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Netsafe nets wins at 2025 CRM Consulting Awards

As discussions about online safety, deepfakes, and digital wellbeing continue to be high on the agenda, New Zealand's online safety agency Netsafe has been recognised at the 2025 CRM Consulting Awards for its contribution to supporting safer digital lives.

Netsafe's work was celebrated across five major categories, including the prestigious Gold Supreme Award (Under 50 Seats), which recognises excellence in service innovation and measurable public outcomes. The organisation also received the Industry Sector Award for Online Support Services, the Excellence Award in Learning from AI Projects, and the Gold Award for Outbound Customer Care (Business to Consumer). One of Netsafe's frontline agents was also honoured as Agent of the Year, acknowledging their exceptional support to people seeking help online.

Each year, Netsafe helps thousands of people navigate online harm, including scams, bullying, and image-based abuse, through free, confidential advice and advocacy.

As New Zealand's designated Approved Agency under the Harmful Digital Communications Act, Netsafe's work continues to evolve alongside emerging technologies and digital challenges.

"These awards are a reflection of the dedication of our team and the trust placed in us by the public," said Brent Carey, CEO of Netsafe. "We're grateful to be recognised for our ongoing efforts to make digital spaces safer and more inclusive."

"Our consistent record in service delivery and harm reduction underlines our continuing commitment to supporting people across Aotearoa in an increasingly complex online environment."

This marks the third consecutive year that Netsafe has entered the CRM Consulting Awards, and its continued success underscores the organisation's leadership in customer service excellence and harm reduction.

Report to Netsafe

If you need assistance or support Netsafe has got you covered.

Contact us by completing [an online report form](#), emailing us on help@netsafe.org.nz or texting on 4282.

We can offer support, including guiding you through any steps you may be able to take if you've been caught up in a sextortion scam, and advice on how to stay safe in future.



We may be able to help with reporting profiles and content to the online platforms. [Here is how our process works.](#)

Our helpline is open from 8am – 6pm weekdays

Our free number is 0508 638 723.

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About Netsafe

Netsafe is an independent non-profit organisation supporting people in Aotearoa to have safe and positive online experiences. We keep people of all ages safe online by providing free support, advice, and education. Visit netsafe.org.nz for free resources or to report incidents of online harm.