Australian Government

Cyber Security Awareness Month

Building our cyber safe culture

Stakeholder Toolkit

Cyber Security Awareness Month

The theme for 2025 is **_Building our cyber safe culture_**

The Department of Home Affairs is hosting the Cyber Security Awareness Month campaign at
www.actnowstaysecure.gov.au/cybermonth2025

The three primary actions we are encouraging are:

1. Install all software updates to keep your devices secure
2. Use a unique and strong passphrase on every account
3. Always set up multi-factor authentication (MFA)

You can promote Cyber Security Awareness Month in your organisation by downloading the resources, including posters, web and email banners and social media tiles.

We can all do our part to ensure Australians stay secure online by sharing Cyber Security Awareness Month resources this October.

Campaign Objectives

- Increase consistency and unity of messaging across Commonwealth, state and territory agencies about Cyber Security Awareness Month.

- Inform Australians of Cyber Security Awareness Month.

- Encourage adoption amongst individuals, businesses and industry, of actions and behaviours that improve cyber security.

- Drive traffic to www.actnowstaysecure.gov.au/cybermonth2025 for campaign materials and resources.

- Raise awareness amongst businesses, industry and the Australian community of cyber risks more broadly, and promote a cyber secure mindset.

*Cyber Security Awareness Month 2025 communication will run in conjunction with – and complementary to – the *Act Now. Stay Secure* public awareness campaign.

Key Messages - Overarching

October is Cyber Security Awareness Month, a time to talk cyber with your family, friends and colleagues and take action to build a cyber safe culture.

The theme for Cyber Security Awareness Month is ***Building our cyber safe culture.***

Take simple actions to safeguard yourself online:

- **Install all software updates to keep your devices secure**

- **Use a unique and strong passphrase on every account**

- **Always set up multi-factor authentication (MFA)**

Cyber Security Awareness Month is an annual reminder to take action to secure your devices and accounts from cyber threats.

Protecting yourself online doesn't have to be hard. There are simple actions that you, your family, friends and colleagues can take to improve your cyber security.

Make cyber security an everyday habit. Just like buckling your seatbelt or locking your front door, cyber safe behaviours protect your accounts and devices.

Get advice and guidance to help you take action to improve your cyber security at actnowstaysecure.gov.au.

Key Messages in Detail

Install all software updates to keep your devices secure

- *Building our cyber safe culture* – install all software updates to keep your devices secure

- Installing regular updates will keep your devices secure and makes it harder for cyber criminals to access them

- Make sure that automatic updates are switched on so that you are notified when an update is available

- Learn more about how to update your devices | Cyber.gov.au

Use a unique and strong passphrase on every account

- *Building our cyber safe culture* – use a unique and strong passphrase on every account

- A passphrase is a more secure version of a password

- Passphrases are hard for cybercriminals to crack, but easy for you to remember

- Create passphrases that are:
  - *long*: 15 or more characters
  - *unpredictable*: use 4 or more random words. Avoid identifying information such as family names, birth dates or addresses
  - *unique*: are different for every account

- Learn more about how to set secure passphrases | Cyber.gov.au

Always set up multi-factor authentication (MFA)

- *Building our cyber safe culture* – always set up multi-factor authentication (MFA)

- Enable multi-factor authentication where available to add an extra layer of security to all of your online accounts

- MFA requires two or more proofs of identity to log in to your account

- MFA adds an extra layer of security

- Start with setting up MFA on your most important accounts (such as online banking and email accounts)

- Learn more about how to turn on multi-factor authentication | Cyber.gov.au

Further Cyber Safe Actions

When you're developing longer form content, you may like to incorporate some of the additional cyber safe actions.

Check and update your privacy and location settings regularly

Be cautious when using public Wi-Fi

Talk about how to be cyber secure with family and friends

Report cyber attacks and incidents

Learn how to identify a scam

More information on complementary cyber safe actions is available at actnowstaysecure.gov.au/cyber-safe-actions

Draft Internal Copy

This October, there are simple actions you can take towards *Building our cyber safe culture*

Cyber Security Awareness Month is an annual reminder to take action to secure your devices and accounts from cyber threats.

This year's theme **Building our cyber safe culture** underscores the importance of proactive online safety measures, supported by a range of resources designed to help individuals and businesses to prioritise cyber security.

There are simple actions everyone can take to safeguard themselves online:

•   Install all software updates to keep your devices secure.

•   Use a unique and strong passphrase on every account.

•   Always set up multi-factor authentication (MFA).

[Insert your spokesperson here], highlighted the importance of this initiative: "Cyber Security Awareness Month is about going beyond awareness, it's about building capability and taking action, so that every Australian can feel in control of their own cyber security."

Look out for tips, weekly chasafetllenges, and posters around the office this month for ways to make cyber security second nature – a strong cyber culture is built one good habit at a time!

Cyber myth busters

Consider including staff-submitted myths or common mistakes:

I don't work in IT so I don't need to worry about it…

If it comes from my boss, it must be a legitimate request…

I'd know if I clicked a dodgy link…

I don't access anything classified so I wouldn't be a target…

Communication Resources

www.actnowstaysecure.gov.au/cybermonth2025 hosts a range of communication resources you can use throughout Cyber Security Awareness Month, including:

- Microsoft Teams background

- Social media tiles & graphics

- Newsletter banner

- Email signature block banner

- PowerPoint presentation template

- Web banner

- Posters

Each design includes three variations:

- **Aus Gov:** Australian Government logo

- **Blank:** Header space for your own logo

- **No Logo:** No header space, no logo

Links to additional resources and information on cyber.gov.au are also available on the webpage. These provide further advice and tips on software updates, passphrases and multi-factor authentication.

Social post – space for department logo

Email signature

Social Media

We encourage you to share our social media videos and tiles across your social media channels.

The National Cyber Security Coordinator channels will lead our social media campaign content.
Follow us on Instagram, LinkedIn and X and to share the latest campaign posts.

Raise awareness of this campaign theme by sharing Cyber Security Awareness Month campaign messaging and materials.
Please use the hashtag **#CyberMonth2025** for campaign content.

@aucyberseccoord

@aucyberseccoord

Australian Department of Home Affairs

@aucyberseccoord

Social Media – Visual Identity Examples
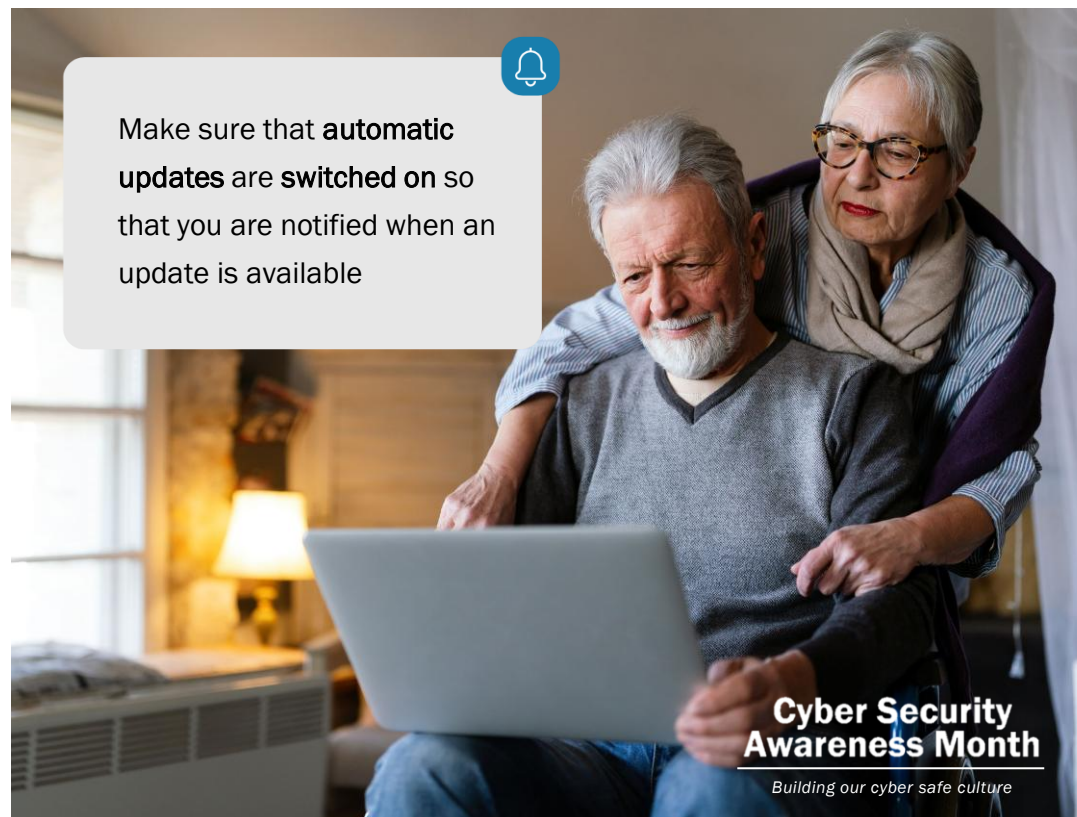

Switch on and build our cyber safe culture

Install all software updates to keep your devices secure

Use a unique and strong passphrase on every account

Always set up multi-factor authentication (MFA)

Cyber Security Awareness Month

ON

Make sure that **automatic updates** are **switched on** so that you are notified when an update is available

Cyber Security Awareness Month

Building our cyber safe culture

Get in Contact

If you have any questions about the campaign, please contact us at cybercomms@homeaffairs.gov.au