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ANZ urges online shoppers to be vigilant against scams this spending season

ANZ is warning shoppers to be on alert for online shopping scams ahead of the upcoming retail sales season. As Australians look to snap up a bargain, cybercriminals will look to target those who don't exercise caution, taking advantage of individuals preoccupied by the potential savings rush.

The Black Friday and Cyber Monday sales officially commence on Friday, 28 November, though many retailers are getting a head start with early deals and discounts. The event kicks off the spending season, as scammers prepare to dupe Australians with dodgy deals throughout peak retail sales periods – through to the Christmas and Boxing Day bargains.

The Black Friday sales period is increasingly growing in popularity, with ANZ observing an 8% increase in average consumer card spending between November–December 2024, compared to the June–October period. As Aussies gear up for the festive season and prepare to take advantage of holiday sales, it's the perfect time for individuals to sharpen their scams awareness knowledge and stay vigilant when shopping online.

According to [Scamwatch](#), Australians reported losses of around \$600,000 to online shopping scams in November 2024, increasing by almost double in comparison to the previous year.

ANZ data reveals Goods and Services scams accounted for around 40% of all scam cases reported and resolved in the period of July 2024–June 2025, with the most common contact method being online.

ANZ Head of Customer Protection, Shaq Johnson, said: “Cybercriminals thrive during peak retail periods. Black Friday and Cyber Monday sales are prime opportunities for scammers to take advantage of eager shoppers who have been holding out for these sales to make their purchases online.

“We urge Australians to be hypervigilant when making purchases during the upcoming sales season. We often see fake shopping websites, advertisements or giveaways impersonating reputable retailers, hoping to entice shoppers with big discounts and incredible deals.

“Major retail discounts typically encourage shoppers to act fast to avoid missing out on a good deal. Remember – stop, think and consider. If something seems too good to be true, it probably is. Customers should always double check all details are correct and the website they are purchasing from is legitimate. If you are ever unsure, call your bank – our teams are available to help.”

Australian women's fashion retailer, Fella Hamilton, has 34 stores nationwide and will be running an additional 30% off Black Friday sale online and in store.

Fella Hamilton's Managing Director, David Hamilton, said: “Black Friday is a major sales event, and we're expecting this year to be bigger than ever. November is a busy shopping month – we see shoppers getting ready to snap up deals early, both online and in-store.

“While it's a great time to save, it's also important to stay alert to scams and only shop through trusted retailers. Whether you're shopping online, or dropping into a store, our team is always here to help with any questions or concerns, so customers can shop with confidence.”

Tips to stay safe from online shopping scams:

- **Try before you buy and think before you click:** A legitimate organisation will never request personal information through a link in an email or text message and will always be accessible via an independent desktop search.
- **Verify the URL:** Ensure links start with *https* and end with a reputable domain like .org, .com, or .au. If you clicked a redirect link, perform a secondary search to confirm its authenticity.
- **If it seems too good to be true, it probably is:** While tempting, heavily discounted offers should be examined carefully, the deal might be more con than couture. If the same discount isn't available in-store, it's likely not a genuine deal.
- **Use common payments channels:** Don't mistake a red flag for a red hot deal. Be cautious if an organisation asks for payment via gift card. Cybercriminals often prefer cryptocurrency and gift cards because they are difficult to trace.

ANZ's customer protection teams and systems operate 24/7. Customers who believe they may have been a victim of a scam should contact us immediately, on 13 13 14 or visit us at <http://www.anz.com.au/security/report-fraud/> for more information.

For more information on the types of scams and how to protect yourself visit <http://www.anz.com.au/security/types-of-scams>.



About ANZ Scam Safe: To assist the community in remaining aware and alert to the constantly changing scams and fraud environment, ANZ has launched a new *Scam Safe* series.

Scam Safe will highlight the latest cybersecurity and fraud issues impacting the community and what ANZ is doing to help protect our customers.

To stay *Scam Safe*, ANZ encourages customers to learn their security ANZs:

A: Always be wary

N: Never share personal information, with anyone

Z: Zoom in on the details, they matter

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