

# Acting today for a more secure tomorrow

The world is waking up to the threat of cyber insecurity - and Australia has the chance to lead the way.

## Why is this important now?

Australians could lose as much as **\$17 billion** from cyber security incidents this year.

The frequency and sophistication of attacks is increasing - and we aren't keeping up.

There's currently a global shortage of around **1 million** cyber security professionals.

The **internet touches** on nearly **every aspect of our lives**. Security should be a key component of national strategy.

## What can we do?

Australia can lead the world as the most secure digital economy of the future, attracting investment and becoming a global hub for innovation.

The future of Australia's economy is to be **cyber-enabled**

## A unified, national strategy can secure Australia's cyber future.

**Create a national cyber security strategy**  
Implement a long-term bi-partisan national cyber security strategy.

**Encourage business to set a lead**  
Get corporations and institutions to show more cyber security leadership.

**Offer cyber security to the world**  
Attract investment by offering the world's cleanest, safest and most versatile digital infrastructure.

*"Making security a top priority for the business is no longer a choice - it's a must."*  
Cisco Chairman, John Chambers and Cisco Chief Security Officer, John Stewart, 13 July 2015.

**Set the standard for the world**  
Assume the position of global leader by making our testing and compliance the global standard.

**Extend the national cyber security framework**  
Increase access to skilled personnel and resources by creating state-based Cyber Security Centres

**Increase trust by sharing more information**  
Share information across national and international boundaries - and between the public and the private sectors.

**Create the next generation of cyber security experts**  
Redefine the national cyber security curriculum to include vital skills, education and training.

**Accelerate innovation with incentives**  
Introduce incentives for investing in research and development to see better results, faster.

## Australia's leaders in cyber security

Cisco is the world's trusted technology partner. In 2015, we were invited to sit on the industry panel for the Australian Prime Minister and Cabinet's Cyber Security Review. Read our full response at <http://cs.co/cyber2015>