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Consumer Council of Fiji



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PRESS RELEASE

Consumer Council Takes Scam Prevention Campaign Nationwide

The Council has launched National Scams Awareness Week (NSAW) 2026 under the theme “Building a National Defense Against Digital Fraud.” The nationwide campaign aims to strengthen consumer awareness, promote safer digital practices and encourage collective action in preventing scams.

The official launch took place on Monday, 20 July 2026, at the Grand Pacific Hotel in Suva, bringing together representatives from Government, law enforcement, financial institutions, telecommunications providers, development partners, civil society, academia and youth organisations in a united effort to strengthen Fiji’s response against scams.

NSAW 2026 will continue beyond the Suva launch, with the Council taking scam awareness programmes to Lautoka and Labasa to engage communities in the Western and Northern divisions. These engagements will provide consumers with practical knowledge on recognising common scam tactics, independently verifying suspicious requests and reporting scams promptly.

Recognising that scammers can reach consumers anywhere through mobile phones, social media, email and digital payment platforms, the Council is focusing on ensuring that scam awareness information is accessible to consumers across Fiji.

Consumer Council of Fiji Chief Executive Officer, Ms. Seema Shandil, said the nationwide approach was important to ensure that all consumers have the opportunity to strengthen their knowledge and protect themselves and their families from scams. “Scam awareness must not be concentrated only in Suva. By taking the campaign to Lautoka and Labasa, we want consumers in the Western and Northern divisions to be part of the national conversation and have access to practical information that can help protect them and their families,” Ms. Shandil said.

A key feature of NSAW 2026 is the launch of the Fijian Book of Scams, a practical resource developed to help consumers understand common scams, identify warning signs and know what steps to take when faced with suspicious requests. A version of the book has also been translated into the iTaukei-language to ensure the key messages on scams awareness are accessible to the most vulnerable.

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Ms. Shandil highlighted that scams are not only a technological challenge but often involve attempts to manipulate human behaviour and exploit trust. “Scammers create fear, urgency and excitement to pressure people into acting before they have time to think or verify a request. They also misuse trust by impersonating relatives, friends, respected individuals and representatives of legitimate institutions,” she said.

“Our vuvale culture is built on generosity, trust and helping one another. These are values we must protect. The answer is not to stop trusting people, but to practise informed trust by pausing and verifying unexpected requests before sending money or sharing personal information.”

Consumers are reminded to pause before responding to unexpected requests, verify information through trusted channels and report suspected scams without delay to the Councils dedicated reporting channel via 155 (Toll Free).

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