CANBERRA CYBER HUB

ANNUAL REPORT
1 JANUARY – 30 JUNE 2022

ABN: 59 656 108 520

MEMBERS

CANBERRA INNOVATION NETWORK

ACT Government

HIGHLIGHTS

1 JANUARY – 30 JUNE 2022

HIGHLIGHTS

⌘ The Canberra Cyber Hub was launched on 21 Feb 2022.

⌘ The website went live on 31 March 2022.

⌘ Three Working Groups were established to support the focus areas of Skilled Workforce, Research Engagement and Accelerating SMEs.

⌘ Interim board members were appointed and two Board meetings held during the reporting period.

⌘ A recruitment process to appoint Directors for a three-year term was conducted.

⌘ Steering Committee and Working Groups in the three focus areas of Skilled Workforce, Accelerating SMEs and Research Engagement were established and three meeting held.

⌘ First Members meeting held on 16 February 2022 and the first AGM scheduled for August 2022.

⌘ Canberra Cyber Hub operational establishment and governance foundations were laid to support our focus areas and program of activities as outlined in the Business Plan.

⌘ Three workshops held with the Digital Skills Organisation to develop a National Skills Standard in cyber security.

⌘ First AGM scheduled for 30 August 2022

⌘ 3-Year Strategic Plan and 2023 Business Plan submitted.

MARKETING

689
FOLLOWERS

7
PODCASTS
highlighting
Careers in Cyber
Security

430
e-Newsletter
subscribers

EVENTS & ACTIVITIES

Over 460 attendees at
Canberra Cyber Hub workshops
and events

8 SMEs completed the
Marketing and Communications
workshops

Steering Committee and Working
Groups established

Developed 9 case studies
for the
Canberra Cyber Hub website

REPORT FROM THE CHAIR

As Chair of the Canberra Cyber Hub, I delighted with all that the Cyber Hub has accomplished in its first six months of operation.

I am particularly proud of the ecosystem engagement and tremendous support the Canberra Cyber Hub is receiving from our stakeholders.

We ran nine events including two SME marketing workshops. These events were strongly supported by the ecosystem with a combined total of over 460 participants attending our workshops, working group meetings and networking events.

The Canberra Cyber Hub website went live in March 2022 and has had significant traffic in the first three months of operation - with nearly 2,000 visitors to the site and more than 10,000 page views.

I would like to thank the ACT Government and the CBR Innovation Network for their support and collaboration in establishing the Canberra Cyber Hub and especially the ACT Government for your vision and commitment to the Canberra cyber ecosystem through funding the Cyber Hub to grow the sector, attract more skilled cyber workers to Canberra and create more jobs and economic benefit for Canberrans.

Our three-year strategic plan and the program of work for the upcoming year is ambitious, exciting and sure to be impactful for the sector – I am very much looking forward to it and to engaging with you all as we work together to grow cyber in Canberra.

Finally, I would like to thank my fellow Board Directors, Chelle Melbourne and Air-Vice Marshal Neil Hart (ret'd) for the terrific job they have done in establishing the SME, Skills Development and Research Engagement Working Groups and supporting the Cyber Hub team to deliver impactful results in our first six months of operation.

Dr Michael Frater
Chair

Contents

STRATEGIC OVERVIEW

MISSION

The mission of the Canberra Cyber Hub is to advance the cyber ecosystem in Australia, particularly in Canberra by:

- creating an environment in Canberra in which cyber security businesses have the best opportunity to thrive;
- maximising opportunities for meaningful engagement between cyber security business and potential customers;
- growing of skilled workforce (both quantity and quality);
- generating increased student demand for education and training programs;
- facilitating high-quality collaborative research by maximising opportunities for engagement among providers and consumers of research; and
- amplifying the external communications of Canberra's cyber ecosystem.

VISION

The Canberra Cyber Hub will be the trusted heart of a highly collaborative cyber ecosystem.

CULTURE

The Canberra Cyber Hub is based on:
- ambition: driving outcomes;
- innovation: driving growth and change in the sector;
- collaboration;
- openness that is respectful of the need for security;
- respect; and
- inclusion.

ACCOUNTABILITIES

1 Communications, Promotion & Branding

Activities

Promote Canberra cyber ecosystem

Results

- Launched the Cyber Hub website
- Communicated with over 689 LinkedIn followers
- Released 14 e-DMs to an audience of 430
- Held SME marketing workshops to uplift marketing and communications in the sector
- Nine media mentions

2 Develop Skills & Career Pathways

Activities

Deliver programs to address skills gaps and grow the cyber workforce in Canberra

Results

- Commenced work to develop a National Skills Framework for cyber security
- Held 3 workshops with the DSO
- Established the Skilled Workforce Working Group
- Released a Skills Needs survey to better understand skills requirements

3 Foundations for Success

Activities

Lay the foundations for the long-term success of the Cyber Hub.

Results

- Regulatory compliance and ACNC application submitted
- Support services engaged
- First EOFY Financial Report completed & independently reviewed
- Three-Year Strategic Plan and 2023 Business Plan submitted

4 Creating Connections

Activities

Deliver networking events and targeted activities to deliver value to the ecosystem

Results

- Over 460 participants attended Cyber Hub events held to facilitate connections in the ecosystem
- Held an Accelerator Showcase in conjunction with the launch to showcase the capabilities of the Cyber Accelerator graduates

5 Accelerating SMEs & Research Engagement

Activities

Deliver programs to grow Canberra SMEs & create industry / research engagement

Results

- Engaged CBRIN to deliver a Cyber Accelerator program in Aug 2022
- Held 3 SME and Research Engagement Working Group meetings
- Held 2 SME marketing workshops and developed a marketing playbook

6 Governance

Activities

Lay the foundations for appropriate governance and accountability.

Results

- Interim Directors appointed and two Board meetings held
- 3 Steering Committee and Working Group meetings held
- First AGM scheduled
- Recruitment process to appoint Directors for 3-year terms conducted

DASHBOARD 1 January – 30 June 2022

Theme		Unit	Q3 2022 FY	Q4 2022 FY	Target	YTD totals / FY scheduled
Promotion & Branding	1.1	Media Releases	2	2	6	4
	1.1	Media mentions	1	8	6	9
	1.2	Social Media – original posts	9	15	10	24
	1.3	Social Media - reposts	5	9	20	14
	1.4	e-DMs – Newsletters and Cyber Snippets	5	9	10	14
	1.4	E-Newsletter subscribers	326	104	-	430
	1.4	Cyber Career Podcasts	2	5	-	7
	1.4	LinkedIn Followers	482	689	-	689
	1.4	Website traffic (page views)	-	10,059		10,059
	1.5	Phase 2 Website Development Scoped	-	1	1	1
Foundations for Success	3.1	2022/23 Business Plan	-	1	1	1
	3.2	ABN, ACN, GST, PAYG and FBT registration	1	-	1	1
	3.2	Engaging bookkeeper and accountant	1	-	1	1
	3.2	Establishment of bank accounts/financial	1	-	1	1
	3.2	Engage marketing support	1	-	1	1
	3.2	Engaging IT Service and website host	1	-	1	1
	3.2	Customer Relationship Management System	1	-	1	1
	3.2	Insurances procured	3	-	3	3
	3.2	ACNC application	-	1	1	1
Creating Connections	4.1	Canberra Cyber Hub launch/Showcase guests	150	-	100	150
	4.1	SME Marketing Workshops held	1	1	-	2
	4.1	Networking Events held	2	2	3	4
	4.1	Number of attendees at events & workshops	230	236	60	466
	4.1	MiLCIS participation and networking event	1	-	1	1
	4.2	First Wednesday Connect (7 Sept 2022)	-	-	-	Q1 2023 FY
	4.2	Land Forces Team Canberra participation	-	-	-	Q2 2023 FY
Accelerating SMEs	5.1	Kick off meeting, Cyber Accelerator	1	1	1	1
	5.1	Confirmed Cyber Accelerator participants	-	-	15	Q1 2023 FY
	5.2	Completion of Cyber Accelerator Program	-	-	10	Q2 2023 FY
	5.2	Cyber Accelerator Showcase scheduled	-	1	-	1
	5.4	Accelerating SMEs Working Group members			27	27
Skilled Workforce	2.1	DSO & Cyber Hub Workshops	-	3	3	3
	2.1	SME skills survey	1	-	1	1
	2.2	Skills Canberra – PR VISA Candidates	-	-	Ongoing	Q2 2023 FY
	2.3	Skilled Workforce Working Group members		25		25
Research	5.5	Research Engagement Working Group members			14	14
	5.6	Research sandpit events scheduled				Q1 2023 FY
	5.6	Mapping ACT Research capability				Q1 2023 FY
	1.5	Research capability included in Phase 2 website development				Q2 2023 FY
Governance	6.1	Board planning workshops	3	-	-	3
	6.1	Board meetings held		2	3	2
	6.1	Steering Committee meetings held		3	3	3
	6.2	Three-Year Strategic Plan developed	-	1	1	1
	6.3	Interim Directors appointed	3	0	3	3
	6.3	Recruitment process for 3-year Director terms	-	-	2	2

PROGRESS AGAINST BUSINESS PLAN OBJECTIVES

This report represents the progress of the Canberra Cyber Hub from 1 Jan – 30 June 2022

OBJECTIVE 1: COMMUNICATIONS FOR PROMOTION AND BRANDING OF THE CANBERRA CYBER ECOSYSTEM

FUNDING PERIOD TARGETS	Reporting Period Results	Looking Forward

1.1 Six media releases / mentions generated by the Cyber Hub during the funding period (1 Jan – 30 June 2022)	**The Cyber Hup was featured nine times in the media during the reporting period. Media coverage included articles in the Canberra Times, online media coverage and a WIN News story:**
	
	• 28 March 2022 – Canberra Times interviewed Cyber Hub Director Michelle Melbourne and CEO, Ionize Andrew Muller. The following article was published in the Canberra Times following the media release announcing the launch of the Canberra Cyber Hub website. Ionize's Andrew Muller on Canberra investing in cyber industry to get young skilled workers
		The Canberra Times	Canberra, ACT
			
			• 7 April 2021 – Smart Cities World generated the following article from media activity generated by the launch of the Cyber Hub in February 2022.
			Canberra cybersecurity hub gets green light - Smart Cities World
			
			• The following stories were generated following a media release announcing an MoU with the Digital Skills Organisation to develop a National Skills Standard in cyber security:
			
			  • 4 April 2022 Canberra Times – Canberra Cyber Hub, ACT Govt and Digital Skills Organisation lead development of new national cybersecurity skills standard
				The Canberra Times	Canberra, ACT
					
					  • 4 April 2022 – Digital Skills Organisation
					  New program aims to grow Canberra's cyber workforce (digitalskillsorg.com.au)
					
					  • 5 April 2022 – Startup Daily
					  Canberra ramps up cyber skills training with pilot program looking to meet industry demands - Startup Daily
					
					  • 6 April 2022 – ACT Government
					  Cyber Hub to position Canberra as a leader in cyber security - Chief Minister, Treasury and Economic Development Directorate (act.gov.au)
					
					  • 12 April 2022 – Riotact
					  New pilot program to help meet urgent demand for cyber security skills
						Riotact (the-riotact.com)
						
						  • 15 April 2022– Riotact
						  New Hub aims to make Canberra the nation's cyber security capital
							Riotact (the-riotact.com)	A media release is scheduled for 11 July 2022 in conjunction with the ACSC keynote address and launch of the Accelerator program.

	• 20 May 2022– WIN News. The following story was generated from a joint press release with the DSO announcing the combined education provider and employer workshop (the third workshop) to refine the national skills standard for cyber security. [WIN News Canberra - Cyber Skills Gap	Facebook	By WIN News Canberra	Industry leaders are working to close the skills gap in cyber security, to keep the country safe. In the Capital alone, 18 thousand specialised staff...](#) Win News coverage		
1.2	10 social media original posts	**24 social media posts generated during the reporting period:** • 15 February – Welcome to the Canberra Cyber Hub (post) • 18 February – Meet the Directors (post) • 21 February – We have launched (post) • 21 February – Don't miss the latest cyber business opportunities (post) • 22 February – Thank you for coming to our launch event (post) • 22 February – Thank you for pitching at our launch event (post) • 1 March – Saying AI Simply with Decoded.AI (article) • 16 March – Cyber Business Marketing workshop has kicked off (post) • 23 March – Cyber Business Marketing workshop wrap up (post) • 4 April – Canberra Cyber Hub website launch • 12th April – Canberra Cyber Hub Networking event (promotion) • 21st April – Canberra Cyber Hub networking event (photos) • 26th April – Cyber business marketing workshop (promotion) • 27th April – Careers in Cyber podcast: Sophie Wade • 4th May – Join a working group (promotion) • 4th May – Careers in Cyber: Travis Quinn • 11th May – Careers in Cyber: Iain Dickson • 18th May – Careers in Cyber: Debbie Maher • 24th May – We are hiring: director (promotion) • 25th May – Careers in Cyber: Rachael Greaves • 1st June – Careers in Cyber: Jack Adamson • 2nd June – DSO workshop invitation • 7th June – Canberra Cyber Hub networking event (promotion) • 8th June – Careers in Cyber: Dr Abu Barkat Ullah	Substantial social media attention was generated around the launch of the Canberra Cyber Hub, launch of the website and through the promotion of the SME Marketing Workshops. This resulted in 482 LinkedIN followers and initial traffic to the website.	
1.3	20 social media re-posts amplifying	**10 social media re-posts on LinkedIN were generated during the reporting period to amplify Canberra cyber ecosystem communications.** • 21st March – Lean Innovation Workshop. • 27th March – Event for Willyama and Illumio.		

	ecosystem communications	• 4ᵗʰ April – DSO partnership announcement • 5ᵗʰ April – Cybermerc joins ADF cyber program • 6ᵗʰ April – Startup daily write up – DSO partnership • 6ᵗʰ April – Datapod receives $12m investment • 13ᵗʰ May – Willyama new subsidiary business launch • 15ᵗʰ June – DSO key takeaways from employer workshop • 27ᵗʰ June – WIN News Canberra story • 28ᵗʰ June – Cyber Business Accelerator - CBRIN **14 re-posts/original stories were uploaded to the Canberra Cyber Hub website to promote Canberra's cyber capabilities and promote cyber success stories in Canberra:** • Saying AI simply with Decoded.AI. • See yourself in cyber: tech careers for everyone (Ionize). • Rebooting your defence career in cyber (Viden). • Canberra Cyber Hub Launch • New program aims to grow the Cyber workforce • Cyber Profile; Meet Sophie Wade • Cyber Profile: Meet Travis Quinn • Cyber Profile: Meet Iain Dickson • Cyber Profile: Meet Deb Maher • Cyber Profile: Meet Rachael Greaves • Cyber Profile: Meet Jack Adamson • We are hiring: Cyber Hub Directors • Cyber Profile: Meet Dr Abu Barkat Ullah • Cyber Startups: Blue Eagle Technology & PhonePass	Social media reposting will increase over time through the delivery of Canberra Cyber Hub programs and activities.
1.4	**Reach of social and traditional media**	**The Canberra Cyber Hub engaged with the ecosystem through varies social and traditional media channels during the reporting period.** • The Canberra Cyber Hub website went live on 31 March 2022 and was launched via a media release. Canberra Cyber Hub website home page • Since April 2022 more than 1,900 uses have accessed the website and generated more than 10,000 page views. • Canberra Cyber Hub website Google statistics for the period 1 April – 30 June 2022 are provided at Annex A. • Electronic Direct Mails (e-DMs)- Eight E-Newsletters and five Cyber Snippets were released to a subscriber list of 430 ecosystem	Phase 2 development of the Canberra Cyber Hub website has been scoped and will commence during the next reporting period.

representatives. The full e-newsletter is released around the 15th of each month and the Cyber Snippets are released as required.

- 689 Canberra Cyber Hub LinkedIn followers were gained during the reporting period.

- Seven podcasts were produced to highlight cyber careers in Canberra and demystify cyber career pathways. The podcasts are available on the Canberra Cyber Hub website and have been shared on LinkedIN and via the Canberra Cyber Hub newsletter.

CAREERS IN CYBER PODCAST SERIES RECAP

Episode 1: Sophie Wade, Modern Methodologies

"In all my career, I've never seen the same level of opportunity that I see now. Canberra is, in my view, ahead of the game."

Cyber Podcast Episode 1: Sophie Wade, Modern Methodologies

Episode 2: Travis Quinn, Trustwave

"I love working with smart people to solve problems of varying complexity and I like seeing how everyone solves problems in different ways. It is pretty amazing to see that in action."


Cyber Podcast Episode 2: Travis Quinn, Trustwave

	Cyber career in Management and Support podcast 1 Cyber career in Security and Response podcast 2 Cyber career in Security and Response podcast 3 Cyber career in Development and Infrastructure podcast 4 Cyber career in Development and Infrastructure podcast 5 Cyber career in Data and Analysis and Legal and Privacy podcast 6 Cyber career in education Podcast 7	
1.5	**Phase 2 of the Canberra Cyber Hub website development**	**The Canberra Cyber Hub website was launched in March 2022.** • Phase 2 development of the Canberra Cyber Hub website has been scoped during the reporting period and a Statement of Requirement is being developed. • The Research Engagement working group is working to map the Canberra ecosystem research capabilities. Once this work is complete the research capabilities in the ACT will be showcased on the website as part of phase 2 website development. The Research Engagement working group is also scoping the feasibility of a Research/Industry partner ''match up'' functionality for the website. • A jobs board to promote cyber jobs in Canberra is also under consideration for phase 2 website development.	Phase 2 development of the Canberra Cyber Hub website has been scoped and will commence during the next reporting period.

OBJECTIVE 2: DEVELOPMENT OF SKILLS DEVELOPMENT PATHWAYS FOCUSING ON CAREER TRANSITION

FUNDING PERIOD TARGETS	Reporting Period Results	Looking Forward
2.1 Work with Digital Skills Organisation (DSO) to develop a national skills framework for cyber security.	**The development of a National Skills Framework for cyber security with the DSO progressed during the reporting period.** • An MoU with the DSO was signed to develop a National Skills Framework for Cyber Security to help address the skills shortages in the industry. • An SME survey was developed and released to obtain insight into the skills needs of Canberra Cyber SME employers. • 3 workshops with the Canberra cyber ecosystem were conducted to co-design the National Skills Standard: Training & education workshop (20 May 2022) The purpose of this workshop was to put the employer-led cyber security skills standard, developed by the Canberra Cyber Hub and DSO, to the test with training providers. A significant achievement was that all partners recognised the significance of a strong collaboration model across the Canberra training ecosystem to adapt to the challenges of the cyber security employment market. Training and education workshop 20 May 2022 Employer workshop (8 June 2022) The purpose of this workshop was to collaborate on a new, innovative work-integrated training approach to address the cyber skills shortage experienced by all facets of the industry. Top level highlights from this workshop include: o Employers agreed that commitment from the industry to support training will quicken the development of entry-level workers with industry-relevant cyber skills. o Employers committed to supporting and testing the National Skills Standard.	Finalisation of the National Skills Standard and implementation plan will be conducted during the next reporting period. Budget to implement the pilot and funding models will be explored and secured in the next reporting period. Work integrated learning and internship programs will be developed during the next reporting period.

o   There was strong backing from employers to explore alternative training models to traditional qualifications and trial recruitment based on skills rather than qualifications.
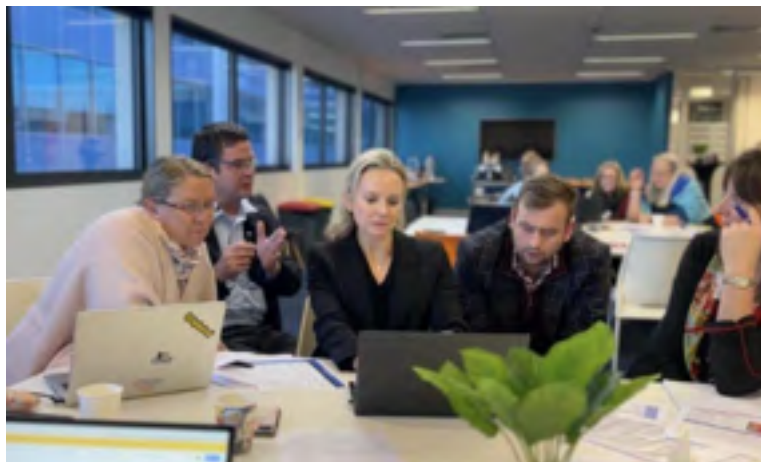
Employer workshop 20 May 2022

Employer & training provider combined workshop (8 June 2022)

The employer and training providers were presented with several pilot project options based on the information gathered in the first two workshops.

Top level highlights from this workshop include:

o   Employers nominated several key entry-level job roles as the focus of the Canberra Cyber Hub Pilot project.
o   Participants endorsed a training delivery model based on micro-credentials to prepare workers for these cyber roles.
o   Participants chose a hybrid delivery model in which block training focused on specific skill clusters was followed by practice-based learning at work to immediately apply the acquired skills in a workplace setting.
o   Participants strongly supported the utilisation of a work-integrated learning platform to support practice-based training and ensure consistency in training provision.

At the conclusion of the third workshop, the project team was able to collect all participant input necessary to finalise the implementation plan for the project.

| 2.2 | **Work with Skills Canberra to develop pathways for PR visa candidates** | This work has been deferred to the next reporting period to align with the implementation of the pilot of the National Skills Framework in Canberra. | Skills Canberra will be invited to attend the Steering Committee and Working Group meetings in the next reporting period to progress this work. |

| 2.3 | Establish a Skilled Workforce Working Group and develop programs to grow Canberra's skilled cyber workforce and support the growth of the sector | **The Skilled Workforce Working Group was established during the reporting period.**

• The first Skilled Workforce Working Group was held on 21 April 2022.

• Members of the Skilled Workforce working group participated in the three workshops with the Digital Skills Organisation (DSO) to develop a National Skills Framework for cyber security to progress the work program of this working group.

• Progress has been made towards developing an action plan based on a map of current training providers capability against the Canberra ecosystem training requirements and gaps. | **Priorities for the next 6 months**
Identify workforce attraction opportunities, including streamlined processes for ACT Government visa nomination.

Determine the skills needs of cyber employers to align education and training to meet industry needs.

Future Goals
Assist employers and education providers with internship programs. |

OBJECTIVE 3: LAYING FOUNDATIONS FOR LONG-TERM SUCCESS OF THE HUB, INCLUDING A SUSTAINABLE OPERATING MODEL WITH ASSOCIATED FUNDING.

FUNDING PERIOD TARGETS	Reporting Period Results	Looking Forward
3.1 **Approval by the ACT Government of a 2022/23 Business Plan that incorporates a 3-year strategic plan.**	• Drafted the three-year Strategic Plan incorporating the 2022/23 Business Plan addressing ecosystem priorities identified during the co-design process. • Submitted the three-year Strategic Plan incorporating the 2022/23 Business Plan to the Steering Committee and Board for review. • Following confidential confirmation of funding for 2022/23 and 2023/24 financial years, the three-year Strategic Plan incorporating the 2022/23 Business Plan was submitted to the ACT Government in June 2022.	Implementation of the 2022/23 work plan will commence in July 2022.
3.2 **Operational establishment**	**Operational establishment activities achieved during the quarter:** • Regulatory applications and registrations including ABN, ACN, GST, PAYG and FBT. • Applied to the ACNC for charity status. • Held three establishment workshops with Directors. • Established bank account, payment authorities and financial delegations. • Confirmed workers compensation, management liability and Directors & Officer insurances. • Developed Work Health Safety policy. • Engaged bookkeeper, accountant and external reviewer of end of year financial statements. • Engaged IT and website hosting providers. • Engaged marketing and communications support. • Negotiated Business Manager secondment. • Implemented Hubspot to manage customer engagement, e-DM distribution and datapoint collection. • Conducted recruitment process to appoint Directors for a three-year term. • Scheduled the first Annual General Meeting.	

FUNDING PERIOD TARGETS	Reporting Period Results	Looking Forward
4.1 Hold Three Events – with a combined total of 60 attendees	**Nine events including the launch, networking functions, working group meetings, keynote addresses and workshops were held during the reporting period with a combined total of more than 460 attendees:** • Minister Cheyne launched the Canberra Cyber Hub at the National Arboretum in February 2022. • A Cyber Accelerator Showcase was held in conjunction with the launch. • Over 150 ecosystem representatives attended the Launch and Cyber Accelerator Showcase. Canberra Cyber Hub launch and Accelerator Showcase • A cyber ecosystem networking event was held on 21 April 2022. 62 participants participated in the event which was held in conjunction with the first Steering Committee and Working Group meetings. Networking event 21 April 2022	

- The Steering Committee and Working Groups met for a second time on 18 May 2022. Participation numbers are growing in the three working groups with the following participation rates:

  o Skilled Workforce Working Group – 25
  o SME Working Group – 27
  o Research Engagement Working Group - 14

- Three workshops were held in conjunction with the Digital Skills Organisation (DSO) to develop a National Skills Standard in cyber security. Over 100 training and education providers and Canberra cyber employers participated in these workshops.

- Four Canberra cyber companies exhibited on the Team Canberra stand at MiLCIS in February 2022.

- Canberra Cyber Hub Director, Chelle Melbourne attended the Team Canberra stand to introduce Canberra companies to potential customers.

- Minister Cheyne visited the Team Canberra stand and hosted a Ministerial reception and business networking event.

- The Canberra Cyber Hub sponsored the Ministerial reception and business networking event which was attended by 80 guests.

Business networking event at MiLCIS 2022

- 2 SME Marketing and Communications Workshops were held in the reporting period. The workshops were delivered to help uplift the marketing and communication capabilities of Cyber SMEs – eight companies participated in workshops.

- Participant feedback has been very enthusiastic with one participant stating that within two weeks he had implemented what he had learned and the hit rate on the website increased tenfold which translated into a fourfold increase in customer numbers.

Workshop participant quotes:

"This was one of the best marketing courses I have ever attended. Practical and down to Earth, this course has pushed my marketing capabilities to a whole new level, reducing costs and improving the way I do business. A must attend course."

"Great marketing program. Easy to understand, implement and practical. Presenters are very knowledgeable, responsive and cooperative. A must-attend program for everyone looking to hone their marketing skills."
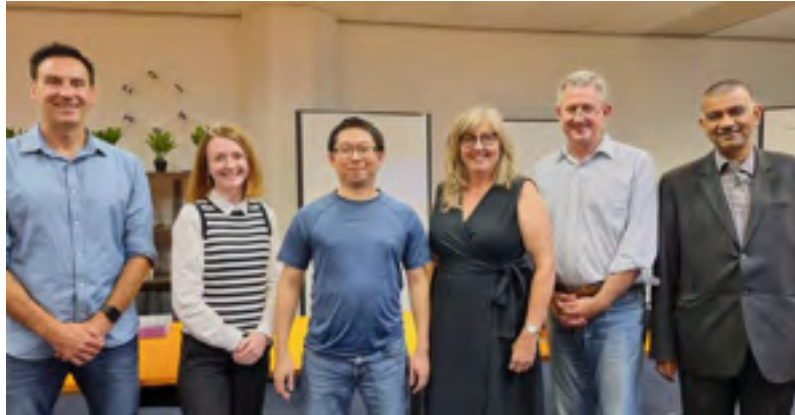
SME Marketing workshop participants – first cohort

- A marketing playbook was developed to further support companies with their marketing and communications. The playbook provides companies with a variety of marketing templates and a ''how to guide'' to assist with preparing social media posts, press releases, case studies, podcasts, website content etc.

4.2	**Identify three opportunities for event sponsorship**	Opportunities for event sponsorship has been scoped during this reporting period and will be progressed in FY2023.

OBJECTIVE 5: ACCELERATING CANBERRA CYBER SME'S AND RESEARCH ENGAGEMENT

FUNDING PERIOD TARGETS	Reporting Period Results	Looking Forward
5.1 15 businesses commence the cyber accelerator program	**Canberra Innovation Network (CBRIN) has been engaged to deliver a Cyber Business Accelerator which will commence in August 2022.** • The Cyber Business Accelerator has been promoted via the Canberra Cyber Hub e-newsletter and Canberra Cyber Hub and CBRIN social media and marketing channels. • 16 applications for the program received as at 28 July 2022. Additional applications are expected prior to the application deadline. The 2022 Cohort Timeline is outlined below: • 18 August - Workshop 1 Finding Market Need • 1 September – Workshop 2 Value Proposition • 15 September – Workshop 3 Product Development • 29 September – Workshop 4 Business Model & Pitch • October 2022 – Cyber Accelerator Showcase and ecosystem networking event. This event will be held in conjunction with the Steering Committee and Working Group meetings. • October – December 2022 - Growth Labs to scale-up cyber SMEs. Cyber Business Accelerator landing page [Cyber Business Accelerator landing page link](#)	An Accelerator Program for 2023 will be scoped in Q1 2023. The scoping project will consider best practice and consider changes in the delivery model including the Cyber Hub delivering its own programs in which external expertise is contracted where required.

5.2	**10 businesses successfully complete the Cyber Business Accelerator program**	The Cyber Business Accelerator program will commence in August 2022 and companies will complete the program in September 2022. A Cyber Business Accelerator Showcase will be held on 24 October 2022 to showcase the cyber capabilities of graduating companies in front of potential investors, customers and Canberra cyber ecosystem representatives. The Chief Minister has accepted the Cyber Hub's invitation to open the Cyber Business Accelerator showcase. A networking function will be held in conjunction with the showcase and it is expected that between 100-150 guests will attend.	Cyber Accelerator Program graduates will be offered the opportunity to participate in Growth Labs to receive intensive expert driven deep dive sessions dedicated to unlocking a specific opportunity or challenge for their business (delivered by CBRIN) at a subsidised rate.
5.3	**Establish an SME Working Group and develop programs to support SME growth, while increasing collaboration and customer awareness**	**The SME Working Group was established during the quarter and three meetings were held.** • 3 SME Working Groups have been held during the reporting period. • The SME Working Group is developing a database of Government security purchasing decision makers to invite to Cyber Capability Showcase lunches. These sessions will be a two-way exchange – the purchasing decision makers will outline the problems they need to address and the SMEs will present solutions/capabilities. The sessions will be ''pitched'' as helping the decision makers achieve the 20% SME procurement target recently introduced by the Federal Government. • The Canberra Cyber Hub newsletter profiles 1-2 start-ups in each issue to promote the capabilities of the newest members of the ecosystem. The Working Group is developing a hit list of cyber start-ups to be featured in upcoming issues. Cyber Accelerator participants will also be showcased as part of this editorial series. • Progress has been made towards developing an annual schedule of events and workshops targeted at addressing the identified areas of limitation or opportunity for SMEs. • Scoping of a major event for SMEs to showcase their capabilities to new customers is in progress.	**Short Term Priorities** Develop customer engagement Establish a brains trust to run cyber growth labs & mentoring Engage with ACT Government Office of International Engagement - Born Global Program **Goal for the first 6 Months** Develop programs that supports SMEs to address identified areas of limitation or opportunity
5.4	**Establish a Research Engagement Working Group to grow and improve the connections between cyber users and researchers**	**The Research Engagement Working Group was established during the quarter.** • 3 Research Engagement Working Groups have been held during the reporting period. • The Research Engagement group has been collecting data to establish a research database, the purpose of the data is to identify gaps/overlaps to inform future cyber research and encourage collaboration between research and industry. Their short-term	**Short Term Priorities** Document success stories to showcase Canberra's cyber research engagement.

priorities include planning a Sandpit event (interactive meetings) and increasing research news. • The working group is mapping the Canberra cyber research capability. This will be included in Phase 2 of the website. • The working group is also scoping the feasibility of a research/business ''match up'' feature in Phase 2 of the website. This would allow industry to inform research organisations about the research they would like conducted and facilitate collaboration between industry and research institutions. • The Cyber Hub will host a cyber themed First Wednesday Connect (in collaboration with CBRIN) in September. The cyber pitches will include research capability pitches and cyber start-up pitches. This will help increase awareness and engagement with industry and the innovation community.	Develop and deliver one or more sandpit events. Develop research engagement content for the Canberra Cyber Hub website. Develop a program to support ongoing engagement in key thematic areas of mutual interest between the cyber industry and research organisations **Goal for the first 6 Months** Develop a program to support ongoing engagement in key thematic areas of mutual interest between the cyber industry and research organisations

The Canberra Cyber Hub is governed by the Board of Directors which is supported by a Steering Committee and three Working Groups

- First Members meeting held on 16 February 2022.

- Two Board meetings were held during the reporting period and the third is scheduled for August 2022.

- Developed the scope and key priorities for the Steering Committee and Working Groups.

- 3 Steering Committee meetings and Working Group meetings were held during the reporting period.

- Board meeting scheduled for 17 August to review the end of financial year Financial Report prior to recommending them to Members for adoption at the first AGM.

- Scheduled the first AGM which will be held on 30 August 2022.

- Conducted a recruitment process to appoint full-term Directors for a period of three years. Directors will be appointed by Members at the first AGM.

6.1   Governance

Minister Tara Cheyne and Canberra Cyber Hub Interim Directors Michael Frater, Chelle Melbourne and Neil Hart at the Canberra Cyber Hub launch

Board
The Board sets the strategic direction of the Cyber Hub and provides advocacy and introductions for the Canberra cyber ecosystem.

Steering Committee
The steering committee oversees the strategy of the Cyber Hub. Its members are the Directors of the Cyber Hub along with ecosystem representatives and a Territory representative.
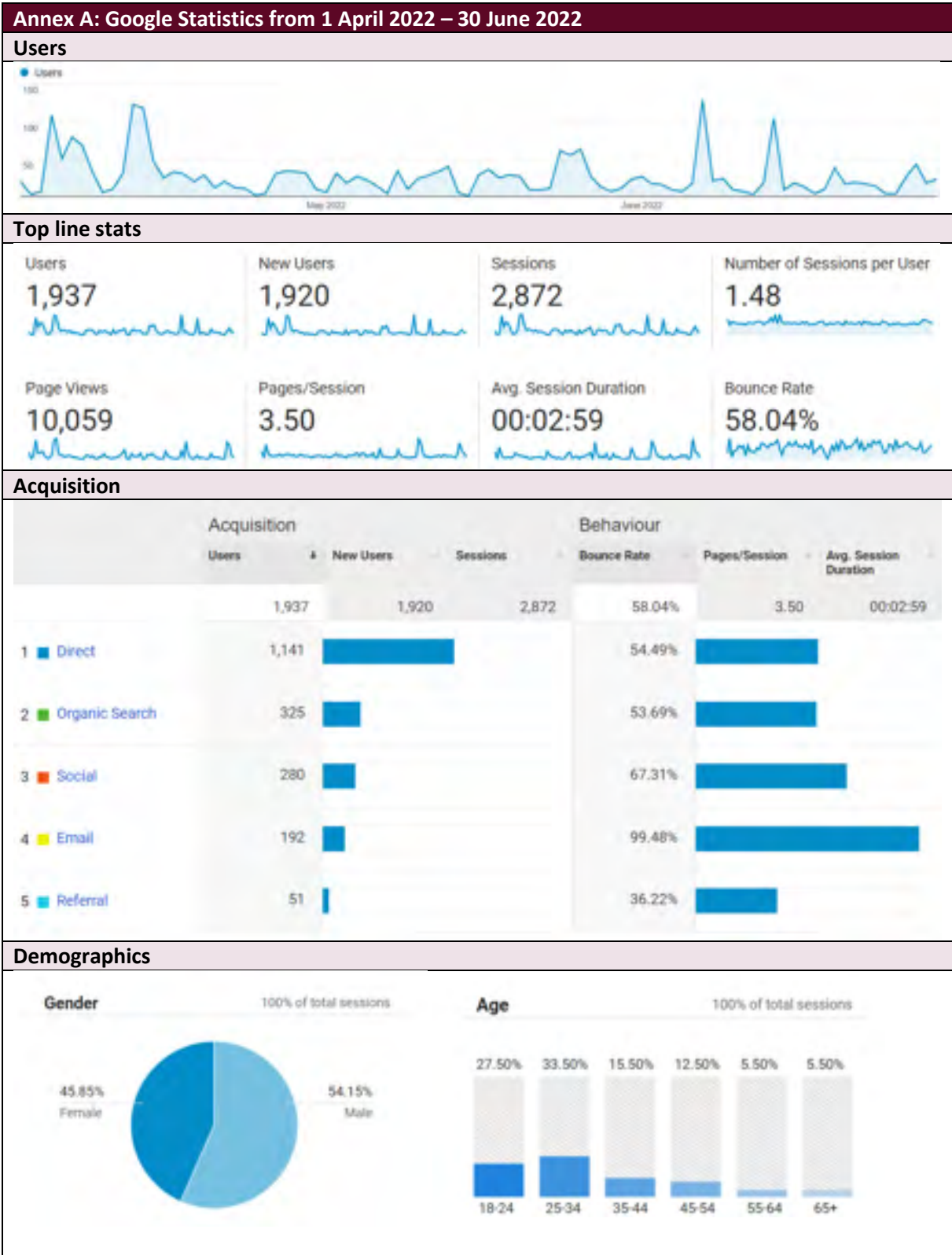
Working Groups

The Purpose, goals, and priorities of the three working groups are provided at Annex A. Each Working Group is chaired by a Cyber Hub Director.

The combined activities of the Board, the Steering Committee and the Working Groups will provide an ongoing co-design process for the Hub's strategy and operations.

ANNEX A: WEBSITE STATISTICS 1 APRIL – 30 JUNE 2022

Annex A: Google Statistics from 1 April 2022 – 30 June 2022

Users

Top line stats

Users	New Users	Sessions	Number of Sessions per User
1,937	1,920	2,872	1.48

Page Views	Pages/Session	Avg. Session Duration	Bounce Rate
10,059	3.50	00:02:59	58.04%

Acquisition

	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	1,937	1,920	2,872	58.04%	3.50	00:02:59
1 Direct	1,141			54.49%		
2 Organic Search	325			53.69%		
3 Social	280			67.31%		
4 Email	192			99.48%		
5 Referral	51			36.22%		

Demographics

Gender — 100% of total sessions

45.85% Female
54.15% Male

Age — 100% of total sessions

18-24	25-34	35-44	45-54	55-64	65+
27.50%	33.50%	15.50%	12.50%	5.50%	5.50%

Location

Region	Acquisition			Behaviour		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	1,522 % of Total: 69.59% (2,187)	1,500 % of Total: 69.12% (2,170)	2,554 % of Total: 78.37% (3,259)	49.92% Avg for View: 58.64% (-14.86%)	4.00 Avg for View: 3.41 (17.47%)	00:03:41 Avg for View: 00:02:57 (24.84%)
1. Australian Capital Territory	663 (41.41%)	626 (41.73%)	1,136 (44.48%)	43.22%	4.97	00:04:51
2. New South Wales	576 (35.98%)	542 (36.13%)	924 (36.18%)	52.16%	3.53	00:03:10
3. Victoria	165 (10.31%)	149 (9.93%)	215 (8.42%)	64.65%	2.53	00:01:36
4. Queensland	115 (7.18%)	106 (7.07%)	170 (6.66%)	54.71%	2.87	00:02:36
5. Western Australia	36 (2.25%)	35 (2.33%)	47 (1.84%)	59.57%	2.40	00:01:01
6. South Australia	33 (2.06%)	29 (1.93%)	45 (1.76%)	66.67%	2.98	00:01:37
7. (not set)	7 (0.44%)	7 (0.47%)	7 (0.27%)	85.71%	1.57	00:02:21
8. Tasmania	5 (0.31%)	5 (0.33%)	7 (0.27%)	57.14%	2.43	00:05:08
9. Northern Territory	1 (0.06%)	1 (0.07%)	3 (0.12%)	66.67%	1.33	00:00:05

Interests

Interest Category — 100% of total sessions

%	Category
5.49%	Sports/ Individual Sports/ Running & Walking
3.94%	Computers & Electronics/ Consumer Electronics/ Electronic Accessories
3.05%	Sports/ Individual Sports/ Cycling
2.96%	Food & Drink/ Cooking & Recipe/ Soups & Stews
2.45%	Travel/ Tourist Destinations/ Historical Sites & Buildings

Device

Device Category	Acquisition			Behaviour		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	1,937 % of Total: 100.00% (1,937)	1,920 % of Total: 100.00% (1,920)	2,872 % of Total: 100.00% (2,872)	58.04% Avg for View: 58.04% (0.00%)	3.50 Avg for View: 3.50 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)
☐ 1. desktop	1,255 (64.79%)	1,238 (64.48%)	1,873 (65.22%)	57.23%	3.96	00:03:44
☐ 2. mobile	656 (33.87%)	656 (34.17%)	961 (33.46%)	60.04%	2.65	00:01:33
☐ 3. tablet	26 (1.34%)	26 (1.35%)	38 (1.32%)	47.37%	2.74	00:02:10