



# Cyber Strategic Communications

Capability Overview



# About CyberCX

CyberCX is the largest and leading provider of professional cyber security services across Australia and New Zealand. As a workforce of over 1,300 professionals, we are the trusted partner to private and public sector organisations, helping our customers confidently manage cyber risk, respond to incidents, and build resilience in an increasingly challenging threat environment.

**1300+**

Cyber security professionals

**300+**

Security incidents responded per year

**500+**

Cyber security maturity assessments per year

**2,500+**

Technical security tests per year

**24/7**

Security operations - Eyes on Glass



# Communications in the cyber threat landscape

From business email compromise, and hacktivism to ransomware attacks, and to data theft extortion, organisations across every sector of the economy face a rising tide of cyber threats which present significant operational and reputational risks.

When this risk is realised, strategic, timely and decisive communications to internal and external stakeholders become essential to mitigating the impact caused to your organisation.

Any organisation that operates on a scale large enough to draw media attention and public scrutiny from regulators and policymakers should consider strengthening their crisis communication processes as the cyber threat landscape evolves.



# Capability overview

Our unique capability leverages deep expertise in strategic communications, coupled with the broader technical expertise of Australia and New Zealand's largest workforce of cyber security practitioners.

We partner with organisations across business and government to help ensure they can confidently prepare, respond and recover from a cyber security crisis.



## *Be prepared*

Business leaders are increasingly aware that investing in crisis communications capability and preparedness is intrinsic to your organisation's resilience when cyber risk is realised.

## *Respond with confidence and clear, decisive action*

As a cyber crisis unfolds, business continuity will take precedence. This should be complemented by expert-led crisis communications, coordinating your response and ensuring stakeholders and the public are receiving the right message.

## *Emerge from the crisis stronger than ever*

Having weathered the storm, it is paramount that executives, staff and stakeholders learn the right lessons and are able to own a proactive, positive posture moving forward.

# Cyber Strategic Communications

CyberCX is uniquely positioned to provide customers with operationally informed, intelligence-led strategic communications services, delivered by highly skilled and experienced specialists.

## Readiness

Partnering with relevant stakeholders within the business, CyberCX helps organisations ensure they stand ready to respond to a cyber crisis with effective, strategic communications.

### Our services include:

- ▶ Review existing cyber crisis communications processes, plans and playbooks
- ▶ Refresh crisis comms collateral based on gap analysis, latest threat intel and organisation risk profile
- ▶ Design and deliver crisis comms simulation exercises
- ▶ Strategic communications retainers for ongoing support and incident response capability

## Response

From the critical first few hours of a cyber incident playing out, CyberCX can provide strategic counsel and real-time, hands-on support from communications specialists uniquely experienced in dealing with cyber security crises.

### Our services include:

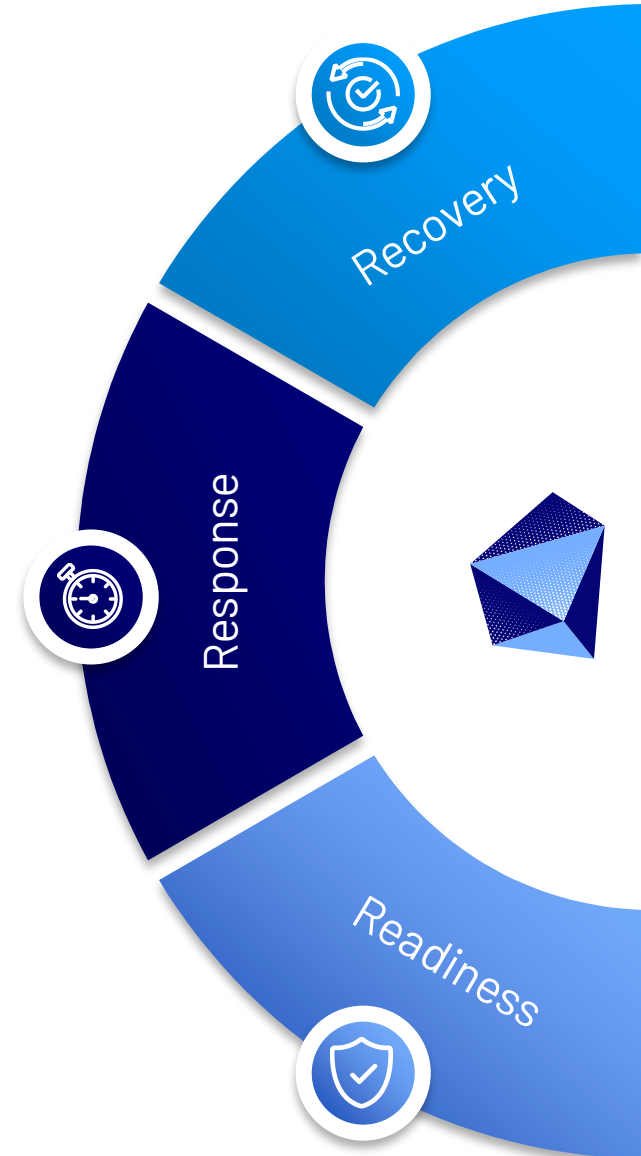
- ▶ Crisis communications capability – dedicated support with strategic messaging, media relations, government relations
- ▶ Coordination – work closely with relevant decision makers to ensure effective stakeholder management
- ▶ Strategy – leveraging operational experience and threat intelligence, map out and plan for variable incident outcomes

## Recovery

In the weeks and months following a cyber incident, CyberCX can provide valuable support in helping an organisation reframe their narrative with customers and the public, emerging from the crisis more resilient and confident for what lies ahead.

### Our services include:

- ▶ Communications focused post-incident review to ensure right lessons are learned and improvements enacted
- ▶ Narrative reframing – develop and execute a strategic comms plan to rehabilitate any reputational damage
- ▶ Training workshops delivered to executives and management based on lessons learned







# Readiness

To ensure your organisation is fully prepared for a cyber crisis, CyberCX can engage with you as a trusted partner to deliver a review and uplift of your cyber crisis communication plans and related processes.

*As part of our service offering, we can deliver:*

- ▶ A review of existing crisis management and communication plans
- ▶ Identification and mapping of stakeholders for cyber crisis response and communication
- ▶ Identification of key cyber scenarios, to be addressed through plans and templates
- ▶ Refreshed and tailored communication plans
- ▶ Supporting communication templates
- ▶ A simulated walkthrough of updates and revisions
- ▶ Uplift recommendations for future consideration

Our goal is to provide your organisation with an enhanced capability in crisis preparedness and assurance that you are best placed to respond to a cyber crisis when it arises





# Cyber Crisis Communications Retainer

CyberCX's cyber crisis communications retainer enhances your organisation's resilience and crisis response capability. The retainer provides immediate access to a team of seasoned communications professionals specialising in strategic communications and stakeholder management in crisis scenarios.

This retainer ensures your organisation can adeptly navigate and respond to a potential crisis, cultivate trust and confidence among your stakeholders and minimise operational disruptions.

The package-style retainer model enables rapid engagement with minimal administrative delays when critical cyber incidents arise.

Based on your organisation's requirements, a retainer package can be tailored to include a range of services and options, including:

- ▶ 24 x 7 x 365 on-call response and advisory service
- ▶ Discounted rates on service fees
- ▶ Exclusive invitations to CyberCX Crisis Communications Round Tables
- ▶ Annual Cyber Crisis Communications Incident Preparedness Workshops



# Response

When a cyber crisis impacts your organisation, every second counts.

Your ability to communicate clearly and effectively with customers, stakeholders and the broader public can significantly help mitigate the worst crisis scenarios.

With a deep understanding of the cyber threat landscape, our highly skilled communications professionals possess the capability and experience to effectively safeguard your reputation and ensure your ability to navigate cyber incidents with confidence through robust crisis communications practices.

*In response to a cyber crisis, our services include:*

- ▶ Crisis communications capability – dedicated support with strategic messaging, media relations, government relations
- ▶ Coordination – work closely with relevant decision makers to ensure effective stakeholder management
- ▶ Strategy – leveraging operational experience and threat intelligence, map out and plan for variable incident outcomes







# Recovery

The resolution of a cyber incident can take days, weeks or even months. Ensuring an effective recovery phase for your organisation is critical to future success.

CyberCX can provide valuable support in helping an organisation reframe their narrative with customers and the public, emerging from the crisis more resilient and confident for what lies ahead.

*We can help ensure the best recovery possible for your organisation, building resilience and capability for the crises and challenges yet to come, through the following services:*

- ▶ Communications focused post-incident review to ensure right lessons are learned and improvements enacted
- ▶ Narrative reframing – develop and execute a strategic comms plan to rehabilitate any reputational damage
- ▶ Training workshops delivered to executives and management based on lessons learned



# Talk to an expert

Contact our team today to discuss your organisation's strategic communications needs.



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