



Internal Affairs briefing

Hon Tracey Martin
Minister of Internal Affairs

Title: Final Cabinet paper: Supporting parents and caregivers to create a safe online environment for children and young people

Date: 15 April 2020

Key issues

Ministerial and departmental consultation has finished for the draft Cabinet paper, *Supporting parents and caregiver to create a safe online environment for children and young people*.

The paper has been updated following feedback received during consultation.

We seek your approval to lodge the paper (Appendix A) by 4:00pm today for consideration by the COVID-19 Ministerial Group meeting on Thursday 16 April 2020.

We also attach talking points (Appendix B) to support your attendance, if required, subject to the paper being lodged for consideration.

Action sought

Approve the lodgement of the Cabinet paper for consideration at the COVID-19 Ministerial Group on 16 April 2020

Timeframe

As soon as possible by 3:30 pm, 15 April 2020

Contact for telephone discussions (if required)

Name	Position	Direct phone line	After hours phone	Suggested 1 st contact
Raj Krishnan	General Manager Policy	S.9(2)(a)	021 59 3973	✓
Nick Law	Policy Manager		027 594 1719	

Return to	Scott Wilson / Ilagi Hyndman, Level 9, 45 Pipitea Street
Cohesion reference	SS74WDQEK3HX-940069592-163
Ministerial database reference	IA202000392

Purpose

1. This briefing provides you with the final Cabinet paper, *Supporting parents and caregivers to create a safe online environment for children and young people*, for your approval to lodge for the COVID-19 Ministerial Group (the CVD Ministers) meeting on 16 April 2020. The paper is attached as **Appendix A**.
2. We also attach talking points to support your attendance, if required, at the meeting (**Appendix B**).

The final paper includes a few changes compared to the earlier draft

3. We have updated the paper to reflect comments and feedback received during consultation. For ease of reference, we have highlighted parts of the paper that have changed since the last draft version was provided to you on 13 April 2020.

4. Main changes are outlined below:

4.1 ***More information to explain why this campaign needs to take place now***

This includes focussing on the harm children and young people are currently facing, such as: online grooming and bullying; increased risks of harm through video chatting; gaming; and live-streaming as they are spending more time at home.

S.9(2)(g)(i)

4.2 ***Reference to working with the Ministry of Education on direct messages for young people and children (Phase 2)***

You requested a specific reference in the paper to reflect conversations that have happened with the Ministry of Education about developing specific messages for young people – a Phase 2 to the campaign.

S.9(2)(f)(iv)

4.3 ***Further clarification about funding for the campaign***

This includes explaining why it cannot be funded from Departmental baseline and how the initiative meets the criteria for COVID-19 funding. We also clarified that some of the \$1.5 million, if approved, may be spent over the upcoming FY 2020/21.

4.4 ***More detail about implementation***

This includes clarifying that it will be a public awareness campaign which will be designed to reach different communities with different language and accessibility options. This was one of the more prominent comments received during our consultation with departmental agencies.

Ministers and consulted parties generally support the paper

5. Consultation with key Ministers and relevant parties was shortened because the paper needed to be considered by Cabinet committee this week. We have been advised that the Minister of Justice supports the paper. The office of the Minister of Education provided comments on the proposal which reflect views received from the Ministry of Education.

S.9(2)(g)(i)

Proactively Released

S.9(2)(g)(i)

S.9(2)(g)(i)

Next Steps

9. We will liaise with your office to ensure the paper is provided to the Cabinet Office by the deadline of 4:00pm today (15 April 2020). Talking points for this meeting are attached as **Appendix B**.
10. Subject to Cabinet agreement and confirmation, we will prepare to launch the public campaign by May 2020. We will keep you updated regularly and provide you a draft press release with key messages to launch the campaign.

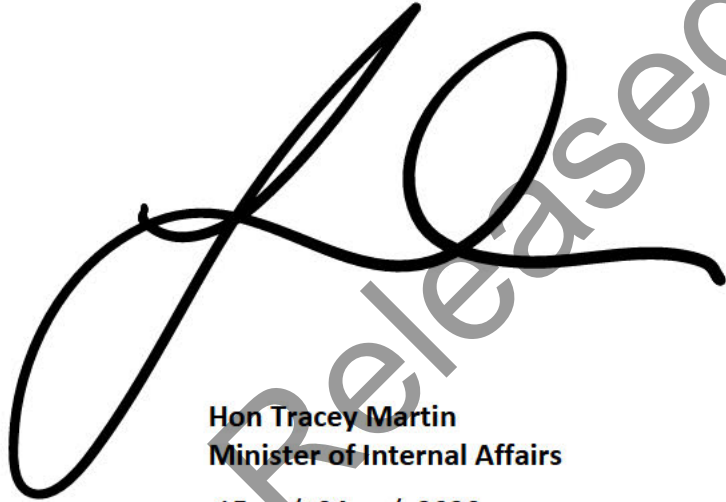
Recommendations

11. We recommend that you **approve** the lodgement of the Cabinet paper *Supporting parents and caregivers create a safe online environment for children and young people* for the CVD Ministers meeting on 16 April 2020.

Yes / No



Raj Krishnan
General Manager Policy



Hon Tracey Martin
Minister of Internal Affairs

15 / 04 / 2020

Proactively Released

Appendix A: Cabinet paper to lodge for CVD Ministers meeting 16 April 2020

Proactively Released

Appendix B: Talking points

Kids and young people are experiencing online threats and harms right now

- The current lockdown means they are at home and spending more time online watching Netflix and YouTube, playing online games and using social media and online forums.
- This increases the risk of them experiencing:
 - Mental and psychological harm from seeing inappropriate content (from porn to age-restricted films and illegal content);
 - Online bullying and harassment on social media sites and forums;
 - Online grooming and other malicious activity that can lead to sexual exploitation and abuse.
- The reality is that nowadays kids and young people are doing all these things online with little to no adult supervision and knowledge.

The lockdown means there is an increase of online and website traffic in NZ

- This is evident in data released by Chorus on the increased internet traffic of about 75 per cent between 16 March and the 28 March - due to the lockdown.
- Pornhub released data showing that NZ, with the rest of the world, have increased in visits to the website (*see attached graph*) – this was very evident when New Zealand went into Alert Level 4.

Parents and caregivers may not feel like they know enough about technology, or the different apps their kids use, to be able to engage with them meaningfully

- Surveys conducted by the Chief Censor's office S.9(2)(b)(ii) indicate that parents are not as well informed about areas on how to protect their children.

They are looking for online safety tips – now more than before, because of the risks to their whānau and tamariki

- Netsafe reported:
 - Visitors to Netsafe.org.nz are up 70 per cent compared to the same period last year;
 - Visitors to the “7 tips for Parents and whānau” page is up 240 per cent compared to the same period last year
 - Reports to their helpline in the last 14 days are 20 per cent above the average
- There is already information available for parents and caregivers about online safety. But this information is currently distributed across different sites and not all parents are aware that this support is available.

This campaign will give parents and caregivers tips about how to support their kids and younger family members right now, and in the future

- It will point them to one place to find all the information they need to know about online safety, and how to prevent online harm for their whānau and younger family members.

I am seeking \$1.5 million in funding to launch the campaign

- The public campaign will be a collaborative effort between government, non-government and the private sector.
- The public campaign needs to be rolled out quickly to help parents, children and young people

The Department will work with the Ministry of Education to roll out Phase Two for the campaign

- Phase two that will have specific messages for children and younger people.

Additional points to note

- The \$1.5m funding sought is based on comparable medium sized public campaigns.
- The Department of Internal Affairs was unable to identify reprioritisation funding options for the campaign while maintaining current service delivery and committed programme of works.
- Launching a campaign is an urgent matter that needs to be considered S.9(2)(f)(iv)
- The Department of Internal Affairs will streamline processes involved in launching the campaign where possible, such as procurement of expertise in public advertising, in order to deliver the campaign in time to have an impact.

Pornhub graph

