



ANNUAL REPORT

2019/2020

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CHAIR AND CEO MESSAGE

KIA ORA,

The demand for digital technology reached a new milestone this year as people connected in ways they never have before. Progress in becoming a digital society accelerated at an exponential rate.

It is incredible to look back and see how much New Zealand - and the world - changed. For the most part, people happily participated in a digital society. However, the combination of the rapid adoption of technology, increased stress and physical separation provided a perfect storm for trouble online.

In January, we received our highest number of harmful digital communication reports ever for the start of a year. February started quietly then trended sharply upwards and included some of the busiest days since Netsafe's service under the Harmful Digital Communications Act began in November 2016.

These reports covered the full gamut of the online safety incident spectrum – from online hate to child sexual abuse to image-based abuse to privacy breaches to harmful hate speech.

By March, Aotearoa had gone into Lockdown. It is fair to say while the country was in Lockdown, the internet wasn't. Netsafe was there to help and our purpose of enabling people to access digital opportunities confidently and reduce online harm had never been more pertinent.

This was evident as Netsafe recorded its highest number of personal harm reports ever – and they have remained at levels consistently higher than pre-lockdown levels. One of the interesting things we are observing as demand for our service continues to grow is an increase in the number of people coming to us who have undoubtedly suffered harm, but whose experience falls narrowly outside the Act's provisions.

Our FY20 strategy empowered and supported those people most likely to be affected by online challenges, and it did as we were able to react and respond to a rapidly changing landscape like never before.

Netsafe saw an increase in demand for our public education resources. We ramped up our support for schools and kura, developed Netsafe's Online Safety Parent Toolkit, empowered our newly minted Youth Action Squad and joined forces with other members of the Online Harm Prevention Group to coordinate our efforts to help everyone in New Zealand.

This Annual Report provides insights into our significant initiatives and other work undertaken throughout the year, including our ground-breaking research. You'll see it was a time of high demand for Netsafe's offerings and the expertise of people working in online safety. We want to thank our funding, industry, community, enforcement, and government partners for their continued collaboration. Together we were able to make a difference.

We would also like to acknowledge the hard work and resilience of our team. This year challenged us to find new ways to support the diverse Aotearoa population, and we were able to do that without any disruption to our service. Our team worked tirelessly to provide relevant information and advice about how to stay connected and safe, and we were available seven days a week to offer expert incident support. We're very proud of how our team responded and the ongoing commitment to delivering on what it is we do best: keeping people safe online.

The lessons from this year have informed plans for our FY21 strategy. This combined with our ambitions to genuinely help people have positive online experiences means we will continue to be available no matter what happens.

Ngā mihi,



Rick Shera
Netsafe Chair



Martin Cocker
Netsafe CEO



ORGANISATIONAL OVERVIEW

Netsafe is an independent non-profit organisation with an unrelenting focus on online safety. We keep people safe online by providing free support, advice and education seven days a week.

WHO WE ARE



FY20 HIGHLIGHTS



Brand awareness trended upwards for a second year



Netsafe Schools membership up

+289%



External references to our research increased by

+33%

Followers & subscribers grew by



+28%



+75%

Increase in Safer Internet Day participants



Netsafe membership went up

+10%



First findings as a Global Kids Online member released



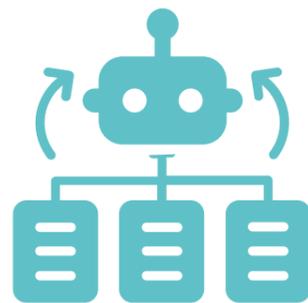
NETSAFE
YAS
YOUTH ACTION SQUAD

35

Recruited members to our first Youth Action Squad

Scam loss reports increased by

+69%



+58%

Increase in education sector reports



Highest ever number of HDC reports

NETSAFE GOVERNANCE

Netsafe is an independent charity (#CC24058) that meets the Government’s definitions for a non-governmental, and community and voluntary sector organisation. We are also incorporated as a society (#1132428).

Our activity is consistent with Netsafe’s constitution and contracts held with the Government. Six board members, elected by our members, are responsible for Netsafe’s governance. As of 30 June 2020, Netsafe had 307 members. Netsafe continues to attract members from all over the world who have a variety of backgrounds including governance, technology, education and law.

As an incorporated society, Netsafe controls its operations, governance procedures and maintains a meaningful degree of autonomy.

NETSAFE BOARD

Online safety is an important topic which is reflected in the rapidly growing interest and increased use of digital technology. Our board are motivated by the ambition to enable people to confidently access opportunities and their expertise guides Netsafe to help people right across Aotearoa.



Rick Shera | Rick is Chair of Netsafe’s board and has been since 2002. Rick is a leading New Zealand IT lawyer and partner at Lowndes Jordan with expertise in internet, privacy, online security and intellectual property law.



Jon Duffy | Jon has been on the Netsafe Board since 2011 and is Deputy Chair. Jon is the CEO of Consumer NZ, a not for profit dedicated to getting a fairer deal for all New Zealanders. Prior to joining Consumer NZ Jon was the Assistant Privacy Commissioner, Head of Trust & Safety at Trade Me and worked as an investigator at the Commerce Commission.



Colin James | Colin is the Head of Security Strategy for Vodafone Group. He is responsible for setting the long-term strategy to address the changing threat landscape and protect Vodafone’s global customer base. Colin has been a Netsafe board member since 2014.



Dr Natalia D’Souza | Natalia is a senior lecturer and researcher at Massey University. She has expertise in online safety, specifically workplace online bullying, cyber abuse and most recently digital inequality and bias. Her research involves industry sponsors and collaborators, including Netsafe and TechWomen, and her work has received significant media interest. Natalia also currently serves on the Massey University College of Business Board. She joined Netsafe’s Board in 2019.



Claire Amos | Claire has worked for a variety of schools and educational organisations in her 20 plus year teaching career. This has included projects with the Ministry of Education, New Zealand Qualifications Authority and Network for Learning. Claire was a founding member of the Education Council of Aotearoa and is the Principal of Albany Senior High School. She joined Netsafe’s Board in 2013.



Andrew Cowie | Andrew is the Deputy Principal at Upper Harbour Primary. He has worked for a variety of schools and educational organisations during 18 years in the education sector. This has included roles at the National Library’s Services to Schools and CORE Education. Andrew has been a Netsafe Board member since 2016.

¹ Principles to Underpin Management by Public Entities of Funding to Non-Government Organisations. Office of the Auditor General (2006).

² <http://www.dia.govt.nz/Resource-material-Our-Policy-Advice-Areas-Community-Development-Policy>

³ Adopted at the AGM of the Society on 26 March 2008.



NGĀ MIHI RICK SHERA

After nearly two decades as Netsafe’s chair, Rick Shera has decided to step down. Netsafe would like to thank Rick for his outstanding contribution to online safety as he has worked tirelessly for Netsafe and helped improve the outcomes for internet users in Aotearoa.

Rick provided significant stewardship as Netsafe applied to become the provider under the Harmful Digital Communications Act 2015. He attended many of the establishment meetings that resulted in Netsafe providing the service we do today.

THANK YOU RICK!

We wish you all the very best.

FY20 PROGRAMME AND PERFORMANCE

Netsafe was founded in 1998 to help New Zealand internet users stay safe online. It was before smartphones were smart or media was social, but it was at a time that new technologies were beginning to connect people to opportunities and challenges. Consequently, an independent body (Netsafe) focused on online safety was required to help people adapt.

This need to support and help people acclimatise to unprecedented circumstances was again prevalent when New Zealand went into Lockdown. The internet and digital technology played a vital role in keeping people informed, entertained and connected. This made life more convenient and enjoyable, but it did present risks that some users weren’t prepared for.

Netsafe’s 2020 strategy already centred on four pillars to empower and support people most likely to be affected by online challenges. This enabled us to prioritise our workload and focus our efforts where we thought it would have the most impact, all while not losing sight of the need to help all users have better experiences whilst minimising the occurrence of harm.



1
Drive community engagement



2
Demonstrate online safety



3
Collaborate with partners



4
Maintain a solid foundation

We remained available every day to provide expert incident support, ensured netsafe.org.nz was a one-stop-shop for information, created new resources backed by Netsafe’s research, worked with our Youth Action Squad (YAS) to connect with rangatahi and supported schools to deliver their own online safety programmes.

Netsafe was also able to successfully collaborate with our diverse stakeholder and partner network to provide innovative online safety awareness campaigns as well as proactive and reactive responses.

Our commitment to providing a service that helps people and resolves the online harm they are experiencing – regardless of what’s happened – remains resolute. We have made significant changes to improve how we respond and deal with reports and how we engage with people involved in disputes. Maturing in our role under the Harmful Digital Communications Act (HDCA), means we are in a position to make changes that matter.



NETSAFE LIVE

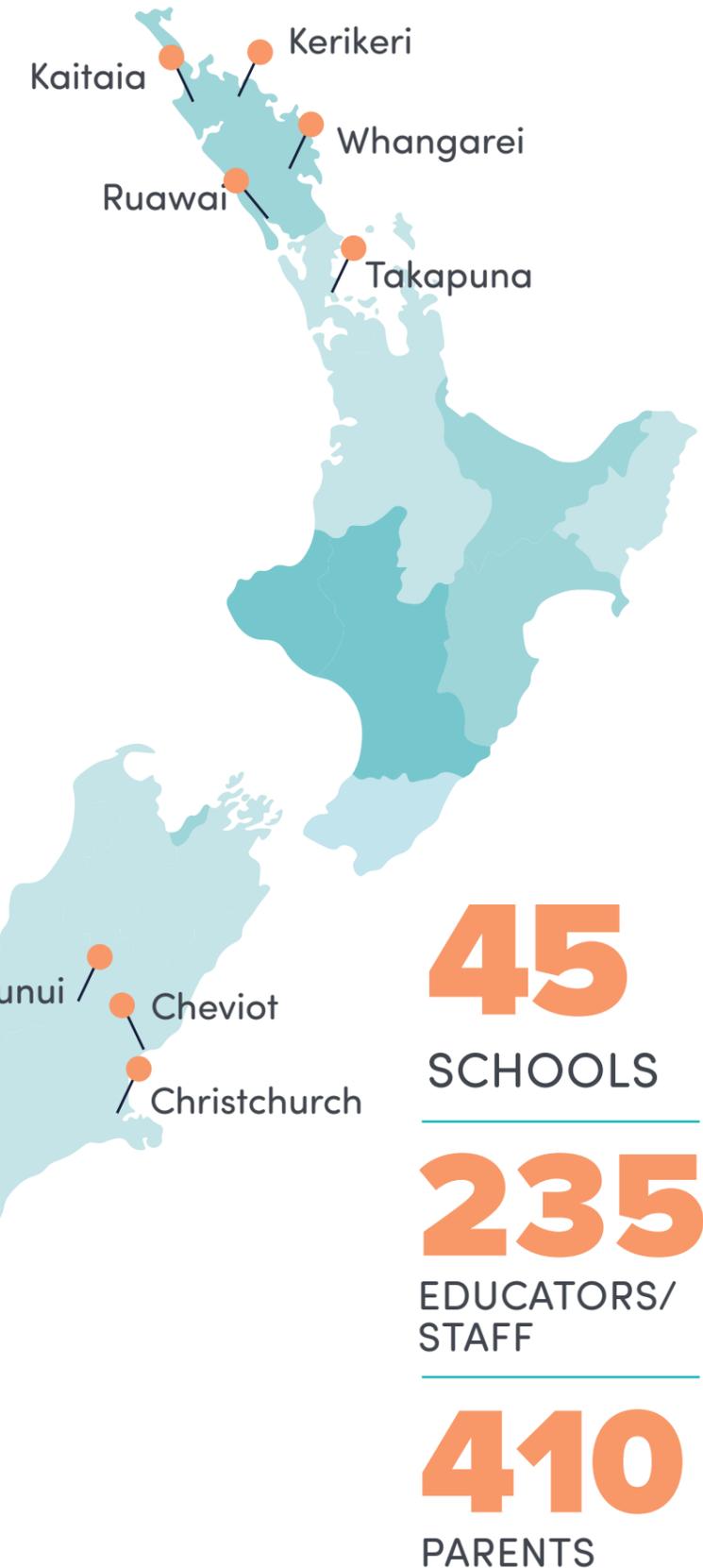
Netsafe LIVE workshops offer schools, kura and their community free online safety events with bespoke sessions designed for educators and parents.

Traditionally the events are held in-person around the country with Netsafe's education team talking about the risks, challenges and opportunities of digital technology and the practical ways to support young people. We cover a range of topics including the Harmful Digital Communications Act, social media, citizenship, family treaties and incident response.

This approach enables Netsafe to give school clusters and networks a shared understanding and the tools and techniques to work together to build safer online environments for students, teachers and their communities.

As Lockdown placed unprecedented demands on schools, we turned our Netsafe LIVE events into virtual sessions to support remote and blended learning. The four Netsafe LIVE online events answered the questions schools and kura were asking of Netsafe and featured other panellists including our YAS, Katie Rawles (deputy principal) and Lisa Byers (team leader).

Sessions were hosted live on Netsafe's Facebook page and remain available on our YouTube channel.





Schools & kura interactions

203	109	500
Schools/kura who contacted Netsafe for advice	School/kura who received Netsafe workshops	Total reports to Netsafe for advice and assistance

EDUCATION SECTOR

Netsafe's agreement with the Ministry of Education sees us provide online safety services throughout the country. This is to ensure that all schools, kura and their communities have access to pragmatic online safety advice and incident support services.

As schools, teachers, students and their whānau navigated online opportunities and challenges, Netsafe provided support in new ways alongside our standard offerings. Some of the initiatives are outlined.

YAS IN ACTION

Our own research tells us that rangatahi seek out digital opportunities as they are drawn to the promise of new ways to learn, participate and socialise. Their growing use and reliance on technology are not only inevitable; it's overwhelmingly positive and something we actively encourage.

While the online opportunities and benefits outweigh the risks, for young people who are exposed to the negative side, the experience can cause harm and have a lasting impact.

This is why Netsafe remains committed to working collaboratively with youth, schools, whānau, and communities to educate and empower young people to identify, minimise and prevent the online challenges they face.

Netsafe's Youth Action Squad equips young people aged between 14-20 years with the knowledge to spark discussion, plan initiatives, lead activities and enact change around the online safety issues that affect them most.

We were proud to recruit our first YAS contingent and bring the programme to life after a successful pilot in 2019. Our YAS are given comprehensive training and are supported to promote online safety within their schools and local communities.

They have supported various Netsafe initiatives, worked with key stakeholders and talked to the media about their experiences online.

In January 2020, we welcomed onboard 35 young people. Netsafe started recruiting more members in June 2020 to bolster our youth representation and to involve rangatahi throughout the country.



Te piko o te māhuri,
tērā te tupu o te rakāu

The way in which the young sapling is nurtured (bent), determines how the tree will grow.



A NETSAFE SCHOOLS REVAMP

Once again, we reviewed our Netsafe Schools programme to further improve how we deliver advice to educators about online safety, citizenship and wellbeing. We also incorporated feedback from existing Netsafe Schools and those who had unsuccessfully applied for membership in the past.

A new tiered model was ushered in September 2019 to recognise all schools and kura that commit to improving online safety.

Any school or kura that completes a Netsafe Schools Review Tool automatically becomes a Netsafe School. Ensuring the programme is relevant and useful remains a priority for Netsafe, and we actively seek out feedback to ensure we can do that.

Thanks to our changes, there has been a 289 percent increase in Netsafe Schools and New Zealand's dedicated online safety educator community continues to grow. We encourage any school interested in this space to sign-up if they haven't already.

SWITCH ON SAFETY

We worked with the Network 4 Learning (N4L) and the Ministry of Education on their response to the lack of internet connectivity and internet capable devices in homes ahead of the school closures during Alert Level 4. The work resulted in the development of the Switch on Safety programme, which is backed by information from Netsafe. We have also established a support mechanism for online safety enquiries directed to the N4L, but better resolved by Netsafe.

SATISFACTION AND IMPACT

92%

Schools and kura are satisfied with customised face to face Netsafe services

98%

Schools and kura are satisfied with Netsafe's education and response service

98%

Schools and kura who report Netsafe's service helped them reduce harm after an incident

WEBSITE METRICS

The Netsafe Schools website, netsafe.org.nz/the-kit, has resources schools and kura can adopt to ensure online safety best practices and protect tamariki. The website had a 20 percent decrease in unique page views and a 16 decrease in users to the site compared to the previous year.



Stay connected
Stay safe



#stayconnectedstaysafe



Connecting with New Zealand

28.5m

cumulative audience

24%

increase in subscribers

13%

increase in website sessions

PUBLIC EDUCATION

More than ever, people in New Zealand are recognising the importance of being safe online and what it means for them and their families.

This year we saw an acceleration in digitising of everyday activities like learning, working and banking. For most people, the benefits of being online outweighed the risks, but for those who experience, or seek out the negative side, the harm can be significant and devastating.

Our job is to keep people safe and make it easier to enjoy the internet – and to help if something goes wrong. We were there to help during Lockdown, and still are.

Whether you're a parent, educator, young person or someone who wants some advice on how to stay safe, we've got you covered with relevant, timely and useful information.

A summary of the activities undertaken in our outreach work is explained in this section.

Netsafe's 'Stay Connected, Stay Safe' public education campaign encouraged people to engage with digital technology to stay connected during Lockdown and provided self-help tips on how to do it safely.

This campaign was especially relevant as many people relied on internet-connected devices in ways they've never done before. It allowed them to explore the various options available, although it did present some risks as we saw first-hand cyber criminals were using this opportunity to groom, defraud and exploit people.

Netsafe encouraged people to be vigilant and to support whānau and friends who might need a little help connecting online.

We continued to position netsafe.org.nz as the one-stop-shop for online safety information and frequently added new resources. We changed the cadence of our monthly newsletters to weekly, we developed bespoke advice for educators, we

increased our social media communications, and we were available seven days a week to provide expert incident advice.

Netsafe also featured on all television news stations and in segments on The Project, Seven Sharp and Breakfast. We introduced TV ads and ramped up our radio presence as there was a growing thirst for more information than ever before and the need to provide access to credible advice, links to websites and useful guides.

During this campaign, Netsafe got over 3.1 million impressions, had almost 900,000 video views and saw a significant increase in website visits and reports to our helpline.

We were also grateful to the support from key stakeholders including the Ministry of Justice, the Ministry of Education, Police, Department Internal Affairs, CERT NZ, Classification Office, Office of Privacy Commission, N4L and many others.



ONLINE SAFETY PARENT TOOLKIT

In our rapidly changing world, parents and whānau are constantly navigating challenges online.

With Netsafe research showing that teenagers are having harmful online experiences at a rate substantially higher than adults, we created our Online Safety Parent Toolkit to help. It's a practical seven-step framework to give parents access to the support they need to teach their kids how to obtain digital opportunities and reduce harm.



It works to overcome any perceived or real technology knowledge gaps between what parents know and what their child knows – or thinks they know - to get parents to a place where they can confidently speak to their children about their activities and help them avoid or minimise possible harm.

Developed using our research and with Aotearoa's parents in mind, we assembled in one easy to use toolkit, all the things parents say they want to know about. From online bullying to grooming to social media to sexting and screen time – Netsafe has created a tool that equips parents to help their young people with issues they face online.

Netsafe's Toolkit is guided by the whakataukī: Ko te mahi a te tamariki, he wāwāhi tahā (the activities of children break calabashes).

Tamariki and rangatahi are naturally inquisitive and making mistakes and encountering risk is often part of exploring. As parents and whānau it's our responsibility to guide young people through these challenges openly and safely.

The Toolkit can be used by anyone – from parents who are already helping their child with their online activities through to parents who are new to digital parenting. A PDF copy of the Toolkit is available at netsafe.org.nz including versions in Te Reo, Simplified Chinese, Tongan and Samoan.

AWARENESS INCREASES AGAIN

For the second year in a row, Netsafe's brand awareness results have trended upwards. Each year we undertake this survey to understand what people think of Netsafe, including who we are, what we do and how we can help.

Overall awareness of Netsafe communications has grown significantly with almost one in four people seeing, hearing, reading about us. Compared to 2019, more recall having seen or reading something on TV or in the news, while fewer recall having seen communications via online channels.

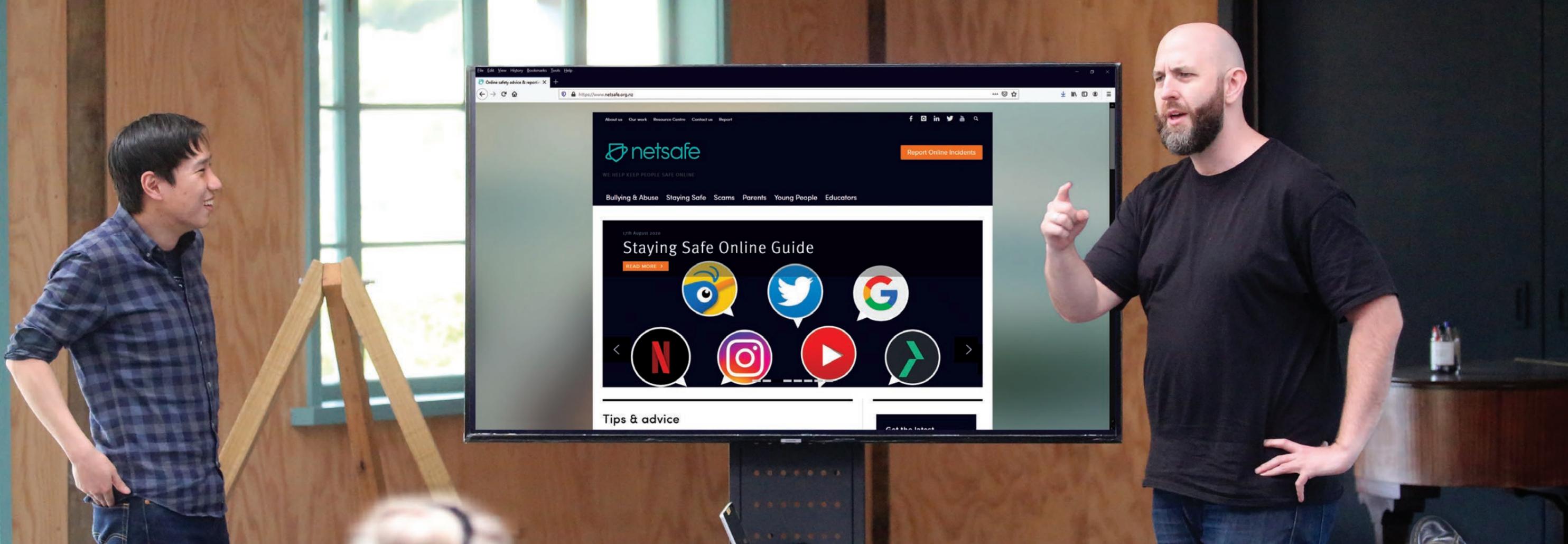


Brand awareness trended upwards for a second year

Ratings of Netsafe has increased across the board on our measures of trust, knowledgeability/expertise and providing information and support in a way that is approachable and sensitive to people's needs. Almost half of the respondents would speak positively about Netsafe, which is another significant increase from last year.

While Netsafe continues to have higher levels of awareness than similar organisations, some people still don't feel they know Netsafe well. The direct input from respondents has been factored into our FY21 outreach strategy to ensure we connect in meaningful ways and that more people are aware of the protections offered by the HDCA – and how they can access support from Netsafe.





PUBLIC EDUCATION METRICS

Netsafe relies on a variety of channels to reach the diverse population of New Zealand. The information we publish is designed to eliminate the time people need to spend searching for answers on how to make the best of online opportunities, and what to do if something goes wrong.

Though traditional media continues to be the most effective way for us to connect with people, we tested new channels and ways of communicating with the community.

WEBSITE

Netsafe's website, [netsafe.org.nz](https://www.netsafe.org.nz), is a one-stop shop for all online safety advice. It hosts useful information, tips and self-help resources on a range of topics. The site is also one of four ways people can report an online challenge and get assistance from Netsafe.

The website had 342,126 unique visitors which is a seven percent increase compared to last year. We also increased the number of sessions by 13 percent. We also increased the number of sessions by 13 percent and had nearly 1.4 million page views. Our site also had a bounce rate of 6.96 percent.

TRADITIONAL MEDIA

Netsafe is regularly in the media providing reactive and proactive online safety commentary on the myriad of topics related to our work. Television appearance and radio continues to be a steadfast way for us to connect with the general public. Traditional media still rates as the primary way people hear about and see Netsafe's activities. We reached a cumulative audience of 28,531,580. This is a 37 percent decrease on last year's result that included coverage of Netsafe's commentary related to the ways technology was used to amplify harm following the Christchurch Terrorist Attacks.

SOCIAL MEDIA

Social media connects us with people in the channels they are already on. More people are choosing to follow NetsafeNZ and interacting with the content we are producing.

Netsafe displayed our content 9,679,232 times which is a four percent decrease compared to last year. The good news is that social media followers increased across our four key channels. Our Facebook grew by eight percent, Twitter by 12 percent, LinkedIn by 42 percent and Instagram by 47 percent. We also developed our YouTube channel and grew our followers to 505.

SUBSCRIBERS

Our subscriber lists continue to grow with people keen to get online safety news delivered directly to their inbox. Netsafe's subscribers have been segmented so that we can target content directly to the people most likely to engage and share content with other people who would benefit from it. In the past year, Netsafe has increased the number of subscribers by nearly 24 percent.

SUBSCRIBE TO NETSAFE UPDATES AT [NETSAFE.ORG.NZ/NEWSLETTER](https://www.netsafe.org.nz/newsletter)





Partnerships and collaboration metrics



140

140 Safer Internet Day Supporters

1

trans-Tasman conference

11

Online Harm Prevention Group members

Staying Safe Online

QUICK REFERENCE GUIDE



PARTNERSHIPS

Our job is to make it easier for people to enjoy the opportunities being online offers and to help them if something goes wrong. We do this by providing free support, advice and education, and by working collaboratively with the community, tech industry and Government.

This section showcases the important synergies and cooperation that can be fostered between civil society, government and the industry to benefit everyone in Aotearoa.

STAYING SAFE ONLINE GUIDE

We collaborated with partners to update our Staying Safe Online Guide so it would be useful to people relying on the internet to socialise, work, create, shop and be entertained during Lockdown. Nine of the most popular digital platforms in New Zealand worked with us, including Netflix for the first time, to create content that contains simple and practical tips. Each of the tips is proven to be effective in reducing risk and encouraging safe behaviours to ensure all users have a more positive experience.

We believe these guides are so useful that we've had them translated into Te Reo, Simplified Chinese, Tongan and Samoan.

KEEP IT REAL ONLINE

We were proud to partner together with the Department of Internal Affairs, Ministry of Education and the Classification Office on the Keep It Real campaign putting tamariki's safety online first.

The first phase of the campaign empowered parents and whānau to reduce online harms, including the risk of bullying, inappropriate content, pornography and grooming. The second phase of the campaign focuses on young people and our YAS have actively been involved in developing content that will resonate with their peers.



THE BIGGEST SAFER INTERNET DAY YET

Early February is a busy time in the Netsafe calendar as it marks Safer Internet Day – an international event aimed at encouraging and promoting a better online experience celebrated by more than 50 nations.

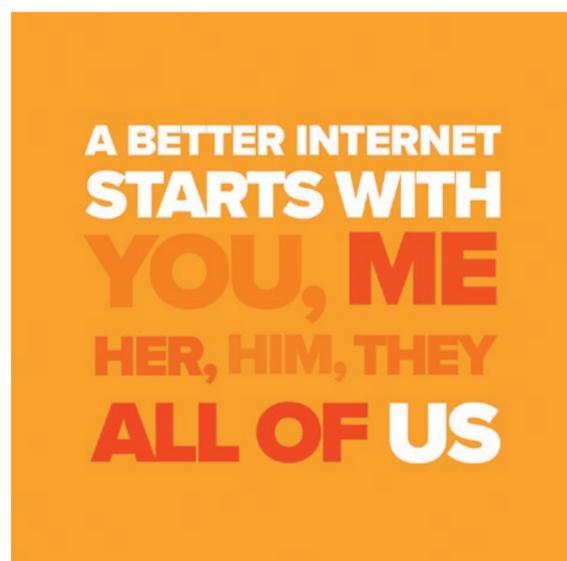
Netsafe started coordinating Safer Internet Day back in 2014 and this year saw a record number of supporters joining together to help people have a more positive time – and we want to recognise anything that will help us make a difference.

This year partners included Netflix, Facebook, Google, Twitter, Noel Leeming, Countdown, Youthline, Mental Health Foundation of New Zealand and many more government agencies, schools and non-government organisations.

THIS YEAR SAW A RECORD NUMBER OF SUPPORTERS JOINING TOGETHER TO HELP PEOPLE IN NEW ZEALAND HAVE A MORE POSITIVE TIME

We distributed resources ahead of Safer Internet Day and gave supporters the flexibility to decide how they best promote the milestone. We also marked the day by releasing the second Ngā taiohi matihiko o Aotearoa - New Zealand Kids Online study into Kiwi kids' experiences of harm online.

If you'd like to be a Safer Internet Day supporter in 2021, please email outreach@netsafe.org.nz.



THE ONLINE WORLD WE WANT

In September 2019, we again co-hosted our annual conference with Australia's Office of the eSafety Commissioner. The eSafety team took on the lion's share of the work as the event was held in Sydney.

Given the ways technology has been used to amplify terror and a surge in reported child sexual abuse material, delegates and speakers constructively discussed the theme 'The Online World we Want'.

It was evident that the profile of online safety has risen as the Prime Minister of each country filmed

a video talking about the work the industry does. Members of our YAS were featured, Andrew Cowie (Board member) facilitated an education panel, and international and local experts provided practical insights, resources and discussions.

Netsafe was set to lead the hosting responsibilities in 2020 but had to cancel the event due to the COVID-19 pandemic. We are looking forward to bringing the premier event for trans-Taman online safety professionals to our shores when it is safe to do so.

COMBATting CHILD SEXUAL ABUSE MATERIAL

Many partners are working together locally and overseas to identify and support children who may be the victim of child sexual abuse material (CSAM). The global number of children who are the victims of sexual abuse continues to grow, and the reports of CSAM hosted in New Zealand are increasing each year.

Netsafe continues to represent New Zealand on the board of INHOPE - the umbrella organisation uniting a network of global hotlines tackling child sexual

abuse imagery online and child sexual exploitation around the world.

We also became a member of a local working group focused on combating child sexual exploitation in New Zealand. Netsafe is a member alongside relevant government agencies and other non-profits working in this space. The group has joined forces to enhance cooperation and develop initiatives that will make a difference in the prevention space.



HDC SERVICE

Reports of harmful digital communications have risen steadily since we first launched our HDCA service in November 2016. This year we responded to the largest number of personal harm reports yet. The environment has influenced these reports as we know through Netsafe’s research that contextual events can influence the online harm people experience.

Our role under the Act is to receive, assess and investigate reports about the harm caused by online communication. As an impartial service, we focus on resolving the issue and do not act for, or against, anyone involved in a dispute.

When a report is made to Netsafe, we assess it using the information available to determine

whether harm has been caused as a result of a breach of one of the communication principles in the Act. As part of this process, we review the information provided and consider the most appropriate action, whether that be to advise, negotiate, mediate and/or persuade participants in the communication.

The intention is to reduce the alleged harm, resolve the report and avoid it needing to go through the District Court process.

To adjust to the volume of reports, we refined our process to ensure we could support those most harmed and resolve everyone’s incident as swiftly as possible.



HDC overview

The following provides an overview of the number of reports we have received including those related to harmful digital communications

3,394
HDC reports

116
HDC qualifying reports

68
Resolved HDC qualifying reports

44
Unresolved HDC qualifying reports

4
Reports referred to a third party

OPERATIONS

Our expert incident advice team are available seven days a week to provide free and confidential online safety support. The team handle about 437 contacts per week related to a variety of topics including harassment, image-based abuse, self-harm, CSAM, hate speech, scams and school incident response.

Netsafe takes online incident reports via phone, email, text or webform to help people with whatever online challenge they are experiencing. Our team are comprised of case managers who work to resolve harmful digital communications and consultants who provide advice and guidance on other online safety topics.

Here are some of the milestones for Netsafe’s operational activities are outlined below.

Who is making a report?

64.7
Self-reported

10.4
Parent or guardian

3.1
Other family member

4.7
Educator

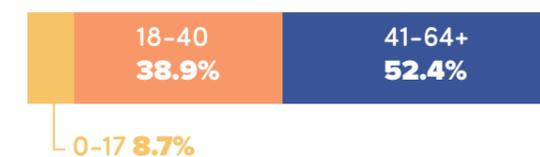
3.4
Friend

13.7
Other

HELPLINE OVERVIEW

22,705 Reports received

Reports by age



Reports by gender



14,790

scam reports

3,954 / **NEARLY \$19 MILLION**

involved financial results / was reported as lost to scammers



SCAM RESPONSE

People reported a combined loss of nearly \$19 million from online scams and fraud to Netsafe. The largest single loss reported was approximately \$840,000, and the average loss was \$4,776.83.

Our figures show that people between the ages of 18-40 make up nearly 50 percent of the total scam and fraud report losses to Netsafe with a collective amount of \$5.5 million. While people aged 41 and over make up 38 percent of the reports and have lost more than \$12.4 million.

Auckland remains the location with the most significant scam losses at \$5.4 million, but the Bay of Plenty has seen a 196 percent increase in financial loss with a figure of \$1.2 million and Wellington has seen an 81 percent decrease at \$498,484.64 compared to last year.

Sadly, we know the losses reported to Netsafe represent only a small percentage of the money lost each year. Sometimes people are embarrassed to seek help, or they simply don't know where to go for support which can further add to the harm they experience.

Netsafe continues to work with relevant partners to get people and organisations talking about scams and how to protect themselves. This is especially important as online scams are a difficult issue to police which makes it almost impossible for scam targets to recover any money they lose.

As Netsafe doesn't receive any direct funding for our scam service and with reports of HDC increasing, we introduced a tool last year that uses AI to guide people on what to do. This tool took 14,790 reports, and more than 6,000 of these reports were reporting only assist our scam awareness work.

Category	Number of reports	Total losses (\$)	Average loss (\$)
Investment fraud	367	7,053,577.47	19,377.96
Relationship and trust fraud (romance scams)	252	4,721,250.53	18,735.12
Products and services fraud	2,509	3,309,104.36	1,318.89
Prize and grant fraud	280	1,121,599.54	4,005.71
Phantom debt collection fraud	32	696,390.01	21,762.19

SUPPORTING PEOPLE IN DISTRESS

Our helpline team help people experiencing varying levels of distress as a result of an online incident. Sometimes people are suffering significant distress and require further support from trained specialists.

When someone is seriously distressed and needs immediate attention, Netsafe continues to call emergency services. Where we can improve the support the caller receives, we will connect the person with Lifeline, Youthline or Shine. We can transfer a caller directly to the relevant helpline. Netsafe will introduce the caller and explain the reason for the handover, our team will then exit the call.

If a person has the preference and/or ability to contact the support services in their own time then we provide the details of how to do so.

This process ensures that people suffering extreme harm are getting the best, and most useful, support.

HELPING PEOPLE OF ALL LANGUAGES

Netsafe has partnered with different organisations to ensure we can help people from

a variety of backgrounds. Where English is a second language and this proves to be a barrier in getting people the assistance they need with an online challenge, we will arrange appropriate help. This enables us to assist with the translation of the content in HDC reports or direct verbal translation. This part of our work is growing in use as more people become familiar with how we can help everyone.

CONTINUOUS IMPROVEMENT

The focus on improving Netsafe's service is an ongoing priority for us. As we also respond to a variety of reports and questions separate to those reports related to the HDCA, we need a service that continues to be fit for purpose.

We've now incorporated a general resolution process to enable our first responders to provide quick and effective advice to people when the HDCA process is not relevant or preferred. Examples of these queries include scams, digital parenting challenges and school incidents.

Our team provide expert advice and take steps to resolve an online incident on someone's first interaction with Netsafe. These trends are then shared with the different Netsafe teams to ensure we are delivering relevant advice and tools.



Netsafe research contributes to, and draws from, international knowledge of HDC and online safety

The key findings indicated:

- A quarter of children have been bothered or upset by something that happened online in the last year.
- Almost half of teenagers have been exposed to potentially harmful online content including self-harm and suicide material.
- Children are making the most of online opportunities for entertainment, learning and socialising but are less engaged in the community, civic or creative activities online.
- Most kids are confident in their digital skills, younger children aged nine to eleven are not as digitally confident as most adults might think.
- There's a jump in the use of the internet to connect with others over social media between the ages of 12-14.
- Pacific children were less confident in their skills to protect their privacy online and, along with Māori children, were less confident in their ability to determine whether what they find on the internet is true or not.
- Nearly four in 10 New Zealand kids have had contact online with someone they didn't know, and one in 10 have met someone they first knew online.
- Most respondents reported feeling happy (63 percent) after meeting an online contact and 25 percent were ambivalent about the meeting.
- Older kids were more likely to have had contact online with someone they have not met in person rather than young children. Only 23 percent of 9 to 11-year olds and 38 percent of 12 to 14-year olds had interacted with someone new online, while 54 percent of 15 to 17-year olds had made contact.
- Those aged 9-11 were less likely to have met someone (3 percent), the rate increased for 12-14-year olds and was highest among those aged 15-17 years (18 percent).
- Thirty-six percent of those aged 13-17 said while online they had seen violent images and 27 percent viewed hateful content.
- Teenagers are accessing self-harm material (20 percent) and some are even digesting "how-to-suicide guides" (17 percent). Fifteen percent searched information on "ways to be very thin".
- Sixty-nine percent chose a parent, 37 percent a friend and 17 percent a sibling. Eleven percent of children elected to speak with no one.
- Of the teenagers who report being exposed to potentially harmful content, 28 percent said they were "fairly" or "very" upset and that number was higher for girls (38 percent) compared to boys (18 percent).

RESEARCH

Netsafe continued to push its research into new areas and build on previous work to deliver deeper insights into people's experiences of harmful digital communication in New Zealand. Our research provides information designed to support online safety policy development, practices and resource creation.

We endeavour to create robust and actionable research-based insights into people's experiences of online abuse and harm. Our work generates data and knowledge that connects directly to Netsafe's work and that of others who are supporting adults and young people to access online opportunities safely.

THE ONLINE LIVES OF NZ KIDS

In September 2018, Netsafe with the support of UNICEF NZ, joined the Global Kids Online network to generate insightful, reliable evidence about the online experiences of children in New Zealand.

During the last year, we released our first publications as a member. The two reports released related to children's internet access, skills and opportunities, and their experiences of online risks and perceptions of harm.

These reports, the first to study online experiences of nine to 17-year-old New Zealand children, provided unique insights that are informing other areas of Netsafe's work.

There are differences in boys and girls use of the internet[^]

- INSTANT MESSAGING APPS
- PHOTO SHARING APPS
- ONLINE GAMING

[^] 'Exploring New Zealand children's technology access, use, skills and opportunities.' Evidence from Ngā talohi matihiko o Aotearoa - New Zealand Kids Online, 2019

ONLINE HATE SPEECH

Online hate speech is closely related to the 10 communications principles contained in the Harmful Digital Communications Act. It is a complex issue and hard problem to solve as it is difficult to help people with the current legal and technical tools available.

Netsafe identified a gap in the knowledge around people's experiences and began researching this area a few years ago. Following the devastating attacks on the Christchurch mosques, Netsafe continued to focus on this topic.

We looked at the online hate speech experiences of people in New Zealand affiliated with the largest religious groups (reflecting previous findings that religion was a key topic of online hate speech being received) and completed ground-breaking work by exploring the impact of the Attacks. The findings showed an increase in this phenomenon in the wake of the attacks.

The key findings indicate that:

- Seven in 10 adults think that online hate speech is spreading and that a third of personal incidents occurred after March 15.
- Fifty-two percent of Muslim respondents said they were personally targeted with online hate speech in the last 12 months. This was also the case for 32 percent of Hindus, 13 percent of Christians and a small percentage of Buddhists (3 percent).
- Online hate is more prevalent among minority groups, people with disabilities were exposed to online hate speech at a higher rate than non-disabled people (34 percent compared to 27 percent).

- Male and younger adults are targeted more than females and older adults.
- Most respondents (80 percent) believe that everyone plays a role in addressing hateful speech.
- More than half disagree with the idea that people should be entitled to say whatever they want online.
- The most common reasons people are experiencing online hate speech is because of their religion, political views, race and gender.
- Thirty percent of people have seen or encountered content that targeted someone else.

COVID-19 RESEARCH

As COVID-19 emerged early in 2020, we started asking questions about its potential impact on HDC. The online hate speech work we had just completed had shown that a large event such as the Christchurch Terrorist Attacks could influence the prevalence and nature of potentially harmful digital communication sent. Available research on virus outbreak shows that being isolated can impact a person's mental health. Specifically, periods of quarantine are shown to increase emotions such as anxiety, confusion and anger – which can be expressed online via perpetration or victimisation. Testing this assumption, we initiated a study to look at the experiences of people receiving potentially HDC before, during and after Lockdown. This has generated data that is unique in the NZ context, and continue to make a contribution to the international discussion about COVID-19's impact on online safety-related issues.



Seven in 10

adults in New Zealand think that online hate speech is spreading[^]

[^]Measuring trends in online hate speech victimisation and exposure, and attitudes in New Zealand, 2019



LEGISLATION & COMPLIANCE

We are committed to protecting the confidentiality and integrity of our service. This is important to us as to help people successfully, Netsafe needs people to openly disclose sensitive information and trust that we will protect what they discuss.

We comply with the Ombudsmen Act 1975, Official Information Act 1982, Public Records Act 2005, and Privacy Act 1993. The table below 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	Quarter	RFI requests	Withdrawn requests	RFI timeframe met	Complaints to OPC
2019	July - December	14	2	12	0
2020	January - June	8	0	7	1*

*An extension was required as our ability to review documents was temporarily impacted by the move to remote working. Formal notice of the extension was sent to the requester before the initial due date. The final response was sent in time for the new due date that was notified in the extension.

FINANCIAL HIGHLIGHTS

Netsafe's financial statements were audited by Grant Thornton New Zealand Ltd. Outlined below are a summary of Netsafe's financial highlights. All figures provided are excluding goods and services tax.

REVENUE

For the 12 months from 1 July 2019 to 30 June 2020, Netsafe's total revenue was \$3,937,722.

EXPENDITURE

The total expenditure for the 2019/20 financial year was \$4,026,158.

SURPLUS

Expenditure exceeded revenue by (\$85,283) during this period. This shortfall was expected as Netsafe delivered on its contractual commitments.

FUNDING

Netsafe has a meaningful level of autonomy and independence from its funding partners.

STATEMENT OF REVENUE AND EXPENDITURE

	FY20	FY19
Revenue		
Revenue from exchange transactions	3,897,324	4,007,629
Revenue from non-exchange transactions	40,398	-
Total revenue	3,937,722	4,007,629
Expenses		
Administration expenses	267,263	265,406
Audit fees and consulting fees	114,501	103,610
Other operating expenses	1,171,968	868,752
Staff expenses	124,294	185,822
Wages and salaries	2,348,132	2,355,660
Total expenses finance income	4,026,158	3,779,251
Finance Income		
Interest, dividends and other investment revenue	3,153	4,156
Total finance income	3,153	4,156
Net surplus for the year	(85,283)	232,534
Total comprehensive revenue and expense for the year	(85,283)	232,534

STATEMENT OF FINANCIAL POSITION

	30 JUN 2020	30 JUN 2019
Assets		
Current Assets		
Cash and cash equivalents	1,757,253	1,797,418
Receivables from exchange transactions	300,549	408,339
Total current assets	2,057,801	2,205,757
Non-Current Assets		
Property, plant and equipment	82,054	66,171
Total non-current assets	82,054	66,171
Total assets	2,139,856	2,271,928
Liabilities		
Current liabilities		
Payables from exchange transactions	70,879	85,647
Employee benefits	254,273	287,886
Goods and services tax	3,958	2,367
Total current liabilities	329,110	375,899
Total liabilities	329,110	375,899
Total net assets	1,810,746	1,896,028
Equity		
Accumulated surpluses	1,810,746	1,896,028
Total equity	1,810,746	1,896,028

2021 OUTLOOK

For all of Netsafe’s progress this year, some of our plans were disrupted due to COVID-19. However, this only reinforced the importance of connectivity and how relevant Netsafe’s purpose is in supporting people to confidently access digital opportunities and reduce online harm.

We have recommitted to our four pillars and they remain core to our 2021 strategy. We recognise that many of the activities related to online safety mean Netsafe can use our leadership and advocacy role to actively influence purposeful change, and we are constantly working to do that.



1 Promote and maintain a responsive support service



2 Drive greater engagement with young people



3 Connect to diverse and vulnerable groups



4 Build resources and services that reflect New Zealand’s evolving needs

Our ongoing efforts on digital engagement ensure we remain focused on increasing the capacity for people to self-help and that our products and services are relevant to individuals and groups. We also remain committed to ensuring our service can support more people.

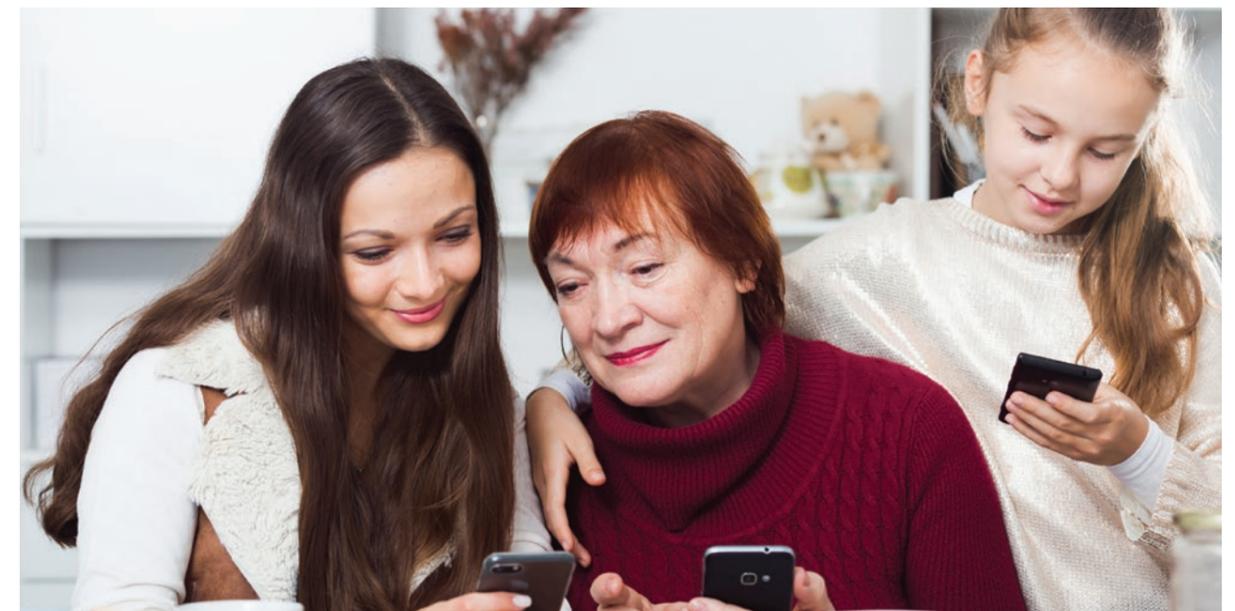
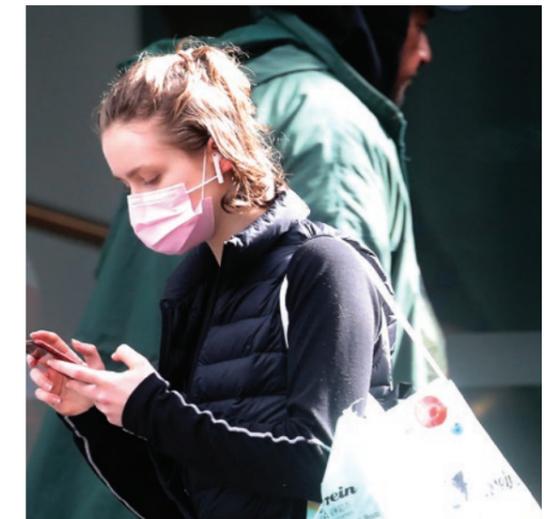
We will also increase the size of our Youth Action Squad and recruit members throughout the country. We will further develop our work in the education sector and ensure the Netsafe Schools programme is embedded in more schools and kura.

We will develop new tools that will offer advice and guidance to people experiencing an online challenge and revamp our reporting tool to make it easier for people to use.

Our commitment to collaborating with local and international partners, stakeholders and community groups remains an important element of how we will achieve our strategy.

We will continue to add to Netsafe’s library of research on topics including HDC, digital parenting, online hate speech and COVID-19. We will also share New Zealand first findings of technology facilitated intimate partner violence from a study undertaken in conjunction with Women’s Refuge. New Zealand has high reported rates of family and sexual violence and the online environment enables violence that is distinct to offline modes. These findings will shed light on the role of technology in facilitating intimate partner abuse in New Zealand.

Netsafe is keenly aware of the potential disruption and challenges the pandemic may again have on New Zealand, and what it means for people trying to connect online. We are committed to helping everyone stay safe and will remain agile to ensure we can support and respond no matter what happens.



CONNECT TO NETSAFE

STAY INFORMED

- Follow **Netsafe NZ** on Twitter, Facebook, LinkedIn and Instagram
- Subscribe to Netsafe updates at **netsafe.org.nz/newsletter**
- Use **netsafe.org.nz** as a one-stop online safety resource

BECOME A MEMBER

- Help advance online safety in NZ
- Membership is free. Apply at **netsafe.org.nz/member**
- Email **membership@netsafe.org.nz** with any queries

SUPPORT NETSAFE

- You can contribute financially or in kind to **Netsafe**
- Email **outreach@netsafe.org.nz** to learn more

SHARE KNOWLEDGE

- Netsafe's research team are available to exchange expertise and knowledge
- Email **research@netsafe.org.nz** to start a discussion

ANNUAL REPORT QUERIES

- Enquiries about **Netsafe's 2020 Annual Report** can be emailed to **outreach@netsafe.org.nz**

