



AFP

JPC3
JOINT POLICING CYBERCRIME COORDINATION CENTRE



ClickFit

Stakeholder Kit — October 2025



Stop
your
scroll

Check
warning
signs

Protect yourself

Stop your scroll — Check warning signs — Protect yourself

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Hello **clicker**

You're hosting a BBQ when your phone buzzes.

A text from "your bank" flashes on the screen: **Unusual login attempt. Verify now.**

Without thinking, you tap the link.

While you're flipping snags, a cybercriminal flips your bank account.

Money gone — faster than you can say, "*Pass the sauce.*"

But what if you slowed down your scroll, spotted the dodgy link, and verified with your bank directly...



What if you were *ClickFit*...



Cybercrime **forecast**

In 2024, most cybercrime victimisation went unreported to police or to ReportCyber with reporting rates ranging from only 8 percent for malware victims to 22 percent for fraud scam victims.*

In reality, cybercriminals don't need sophisticated hacks to succeed.

More than often, they will exploit our everyday habits like rushing through emails, clicking on suspicious links, reusing weak passwords, or ignoring device updates.

Research shows these unsafe behaviours can significantly increase the risk of being targeted by cybercriminals online.**

However, there are **good habits ahead...**

If we add these safe online habits into our digital routines, we can better protect ourselves against cybercriminals:

- **Create strong passphrases**
- **Enable Multi-Factor Authentication**
- **Install software updates**
- **Stay alert to scams**
- **Stop and think before you click**
- **Verify the source before you click, call or pay**

This is where **ClickFit** comes in.

ClickFit will help teach Australians to stop their scroll, check the warning signs of scams, and protect themselves from cybercrime.

This will make it harder for criminals to succeed and easier for people to feel alert, confident and safe online.

Cybercrime may be widespread, but with the right habits in place, the power is back in our hands.

*Voce I & Morgan A 2025. Cybercrime in Australia 2024, Statistical Report no. 53. Canberra: Australian Institute of Criminology

**Marleen Weulen Kranenbarg & Rutger Leukfeldt 2021, Cybercrime in Context : The Human Factor in Victimization, Offending, and Policing, vol v.1, Springer, Cham

What is **ClickFit**?

ClickFit is a national prevention campaign by the AFP-led Joint Policing Cybercrime Coordination Centre (JPC3) designed to get Australians to **stop** their scroll, **check** the warning signs of scams, and **protect** themselves from cybercrime.

Think of **ClickFit** as a road-safety campaign for the internet: every online user is being urged to slow down, swerve around scam links, emails, and messages, and stay one step ahead of cybercriminals.

ClickFit will launch on **Tuesday 21 October 2025** and conclude in December 2026.

The campaign will focus on four cybercrime types including: romance scams, investment scams, impersonation scams and business email compromise (BEC).

ClickFit roadmap 2026:

The four key cybercrime types will feature a campaign launch, stakeholder kit, social media and digital assets, media release, and online resources.

Romance scams
Jan - March 2026



Impersonation scams
April - June 2026



Investment scams
July - Sept 2026



BEC scams
Oct - Dec 2026



How to become **ClickFit**?

ClickFit is a few simple steps that everyone can introduce into their digital routines to help protect them from cybercrime and keep them safe online.

You can become **ClickFit** in six steps:

CREATE STRONG PASSPHRASES

Long, unique passphrases for every account.

ENABLE MULTI-FACTOR AUTHENTICATION

This adds an extra lock on your accounts, even if your password is stolen.

INSTALL SOFTWARE UPDATES

Install updates on phones, apps, & computers to close security gaps.

STAY ALERT TO SCAMS

Staying up to date with emerging scams and cybercrime trends.

STOP AND THINK BEFORE YOU CLICK

Don't rush. Cybercriminals rely on urgency and distraction.

VERIFY THE SOURCE BEFORE YOU CLICK, CALL OR PAY

Call or check directly with the legitimate organisation/ trusted source before clicking on a link.

How to support **ClickFit?**

From Tuesday 21 October, it's time to get **ClickFit**:

- Share campaign, digital & social media assets across your channels
- Distribute '**Are You Fit to Click?**' factsheets at community events or presentations
- Feature **ClickFit** copy in your agency/organisation newsletter
- Visit www.afp.gov.au/clickfit for campaign resources
- Access the media release via [AFP News Centre](#)

Access and download **ClickFit assets here**

Meet **NetCop Gary** and **Agent Index**

Before you ask...yes it's his finger.

NetCop Gary and Agent Index are teaching Australians to spot the warning signs of cybercrime and get **ClickFit!**

They are featured throughout the campaign to encourage people to slow down their scroll, think before they click, and navigate online with caution.



ClickFit: Social media assets

Not your usual BBQ when a cybercriminal tries to flip the host's bank account while he's busy flipping snags.

Lucky for him, NetCop Gary and Agent Index were on duty and spotted the phishing link before he clicked. That was a close one, mate!

From scam texts to dodgy downloads, cyber hazards are everywhere on the information superhighway. But the ClickFit campaign will help stop you getting burnt.

Stay safe with just a few simple steps: stop your scroll, check for warning signs, and protect yourself online. Head to afp.gov.au/clickfit to get #ClickFit. <- *Use this as a caption for X (Twitter)*

Social media copy



Share the campaign videos across Facebook, Instagram, X (Twitter), YouTube, LinkedIn and TikTok, and get your audience **ClickFit!**
Don't forget to include **#ClickFit** in your posts and tag AFP with the following social media handles:



AusFedPolice



ausfedpolice



AusFedPolice



AustFederalPolice



Australian Federal Police

ClickFit: Social media comments

Suggested social media comments to engage with your online audience:



Does NetCop Gary look familiar?
Swerve - Round the Twist - to
avoid dodgy links and scams!

*



Tag a mate to help
them get ClickFit.



Run clubs are so 2024...
are you ready to get ClickFit?



Are you fit to click, mate?



Do you speed online?
Slow down your scroll
to a safe speed!

**Yes, NetCop Gary played the 3rd Bronson Twist from 'Round the Twist'*

ClickFit: Factsheets (Interactive + Print)

'Are You Fit to Click?' is a factsheet (print and interactive) and flyer, available via www.afp.gov.au/clickfit. The interactive version allows users to click and test their awareness of digital blind spots, and learn to become **ClickFit**.

Are You Fit to Click?

Stop your scroll Check warning signs Protect Yourself

Do you pause and think before you click on a link? **YES** **NO**

Do you keep your passphrases, software & devices up to date? **YES** **NO**

Do you feel confident, safe & alert when navigating online? **YES** **NO**

Your Results

If you answered **NO** don't worry!
You can build stronger online habits with ClickFit.

ClickFit takes **six simple steps** to stay safe online & protect yourself from cybercrime.

Factsheet

Are You Fit to Click?

Six simple steps to get ClickFit:

- 1 Create strong passphrases
- 2 Enable Multi-Factor Authentication
- 3 Install software updates on devices
- 4 Stay alert to emerging scams
- 5 Stop and think before you click
- 6 Verify the source before you click, call or pay

Check the digital blind spots

Stop before you click

Swerve to avoid dodgy links via text or email

Slow your scroll to a safe speed

Stay alert to cybercriminals online

Stop your scroll

Check warning signs

Protect yourself

Click your scroll - Check warning signs - Protect yourself

www.afp.gov.au/clickfit

Are You Fit to Click?

ClickFit takes **six simple steps** to stay safe online & protect yourself from cybercrime.

- 1 Create strong passphrases
- 2 Enable Multi-Factor Authentication
- 3 Install software updates on devices
- 4 Stay alert to emerging scams
- 5 Stop and think before you click
- 6 Verify the source before you click, call or pay

Find out more:
www.afp.gov.au/clickfit

Flyer

ClickFit: Newsletter copy

Campaign copy to use for agency/organisation newsletters. Please edit according to in-house style guides and character restrictions.

ClickFit: Are You Fit to Click?

The AFP-led Joint Policing Cybercrime Coordination Centre (JPC3) has launched 'ClickFit': a 12-month national prevention campaign designed to get Australians to stop their scroll, check the warning signs of scams, and protect themselves from cybercrime.

Think of 'ClickFit' as a road-safety campaign for the internet: every online user is being urged to slow down, swerve around scam links, emails, and messages, and stay one step ahead of cybercriminals.

Why ClickFit Matters?

Research shows that unsafe online behaviours can significantly increase the risk of being targeted by cybercriminals. However, there are good habits ahead... If you introduce just six steps into your everyday digital routine, this will help protect you from cybercrime, scams, and keep you safe online. This is how you become 'ClickFit'.

Get ClickFit:

- *Create strong and unique passphrases for every account.*
- *Enable Multi-Factor Authentication. This adds an extra lock on your accounts, even if your password is stolen.*
- *Install software updates on phones, apps, & computers to close security gaps.*
- *Stay alert to emerging scams & cybercrime trends.*
- *Stop and think before you click. Criminals rely on urgency and distraction. Don't rush.*
- *Verify the source before you click, call or pay. Call or check directly with the legitimate organisation/trusted source before clicking on a link.*

Meet NetCop Gary & Agent Index

Have you ever...ever seen NetCop Gary like this? NetCop Gary and Agent Index are featured throughout the campaign to encourage people to slow down their scroll, think before they click, and navigate online with caution. You may also recognise them from an iconic Aussie '90s TV show...

Get Involved!

Visit www.afp.gov.au/clickfit to download resources and social media content.

Share campaign assets, tag @AusFedPolice, and use #ClickFit to support the campaign. Stay ClickFit!

ClickFit: Additional assets

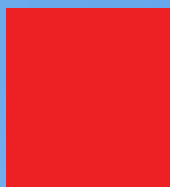
Additional campaign graphics and colours for website use, email signature blocks, stickers, newsletters or social media.



Suitable for email signatures and website banners

RED

HEX #FD0C00
R253 G12 B0
C0 M99 Y100 K0



BLUE

HEX #043092
R4 G48 B146
C100 M92 Y10 K2



YELLOW

HEX #FDD302
R253 G211 B2
C2 M15 Y100 K0



ClickFit: Additional assets

Meet NetCop Gary.
He's all click, no cap.



www.afp.gov.au/clickfit

Meet NetCop Gary.
He's got his finger on the pulse
of cybercrime.



www.afp.gov.au/clickfit

Meet NetCop Gary.
He's not a real cop.
But he's serious about cybercrime.



www.afp.gov.au/clickfit

**I'm
ClickFit.**



**Are you
ClickFit?**



**Stop
your
scroll**

**Check
warning
signs**

**Protect
Yourself**



All suitable for printing stickers

ClickFit: Scam-aware language

We urge stakeholders to use scam-aware language when promoting *ClickFit*.

Scamwatch has '*dos and don'ts*' to avoid victim-blaming language and focus on tactics used by criminals rather than the actions of those targeted.

Use 
Deceive
Manipulate
Victim of a scam
Scams are crimes/Scammers are criminals
Scam tactics
Scam methodologies
Stolen by scammers
Financial theft

Don't Use 
Trick
Fool
Fooled by a scam / scammer
Fallen for a scam
Scammers are tricksters
Scam tricks
Lost to scammers
Gave to scammers
Handed over to scammers



The AFP Joint Policing Cyber Coordination Centre (JPC3) comprises of state and territory police, government agencies, and industry partners, working together to combat, disrupt and prevent cybercrime in Australia.

For *ClickFit* questions please contact jpc3-prevention@afp.gov.au