



# Quarterly Results

## July – September 2025

Between July – September 2025, Netsafe received 7,549 reports overall.

---

### Top taxonomy descriptions included:

Non-existent products scams • Phishing • Harassment • Sextortion (with sexual content) • False allegation made

# 7,549

### TOTAL REPORTS

# 1,796

### PERSONAL HARM COMPLAINTS

# 4,124

### SCAM & FRAUD REPORTS

---

## Reports by age group

---

|       |       |       |       |       |     |
|-------|-------|-------|-------|-------|-----|
| 1%    | 18%   | 12%   | 40%   | 24%   | 5%  |
| 00-12 | 13-17 | 18-21 | 22-40 | 41-64 | 65+ |

---

## Reports by Region

---

|          |               |            |          |             |                   |
|----------|---------------|------------|----------|-------------|-------------------|
| 36%      | 6%            | 14%        | 1%       | 3%          | 4%                |
| Auckland | Bay of Plenty | Canterbury | Gisborne | Hawke's Bay | Manawatu-Wanganui |

---

|              |        |           |       |           |          |
|--------------|--------|-----------|-------|-----------|----------|
| 1%           | 1%     | 3%        | 4%    | 2%        | 2%       |
| Marlborough: | Nelson | Northland | Otago | Southland | Taranaki |

---

|        |         |            |            |
|--------|---------|------------|------------|
| 1%     | 8%      | 10%        | 1%         |
| Tasman | Waikato | Wellington | West Coast |

---

## Reports by Gender

---

|        |                |      |
|--------|----------------|------|
| 57%    | 1%             | 42%  |
| FEMALE | GENDER DIVERSE | MALE |

---

# Personal Harm Reporting

## Reported breaches under the Harmful Digital Communications Act\*

Between July and September 2025, Netsafe received 1,796 personal harm reports. The top personal harm categories under the Harmful Digital Communication Act for the quarter were:

- Harassment
- Sextortion (with sexual content)
- False allegation made

\* Cases often involve breaches of more than one communication principle

---

Kora (chatbot) received over XXXX messages between July -September 2025 and answered over XXX questions.

---

## Scam and Fraud Snapshot

Between July – September 2025, Netsafe received 645 reports with losses totalling:

**\$2,797,755**

LOSSES (\$)

# Education & Impact

## Harm Prevention Education

- This quarter our education and outreach team delivered 19 sessions reaching 121 school and kura locations, to 591 attendees.
- The [Netsafe Kete](#) platform for schools gained an additional 655 educators and now has a running total of 5,060 registered users since launch. Our interactive modules for students on the platform had 3,363 active users this quarter (up from last quarter).
- The main Netsafe website that serves the public with harm prevention advice saw ~81,000 visits in Quarter 1, making 204,012 visits to advice pages between them.

## Education products launched this quarter included:

- Netsafe launched new web-based advice on the topic of AI, Generative AI tools and AI social companions advice: <https://netsafe.org.nz/artificial-intelligence>
- To help people recognise the warning signs of Tech-Facilitated Coercive Control, and know where to get support, we launched a [new TFCC resource in collaboration with Women's Refuge, Shine, and The Light Project](#):

## Public campaigns and resources launched this quarter included:

- On 31 July, Netsafe launched our PCVE-funded (Preventing and Countering Violent Extremism) project 'Headspace Invaders' at Parliament, with the event opened by Minister van Veldon. Headspace Invaders is a gamified, interactive platform that supports critical literacy in 12-16-year-olds. It helps young people recognise, question, and respond early to potentially harmful or manipulative content online. It includes three interactive modules (and supporting teacher and parent resources). See more here: <https://netsafe.org.nz/headspace-invaders>
- The advertising campaign for the Headspace Invaders website launch ran for 6 weeks through August and early September. The campaign reached over 330,000 young people and brought over 30,000+ to use the site with an average engagement rate with the quizzes of 21.5%. Advertisements ran on social channels like Snapchat, YouTube and TikTok, as well as new platforms for Netsafe like Reddit and Twitch.

## Responding to Harm

- 127 incidents were recorded of schools and kura accessing immediate help with online safety incidents from our helpline team – down from 319 last quarter.

## Partnership Work

- Netsafety Week took place at the end of July:
  - We ran a successful competition in collaboration with Wheelers Books sending pack to over 70 libraries nationwide that saw Thames Library named winner of the best Netsafety Week display, with Oamaru and Whangarei as notable runners up.
  - Schools also won prize packs by registering new users to our Kete Platform in July.
  - Our webinar series for Netsafety Week included “A Rangatahi Perspective” featuring our Youth Action Squad (YAS) members, “Raising safe and Responsible Gamers” in partnership with eSports NZ, “Online Safety in the Pacific” featuring the Online Safety Commissioner of Fiji, “AI and Online Safety” with the AI Asia Pacific Institute, and “Reflections on the International Network for Indigenous Health Knowledge and Development” with Netsafe CEO Brent Carey and Amokura Panaho, Poutaki Mātauranga Māori for Netsafe.
- Netsafe CEO Brent Carey and a member of Netsafe’s Helpline team visited New Delhi and Mumbai, thanks to the Asia New Zealand Foundation, to engage with diplomatic, legal, media, and policy circles on the intersections of online safety and cyber wellbeing.
- In partnership with Child Safeguarding Week, Netsafe ran a free webinar for parents and whānau of children aged 12–16 on the topic of cyberbullying.
- Netsafe [submitted to Parliament’s Inquiry into Social Media and Young People](#) this quarter.