

Scams Awareness

Communication toolkit for international students

Content published January 2022

Introduction

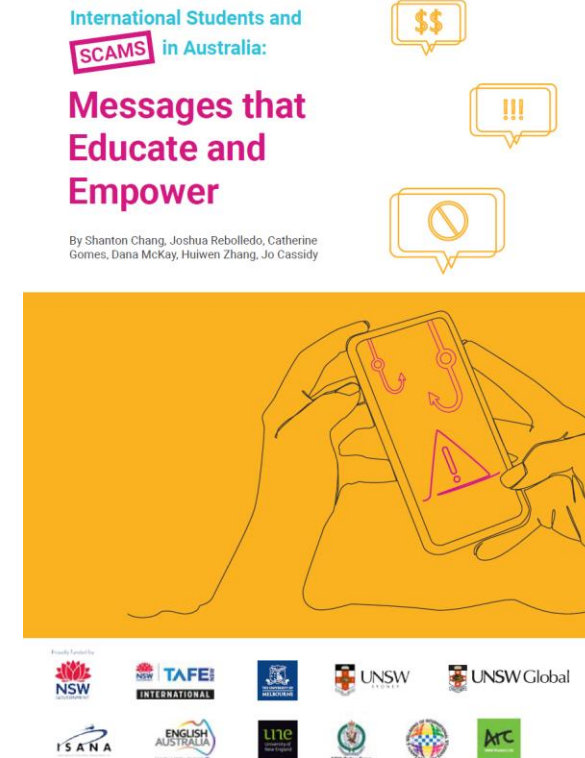
Study NSW is proud to release the Scams Awareness Toolkit, developed as part of one of our 2020-21 Partner Projects.

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.



[Download report here](#)

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>

Example of assets

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.

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

警惕不明来源的紧急提醒。对于任何涉及人身安危的敲诈勒索行为,请及时报警,不要轻易转账给陌生账户

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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.

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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.

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如果你收到电话、短信、社交媒体信息,通知你赢得了比赛或领取奖品,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

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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.

Messages

Message number	Content
Message 1	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.
Message 2	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.
Message 3	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.
Message 4	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.
Message 5	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 https://www.ato.gov.au/general/is-it-a-scam-/?=QC40945 EasyRead for details on scams)
Message 6	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.
Message 7	Beware of urgent requests from unknown sources to transfer money due to a crisis in your home country.

List of messages continued on next page

Messages

Message number	Content
Message 8	Beware of big purchases where cash is requested instead of a bank transfer. Paying with cash means there is no record of your purchase.
Message 9	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.
Message 10	If you receive a phone call from someone you think is suspicious, do not provide any of your information and hang up.
Message 11	Don't open the links and attachments from suspicious emails or emails coming from something you did not subscribe to.
Message 12	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.
Message 13	Immediately contact your bank, financial institution (e.g. credit union), or service provider if you think you have been the victim of fraud.
Message 14	When you report that you are a victim of fraud, your visa status will still be protected.
Message 15	If your friend is the victim of fraud, you should be supportive. Encourage your friend to contact the university or their service provider.

List of messages continued on next page

Messages

Message number	Content
Message 16	Never give your personal details or bank details to someone you do not know.
Message 17	Australian Authorities will never ask you to provide your financial details or personal documents over email or phone.
Message 18	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.
Message 19	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.

Newsletter/website copy to Education Providers

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]

Newsletter/website copy to Students

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:

<https://www.study.sydney/programs/scams-awareness-toolkit/scams-awareness-toolkit-assets>

Assets

The following section explain how to use the suite of assets and links to various formats.



Social media content



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.

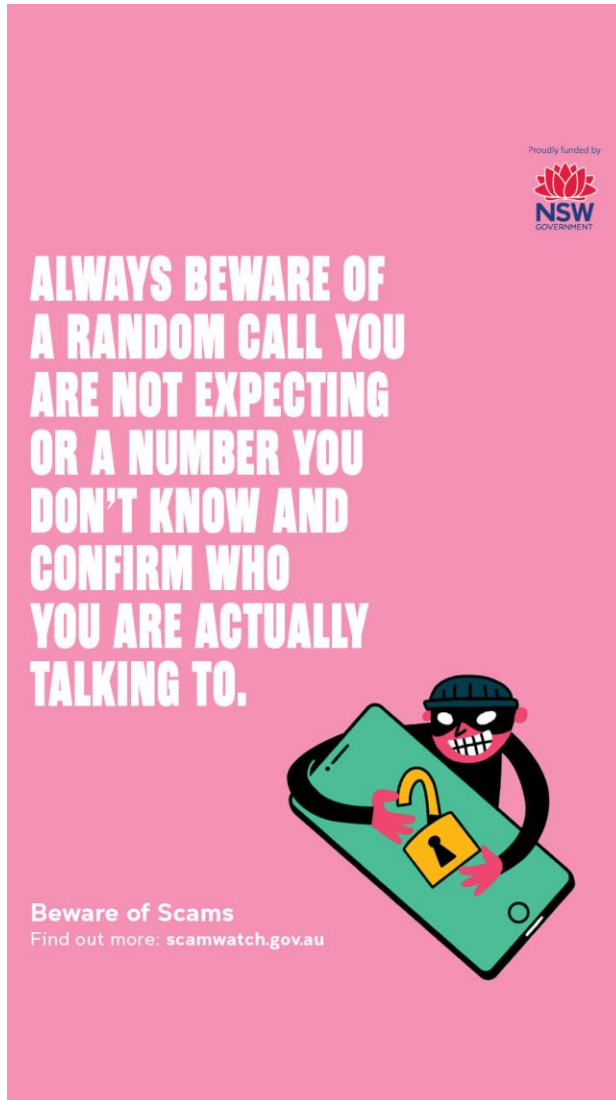
Example image for Facebook posts.

Please ensure to use images with the correct dimensions (1200x630).

Download all messages here:

<https://www.study.sydney/programs/scams-awareness-toolkit/scams-awareness-toolkit-assets>

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.

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

Download all messages here:

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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.
Please ensure to use images with the correct dimensions (1080x1080).

Download all messages here:

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Beware of Scams
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Social media content

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

Download all messages here:

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如果你收到电话、短信、
社交媒体信息，通知你
赢得了比赛或领取奖
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
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The poster features a yellow background with white Chinese text. In the bottom right corner, there is an illustration of a smartphone. On the screen, a woman with a headset is smiling. To the right of the phone, a cartoon character with a black mask and a wide, toothy grin is peeking out. The NSW Government logo is in the top right corner.

Social media content

WeChat Post Suggested Text:

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如果你收到电话、短信、
社交媒体信息，通知你
赢得了比赛或领取奖
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

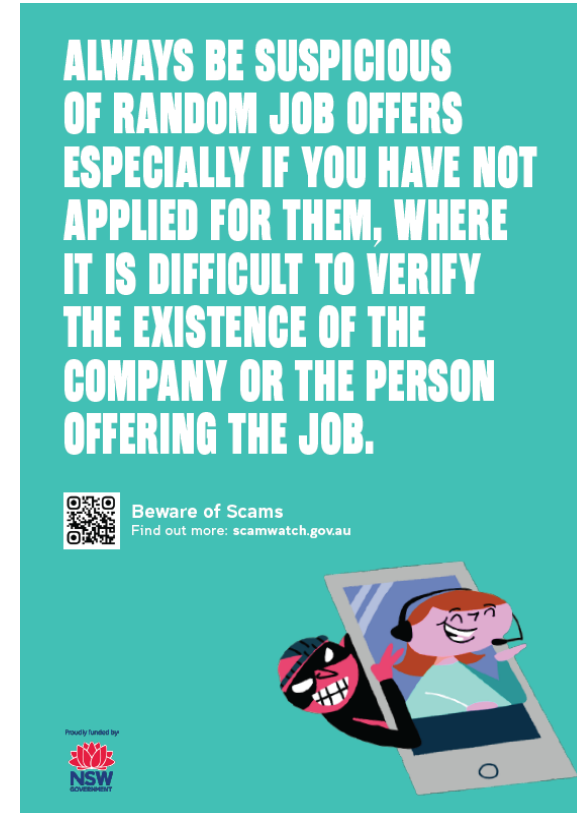
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Posters

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).

Download all messages here:

<https://www.study.sydney/programs/scams-awareness-toolkit/scams-awareness-toolkit-assets>

