



Submission Form

Respondent Information

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NetSafe – The Internet Safety Group, is an independent, non-profit, multi-stakeholder organisation specialising in educating about the safe, secure and responsible use of information and communication technology (ICT) including the internet and mobile phones. NetSafe is the Ministry of Education's Strategic Partner for cybersafety education in New Zealand and is listed in the draft strategy as a Confidence enabler.

The Digital Summit and Digital Strategy 2.0 draft identify a correlation between a country achieving its digital potential and achieving its economic potential. NetSafe also believes that technology can also play a vital role in enhancing the quality of life of all New Zealanders.

In general, NetSafe supports the structure and intention of the Digital Strategy 2.0 draft. The NetSafe submission is focused solely on the Confidence Strand because that is where our expertise lies.

Sincerely
Martin Cocker
Executive Director
NetSafe



1 What do you think of the new confidence goal – is it ambitious enough?

1.1 We support the goal of *digitally capable and confident New Zealanders*. The goal has no specific quantifiable elements so it is hard to consider whether it is ambitious enough.

1.2 The addition of a second tier of specific quantifiable measurements could enhance the goal as it would provide a basis for analysis of interventions and provide guidance on future interventions.

The creation of specific quantifiable goals would require a deeper understanding of what constitutes a digitally confident and capable person than is identified within the Digital Strategy 2.0 draft. NetSafe has undertaken work on this topic and would be happy to share it with the Digital Strategy authors.

2 What other key priorities in this focus area (if any) would you like to see considered?

The strategy for improving confidence has both long term and short term strategies.

2.1 The long term educational strategies are mostly sound. It won't be long before digital natives are our business leaders and parents – and they will bring a natural ICT confidence and capability to those roles. The integration of a broader ICT related education programme into the national curriculum will ensure that their confidence is founded on real knowledge and skills (not false confidence). NetSafe has recently developed the Cybercitizenship Pathway – a cybersafety curriculum for educators from early childhood through the compulsory education years.

With reference to the shorter term strategies...

2.2 The focus should be on interventions and programmes delivered by credible organisations to large sections of the New Zealand population.

The previous confidence strand of the Digital Strategy was supported by the Community Partnership Fund which had several major shortcomings as a fund for this purpose.

Firstly, it only funded projects to 50%. Some confidence building projects have no commercial or sponsorship appeal. That means that they cannot raise the other 50% of the funds required, and the project will not be implemented.

The CPF application process is extremely arduous. The application process brings significant cost to the applicant. No allowance is made for organisations that have previously proved their viability and credibility.



The same funding source (the CPF) was used to fund localised projects and national interventions. There was no obvious preference for projects that enabled all New Zealanders to become more confident and capable (Digital Strategy enablers).

2.3 Contestable Digital Strategy funding has previously been based on strategy strand. Separate funds are allocated to Content, Confidence, and Connection activities. However, the Digital Strategy is based on the premise that all strands deliver to the outcome equally. A contestable Digital Strategy fund should allow projects to compete based on their ability to help NZ achieve its digital potential. In this way, a confidence project could be funded from the same fund as a connection project.

2.4 It is clear that the strategy reflects an understanding of the benefit of central investment in open access infrastructure to build connection capability. This is also true of activity in the confidence and content strands. The Digital Strategy should look to support organisations that deliver confidence building initiatives in an open access manner. NetSafe freely shares its intellectual property for the benefit of all New Zealanders.

3 How well do the identified challenges and actions contribute to achieving the priorities?

The draft of the Digital Strategy 2.0 is largely based on a direct line drawn between ICT and business success. This was the main outcome of the Digital Summit – which is no surprise as it was the main focus of the programme.

3.1 ICT confidence and skills are not created in a vacuum. There is no magic “confidence switch” that will make a user forever confident, or training that will implant skills for life. Developing confidence and capability is an ongoing process for each individual person. Most people build or lose confidence and capability through their use and experience of ICT - and we need to build that understanding into our interventions.

3.2 Whilst specific ICT skilled personal are critical for the construction of e-businesses and e-government, so too is a population comfortable engaging with e-business and e-government.

Therefore we must not limit the scope of education to formal education channels. NetSafe provides services designed to deliver *just in time* interventions to people outside of the normal education channels such as the NetBasics home PC security advisory site.

Structured education and skills programmes are useful where they address a specific need. For example: It makes sense to increase the number of skilled ICT workers in NZ as there is a shortage. However, maximum success of the Digital Strategy requires all New Zealanders to be confident and competent users of technology. Not all of the population can not be reached through normal education channels.



By way of an example -The cost of undertaking the next national census could be significantly reduced by a higher uptake of online entries. The technology and service was in place at the last census (2006). The process was faster thanks to an ability to deliver intelligent survey design online (ie: instructions such as “If you answered question 7 then go to section 12b” is undertaken automatically). Why didn’t everybody who had access to the web use this service? They had the connection, and they had the content – but they didn’t have confidence.

4 What other specific challenges and actions (if any) do you think should be considered? By whom and by when?

4.1 One of the key confidence concerns is a view that the internet is a “wild west” with no controls. This is partially true. As a consequence of the web spanning geographical boundaries, no single government can protect its population (without impinging upon their freedoms). It will be sometime before cross jurisdictional issues are fully ironed out and NetSafe promotes user education of risk management strategies as the best way to ensure online safety and build confidence.

4.2 We also need to increase the ability of our law enforcement agencies to Police cyber spaces. With the growth of online and cyber crimes (and the fact that other forms of crime have not declined) an additional law enforcement capacity is required. This means:

- An incremental injection of law enforcement resources are required to create a genuinely safer cyberspace for NZ users and
- A review of the laws and rules that govern those agencies should be conducted. We must ensure that our law enforcement agencies are able to engage with an agile technology based criminal fraternity on a level playing field.

In summary

New Zealand has an existing multi-stakeholder cybersafety education provider with a strong focus on building confidence. NetSafe draws its members from public, private, and civil societies and has proven it can effectively co-ordinate and leverage member’s activities to deliver meaningful cybersafety interventions. The digital strategy benefits from accessing an organisation with the expertise, capability, and membership to deliver against many of the specific confidence goals.

The Confidence strategy is well articulated but not well resourced. NetSafe is the central organisation for delivery of cybersafety education and services in New Zealand. Its funding has remained constant for the last 4 years whilst its remit has massively expanded. New Zealand needs to significantly expand its cybersafety campaigns and services for consumers, businesses, and families if it is to achieve the Digital Strategy Confidence goal of confident and capable New Zealanders. Whilst NetSafe and its partners can be relied upon to maximise the value of any investment, we feel there is an vital role for the Government in supporting and resourcing them.