



17 November 2021

## A change at the top for Netsafe

**Netsafe has today announced the departure of CEO Martin Cocker after 15 years with the organisation.**

Martin's tenure as CEO has ended on a high, overseeing Netsafe's recent reappointment under the Harmful Digital Communications Act (HDCA) for another five years.

Martin also played a pivotal role in drafting New Zealand's first Code of Practice for Online Safety and Harms, gaining unprecedented support from some of the world's most prominent technology companies to come together to advance online safety for the people of Aotearoa.

Netsafe's achievements under Martin's leadership have been considerable. The organisation is five times larger in 2021 than when he joined. During his tenure as CEO, Netsafe has provided support, education and advice to New Zealand internet users of all ages. It has launched innovative products and services, coordinated multiple events and awareness weeks, and helped resolve hundreds of thousands of online safety incidents.

Andrea Leask now takes on the role of interim CEO while Netsafe's Board recruits Martin's replacement.

Andrea joined Netsafe's senior leadership team earlier this year, with responsibility for ensuring our products and services are consistently delivered to the highest standards, and in line with regulatory, legal and contractual obligations.

Netsafe chair Jon Duffy thanked Martin for his work over the years.

"Martin has been integral to establishing Netsafe at the forefront of the online safety conversation in Aotearoa New Zealand and internationally. His knowledge and tireless enthusiasm have helped people stay safe online at the same time as making the most of the opportunities the digital world offers.

"We are sad to see Martin go but I want to thank him on behalf of the Netsafe Board for everything he has helped the organisation achieve. Everyone at Netsafe sends him our very best wishes for the future."

The Netsafe team is looking forward to continuing to work with stakeholders to develop innovative strategies and create expert resources to bring the best possible outcomes for people in Aotearoa.

### Media contact

Angela Boundy | Senior Marketing and Communications Manager

+64 27 228 3930 | [angelab@netsafe.org.nz](mailto:angelab@netsafe.org.nz)

## **About Netsafe**

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. Visit [netsafe.org.nz](https://www.netsafe.org.nz) for free resources and to report incidents of online harm.