

## City of Joondalup Submission

### Australia's 2020 Cyber Security Strategy

#### **Introduction**

The City of Joondalup welcomes the opportunity to provide feedback on the development of Australia's 2020 Cyber Security Strategy. The City supports the development of the new strategy and commends the Department of Home Affairs for the considerations noted in the discussion paper.

The City of Joondalup is the third largest local government in WA, situated in the North-West corridor of metropolitan Perth. The City has a goal to build Joondalup's reputation as a place for innovation and creativity by enhancing growth in the creative industries and innovative businesses that expand local strategic employment. The City recognises that the global digital economy is transforming the way the community work, live and play.

The City is home to the Joondalup Learning Precinct and WA AustCyber Node, based at the Joondalup Innovation Hub at Edith Cowan University, making the region one of three key cyber hubs in Australia with world class innovation and research. The City is a key partner of this Node, and provides support to attract, build and foster cyber-resilient businesses. In particular, the City has partnered with the ECU Security Research Institute to deliver Cyber Check.Me, an initiative which aims to ensure businesses are protected from cyber threats.

Widely regarded as the 'City of Cyber', Joondalup is home to a growing cyber-security ecosystem supporting cyber education, research, crime investigation and commercial operations.

The City's [Expanding Horizons: Economic Development Strategy](#) details a commitment to the core theme of Business Growth and Innovation. There are several supporting actions to this theme which relate specifically to the current work being done in the cyber security sector, namely:

- Encourage and promote business start-up, incubation and commercialisation activity.
- Promote Joondalup as a regional knowledge and innovation hub and digital City.
- Identify, support and promote strategies and programs that enhance local innovation.

The City of Joondalup was the first metropolitan Perth Local Government to develop a Digital Strategy which identified strategies to help lead, enable and empower the Joondalup communities in advancing a digital future. It is intended that the 2019/20 re-development of a new Digital Strategy be informed by current trends in cyber security, the cyber-ecosystem in Joondalup and by Australia's 2020 Cyber Security Strategy.

#### **Submission**

For the purposes of this submission, the City will respond to three of the questions posed in the discussion paper – *Australia's 2020 Cyber Security Strategy*.

- 14. How can Australian Governments and private entities build a market of high-quality cyber quality in Australia?
- 22. To what extent is a lack of awareness driving poor consumer outcomes? Is it possible to change behaviour for users and consumers in an effective way?
- 24. What are examples of best practice behaviour change campaigns or measures? How did they achieve scale and how were they evaluated?

*How can Australian Governments and private entities build a market of high-quality cyber quality in Australia?*

Through the Cyber Security Strategy, Federal Government needs to consider funding and supporting the establishment of physical cyber centres, with the potential to co-locate federal and state agencies as well as industry. This model would also provide a platform for start-ups and accelerator programs. The City is well positioned to support the establishment in the region, building on existing expertise through the Joondalup Innovation Hub, Joondalup Learning Precinct and cyber expertise that already exist.

With AustCyber's estimate of Australia's need for an additional 17,600 skilled cyber security professionals by 2026, access to cyber security education has never been more important.

In Joondalup students have access to a range on campus-based and online qualifications including Cert IV in Cyber Security, Graduate Certificate of Cyber Security, Graduate Diploma of Cyber Security, Bachelor of Science (Cyber Security) and a Master of Cyber Security.

Edith Cowan University has Australia's largest cyber security research and education program and boasts world class facilities such as the Security Research Institute and the Cyber Security Cooperative Research Centre with significant growth potential. North Metropolitan TAFE is also located in Joondalup and offers a range of qualifications in Cyber Security at a custom designed Cyber Security Training Centre which features a hacker's den, defence hub and control centre.

Given the significant number of qualified graduates coming out of Joondalup, the City recognises the importance of programs which improve employability and entrepreneurial mindsets. The City, together with the City of Wanneroo, ECU, North Metro TAFE and AustCyber delivers an initiative called Cyber Check.Me which connects students to local businesses and supports a range of employable skill development. Cyber Check.Me also aims to provide small to medium enterprises in the region with the basic precautions they can take to protect themselves against loss of time, money, private information and reputational damage as a result of cyber-attack. Currently we are developing programs to grow on this model to create more employability, jobs and cyber ready businesses.

The Federal Government could build on the success of these factors to support education providers, industry and government agencies by providing funding, resources and frameworks.

*To what extent is a lack of awareness driving poor consumer outcomes? Is it possible to change behaviour for users and consumers in an effective way?*

Local governments play a key role in community education and safety and are well-placed to deliver cyber safety advice and support to residents. Australia's 2020 Cyber Security Strategy should provide mechanisms to promote the cyber-safety message to the community, schools and industry. This messaging will be further strengthened with the Cyber Investigations Unit of the WA Police Force taking residence in ECU's Joondalup campus in the early part of 2020. The City will work closely with them to promote cyber safety to residents and businesses in the community.

The City of Joondalup's libraries are accredited eSmart libraries. All staff have undertaken training in the basic principles of online safety and the Libraries actively support a range of cyber-safety themed weeks throughout the year. Customer-facing Officers at the City also actively promote the staysmartonline website and leaflets to the community.

Anecdotally, the City is aware of several local businesses who have been subject to ransomware and malware attacks in the last 12 months, some of which have not recovered. As awareness of the cyber threats faced by businesses grows in WA, the demand for specialist commercial operations is likely to grow significantly. To mitigate these issues, the City has a continuous capacity building program that will focus on building resilience in the community around cyber threats.

Given the significant number of qualified graduates coming out of Joondalup, the City recognises the importance of programs which improve employability and entrepreneurial mindsets. The City, together with the City of Wanneroo, ECU, North Metro TAFE and AustCyber delivers an initiative called Cyber Check.Me which connects students to local businesses and supports a range of employable skill development. Cyber Check.Me also aims to provide small to medium enterprises in the region with the basic precautions they can take to protect themselves against loss of time, money, private information and reputational damage as a result of cyber-attack. Currently we are developing programs to grow on this model to create more employability, jobs and cyber ready businesses.

The City is committed to growing our cyber cluster by attracting entrepreneurs, start-ups and established businesses to Joondalup. The City's [Innovation Fund](#) aims to nurture and promote innovative ideas and concepts that are being progressed within the digital technology spectrum by Start-ups and existing small businesses which will drive vibrancy, job creation and economic development across the City of Joondalup's business and broader communities. Australia's 2020 Cyber Security Strategy could support industry attraction and business innovation by offering incentives, funding opportunities and industry programs to support business growth.

*What are examples of best practice behaviour change campaigns or measures? How did they achieve scale and how were they evaluated?*

A good example of best practice and collaboration is Cyber Check.Me, which connects students to local businesses and supports a range of employable skill development. The initiative has reached out to over 100 businesses in the region via more than 15 students and is being scaled through additional partnerships into other local governments.

The City is currently building on the success of this model and extending the offering to local businesses to advance their cyber readiness and creating diagnostic tools to increase cyber and digital capabilities. All these models welcome funding and have the potential to be replicated across the nation.