



Investment scams edition

ClickFit

Stakeholder Kit — July 2026



Stop your scroll — Check before you invest — Protect your savings

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Investment scams: **Not your golden ticket**

Investment scams typically promise high returns with little risk and scammers rely on urgency because the faster you act, the faster they can take your money.

It looks like everyone is making a lot of money these days on social media, news stories, online ads. Stories of ordinary people turning small investments into big returns are everywhere. ***And this is what scammers want you to believe.***

Investment scams are designed by criminals to steal money through fake stock platforms, celebrity endorsements or cryptocurrency schemes. It usually begins with an online ad or social media post.

Once a person clicks or sign up, they are contacted via message, phone, email, or social media to invest. After an initial investment or even free trial, they are given access to a platform or shown account images where they appear to see profits. ***However, the platform and profits are completely fake.***

Criminals pose as financial advisers or account managers to appear credible, and use cryptocurrency or financial jargon to build trust quickly.

Over time, victims are pressured to invest more and may be told to pay taxes or fees to access or unlock profits. Then, without warning, funds or crypto are taken and their account is blocked.

The victim loses everything but the impact doesn't stop there. Investment scams can cause long-lasting harm to retirement savings, superannuation, family, health, and emotional wellbeing.

In 2025, ASIC coordinated the removal of 11,964 phishing and investment scam websites and more than 1,100 online investment scam advertisements on social media.*

This is why being **ClickFit** is so important to help Australians invest safely and recognise the warning signs of investment scams:

- Stop before you send money
- Check their financial licence
- Protect yourself - by getting a second opinion
- Verify independently
- Don't trust the hype
- Never pay to unlock profits

ClickFit will make it easier for Australians to steer clear of investment scams and keep their financial future on track.

What is *ClickFit*: **Investment scams**?

***ClickFit*: Investment scams** is designed to get Australians to **stop** their scroll, **check** before they invest, and **protect** their savings from cybercriminals.

Think of ***ClickFit*** as a road-safety campaign for investments: every online user is being urged to slow down, swerve around investment scams and stay one step ahead of cybercrime.

***ClickFit*: Investment scams** is a part of a 12-month national awareness campaign to encourage Australians to take simple steps to protect themselves online.

The campaign will launch on 29 June and conclude in September 2026.

Are You *ClickFit* to **Invest**?

ClickFit is a few steps that everyone can take before investing to help protect their money from cybercriminals.

Get ready to invest
in **six simple steps**:

STOP BEFORE YOU SEND MONEY

If you're being pressured to act fast, it's a red flag. Real investments don't disappear overnight. Hang up. Don't reply. Slow down.

CHECK THEIR FINANCIAL LICENCE

Before investing, search ASIC's register to confirm the person or business holds a valid Australian Financial Services Licence.

PROTECT YOURSELF

Always get a second opinion. Talk to your bank (via their official number), an ASIC-registered financial adviser, trusted friends or family before investing.

VERIFY INDEPENDENTLY

Never use the contact details, websites or apps you receive. Find the official contact details yourself.

DON'T TRUST THE HYPE

Watch out for guaranteed returns, "low-risk" opportunities, celebrity endorsements, crypto buzzwords, and even video or audio clips – they're all red flags.

NEVER PAY TO UNLOCK PROFITS

Scammers may show fake profits on a dashboard or app to gain your trust. Real investments don't require extra payments to release your money.

How to support **ClickFit: Investment Scams?**

Stakeholders can help Australians better protect themselves online by sharing **ClickFit** content across their channels and networks.

Distribute the campaign material (digital and print) through your social media, website, workplace, newsletters and community groups.

Campaign material include:

- Social media assets
- Factsheets & flyer
- Scam Check Before You Invest Video
- Stickers & graphics
- Newsletter copy

[Download ClickFit: Investment Scams assets here](#)

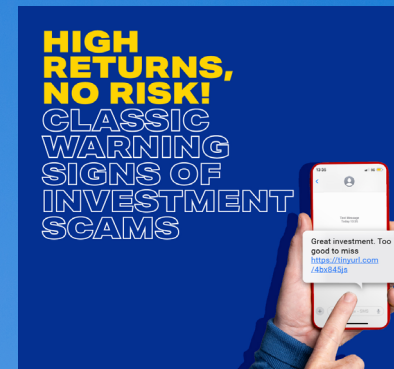
ClickFit: Social media assets

Spot an investment that offers huge rewards with no risk? Slow down. Scammers will pressure you to "act fast" or "get in early" for a deal that just doesn't exist.

Do not send them money and recognise the warning signs like unverified apps, overseas bank accounts, and pushy "advisors".

Always verify financial advisors and companies by checking their ASIC registration and Australian Financial Services (AFS) Licences online.

Get ClickFit at www.afp.gov.au/ClickFit



Share the campaign across Facebook, Instagram, X (Twitter), YouTube, LinkedIn and TikTok.
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: Scam Check Before You Invest

ClickFit: Scam Check Before You Invest

is a short 3-minute explainer video on investment scams to help Australians recognise the warning signs.

We recommend that stakeholders present or share the video when engaging with scam victims, community groups, or vulnerable individuals who may be at risk of investment scams.



ClickFit: Factsheets (Interactive + Print)

Are You *ClickFit* to Invest? is a factsheet (print and interactive) and flyer, available via www.afp.gov.au/clickfit. The interactive version allows users to test the digital blind spots of investment scams and help protect themselves from cybercriminals.

Are You ClickFit to Invest?

Stop your scroll Check before you invest Protect your savings

Do you trust "guaranteed" "low-risk" investment opportunities? **YES** **NO**

Do you invest online without checking for an ASIC licence? **YES** **NO**

Do you pay fees or taxes to unlock profits? **YES** **NO**

Your Results

If you answered **YES** don't worry! You can build stronger online investment habits with ClickFit.

ClickFit takes **six simple steps** before investing to help protect your money from cybercriminals.

Factsheet

Get ready to invest in six steps:

- 1 Stop before you send money
- 2 Check their financial licence
- 3 Protect yourself - by getting a second opinion
- 4 Verify independently
- 5 Don't trust the hype
- 6 Never pay to unlock profits

Click the digital investment blind spots

Social media advertisement

Financial buzzwords

Zero-to-low risk

Guaranteed high returns

Stop your scroll

Check before you invest

Protect your savings

RESET

Learn more and stay **ClickFit** www.afp.gov.au/clickfit

Are You ClickFit to Invest?

ClickFit takes **six simple steps** to help protect yourself from investment scams

- 1 Stop before you send money
- 2 Check their financial licence
- 3 Protect yourself - by getting a second opinion
- 4 Verify independently
- 5 Don't trust the hype
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Learn more and stay **ClickFit** www.afp.gov.au/clickfit

Stop your scroll

Check before you invest

Protect your savings

Flyer

ClickFit: Newsletter copy

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

Are You ClickFit to Invest?

ClickFit: Investment scams is designed to get Australians to stop their scroll, check before they invest, and protect their savings from cybercriminals. Think of **ClickFit** as a road-safety campaign for investments: every online user is being urged to slow down, swerve around investment scams and stay one step ahead of cybercrime.

Why ClickFit Matters?

Investment scams are designed by criminals to steal money through fake stock platforms, celebrity endorsements or cryptocurrency schemes. Scammers typically promise high returns with little risk and rely on urgency because the faster you act, the faster they can take your money.

This is why being **ClickFit** is so important to help people invest safely and recognise the warning signs of scams. It helps Australians steer clear of investment scams while keeping their financial future on track.

Get Ready to Invest in Six Steps:

- Stop before you send money
- Check their financial licence
- Protect yourself - by getting a second opinion
- Verify independently
- Don't trust the hype
- Never pay to unlock profits

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!

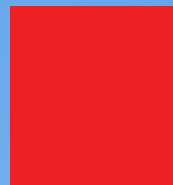
ClickFit: Additional assets

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

NetCop Gary says don't accelerate into investment deals. Slow down. Check for warning signs.

www.afp.gov.au/clickfit



NetCop Gary says don't get star-struck by fake celebrity investment ads.

www.afp.gov.au/clickfit



NetCop Gary says big returns with little risk? Big red flag.

www.afp.gov.au/clickfit



Suitable for printing stickers

I'm ClickFit to invest.



Are you ClickFit to invest?



Stop your scroll

Check before invest

Protect Yourself





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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 	Don't Use 
Deceive	Trick
Manipulate	Fool
Victim of a scam	Fooled by a scam / scammer
Scams are crimes/Scammers are criminals	Fallen for a scam
Scam tactics	Scammers are tricksters
Scam methodologies	Scam tricks
Stolen by scammers	Lost to scammers
Financial theft	Gave to scammers
	Handed over to scammers



The 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