

# ANNUAL REPORT

2018/2019



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# CHAIR AND CEO MESSAGE

## Kia ora,

This has been an extraordinary year for online safety globally, and right here in Aotearoa.

The Christchurch Terrorist Attacks were a significant and traumatic event for New Zealand. The posting of the associated video and manifesto created one of the biggest online safety challenges ever faced anywhere in the world.

This was an attack designed to go viral and spread a message of hate. It exposed the shortcomings of the online safety infrastructure at both a local and international level - and prompted responses from Governments and industry around the world.

Netsafe has long championed a partnership approach to online safety. We were proud to work alongside Government and industry partners, locally and overseas, to combat the spread of this material, as we do with other equally destructive forms of harmful content.

This incident combined with year on year growth in other harmful digital communications reported to us produced a record number of reports for this financial year, up 36 percent on last year. We have also seen increased public and policy discourse about related issues including online hate, censorship, abuse and bullying, and freedom of expression.

It is important in a year like this to remember that the evolution of digital technology has been mostly positive. We know first-hand that people are affected by online harms, but it is encouraging more people are aware of, and using, our resources and services so they can make the most of the opportunities technology provides.

It is also important to ensure that we continue to develop responses to support the full spectrum of online safety challenges people experience. We published New Zealand first research and increased our contribution to the fight reducing the rates of child sexual abuse material.

We have revamped our Netsafe Schools programme and made headway in our efforts to connect more directly with rangatahi. Netsafe's Youth Action Squad was formed in October 2018 and they have helped shape the development of our new 2020 programmes.

The progress we made in 2018/19 was the result of the combined efforts of many people including our devoted team, partners, stakeholders and members. We are thankful to everyone who helped us, particularly our key funding partners the Ministry of Justice and the Ministry of Education.

Our strategy for the year ahead prioritises working with groups in Aotearoa who are likely to be more vulnerable to harm online. We have balanced this against our responsibility to support and empower everyone in New Zealand to have better online experiences.

We also recognise the need to remain flexible given the nature of our industry is always evolving. The year ahead is likely to be a time of considerable upheaval as the regulatory responses to the events of March 2019 are implemented. We look forward to working with the Department of Internal Affairs and other lead agencies in this effort.

On behalf of the Netsafe board and all our team, we are pleased to present this report for the year ended 30 June 2019.

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 of all ages safe online by providing free support, advice and education seven days a week.

## WHO WE ARE



## OUR VISION

Netsafe is the trusted source of leadership, best practice, research, support and education for online safety

## OUR PURPOSE

To enable people to confidently access digital opportunities and reduce online harm

## OUR VALUES

-  Honesty & integrity
-  Agile & innovative
-  Collaborative & inclusive
-  Accountable & transparent
-  Keep it real

# FY19 HIGHLIGHTS



**+37%**  
Reports of harmful digital communication

Introduced the ability to text report online incidents




Added to two international boards



**+17%**  
increase in traditional media reach



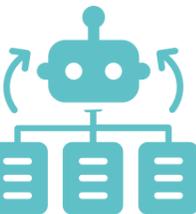
Increase in Netsafe members  
**+76%**



Published the first research into digital self-harm in NZ teens

**16**  
grant recipients received

**\$517,215.20**  
in funding

Developed our own automated scam response



**+36%**  
more reports to our Helpline

**80** 

partners supported Safer Internet Day

**76** 

schools involved in Netsafe Live events

# NETSAFE GOVERNANCE

Netsafe is incorporated as a society (#1132428) and a charity (#CC24058). We are an independent organisation that meets the Government’s definitions for non-governmental<sup>1</sup> and community and voluntary sector organisations<sup>2</sup>. Our activity is consistent with Netsafe’s constitution<sup>3</sup> and the contracts held with the Government.

Six board members, elected by our members, are responsible for the governance of Netsafe. As at 30 June 2019, Netsafe had 277 members. Our membership list grew significantly in FY19 as people from a range of professional backgrounds applied to join.

Netsafe is representative of, and accountable to, the community we serve. As an incorporated society, we control our operation, follow our own governance procedures and work with a meaningful degree of autonomy.

## NETSAFE BOARD

Our board are motivated by Netsafe’s civil society role and our unrelenting focus to improve online safety outcomes for New Zealanders. Their expertise and network enable Netsafe to help people of all ages right across the country. Netsafe continues to attract board members with a variety of backgrounds including governance, technology, education and law.



**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.



**Miriam Walker** | Miriam is an independent user experience strategist, educator at Onepoto Playcentre and Tech Futures Labs. She is a student of te reo and tikanga Māori. She joined Netsafe’s board in 2016.



**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.



**Jon Duffy** | Jon has been on the Netsafe Board since 2011 and is Deputy Chair. Jon is the Assistant Commissioner (Policy & Operations) at the Office of the Privacy Commissioner. Prior to that Jon spent several years as the Head of Trust & Safety at Trade Me. Jon is the Chair of Consumer NZ.



**Claire Amos** | Claire has worked for a variety of schools and educational organisations in her 20-year teaching career. This has included projects with the Ministry of Education, New Zealand Qualifications Authority and Network for Learning. Claire is a founding member of the Education Council of Aotearoa and 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 his 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.

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

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

<sup>3</sup> Adopted at the AGM of the Society on 26 March 2008.

## F19 PROGRAMME AND PERFORMANCE

We want everyone in New Zealand to be able to take advantage of the opportunities technology affords and enjoy the many benefits of being part of an online society. To do that we need to provide practical tools and advice to empower people of all ages and reinforce how we can help.

Kiwis have come to rely on Netsafe for impartial and independent advice to manage their own online safety, and to trust us to find swift resolutions if they do face challenges. This is why we focused our FY19 strategy on four areas:



1  
Drive community engagement



2  
Demonstrate online safety



3  
Collaborate with partners



4  
Maintain a solid foundation

We worked hard to ensure we are easier to interact with and that there are more flexible ways for people to report online incidents. We collaborated with our diverse stakeholder network on various initiatives and looked for opportunities to build and connect the online safety community.

Most importantly, we increased the general public and education sector's interest in Netsafe and the services we offer in ways we haven't done before.

As we enter our third year providing the service under the Harmful Digital Communications Act (HDCA), we have been able to test our capability, responsiveness and relationships. We have assisted people experiencing harmful digital communications (HDC) and been able to resolve many complex cases. We have created leading research related to this topic and it is being used widely locally and overseas.

We feel fortunate that we can support people in New Zealand needing assistance with an online challenge and that we help people to minimise their own online safety risks.





## A NETSAFE SCHOOLS REVAMP

Last year Netsafe introduced the Netsafe Schools programme to help schools establish, develop and promote online safety, citizenship and wellbeing. After nearly a year in operation we reviewed the programme to determine how to make it even better.

The review incorporated feedback from existing Netsafe Schools and those who had applied to be part of it - as well as our own data and insights. We recognised there were some changes that could improve the programme, so we piloted the changes at a Netsafe LIVE event.

The new and improved programme introduces a tiered approach to recognise all schools and kura who have made a commitment to improving online safety and a whakatauaikī that encapsulates our vision for the Netsafe Schools programme: The way in which the young sapling is nurtured (bent), determines how the tree will grow.

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

Now any school or kura that completes a Netsafe Schools Review Tool automatically becomes a Netsafe School and has access to exclusive resources.



## ONLINE SAFETY MANAGEMENT PLAN

Netsafe's Online Safety Management Plan was created to guide schools in the safe and responsible use of digital technology and online platforms utilised in the learning environment.

Schools including kura can decide the context to how they use the template. It highlights key aspects including:

- the rights and responsibilities of all users
- any potential issues or risks to be considered, minimised, or managed
- clear communication with the wider school community
- safeguarding of account details and login/passwords
- responsibilities under the HDCA

## EDUCATION METRICS

Netsafe's dedicated education sector website, [netsafe.org.nz/the-kit](https://netsafe.org.nz/the-kit), offers resources for the sector and advice about the newest trends in online safety.

**The website had a 945 percent increase in unique page views and a 584 percent increase in users to the site compared to the previous year**

## SATISFACTION AND IMPACT

# 96%

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

# 100%

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

# 95%

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



### Connecting with New Zealand

**45m**  
cumulative audience

**50%**  
increase in subscribers

**940k**  
website page views

## PUBLIC EDUCATION

We are committed to providing relevant, timely and useful information to help New Zealanders connect to online safety information.

### DON'T BE A NICK

We launched our innovative Don't be a Nick campaign to encourage young people (16 – 22 years of age) to intervene if they see a friend sharing someone else's nude images. We know that image-based sexual abuse (IBSA) is one of the most harmful types of digital communications and young people are disproportionately affected by the issue.

Research shows that victim-blaming perceptions emboldens perpetrators, stops victims seeking help and undermines bystander intervention. This is why our campaign focussed on changing perceptions and attitudes.

We spoke to a leading Australian IBSA researcher and our Youth Action Squad were also consulted on the campaign. They spoke about the barriers they feel young people face as bystanders including: peer pressure, being too scared to speak up, not wanting to be the 'nark', not knowing what to do and not understanding the harm it can cause.

The campaign ran for a week and generated more than 40,000 unique visits to the dedicated webpage and reached thousands on social media.

## PILOTING OUR YOUTH ACTION SQUAD

In August 2018, Netsafe launched a pilot to create a Youth Action Squad (YAS) so we could incorporate the perspectives of rangatahi into our work. People from all around the country applied and in just a few short weeks our YAS were ready.

The YAS met for the first time in December for a three-day training course. They spent one day with various online safety experts including Tessy Ojo, CEO of The Diana Award and Australian organisation PROJECT ROCKIT. They also attended The Crossroads conference to be inspired by some of the best local and international online safety practitioners.

Throughout the year our YAS have represented Netsafe and the voice of youth at stakeholder events and met regularly to talk about online safety and ideas to make online spaces safer.

The pilot has been so successful that we're introducing a comprehensive YAS programme in 2020.

It will incorporate key learnings from the pilot including how important the involvement of the young person's school is for peer education to be successful. Maintaining motivation and enthusiasm of young people will be a challenge, but we have the experience of others to incentivise our YAS with opportunities for self-development and networking. We are looking forward to seeing what they achieve in 2020.

## AWARENESS REACHES A NEW HIGH

It's important that all New Zealanders know who we are and how we can help them. One of the ways Netsafe is able to track how effective our efforts are is via our annual brand awareness survey.

The results from this year's survey reveal that awareness of Netsafe has increased for the first time since 2017. While Netsafe continues to have higher levels of awareness than similar organisations, some people still don't feel they know Netsafe well.

The insights and data we've gleaned from this survey provide us with an opportunity to better focus our FY20 marketing communication strategy on the activities that will enable us to connect with Kiwis in meaningful ways.

## ESTIMATING THE SOCIETAL COSTS OF ONLINE BULLYING

We commissioned leading economist Shamubeel Eaqub to provide an assessment of the damage caused by online bullying and harassment. We know first-hand about the impact of harmful digital communication and wanted to understand the impact of it on the wider population.

Prior to this assessment, online bullying had been primarily understood in terms of social cost and personal harm.

The report provided an understanding about the behaviour as well as insights as to where to focus interventions and responses. The report highlighted that online bullying has a much wider affect than the individual being targeted and that more can be done to address the risks

Some of the key findings were that:

**\$444 million every year**

is the estimated economic effect of online harm to individuals, communities and interventions.



**One in 10 New Zealand adults** have personally experienced online harm.

**64%**

of people are worried about the impact of online bullying and its effects on society at large.



## Public Education Metrics

Netsafe relies on a variety of channels to reach New Zealanders. Although traditional media continues to be effective, we are utilising different channels to meet our diverse audience needs.

### WEBSITE

Our website, [netsafe.org.nz](https://netsafe.org.nz), hosts useful information, tips and self-help guides about a range of online safety topics. The site is also where people can report an online challenge and get assistance from Netsafe.

The website had more than 302,000 unique visitors and more than 939,408 page views last year. This is a 21 percent increase in visitors and a 70 percent growth in pages viewed compared to the previous year.

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**The website had more than 302,000 unique visitors and more than 939,408 page views**

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### TRADITIONAL MEDIA

Traditional media including television and radio continues to be a steadfast way for us to connect with the general public. We reached a cumulative audience of 45,489,525 which is 17.6 percent increase compared to the previous year. Netsafe is regularly in the media discussing online challenges and opportunities and provides reactive and proactive online safety commentary on a range of topics.

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**+17.6%** cumulative audience compared to the previous year using traditional media

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## SOCIAL MEDIA

Social media provides Netsafe with the opportunity to connect with people in the channels they are actively using and spending time on. Increasingly people are choosing to **follow NetsafeNZ** and are interacting with the content we are producing.

Netsafe's social media followers increased across our four channels:



Thanks to our followers and the investment we have made in social media ads, Netsafe displayed our content 10,088,156 times. This result tells us that by providing engaging content we can deepen people's understanding of the online safety industry and whet their appetite for more information.

### SUBSCRIBERS

Our email subscriber lists allow Netsafe to communicate directly with people already interested in online safety. They represent diverse backgrounds and age-groups which connects the audience to relevant programmes or resources. In the past year, Netsafe has increased the number of subscribers by nearly 50 percent.

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**Netsafe has increased the number of subscribers by nearly 50%**

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### Partnerships and collaboration metrics

**200+**

delegates attended Online Safety at the Crossroads

**10**

presenters

**53**

panelists

# the CROSSROADS

Where online safety, education, entertainment, regulation, enforcement, technology and wellbeing intersect.



## PARTNERSHIPS

Collaboration and partnerships are an important part of our ability to help New Zealanders. It would be hard to have the impact we do without the passion, expertise and commitment from our partners and stakeholders locally and internationally.

### APPOINTED TO THE FACEBOOK ADVISORY BOARD

Netsafe was appointed to Facebook’s Global Safety Advisory Board. Serving on this board allows us to better represent the interests of New Zealand to continue our work to create a safer, more positive online experience for people in New Zealand.

This appointment reinforces the strong relationships we are building with online content hosts and key stakeholders. Netsafe also continues to represent New Zealand on the Twitter Trust and Safety Council.

When we began our role under the Harmful Digital Communication Act, we hoped that we could work with the world’s biggest online content hosts to get better outcomes for New Zealand. It always seemed a bit fanciful, but we are proud to say we are making progress.

## ONLINE SAFETY AT THE CROSSROADS

Each year we host an annual trans-Tasman online safety conference with Australia’s Office of the eSafety Commissioner. In 2018, it was Netsafe’s turn to take the organisational lead as the event, The Crossroads, was hosted in Auckland in October. The Crossroads was a sell-out with delegates coming from many places and a wide range of industries to hear from some of the best local and international speakers including keynotes from:



**Tessy Ojo**  
Chief Executive Officer, The Diana Awards (UK)



**Anja Dinhopf**  
Research Manager, Facebook (USA)



**Justin Patchin**  
Criminal Justice Professor, University of Wisconsin-Eau Claire (USA)



**Shamubeel Eaqub**  
Economist and Author (NZ)

We were also able to give some of the Netsafe Online Safety Grant recipients a platform to showcase their work and generated significant media interest off the back of Shamubeel Eaqub’s work estimating the societal costs of online bullying.

## NETSAFE ONLINE SAFETY GRANT

One of the ways Netsafe works to keep people safe online is by providing financial support to initiatives that lessen the impact of harmful digital communications. The funding is provided as part of the Netsafe Online Safety Grant programme, and we administer the Grant as part of our Harmful Digital Communication Act role.

Individuals and organisations can apply for funds providing they are able to match the funding. Grant applicants must be transparent about how they will use the grant and need to outline details including:

- Deliverables, plans and timelines
- Who is expected to benefit from the project
- How the project aligns with the principles of The Treaty of Waitangi

All applications are assessed on a range of criteria including their positive attitude to technology, their degree of innovation and the likelihood to reduce harm. Projects and initiatives are eligible for up to \$100,000 in match funding. Some of the grant recipients this year included:

### Digital Cultures Institute: Angry by Design? Technical Architectures and Toxic Communication | **\$8,000**

Through a design analysis of three platforms, this research project traces the relationships between technical affordances and toxic communication.

### Healthy Work Group at Massey University: The Great Digital Divide: The Role of Online Harm in Perpetuating Inequalities | **\$25,000**

This project explores how online harm - experienced by one in 10 New Zealanders - amplifies digital exclusion and patterns of inequality.

### Auckland University of Technology: Promoting safer mobile dating | **\$36,839**

Robbery, rape and homicide have been linked to dating apps, as well as racism, sexism and other subtle modes of internet-mediated harm. For this project, mixed methods will be used to survey and interview mobile daters to identify the nature, scale and characteristics of mobile dating. The benefits and harms will be captured in order to promote ethical conduct.

### University of Auckland: The Application of Artificial Intelligence for Real Time Detection and Mitigation of Online bullying | **\$35,378**

This project will develop, validate, refine and pilot an online bully checker on selected digital communication platforms commonly used by young people. By applying AI, the checker detects words that are hurtful or harmful among online conversations in real time and signals to both sender and receiver before they act to stop online bullying from happening or reduce its effect.

### ActionStation: Tauwi Tautoko: Facilitating better, safer and more productive conversations online about race and the Treaty | **\$15,000**

One in three Māori face racialised online abuse. In 2018 Action Station trained and supported a group of tauwi (non-Māori) volunteers to interact with people online to find common ground with the goal of educating, supporting and encouraging people to develop more caring, thoughtful and educated responses to Māori people, culture and language.

### TVNZ - Re:News | **\$77,066**

Re:News will be a series of eight documentaries that will be produced and broadcast on TVNZ's youth-focused Re: News and supported by Duke. Each episode will range between 8- 10 minutes. The project will seek out stories from young people who have been victims of behaviour that breaches the 10 Communication Principles such as online bullying, harassment, sharing personal information and IBSA.

### Safe Surfer | **\$15,000**

Online safety with Kyle the Kingfish is a book written for children under ten that talks about online safety in a fun and educational way. The project will support the production of the Kyle web resources, the production of an eBook and a translation in te reo.



Source: [www.safesurfer.co.nz](http://www.safesurfer.co.nz)

### RainbowYOUTH Incorporated | **\$3,000**

RainbowYOUTH and YouthLaw will create a website that lists the legal rights held by queer and gender diverse people in situations including: same sex relationships, online use/harassment and abuse, abusive relationships, schools and universities; workplace, at home, when being made homeless or other family discrimination, general societal discrimination and renting.

### Digital Youth of Aotearoa: Narrative insights of technology facilitated sexual violence | **\$5,915**

The project explores the concept of integrated online and offline social fields and the nature of peer-to-peer harm across these fields, against the contextual interplay of young people's developing perceptions of gender identity, roles, and how these perceptions relate to technology-facilitated sexual violence in New Zealand.

### Brainbox Ltd: Harmful New Synthetic Media - Building New Zealand's Awareness and Expert Capacity | **\$51,097.20**

The project will help New Zealand build capacity to meet the need for expert evidence necessary in detecting harmful digital fakes, identifying who is responsible for them and where they have spread to. It will also improve public knowledge and digital literacy around synthetic media.

## Grants awarded continued

### InGame Limited | **\$48,840**

This project creates an educational game and classroom resources that teaches year 6 - 8 students about the impact and possible strategies for dealing with online bullying and harmful communications. The app encourages students to not be silent bystanders but to be active allies. The game will be supported by an online teacher dashboard and teachers guide.

### Youth Cyber Zone Programme. Violence Free COMMUNITIES | **\$50,000**

The Youth Cyber Zone programme is a collaborative project, co-created and co-led with youth. It aims to prevent online bullying and its harmful impact. The programme trains and develops student leadership teams to provide peer support, create pro-social initiatives online and offline and help manage social media outreach.

### Student Communication and Safe Practices Charitable Trust | **\$90,000**

SCSP have created an e-education portal to engage with student/akonga learning/akoranga, whilst providing adult guidance in making judgments and decisions, on environments faced by students and teachers. The project will produce new content around the harms caused by online bullying and harassment aimed at the early childhood and compulsory education sectors.

### Yes Disability Resource Centre: IceBreaker Anti Bullying | **\$4,000**

IceBreaker is an anti-bullying programme by young people with disabilities for young people with disabilities. It is a ground-breaking anti-bullying workshop because of its very design - no other programme is designed and delivered by young people with disabilities, who have directly experienced bullying in this way.

### He Waka Eke Noa Charitable Trust | **\$50,000**

The Trust will develop an in-school production to engage year six students in their own environment, on their own terms, in the aspects of online safety and navigation. The project will also develop a teaching guide to use in the classroom including resources and activities to continue engagement and learning.



Source: [www.yesdisability.org.nz](http://www.yesdisability.org.nz)



### SAFER INTERNET DAY 2019

The theme of Safer Internet Day was 'Together for a Better Internet' and with more partners working together than ever before - we hit the mark. Over 80 supporters spread the word and some of the activities included partnering with Instagram to launch the 2019 NZ edition of A Parent's Guide to Instagram and an appearance on The Project with Dominic from YAS and our CEO. They spoke about Dominic's Instagram account with over 270,000 followers and how parents can help to keep young people safe online.



Source: [www.inhope.org/EN](http://www.inhope.org/EN)

### COMBATting CHILD SEXUAL ABUSE MATERIAL

Netsafe stepped up the local fight to tackle child sexual abuse material online when it was voted on to the Board of INHOPE - the umbrella organisation uniting a network of 48 hotlines tackling child sexual abuse imagery online and child sexual exploitation around the world.

This comes at a time when Netsafe and our local partners have increased investment in the fight against child sexual abuse imagery online. We joined other hotlines around the globe in utilising INHOPE's ICCAM system to report and analyse child sexual abuse material. ICCAM is a secure platform for sharing reports of child sexual abuse material globally, as well as providing information to INTERPOL.

INHOPE hotlines submit reports of child sexual abuse material to the ICCAM system, where the material is analysed and traced. If found to be illegal, the report is then sent to the hotline in the country that the material is hosted where it is then given to the appropriate local law enforcement agency to investigate. In New Zealand, Netsafe works closely with the Department of Internal Affairs to pass on reports of material hosted in New Zealand to be investigated.

Child sexual abuse imagery is a global problem affecting children worldwide and working together is the only way we can tackle this ever-growing threat. Through the efforts of member hotlines like Netsafe, INHOPE is removing more child sexual abuse imagery from the internet than ever before, stopping the re-victimisation of children who have been horrifically abused and safeguarding children worldwide.



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

## RESEARCH

Netsafe’s research provides information that feeds into the policy, practice and resources of our work and of others working in this space. We take a leadership role in producing HDC and online safety research for the New Zealand landscape – that draws from, and contributes to, international knowledge of related experiences.

This work has a central role supporting Netsafe in our vision to become the trusted source of leadership, best practice, research, support and education for online safety.

### THE IMPACT OF ONLINE HATE SPEECH

Our report on online hate speech was the first of its kind in New Zealand. It contributed evidence about the extent and impact of this type of speech from the self-reported experiences of adults and provided a baseline of people’s personal experiences. The relevance of this work was vivid in the terrorist attack on March 15 and an uptick in interest in this work occurred under the most horrific of contexts.

### The findings indicate:

- Online hate was more prevalent among:
  - Minority ethnic groups, particularly Asians, followed by those who identified themselves within the other ethnicity category, then Māori and Pacific participants
  - Males (13%) compared to females (8%)
  - Younger adults, especially those between 18 and 39 years old
  - People with disabilities (15%) compared to those without impairments (10%)
  - Non-heterosexual respondents (e.g. gay, lesbian)
- Of those targeted, about six in 10 reported a negative impact from the experience. Most reported being affected emotionally but also exhibiting changes in their behaviour. A third indicated not being affected
- Religion was the most frequent perceived reason for being personally targeted with online hate speech. This was followed by political views, appearance, race, and ethnicity
- In relation to gender:
  - Males believed they were targeted mainly because of their religion, race, political views, and ethnicity
  - Females, meanwhile, concurred on religion, but rated gender and age significantly higher than males

**11%**  
of adults  
reported having been  
personally targeted  
with online hate speech

### PARENTS VIEWS ON SEXUALLY EXPLICIT CONTENT

Exposure to pornography is recognised as a real risk for children online, ranking alongside online bullying and contact with strangers. Recognising the important role parents play in protecting their children from risks online, Netsafe alongside the Office of the eSafety Commissioner and the Safer Internet Centre with the University of Plymouth

in the United Kingdom collaborated on research that explores how parents think and engage with this issue.

In the past, the majority of international research focused on children’s access, exposure to, and views of pornography and how this can affect their sexual identity development, sexual health, and mental health. Parents’ attitudes and views about their children’s experiences around pornography had not been comprehensively reviewed.

The report showed that while this is a challenging topic, parents are choosing positive approaches to mediating children’s experiences. There is also evidence that suggest a mismatch in their reported levels of children’s access.

### Some of the key findings are:

- Parents’ main online concerns are their children sharing nudes of themselves, being treated in a hurtful way, and seeing sexually explicit content
- Parents reported children’s exposure to sexually explicit content increased with age and exposure to sexually explicit content was more common among boys
- The main reasons parents gave for their child’s exposure to this content where it popped up on the screen/device, curiosity, and accidental access
- 39 percent of parents said they stayed calm after finding their children were exposed to sexually explicit content while 22 percent were angry, and 10 percent ignored the situation
- Most parents believe they know what to do and say if their children access or are exposed to sexually explicit content
- After a situation occurred, most parents (72%) talked with their children about sexually explicit content on the internet
- Most parents are confident talking with their children about pornography, while two in 10 feel embarrassed. Over half said they discuss sex education and sexuality with their children, while three in 10 do not
- Half of parents know where to access information and resources about children and pornography, while four in 10 do not

# Nearly 5%

of adult New Zealanders said they have personally experienced IBSA online



## IMAGE BASED SEXUAL ABUSE

Our report released findings from a larger quantitative study about New Zealand adults' experiences of harmful digital communications. The report focuses on the prevalence of image-based sexual abuse (IBSA) and people's attitudes regarding different aspects of it.

- Overall, nearly five percent of adult New Zealanders said they have personally experienced IBSA online
- IBSA is more common among young adults, especially those aged under 30
- In general, men and women were equally as likely to experience IBSA online, but the nature of the experiences differ
- About four percent had someone threaten to share their intimate pictures or videos online. This was more common among those under 30 years old
- Meanwhile, three percent said their intimate content has actually been shared online. This was higher among:
  - females aged 18-29
  - those who do not identify as heterosexual, and
  - those who identify as Asian
- The sharing of intimate content online without consent was most commonly done by an ex-partner or by a stranger
- Perceived reasons for IBSA vary, with females indicating it is done for revenge while males say it is intended as a joke or used for extortion
- Seven in 10 adult New Zealanders agree that those in a relationship should be aware of the risks associated with sharing intimate pictures with a partner
- People generally lack knowledge of how the law treats cases of IBSA or where to get advice to avoid becoming a target
- A small majority disagree that the risks of IBSA are overstated

## Seven in 10 New Zealand adults

agree that those in a relationship should be aware of the risks associated with sharing intimate pictures with a partner



## DIGITAL SELF-HARM IN TEENS

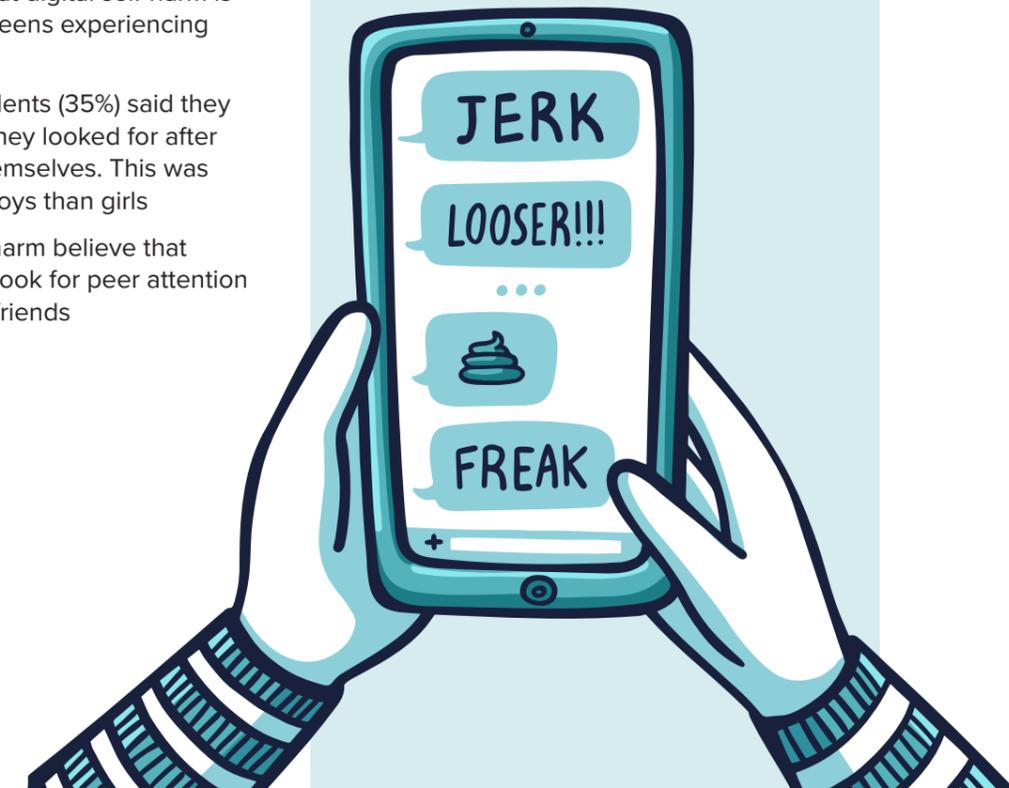
We released New Zealand's first ever research into digital self-harm amongst teenagers (aged 13-17). We broadly defined digital self-harm as the anonymous online posting or sharing of mean or negative online content about oneself. The report centres on the prevalence of digital self-harm (or self-online bullying) the motivation and outcomes related to engaging in this behaviour.

- Overall, six percent of New Zealand teens have anonymously posted mean or negative content online about themselves in the past year
- Among those teens who engaged in digital self-harm, most did it more than once (65%)
- Digital self-harm appears to be more prevalent among younger teenagers, those aged 13 and 14 years old
- Teenagers' top reasons for this behaviour were: making a joke, wanting to show resilience, looking for friends' sympathy, and seeking reassurance of friendship
- Girls and boys pointed out different reasons for engaging in digital self-harm:
  - Girls reported wanting to show resilience, looking for friends' sympathy, and seeking reassurance of friendship
  - Meanwhile for boys it was mainly about making a joke
- There is an indication that digital self-harm is more prevalent among teens experiencing one or more disabilities
- About a third of respondents (35%) said they achieved the outcome they looked for after digitally self-harming themselves. This was significantly higher for boys than girls
- Teens who did not self-harm believe that those who did it mainly look for peer attention and the sympathy from friends

# 6% of NZ teens

anonymously posted mean or harmful content about themselves last year

Among those teens who engaged in digital self-harm, 65% did it more than once





## HDC SERVICE

Since our HDCA service first launched in November 2016, we have seen the number of reports related to HDC steadily rise year on year. Netsafe performs this role without advocating for, or favouring, anyone involved in the incident.

We use assessment matrixes to determine whether the report falls within the broad scope of the HDCA and to determine the extent of serious emotional distress. As we assess a situation, we also develop a resolution plan which we believe will remove or reduce the alleged harm. The actions in the resolution plan are prescribed by the HDCA and include the giving of advice and the use of persuasion, negotiation and mediation to resolve the issue.

We received approximately 3,400 reports in the past year which is an increase in reports of 37 percent on last year. Most people are reporting to us about their own HDC experiences.



### HDC overview

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

**3,377**  
HDC reports

**212**  
HDC qualifying reports

**137**  
Resolved HDC qualifying reports

**60**  
Unresolved HDC qualifying reports

**15**  
Reports referred to a third party

## OPERATIONS

Netsafe provides free and confidential online safety advice and support to people in New Zealand seven days a week. People of all ages can contact Netsafe via phone, email, text or webform for help with whatever online challenge they are experiencing.

In the past year, Netsafe received about 455 contacts per week related to a variety of online safety topics including harmful digital communications, objectionable content and scams. Netsafe also provided incident support to schools under the Ministry of Education contract.

### TEXT 4282

Feedback from our YAS and a research review indicated young people do not engage with support services in traditional ways. As we wanted to increase the number of ways people could report HDC, we recognised that a new channel especially a text tool could be useful to anyone.

We designed a service for people to text Netsafe to 4282 using human centred design principles.

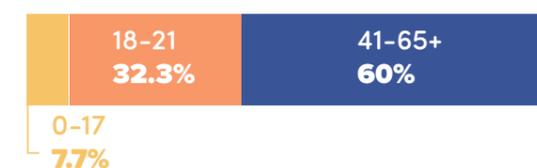
The automation built in ensures the customer receives a response if the message is out of hours. We can also triage reports to ensure those with the most severity is dealt with first by adopting keyword identification.

Our text channel is free to use and does not rely on people having access to data or SMS packages. The other benefit is that it has improved our ability to contact people involved in HDC disputes if text message is the most appropriate channel.

## HELPLINE OVERVIEW

**23,669** Reports to Netsafe

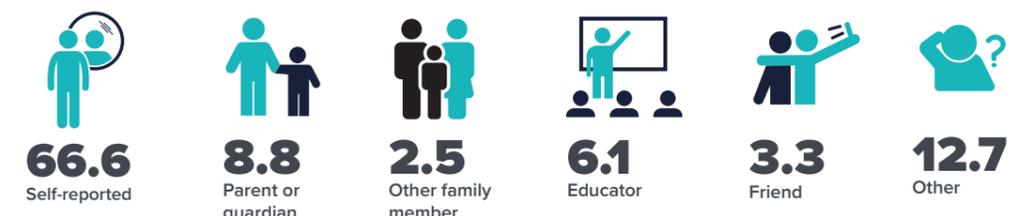
### Reports by age



### Reports by gender



### Who is making a report?





# 16,355

scam reports

## 2,343

Scams involved financial losses

## NEARLY \$23 MILLION

was reported as lost to scammers

### OUR SCAM RESPONSE

It has been a mixed year for scams and fraud reports at Netsafe. Approximately 16,500 instances of online scams and \$23 million in losses has been reported. Although there has been a 75 percent increase in reports, there has been fewer reports with financial losses.

In most instances people were wanting advice on whether they were being scammed and advice on what to do next. Traditionally Netsafe provided this service by responding to emails and phone calls which was time consuming and costly. Without direct funding for Netsafe's scam service and with reports of HDC increasing, we needed to find a better way to respond to this demand without impacting on the response experience.

After careful consideration, we developed a new tool to help New Zealanders affected by online scams.

The tool uses AI to identify whether the report is about a scam commonly reported to Netsafe. Once it has identified the scam, it provides guidance on what to do.

When we launched our tool, the expectation was that six percent of the reports would be answered by the bot, but it is answering approximately eight percent of queries successfully.

Online scams are a pervasive issue for New Zealand and more co-ordination and support is needed to protect Kiwis. More than ever, we are seeing waves of scams hitting the country.

The only way to protect people is through targeted public education and co-ordinated national efforts to disrupt scams in New Zealand, and we're working towards both of these approaches.

Category	Number of reports	Total losses (\$)	Average loss (\$)
Products and services fraud	1641	6,137,643.99	3,740.19
Prize and grant fraud	202	5,593,714.33	27,691.66
Relationship and trust fraud (romance scams)	184	4,120,905.03	22,396.22
Investment fraud	169	4,693,139.13	27,770.05
Identity fraud	38	59398.19	1,563.11



## LEGALISATION & COMPLIANCE

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

We comply with the Ombudsmen Act 1975, the Official Information Act 1982 and the Public Records Act 2005. The table below outlines the requests for information (RFI) under the Official Information Act and the Privacy Act.

Year	Quarter	RFI requests	Withdrawn requests	RFI timeframe met	Complaints to OPC
2018	July - December	9	2	7	2
2019	January - June	7	1	6	0

The two complaints to the Office of the Privacy Commissioner (OPC) related to Privacy Act requests delivered in FY18. The two RFIs that were withdrawn in the first part of the year occurred as the people disengaged with Netsafe after we asked them to verify their identification. The third person explained that the request was intended for someone else.

Several RFIs were not responded to within the statutory time as these requests were from individuals involved in a single HDC report. These requests were the largest and most complex requests we have received – the total documents exceeded a 1000 individual items. They required substantial collation and careful consideration before a response could be provided.

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.

## 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 GST.

### REVENUE

For the 12 months from 1 July 2018 to 30 June 2019, Netsafe’s total revenue was \$4,007,629.

### EXPENDITURE

The total expenditure for the 2018/19 financial year was \$3,779,251.

### SURPLUS

Revenue exceeded expenditure by \$232,534 during this period. This surplus is expected to be reversed in the next year as Netsafe delivers its contractual commitments.

### FUNDING

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

2018/19 was the final year of Netsafe’s previous three-year agreement with the Ministry of Education valued at \$812,000 per annum. A new three-year contract at \$812,000 per annum was confirmed in June 2019.

The Ministry of Justice contract to provide the Harmful Digital Communication Act service commenced in November 2016 and is valued at \$2,710,000 per annum. In addition, the Ministry of Justice provided \$350,000 per annum for Netsafe to help fund new online safety initiatives through the Netsafe Online Safety Grant.

## STATEMENT OF REVENUE AND EXPENDITURE

	FY19	FY18
<b>Revenue</b>		
Revenue from exchange transactions	4,007,629	4,033,341
Total revenue	4,007,629	4,033,341
<b>Expenses</b>		
Administration expenses	265,406	277,121
Audit fees and consulting fees	103,610	70,573
Other operating expenses	868,752	806,073
Staff expenses	185,822	147,193
Wages and salaries	2,355,660	2,442,934
Total expenses finance income	3,779,251	3,743,893
<b>Interest, dividends and other investment revenue</b>		
Total finance income	4,156	3,775
<b>Net surplus for the year</b>		
Total comprehensive revenue and expense for the year	232,534	293,223

## STATEMENT OF FINANCIAL POSITION

	30 JUN 2019	30 JUN 2018
<b>Assets</b>		
<b>Current Assets</b>		
Cash and cash equivalents	1,797,418	1,565,964
Receivables from exchange transactions	408,339	296,311
Total current assets	2,205,757	1,862,274
<b>Non-Current Assets</b>		
Property, plant and equipment	66,171	93,188
Total non-current assets	66,171	93,188
Total assets	2,271,928	1,955,463
<b>Liabilities</b>		
<b>Current liabilities</b>		
Payables from exchange transactions	85,647	60,988
Employee benefits	287,886	179,244
Goods and services tax	2,367	51,736
Total current liabilities	375,899	291,968
Total liabilities	375,899	291,968
Total net assets	1,896,028	1,663,494
<b>EQUITY</b>		
Accumulated surpluses	1,896,028	1,663,494
Total equity	1,896,028	1,663,494



## CASE STUDY: Christchurch Review

The Christchurch terrorist attacks dominated the New Zealand landscape in 2019. Along with the tragic loss of life and devastating impact, the attacks also proved to be one of the most significant online safety challenges ever faced.

Netsafe's team performed an important role in protecting people from distressing online content following the tragedy on March 15. Our first report related to the Christchurch terrorist attacks came in at 2.26 pm and they continued to come in at all times of the day and night after that.

We worked vigilantly to remove harmful digital content by helping government and industry partners, and by advising the many people who used our service or contacted us. We also provided tailored guidance to the Ministry of Education to support schools and kura and developed information to help people understand what they could do if they came across distressing content.

### Netsafe received 601 reports and enquiries relating to the attacks.

The reports related to a variety of online topics including objectionable content, offensive content, individual/group threats and hate speech. Many of the reports did not fall within the thresholds of the Harmful Digital Communications Act 2015.

Where Netsafe had existing partnerships with online content hosts our content takedown requests were mostly successful, but where we had no relationship our takedown rates were significantly lower.

We worked closely with trusted partners including the Office of Film & Literature Classification, Department of Internal Affairs, NZ Police and CERT NZ as well as online content hosts like Facebook, Google and Twitter to remove video footage and other harmful content related to the attacks.

We also actively approached lesser known sites that were hosting harmful and/or potentially illegal content to establish whether they could remove it and thereby reduce its extended reach.

Our operations team created new processes to cover the complexity of the reports and the high volume of stakeholder referrals to ensure we were responding as quickly and efficiently as we could.

### Netsafe continued to receive reports about this incident seven months after the attacks.

To ensure we provide the best possible service in the event of a similar crisis, Netsafe has reviewed our response and actively partnered with key stakeholders to learn from the process we created. We have also joined the Christchurch Call Advisory Network and attended international and national workshops with other civil society, industry and government stakeholders.

Netsafe's ability to work with content hosts to help New Zealanders exercise their rights online is as relevant to extreme content as it is to abuse and harassment. A practical understanding of the approaches being taken by our Government and industry is critical to being able to perform this function effectively.

# 2020 OUTLOOK

Netsafe has made great strides toward becoming an organisation that is easier to interact with and who supports more people. However, we recognise there is more we can be doing.

As we operate in an environment that is constantly evolving and facing rapid change, it is important we have the frameworks in place to identify, measure and respond when needed. And that they are flexible enough to leverage the opportunities that advance the online safety cause.

We are well positioned for the decade we are about to enter. The profile of online safety has risen over recent years, and the wider community is looking to us for both leadership and ways to contribute. This clearly creates exciting momentum and Netsafe has given careful consideration as to how to truly capitalise on the collaboration and initiatives available.

Our 2020 strategy centres on four pillars to ensure we can empower and support those people most likely to be affected by online challenges. We have prioritised our workload to focus our resources where we believe they will have the most impact, however we are not losing sight of the need to help the general population of New Zealand.

- |  |   |   |  |
|--|---|---|--|
|  <p>1 Promote and maintain a responsive support service</p> |  <p>2 Drive greater engagement with young people</p> |  <p>3 Connect to diverse and vulnerable groups</p> |  <p>4 Build resources and services that reflect New Zealand's evolving needs</p> |
|--|---|---|--|

Some of the activities you will see include formalising the Youth Action Squad programme, providing schools with support to deliver their own online safety programmes and developing the Netsafe Schools community.

Netsafe will also release the research findings from Ngā taiohi matihiko o Aotearoa - New Zealand Kids Online and publish reports about online hate speech and the perpetration of unwanted digital communications. We will also publish reports related to previously collected data for children and adults and use the findings to inform new initiatives.

We will proactively look to establish productive partnerships to better support people in diverse and vulnerable communities and will improve access to relevant advice and guidance. We are also committed to increasing the capacity for people to help themselves when they need to – and in a way that answers a particular individual or groups needs.



# ONLINE SAFETY 2020

9-10 September | Wellington NZ  
[netsafe.org.nz/OS2020](https://netsafe.org.nz/OS2020)



For the first time, we will be holding our annual joint conference with the Office of the eSafety Commissioner **in Wellington from 9-10 September 2020.**

You can register your interest and sign-up for Online Safety 2020 conference updates at [netsafe.org.nz/events/os2020](https://netsafe.org.nz/events/os2020)

# CONNECT TO NETSAFE

## STAY INFORMED

- Follow **NetsafeNZ** on Twitter, Facebook, LinkedIn and Instagram
- Subscribe to the Netsafe update at [netsafe.org.nz/newsletter](https://netsafe.org.nz/newsletter)
- Visit [netsafe.org.nz](https://netsafe.org.nz) for tools and information

## BECOME A MEMBER

- Membership is free. Apply at: [netsafe.org.nz/aboutnetsafe/contribute-to-netsafe](https://netsafe.org.nz/aboutnetsafe/contribute-to-netsafe)
- Contact [membership@netsafe.org.nz](mailto:membership@netsafe.org.nz) with any queries

## SUPPORT NETSAFE

- Netsafe is grateful for any contribution (financial or in-kind) that helps New Zealanders
- Email [outreach@netsafe.org.nz](mailto:outreach@netsafe.org.nz) so we can talk about the options

## SHARE KNOWLEDGE

- Netsafe's research team are available to exchange expertise and knowledge
- Discuss the opportunities at [research@netsafe.org.nz](mailto:research@netsafe.org.nz)

## ANNUAL REPORT QUERIES

Enquiries about Netsafe's 2019 Annual Report can be emailed to [outreach@netsafe.org.nz](mailto:outreach@netsafe.org.nz)

