

Building New Zealand's next generation of scam support and online safety

EMBARGOED 1 JULY 5:00am

Auckland, New Zealand — Netsafe is evolving the way it delivers scam support as scam activity continues to increase in scale, sophistication and volume across New Zealand.

From 1 July 2026, Netsafe's Scams Helpline will transition to an AI-assisted digital information, guidance and referral service, enabling more New Zealanders to access trusted scam advice quickly while allowing Netsafe to strengthen its specialist frontline capability.

Central to the new approach is [ReScam.org](https://rescam.org), Netsafe's AI-powered scam intelligence and response platform. New Zealanders can forward scam emails to me@rescam.org, where AI engages with scammers, wastes their time and generates valuable intelligence that helps identify emerging threats, warn the public and disrupt criminal activity.

The platform was recently recognised through the World Economic Forum's MINDS (Meaningful, Intelligent, Novel and Deployable Solutions) programme for its innovative use of artificial intelligence to address real-world challenges. Since its launch two years ago Re:scam has kept 16,000+ unique scammer emails engaged (in over 20,000 conversations); processed 300,000+ scam emails and diverted 9,000+ hours of scam activity away from victims.

"Our priority is ensuring New Zealanders can access trusted scam advice quickly and consistently," Netsafe Chief Executive Brent Carey said.

"By evolving the way we deliver scam support, we're able to respond to growing demand while continuing to provide the independent advice, education and guidance that people trust."

New Zealanders will continue to be able to report scams through [Netsafe.org.nz](https://netsafe.org.nz) and receive guidance informed by the organisation's extensive expertise in scam methodologies, emerging threats and harm prevention.

The service will continue to help people to:

- Understand and identify scam risks
- Access practical prevention advice
- Navigate reporting and referral pathways
- Stay informed about emerging scam trends

Increasingly, Netsafe's work is focused on preventing harm before it occurs through public education, scam intelligence, trend analysis and early intervention.

"Scam victims still need somewhere trusted to turn, and that remains a core part of Netsafe's role," Carey said. "But this change is also occurring at a time when public demand for Netsafe's services continues to grow well beyond our available resources."

New Zealanders are seeing the impacts of rapidly evolving technology every day, from AI-generated abuse and technology-facilitated coercive control to online hate, digital surveillance, sophisticated scams and emerging threats to trust in online information. These harms are increasingly being referred by other agencies and reported directly to Netsafe

because they involve an online element. However, many now extend beyond traditional online safety issues and require specialist or multidisciplinary intervention that sits across health, justice, education and social services.

Moving scam enquiries to a digital-first service enables Netsafe to continue supporting scam victims while strengthening New Zealand's frontline capability to respond to the next generation of online harms.

"The technology has changed. The harms have changed. New Zealand's response must evolve just as quickly. Netsafe is committed to continuing that work so New Zealanders have somewhere trusted to turn as the digital world continues to change."

--ENDS--

For further information, please contact:

Caro Gibson | Consultant | Boyd Public Relations Ltd,
m: 021 288 7023 | e: caro@boydpr.co.nz

About Netsafe

Netsafe is an independent charitable 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.

Support available

Netsafe provides free, confidential support to anyone experiencing online harm, including unwanted digital contact, harassment and bullying.

Contact Netsafe:

Online report: <https://netsafe.org.nz/report/>

Email: help@netsafe.org.nz

Text: 4282

Free phone: 0508 NETSAFE (0508 638 723) Available 9 am – 5 pm weekdays