

# Cyberheroes Winning Hearts and Minds

Simon Bartlem & Peter Vanheck



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CRICOS Provider Code: 00193BFTD Code: 4068

# What is this presentation about?



Raising the Cyber Awareness of an organisation

Developing an idea that resonates with people

And of course – Cyberheroes, lycra and comics






# Cyberheroes - The Beginnings!



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CROSS-Platform Code: 802183FT0Code: 4058



-  Raising Cyber Awareness – its what we do, right?
-  How to find and cultivate that idea?
-  So you have an idea, what next?

*A Council Invitation Arrives*





"We have this wrong"



### Human firewall #3



Security is everyone's responsibility.





*Any guesses what the CIO's new KPI was?*



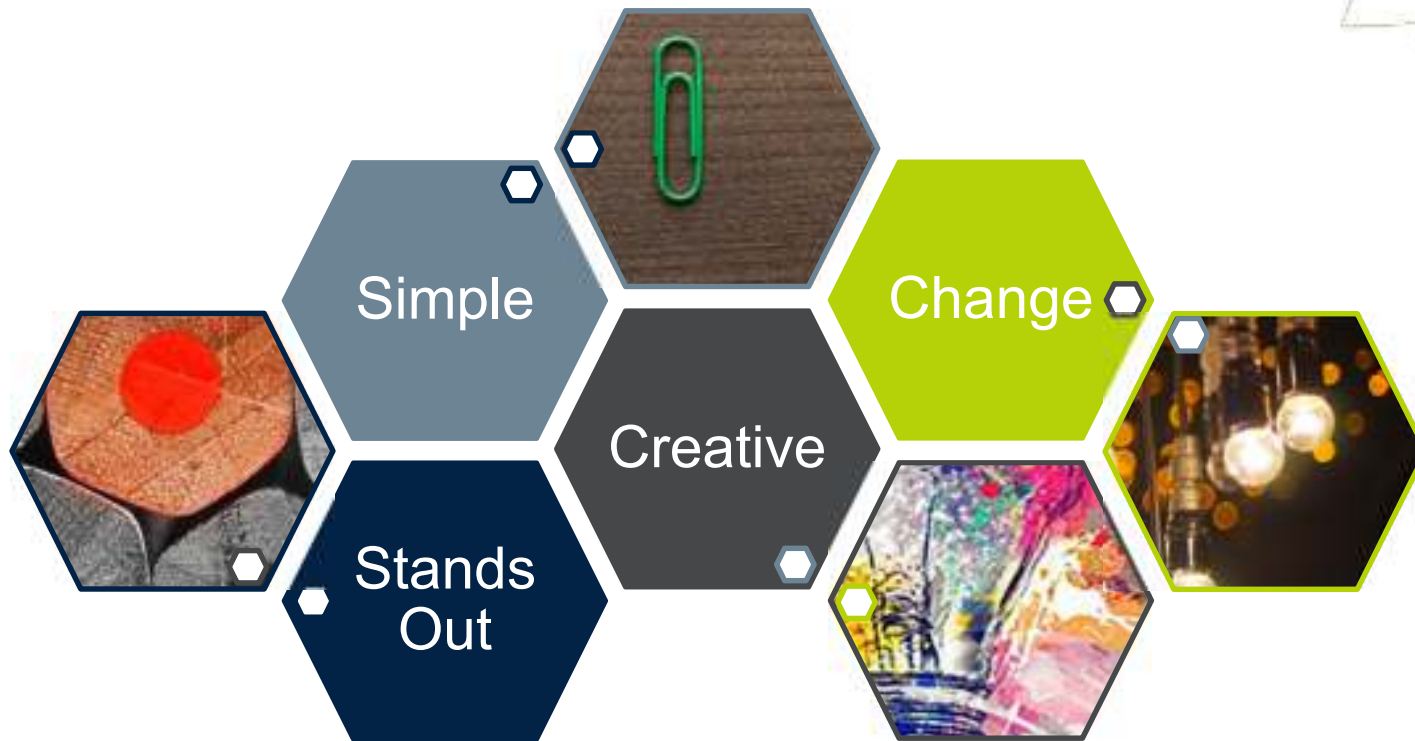
- Raising Cyber Awareness – its what we do, right?
- **How to find and cultivate that idea?**
- So you have an idea, what next?

## The Opportunity

Find a creative and innovative idea that will captivate and challenge people to make a real change in the way they act and think about CyberSecurity.



We needed something that ...



# Gather People Across the Organisation

Cyber Security Team

Corporate Comms

IT Staff

Media Production

Executive Officer




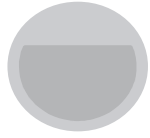

# CQUNI CYBER HEROES

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CST006 4/08



-  Raising Cyber Awareness – its what we do, right?
-  How to find and cultivate that idea?
-  So you have an idea, what next?

# Have a Plan

## Cyber Hero's Campaign 2016 Indicative Timeline

Activity	Responsible Person	March			April			May			June			July			August			September			October			November			December														
		14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26
Run Australian Cyber Awareness Campaign Posters in I&S Newsletters	Peter/ Joc S																																										
Develop Cyber Hero's script	Greg Chapman																																										
Confirm Cyber Hero's from IaTD	Peter																																										
Arrange for Cyber Hero costumes	Simon B																																										
Arrange for Cyber Hero photo shoot with Peter L	Simon B/ Joc S																																										
Develop Cyber Hero Campaign Comms Plan	Joc S/ Priscilla SG																																										
Run communications as per Campaign Comms Plan	Priscilla SG																																										
Movie Production and Video Release	Colette / CyberHeroes																																										
Run staff and student forum on Cyber Awareness with Guest Speaker	Peter V																																										
Staff Conference	Peter V / Cyber Hero's																																										
Run active servicedesk with IaTD staff in Library with Cyber Hero's	Peter V / Cyber Hero's																																										
Support Stay Smart Online Launch	Peter V																																										
Approvals - CID, DVC, Marketing, HR	Joc S/ Priscilla SG/Peter																																										
Video - Animated GIFs	Team																																										
Honeypots	Security Team																																										
Christmas Song	Cyber Heroes																																										





# Create Media



**INFORMATION SECURITY AWARENESS**

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Information Security Awareness

Information Security Awareness

Information Security Awareness

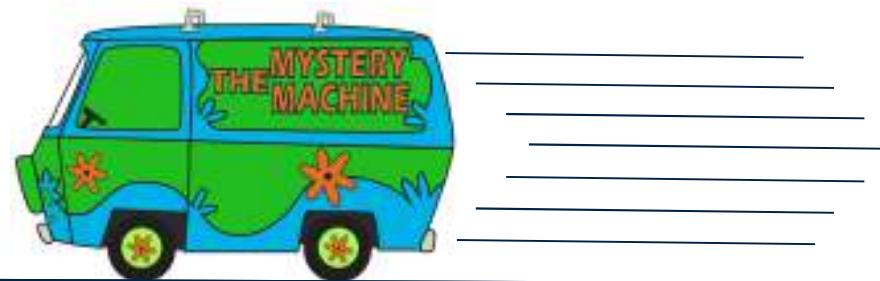
- Information Security
- Information Security
- Information Security

# Get Out and Meet with People



Commit for the long run

Don't Stop – Keep the message going





# Cyberheroes 2.0

Simon Bartlem



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# Re-Introducing the Concept



# Talk Through a Character, Not to the Audience



# Make it Real but Make it Fun



\* EAGLE EYED VIEWERS MAY HAVE NOTICED THE LINK WASN'T LEFT BY LOOKING AT THE POP-UP; WHICH CAN BE MADE VISIBLE BY HOVERING OVER THE LINK FIRST BEFORE CLICKING.

# Nod to Popular Culture





# Provide Additional Content



 **WOULD YOU LIKE TO KNOW MORE?**



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And Now it is Time to Ask...



 **WOULD YOU LIKE TO KNOW MORE?**



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