

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

The Academy believes that a “mass campaign” targeting the Australian public as a whole is necessary, and acknowledges past research and evidence that demonstrates changing human behaviour is difficult. The Academy advises engaging with social scientists and psychologists to understand the efficacy of other campaigns, such as anti-smoking, drink driving, and the AIDS awareness campaign of the 1990’s.

25. Would you like to see cyber security features prioritised in products and services?

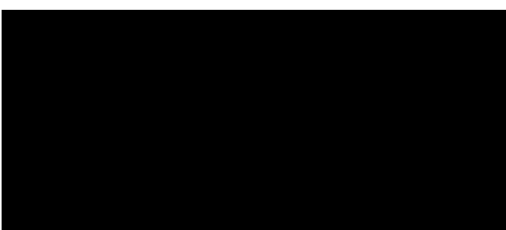
The Academy strongly believes that cyber security features should be prioritised in products and services.

26. Is there anything else that Government should consider in developing Australia’s 2020 Cyber Security Strategy?

The Academy believes that the growth in Australia’s cyber capabilities will increasingly yield new vulnerabilities, particularly with respect to critical infrastructure and IoT technology, and that Australia’s focus should be shifting towards ensuring cyber resilience.

Australia has the opportunity to become a global role model for achieving strong cyber security systems and capabilities. To ensure Australia meets its domestic and international cyber security responsibilities, it must focus on developing policies necessary to support the growing complexity of Australia’s digital and data driven society.

ATSE would be pleased to further assist with this inquiry as appropriate. The contact at the Australian Academy of Technology and Engineering is Matt Wenham, Executive Director, Policy [REDACTED]
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Professor Hugh Bradlow

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