

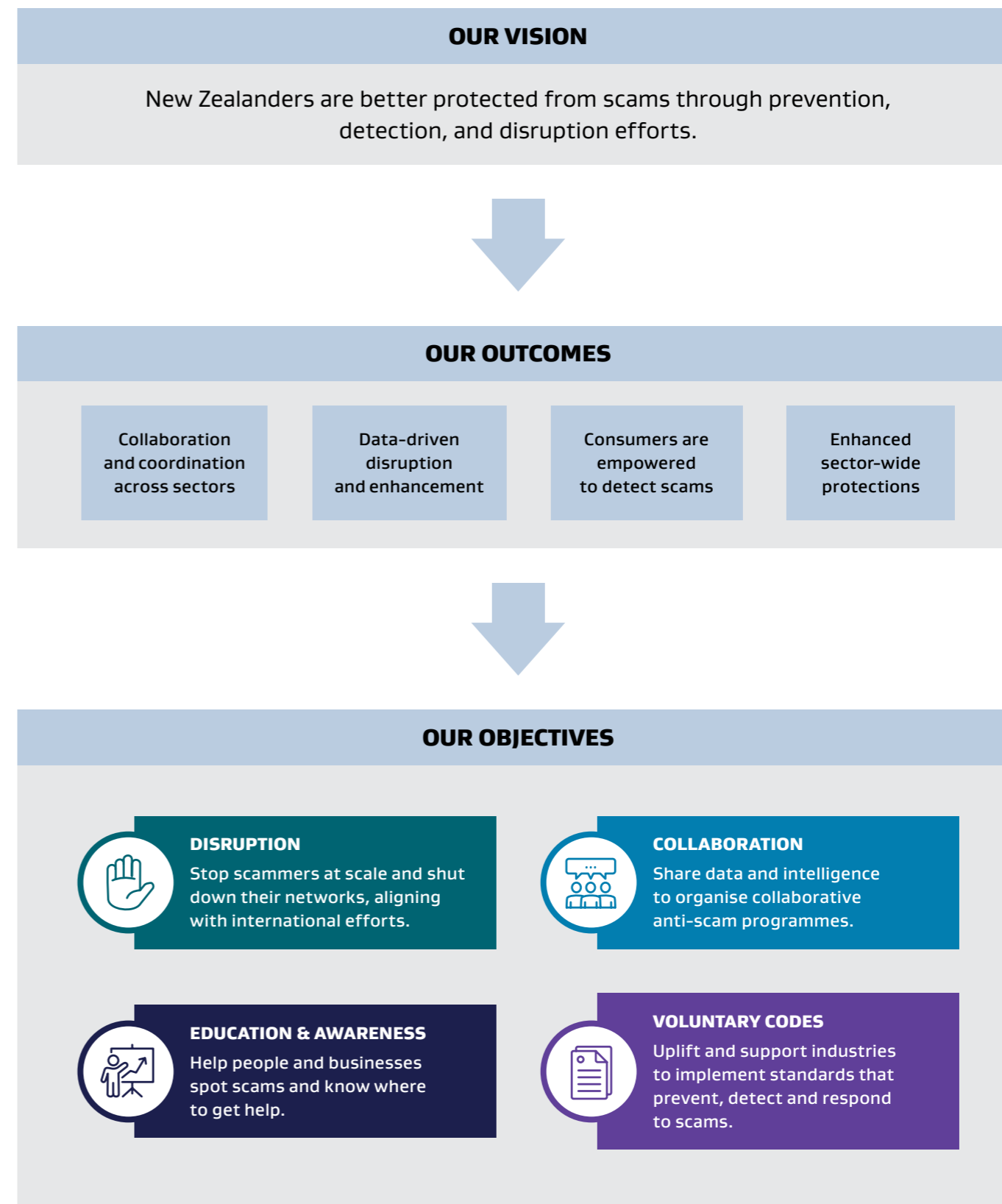


New Zealand Anti-Scam Alliance Work Programme 2026

The Anti-Scam Alliance is a united, cross-sector effort to protect people and businesses from scams in New Zealand. The Alliance brings together banks, telecommunications providers, digital platforms, consumer groups and government agencies to make New Zealand a harder target for scammers.

This work programme includes actions under four key pillars: Collaboration, Disruption, Education & Awareness, and Voluntary Codes. Together, each pillar will focus on work to meet the objectives in the Alliance strategy.

For more information: www.mbie.govt.nz/antiscamalliance



What we have delivered (July 2025 - May 2026)

COLLABORATION

- ✓ New Zealand's retail banks implemented new fraud intelligence technology to help stop scammers using accounts to move stolen money, already preventing the loss of millions of dollars. [Banks roll out more scam prevention technology. - New Zealand Banking Association](#)

EDUCATION AND AWARENESS

- ✓ Alliance members delivered several scam, fraud and cyber national awareness campaigns to support New Zealanders to stay safe online. [Fraud Awareness Week - Serious Fraud Office, New Zealand](#)

DISRUPTION

- ✓ A cross-sector pilot has been implemented shielding Kiwis from online scams. Over six months (1 October 2025 to 31 March 2026), more than 23,000 malicious domains were detected and blocked, intercepting 3.1 million access attempts and preventing \$23.8 million dollars from reaching scammers.
- ✓ New Zealand Police and Meta supported a multi-country operation to disrupt a major criminal scams network based in South East Asia with 21 people arrested in Thailand by local police. As a result of the raids, Meta also disabled more than 150,000 accounts linked to scam centre networks. [Global Law Enforcement Agencies, With Support From Meta, Disrupt Major Criminal Scam Networks Based in Southeast Asia](#)
- ✓ Telecommunications mobile network operators agreed a new collaborative approach through an international memorandum of understanding that will see them work together to enable real-time fraud and scam protections for their New Zealander customers. [Top three telcos to develop common fraud and scam protection APIs | Reseller News](#)
- ✓ Telecommunications mobile network operators implemented SMS firewalls to help identify and block scam messages targeting customers. Firewalls block common scams that impersonate organisations and people, including banks and delivery services.

VOLUNTARY CODES

- ✓ New scam protection commitments agreed by the banking sector came into effect, to better protect New Zealanders. [New banking scam protections and compensation go live - New Zealand Banking Association](#)
- ✓ The Telecommunications Forum has begun making updates to its Scam Prevention Code to improve anti-scam measures and measures for telecommunications providers to detect, verify, block, and report suspected scam activity. [Scam Calls And SMS Prevention | NZ Telecommunications Forum](#)
- ✓ Digital platforms Google, Meta and TikTok have worked with Tech New Zealand to launch the New Zealand Online Scams Code. This ensures New Zealanders receive comparable protections to those already in place in Australia. [Online Scams Code - Tech New Zealand](#)

What we will deliver (June - December 2026)

COLLABORATION

- › Undertake research on the most appropriate way of sharing data across sectors to improve proactive data sharing and support cross-sector scam prevention.
- › Expansion of the banks' Confirmation of Payee system, which allows Kiwis to confirm the name of the person they're paying matches the bank account details, so more customers have access to these protections.
- › Scams are increasingly global and sophisticated. Continued information and insights sharing with international organisations such as the Global Anti-Scam Alliance will support the prevention, detection and disruption of scammers beyond our borders.

EDUCATION AND AWARENESS

- › Develop a new online portal to make it easier for individuals and organisations to report and respond to cyber incidents, led by the National Cyber Security Centre.
- › Better targeted public awareness campaigns to those most at risk of falling victim to a scam.
- › Improve how we identify emerging scam trends and share this information efficiently with Alliance members through alerts and education material, to support the prevention and disruption of scams.
- › Alliance members have developed shared and consistent terms to use in scam-related communications and on scam profiles, to help with better targeting of communications.





DISRUPTION

- › The Government is progressing a new legal defence, known as a safe harbour, to encourage online service providers to take down suspected scam content online.
- › Develop a 'Trusted Flagger' framework to support regulators and law enforcement to provide reliable information about suspected scams to online providers. This will help online providers distinguish scams from legitimate activity and improve the speed and accuracy to remove scam content online.
- › Expansion of the Department of Internal Affairs 7726 scam and SPAM reporting to include Google Android devices. This will support broader tracking and blocking of scammers.
- › New Zealand Police to establish an Economic Crime Team to improve the targeting and investigation of prolific fraud and scam offenders.

VOLUNTARY CODES

- › Banking sector will carry out a six-month review of its scam protection commitments in the Code of Banking Practice.
- › Telecommunications Forum will ask for public feedback on updates to its Scam Prevention Code, to improve anti-scam measures and mechanisms for telecommunications providers to detect, verify, block, and report suspected scam activity.
- › Develop a scam prevention code framework to inform and support the development of sector-specific codes.

Alliance members (as at May 2026)

STRATEGIC PILLARS:	 COLLABORATION	 DISRUPTION	 EDUCATION AND AWARENESS	 VOLUNTARY CODES
Coordinating lead agency	Ministry of Business, Innovation and Employment (MBIE)			
Co-leads of strategic pillars	<ul style="list-style-type: none"> › GetVerified Ltd (GVL) › Department of Internal Affairs (DIA) 	<ul style="list-style-type: none"> › New Zealand Police › Telecommunications Forum (TCF) 	<ul style="list-style-type: none"> › National Cyber Security Centre (NCSC) › ASB 	<ul style="list-style-type: none"> › MBIE › Google
Industry participants	<ul style="list-style-type: none"> › 2degrees › ASB › BNZ › Easy Crypto › Equifax › Google › Meta › Modica Group › Netsafe › NZBA › OneNZ › Sharesies › Spark › TCF › TikTok › Westpac NZ 	<ul style="list-style-type: none"> › 2degrees › ANZ › ASB › Easy Crypto › GVL › Google › Kiwibank › Meta › Modica Group › Netsafe › OneNZ › Sharesies › Spark › Symbio › TCF › Westpac NZ 	<ul style="list-style-type: none"> › 2degrees › ANZ › ASB › Banking Ombudsman Scheme › BNZ › Consumer NZ › Easy Crypto › Google › Kiwibank › Mastercard › Meta › Netsafe › Telecommunications Dispute Resolution (TDR) › Spark › New Zealand Banking Association (NZBA) › OneNZ › Sharesies › Static Technologies › TCF › Trademe › Visa › Westpac NZ 	<ul style="list-style-type: none"> › ANZ › Apple › Banking Ombudsman Scheme › BNZ › Consumer NZ › Financial Services Council › Google › Meta › NZBA › Payments NZ › OneNZ › Spark › TCF › TikTok › Trademe › Westpac NZ
Government participants	<ul style="list-style-type: none"> › Commerce Commission › DIA › Financial Markets Authority (FMA) › Inland Revenue Department (IRD) › MBIE › NCSC › New Zealand Police › Office of the Privacy Commissioner 	<ul style="list-style-type: none"> › Commerce Commission › DIA › FMA › MBIE › NCSC › New Zealand Police › Reserve Bank of New Zealand 	<ul style="list-style-type: none"> › Commerce Commission › FMA › NCSC › Office of the Retirement Commissioner 	<ul style="list-style-type: none"> › Commerce Commission › MBIE › Reserve Bank of New Zealand
Other participants	Tech New Zealand, Snapchat			
Other NZBA member banks	Bank of China, China Construction Bank, Citi, Heartland, Industrial and Commercial Bank of China, J.P. Morgan, KB Kookmin Bank, Rabobank, SBS, The Cooperative Bank, TSB			