

Digital Masterclass Series

# The Importance of Going Digital in a Post COVID World

Cyber security for small business

Collaboration, Respect, Service Excellence,  
Integrity, Innovation



**GLEN EIRA**  
CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST  
CARNEGIE • CAULFIELD • ELSTERNWICK  
GARDENVALE • GLEN HUNTLY • MCKINNON  
MURRUMBEENA • ORMOND • ST KILDA EAST

# Today's Topic



GLEN EIRA  
CITY COUNCIL



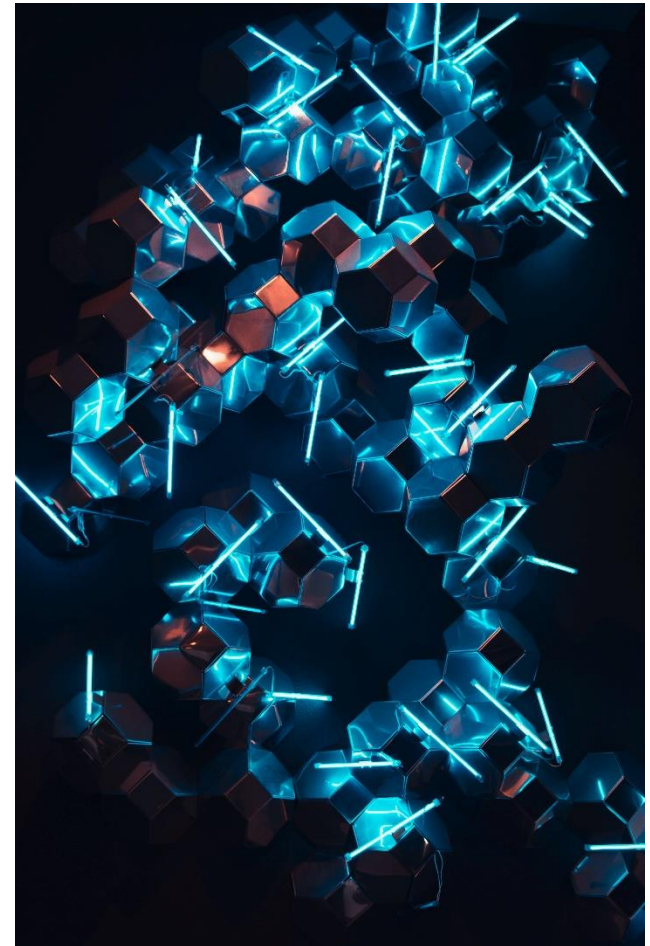
GLEN EIRA  
CITY COUNCIL

Digital Masterclass Series

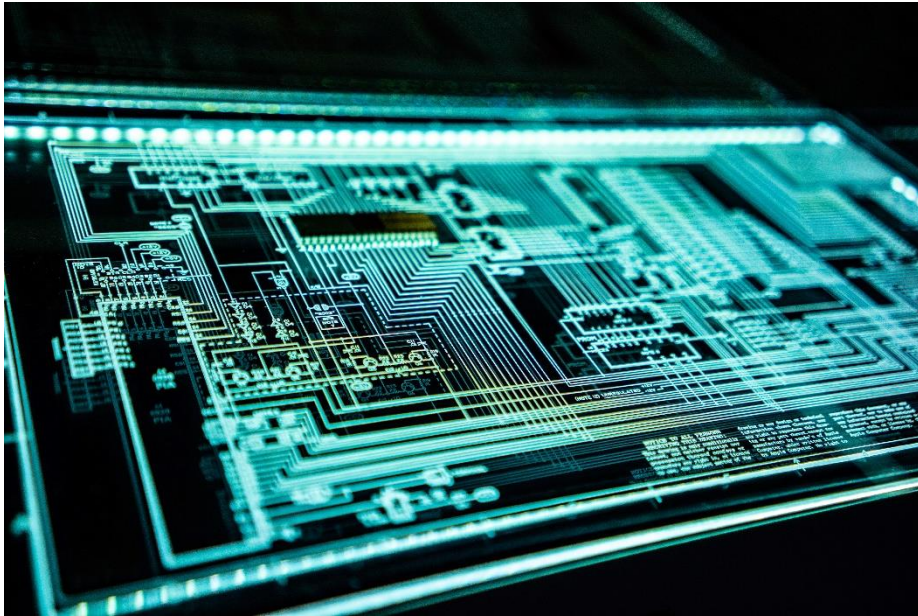
## Cyber security for small business

# Agenda

1. Why bother with cyber security?
2. The 2021 cyber threat landscape
3. Types of cyber security threats
3. Developing resilience
4. Outsourcing



# Why bother with cyber security?

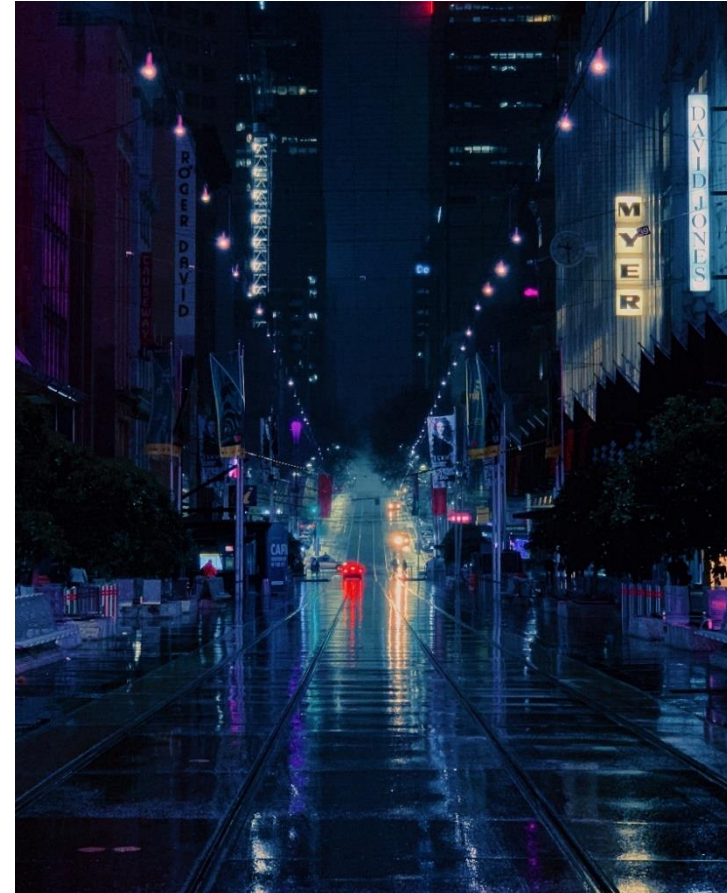


**Cyber security should be a priority, no matter the size of your business.**

- One of those things that you only think of in a crisis;
- Changes to data breach law means you are now legally required to report a breach;
- Reputation damage.

# The 2021 cyber threat landscape

- **Criminals no longer need to have hacker level skills to commit cyber crimes.**
- **Anyone can buy and download hacking software via the dark web.**
- **Because of this democratisation, small businesses are have become a more common target.**
- **Having anti-virus software is no longer enough.**



# Key types of cyber security threats affecting small business

**Data theft/identity theft**

**Malware**

**Ransomware**

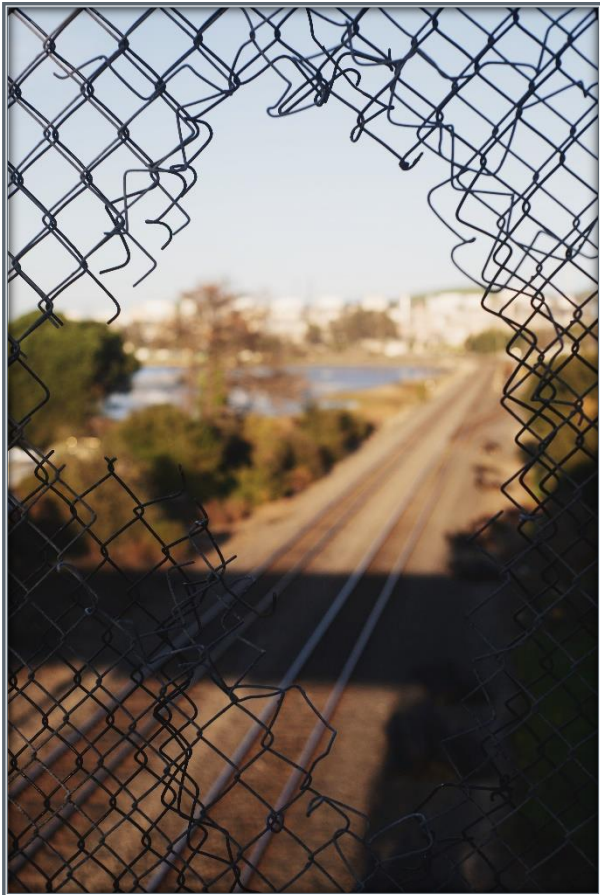
**Phishing**

**Watering hole attack**

**Denial of service**



# Developing resilience



**Cyber criminals who target small businesses do so because they assume it will be an easy pay day.**

**Understanding what criminals tend to target then putting simple preventative measures in place makes it much harder for an attack to be effective.**

**Education and awareness is the most important tool.**

**Educate yourself and your team.**

# Outsourcing



**Cyber security needs vary from business to business.**

**However, as a rule of thumb, if you store sensitive client information on a CRM that is internet accessible, then you need to explore advanced security options.**

gleneira.vic.gov.au/  
services/business-support/programs-  
and-initiatives

cityfutures@gleneira.vic.gov.au

Collaboration, Respect, Service Excellence,  
Integrity, Innovation



**GLEN EIRA**  
CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST  
CARNEGIE • CAULFIELD • ELSTERNWICK  
GARDENVALE • GLEN HUNTLY • MCKINNON  
MURRUMBEENA • ORMOND • ST KILDA EAST