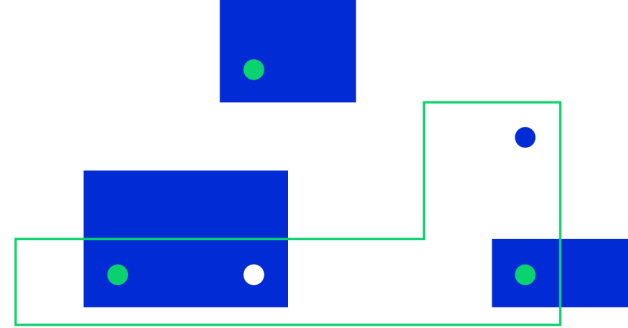




Australian Government



National
Anti-Scam
Centre



Scams Awareness Week 2024 - theme overview

Theme: “Share a story, stop a scam”

Dates: 26-30 August 2024

This document provides an overview for organisations wishing to support Scams Awareness Week 2024. It includes examples of how organisations can approach this year’s theme, “Share a story, stop a scam”.

Why this theme?

Everyone has a part to play in shutting down criminal scammers. By talking to each other, we can make sure no one is alone in the fight against scams.

This year, we are encouraging all Australians to speak up, share and report scams to help others identify, avoid, report and recover from scams.

We want you to share scam stories on your platforms. Sharing scam stories makes others in the community aware of the scams that are out there, and how they can avoid them.

Organisations should reach out to their network of contributors to encourage them to share their scam stories, whether this be through the organisation’s platforms or the contributor’s own platforms.

A ‘Contributor Guidelines’ document has also been developed for organisations to pass on to any potential contributors. These provide further guidance on how to participate in the campaign.

Lead the example and add your voice to this year’s campaign!

How you can support Scams Awareness Week

Within your organisation (to staff)

- Get key internal people on board to share their experiences during organisational updates, staff emails, meetings, etc.
- Intranet pop ups
- Internal articles
- Letting your staff know about the campaign so they can spread the word
- Encourage staff to share your organisational social posts for the campaign

From your organisation (to customers/the public)

- App channels (if you have an app) – in app messaging, pop up messages

- In public facing areas/branches – posters, physical flyers or post cards
- Comms for your employees to talk to the public/customers – talking points, asking them to think of ideas to share
- Emails/newsletters – email footer images, newsletter update from your organisation/department
- Social media channels
- External content platforms – website (content, banner), blogs
- Radio or TV – push your story to media
- Customer event

Ways to apply the theme – ‘Share a story, stop a scam’

- Consider conversations at different parts of the scam journey:
 - Before a scam:
 - Start a conversation – talk about scams with a friend, family member, your partner.
 - Help to break down the social barriers and stigma of scams by normalising conversations.
 - Know the key place to report or ask for help.
 - Scam approach:
 - Know how to spot a scam, key signs.
 - How to check if you suspect it’s a scam.
 - Who to tell if you’ve seen a scam/been approached.
 - Tell your friends, family and network about it.
 - If you’ve been scammed/are caught in a scam:
 - How to ask for help.
 - Where to get help and support.
 - Key steps to take – e.g. contact your bank FIRST.
 - After the scam:
 - Help stop others from being scammed.
 - Report the scam to Scamwatch.
 - Share your story and your experiences to help others.
- Consider conversations about scam topics:
 - Why a scam works and the steps involved in a scam.
 - Consider scams that apply to your organisation or scams affecting you personally.
- Promote ways to start the conversation:
 - Have I ever told you about the time I was manipulated into giving away my personal information? There was a scam that...
 - A scammer almost stole my money when...
 - Have you ever been scammed? What happened? How did you feel?
 - Have you ever avoided a scam? How did you realise it was a scam? What were the signs?
 - Have you heard about the latest scam doing the rounds? Here’s what I heard...
 - Did you see scammers are now using this method to steal from people?
 - Do you use two factor authentication?
 - Did you see there’s now a central way to report scams? Their Scamwatch website has this info....
 - Did you see Government and industry are now working together to combat scams? Here’s what I’ve heard...
- Tell consumer stories:
 - Customer stories, anecdotal stories

- See if you can get customers/staff involved in sharing stories
 - Emphasise: you are not alone, there are others, here's how they felt/what they did
- Tie to your organisational initiatives/tools/information:
 - Web content
 - Podcasts
 - Newsletters
 - Tools
 - Other initiatives
- Promote what your organisation is doing to combat scams:
 - Legal action/changes
 - Technological enhancements
 - Working groups
 - Streamlined reporting
 - Sharing with National Anti-Scam Centre