9. Health checks for small businesses

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1. Would a cyber security health check program improve Australia's cyber security?

There is no doubt that Cyber health checks will benefit Australian businesses cyber posture. Considering small businesses are part of the supply chain, we cannot risk small businesses being the weak link for organisations.

However, the Australian Government and the Cyber Industry must help take away the complexity for small businesses to understand and embrace Cyber.

So how do we get Small businesses on board to conduct Cyber health checks?

We must speak in the language they understand. For example, business owners relate to audits (Health checks); most successful businesses perform audits regularly, such as financial, operations, sales, and marketing. They do this to improve their business, primarily to progress the business's sustainability and profitability.

A cyber-Audit (Health check) is no different; it is quite possibly the most critical audit required today by businesses to focus on being operational over the web. As a result, business owners understand they must protect and improve their digital assets.

The response has been based on thinking like a small business owner; I was lucky enough to be part of a business growing from two people to 80 over 19 years. I had to become a jack of all trades. Business owners decide on the majority, if not all, decisions. Cyber discussions must be simplified, and complexity should be removed.

2. Would small businesses benefit commercially from a health check program? How else could we encourage small businesses to participate in a health check program?

Small businesses that perform Cyber Health Checks should be the preferred suppliers for larger companies. Providing a Health Check report should be a key selling point for small businesses and why companies should select them as their go-to partner – supplier.

Small businesses that conduct Cyber Health Checks are allowed to bid for Government contracts. A program – policy from AUS Gov will need to be rolled out with the conditions, times frames and advice on performing Cyber Health checks from an accredited panel. This could be a 24-month plan rolled out by Aus Gov.

Small Business understands Cyber Attacks are on the rise. However, they do not understand the complexity of Cyber and are discouraged from doing anything about it. Education regarding the benefits of a Cyber Health Check will go a long way if this assessment guides them on the risks in plain English.

2. Would small businesses benefit commercially from a health check program? How else could we encourage small businesses to participate in a health check program?

Small businesses that conduct Cyber Health Checks will build creditability within the Australian market, which will increase sales as a safe company to do business with.

Small businesses that conduct Cyber Health Checks will obtain recommendations regarding their IT infrastructure that can be migrated to the cloud. Thus, improving their Cyber, reducing complexity, cost and allowing the business to concentrate on building their product or service for its customers.

3. Is there anything else we should consider in the design of a health check program?

There are two important areas to help promote a Cyber Health Check in being conducted – firstly Cyber Marketing

Cyber Marketing

The following slides are Marketing examples to reduce the complexity of Cyber.

Accounting Audits determine the financial risks impacting your business, just like a financial audit, Cyber Health Checks provide critical information to make the right decisions for your digital investment and the Security of your data.

Cyber Health Checks will create Resilience in mitigating **Cyber attacks**

Small Businesses who invest in Cyber are ahead of the game.

You have worked very hard for many years in creating a strong business brand within your market, understanding your cyber risks today by conducting a Cyber Health Check will help protect the valuable asset that you deserve to keep safe.

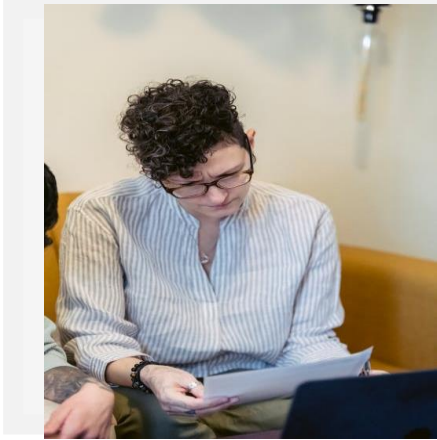# 3. Is there anything else we should consider in the design of a health check program?

The 2nd area to help promote, a Cyber Health Check is understanding it's the first step of something bigger

The Cyber 5

A Cyber Health check will provide a pathway to protect businesses from Cyber attacks

Business Owners need to Understand – The Cyber 5

Cyber Health Check

- Conducting a Cyber Health Check will educate the business owner on the gaps and risks and what this means for the business.

Build a Cyber Strategy

- Basic CIS Top 20 Controls will help protect their data safe from attack

Cyber Managed Service

- Basic Controls which cannot be maintained in-house, must be outsourced to a Cyber Managed Service (company)

Build a Cyber Culture

- Employee online security awareness training

- What you learn at work will help protect you at home

Understand the Cyber benefits

- Bidding for Gov contracts

- Able to be part of the supply chain for big businesses

- Creditability