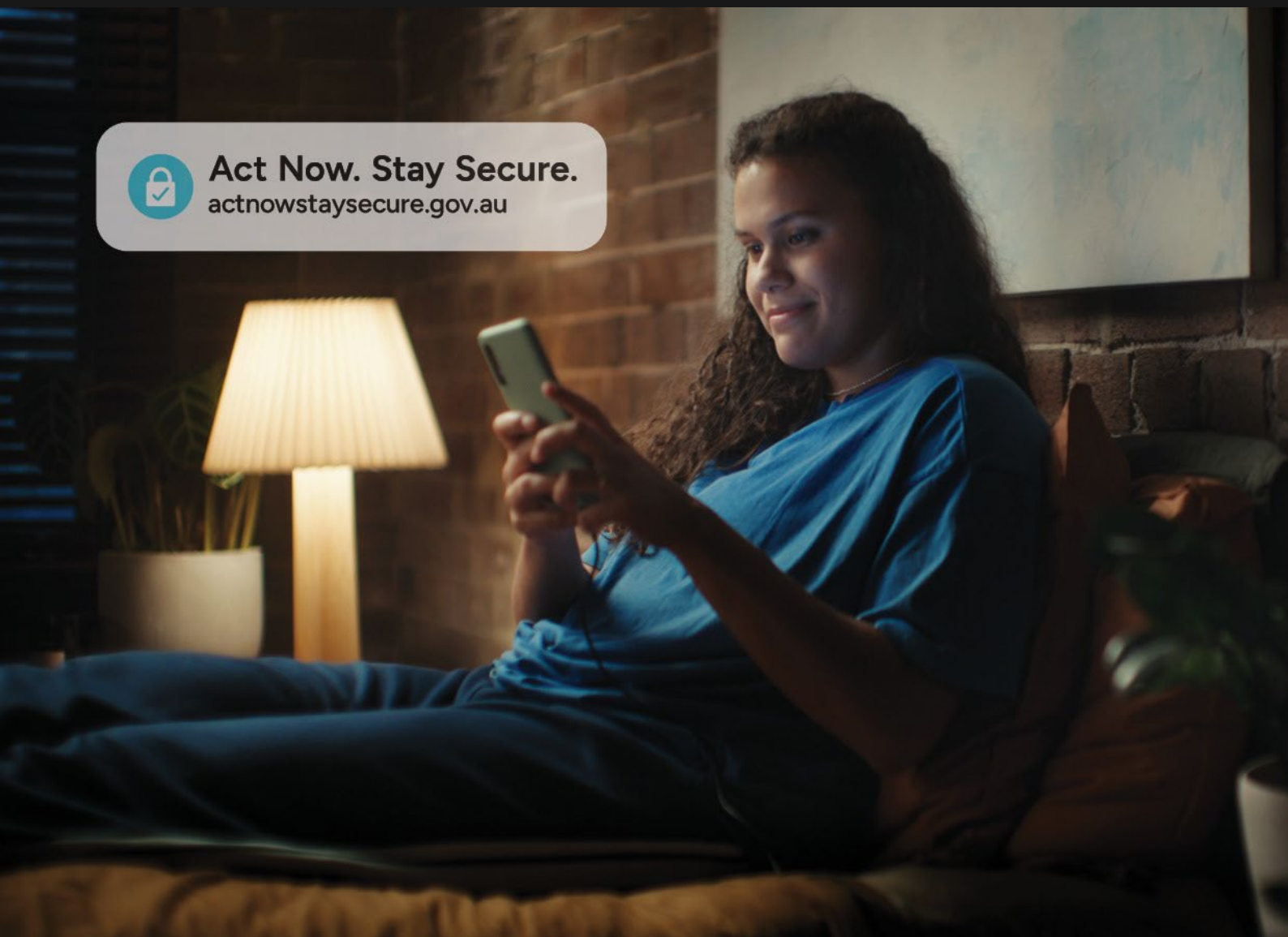




Australian Government



Act Now. Stay Secure.
actnowstaysecure.gov.au



Stakeholder Kit

Act Now. Stay Secure.

May 2025

Visit actnowstaysecure.gov.au

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Introduction

Cyber security affects the lives of every Australian.

As technology continues to advance, Australians are spending more time online. This brings great connectivity and many opportunities – but can also expose the community to significant harm.

There is an urgent need for Australians to be proactive about increasing their cyber security knowledge and skills.

Act Now. Stay Secure. is an Australian Government campaign that is educating all Australians on the simple cyber safe behaviours that everyone can take every day to protect themselves online.

By sharing the resources in this kit, you are helping your community to learn the skills needed to safely and confidently embrace digital technologies and the opportunities they present. You are also contributing to a national initiative focused on supporting Australia to become one of the most cyber secure nations in the world by 2030, and reduce the economic and social impact of cybercrime.

The *Act Now. Stay Secure.* campaign launched in May 2025 and will run until March 2026. With the tagline 'What are you risking online?' the campaign is driving behavioural change by encouraging Australians to take simple cyber safe actions to improve their cyber security.

The three core cyber safe actions include:

Install all software updates to keep your devices secure

- Software updates fix weaknesses or gaps in your devices' security.
- Installing regular updates will keep your devices secure and makes it harder for cybercriminals to access them.
- Turn on automatic updates so you are notified when an update is available, and be sure to install software updates when prompted.

Use a unique and strong passphrase on every account

- A passphrase is a more secure version of a password.
- Strong passphrases should be over 15 characters long and use 4 or more random words.
- Use a different passphrase for each account. That way if one account's passphrase is compromised, your other accounts remain secure.

Always set up multi-factor authentication

- Multi-factor authentication requires two or more proofs of identity to log in to your account.
- This could include using your password or passphrase, as well as an authentication code from an authenticator app, email or text.
- Multi-factor authentication adds an extra layer of security. This makes it harder for cybercriminals to access your online accounts, even if one of your accounts' other authentication methods - such as a passphrase - has been compromised.



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How to share the campaign resources

To support the *Act Now. Stay Secure.* campaign, the Department of Home Affairs has created a range of tools and resources to help individuals and organisations continue the cyber security conversation with their stakeholders and networks.

As an important stakeholder, you play a vital role in helping to increase cyber security awareness and empower people to undertake simple cyber safe actions consistently. This will turn cyber safe actions into an everyday habit – not an afterthought.

We encourage you to use the resources in this kit and share them with people in your community, your organisation and your networks. You can use the resources as they are or adapt them to suit your audiences and channels.

In this kit, you will find a range of resources and information including videos, audio assets, social media content, posters and a fact sheet.

The stakeholder kit also includes resources for First Nations people and translated resources available in 20 languages.

You can share the resources on your own channels to help spread the message and raise awareness of the *Act Now. Stay Secure.* campaign.

Social media is a great channel to share information as it has the potential to reach and engage a large audience. Don't forget to tag us in your social media posts using the following handles:



Instagram: [@aucyberseccoord](https://www.instagram.com/au cyberseccoord)



Facebook: [/AusHomeAffairs](https://www.facebook.com/AusHomeAffairs)



LinkedIn: [@aucyberseccoord](https://www.linkedin.com/company/au cyberseccoord)
[@australian-department-of-home-affairs](https://www.linkedin.com/company/australian-department-of-home-affairs)



X (Twitter): [@aucyberseccoord](https://twitter.com/au cyberseccoord)

Visit actnowstaysecure.gov.au to learn more.

The *Act Now. Stay Secure.* website includes additional information on [how to be cyber secure](#). It also includes answers to common questions about [cyber security](#).

For any questions, please contact advertising@homeaffairs.gov.au.



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Videos

Videos are a great way to engage your audience and share the campaign messaging. The campaign videos highlight the three key cyber safe actions and are available to download in both 30 and 15 second formats. You can use the supporting text provided below or you can tailor the content for your audience.

Download 30 second videos [here](#).

Download 15 second videos [here](#).

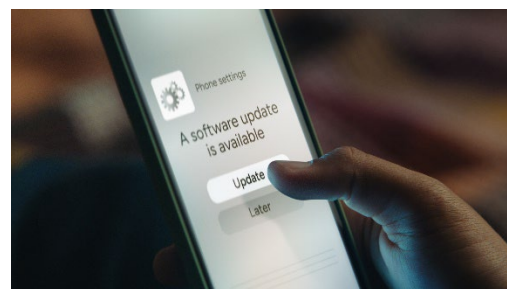
Software updates

Suggested text:

To help keep your devices secure, you need to install all software updates as soon as they are available.

As part of the Australian Government's Act Now. Stay Secure. campaign, we're encouraging Australians to take action to better protect themselves online.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



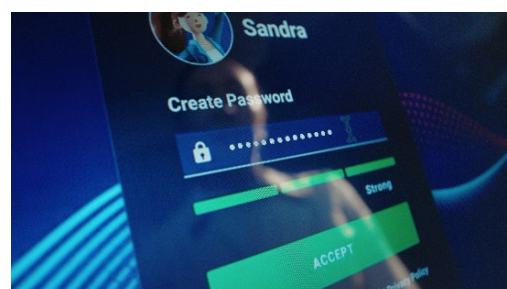
Passphrases

Suggested text:

Passphrases that are unique and strong are critical to keeping your online accounts secure.

As part of the Australian Government's Act Now. Stay Secure. campaign, we're encouraging Australians to take action to better protect themselves online.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



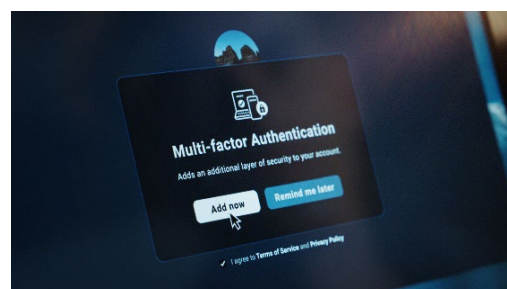
Multi-factor authentication

Suggested text:

Turning on multi-factor authentication where available adds an extra layer of security to your accounts.

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Audio

Audio recordings are ideal for sharing on streaming platforms, community radio and websites. They are also useful to share with people who may have visual impairments.

Two audio resources have been developed to encourage people to use unique and strong passphrases and install software updates regularly. The resources are available to download in 15 second formats with supporting text provided below.

Download audio [here](#).

Software updates

Suggested text:

Install all software updates to keep your devices secure.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



Passphrases

Suggested text:

Use a unique and strong passphrase on every account.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



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Social media resources

These short videos and images can be shared on your social media channels.

You can use the supporting copy below, adapt it to suit your audience or create individual posts unique to your network.

Download social media videos [here](#).

Download social media images [here](#).

Software updates

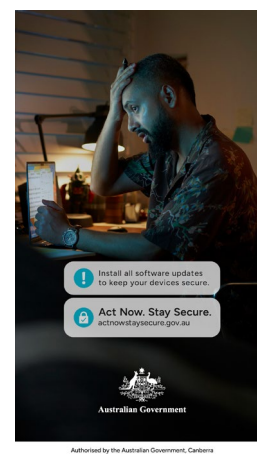
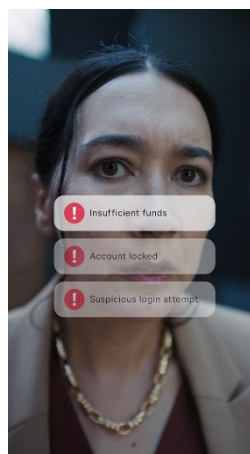
Suggested text:

Updating your socials but not your device software?

Don't leave it until it's too late.

Install all software updates regularly to keep your devices secure.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



Passphrases

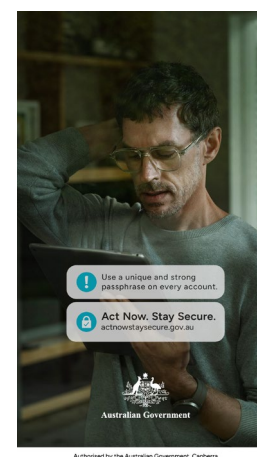
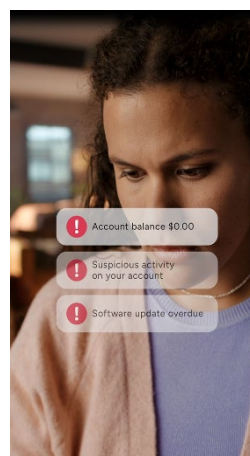
Suggested text:

Still using the same password on multiple accounts?

Don't make yourself a target for cybercriminals.

Use unique and strong passphrases on every account to keep your information safe online.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



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Multi-factor authentication

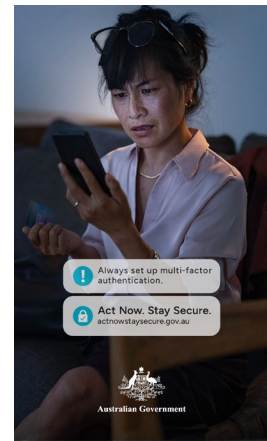
Suggested text:

Relying on just your passwords to keep your online accounts secure?

You can keep yourself secure online even if your password or passphrase is compromised.

Always set up multi-factor authentication to add an extra layer of security to your accounts.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



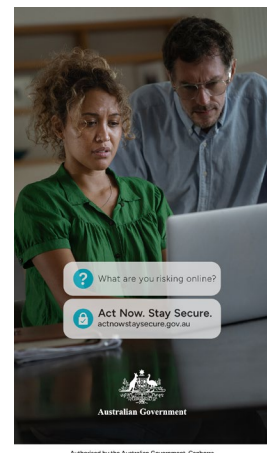
Generic

Suggested text:

What are you risking online?

Don't leave yourself exposed.

Learn simple steps to protect yourself at actnowstaysecure.gov.au



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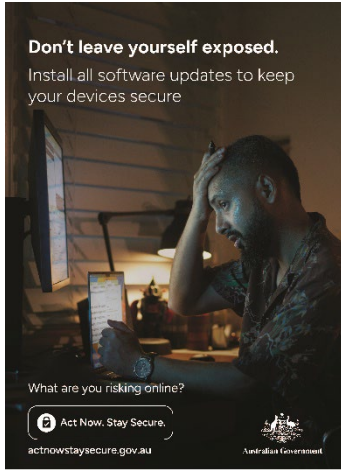
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Posters

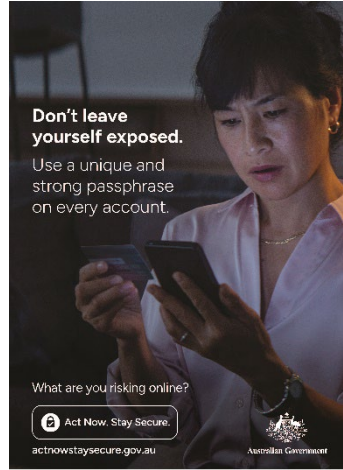
Posters are a visually engaging way to share the campaign messaging with your audience. These posters can be used electronically, or printed and displayed.

Download posters [here](#).

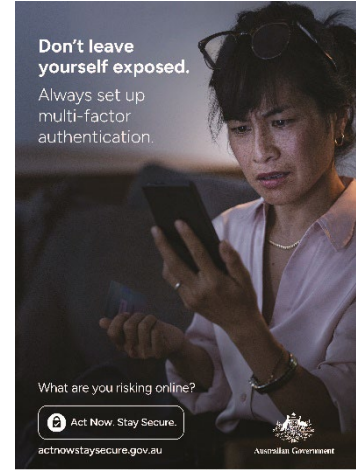
Software updates



Passphrases



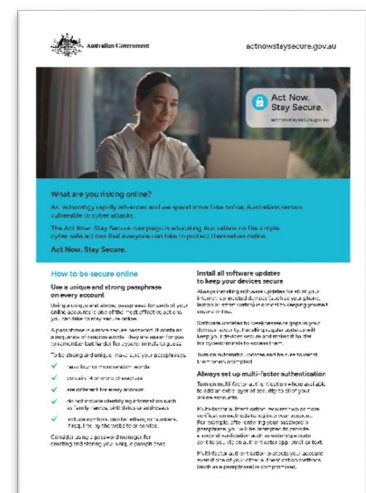
Multi-factor authentication



Fact sheet

The fact sheet is a succinct guide on the cyber safe actions everyone can take today to protect themselves online.

Download factsheet [here](#).



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First Nations resources

There are a range of First Nations resources available to help engage with communities about good cyber security and staying safe online.

Download and share the First Nations resources and encourage everyone to visit actnowstaysecure.gov.au for more information on protecting yourself online.

First Nations resources are available [here](#).



Translated resources

There are a range of resources available in 20 languages to help communicate to a wide range of communities about how to be secure online.

Download and share the translated resources and encourage everyone to visit actnowstaysecure.gov.au for simple tips on how to protect yourself online.

Languages include:

- | | | | |
|-----------------------|--------------|--------------|--------------|
| • Arabic | • Greek | • Khmer | • Punjabi |
| • Chinese Simplified | • Gujarati | • Korean | • Spanish |
| • Chinese Traditional | • Hindi | • Macedonian | • Thai |
| • Dari | • Indonesian | • Nepali | • Turkish |
| • Farsi | • Italian | • Portuguese | • Vietnamese |

Translated resources are available [here](#).



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Contact us

For more information or to ask a question, contact us at advertising@homeaffairs.gov.au.

Find more information on the *Act Now. Stay Secure.* campaign at actnowstaysecure.gov.au.



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