



Year in Review

JULY 2024 - JUNE 2025

netsafe

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Chair's Overview

This year has reinforced Netsafe's role as a trusted and resilient national charity. Our governance focus has been on developing Netsafe's three-year strategic priorities and positioning Netsafe to respond to online challenges and emerging online harms.

The Board is proud of the organisation's increasing influence at both national and international levels, from contributing to United Nations frameworks on organised fraud to securing strategic partnerships with iwi, government, and industry. These connections reflect our commitment to making online safety a whole-of-society effort.

We also recognise the importance of maintaining Netsafe's independence and voice when it comes to online safety discussions. In a time when public trust is fragile, the organisation has consistently upheld impartiality, fairness, and a strong evidence base for its advocacy and services.

I extend my thanks to my fellow Board members for their stewardship, especially outgoing members, former Netsafe Chair Colin James and long serving member Claire Amos who have shaped Netsafe's contributions over many years.

My appreciation also to Brent and the Netsafe team for their ongoing commitment to safe and positive online experiences for everyone. Together, we are ensuring that Netsafe remains a leader in online safety, equipped to face the future with both expertise and integrity.



Warren Williams
Netsafe Chairman



Chief Executive Officer's Report

This past year, we've seen the best and worst of the digital world. Demand for our Harmful Digital Communication Act services has reached an all-time high, with more people than ever seeking help for harassment and digital abuse.

New Zealand's scam crisis is escalating, and Netsafe's scams helpline is handling tens of thousands of contacts without dedicated funding. We remain reliant on one-off donations from corporates and the public to keep this essential service running.

Our team continues to go above and beyond to keep people safe. To make this work sustainable, we'll keep collaborating with government, partners, and donors to secure the right policy settings and resources to protect New Zealanders from financial and online harm.

Tinkering at the edges of online safety is no longer enough. The Harmful Digital Communications Act turns 10 next year and, while it has served us well, it needs updating. We need modern tools that keep pace with technology and address scams, harmful communications, child protection, and digital resilience.

Netsafe is uniquely positioned to lead this shift. With a trusted track record and neutrality, we help thousands of New Zealanders every year. Despite challenges, FY25 brought progress: we opened a South Island office in Dunedin, welcomed youth charity Sticks 'N Stones, expanded Kete

for educators, strengthened Pacific partnerships, advanced research on AI-generated harms, and rebooted Re:Scam. These achievements show Netsafe's innovation and commitment to making every dollar count.

We've also invested in new systems, productivity tools, and staff wellbeing to prepare for the workplaces of the future. As we enter the Government's re-appointment process for the Approved Agency, we reflect proudly on our expertise and the public's trust in our work.

To our team, partners, and supporters — thank you. As online challenges evolve, Netsafe will remain on the front lines, helping people and shaping safer digital spaces.



Brent Carey
Chief Executive Officer



Awards & Recognition

Over the past year, our work has been recognised by industry leaders and peers. These awards highlight the passion and expertise of our team, and our commitment to innovation and lasting impact.

- Winner of NZ Contact Centre Award (Not-for-Profit) for a second consecutive year.
- Team member awarded Most Outstanding Customer Service Representative.
- Finalist for Contact Centre Manager of the Year.
- Winner of the Women in Security Aotearoa award.
- Winner (small business category) at the Southern Cross Wayfinder Awards, recognising staff wellbeing focus.
- Finalist for Anti-Fraud Award at the Fraud Film Festival for the Re:Scam initiative.
- Winner of Excellence in Marketing Award at the 2degrees Auckland Business Awards.
- Our Primary School programme Hector's World™ was a Finalist in the EduTech Cool Tools Awards and won 4 Gold and 1 Silver at the global Muse Creative Awards.
- Placed 3rd out of 70+ projects in Meta's Lama Asia Pacific grant competition. The project explored the use of LLMs for online safety innovation.



FY25 Highlights



JULY

Netsafe-led Oceania Chapter of the Global Anti-Scam Alliance launched at Netsafety Week

AUGUST

Pacific Trust and Safety Team host a Women in ICT and cyber safety event on the sidelines of the 53rd Pacific Islands Forum

SEPTEMBER

Netsafe's Contact Centre is named New Zealand's best (Not for Profit) for the 2nd year in a row.

OCTOBER

Wellington Dialogues online safety policy forum co-hosted with NZ Tech

NOVEMBER

"State of Scams in New Zealand 2024" Report released showing \$2.3 billion in losses

DECEMBER

Netsafe and the AI Asia Pacific Institute release discussion paper on AI and online safety

Q1

Q2

JANUARY

Netsafe supports the 1-Tok Helpline in Papua New Guinea to build their capacity

FEBRUARY

Safer Internet Day: Spicy Noods campaign

MARCH

Netsafe and Tātai Aho Rau Core Education launch Te Ao Māori cyber safety resources at Te Matatini

APRIL

Social cohesion in NZ research in Mahi a Rongo launched with The Helen Clark Foundation

MAY

Keynotes at International Network of Indigenous Health, Knowledge and Development Conference

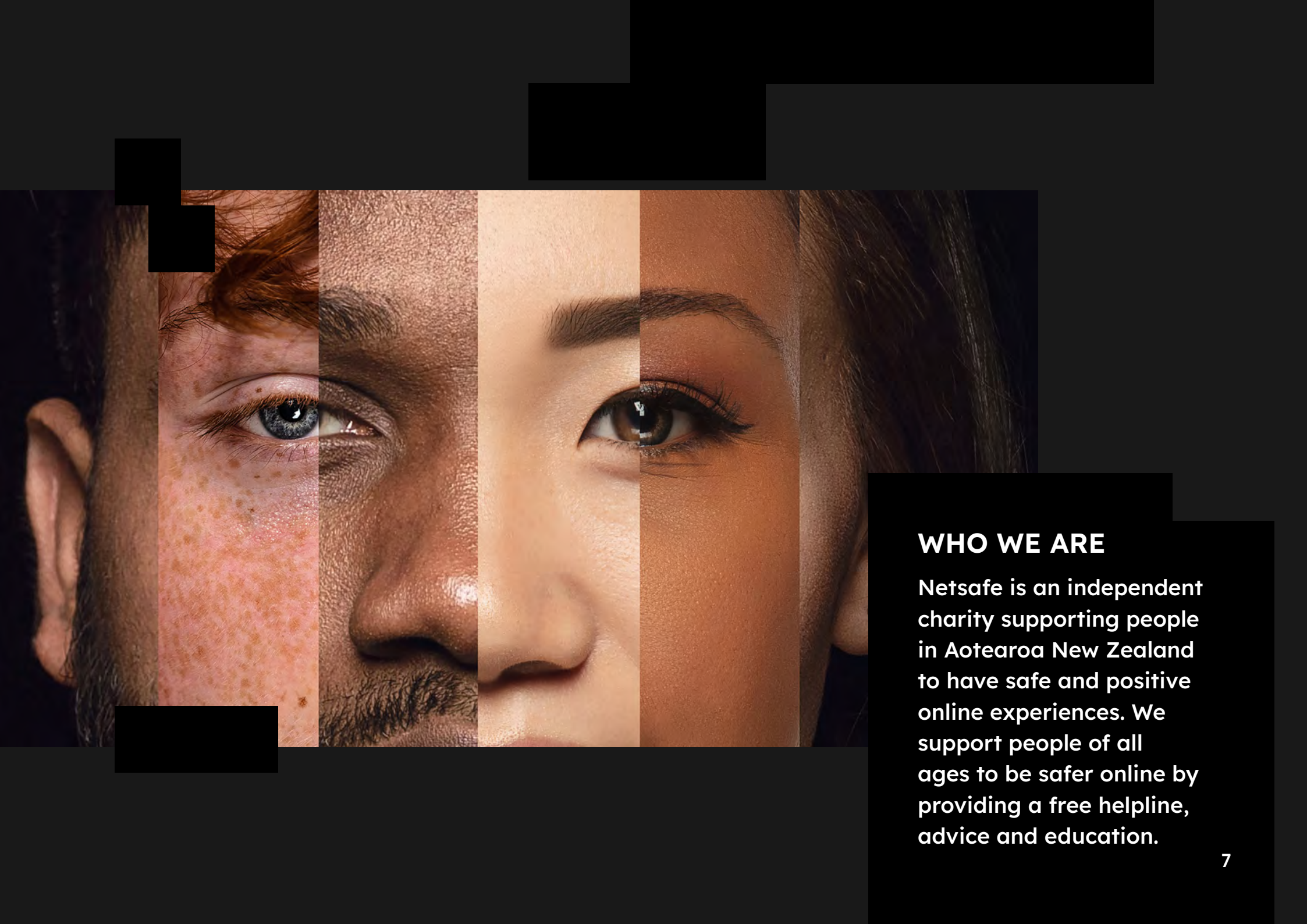
JUNE

UNESCO Study tour to Europe: the Dublin City University Anti-Bullying Centre and presentations to the World anti-bullying Forum.

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

Netsafe's helpline team provides free, confidential advice and support, seven days a week on a range of online safety issues. In FY25 we received 26,100 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.

26,105

ONLINE HARM
REPORTS FY25



6,404



of these were categorised
as harmful digital
communication complaints

14,407



of these were categorised
as fraud or other scam

Our Harmful Digital Communications Service

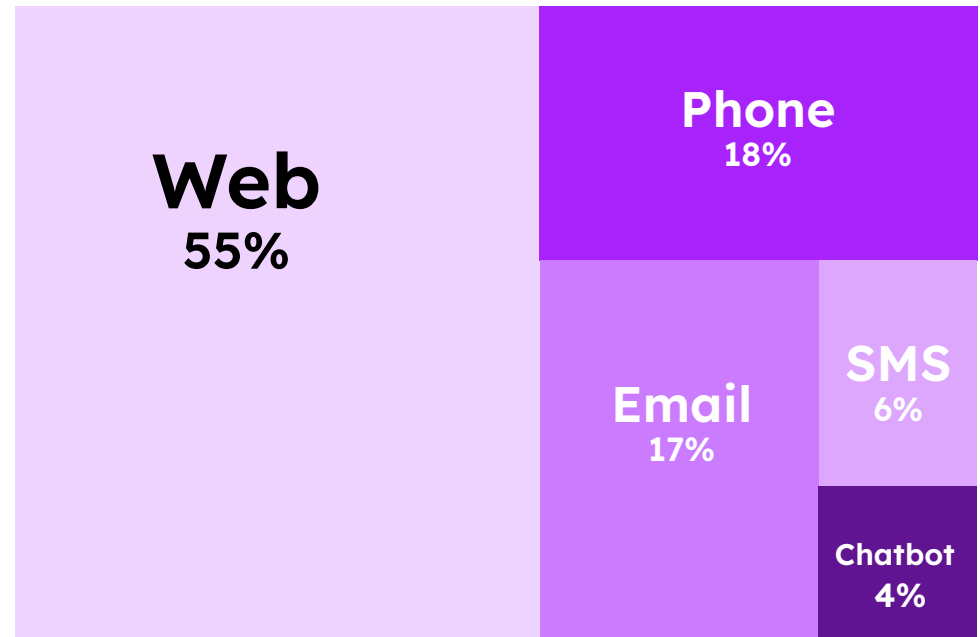
In 2016, Netsafe was appointed as the Approved Agency under the Harmful Digital Communications Act (HDCA). Netsafe assesses and investigates complaints about harm caused to individuals by digital communications.

In FY25 6,404 complaints were assessed by Netsafe as meeting the legal thresholds in the HDCA (versus 6,272 in FY24). This represents an increase of 2% from FY24 to FY25 and the highest number of complaints we've experienced since 2016.

The April to June 2025 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.*

Reports received by channel



2%
increase

**of HDCA complaints
from FY24 to FY25**

Who is Reporting?

Self reported 85.58%

Reporting on behalf of someone else

Parent or Guardian 6.2%

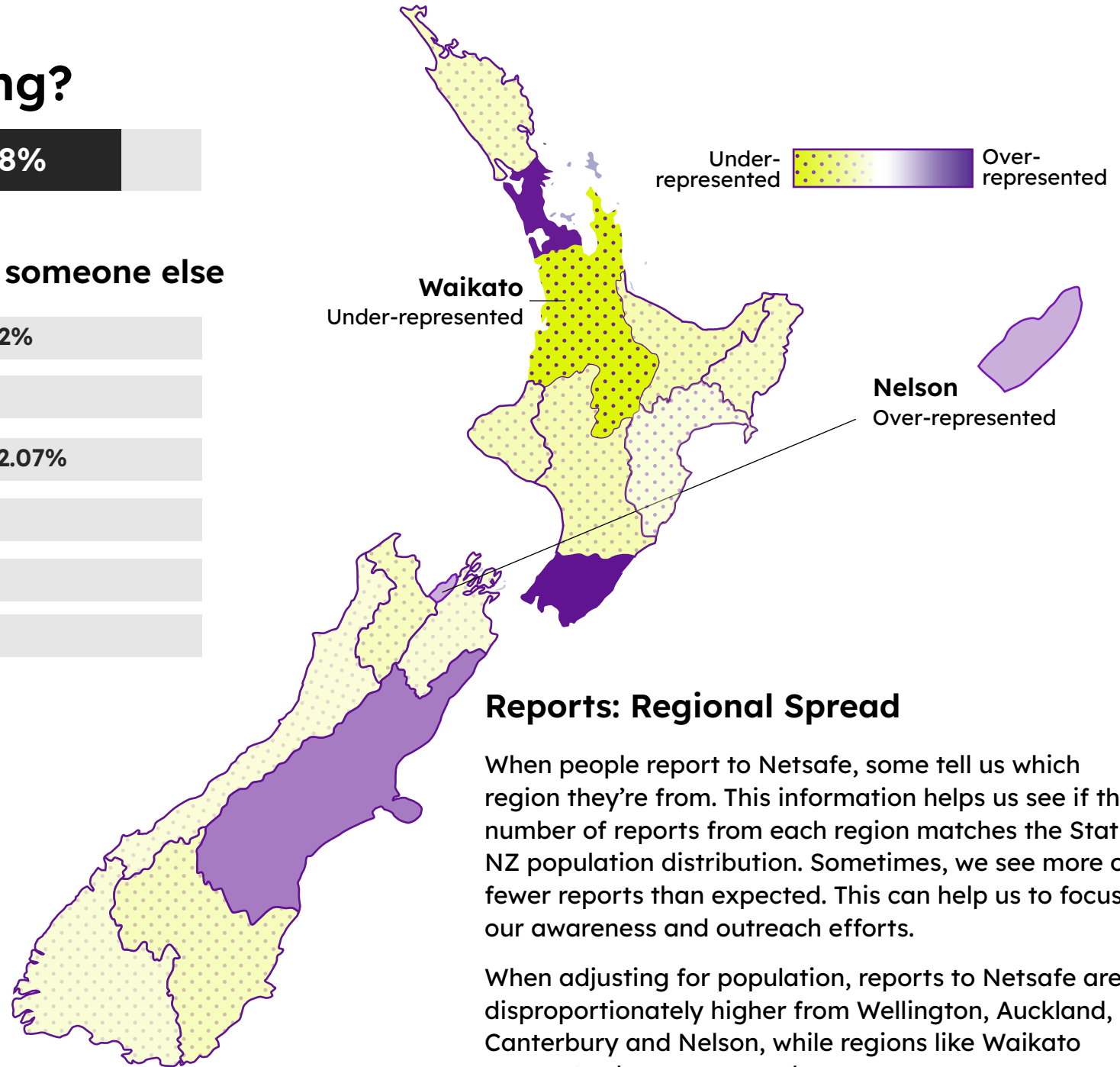
Educator 2.77%

Other family member 2.07%

Other 1.96%

Friend 1.35%

NZ Police 0.08%



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.

When adjusting for population, reports to Netsafe are disproportionately higher from Wellington, Auckland, Canterbury and Nelson, while regions like Waikato appear under-represented.

Reports by Platform: New Zealand

Facebook has the second-highest New Zealand user base (3,400,000) and the largest report percentage share (31.37%), with a notable 10.96% difference between user and report shares.

TikTok and Instagram have higher report shares compared to their user percentages, with differences of +7.89% and +9.19%, respectively. In contrast, YouTube and WhatsApp have significantly lower report shares than their user percentages, with differences of -22.59% and -4.84%.

In the New Zealand context, platforms like Snapchat show a higher proportion of reports being Harmful Digital Communications (HDC) at 91.56%. TikTok also has a high percentage of HDC reports at 86.16%, while Tinder has the lowest at 78.26% among the top 10 platforms

***Sources**

YouTube, Facebook, Instagram, TikTok: <https://datareportal.com/reports/digital-2025-new-zealand>

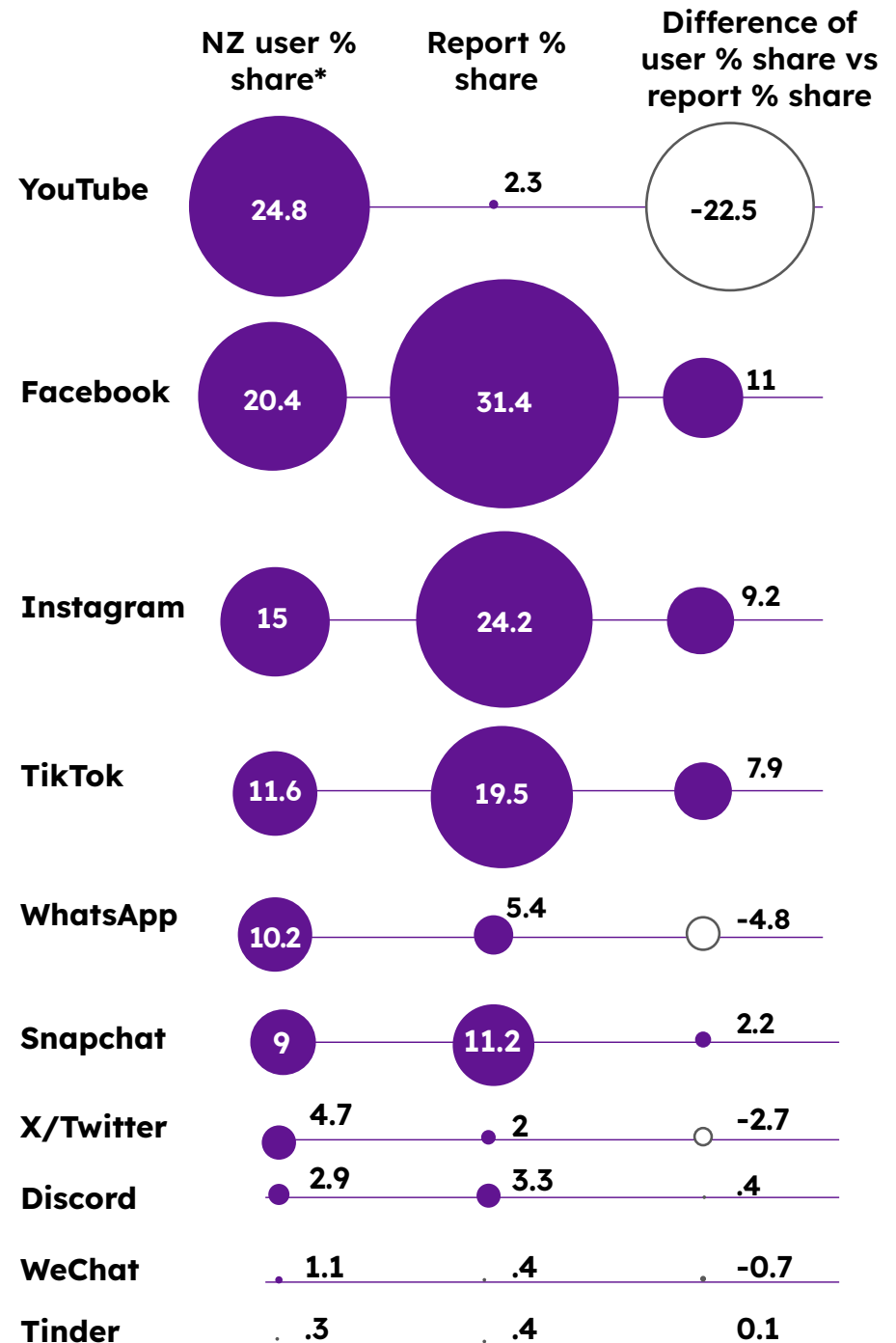
WhatsApp, Discord, Tinder: <https://sensortower.com/blog/2024-q1-unified-top-5-communication%20apps-units-nz-6070aae1241bc16eb81f5bab>

Snapchat: <https://newsroom.snap.com/kia-ora-new-zealand-1.5-million-kiwis-are-snapping-with-us>

X/Twitter: <https://socialgood.co.nz/digital-report-2024-aotearoa/>

WeChat: <https://worldpopulationreview.com/country-rankings/wechat-users-by-country>

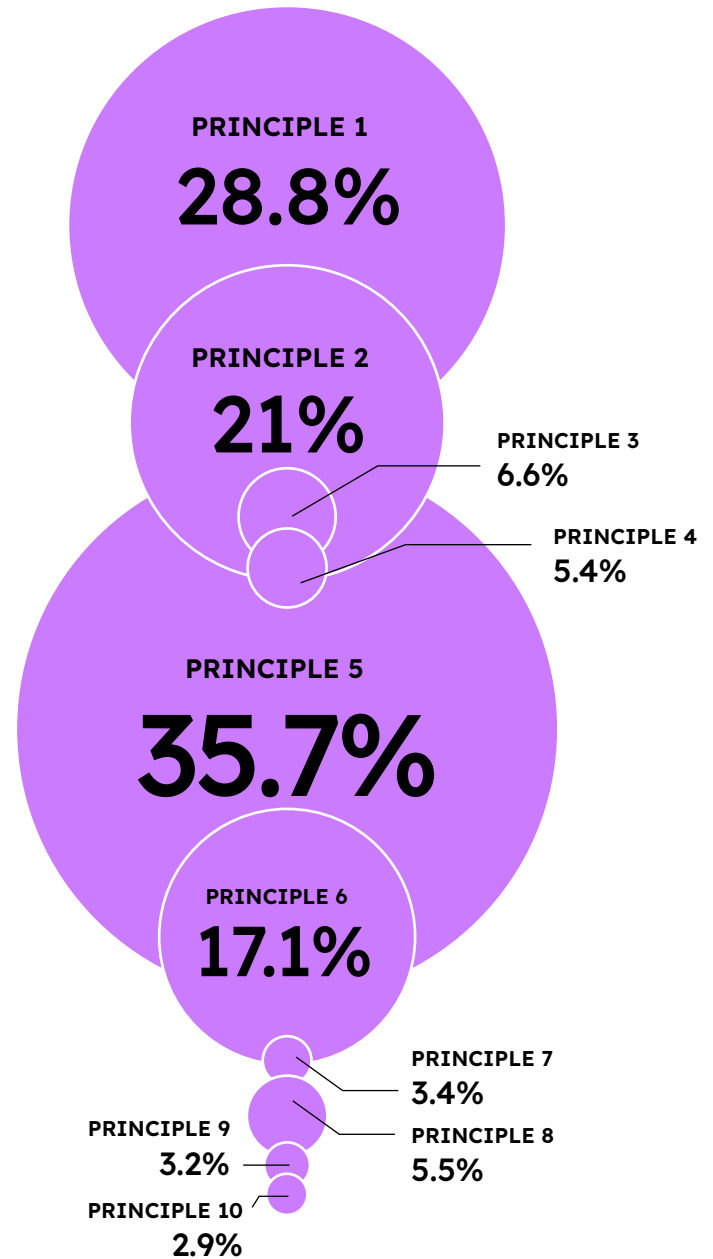
Population: 5,324,700 via <https://www.stats.govt.nz/information-releases/national-population-estimates-at-30-june-2025/>



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.	1,848
2 A digital communication should not be threatening, intimidating, or menacing.	1,344
3 A digital communication should not be grossly offensive to a reasonable person in the position of the affected individual.	421
4 A digital communication should not be indecent or obscene.	346
5 A digital communication should not be used to harass an individual.	2,287
6 A digital communication should not make a false allegation.	1,097
7 A digital communication should not contain a matter that is published in breach of confidence.	216
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.	354
9 A digital communication should not incite or encourage an individual to commit suicide.	207
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.	185



Harmful Digital Communications Case Studies

CASE STUDY 1:

The importance of timely intervention

A distressed parent contacted Netsafe with urgent concerns about their 15-year-old daughter's use of the social media platform X. The young person had been engaging with a pro-anorexia account that promoted harmful behaviours and fostered a community encouraging disordered eating. As a result, her physical and mental health deteriorated significantly, leading to hospitalisation. The conversations on the account reinforced anorexic behaviours and normalised harmful peer influence, creating an environment that encouraged illness rather than recovery. The parent expressed deep concern about the ongoing risk to their child's wellbeing if the account remained active and requested that Netsafe take steps to have it removed.

This case highlights the severe risks harmful online communities pose to vulnerable young people. It demonstrates the importance of timely intervention to disrupt dangerous networks and reduce the impact of harmful online content on adolescent mental health and wellbeing.

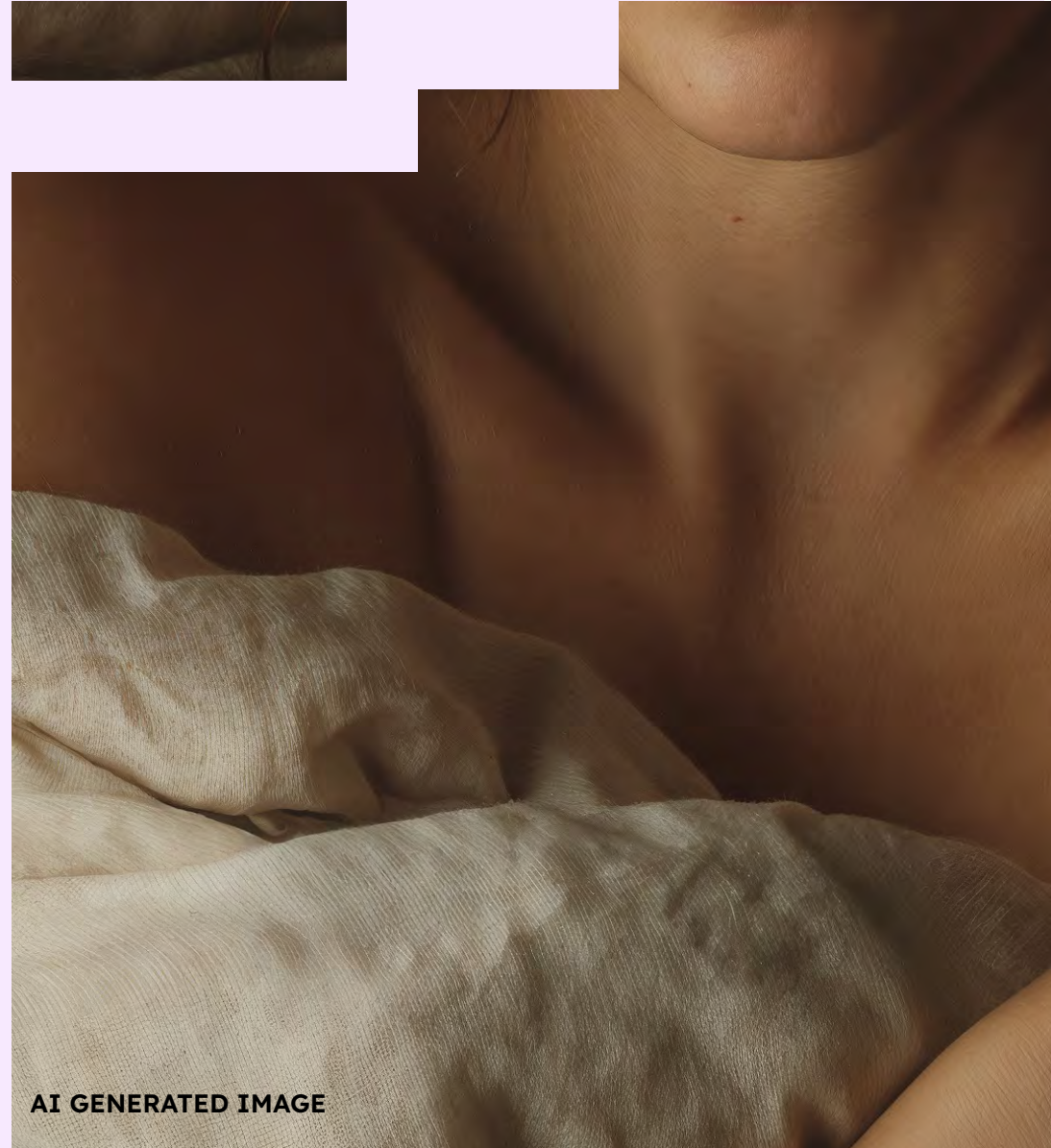


CASE STUDY 2:

The need for digital responsibility in the age of AI

A high school teacher reported a serious case of online harm involving the misuse of artificial intelligence. A student had been creating explicit, AI-generated images of classmates by digitally removing their clothing to make them appear naked. These manipulated images were then circulated among peers within the school. The incident caused significant distress and embarrassment to the students targeted, damaging their wellbeing, reputation, and sense of safety. The teacher highlighted the harmful impact on both the individuals depicted and the wider school community, as fear and anxiety spread among other students.

This case underscores the dangers of emerging technologies being exploited to create non-consensual intimate imagery. It demonstrates the urgent need for education around responsible digital behaviour, robust school responses, and clear pathways for reporting and removing such harmful content. Prompt action is essential to safeguard young people from this type of abuse.



AI GENERATED IMAGE

CASE STUDY 3:

The role of technology in protecting victims of online harm

Two years ago, an individual met someone they knew as “John” through a dating app. He pressured them to share explicit photos and persuaded them to meet in person. When they met, it became clear that “John” had been using a false identity. The situation quickly turned distressing and violent, leaving the victim too afraid to resist.

Over time, “John” repeatedly tried to contact them through multiple social media accounts, which were blocked or ignored. Months later, they unknowingly engaged with him again until he revealed his identity, referencing the earlier encounter and threatening to share the explicit images. Despite repeated efforts to cut contact, he continued to create new accounts to send messages, some casual and others threatening. His persistence, use of multiple identities, and presence in the same neighbourhood left the victim feeling unsafe.

With support from Netsafe, the victim used StopNCII.org to create a secure digital hash of their intimate images, preventing “John” from sharing them online. StopNCII is a free tool that helps victims of Non-Consensual Intimate Image (NCII) abuse by sharing these hashes with participating platforms to detect and remove the images.

I’m gonna post your naked pics everywhere!

hello?

hi..

hey.

remember me?
remember me?!!!!

I am blocking
YOU.



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 seek orders in the District Court. Only 5% of service users requested a Netsafe Summary to accompany their application to the District Court. 97.75 % of HDCA complaints were completed within 15 days. With a 2% increase in complaints received in FY25, we continued to provide a quick and efficient service.

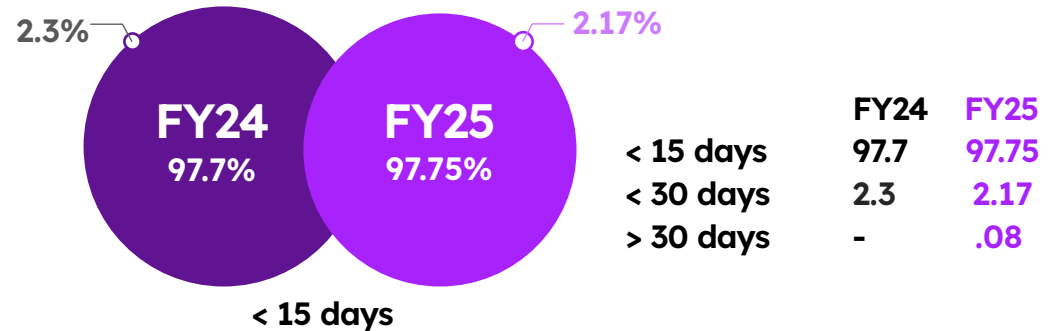
97.75%

of HDC complaints were completed within 15 days.

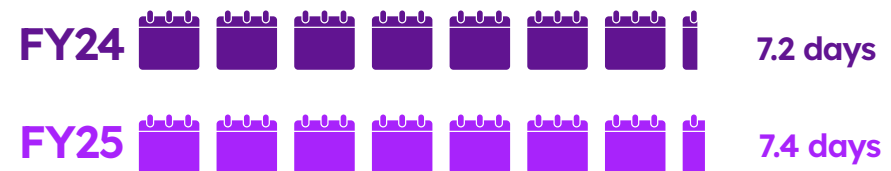
The average customer satisfaction rate for service users was 80.8%



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.



Scams: Total Monetary Loss Reported

\$11,770,933*

The 40-64 year old age bracket reported the highest level of financial loss at an average of \$2,111 NZD per report, totalling \$8.34 million NZD.

For reports involving monetary loss, the volume of reports received with female targets was 18.52% higher than males. In contrast, the average amount lost by males is reported to be 29.71% higher than that of females.*

*In 2025 we improved the way we record total monetary loss, adding steps to verify losses, therefore comparisons to previous years can't be made.

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

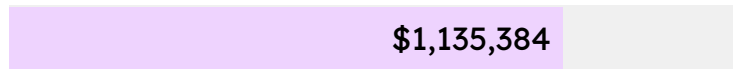
Breakdown of Scam Reports and Financial Losses



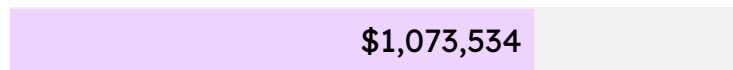
PHISHING



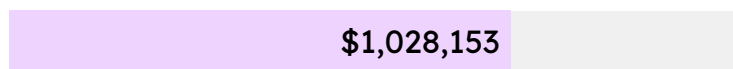
ROMANCE SCAM / SWEETHEART SCAM



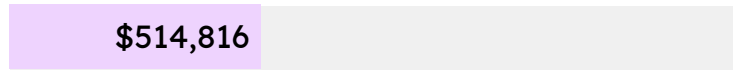
OTHER INVESTMENT OPPORTUNITIES FRAUD



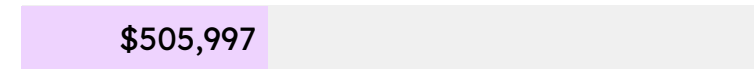
WORTHLESS OR NON-EXISTENT PRODUCTS



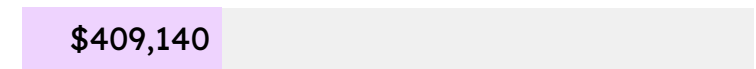
WORTHLESS, UNNECESSARY OR NON-EXISTENT SERVICES



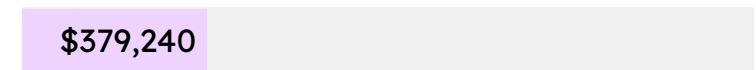
SOCIAL ENGINEERING



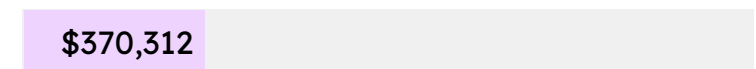
PRIVILEGED ACCOUNT COMPROMISED



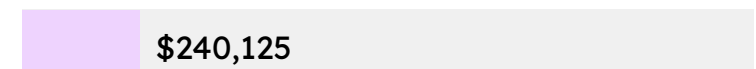
CONSUMER PRODUCTS AND SERVICES FRAUD



WORK AT HOME SCAM



ACCOUNT TAKEOVER (BANK OR OTHER)



Emerging Scam Trend



SCAM CASE STUDY

The devastating impact of romance scams

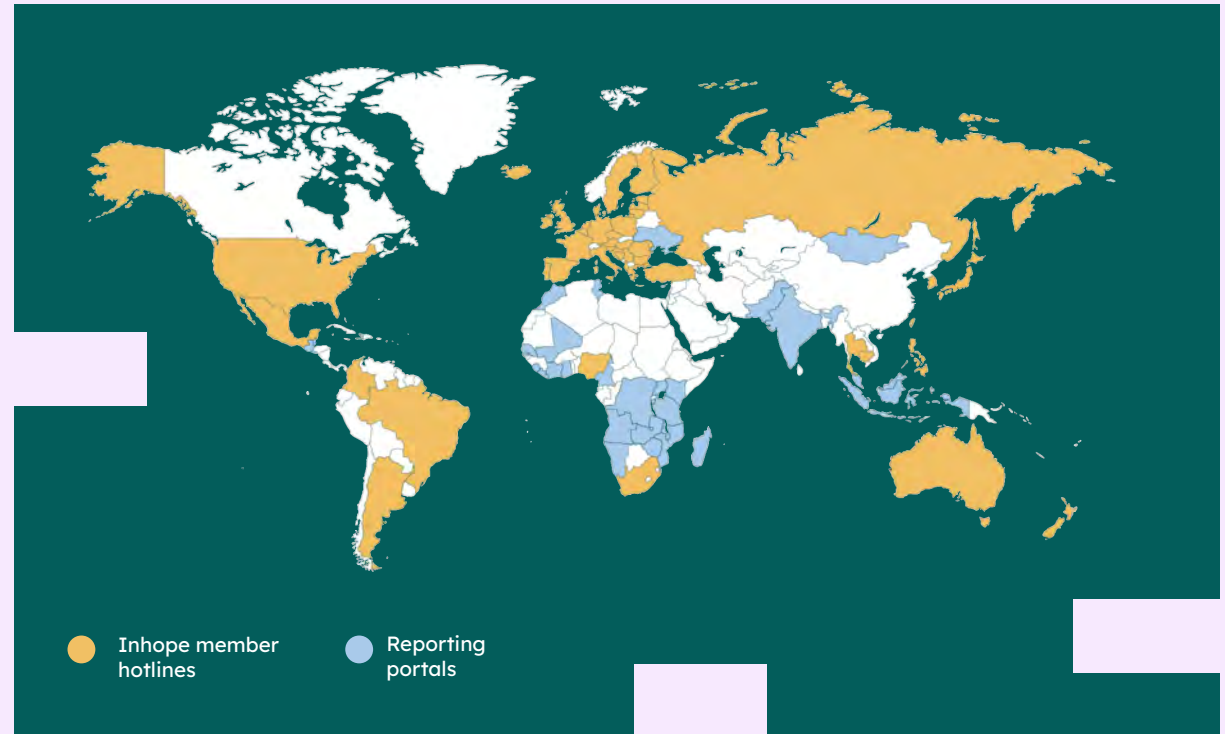
A man reported concerns about his estranged wife, who believes she is in a romantic relationship with a well-known American actor. Despite clear signs of deception, she refuses to accept that she is being scammed. Over a period of two and a half years, she has transferred large amounts of money to the scammer. Although the activity paused for some time, it recommenced three months ago. The situation has become more complex as the scammer has used the husband's image to create a fake profile, falsely accusing him of being the perpetrator. This has not only damaged his reputation but also deepened the wife's entanglement in the fraud. The husband expressed grave concerns about his wife's mental health and wellbeing, but because of their separation, he is unable to provide support directly.

This case illustrates the devastating personal, financial, and emotional harm romance scams can cause.

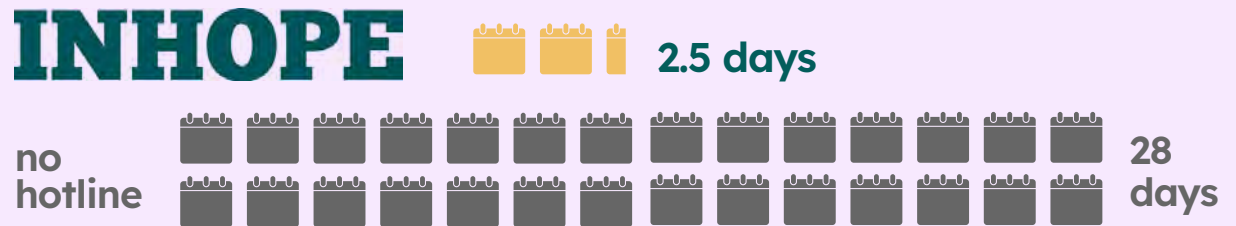
Child Sexual Abuse Material (CSAM)

Netsafe serves as New Zealand's representative for INHOPE, the International Association of Internet Hotlines. In November 2024, Netsafe's Chief Online Safety Officer, Sean Lyons, completed his term as interim President of INHOPE, completing more than 6 years as a board member, 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 within 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.*



*ICCAM operational numbers

CSAM continued

We also receive and accept reports from the New Zealand public for suspected child 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.

928

TOTAL number of CSAM reports we received in FY25.*

Netsafe processed 581 ICCAM reports of CSAM which were then passed on to the appropriate law enforcement or regulatory agencies in New Zealand.

*581 images were classified as illegal by analysts at organisations that are members of the INHOPE network. 347 additional reports were made directly to Netsafe by the public for a total of 928 CSAM related reports.



347

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

Education:

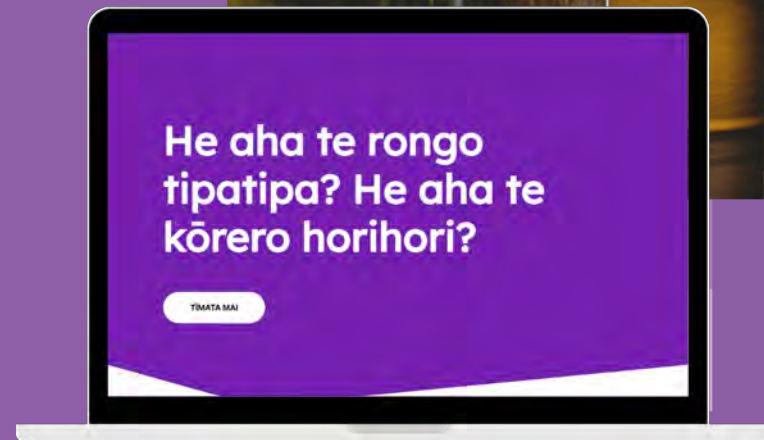
Harm Prevention Resources

This year we launched EPIT-funded te reo Māori digital literacy e-learning modules during Te Matatini, we created interactive stories that highlight Facebook Marketplace scam red flags, and we produced practical parent guides including

- The Guardians Guide to TikTok
- The Snapchat Family Toolkit
- The interactive body image resources co-developed with Australian and New Zealand academic and eating disorders partner organisations

We rolled out our redesigned website with updated harm-prevention content and improved accessibility and we introduced a dedicated Māori section to mark Matariki.

We strengthened our impact through partnerships that connect our expertise with trusted organisations, schools and communities.



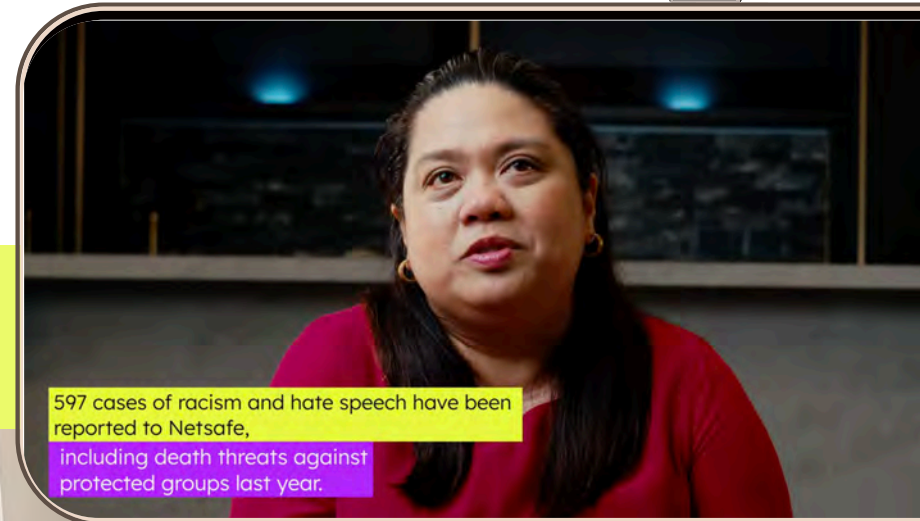
Education:

Harm Prevention in Partnership

A new Memorandum of Understanding with Life Education Trust NZ brought Hector's World™ to primary classrooms with Hector and Harold visits reaching over 200 tamariki in engaging live sessions. We launched a Community of Practice leadership group for educators to share good practice and co-design solutions. The acquisition of Central-Otago based Sticks 'n Stones charity brought youth-led anti-bullying experience into Netsafe, helping to shape our upcoming work to bring bullying prevention support to schools nationwide.

Our Youth Action Squad (YAS) continued to contribute their voices and ideas to our education work, including delivering scam presentations as part of a Westpac collaboration.

We continued our commitment to making online safety information accessible for everyone. Alongside our expanded Māori content, we produced a signed helpline video for NZ Sign Language Week to improve helpline access for deaf and hard-of-hearing communities. To celebrate Aotearoa New Zealand's diversity and promote respectful online spaces, we released a video for the World Day for Cultural Diversity for Dialogue and Development, in partnership with Ministry for Ethnic Communities, Asian Family Services, Banyuhay Aotearoa and Netsafe's Poutaki Mātauranga Māori, Amokura Panoho.



324,000
website visits

TOP TOPICS

- 1 Spicy Noods
- 2 Scams
- 3 Telegram



Education

Supporting Schools and Kura

Our frontline mahi continued to provide timely, judgement-free support to schools and families. Through our helpline and education teams we supported schools through 766 incidents and queries, offering tailored advice and escalation pathways when needed. In addition, our helpline team responded to 1,777 incidents involving school-aged children, providing support for a range of online harm issues.

In FY25, our team delivered 45 support sessions across 281 locations to 1,037 attendees, achieving an average of 94% satisfaction rate. Our education team also worked with community teams who support schools and families, such as NZ Police School Community Officers, school librarians, and Te Whakarōputanga Kaitiaki Kura o Aotearoa (the School Boards Association).

Our transition to a digital-led delivery model continued this year, in our efforts to reach more widely – when schools need us – while finding cost and travel sustainability savings.

We successfully piloted webinars for parents and educators, making it easier for busy families and teachers to access expert guidance and respond to online issues with confidence. Our digital school self-service platform – Kete – usage grew vastly with data informing how we will improve, update and create more content.



1,777

incidents involving school-aged children received support from our helpline team.



45
support sessions



1,037
attendees
across 143 locations

Average of 94% satisfaction ratings



Education

Highlights: Kete's first year

Kete is our new self-service platform for educators

SCHOOL REACH*:

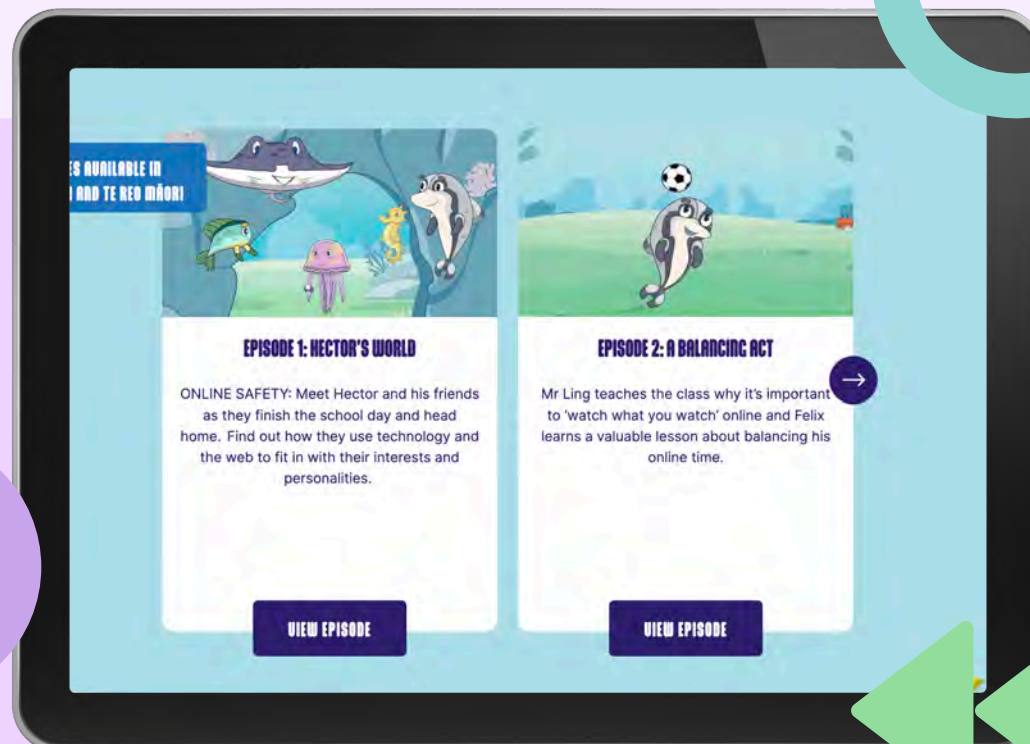
48%

Top topics for staff:

Hector's World™, AI, Fake News

Top topics for students:

Cyberbullying, First Phones, Digital Footprint



9,848

Student microlearn sessions

4,000+

Kete registered educators

75%

secondary schools have at least one staff member using Kete

35,913

Kete resource downloads

*School Reach: 1,235 out of 2,558 schools. Full Primary and Contributing schools account for 2/3s of registered Kete users

Research & Publications: Netsafe research report highlights

“DIGITAL REFLECTIONS” WITH TE MANA WHAKAATU CLASSIFICATION OFFICE

Young people report that online content strongly influences how they view their bodies and wellbeing, with both positive and negative effects

NETSAFE AND MAHI A RONGO | THE HELEN CLARK FOUNDATION: HIGHLIGHTING TRENDS IN SOCIAL COHESION

New Zealand trails Australia across five key areas: sense of belonging, worth, inclusion, participation, and acceptance, indicating growing social fragmentation.

AI-GENERATED HARMS RESEARCH WITH AI ASIA PACIFIC INSTITUTE

Generative AI introduces new risks (deepfakes, misinformation, cyberbullying) that disproportionately affect Māori, children, women, and minority groups

STATE OF SCAMS 2024

Nearly 18% of New Zealanders were directly affected by scams, 62% face scam attempts monthly, yet only 17% of victims managed to recover their losses

DIGITAL SAFETY RESEARCH WITH SAVE THE CHILDREN NZ

64%

tamariki say they feel safe online, but safety often depends on having parental guidance and knowing how to avoid harm



Media

Netsafe receives numerous media requests per day, both nationally and internationally, and tries to engage wherever possible to inform the public about harm trends and preventative education.

Netsafe achieved 874 pieces of media coverage (+52% increase on the previous year) from 224 unique authors (+43% from last year). An average of 72 stories per month (up from last year's average of 50) including 32 stories on broadcast TV. Top media channels included some of the widest-reaching platforms in New Zealand from 1 News through to the Herald, Stuff, RNZ National and Stuff.

Netsafe also featured in 48 and 60 media stories in the US and UK respectively.

874

pieces of media coverage

52% increase

on FY24 media coverage

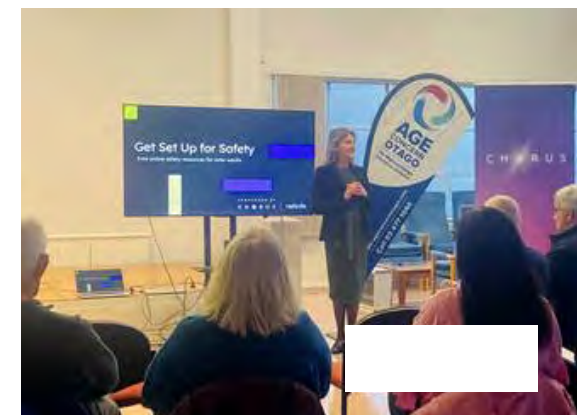


Outreach

This year we strengthened our outreach by connecting with diverse communities across the country. Netsafe's primary sponsorship of Winter Pride's Pride in the Park was a precursor to us taking part in the Auckland Rainbow Parade and delivering our safe, connected and proud messaging to the public.

We exhibited at the Digital Seniors Expo in Auckland, providing tailored online safety guidance for older New Zealanders, and celebrated Netsafe's 25-year anniversary by hosting the Netsafe-Tea fundraiser event, marking a milestone in our journey. We then co-hosted the Wellington Dialogues policy event, in partnership with NZTech, sparking national conversations on digital safety and innovation.

We deepened our regional presence with the opening of our first South Island office in Dunedin, creating new opportunities to connect with regional communities and deliver support at a local level. Partnership highlights included the second stage launch of Get Set Up for Safety resources for older adults' resources, supported by Chorus NZ in collaboration with the Age Concern Otago team.



Māori Collaboration and Engagement

We engaged directly with whānau at Te Matatini and the Waitangi Grounds events, ensuring our mahi was visible and accessible in important cultural and community spaces.

Our new digital literacy e-learning modules – launched during Te Matatini – was a pioneering initiative, co-created with Māori communities, using a whānau-centred approach that reflects Māori values and experiences. Developed through a year-long co-design process, it was funded by the Education Partnership and Innovation Trust, utilising the expertise of Tātai Aho Rau Core Education.

Our Pou Tangata online safety harms work continued this year, including upcoming huis, serving as a cornerstone for co-design. These huis are designed as culturally safe spaces that prioritise manaakitanga, fostering open dialogue and trust-building with Māori communities, iwi, and hapū. This is a deliberate effort to create an environment where Māori voices are privileged, and their expertise valued as equal partners in problem definition and solution development.

We continue to demonstrate our commitment to Māori inclusion in the way we design and deliver our services. Our collaboration with Eating Disorders NZ on our body image toolkit incorporated Māori perspectives to ensure cultural relevance.

We also worked with a cultural advisor at Auckland University to embed Māori insights into online dating safety guidance for our safer online dating guide.

We signed an MOU with the Federation of Māori Authorities, strengthening our shared commitment to supporting Māori communities in the digital environment.



Global Collaboration and Engagement

Netsafe continued to bring a New Zealand voice to critical global conversations on digital safety. In FY25, we worked with the United Nations in Vienna on the development of a 2026 Global Organised Fraud Toolkit, and undertook a study tour to Ireland in June to share knowledge with regulators and safety experts. Netsafe also presented about our primary aged Hector's World™ programme at the World Anti-Bullying Forum in Norway.

Globally we represented New Zealand at leading international forums, including WeProtect, the Global Online Safety Regulators Network, INHOPE (where our Chief Online Safety Officer served as Interim President), the Global Cyber Alliance and The Cyber Helpline.

Netsafe chaired the Oceania chapter of the Global Anti-Scam Alliance, which launched during Netsafety Week 2024, meeting regularly to coordinate regional efforts against scams and coordinate knowledge sharing webinars for the region.

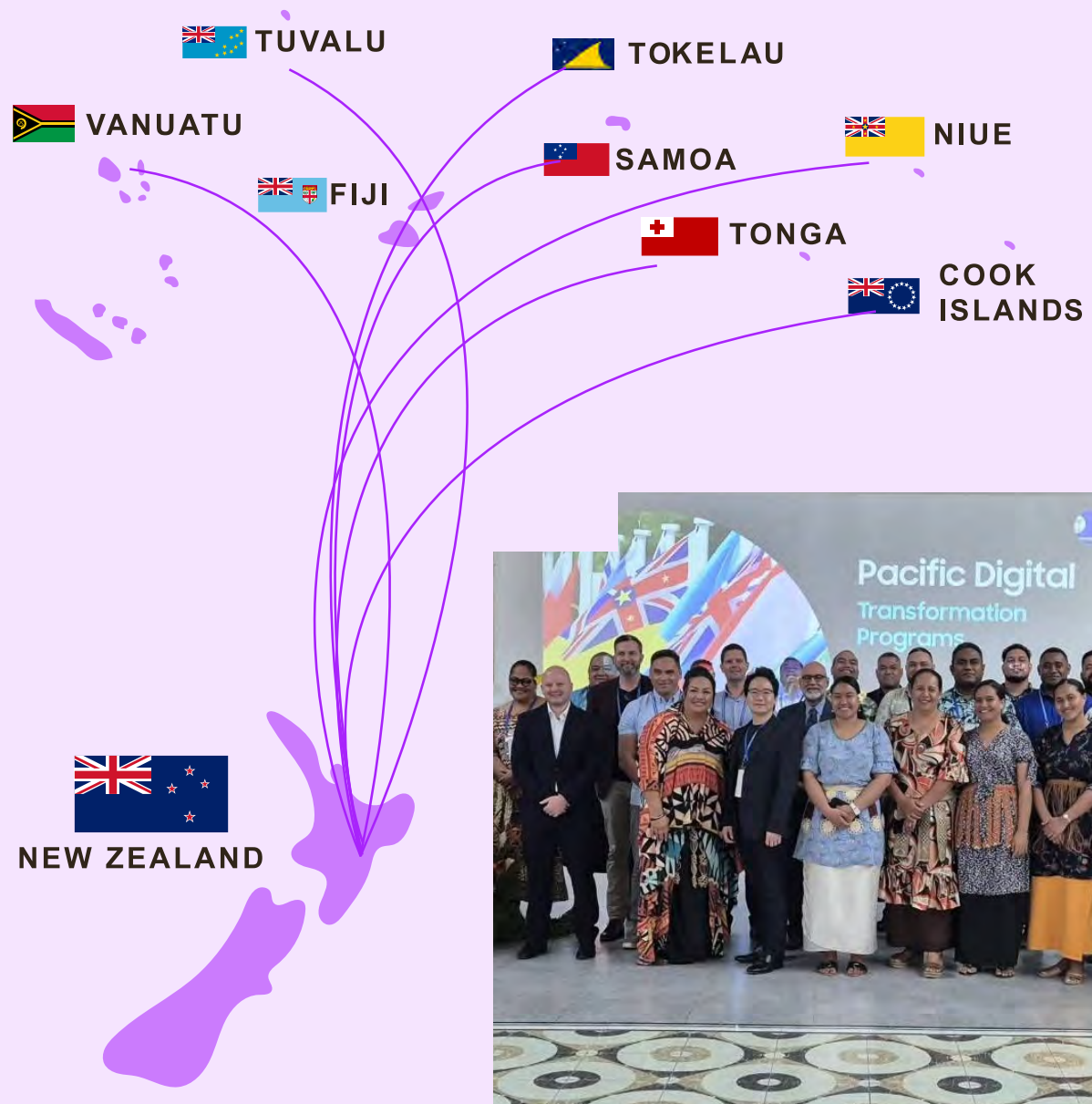
We signed an MOU with Welchman Keen to extend online safety education into remote communities in developing countries, and with Samsung to advance Pacific safety initiatives. We entered an agreement with Singapore based EduSpark to expand online safety education across Asia.

We also contributed thought leadership at major international events, with presentations at RightsCon in Taiwan, TrustCon in San Francisco, the SHE Symposium in Singapore, and AI-driven harms forums, ensuring that Aotearoa New Zealand's perspectives were part of global conversations.



Netsafe in the Pacific

Netsafe has been fortunate to work alongside communities across the Pacific in recent years, strengthening online safety in ways that reflect local needs and voices. Our partnerships have included agencies and community groups in Fiji, Niue, Tokelau, Tuvalu, the Cook Islands, Tonga, Vanuatu, and Papua New Guinea. In each country, we have listened first and then worked together to provide frontline support to other helplines or to create resources that respond directly to what people told us matters most. These resources have ranged from guides for parents wanting to support young people online, to advice for workplaces dealing with harassment and bullying on social media, through to practical tips for safer shopping and avoiding scams.



What unites this work is a commitment to helping people in very different contexts feel more confident and better equipped in their digital lives. The result is a set of tools that are local in character but shared in purpose across the region.

53rd Pacific Island Forum

Netsafe played an active role in the Pacific Island Forum in Tonga, helping to guide regional conversations on online safety and collaboration. The gathering, held amid natural disasters and online misinformation, highlighted the Pacific's remarkable resilience and the power of collective action.

Through its presence, Netsafe reinforced its leadership in shaping international efforts toward safer digital spaces across the region, advancing our mission to support and protect communities online.

Pacific IGF Samoa

Netsafe delivered an online safety training, working alongside local partners to engage families and communities. The session created a rare opportunity to work alongside parents, young people, and future industry leaders, to openly discuss the challenges of navigating life online. This work, part of a two-year Pacific project, reinforces our commitment to building digital resilience and supporting safer online experiences across the region.

Papua New Guinea Helpline

Netsafe supported the 1-Tok Helpline in Papua New Guinea to strengthen its online safety and response capabilities.

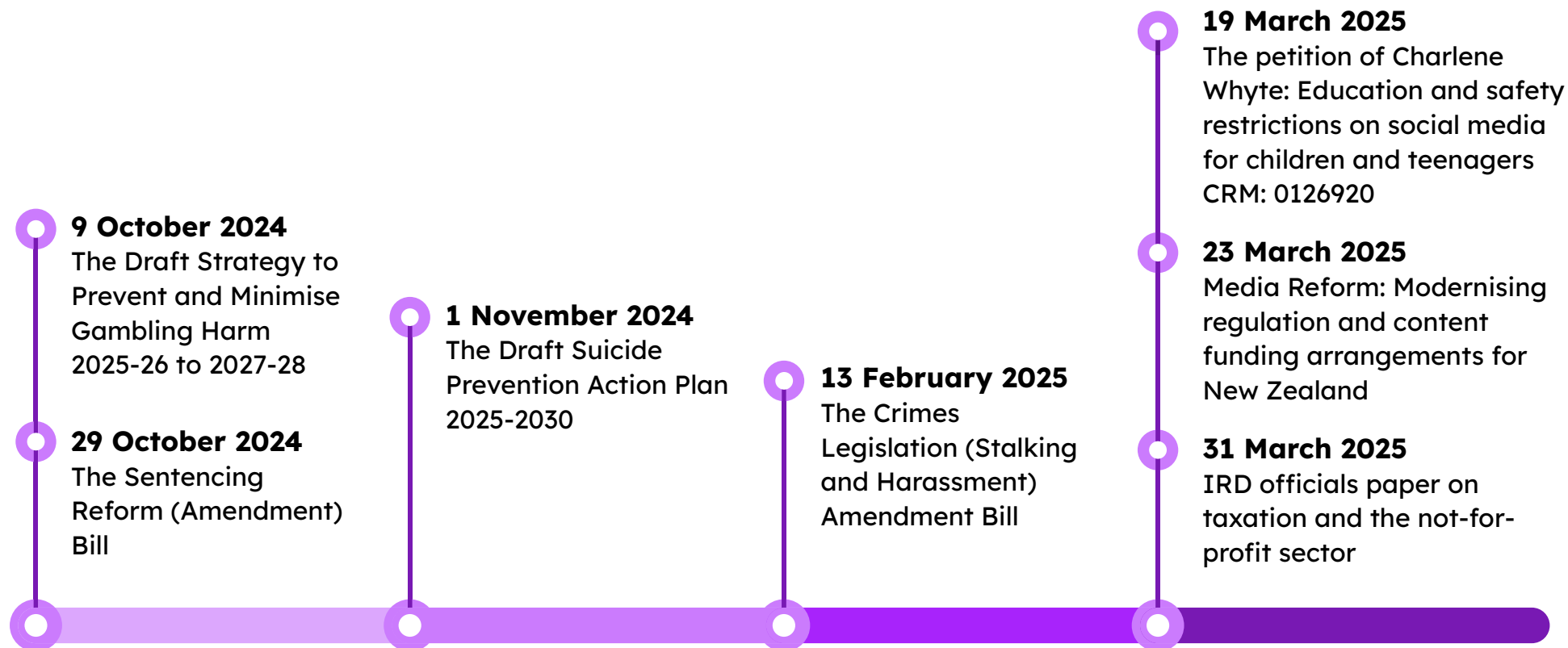
INHOPE Indo-Pacific Chapter

Netsafe is an active member of a regional network of hotline organisations coordinated by INHOPE, which facilitates stronger communication and collaboration across Southeast Asia and the Pacific. This membership enhances our capacity to respond to online harms through coordinated regional action and shared expertise.



Advocacy

Netsafe responds to public consultations and advocates on issues relevant to our work. This last year we submitted on the following matters:



Netsafe is a member of the New Zealand Anti-Scam Alliance, working in partnership with government, industry, and community organisations to reduce the impact of scams on New Zealanders. Our role focuses on sharing insights from the frontline, raising public awareness, and helping ensure that victims receive the right support.

Netsafe's anti-scams advocacy work this past year has included hosting Hon. Scott Simpson, the newly appointed Anti-Scams Minister who toured the helpline to observe frontline anti-scams assistance.

Our Priorities for the 2026 Calendar Year

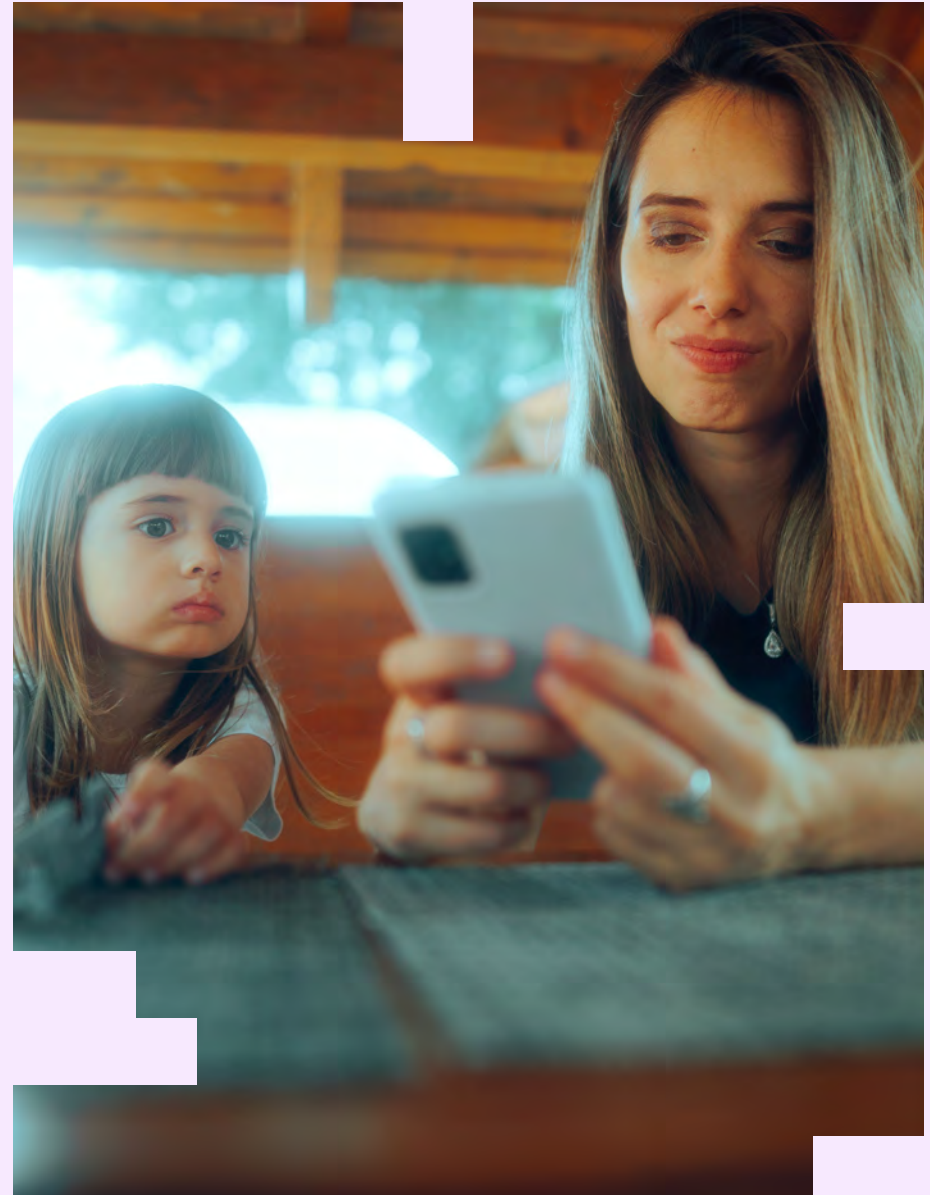
For 25 years, Netsafe has supported families, young people, and communities in promoting online safety. In the next 12 months, our focus is to reduce scams, curb cyberbullying, put mental wellbeing first, and demand safer platforms for all.

1. Demanding stronger rules and better platforms

Parents are right to be frustrated that billion-dollar companies still leave communities and volunteer moderators to manage the fallout of harmful design. Netsafe has called out this imbalance and is advocating for meaningful change including a review of the Harmful Digital Communications Act to give New Zealanders stronger education, response, recovery and resilience solutions.

We'll keep pressing for law reform combined with changes at global platforms to shoulder more responsibility for harm minimisation, while ensuring civil society has the tools and resources to be the first line of defence.

Continued overleaf



Our Priorities continued

2. Supporting New Zealand families.

Around the world, governments and communities are grappling with policy responses to the impact of digital platforms on children and young people. We know there will always be an ongoing need to support families as their children move through each age and stage of technology use toward young adulthood. To meet this need, Netsafe will launch a new interactive, multi-modal whānau toolkit in 2026. This free resource will be designed to support parents, caregivers, dual-households, grandparents, neurodiverse whānau and the many diverse realities of modern families in New Zealand, helping to build confidence and reduce online harm together.

3. Putting mental wellbeing at the centre

The consequences of online harm aren't just digital, they affect health, whānau relationships, and futures. Netsafe is ensuring that mental health is recognised in every conversation about online harm. We're being consulted as part of policy reforms on youth wellbeing, digital safety, and national mental health strategies, making sure our experiences of talking with more than 20,000 New Zealanders a year shape lasting solutions.

4. Fighting scams and protecting families' finances

New Zealand's Scams Helpline is on the brink of closure — because it isn't funded. Families are losing millions, and we're running on charity.

Scams are one of New Zealand's fastest-growing online harms and Netsafe needs sustainable funding in the next 12 months to keep running the free 7 day a week service.

Every major bank, telco, and platform benefits from our scam's helpline, but right now, it's New Zealanders themselves propping up a scams helpline service that protects billions of dollars across the economy. That can't continue and it's not sustainable for the country. The Scams helpline needs a lifeline.

5. Shaping the future of online safety.

From Parliament to Pacific partnerships, Netsafe is ensuring New Zealand's voice leads global trust and safety conversations. We've shown that change requires more than awareness campaigns. It takes accountability, global cooperation, resources, and community-driven innovation. We'll be putting our best foot forward to be reappointed the Approved Agency for a third time so we can continue our advocacy, education, and response work.

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 in accordance with relevant legislation.

The table outlines the requests for information (RFI) under the Official Information Act 1982 and the Privacy Act 2020. Netsafe will refuse requests where we believe we are justified in doing so. For example, where we believe the disclosure would involve the unwarranted disclosure of another person's affairs. This can be the case where an author of an alleged harmful digital communication 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	FY25	FY24
RFI requests received	66	28
Withdrawn requests	6	1
RFI timeframe met	60	27
Complaints to OPC or Ombudsman	1	2

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 2024 to 30 June 2025, Netsafe's total revenue was \$6,888,763. Income generated was \$167,662 more than the budget of \$6,721,072 but less than last year's \$6,985,867.

Expenditure

The total expenditure for the 2024/2025 financial year was \$7,338,419

Investment

During the year, we upgraded our ICT infrastructure, developed new data systems, and reimagined Hector's World™ – our animated series for children aged 5 to 10. In January 2025, Netsafe also acquired Sticks'n'Stones to broaden our engagement with young people.

While these initiatives increased depreciation costs in the short term, they represent essential long-term investments to build more sustainable and effective services.

Depreciation

The Board approved a change in the treatment of depreciation during the year to bring certain assets onto the balance sheet, in line with New Zealand generally accepted accounting practice. This adjustment, which has been reviewed and signed off by the auditor, ensures consistency with sector standards and provides a more accurate view of the organisation's long term financial position. While the revised approach increased depreciation expense this year and contributed to the reported loss for the year, it reflects prudent and transparent financial management.

Financial Highlights continued

Surplus/(Deficit)

Netsafe closed the year with a net loss of \$420,061. This planned deficit follows last year's surplus and reflects deliberate reinvestment in our people, systems, and infrastructure to strengthen the organisation for the future.

The result also reflects the timing of funding, with several grants and partnership contributions expected to be recognised in the next financial year. These planned investments and timing differences mean the reported loss was both anticipated and managed, ensuring Netsafe remains well positioned to deliver greater impact in the years ahead.

Funding

Netsafe uses a whole-of-society funding model that brings together government, philanthropy, industry, community, and the public.

Our funding is therefore diversified and secured through contracts and grants that typically range from one to five years. Much of it is time-bound and project-specific, avoiding reliance on any single source. By design, no partner directs our work. Netsafe maintains meaningful independence and autonomy.

Industry contributions signal shared responsibility. Those who profit from the digital ecosystem also help reduce its risks. This support enables Netsafe, as an independent charity, to lead harm-reduction initiatives for the benefit of all New Zealanders

Revenue mix breakdown:

Funding Source	Percentage (%)
Ministry of Justice	53.87
Ministry of Education Project Funding	13.57
Ministry of Education Operational Funding	11.37
Strategic Partnership Funding	7.52
General Sponsorship	7.00
Other Income	3.18
Grant	2.78
Donations NO GST	0.71

Statement of Revenue and Expenditure

	FY25	FY24
REVENUE		
Revenue from exchange transactions	6,876,469	6,935,081
Revenue from non-exchange transactions	12,294	50,786
Total revenue	6,888,763	6,985,867
EXPENSES		
Administration expenses	314,652	291,122
Audit fees and consulting fees	305,879	564,590
Other operating expenses	1,836,997	1,524,809
Staff expenses	471,993	275,297
Wages and salaries	4,408,898	3,464,120
Total expenses	7,338,419	6,119,939
FINANCE INCOME		
Interest, dividends and other investment revenue	29,595	73,684
Total finance income	29,595	73,684
Net surplus/(deficit) for the year	-420,061	939,613
Total comprehensive revenue and expenses for the year	-420,061	939,613

Statement of Financial Position

	FY24	FY23
CURRENT ASSETS		
Cash and cash equivalents	951,714	1,528,683
Receivables from exchange transactions	1,778,371	1,145,897
Total current assets	2,730,084	2,674,580
NON-CURRENT ASSETS		
Property, plant and equipment	139,226	133,274
Intangibles	642,143	-
Other non-current assets	499,210	815,396
Total non-current assets	1,280,579	948,669
Total Assets	4,010,663	3,623,249
CURRENT LIABILITIES		
Payables from exchange transactions	362,117	117,795
Employee benefits	521,905	301,804
Goods and services tax	83,534	-57,380
Income in advance	202,137	-
Total current liabilities	1,169,693	362,219
Total liabilities	1,169,693	362,219
Total net assets	2,840,970	3,261,031
EQUITY		
Accumulated surpluses	2,840,970	3,261,031
Total equity	2,840,970	3,261,031



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