

Stop. Check. Protect. Stakeholder Kit

January 2025



Scamwatch has created a range of tools and resources to help individuals and organisations understand scams and empower them in the fight against scammers.



Australian Government



National
Anti-Scam
Centre



ScamWatch
Stop. Better safe than scammed.

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Introduction

In 2023, Australians reported a \$2.74 billion loss to scams. This was down 13 per cent from the previous year, but still represents a significant loss for people and businesses across the country.

To effectively fight scams, everyone has a role to play - governments, industry and individuals. The Stop. Check. Protect. campaign aims to raise community awareness of scams and how people can help make Australia a harder target for scammers.

Anybody can be the victim of a scam but there are simple, memorable steps that everybody can take to better protect themselves.

Scamwatch has created a range of tools and resources to help individuals and organisations understand the topic and empower them in the fight against scams.

The tools and resources include a series of animations, social media posts, a poster, an email signature block, video conference background, and an online quiz to spread awareness and information about scams.

There's also a range of resources available for diverse audiences, including information in 21 languages, and materials for First Nations audiences.

This kit includes a summary of each resource and a link to where it can be downloaded from scamwatch.gov.au/campaign-resources.

Please help us amplify the Stop. Check. Protect. message and resources by sharing this kit and its contents with your contacts and networks.



Stop. Check. Protect.

Scams take many forms and are becoming increasingly complex and hard to spot.

However, there are three simple steps that everybody can take to minimise their risk and play a part in helping to improve Australia's resilience to scams.

STOP.



Don't give money or your information to anyone if unsure.

Scammers will pretend to be from organisations you know and trust like businesses, the police, your bank or government services. They will offer to help you or ask you to verify your identity with them.

CHECK.



Ask yourself if the message or call is fake.

Never click a link in a message. Only contact businesses or government using contact information that you find yourself from their official website or app. If you're not sure, say 'no', hang up or delete.

PROTECT.



Act quickly if something feels wrong.

Contact your bank if you notice unusual activity or if a scammer gets your money or information. Seek help and report the scam to [Scamwatch](#). When you report scams, you help us stop the scam and warn others.



How to share the tools and resources

All resources are available on the Scamwatch website scamwatch.gov.au

You can easily share these with your networks by providing people with the link and encouraging them to visit the site.

Resources include social media tiles and posters to support the campaign. Sharing these on your own channels (e.g. LinkedIn, Facebook, and Instagram) will help spread the campaign message by raising awareness of scams and the 3 simple steps to protect against them.

You can also tag Scamwatch with the following social media handles:



@scamwatchgovau



@nascgovau



@nascgovau



@scamwatchgovau



@accgovau

How to share videos and animations

To support the campaign, a range of videos and animations have been created.

To share these on your social media channels, all you have to do is copy and paste the relevant website or YouTube link. We've also prepared suggested text alongside each video/animation, that you may wish to use when you post to your channels.

You can also tag Scamwatch with the following social media handles:



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@nascgovau



@nascgovau



@scamwatchgovau



@accgovau



Video and animations

From 12 January 2025, a national Scamwatch advertising campaign is launching to show how the 3 simple steps work in action.

The video ads will be available at scamwatch.gov.au and on the [ACCC's Youtube channel](#).

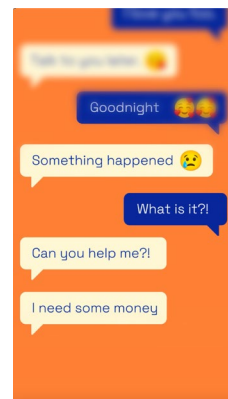
Scamwatch has also developed a series of animations to raise awareness of common scam types that affect Australians. Four animations are currently available for you to watch and distribute to your audiences.

1 Romance Scams

Romance scammers use social media, dating or gaming apps and websites to find people looking for love and friendship.

Scammers work hard to convince people they're in a real relationship, then manipulate them to get their money. They can spend years building this trust.

scamwatch.gov.au/campaign-resources



2 False Billing Scams

False billing scams occur when a scammer tries to redirect a payment connected to a genuine business transaction to a bank account they control, or claim an invoice is overdue when no services were provided.

scamwatch.gov.au/campaign-resources



Video and animations

3 Phishing Scams

Phishing scams are attempts by scammers to deceive people into giving out personal information such as bank account numbers, passwords and credit card numbers.

Scammers may call or send an email, text, or other message claiming to be from the government, a bank, telecommunications provider or other trusted business. They ask people to update or verify their details or may alert them to 'unauthorised or suspicious activity on your account'.

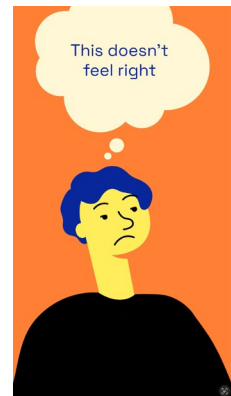
scamwatch.gov.au/campaign-resources



4 Products and Services Scams

Scammers set up fake websites or profiles on retailer sites or online marketplaces. They pay for online sponsored ads so their fake sites can appear as the first entry on a search engine result. They then offer products or services at prices that are too good to be true. They also post fake ads and fake reviews. They may use stolen logos, a .com.au domain name and stolen Australian Business Number (ABN).

scamwatch.gov.au/campaign-resources



Social tiles

All social media tiles are available for download at scamwatch.gov.au/campaign-resources



Post 1 Copy

Scams are everywhere, targeting people from all walks of life and costing Australians billions of dollars each year.

Whether it's fake emails, unexpected phone calls or online schemes, scammers always find new ways to gain your trust and steal your money or personal information.

But 3 small steps can help keep us all safe from scammers.

Learn more at scamwatch.gov.au



Post 2 Copy

Give the eight questions a go and find out how you can better protect yourself against scams.

Take the quiz at scamwatch.gov.au/scam-quiz



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Social tiles



Post 3 Copy

If you come across a scam, help protect us all by reporting it to Scamwatch. Your report helps to:

- *Take down scam websites, scam ads and contact details*
- *Warn the community*
- *Stop scammers in their tracks*

Report at scamwatch.gov.au



Post 4 Copy

Help protect your friends and family by sharing this advice on how to spot and avoid scams.

The Little Book of Scams is a simple guide on how to spot, avoid and protect yourself from scammers.

Translated versions are also available on the website for you to share with your community.

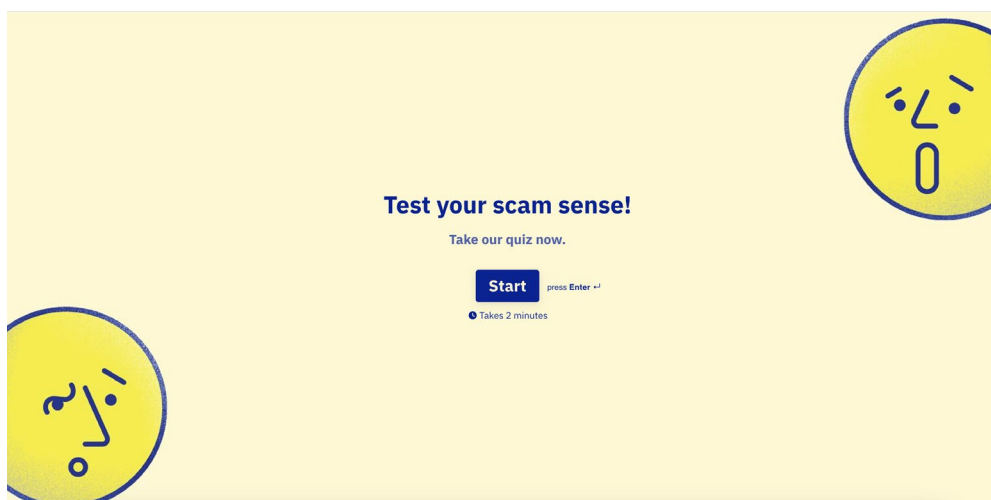
*Download the Little Book of Scams here:
scamwatch.gov.au/little-book-of-scams*



Quiz

We have created a short online quiz designed to test how well people can spot and avoid scams. Please encourage your contacts and networks to give the eight questions a go and find out how they can better protect themselves against scams.

The quiz can be easily shared on your social channels by including the URL (scamwatch.gov.au/scam-quiz) in your posts.



Poster

We have created a poster with key messaging around how people can help protect themselves against scams. The poster can be printed off and put up where it will be seen or shared digitally.

scamwatch.gov.au/campaign-resources



Email signature block

Help share the Stop. Check. Protect. message by including the campaign signature block at the end of your emails.

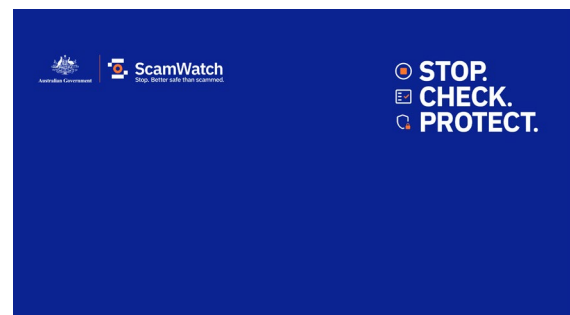
scamwatch.gov.au/campaign-resources



Video conference background

If you're really in the mood for fighting scams, download our Stop. Check. Protect. video conference background for your next digital meeting.

scamwatch.gov.au/campaign-resources



Little Book of Scams

The best way people can protect themselves against scams is through awareness and education.

The Little Book of Scams is recognised internationally as an important tool for people to learn about scams, including:

- the most common scams to watch out for
- the different ways scammers can contact people
- the tools scammers use to deceive people
- the warning signs
- how to protect against scams
- where to find help

The Little Book of Scams is also available in 17 languages other than English, in an Easy Read version and in a First Nations version.

Download the Little Book of Scams from scamwatch.gov.au/little-book-of-scams



Support services and reporting of scams

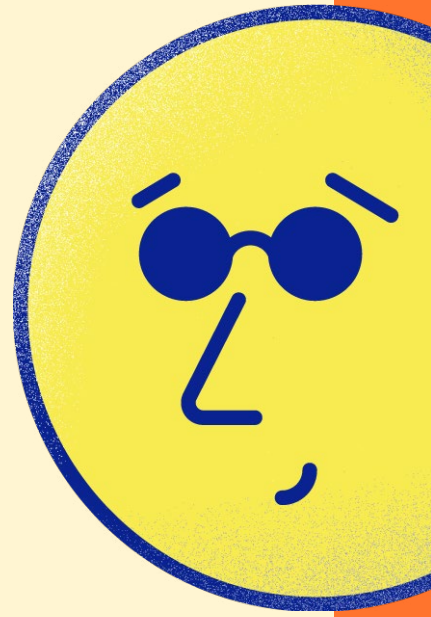
Contact your bank immediately if a scammer has stolen your money or personal details. Scams should be reported as soon as possible to [Scamwatch](#). When people report scams, it helps us learn more about scammers' activities in Australia and to design new and better ways to stop them.

There are a range of supports available for people who have been scammed, from financial counselling to limiting the damage of identity theft. Scams don't only impact people financially, they can also take a huge emotional toll.

Find out more about available support services at

<https://www.scamwatch.gov.au/stop-check-protect/what-to-do-if-youve-been-scammed>





Thank you.



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