

Friday, 13th September 2019

Dear Cyber Security 2020,

Listening to ASCS lead, Rachel Nobel yesterday, it was very sad to hear of so many 'ordinary' Australians being tricked into handing over so much money.

One example was a retired gentleman handing over \$65,000 for a car that never existed.

Rachel wants to employ this gentleman to help educate others.

More stories where some had to sell their house to pay for debts incurred through fraud.

Great to see Stay Smart Online will run for a week 7-13th October this year.

This campaign needs to run for another 51 weeks each year.

Similar to Sun Smart advertising of different Slip-Slop-Slap advertisements shown on prime-time TV, there needs to be ongoing public awareness regards online security.

In 2012, the Sun Smart budget was \$1 millionⁱ.

In 2018, a revised Sun Smart budget was proposed at \$8 millionⁱⁱ.

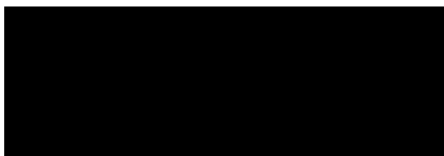
Given the importance of public education regardless of drug trafficking via romance scams, online house rental fraud, identity theft, car sales, [etc., it's a very long list here], there needs to be Federal budget allocated to run ongoing awareness campaigns.

A possible title may be "think before you click".

Some areas for protection is shown here: <https://attack.mitre.org/>

Thanks,

Mick Motion-Wise



ⁱ <https://www.sunsmart.com.au/about/media-campaigns/media-releases/2012-media-releases/one-million-pledged-to-sunsmart-campaign.html>

ⁱⁱ <http://www.adnews.com.au/news/labor-pitches-8m-revival-of-slip-slop-slap-campaign>