

Scammers give more reason to keep it printed

For immediate release

The ACCC Scamwatch division release alarming statistics today showing Australians under 25, Gen Z-ers, are one of the hardest hit with scams, costing them \$5M in 2019 and the reports showing this younger generation is being impacted more than older generations.

The ACCC reports, in 2019, around 12,000 (7.15 per cent) reports made to Scamwatch were from people under the age of 25, an increase of 11 per cent compared to 2018 figures. Reports from this age group increased by 10 percentage points more than any other age group.

“Scammers don’t discriminate based on age and the wide range of scams reported by this age group is concerning,” ACCC Deputy Chair Delia Rickard said.

Keep Me Posted, the campaign run by The Real Media Collective, lobbying for Australians not to be charged for their paper bills and statements argues this is one of the most important reasons why Government should support legislative reform.

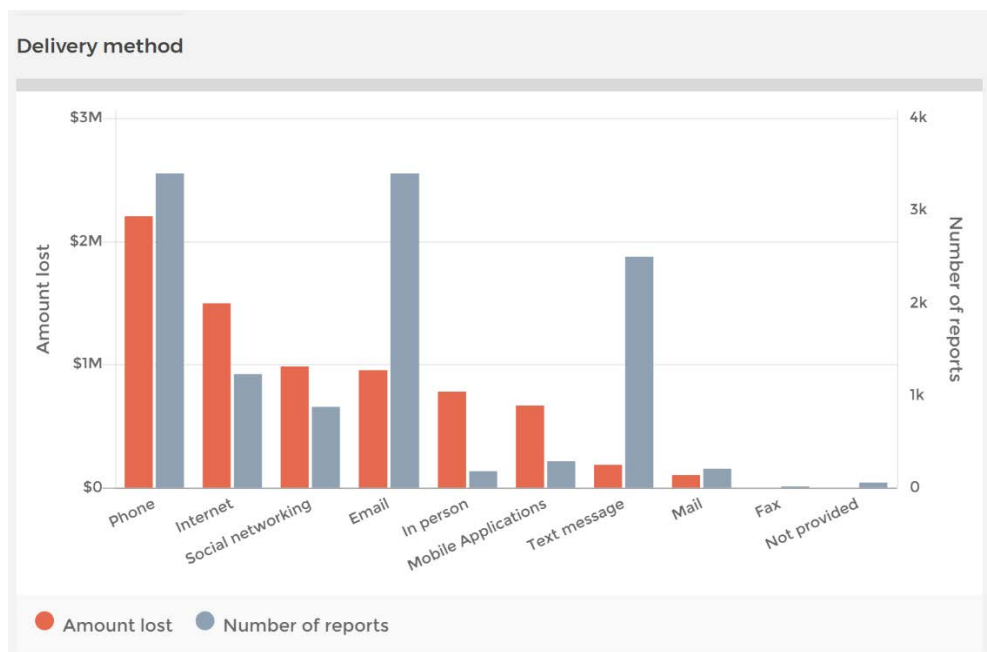
“The Keep Me Posted campaign, in my mind is a straight forward common-sense campaigns – multi-nationals charging Australians for a printed bill at an inflated price is wrong. It’s wrong for the most vulnerable Australians who are impacted the most and it’s wrong for Aussie jobs across the paper, print and mail industries – our largest manufacturing employing industry,” commented Kellie Northwood, CEO, The Real Media Collective.

Scamwatch January 2020 figures report Mail/Letterbox fraud costing Australians \$108,683 compared to a staggering \$4,284,669 across Digital channels – it might be time to rethink how you’re receiving your bills and statements with the best way to protect yourself from identity fraud and scammers is to keep it in the Mailbox.

“A member said to me the other day, they don’t print bills or envelopes so this campaign doesn’t really relate. As an industry I think we should challenge that, as a whole the position being taken from Banks, Telcos and others pushing to a digital environment is questioning the environmental strengths, usefulness and genuine consumer preference for print. Australians love paper and print and they should be free to choose how they wish to be communicated to,” said Northwood.

The campaign has been running for three years with solid activity from Federal and State Parliaments achieving a Private Members Bill tabled by the House of Representatives, a Treasury Consultation into Paper-Billing Fees, a Consumer Affairs Forum review, NSW legislative support and a Senate majority vote in support. However, Post-election the campaign, in line with the Federal Constitution, has to start again lobbying for the legislative reform. Northwood says they’ll keep fighting the good fight.

“This report from Scamwatch is another reason to keep up the fight, we’re working with the relevant Ministers and Australia Post, who have been long-term supporters of the campaign, to develop protective reform for Australians, this is another argument in our favour,” concluded Northwood.



10th March 2020 - <https://www.scamwatch.gov.au/about-scamwatch/scam-statistics?scamid=all&date=2020-01>

Further information to the Scamwatch release:

<https://www.accc.gov.au/media-release/gen-z-the-fastest-growing-victims-of-scams>

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About The Real Media Collective

The Collective is a not-for-profit industry association representing paper, print, publishing, packaging, mail and distribution sectors of media across Australia and New Zealand.

All activities and communications are delivered in a considered, researched, balanced and verifiable manner offering a sophisticated industry voice across producers, distributors, buyers and end-users.

Please visit www.keepmeposted.org.au or [The Real Media Collective website](http://www.therealmediacollective.com.au) for more information.