Scams Awareness
Communication toolkit for international students

Content published January 2022
Introduction

Study NSW is proud to release the Scams Awareness Toolkit, developed as part of one of our 2020-21 Partner Projects.

This project aims to communicate key educational messages to international students to warn and protect them against fraudulent scams targeting them and the wider population.

The Toolkit is a suite of materials for education providers to use to raise awareness among international students about the nature of scams and what steps students can take if they are a victim of a scam.

The Toolkit features 19 messages have been co-designed with international students ready to be published online, through websites and social media.

This project was developed to respond to a rising number of scams targeting international students in Australia as recorded by the NSW Police Force.
Purpose

Scams are a concern for the NSW Police Force, education providers and international students. Providers know that despite frequent messaging on scam awareness, international students continue to be victims of fraudulent activities and that these crimes are under-reported. This can amount to significant financial loss to victims and a long-term impact on their wellbeing, mental health, and safety.

The International Student and Scams project has been delivered in partnership with stakeholders from across the sector. Importantly, the messages have been co-developed with students through a series of focus groups.

This toolkit contains communication materials to help providers and organisations in the international education sector communicate and raise awareness with international students about scams.

More information about this project is available via the dedicated webpage:
https://www.study.sydney/programs/scams-awareness-toolkit
Always be suspicious of random job offers especially if you have not applied for them, where it is difficult to verify the existence of the company or the person offering the job.

Beware of Scams
Find out more: scamwatch.gov.au

Always beware of a random call you are not expecting or a number you don’t know and confirm who you are actually talking to.

Beware of Scams
Find out more: scamwatch.gov.au

Before leaving Australia permanently, you should close your bank accounts. Do not allow other people to use your accounts. If these accounts are used for illegal activities, you may be blamed for the crime being committed.

Beware of Scams
Find out more: scamwatch.gov.au

如果你收到电话、短信、社交媒体信息，通知你赢了比赛或领取奖品，请保持警惕，小心诈骗。不要点击链接或回复，这可能会导致你意外注册付费会员，并被收取高额费用

Beware of Scams
Find out more: scamwatch.gov.au
Messages

The 19 messages are available on the Study NSW website.

- The method behind the development of the messages is available on p.8 of the report
- The findings are available on p. 12 of the report
- The messages list is available from p.13-19 for the English version and p. 20-27 for the Chinese version, or alternatively in the next 3 slides of this toolkit.
<table>
<thead>
<tr>
<th>Message number</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message 1</td>
<td>Always be suspicious of random job offers especially if you have not applied for them, where it is difficult to verify the existence of the company or the person offering the job.</td>
</tr>
<tr>
<td>Message 2</td>
<td>Always beware of a random call you are not expecting or a number you don’t know, and confirm who you are actually talking to.</td>
</tr>
<tr>
<td>Message 3</td>
<td>Before leaving Australia permanently, you should close your bank accounts. Do not allow other people to use your accounts. If these accounts are used for illegal activities, you may be blamed for the crime being committed.</td>
</tr>
<tr>
<td>Message 4</td>
<td>Beware of phone calls, emails, SMS, and social media text messages that say you have won competitions and prizes. If you click on the links or respond, you may fall for a scam. You may be charged at premium rates or find yourself signed up to a subscription service.</td>
</tr>
<tr>
<td>Message 5</td>
<td>The Australian Tax Office (ATO) does not suspend Tax File Numbers (TFN) and will never request you pay a fine or transfer money to protect your TFN. The ATO will never threaten you with immediate arrest or demand payment through unusual means. (See <a href="https://www.ato.gov.au/general/is-it-a-scam/?=QC40945_EasyRead">https://www.ato.gov.au/general/is-it-a-scam/?=QC40945_EasyRead</a> for details on scams)</td>
</tr>
<tr>
<td>Message 6</td>
<td>The Australian Tax Office (ATO) will never ask you to make payments using unusual methods such as overseas wire transfers, Google Play or iTunes cards, cryptocurrency, or cash transfers.</td>
</tr>
<tr>
<td>Message 7</td>
<td>Beware of urgent requests from unknown sources to transfer money due to a crisis in your home country.</td>
</tr>
</tbody>
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List of messages continued on next page
## Messages

<table>
<thead>
<tr>
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<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message 8</td>
<td>Beware of big purchases where cash is requested instead of a bank transfer. Paying with cash means there is no record of your purchase.</td>
</tr>
<tr>
<td>Message 9</td>
<td>Always call your bank if you see any unusual transactions, or have given some details (e.g. bank account numbers, personal details, or password) to unauthorised parties.</td>
</tr>
<tr>
<td>Message 10</td>
<td>If you receive a phone call from someone you think is suspicious, do not provide any of your information and hang up.</td>
</tr>
<tr>
<td>Message 11</td>
<td>Don’t open the links and attachments from suspicious emails or emails coming from something you did not subscribe to.</td>
</tr>
<tr>
<td>Message 12</td>
<td>Always research a company or service provider before paying or agreeing to anything. Check that the number they are calling from is their real phone number.</td>
</tr>
<tr>
<td>Message 13</td>
<td>Immediately contact your bank, financial institution (e.g. credit union), or service provider if you think you have been the victim of fraud.</td>
</tr>
<tr>
<td>Message 14</td>
<td>When you report that you are a victim of fraud, your visa status will still be protected.</td>
</tr>
<tr>
<td>Message 15</td>
<td>If your friend is the victim of fraud, you should be supportive. Encourage your friend to contact the university or their service provider.</td>
</tr>
</tbody>
</table>

List of messages continued on next page
<table>
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</tr>
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<tbody>
<tr>
<td>Message 16</td>
<td>Never give your personal details or bank details to someone you do not know.</td>
</tr>
<tr>
<td>Message 17</td>
<td>Australian Authorities will never ask you to provide your financial details or personal documents over email or phone.</td>
</tr>
<tr>
<td>Message 18</td>
<td>The Australian police are here to support you with the situation if you are the victim of fraud. You can call them on 131444 to report a fraud or scam.</td>
</tr>
<tr>
<td>Message 19</td>
<td>If you are a victim of fraud, going to the Australian police will not impact your visa status. You can call them on 131444 to report a fraud or scam.</td>
</tr>
</tbody>
</table>
The below is some suggested copy to use for newsletters or on a website read by Education Providers:

Scams are again on the rise, targeting vulnerable people in our community including international students. Funded by the Study NSW Partner Projects program, this initiative was led by the University of NSW, lead academics from the University of Melbourne and supported by the NSW Police, ARC at UNSW, UNSW Global, English Australia, the University of New England (UNE), TAFE NSW, and ISANA.

The purpose of this project was to develop student led messaging to improve the efficacy and warnings about scams that appealed to students.

Where to report a scam

If students have been the victim of a scam, they should be encouraged to file a report with police and report it to the Australian Competition & Consumer Commission (ACCC) via this link:

Report a scam | Scamwatch

[Additional support services can be listed here]
The below is some suggested copy for Education Providers to use in their newsletters or as website copy for students:

Scams are again on the rise, targeting vulnerable people in our community including international students. You can learn more about scams and fraudulent activity at www.scamwatch.gov.au.

Where to report a scam

If you have been the victim of a scam, you can file a report with police and report it to the Australian Competition & Consumer Commission (ACCC) via this link:

Report a scam | Scamwatch

[Additional support services can be listed here – for example those of the student’s home institution]

[Imagery to be added]

Download all messages here:
Assets

The following section explain how to use the suite of assets and links to various formats.
Always be suspicious of random job offers especially if you have not applied for them, where it is difficult to verify the existence of the company or the person offering the job.

Beware of Scams
Find out more: scamwatch.gov.au

Facebook Post Suggested Text:

Scams are again on the rise, targeting vulnerable people in our community including international students. You can learn more about scams and fraudulent activity at www.scamwatch.gov.au.

It is recommended that educational providers add information about to their own support services here.

Example image for Facebook posts.
Pleasure ensure to use images with the correct dimensions (1200x630).

Download all messages here:
Social media content

Instagram Story:

These images can be published as an Instagram story (portrait format).

No further messaging is required, however it is recommended to include the hyperlink to www.scamwatch.gov.au.

Educational providers can add information about to their own support services in a following story or as a post shared in a story format.

Example image for Instagram Story posts.

Pleasure ensure to use images with the correct dimensions (1080x1920).

Download all messages here:
Social media content

Instagram Post Suggested Text:

Scams are again on the rise, targeting vulnerable people in our community including international students. You can learn more about scams and fraudulent activity at www.scamwatch.gov.au.

It is recommended that educational providers add information about to their own support services here.

Example image for Instagram posts.
Pleasure ensure to use images with the correct dimensions (1080x1080).

Scams are again on the rise, targeting vulnerable people in our community including international students. You can learn more about scams and fraudulent activity at www.scamwatch.gov.au.

It is recommended that educational providers add information about to their own support services here.

Example image for WeChat posts. Please ensure to use images with the correct dimensions (400x400).

Scams are again on the rise, targeting vulnerable people in our community including international students. You can learn more about scams and fraudulent activity at www.scamwatch.gov.au.

It is recommended that educational providers add information about to their own support services here.

Example image for WeChat posts. Pleasure ensure to use images with the correct dimensions (400x400).

Posters

Along with social media assets, posters are also available in following format:

- Individual PDF page
- As a print version (with bleed marks)
- As a downloadable version
- In A3 format
- In A6 format

Example images for a poster in both the English and Chinese version (message 1).
