Cyber Incident Media Management

2:05pm - 2:35pm

Jim Hanna, Head: Media and Government Relations, AISNSW

The Association of **Independent Schools** of New South Wales

Cyber Incident Media Management

AISNSW Cyber Symposium

Crisis Media Management

Conveying confidence to stakeholders

Demonstrating good preparation, anticipation and control

Reassuring the school community

Protecting your school’s reputation

Newsrooms

THEN… more journalists and fewer media outlets

NOW… fewer journalists and more sources of news & content

Exponential growth in information, choice, speed… and truthiness

News Sources

News sources per person : 3.1 (2023), from 3.5 (2022)

Online sources: 80%

Actual news sites: 53%

TV News: 53% (from 59%) Print newspapers: 18% (from 23%)

Social media: 20%... but 46% among 18-24 year olds

This has changed how media companies ‘do’ news... and ‘content’

Journalists under pressure to give subscribers what they want

Source: ACMA, *How we access news, Feb 2024*

The Daily Telegraph
We're for you
$3 // TUESDAY, JANUARY 28, 2025

ALARM FOR PARENTS
Deepfake bullying warning

Parents have been issued an urgent warning over a rise in AI-generated deepfakes made by young people to "embarrass or bully classmates".

Advances in technology and artificial intelligence have paved the way for the creation of hyper-realistic, fake pornographic content – known as deepfakes – which can falsely portray someone engaging in conduct that never occurred.

The Australian Federal Police has sounded the alarm over a rise in the technology being used to create child abuse material, with a 48-year-old man jailed last year after he created more than 700 "realistic child abuse images" using AI. The man was jailed for 15 months.

AFP Commander Helen Schneider said the ability of perpetrators to produce such large amounts of images was a real challenge for authorities.

STORY PAGE 3

POWER PRICE PAIN
The smart meters with a big cost

New electricity meters being rapidly rolled out as the push to slash carbon emissions are "enabling a rip-off", according to an economics professor who the federal government itself appointed to the Climate Change Authority.

University of Queensland's John Quiggin told The Daily Telegraph many households with smart meters had been moved to "demand tariff" power plans that were "just crazy".

NSW's Independent Pricing and Regulatory Tribunal (IPART) has found demand tariffs can add up to $800 a year to annual bills if consumers have high use during the late afternoon or early evening.

Under the demand tariff scheme, households are hit hard if, for example, they simultaneously use many electronic devices such as airconditioners, pool pumps and kitchen or laundry appliances.

STORY PAGES 10-11

EXCLUSIVE

A KILLER BID TO LEAVE AUSTRALIA

La Nghia 'Andy' Pham and [illegible] murder victim Taha Sabbagh.

Passport office recordings reveal escape plans

Josh Hanrahan

Phone recordings have captured a bid by a driver in a gangland murder to arrange his hasty exit from Australia, just minutes after arriving home from the killing scene of Sydney man Taha Sabbagh. Le Nghia "Andy" Pham called the Australian Passport Office to ask "Um, hi, I was wondering, like ... how much for, like, an emergency passport?"

FULL STORY PAGES 6-7

Family and partners of illegal boat people given visas to stay permanently

ALL ABOARD

EXCLUSIVE
Jade Gailberger

More than 21,000 partners and family members of asylum seekers who arrived in the country illegally by boat prior to 2013 have been granted permanent Australian visas, new figures show.

About 19,000 people who arrived under the Rudd-Gillard-Rudd Labor governments became eligible to apply for permanent visas under an Albanese government reform. The 2023 decision means asylum seekers are able to access social security and family reunion rights if granted a Resolution of Status visa. Home Affairs department figures show that 2,581 permanent visas were granted to partners and family members of asylum seekers between February 2023 and September 2024.

Opposition home affairs spokesman James Paterson lashed the figures, saying "Not only have they been allowed to stay permanently, they've even been able to bring in partners and family in huge numbers," it comes amid a bizarre statement from a Home Affairs spokesperson who said asylum seekers found not to have a claim to stay are "expected to depart Australia voluntarily".

FULL STORY PAGE 2

SYDNEY SCORCHER
WEST SET TO HIT 41C
P3

BEST IN DRAMA
STAR FIGHT HEATS UP P15

EXCLUSIVE
Jade Gailberger

More than 21,000 partners and family members of asylum seekers who arrived in the country illegally by boat prior to 2013 have been granted permanent Australian visas, new figures show.

EDITORIAL

The Daily Telegraph

Gender rules can get bent

Successive NSW governments have spoken of the desperate need to clear red tape and other bureaucratic hurdles.

This need is most obvious in the case of housing. Delays in housing development are caused by many factors, but high among them is this state's apparent addiction to pointless and expensive bureaucratic processes.

When put under pressure by The Daily Telegraph and our readers, NSW governments make all the right noises about dealing with the state's red tape overload.

And we're always glad to hear it. But then another arm of government simply adds to our bureaucratic burden.

That burden has now grown from overbearing to utterly indefensible. As The Daily

aggressively moving to cut woke ideology from government sectors, we in NSW are actually adding to it – for no sensible reason at all, beyond the apparent whim of Treasury wage drains.

What sort of projects are subject to these gender impact assessments? Well, there's bicycle paths for a start.

No bike path could ever be constructed without a decent old gender impact assessment. Why, the very idea is unthinkable.

Bus routes have also been immeasurably enhanced by their compliance with the NSW Treasury's expert level gender impact assessments.

But perhaps our favourite is the necessity of applying gender impact assessments to initiatives intended to improve our state's drought unpreparedness

Letters

It's a 'user pays' world

Your report "Council 'waste' costs a fortune" (DT, 28/1) highlights a continuing cause for concern.

Council rates have been on the "up and-up" for a number of years and there appears to be no end in sight for this trend.

Given that the original basis for rate payments was "rubbish and roads" our council services now far exceed this basic criteria; libraries, swimming pools, are now basic inclusions and to this we can add parks and gardens, festivals and markets, community transport and in some cases, community housing – and the list goes on and on and on. I can quote at least one council running a significant program against domestic violence and all these programs cost money and have to be paid for.

There is no objection to the provision of local government facilities and community programs but where as the costing for the original roads and rubbish services were justly passed to the land owner being the prime beneficiary, now the totality of council programs benefit the entire community but, and a very big "but", the entire community

EDUCATION IS MORE THAN A PASSING FAD

Yesterday's Daily Telegraph story

Here we go again ("Eyes to the front", DT, 28/1).

Ever since it was decided that children would lead their own learning processes we have had a decline in educational outcomes.

And add that parents can't keep up with the rapid changes either.

How can they help if they don't understand the teaching

disincentive to five minutes of graffitiing in the dark of night.

Alan Sexton, North Parramatta

WFH has its benefits

I am struggling to work through the economic benefits of forcing people to abandon working from home.

In general terms I think it goes like this – a cafe needs to sell coffee, to sell coffee they need people to buy and they can't sell as much because the market has changed.

This same problem happened when freeways bypassed country towns. The business owners either diversified or closed shop.

However, this state government and many large businesses think that a return to work is good for the economy. Whose?

The average office worker would spend around 30 minutes to dress for work, they would spend on average 40 minutes to travel to work, they may venture out at lunch to buy a coffee and maybe a sandwich. They would then spend 40 minutes traveling home.

That means the worker has spent 1 hour and 50 minutes to get to work, paid transport costs, dealt with weather and transport disruption so

FOR THE RECORD

A story published on Tuesday incorrectly reported that between February 2023 and September 2024 the federal government granted 21,581 permanent visas to partners and family members of asylum seekers who previously arrived by boat. The correct figure was 2158.

The Northern Beaches Council has been living large. Too large, by the estimates of many local residents.

As a consequence, those residents are understandably furious about a proposed 40 per cent rate rise – to help cover the mighty annual staff cost of $159m, among other excesses.

The council needs to heed the words of ratepayer Janine William. "They need to run the council more efficiently and just prioritise essential services," she said.

Yes. That's it, right there. Sorted.

Nazi death camp reminds and warns

Every anniversary marking the liberation of the Auschwitz-Birkenau concentration and death camp is a powerfully significant anniversary.

Yet the 80th such anniversary, just commemorated in Poland by an impressive cast of deeply emotional world leaders, was even more significant than most.

This is because the 80th anniversary has occurred at a time of terrifyingly elevated hostility towards the world's Jewish population, including right here in Sydney and across Australia.

The barbaric and cowardly atrocities committed by Hamas on October 7, 2023, unleashed a wave of anti-Jewish hatred not seen since the end of World War II.

This commemoration, then, was not just a reminder of past savagery. It also stands as a clear and urgent warning.

Auschwitz-Birkenau shows us what happens when mindless and bestial loathing is not dealt with at its point of origin. Awfully, that death camp is a logical extension of Hamas's blind animosity.

Those on the correct side of history look at Auschwitz-Birkenau and say "never again". Those who gathered at the Sydney Opera House to chant against Jews in the wake of October 7 have another view entirely.

We cannot allow hate to prevail.

The Daily Telegraph, printed and published by the proprietor, Nationwide News Pty Ltd A.C.N 008 438 828 of 2 Holt St, Surry Hills, NSW 2010, at 26-52 Hume Highway, Chullora. Responsibility for election comment is taken by the Editor, Ben English.

"pushback" against leftist policies seemingly set in stone can be achieved with someone in office like Trump.

Unlike Australia's rag tag bunch of pollies Donald Trump is not your average politician because he's not politically correct or "woke" and says what's on his mind which is refreshing.

But the cream on the black forest cake is that Trump keeps his word.

If he makes a promise he then does his best to fulfil it which makes him a very rare politician indeed.

Adrian Devlin, Lake Illawarra

Nothing 'smart' to it

Thanks for calling out smart meters ("Ripped off by 'smart' meters", DT, 28/1).

We have been told by our energy company that these meters will be compulsory by the end of the year.

We do not want one because, often, rates are based on the period of highest use, not overall use.

I don't believe they are a fair system and would be prepared to fight against having one installed.

P. Shepherd, Balgowlah

Smart meters like any other meters record the amount of electricity we use, they "do not" actually do anything that reduces carbon emissions. If anything, smart meters should reduce electricity bills because energy providers are saving money by no longer having to pay someone to come out and read the meter.

B. Thompson, Cowra

grandson on maths and English for nearly two years with great success and he still tells me that some of his class "group" is disruptive.

Silliness can't work with all "eyes to the front".

Corinne Brandon, Point Clare

Teaching respect

If children are not taught to respect their parents, school teachers, bus drivers or police, it will never become instinctive when they mature and are surrounded with a myriad of symbolism of which they have little understanding and even less regard.

Statues of national heroes, flags, walls of remembrance and religious buildings are inanimate objects but each is imbued with a spiritual meaning, revered by crowds who collectively find hope and consolation in their public display ("Charges after police memorial vandalised", DT, 28/1).

Vandalising such items of state significance must be addressed severely. Magistrates would do well to insist that these cowardly protesters be required to manually scrub paint off 10 monuments for every one they desecrate. A few hours of scrubbing in the Aussie heat should be a

atmosphere going on and kudos for restricting vehicle access anywhere.

As for the Rocks at 6.30pm being empty, that was because everyone was watching an amazing concert being broadcast from the Opera House.

Don Anglish, North Manly

Beating that Sinner

The media is full of stories of the seemingly unbeatable tennis player Jannik Sinner.

Of course he'll continue to win if his opponents keep delivering him the precise type of tennis he sweats on – namely slugfests from the baseline.

Certainly, at Wimbledon, the race is open for a player to spend time perfecting the almost lost art of the volley, then approaching the Sinner problem with scything drives to the corners, while advancing close to the net (not stuck in no-man's land in mid court) to put away the volley.

Aussies Sedgman, Hoad, Rosewall, Newcombe, Roche, Rafter and Hewitt were all splendid volleyers.

Sure, this mythical Aussie serve/volleyer will be passed at the net reasonably often but he'll also have the opportunity to put Sinner off his game while putting away dozens of unreturnable volleys.

Rosemary O'Brien, Ashfield

HAVE YOUR SAY

Email the editor at: letters@dailytelegraph.com.au

FOR THE RECORD
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Sydney private school fees to increase by as much as 9 per cent

Lucy Carroll
November 10, 2024 — 5.00am

Save | Share | A A A | 125 View all comments

Sydney private school fees eclipse $51,000 for year 12

Lucy Carroll
January 2, 2025 — 11.51am

Save | Share | A A A | 127 View all comments

These Sydney private schools will have funding cuts. They might not be the ones you expect

Daniella White and Nigel Gladstone
January 8, 2025 — 7.30pm

Save | Share | A A A

RELATED ARTICLE

Private schools

The pay packets of high-fee private school bosses revealed

Hackers chase private school pupils' data

Matthew Knott
National security correspondent

Cybercriminals see private schools as attractive extortion targets, threatening to publish sensitive student and parent data unless school authorities pay a ransom, according to the nation's top cyber spy agency.

Abigail Bradshaw, the Director-General of the Australian Signals Directorate, highlighted the risk to education providers when releasing the cyberthreat report yesterday.

Real estate companies and aged care facilities also make appealing targets for ransomware attacks because of the detailed customer data they hold, she said.

"It's the same model of extortion [as private companies]," Bradshaw told reporters.

"A school might keep, for example, sensitive records of children or other details, and then the threat will be: 'Pay the ransom, or the actor will publish data on the dark web'."

Schools typically hold significant amounts of students' personal details, including health information, psychological reports, details of any disciplinary action and test results as well as parents' payment details.

The Association of Independent Schools of NSW was hit by a malware attack in November 2023 after an employee searched online for an Australian education sector enterprise agreement and clicked on a malicious link, according to the ASD's cyber threat report.

The malicious actor had persistent access to the association's network for three days and federal police were called in to prevent a repeat.

Hackers gained access to the credit card details of about 400 parents at Mount Lilydale Mercy College in Melbourne's outer east last year.

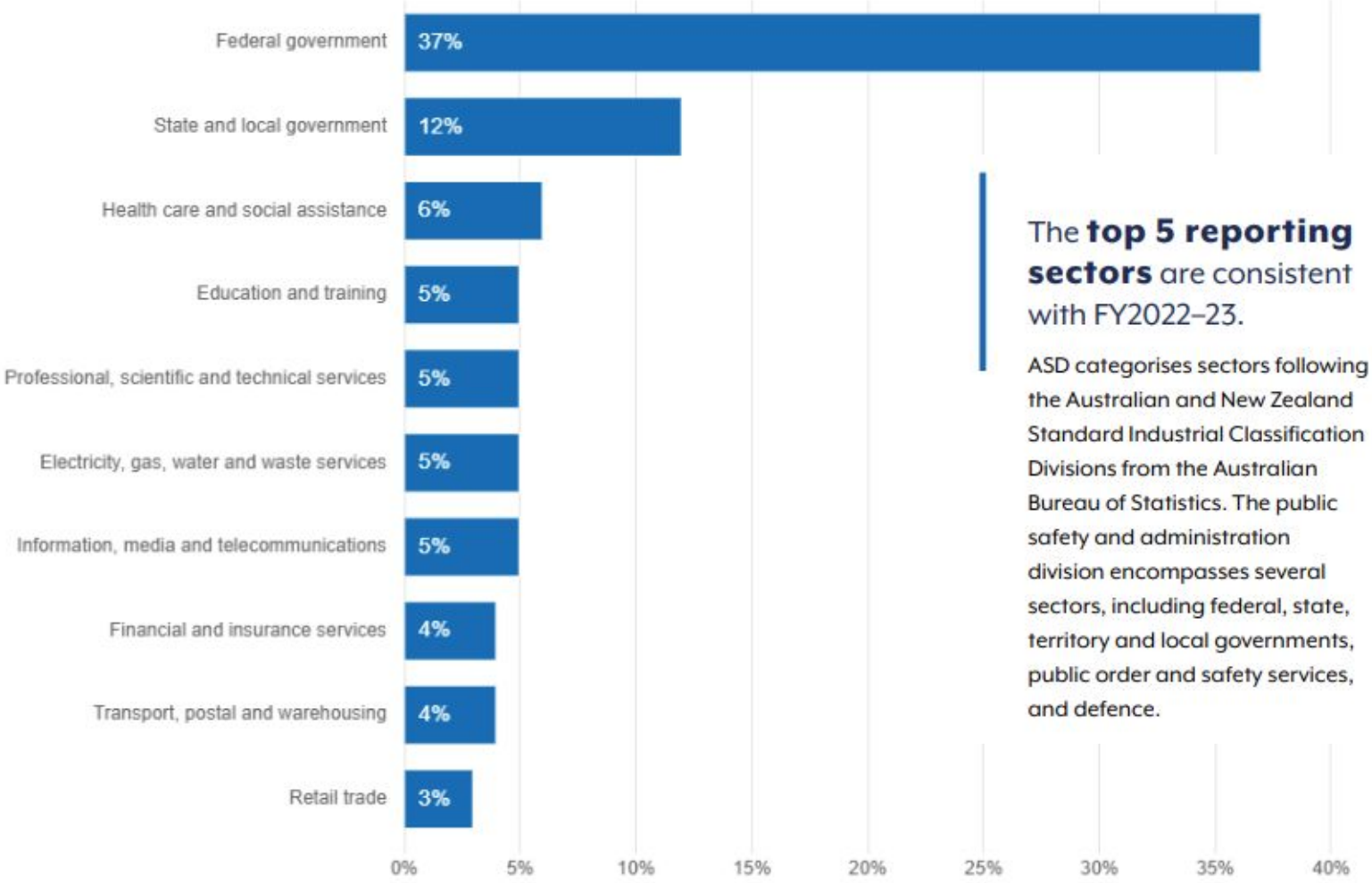
Hackers also released 16,000 Tasmanian education department documents on the dark web including school children's personal information in 2023, while Newcastle Grammar School reported a major ransomware attack in 2021.

Air Marshal Darren Goldie, the country's first national cybersecurity co-ordinator, said last year that schools were becoming "more prominent targets" for ransomware attacks.

"A school is the same size as a medium-sized business, with a couple of thousand individuals all carrying personal devices with personal details connected to a school network," he said.

The ASD responded to 121 ransomware incidents over the past financial year.

Figure 3: Top 10 reporting sectors



The **top 5 reporting sectors** are consistent with FY2022–23.

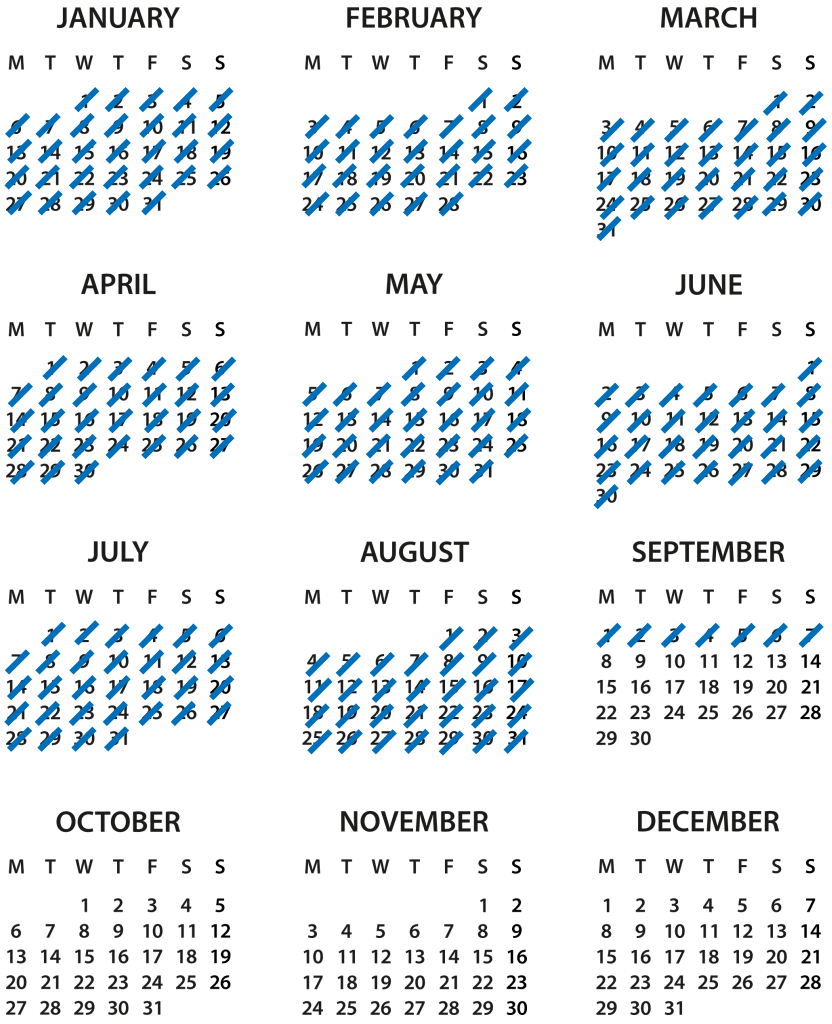
ASD categorises sectors following the Australian and New Zealand Standard Industrial Classification Divisions from the Australian Bureau of Statistics. The public safety and administration division encompasses several sectors, including federal, state, territory and local governments, public order and safety services, and defence.

ASD's Cyber Threat Report 23-24

- "Compared to FY2022–23, healthcare and social assistance rose to be the most frequently reported non-government sector." (p10)

Average time to detect Gootloader threat

AISNSW detected it in 3 days!



Framing a story

A malware attack hit the Association of Independent Schools of NSW in November 2023 after an employee searched online for an Australian education sector enterprise agreement and clicked on a malicious link, according to the ASD's cyber threat report.

The malicious actor had persistent access to the association's network for three days, and federal police were called in to prevent a repeat of such attacks.

1. **We could verify that no data was exfiltrated whatsoever**

2. **Our ICT team prevented any further attacks (not the AFP)**

3. **It wasn't a targeted attack on a private schools body. It happened inadvertently**

The malicious actor had persistent access to the association's network for three days, and federal police were called in to prevent a repeat of such attacks **on other organisations.**

News values

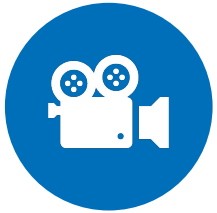
Public interest: holding powerful people and institutions to account

Business model: News media's financial dynamics have changed forever

Culture wars: Taking sides on perennial issues to build and maintain a loyal subscriber base

Crises will always be news

How does the media find out about a crisis?



Everyone has a video camera now

Journalists are easier to contact/connect with

Preparing for a Crisis

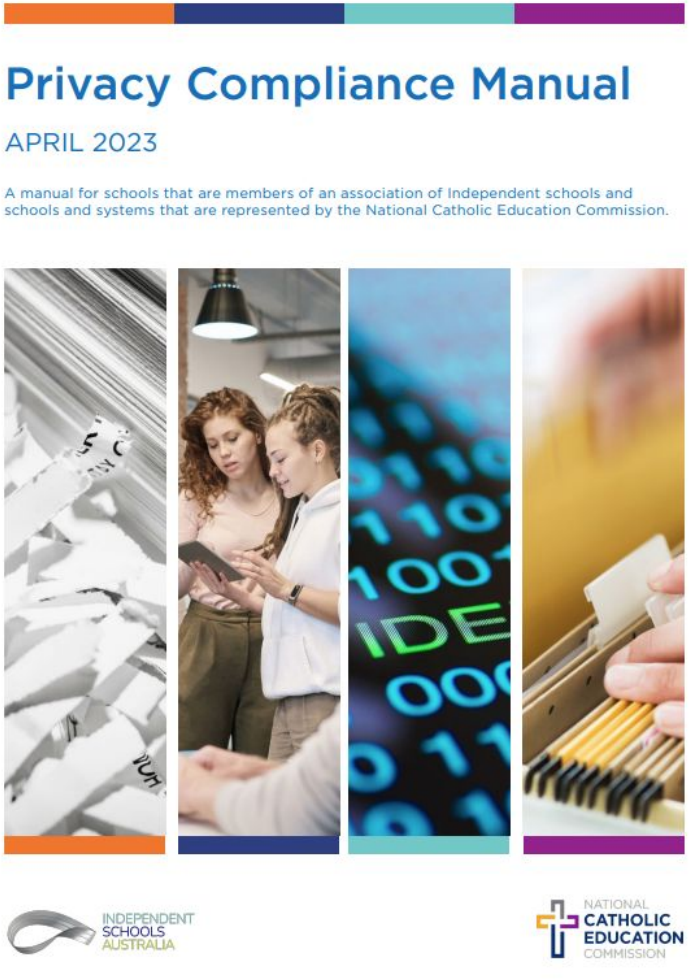
Preparing for a Crisis

Crisis Management Team

Crisis Communications Plan (aka Critical Incident Response Plan)

Notifiable Data Breach Response Plan

Keep printed copies of plans and key contacts



STEP 1: Convene the CMT

Bring CMT members up to speed

Determine what's happened… what's the threat… what's at stake… How do we mitigate the risks? How do we respond?

This is what we know… this what we don't know… this is what we need to figure out

Monitor social media; is anyone saying anything about your school online?

STEP 2: Who needs to be told?

Establish a hierarchy of stakeholders

1. **Those who need to know immediately** *(Principal, Chair, affected parent or partner, reception)*

2. **Those who need to know later** *(other staff, parents)*

3. **Those who can assist** *(cyber security response team, ICT vendor, AISNSW)*

4. **Authorities who must be notified** *(OIC, AFP, ASD, NESA, eSafey Commissioner)*

5. **Others who may call** *(media, parents)*

STEP 3: Draft your messages

REMEMBER THE GOLDEN RULE:

Assume anything you say to anyone outside the school's leadership team will end up in the media.

Treat all written communications – to parents, government, Police – as public documents that might be shared

Step 4: “The media’s on the phone!”

Advise reception not to engage in a discussion with media. Do not confirm, deny or comment on anything a journalist tells them.

Instead, say:

“Give me your contact details and somebody will get back to you.”

Do not commit to a timeframe

“Hi, it’s Jo Hill from the Herald”

“Hi, I’m just in a meeting. Can you please text me your details and we’ll get back to you later? Thanks.”

Do not confirm, deny, comment or commit to a timeframe

“The media’s already outside!”

Media are entitled to wait on - and record - from a public area, such as a footpath.

They can only wait on your premises with your permission. It’s good practice to keep them onside, but safely away from ‘the action’.

“Please wait over here. Somebody will be with you later.”

Do not confirm, deny, comment or commit to a timeframe

STEP 5: Whether to go public

Proactive

Better control of the story; say only as much as you want to say

Reveals you have a problem; will invite further scrutiny

Reactive

Don’t go public if you think you can contain details of the incident…

Prepare a holding statement, in case media calls.

If it gets out, you can lose control of the narrative… and be accused of a cover-up *(another problem to deal with)*

STEP 8: Going public

Acknowledge what happened

Take responsibility and own the problem *(as opposed to apologising, accepting or apportioning blame)*

Focus your message on fixing the issue and doing better next time

Nominate a contact person for the media (not the Principal) AND somebody to speak on behalf of the school (the Principal, in most cases)

STEP 9: Template media statement

Draft a template media statement and keep it on file

Present the school as honest, open, diligent, willing to cooperate and prepared to learn

Elicit reactions of support, empathy, confidence, trust and/or forgiveness

STEP 9: Template media statement

Provide confidence and reassurance:

“The school has measures in place to minimise the risk of such incidents and they are reviewed and updated regularly. We will review them again and strengthen them where possible.”

“We have highly qualified staff who are trained to handle these circumstances, if the arise. They immediately implemented the steps necessary school to protect the school’s data assets.”

Template Media Statement

STATEMENT FROM QUEEN'S COLLEGE ON CYBER INCIDENT

On 3 May 2025, our school was notified of an incident involving unauthorised entry to our servers by a third party.

This was brought to our attention by… xxxx xxxx

We have been able to validate that our records were/were not accessed.

After verifying the nature and credibility of the risk, our ICT team immediately enacted controls to remediate the issue.

The school abides by the Notifiable Data Breach Scheme which requires us to notify those affected in such circumstances, and to also notify the Office of the Australian Information Commissioner, which we have done.

We are working closely with our ICT vendor/contractor to investigate how this breach occurred and to strengthen our protections where possible.

Queen's College takes its data security responsibilities extremely seriously. We have the most up-to-date measures in place to, as far as possible, prevent these incidents from occurring. These measures are reviewed and updated regularly. Our highly qualified are trained to respond immediately to such threats and protect the school's data assets in the event of an attack.

As Principal, I am deeply disappointed and concerned by this breach. The protection of our entire school community's data is a key responsibility and I will ensure that every measure is taken to strengthen our protocols and protections.

If you want to contact me …

Mobile Me:

0414 828 629

Email Me:

jhanna@aisnsw.edu.au

Let’s connect:

LinkedIn

My office:

Level 12|99 York St Sydney

“Never waste a crisis”


THANKyOu