

MEMO

To: Meredith Lawry, Private Secretary, Office of Minister for Women

From: Hannah Burgess, Policy Analyst

Date: 22 January 2019

Subject: Netsafe report 'Image-based sexual abuse: A snapshot of New Zealand adults' experiences' (to be released 23 or 24 January 2019)

Priority: Routine

Briefing and talking points on Netsafe report - 'Image-based sexual abuse: A snapshot of New Zealand adults' experiences'

1. On 22 or 23 January 2019, Netsafe (the approved agency for administering the Harmful Digital Communications Act) is releasing the report 'Image-based sexual abuse: A snapshot of New Zealand adults' experiences'. A copy is attached for your information.
2. In 2017 the Ministry for Women partnered with Netsafe to conduct qualitative research into online harm of young New Zealanders, the report of which you launched that year. Since then Netsafe have conducted quantitative research of young New Zealanders' online lives and the nature of the harm they experience.
3. Findings showed that the nature of digital harm against young people was gender. The report to be released today also shows that image-based sexual abuse is also gendered.
4. The findings from this report are based on data collected from a nationally representative sample of 1,001 adult New Zealanders.
5. We will publish a link to this report on the Ministry website and post it on our social media channels.
6. We do not expect that you will be approached for comment as the Ministry was not involved in the report. We provide talking points below that you can use if needed.

Key findings

7. Below are some of the key findings from the report:
 - Image-based sexual abuse is the distribution or threat to distribute intimate (nude or semi-nude) or sexual digital communication (e.g. picture or video) online without consent.
 - Overall, nearly 5% of adult New Zealanders said they have personally experienced image-based sexual abuse (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 4% had someone threaten to share their intimate pictures or videos online. This was more common among those under 30 years old.
- Meanwhile, 3% 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.
- 7 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.

Talking points

8. Image-based sexual abuse is a problem that often goes under the radar. I'm delighted that Netsafe are doing this important work, and bringing this issue into the public eye.
9. I am concerned to see that the issue is worse for our young women, those who do not identify as heterosexual and for those who identify as Asian.
10. As Minister for Women I support Under-Secretary Jan Logie's work in her role as Under-Secretary Justice (Sexual and Domestic Violence Issues) to ensure that all New Zealand women and girls are free from violence.
11. Netsafe has prepared information and resources to support people facing IBSA which you can find on their website.

Contact for telephone discussion (if required)

Name	Position	Telephone	1 st Contact
Hannah Burgess	Policy analyst	9(2)(a)	✓