

PARTNERSHIP PROSPECTUS 2025



canberracyberhub.com.au

ABN 59 656 108 520



ABOUT THE CANBERRA CYBER HUB

As the trusted heart of a highly collaborative cyber ecosystem, Canberra Cyber Hub is a not-for-profit, advancing the cyber security sector in Australia with a particular focus on the ACT.

Within the four pillars of:

Cyber Business

Access to customers, collaborators & investors for cyber businesses

Cyber Big Challenges

Strategic influence and insight for the ecosystem on issues of importance to them

Skilled Workforce

Skilling the cyber ecosystem

Business Cyber Protection

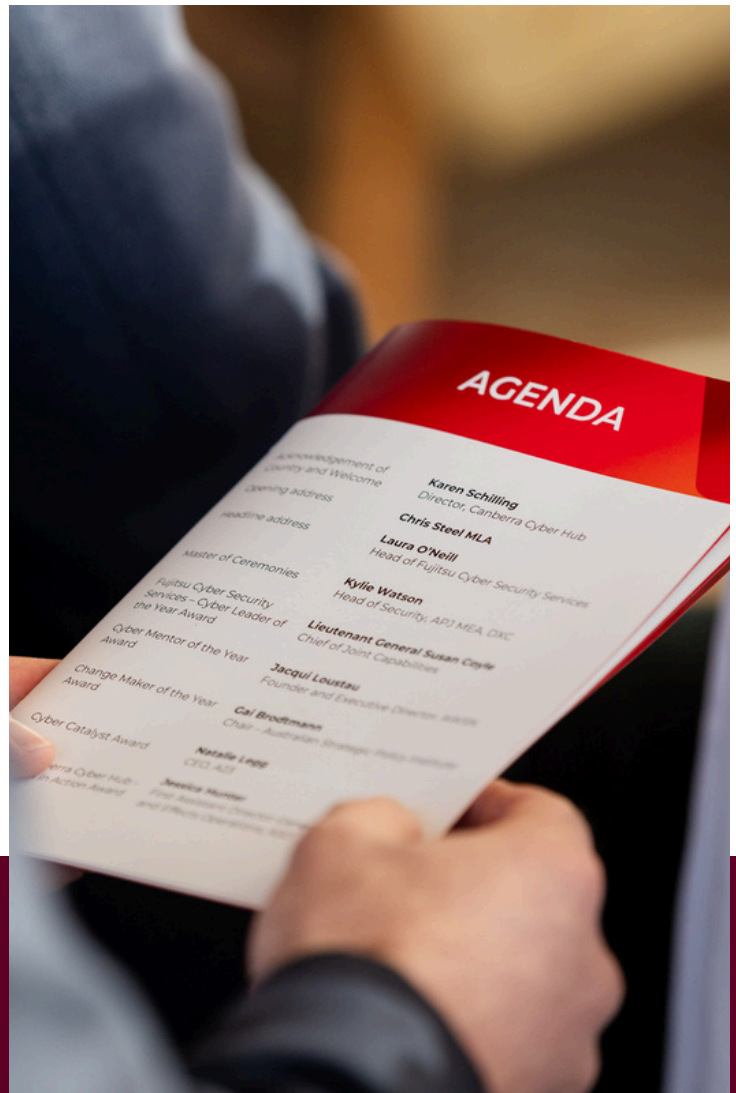
Cyber uplift for non-technical SMEs

Canberra Cyber Hub brings together business, education providers, government, and the skilled workforce to explore the latest challenges, research, and market opportunities to showcase the economic significance of the ACT cyber sector.

WHY PARTNER WITH THE CANBERRA CYBER HUB?

With multiple events, activities and projects under the Canberra Cyber Hub's four pillars' partners can:

- Engage with opportunities, activities and events that strategically align to your business outcomes.
- Network and engage with diverse audiences to our well attended events.
- Been seen as a leader of cyber security in Canberra.



TYPES OF PARTNERSHIP

Canberra Cyber Hub is supported by core funding from the ACT Government. We're seeking additional partners across our body of work as well as for our flagship events.

CANBERRA CYBER HUB PARTNERSHIP

	PLATINUM	GOLD	SILVER	BRONZE
Cost	\$30K + GST	\$18K + GST	\$10K + GST	\$5K + GST
Number Available	1	3	5	Multiple
Tickets to 2 x Flagship Breakfast Events	2 tables	1 table	6 tickets	2 tickets
	3 student tickets in your name	2 student tickets in your name	1 student ticket in your name	
Tickets to 8 x Paid Events	8 tickets	6 tickets	4 tickets	2 tickets
Exclusive Networking Event or workshop on topic of your choice*	Yes	Yes		
Exclusive Briefing on Reports before Launch	Yes			
Recognition of Sponsorship (Website, E-newsletter, Event collateral)	Prominent	Elevated	Standard	Standard
Venue Host*	Yes	Yes	Yes	
Collateral at Events	Yes			
Opportunity to Introduce Speaker	2 events	1 event		
Social Media Shout-outs	Yes	Yes	Yes	Yes
Newsletter Articles	3 articles	1 article		
Nominated Person Career Profiles	3 profiles	2 profiles	1 profile	
Opt-in Contact Details Provided	Yes	Yes		

**At the discretion of Canberra Cyber Hub*



FLAGSHIP EVENT PARTNERSHIP

Each year Canberra Cyber Hub delivers approximately 16 events with 2,500+ attendees across the four pillars of work. Each pillar features a flagship event with a diversity of focuses, speakers, and audiences.

Canberra Cyber Hub flagship events have unique partnership opportunities, allowing your organisation to support an activity that aligns directly with your goals and promote yourself to unique audiences.



"Fortinet's sponsorship of the Canberra Cyber Hub is both a strategic and beneficial partnership. As a global cyber security company, we place immense importance on local sovereign partnerships and the Canberra Cyber Hub enables us to engage and collaborate with Canberra's cyber community in an effective and targeted way. The team are a pleasure to deal with, very accommodating of our internal reporting requirements and we look forward to continuing to support in the future."

NICOLE QUINN

Head of Government Affairs APAC, Fortinet

CYBER BUSINESS PILLAR

The Cyber Business Pillar facilitates meaningful connections between businesses, clients, collaborators, and investors. By patterning on a Cyber business pillar flagship event you can raise your company's profile in the Canberra region, showcase your business to potential new clients, and network with the Canberra cyber ecosystem.

SOVEREIGN CYBER CAPABILITY UNLOCKED		
Event Type	Breakfast	
Number of Attendees	250	
Primary Audience	Primes (2023), Government CISO (2024), Critical Infrastructure (2025)	
Available Sponsorship	Event	Keynote
Cost	\$15K	\$8K
Number Available	1	1
Benefit	Sponsor Address 1 table (prime location) 1 ticket at keynote table 2 student tickets in your name	Introduce keynote speaker 1 ticket at keynote table 4 additional tickets 1 student ticket in your name
Recognition of Sponsorship	Elevated	Standard
Marketing Opportunities (Social Media shout outs Pre and post event marketing)	Yes	Yes
Newsletter Article	Yes	
Post-event Messaging*	Yes	
Opt-in Contact Details Provided	List of Attendees	

**At the discretion of Canberra Cyber Hub*

"We would like to thank the Canberra Cyber Hub for the support provided in promoting Teron Labs and our unique service offering. The events that you and your team have tirelessly organised have provided us with a great opportunity to pitch our services and form new connections."

ANANTHA KANDIAH

Engineering Director, Teron Labs

CYBER BIG CHALLENGES

PILLAR

The Cyber Big Challenges Pillar addresses difficulties facing the industry through thought leadership, partnerships, activities and innovation. By partnering on either of the flagship events under this pillar your company can be seen as a community-minded, thought leader in a progressive Canberra cyber ecosystem and be able to connect with like-minded individuals and companies.

	INTERNATIONAL WOMEN IN CYBER DAY – CANBERRA AWARDS			UNPACKED – CYBER FORUM SERIES	
Event Type	Breakfast			Networking	
Number of Attendees	200			400 (across 4 events)	
Primary Audience	Cyber business			Cyber business	
Available Sponsorship	Event	Award	Decor	Series of 4 events	Individual
Cost	\$15K	\$8K	\$5K	\$18K	\$6K
Number Available	1	5	1	1	4
Benefit	Sponsor Address 1 table (prime location) 1 ticket at keynote table 2 student tickets in your name	Support 1 award 5 tickets 1 student ticket in your name	Support decorations at the event 3 tickets	Sponsor address at 2 events 8 free tickets to each event	6 free tickets to event Opportunity to introduce keynote speaker
Recognition of Sponsorship	Elevated	Award - supported by	Decorations – supported by	Elevated (all events)	Elevated (1 event)
Marketing Opportunities (Social Media shout outs Pre and post event marketing)	Yes	Yes	Yes	Yes	Yes
Newsletter Article	Yes			Yes	
Post-event Messaging*	Yes			Yes	Yes
Opt-in Contact Details Provided	List of Attendees	List of Attendees	List of Attendees	List of Attendees	List of Attendees

*At the discretion of Canberra Cyber Hub

SKILLED WORKFORCE PILLAR

The Skilled Workforce Pillar aims to grow the skilled workforce in the ACT through connecting career hopefuls to industry, education and training opportunities which showcase cyber careers. By partnering on flagship events under this pillar, you can connect with, develop and support a diverse cyber workforce, raise awareness of your company in Canberra and connect to like-minded businesses and government departments supporting skills first workplaces.

	CYBER CAREER SYMPOSIUM		
Event Type	Exhibition		
Number of Attendees	600		
Primary Audience	Skilled workforce		
Available Sponsorship	Event	Panel	Hands-on
Cost	\$5K	\$500	\$2K
Number Available	2	3	1
Benefit	Sponsor exhibitor booth (prime location)	1 panel session supported by company	Support for materials for hands-on sessions
Recognition of Sponsorship	Elevated	Panel session – bought to you by	Hands-on sessions – bought to you by
Marketing Opportunities (Social Media shout outs Pre and post event marketing)	Yes	Yes	Yes
Newsletter Article	Yes		
Post-event Messaging*	Yes		
Opt-in Contact Details Provided	List of Companies		

**At the discretion of Canberra Cyber Hub*

"The Canberra Cyber Career Symposium in 2023 was a great opportunity to interact with a diverse range of attendees who were knowledgeable and very interested in a career in Cyber."

COLLEEN HEAD

Recruitment and Attraction Officer, COO Group, Australian Signals Directorate

BUSINESS CYBER PROTECTION **PILLAR**

This pillar aims to uplift the cyber security posture of ACT businesses, making Canberra the most secure place to live and work. The flagship event for this pillar is still under construction, so stay tuned for your chance to be seen at the forefront of a cyber secure Australia.



BESPOKE PARTNERSHIP

With over 16 events throughout the year, there are many opportunities to be involved with the Canberra Cyber Hub, through bespoke partnership opportunities. Speak to the team to discover how you can be involved.



GET IN TOUCH

The Canberra Cyber Hub is dedicated to working with industry and stakeholders to position Canberra as Australia's most well-connected and vibrant cyber ecosystem.

CONTACT

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