵ reports of CSAM which were then passed on to the appropriate law enforcement or regulatory agencies in New Zealand.

CSAM age groups for NZ analysed content from ICCAM*:



Gender



553

reports of suspected child sexual abuse material reported directly to us by the public.

*A system that enables the secure exchange of Child Sexual Abuse Material (CSAM) between INHOPE member hotlines in different jurisdictions.

Partnership Projects

FIFA 2023 Campaign

We joined with UK based not-for-profit “It’s a Penalty” to run a campaign during the FIFA Women’s World Cup in NZ, to raise awareness about human trafficking and exploitation.



First Phones

2,000+ visits to our interactive family learning module for young people receiving their first phone, in partnership with 2degrees.

Sextortion Campaign

We created a campaign to raise awareness that young victims were being targeted by scammers in NZ, and educate on the tactics to look out for.

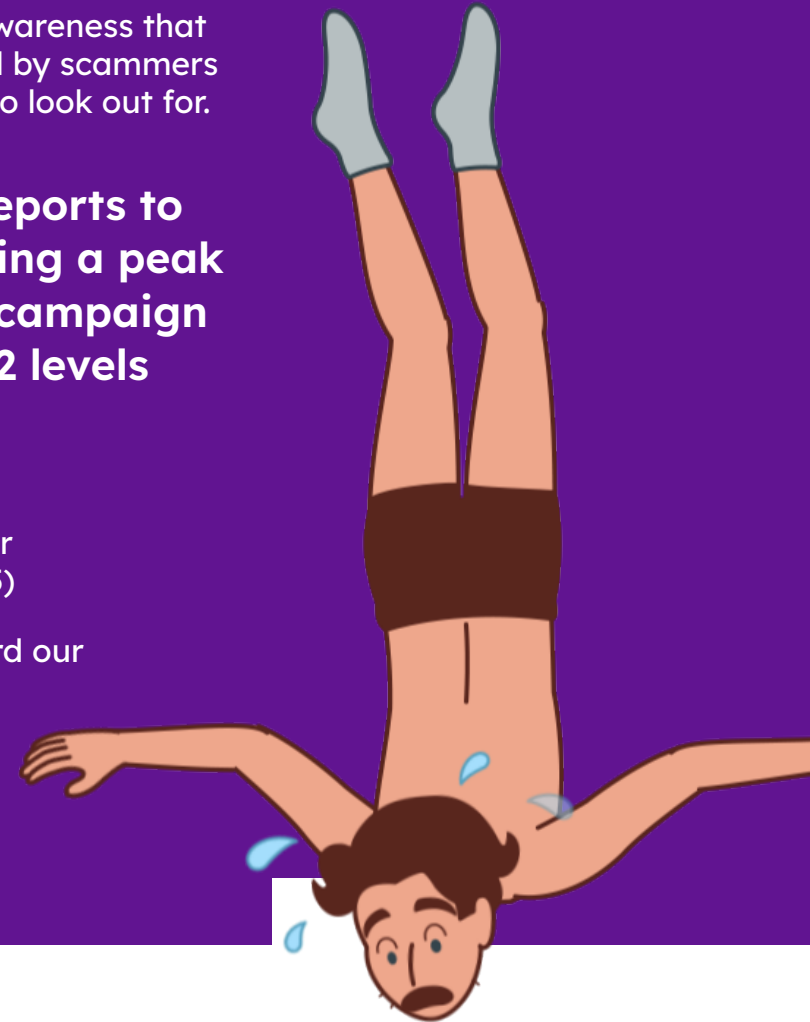
In July 2023 sextortion reports to our helpline were averaging a peak of 300+ per month. Post-campaign they had returned to 2022 levels (below 200 monthly).



YouTube ads were seen over half a million times (567,865)



Over 82,000 teenagers heard our Spotify ads



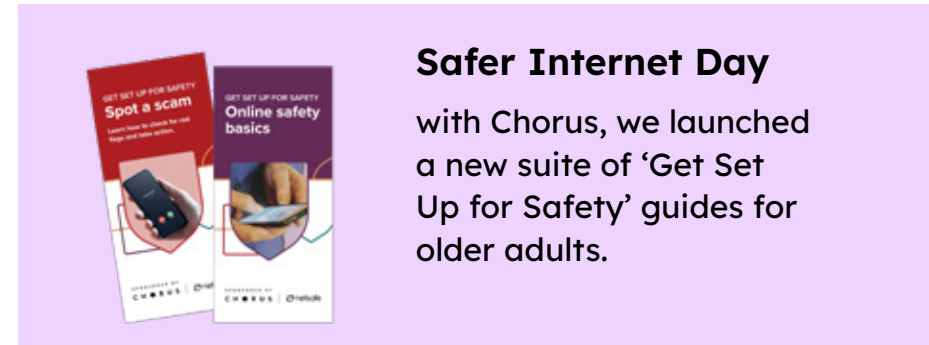
Trans-Tasman Conference

We hosted the return of the Trans-Tasman Online Safety Conference, a joint initiative with the Office of the eSafety Commission in Australia. So many fantastic speakers, sponsors and delegates attended our ‘Breaking Glass Ceilings and Building Bridges’ themed 2-day event in Christchurch in October. Powerful personal stories were shared, challenges laid down, with insights from innovative technology making a huge difference in the online safety space.



93%

of attendees would recommend the conference to peers and colleagues in the future.



Safer Internet Day

with Chorus, we launched a new suite of ‘Get Set Up for Safety’ guides for older adults.



Valentine’s Day

“Understanding Romance Scams” – a practical guide showcasing common tactics used and providing advice for families who are worried for loved ones.



Netsafety Week 2023

a range of free activities and education was offered to the public including scam presentations in regional New Zealand and the launch of checknetsafe.nz, a fake website URL tool.



Family Modules

Safety and privacy guides for Facebook and Instagram, the Metaverse and media literacy on social media.

3,600+
visits 

to our suite of interactive learning modules



What's so special about generative AI?

[Start course](#)

AI Resources:

We launched a series of AI for Education policy templates and modules supported by Microsoft, including modules specifically for students to practice using generative AI tools responsibly. Between May-June 2024, there were 1,788 visits to Gen AI Toolkit resources.

Education

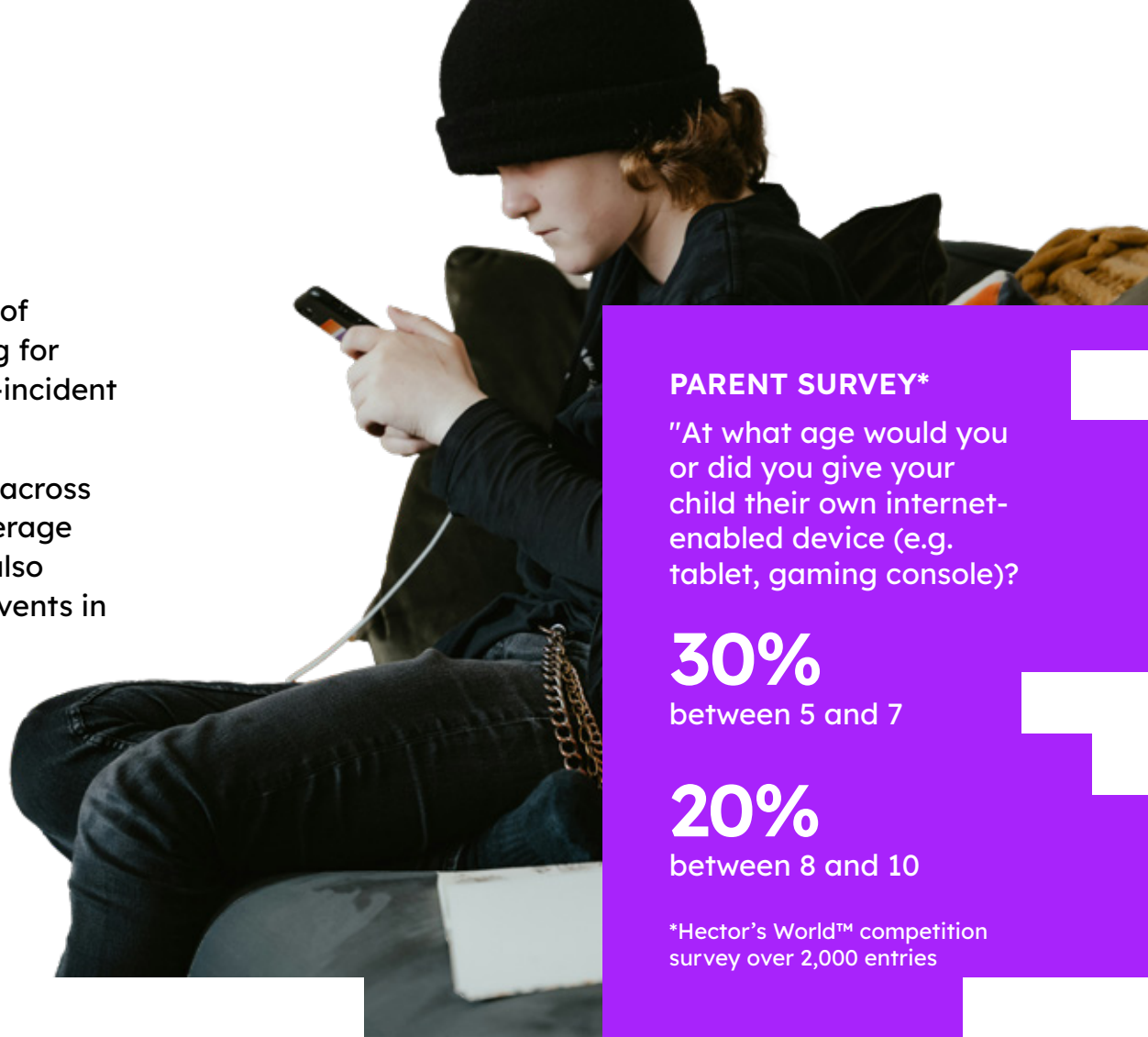
Funded Support for Schools

We continued to deliver our work for the Ministry of Education in school and parent capability building for online harm prevention, as well as providing post-incident support.

In FY24, our team delivered 157 support sessions across 147 locations to 2,831 attendees, achieving an average of 96% satisfaction ratings of 8/10 or above. We also delivered 6 “Netsafe LIVE” regional community events in Christchurch, Wellington, Otago and Southland.

Our helpline supported schools in the aftermath of 863 reported incidents across this year.

Our education team also worked with community organisations who support schools and families, such as the National Council of Home Educators, Court Victim Advisors, and Sex Wise.



PARENT SURVEY*

"At what age would you or did you give your child their own internet-enabled device (e.g. tablet, gaming console)?"

30%

between 5 and 7

20%

between 8 and 10

*Hector's World™ competition survey over 2,000 entries



157
support
sessions



2,831
attendees
across 143 locations

**Average of 96% satisfaction ratings
of 8/10 or above**



Education Highlights

New Schools Website

Our new education Kete site launched at the start of Term 1 and saw almost 7,000 educators make 35,000 visits and download or use resources in their classrooms 9,500+ times by the end of June.

Inside our new “Kete” website, teachers can access tools and resources for developing online safety skills, from policies to classroom materials. School teams can search by role, class age, or topic, save favourite resources, and share materials directly into classroom plans. The site also includes an Online Capability Review Tool that assesses how schools align with the Netsafe Educator Framework, highlighting strengths and providing a customised action plan for improvement.



Netsafe’s Youth Action Squad (YAS)

Our YAS worked with recruitment advisors to build an online resource for teens preparing to transition from school to the workplace.

Tertiary Support:

We exhibited at Otago University Students’ Association’s “Tent City” during orientation week. Some 1,567 survey responses provided us with insights into students’ biggest concerns online:

69%

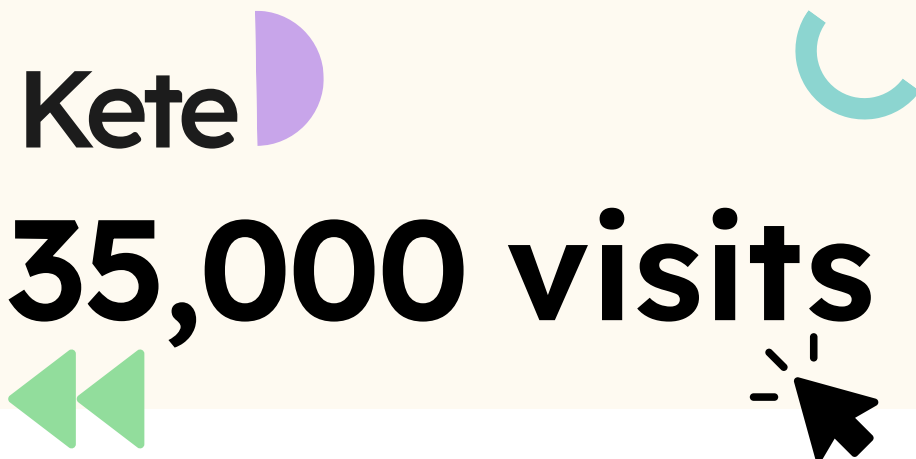
Scams

58%

Social media impact
on mental health

54%

Photos shared online
without permission



Primary School Programme

Hector's World™ launched in May 2024 - an animated series created for tamariki in Years 1 - 6 with foundational support from the Ministry of Education and Microsoft. There are seven episodes available in both English and Te Reo Māori with supporting resources that extend the learning from each episode, creating a comprehensive programme ready to download and use in the classroom with "take it home" activities.



**143,000
views**

on YouTube channel

**1,200
hours**

of 'watch time' tracked

**23,000+
visits**

on Hector's World™
in the first 2 months

**HECTOR'S
WORLD™**

Research, Publications and Media

Netsafe research report highlights

CYBERBULLYING COSTS

Cyberbullying costs New Zealand's economy more than **one billion dollars per year.**

The cost to New Zealand economy has more than **doubled since 2018** when it was **\$444 million dollars.**

“Cost of Cyberbullying” report, by leading economist Shamubeel Equab (September 2023).

SCAM LOSSES

Nearly two-thirds of Kiwis (62%) encounter a scam once a month and over half (55%) experienced more scams in the last 12 months than previously.

Nearly two-thirds of victims (59%) did not report the scam to law enforcement

“The State of Scams in New Zealand 2023” report (November 2023).

MĀORI EXPERIENCE

Nearly half of Māori (46%) experienced harmful digital communications in the past year that include unwanted sexual advances, false allegations, racist remarks and online stalking.

“Online Population Survey” and “Māori Population Survey” (December 2023).

Media coverage

Media coverage amplifies our message and builds public trust in our services. Through it we can raise awareness about our advocacy efforts and ensure New Zealanders understand the support we provide. In FY24, media mentions increased by 14%, helping us reach new communities and reinforcing our position in the digital safety landscape. Media coverage included features on shows such as Fair Go and the Paddy Gower Has Issues sextortion special.



Outreach

Māori Collaboration and Engagement

Significant progress has been made in engaging with Māori communities, highlighted by the hosting of the indigenous voices session at the Trans-Tasman Online Safety Conference and the launch of our first standalone Māori online safety annual population survey report.*

We have strengthened our relationship with the National Iwi Chairs Forum, with staff appointed as technical leads for a new Pou Tangata for Online Safety. Partnerships with the Federation of Māori Authorities are also underway to address online safety within Māori communities and industries.

We attended Waitangi Day 2024 with a community stand on the Treaty grounds where we shared online safety education materials, took online safety enquiries and spoke with Māori media about our helpline service.

Continuing our commitment to accessible education, we have invested in te reo Māori translations for our online safety resources, including Hector's World™ for tamariki.

*2023 Māori online safety annual population survey report.



46%

of Māori
have received
unwanted digital
communications
in the past year

39% of recipients say
these communications
have had a negative
impact on their life.*



Domestic Collaboration and Engagement

We hosted Hon Andrew Bayly, Minister for Commerce and Consumer Affairs. During the visit, we showcased our frontline scams helpline and services, emphasising the importance of funding such essential scam prevention and remediation services.

We collaborated with Hohepa Canterbury promoting their framework and tools to support rangatahi with intellectual disabilities on their digital citizenship journey.

We attended Lawfest and offered support and advice to more than 400 members of the legal community about how to make HDCA complaints on behalf of their clients.

We joined with the payments industry and a number of other industry groups at their national conferences to deliver online safety and scams prevention presentations.

Netsafe HQ welcomed 20 academics from major universities and think tanks to outline our new partnership model for delivering online safety research.

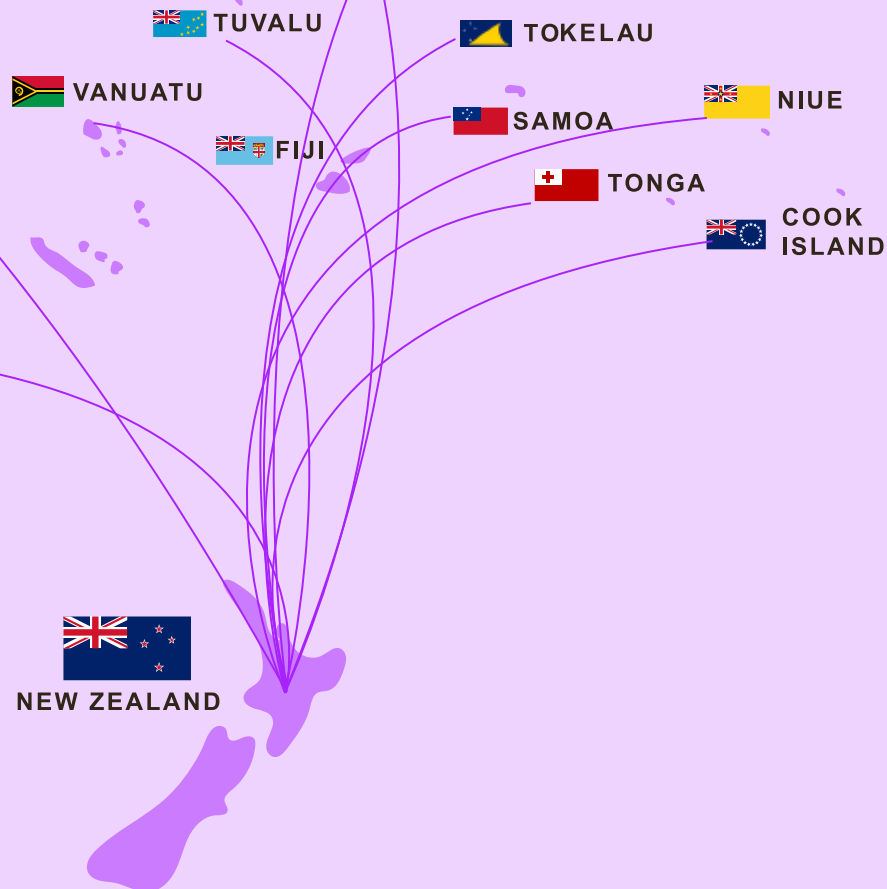


Global Collaboration and Engagement

-  United Kingdom
-  Poland
-  Belgium
-  The Netherlands
-  Georgia

-  Korea
-  Taiwan
-  Singapore

 United States of America



Global Collaboration and Engagement continued

In FY24, we participated in numerous international forums, including the Internet Corporation of Assigned Names and Numbers and the Global Internet Forum for Countering Terrorism summit. We also collaborated with the University of Swansea on Project Dragon, which uses AI to detect grooming behaviour in real time, to pilot the tool in New Zealand.

Our global efforts included presenting at international summits like the Asia Internet Coalition in Singapore and participating at the Educators Power Up Summit in Korea (before hosting a Korean education delegation in Auckland). We presented at the Anti Scam Asia Summit in Taipei, two Global Anti Scam Alliance conferences in Portugal and Brussels and attended Meta's Youth Safety Summit in Singapore and the GenAI Safety Summit in Washington DC.

Netsafe further strengthened ties with organisations like South West Grid for Learning (UK) through staff exchange visits and we joined the WeProtect Global Alliance to combat child sexual exploitation. We collaborated with - and hosted in-country - Stanford University students to improve online safety messaging for Chinese New Zealanders and co-hosted an Encryption Roundtable with the Progressive Policy Institute, (USA). We explored AI's role in online safety through a partnership with the University of Swansea (UK).

We also explored redirection methods for countering violent extremist content through collaborative efforts with Moonshot.



Through these initiatives, Netsafe emphasised global collaboration, policy engagement, and developing tools to enhance online safety across diverse regions.

Pacific Collaboration

We delivered face to face workshops in Samoa as part of the New Zealand government’s Samoan Cyber Safety Roadshow and participated in the “Safe and Equal Online Spaces” Symposium in Fiji.

We hired our first Pacific Manager and launched our new Pacific function and online safety program for the Pacific at the Asia Pacific Regional Internet Governance Forum in Brisbane, Australia.

To empower Pacific communities, we offered fellowships to six Pacific countries, supporting their participation in the October 2023 Trans-Tasman Conference held in Christchurch. At the end of 2023 we partnered with Save the Children Australia, ChildFund Australia, and Meta to support Papua New Guinea’s domestic violence helpline and online safety initiatives.



Advocacy

Submissions

We were recognised in the UN publication “Placing Gender Equality at the Heart of the Global Digital Compact” for supporting victims of technology-facilitated gender-based violence.

We submitted input for the Special Rapporteur’s report on child exploitation in the digital environment for the 79th UN General Assembly.

In late 2023, we briefed the incoming government, advocating for updates to the Harmful Digital Communications Act and stronger youth protections. We also proposed the creation of a national Anti-Scam Centre and funding for our scams helpline.

We also supported government efforts to combat misinformation, collaborating with civil society to report on responses to misinformation for the Department of the Prime Minister and Cabinet.

We submitted recommendations to the Department of Internal Affairs’ Safer Online Services initiative and provided evidence to the COVID-19 Inquiry.



Our Priorities for the 2025 Calendar Year

We remain committed to calling for the necessary changes to the HDCA to address new and emerging online harms and provide adequate remedies for victims. Whenever possible, we will submit to legislative reforms where there is an online safety consideration.

In 2025, prioritising public education on critical thinking and media literacy, and collaborating with tech platforms to curb harmful content, will be crucial.

We continue to step up to support scam victims by creating and enhancing scam disruption tools like ReScam.org and investing in scam victim remediation services. Stamping out scams and supporting victims must be a government, industry, community and law enforcement priority. We've urged the government to create an Anti-Scam Centre, or at least reappropriate government funds to frontline and community services doing their best to support scam victims.

Netsafe's funding for our scams work including the scams helpline operates without dedicated financial support for this area. This leaves significant gaps in our ability to provide full-scale scam prevention and remediation services. However, with the little philanthropic funding we receive on a project basis, we're able to do some vital scams work. *Continued overleaf*



Our Priorities continued

We will be developing programmes that build on the release of our groundbreaking research with the Classification Office on youth perspectives on body image content and social media.

Addressing the intersection of digital safety and mental health, especially among youth, remains critical. We plan to expand our resources and partnerships for mental health support referrals in online spaces, and to tackle cyberbullying and online harassment.

We will also contribute to the review of New Zealand's suicide prevention action plan, focusing on the role of social media, and will contribute to new stalking laws for New Zealand.

Rising online stalking, harassment, and hate speech, often linked to global events, require ongoing vigilance. We will develop interventions and support for vulnerable communities, particularly those aged 16-24, examining our reporting pathways to improve reach, accessibility and ease to report to us.

As cyber threats evolve, particularly with deepfakes, we will focus on educating the public about AI risks, information security, and privacy protections, supported by research together with the AI Institute Asia Pacific released at the end of 2024.

As an organisation, we will:



Integrate technology to enhance responsiveness and user experience, innovating education offerings and implementing AI-driven solutions for immediate assistance and real-time resolution.



Expand our service to offer avenues of reporting online harm on platforms where younger demographics are most active and at risk.



Continue our cultural competency journey, building on existing partnerships to deliver tangible outcomes and experiences for communities through collaboration.



Finally, strengthening community and global collaboration will involve fostering closer relationships with like-minded organisations to enhance global resilience against digital threats.

Legislation and Compliance

We are committed to protecting the confidentiality and integrity of our service.

To help people successfully, Netsafe needs them to openly disclose sensitive information and trust that we will protect the information they share with us.

When performing our HDCA functions, we endeavour to comply with the Ombudsmen Act 1975, Official Information Act 1982, Public Records Act 2005. The Privacy Act 2020 applies to all organisations in New Zealand.

The table 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	FY24	FY23
RFI requests received	28	27
Withdrawn requests	1	2
RFI timeframe met	27	25
Complaints to OPC or Ombudsman	2	1

Financial Highlights

Netsafe’s financial statements were audited by Nexia Audit Christchurch. Outlined below is a summary of Netsafe’s financial highlights. All figures provided are excluding GST.

Revenue

For the 12 months from 1 July 2023 to 30 June 2024, Netsafe’s total revenue was \$6,985,867. Revenue grew by \$1,318,199, a 23.2% uplift.

Expenditure

The total expenditure for the 2023/2024 financial year was \$6,119,939.

Surplus/(Deficit)

In line with expectations, Netsafe achieved a Net Profit of \$939,613. This surplus has been held in cash reserves to provide for future investment to grow the business.

Funding

We continue to diversify our revenue mix and build our financial resilience. At Netsafe we use a whole-of-society funding model, supported by government contracts, philanthropic grants, industry partnerships, event sponsorships, and public donations.

This approach fosters collaboration across sectors—government, industry, community, and individuals—ensuring we can address online safety from multiple perspectives. By partnering with diverse stakeholders, we can effectively meet the needs of young people, adults, educators, and the broader public, creating safer online experiences for all New Zealanders.

We have a meaningful level of autonomy and independence from our funding partners.

Revenue mix breakdown:

Funding Source	Percentage (%)
MoJ Operational Funding	56.1
MoE and MFAT Project Funding	18.3
MoE Operational Funding	14.9
Private sector partnerships and Grants	8.8
General Sponsorship and Events	1.9

Statement of Revenue and Expenditure

	FY24	FY23
REVENUE		
Revenue from exchange transactions	6,935,081	5,640,668
Revenue from non-exchange transactions	50,786	27,000
Total revenue	6,985,867	5,667,668
EXPENSES		
Administration expenses	291,122	235,069
Audit fees and consulting fees	564,590	497,771
Other operating expenses	1,524,809	1,104,423
Staff expenses	275,297	191,602
Wages and salaries	3,464,120	2,822,304
Total expenses	6,119,939	4,851,169
FINANCE INCOME		
Interest, dividends and other investment revenue	73,684	30,189
Total finance income	73,684	30,189
Net surplus/(deficit) for the year	939,613	846,688
Total comprehensive revenue and expenses for the year	939,613	846,688

Statement of Financial Position

	FY24	FY23
CURRENT ASSETS		
Cash and cash equivalents	1,528,683	1,822,856
Receivables from exchange transactions	1,145,897	1,125,193
Goods and services tax	-	-
Total current assets	2,674,580	2,948,049
NON-CURRENT ASSETS		
Property, plant and equipment	133,274	119,694
Other non-current assets	815,396	-
Total non-current assets	948,669	119,694
Total Assets	3,623,249	3,067,743
CURRENT LIABILITIES		
Payables from exchange transactions	117,795	224,539
Employee benefits	301,804	336,331
Goods and services tax	-57,380	673
Income in advance	-	184,783
Total current liabilities	362,219	746,325
Total liabilities	362,219	746,325
Total net assets	3,261,031	2,321,418
EQUITY		
Accumulated surpluses	3,261,031	2,321,418
Total equity	3,261,031	2,321,418

netsafe