

# 2024 Annual REPORT

**DIGITAL  
WAIHAHA**

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## ABOUT DIGITAL WAITAHA

The Digital Waitaha Charitable Trust was established in September 2021 to empower all individuals to be safe, ethical, and responsible digital device users who successfully manage their digital well-being and safety.

Our goals are centre around championing safe device use, fostering individual agency, and increasing digital equity.

To achieve this vision, we have developed various programs that cater to the specific needs of our community members, working closely with local community groups and strategic partners to ensure our offerings are purposeful and relevant.



Our goals are centre around championing safe device use, fostering individual agency, and increasing digital equity.

We've crafted programmes and guides to maximise the benefits of the digital world while minimising risks. For more details, visit our website and social media (@DigitalWaitaha and @DigitalWaitahaYouth) on platforms like Facebook, Instagram, LinkedIn, and YouTube.

Our work is extensively researched, evidence-based, and regularly updated to stay relevant. Community group sessions tailored to different age groups provide valuable insights into digital wellbeing, safety, and mental health, offering effective preventative strategies.

The **Green Book**, an integral part of the **Digital Shield programme**, supports older students, adults, and elders to proactively mitigate risks and reduce harm online by teaching skills for confident navigation, data safeguarding, and contributing to a safer digital environment.

In our dedication to intergenerational learning, Our **Ask a Digital Expert** sessions encourage community members to share digital expertise, fostering one-on-one advice and enhancing digital skills and confidence.





## Statement From Acting Youth Chair

It is with great pleasure that I present the Annual Report for 2024.

At Digital Waitaha, our mission is to empower ethical learners with the knowledge, passion, and respect they need to navigate the digital world.

Our vision remains steadfast: we aim for all individuals to be safe, ethical, and responsible digital users who successfully manage their digital wellbeing and safety.

This year has been a very big year for the trust with plenty for us to celebrate and I'm deeply grateful for the support of our exceptional team, without whom this journey would not have been possible.

**Megan Rutter**

### Acknowledgements

I would like to extend my sincere gratitude to the following individuals for their outstanding contributions:

- **Neysa**, continues to elevate this trust to new heights, consistently bringing innovative ideas to life. Her groundbreaking research, conducted in collaboration with the University of Canterbury, has been truly exceptional. Furthermore, her efforts have led to an increased demand for presentations across more schools, as well as a series of impactful networking events and promotional videos. Her unwavering dedication and drive are truly invaluable to our success. We are deeply grateful for her contributions.
- **Jenny**, who has joined me as co-chair, has brought invaluable expertise in governance and finance. Her experience has been essential in guiding our strategic direction. Additionally, she has played a pivotal role in raising the profile of Digital Waitaha, offering continuous support not only to me but also to the entire team. Her contributions have been instrumental in our progress and success.
- **Vanessa**, who has recently joined Digital Waitaha as our new Administration Coordinator, has brought a fresh perspective, along with an infectious positive attitude and high energy. Her vibrant approach has ignited a renewed sense of drive and enthusiasm across the team. We are excited about the future and look forward to the continued impact of her contributions.
- **Debra**, wanted to take a moment to express my gratitude for the outstanding work you've done in your role as Treasurer. Your meticulous attention to detail, financial insight, and unwavering commitment have been invaluable to the organization. Your expertise has not only ensured our financial stability but has also played a key role in our strategic growth and success.





## Board Changes

This year, we saw the resignation of two of our board members: Dan, who was in our chair role. Karin who was in our secretary role, so a thank you to them both for their work.

## Key Achievements

This year has seen several exciting developments for the Trust:

- We successfully hosted our inaugural event, the Web Wise Wellness Expo, in partnership with the Ashburton Library. The event featured expert-led presentations, interactive panels where participants could engage with speakers and ask questions, hands-on learning activities, and live performances. It was a valuable opportunity for the community to gain insights and build connections in the digital wellness space.
- We have seen continued interest from schools eager to partner with us, recognizing the importance of digital safety education. Digital Waitaha has successfully engaged with over 10 schools across the Canterbury region through our Stop, Block, and Talk program, as well as through various research initiatives
- We have witnessed a significant increase in youth involvement, alongside valuable support from experts in the digital space, who have generously shared their insights and tools through the Web Wise Warriors podcast. We are excited to announce that the podcasts recorded this year will soon be released, providing valuable resources for our community.
- Looking ahead, we are committed to expanding our impact by delivering more in-school programs, releasing additional podcasts, and enhancing our presence on social media. We will continue to focus on growth across all areas of the trust, further strengthening our outreach and engagement.

As I reflect on the year, I am filled with optimism for the future. The Trust has experienced significant growth and success, and I am confident that the upcoming year will bring even greater opportunities to continue our important work. I am excited to see how we will build on our achievements and expand our reach even further.

Finally, I want to express my deepest gratitude to the incredible team at Digital Waitaha, as well as to all of you who have supported us throughout the year. Your commitment and belief in our mission mean the world to us. I look forward to another year of collaboration and growth.

Thank you again to everyone who has joined us this evening. Your ongoing support is invaluable, and we are excited to continue this journey together.

Ngā mihi nui,  
Megan Rutter  
Youth Chair  
Digital Waitaha Charitable Trust







# Lead Coordinator Report

2024 has been an active year for the Digital Waitaha Charitable Trust. Our successes include expanding in-person programs, improving our online presence, developing productive partnerships, and making significant progress in research. We are particularly proud of the **Web Wise Wanderers** online course and expanding the **STOP, BLOCK & TALK (SBT)** digital wellbeing and safety program into Christchurch and North Canterbury. These achievements are a significant leap forward in advancing our mission to promote digital safety and wellbeing.



## Key Achievements:



### In-Person Programmes

Our **STOP, BLOCK & TALK (SBT)** program continues to thrive, reaching a significant milestone by expanding into Christchurch and Kaiapoi. Kaiapoi High School students have exceeded expectations, demonstrating leadership by delivering sessions to younger peers.

Due to time constraints and a growing demand, we recognised the pressing need for a new coordinator. This role will support the execution of these sessions in schools and community groups. While our collaboration with Safer Mid Canterbury and other organizations continues, many opportunities remain untapped.

Additionally, we have delivered our new Digital Shield program<sup>®</sup> to several local nonprofits and community groups.

The Collaborative Trust is interested in delivering our programmes across Christchurch and beyond.

### Online Programmes

We are in the process of developing the Web Wise Wanderers course, with three videos already filmed and edited: the STOP, BLOCK & TALK introduction, "Bullying," and "Darling, There is Nobody Like Me" (body image). A third video on Roblox scams has been filmed but is still in development. Currently, we are gathering student feedback to ensure the videos are engaging and relevant. The Year 0-8 course is scheduled for launch next year.

To complete the final two films—one on addiction and the other on digital footprint and consent—we are seeking additional funding.

### Research and Development

Substantial data was collected from various schools, and a focus group is scheduled for October. Ethics approval from the University of Canterbury allows us to continue our work, and we anticipate several peer-reviewed papers to emerge from this data. The findings will guide the future of our programmes, ensuring they remain evidence-based and impactful.





## Youth Programmes and Initiatives

The Digital Ambassadors programme continues to be a cornerstone of our in-class school sessions. These primarily Year 5-8 ambassadors are critical in reinforcing the STOP, BLOCK & TALK strategy. Their peer-led learning environment, leadership and authenticity resonate with younger students. This approach fosters both engagement and empowerment.

This year saw the success of the Web Wise Wellness Expo at Te Whare Whakate Ashburton Library. Our youth podcasts, funded by DECA, have gained momentum, and we look forward to expanding this platform next year.

## Future Goals and Conclusion

Our networking efforts have been key to our success this year. Partnerships with organisations like Te Putahitanga o Te Waipounamu and Presbyterian Support have been invaluable in aligning our programmes with tikanga Māori and expanding our reach into new communities.

## Online Programmes

Looking ahead, our goals are to complete the Web Wise Wanderers course, roll out the Digital Shield programme, solidify our train-the-trainer offerings, and expand social media outreach to reach as many people as possible. We will continue to build strong relationships with schools, community organisations, and funders to ensure the sustainability and growth of our programmes.

Thank you to the board, staff, volunteers, and community members who have contributed to our success this year.

Neysa Koizumi  
Lead Coordinator  
Digital Waitaha Charitable Trust







## Digital Waitaha Youth

# SPOTLIGHT ON 2025

Anticipations run high for 2025 as we embark on an exciting journey to build upon our successes from 2024. Our exceptional board members and advisors contribute extensive knowledge and talent to the trust. Each member actively participates in a subcommittee, ensuring alignment with our trust goals. Here are a few noteworthy highlights for 2025\*.

### 2025 Highlights

- **Kaupapa Māori Collaboration:** Working closely with Te Pūtahitanga o Te Waipounamu to ensure alignment with the Te Ao Māori worldview.
- **Educational Initiatives:** Continuously improving tools for all ages to navigate the digital landscape safely and expanding programmes to more schools, organisations, and communities.
- **Digital Equity Advocacy:** Engaging stakeholders to address digital equity issues, bridging the digital divide with innovative solutions for inclusion and widespread access.
- **Business Support:** Offering ongoing support to businesses for digital safety and employee wellbeing, building on the success of the Green Book.
- **Community Engagement:** Cultivating relationships with local Iwi and communities to increase engagement, extending our reach and impact.
- **Research and Development:** Investing in R&D to stay at the forefront of digital safety practices, ensuring programmes remain relevant in an evolving digital landscape.
- **National Expansion:** Actively pursuing opportunities to expand recognition nationally, growing our presence in Christchurch and beyond.

**2025 promises growth, innovation, and impact.** We are dedicated to collaboration for a safer, more inclusive digital world, empowering individuals to thrive while safeguarding their digital experiences.

*\*For a full list, please contact us for our 2024/5 Action Plan.*



## The Ashburton Courier

### Keeping youth safe online

By Dellwyn Moylan - July 28, 2023



**STOP, BLOCK & TALK** are three words that Digital Waitaha (DW) lead facilitator Neysa Koizumi hopes will effortlessly roll off young peoples tongues when they think about digital wellbeing and safety.

Our Lady of the Snow Year 6 student Maivelle recently designed a new cover for DW Little Orange youth workbook on digital wellbeing and safety. For her efforts she and her school received a financial prize.

The Little Orange book for youth, and the Little Blue book for parents, is available through schools and Citizens Advice Bureau at Community House.

The Little Orange book covers a variety of topics to assist young people to keep safe when using digital platforms and to protect their digital footprint. The workbooks are used by students when DW goes into local schools. Young people “engage in interactive sessions where they read about a topic, practice what they have learnt, look at strategies on how to use the knowledge they have gained and answer questions to ensure they understand what they have learnt.”

The parents handbook provides them with conversation starters so they can talk to their youth about “things like scams, cyber bullying, body images, what data they put online and personal information online”, Neysa said. DW wanted a short punchy easy to remember catch phrase and so **STOP, BLOCK & TALK** was chosen.

**Stop**, “Walking away from something they see online and don’t like,

**Block** the user, if you can report the user, take screen shots.

**& Talk**. Talk to a trusted adult like a teacher, caregiver or someone else they trust about what was the issue is.”

The programme is proving successful and they are getting support from sponsors and the schools they are working with in Mid Canterbury.

DW works closely with schools to encourage students to manage their own digital footprint and well-being, “to help them protect themselves from hackers and scammers.”

DW are engaging digital ambassadors from among the students who have already been through the programme to be there for others in their schools and help with the programme in schools.

**“We need to be teaching them how to keep safe online and in control of their online data and footprint.”**





# Chronicles Report

Children should be taught to navigate the digital world the same way they are taught to cross the road, Digital Waitaha says.

Lead coordinator Neysa Koizumi said 'stop, block, and talk' is a digital safety strategy they have developed that every child should learn when they get a digital device

"We didn't wait until our kids were almost hit by a bus to teach them to cross the road safely.

"We absolutely cannot continue to let our kids use devices without digital safety strategies.

A presentation to the Ashburton District Council last week detailed how they are teaching the strategy in schools across the district.

Stop, block, and talk is the online safety version of slip, slop, slap that advises people to stop engaging with the negative content, block the source, and talk to an adult.

The organisation also runs a parent programme to equip adults to help their children in a rapidly advancing technological world.

It's all new technology and new challenges, Koizumi said.

"This is the first time ever that our young people aren't able to have the wisdom of our elders.

"We need to go to our young people to get the wisdom so that we can turn around and help them."

Ashburton Mayor Neil Brown described the presentation as eye-opening.

He asked if there was an app or program to stop the exposure to unwanted material and messages.

While there are layers of protection available, there is no way to stop it, Koizumi said.

"There are no kids growing up in isolation anymore."

Digital Waitaha acting chair Megan Rutter presented the eye-opening statistic that by the time a girl "is in Y7 she has already seen a dick pic" if they have Snapchat.

The "normalisation of nudes" is now common in younger children, Koizumi said.

"If I'm saying the word penis in here and if I'm making any people feel uncomfortable, I can tell you our kids are talking about it in a way that they are very comfortable about, so we have to be the adults in the room.

"These kids are normalising these conversations so we need to get out in front of it to make sure these kids don't feel shame and we are averting mental health issues because we are empowering them beforehand."

To help in their efforts to spread the digital safety message, Digital Waitaha wants to host a youth event at Te Whare Whakatare, Ashburton's library and civic centre, in June.

The event would cover some of the dangers of social media and digital devices as well as provide online safety strategies.

It is aimed at youth, from primary age right up to secondary school, as well as their parents and caregivers, and anyone that works with youth, Koizumi said.

By Jonathan Leask



11 Mar 2024



Digital Waitaha acting chairperson Megan Rutter (left) and lead coordinator Neysa Koizumi



# STRATEGIC PLAN 2022 – 2027

## OUR VISION

We want all individuals to be safe, ethical and responsible digital device users who successfully manage their digital wellbeing and safety.

To achieve our vision, we aim to fund across three focus areas:

### CHAMPION SAFE DEVICE USE

*Individuals have the awareness and capability to navigate digitally*

**Safety** - create digitally safe communities by delivering early intervention strategies and support

**Tools and apps** - create, maintain and promote tools and apps to support community ownership of safe, responsible, digital technology use

**Business Tools** - provide support and guidance for businesses to promote best practices for digital safety and wellbeing

### FOSTER INDIVIDUAL AGENCY

*Individuals confidently and competently engage digitally*

Students, teachers, parents, and community members are prepared and empowered to manage their digital safety and wellbeing through participating in the trust's programmes and utilising trust resources and support.

### INCREASE EQUITY

*Individuals have the relationships and guidance to access digitally*

- Remove knowledge barriers that prevent participation in the digital environment.
- Promote ethical digital creation and use
- Cultivate relationships with local iwi to increase engagement with trust programmes
- Cultivate relationships with migrant leaders to increase engagement with trust programmes

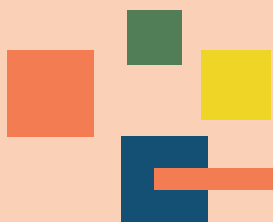
## Our Mission

Empowering ethical learners  
knowledge, passion and respect

**DIGITAL**  
**WAITAHA**







# THANK YOU

## TO ALL OUR WONDERFUL SUPPORTERS

# 20 24



**Lottery Grants Board**  
Te Puna Tahua  
LOTTO FUNDS FOR YOUR COMMUNITY



**THE LION  
FOUNDATION**



**Rātā  
Foundation**



**Community  
TRUST**  
Mid & South Canterbury



**Digital Equity**  
Coalition Aotearoa



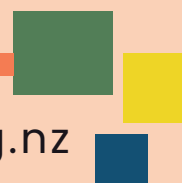
**Ashburton**  
DISTRICT COUNCIL

**NBS**  
NELSON BUILDING SOCIETY



**braidedrivers**  
COMMUNITY TRUST  
ASHBURTON

**COGS**  
Community Organisation  
Grants Scheme





# THANK YOU

## TO ALL OUR WONDERFUL SUPPORTERS

20  
24

Lynda  
Stevenson  
CHARTERED ACCOUNTANTS



# Thank You!

TO OUR INCREDIBLE  
FUNDERS, OUR WONDERFUL  
SPONSORS, AWESOME  
VOLUNTEERS & OUR AMAZING  
TEAM FOR ANOTHER  
SUCCESSFUL YEAR HELPING  
THE MEMBERS OF OUR  
COMMUNITY







# Statement of Financial Performance

Digital Waitaha Charitable Trust  
For the year ended 30 June 2024

	2024	2023
<b>Gross Profit</b>	-	-
<b>Income</b>		
Book Contributions: Blue	28.27	-
Book Contributions: Green	672.42	-
Book Contributions: Orange	4,023.54	-
DECA Sponsorship	1,485.65	-
Donations Received	3,915.00	1,619.38
Facilitation/Presentation Income	3,500.00	11,840.00
Grants - Ashburton District Council	5,000.00	-
Grants - COGS	3,000.00	-
Grants - Lion Foundation	14,000.00	18,000.00
Grants - NZ Lotteries	40,000.00	30,000.00
Grants - other	900.00	21,000.00
Interest Received	488.01	579.36
NBS Bank Sponsorship	4,673.91	-
Online Passive Income	79.95	-
Other Sponsorships	11,440.00	-
<b>Total Income</b>	<b>93,206.75</b>	<b>83,038.74</b>
<b>Operating Expenses</b>		
Accountancy Fees	956.86	808.10
Advertising	944.35	1,072.61
BNI Expenses	240.00	-
Consultant Fee	4,645.00	24,930.00
Facilitation Expenses	785.27	195.20
General Expenses	675.04	734.40
Insurance	1,209.00	1,155.26
Legal Fees	1,324.78	840.00
Printing & Stationery	11,451.46	8,040.00
Programme / Course resources	3,659.06	-
Programme Co-ordination Fees	38,384.99	19,270.00
Room Hire	590.21	165.56
Staff Training & Expenses	1,854.37	-
Stop, Block & Talk Programme Delivery Fees	22,500.00	19,304.35
Subscriptions	295.00	975.00
Travel & Motor Vehicle Expenses	4,314.07	1,847.39
Volunteer Costs	965.51	107.78
Wages & Salaries	723.06	-
<b>Total Operating Expenses</b>	<b>95,518.03</b>	<b>79,445.65</b>
<b>Surplus / (Deficit)</b>	<b>(2,311.28)</b>	<b>3,593.09</b>



## Movements in Equity

Digital Waitaha Charitable Trust  
For the year ended 30 June 2024

	2024	2023
<b>Equity</b>		
Opening Balance	50,020.77	46,427.68
Current Year Earnings	(2,311.28)	3,593.09
Total Equity	47,709.49	50,020.77





# Statement of Financial Position

Digital Waitaha Charitable Trust

As at 30 June 2024

	30 JUN 2024	30 JUN 2023
<b>Assets</b>		
<b>Bank</b>		
ANZ Business Current Account	-	43,472.67
NBS Debit card	227.16	-
NBS Main account	53,033.73	-
<b>Total Bank</b>	<b>53,260.89</b>	<b>43,472.67</b>
<b>Current Assets</b>		
Accounts Receivable	230.00	7,375.00
<b>Total Current Assets</b>	<b>230.00</b>	<b>7,375.00</b>
<b>Fixed Assets</b>		
Website	4,000.00	-
<b>Total Fixed Assets</b>	<b>4,000.00</b>	<b>-</b>
<b>Total Assets</b>	<b>57,490.89</b>	<b>50,847.67</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Grants received in Advance	10,000.00	-
GST	211.28	1,087.62
RWT Paid	(429.88)	(260.72)
<b>Total Current Liabilities</b>	<b>9,781.40</b>	<b>826.90</b>
<b>Total Liabilities</b>	<b>9,781.40</b>	<b>826.90</b>
<b>Net Assets</b>	<b>47,709.49</b>	<b>50,020.77</b>
<b>Equity</b>		
Current Year Earnings	(2,311.28)	3,593.09
Retained Earnings	50,020.77	46,427.68
<b>Total Equity</b>	<b>47,709.49</b>	<b>50,020.77</b>



# Statement of Cash Flows

Digital Waitaha Charitable Trust  
For the year ended 30 June 2024

2024

## Operating Activities

Payments to suppliers and employees	(108,781.94)
Cash receipts from other operating activities	112,739.32
Net Cash Flows from Operating Activities	3,957.38

## Investing Activities

Payment for property, plant and equipment	(4,000.00)
Net Cash Flows from Investing Activities	(4,000.00)

## Financing Activities

Other cash items from financing activities	9,830.84
Net Cash Flows from Financing Activities	9,830.84

## Net Cash Flows

9,788.22

## Cash and Cash Equivalents

Cash and cash equivalents at beginning of period	43,472.67
Net change in cash for period	9,788.22
Cash and cash equivalents at end of period	53,260.89

