



# BLOCKTOBER

Raising awareness on Cyber Security & Mental Health



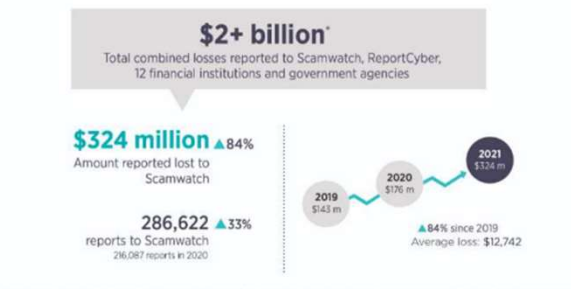
Empower people through  
Awesome Experience and  
Sustainable Partnership.



# The Story

## Targeting scams report 2021

### Losses



### Top 3 scams causing the most financial harm to Australians in 2021



\* Research shows that a third of scam victims do not report so the true cost is well over \$2 billion

- Research has shown that in 2021, more than 2.2 billion AUD was lost to overseas scammers and hackers
- Mainly around investment, dating & social media
- People are most vulnerable and lack awareness of risks
- People Centric solution is needed urgently to stop cyber crimes in our community



## Top scams by loss as reported to Scamwatch



## Age



## Gender



## Top contact methods by reports



# The Present

## Brave new world:

- WFH creates more distance in communities
- Isolating most vulnerable
- Importance of mental health and wellbeing
- Naturally social creatures

## Gaps in existing solutions available:

- Think U Know: Lack of awareness
- Beyond Blue: Cure not prevention from cyber crime
- Report Cyber: Can be embarrassing reporting cyber crime



# Introducing Blocktober

October – The Month of Cyber Security and Mental Health Awareness.

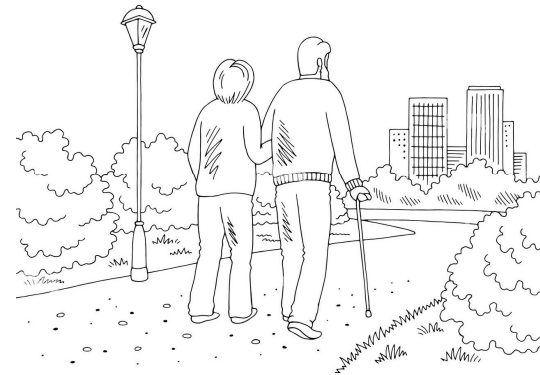


# The Purpose

Empower People together to raise awareness about cyber security.

“Most vulnerable” in community:

- Elderly who are less familiar with technology
- Young children navigating the unlimited world of social media
- Indigenous community
- Individuals with learning and cognitive disability
- Lonely looking for romance and kinship



# The Vision

## Power of 10:

- 10 Organization partners in 2022, 100 in 2023, and so on...
- 100 blockers by Oct 2022, 1,000 blockers by Oct 2023, and so on...
- 10 blocks logged and \$100 raised by each blocker during October

## Long term goal:

- Slow down the financial costs resulting from cyber crime by 50% YoY

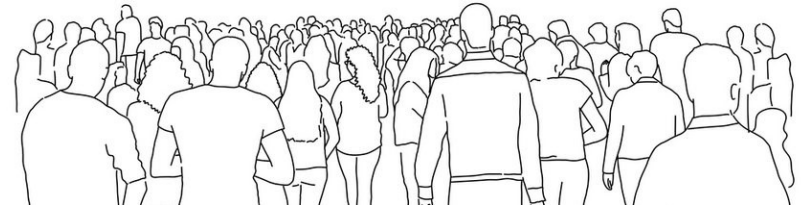




# The Mission

## Bringing people together

- “Blockers”: Recruit volunteers who will raise awareness about the risks of cyber crime activity as group leaders
- Tech savvy volunteers
- Representatives from IT brands
- Individuals connecting with family & friends
- Training Group Leaders through Up- Group
- Develop a team of certified cyber crime trainers



# Empower People

## Blocktober Cyber Security Groups:

- Raising awareness by conducting safe, social gatherings
- Making time and clear agenda
- Blogtober for topics and discussion
- Corporate & Casual



# Awesome Experiences

## Safe, social and welcoming:

- Cy.ber-Q: BBQ + Cyber awareness discussions
- Cyber Connect: Connect groups and networking
- Cyber Trip: Holidays & Road trips with family and friends
- Blocktober Buddies

## Drive awareness through campaigns:

- LinkedIn, Youtube, TikTok, Instagram



# Sustainable Partnerships

## Partner

- 10 Employees signed up as Team members
- 100 total block activities logged
- \$1,000 raised by organisation in total

## Guardian

- 100 employees signed up as Team members
- 1,000 block activities logged
- Dollar matching implemented
- \$10,000 raised by organisation total





# Questions & Feedback

