

Scams Awareness Week

25–29 August 2025

Stakeholder kit



For questions contact
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Introduction

Scams Awareness Week is an annual national campaign, focused on raising awareness about scams and encouraging Australians to work together to stay safe from scammers.

The week is a collaborative effort between government, business, community groups, consumer protection groups, educational organisations and individuals to promote scam awareness. Everyone has a part to play in shutting down scammers. With your help, we can help make sure all Australians can stay safe from scams.

We're inviting you to participate by applying this year's theme of Stop. Check. Protect. to your content. This kit will discuss how you can do that in a way that suits your area of work and provides a set of ready-made resources and suggestions on how to use them.

All resources will be provided to you by email. They will also be available at www.scamwatch.gov.au/saw closer to the campaign.

Scams Awareness Week 25–29 August



Why this theme?

We've been speaking with the community to understand how people respond to anti-scam messaging. We found that community members were feeling angry and overwhelmed by the pervasive nature of scams. We also found that people responded really well to messaging that confirms they have a level of personal control over being scammed. They're not helpless and can take action.

The National Anti-Scams Centre (NASC) recently introduced the '**Stop.Check.**

Protect.' call to action and we have been encouraging others to adopt this in their scam communications. It provides a set of simple, memorable steps that anyone can take to spot and avoid scams. The consumers we spoke with found this to be an empowering set of instructions.

The messaging framework has been developed to offer flexibility for partners to adapt to their own anti-scam communications. The steps can cover a range of protective actions which organisations can adjust to align with their own business objectives and focus areas.

STOP.



Always take a moment before giving your money or personal information to anyone.

Scammers will create a sense of urgency to pressure you into acting quickly. Don't rush to make decisions about money or sharing personal details.

What to do:

- Say no, hang up, or delete suspicious messages
- Take time to think before responding to unexpected requests
- Don't let anyone pressure you into immediate action
- Trust your instincts if something feels wrong.

CHECK.



Make sure the person or organisation you're dealing with is real.

Scammers pretend to be from organisations you know and trust. Always verify who you're really dealing with before taking any action.

What to do:

- Contact the organisation directly using phone numbers or email addresses you find on their official website or app
- Research investment opportunities or offers through official sources like [ASIC](#)
- Get a second opinion from family, friends, or professionals.

PROTECT.



Act quickly if something feels wrong.

The sooner you take action, the better you can protect yourself and others from scammers.

What to do:

- Contact your bank immediately if you think you've lost money or shared financial details
- Contact [IDCARE](#) if you've shared personal information - they can help you create a plan to limit damage
- [Report scams](#) on our website to help protect others
- Change passwords and security details if you think they've been compromised
- Monitor your bank statements and credit reports for unusual activity
- Report the scam to the impersonated organisation and platform where the scam is happening
- Being scammed can feel overwhelming. Support is available at Lifeline on 13 11 14 or Beyond Blue on 1300 22 4636.

Stop. Check. Protect.

How to apply the theme to your area of work.

Stop. Check. Protect. has been developed so that every Australian can recall this behavioural process when they face a scam.

Consumers receive many different educational messages about scams which adds to their sense of overwhelm. If we all adopt the same messaging framework we can build consistency and cut through the confusion. We ask that you use Stop. Check. Protect. in your Scams Awareness Week communications and and scams messaging beyond the week.

This messaging framework has been carefully designed to be adaptable to your organisation's needs, scam types and audiences.

Here are some examples of how the messaging can be tailored to suit different organisations.

Examples

Police – overseas authority scam

Stop: If you've been called by someone claiming to be from the police or government in another country and you're unsure or are being threatened by a caller, hang up the phone.

Check: If you think the call could be real, call the organisation they are claiming to be from to check. Use contact details you have found yourself. Do not use contact details provided to you by the caller.

Protect: Report this type of behaviour to the police to [cyber.gov.au](https://www.cyber.gov.au). If you need someone to talk to, reach out to family and friends or contact Lifeline or Beyond Blue to speak to someone online or over the phone.

Retailer – online shopping scam

Stop: Remember, scammers can pay for ads too – even sponsored ads can be scams.

Check: Don't assume that the first search result that comes up on an internet search is the real website. Look for extra letters, symbols or numbers in the web address for signs of a scam.

Protect: Only use a secure payment service like Paypal or credit card when online shopping. If you've given a scammer your banking or personal information, contact your bank immediately.

Services Australia – myGov scams

Stop: if you get a text message, email or automated phone call from myGov – Stop and make sure it's not a scam!

Check: if the message or email contains a link. If it does – It's a scam! If it's an automated phone call – It's a scam!

Protect: If you clicked on a link or gave personal information to a scammer, call our [Scams and Identity Theft Helpdesk](https://www.servicesaustralia.gov.au/scams). Or to report a scam related to myGov or Services Australia, including Centrelink, Medicare, or Child Support, you can email reportascam@servicesaustralia.gov.au.

Payment redirection scams (significant value goods and services)

Stop: Are you expecting to receive payment details in an email? You should know scammers use sophisticated methods to intercept business emails and update payment details to an account in their control.

Check: Always call the person you'd normally deal with back, to verify the payment and account details. Use a phone number you already have on file or find yourself on the official website *never* the one included in the payment email.

Protect: Call your bank immediately if you think you've transferred money to a scammer! Report the scam to [Scamwatch.gov.au](https://www.scamwatch.gov.au).

How to support Scams Awareness Week

Each year we see fantastic original content produced by our Scams Awareness Week collaborators. You can create your own bespoke content or share the resources in this kit. The main thing is we're all working together to increase scams awareness and we're all amplifying the message to Stop. Check. Protect.

Here are some ideas to get you thinking about how you can share the Scams Awareness Week messaging this year.

Within your organisation (to staff)

- Have key staff members share their experiences or information about scams affecting your area of work during organisational updates, staff emails, meetings, etc.
- Internal articles
- Place posters in communal staff areas
- Encourage staff to share your organisation's social posts for the campaign.

From your organisation (to customers/the public)

- App channels (if you have an app) – in app messaging, notifications or pop up messages
- In public facing areas/branches – posters or printed flyers
- Comms for your employees to talk to the public/customers – talking points, or information to share about scams that are impersonating your workplace
- Emails/newsletters – footer image or newsletter articles
- Social media channels
- External content platforms – website (content, banner), blogs
- Radio or TV – push your story to media
- Customer events/webinars.

Resources

Scam victim stories

We all know the power of storytelling and its ability to resonate with audiences. Genuine stories from real scam victims can evoke empathy and understanding – allowing the audience to put themselves in the shoes of the victim. These powerful stories have the ability to create a lasting impression for viewers and influence positive behaviour shifts.

This Scams Awareness Week we're grateful to the four individuals who have shared their stories on camera for us. Aurnab, Katy, Julian and Shankar take us through their experiences with a crypto/investment scam, a romance scam, an online marketplace scam and a government impersonation scam and urge viewers to Stop. Check. Protect.

Social media length versions of these will be available to download during Scams Awareness Week from www.scamwatch.gov.au/saw.

To share these on your social media channels, all you have to do is copy and paste the relevant website or download the videos to create your own posts. Alternatively, you can share our Instagram posts during Scams Awareness Week.

Suggested use: Play these in your team meetings or share on social media. Don't forget to tag Scamwatch!



Resources

Social media graphics

Share these on your own channels (e.g. LinkedIn, Facebook, and Instagram) to spread the campaign message by raising awareness of scams and the 3 simple steps to protect against them.

Don't forget to include #stopcheckprotect in your posts and tag Scamwatch with the following social media handles:



@scamwatchgovau



@nascgovau



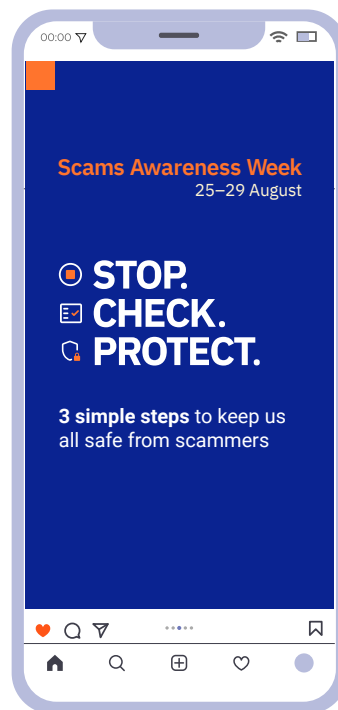
@scamwatchgovau



@nascgovau



@accgovau



Social post – 1080px (w) x 1920px (h)



Social posts – 1080px (w) x 1350px (h)



Resources

Email signature

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



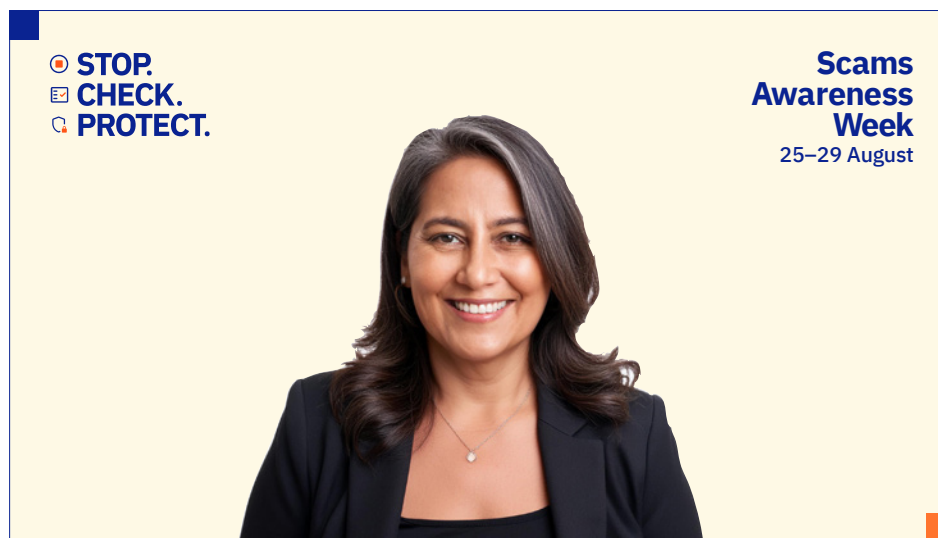
Your email
signature content

The Email banner should appear at the very bottom of your own email signature. It should be used at 100% or 480px wide.



Video conference background

Add our Stop. Check. Protect. video conference background to your digital meetings in the lead up to Scams Awareness Week.



Resources

Web banners

Publish our banners on your website or intranet site to tell your users about Scams Awareness Week.



Posters

These posters can be printed off and put in staff or customer areas or shared digitally to get the word out about Scams Awareness Week.



Resources

Campaign branding

This lockup can be applied to your content to ensure that Scams Awareness Week and the Stop. Check. Protect. messaging is consistent and recognisable. On the next page you will see how to recolour this to complement your brand.

All campaign lockup versions are available with byline included, and in mono (full black & full white).

Full colour stacked

Scams Awareness Week
25–29 August

 **STOP.**
 **CHECK.**
 **PROTECT.**

Scams Awareness Week
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 **STOP.**
 **CHECK.**
 **PROTECT.**

Full colour horizontal

Scams Awareness Week | 25–29 August

 **STOP.**  **CHECK.**  **PROTECT.**

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 **STOP.**  **CHECK.**  **PROTECT.**

Full colour stacked w/ byline

Scams Awareness Week
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 **STOP.**
 **CHECK.**
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3 simple steps
to keep us all safe
from scammers

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Full colour horizontal w/ byline

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3 simple steps to keep us all safe from scammers

Resources

Campaign branding application guide

The 2025 Scams Awareness campaign lockup may be used as provided, or recoloured to use alongside your organisation's branding.

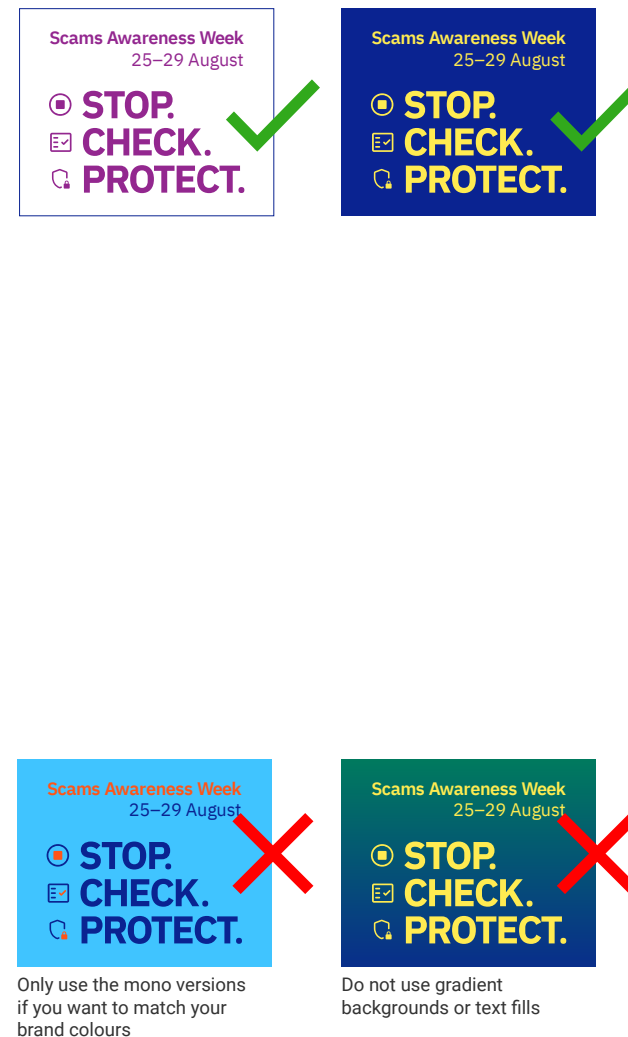
If you wish to recolour to suit your branding, this campaign lockup file is available to download as an editable vector file. **Colours chosen must be accessible to WCAG 2.1 Level AA.** Use this colour picker to check your colours: <https://color.adobe.com/create/color-contrast-analyzer>

Check acceptable and non-acceptable images on the right of this page.

Using the campaign lockups as provided



Recolouring the campaign lockups to match your brand colours



Information and statistics resources

To develop your content for Scams Awareness Week you may like to draw on recent scams information and statistics. Resources available include:

Scams statistics dashboard

You can also gather scam statistics on our self-service data platform. This data can be filtered by scam type, state, month/year, age, contact method and gender.

www.nasc.gov.au/scam-statistics

Targeting scams report: report of the National Anti-Scam Centre on scams data and activity 2024

This report provides insight into scams reported by Australians in 2024 and highlights the impact of combined efforts by government, law enforcement, community sector and industry to combat these financial crimes. [Targeting scams report | Scamwatch](#)

Media releases

NASC media releases can be found here:

www.nasc.gov.au/news

Including this one that discusses scam trends and statistics from the second quarter of 2025. www.nasc.gov.au/news/national-anti-scam-centre-calls-for-stronger-business-role-to-disrupt-scams

National Anti-Scam Centre Job Scam Fusion Cell final report May 2025

This report highlights the combined efforts of government, law enforcement, academics, and the private sector in tackling the rise in job and employment scams.

www.nasc.gov.au/reports-and-publications/fusion-cells/national-anti-scam-centre-job-scam-fusion-cell-final-report-may-2025

National Anti-Scam Centre Investment Scam Fusion Cell final report May 2024

This report details the first fusion cell, which focused on investment scams, and was targeted to address imposter bond and term deposit scams, and AI trading platform scams.

www.nasc.gov.au/reports-and-publications/fusion-cells/national-anti-scam-centre-investment-scam-fusion-cell-report-may-2024