

Australian Signals Directorate – Hearing Date: 24 October 2018; Due date for answers: 7 December 2018

Portfolio QNo	Senator	BroadTopic	QuestionText	Written Hansard	Proof Hansard Page
1	Alex Gallacher	Stay Smart Online	<p>Senator GALLACHER: Thank you for that. I just have a few very specific questions. I know Senator Kitching has a couple of lines of inquiry, but my first line of inquiry is about the 2018 Stay Smart Online Week, which ran from 8 October to 14 October with the theme 'reverse the threat of cybercrime'. Is it clear who the minister responsible for cyber is?</p> <p>Mr Burgess: Yes, the minister responsible for cybersecurity is the Minister for Home Affairs.</p> <p>Senator GALLACHER: And he would be the minister responsible for that Stay Smart Online Week?</p> <p>Mr Burgess: Stay Smart Online Week is run by Home Affairs and is assisted by the Australian Cyber Security Centre.</p> <p>Mr MacGibbon: If I could clarify, it's primarily run out of the Australian Cyber Security Centre with support from Home Affairs. While the Australian Cyber Security Centre is part of the Signals Directorate and therefore within the Defence portfolio, the activities in that regard relate to cybersecurity and therefore Minister Dutton as the Minister for Home Affairs.</p> <p>Senator GALLACHER: So, there was a reshuffle. Was the former dedicated minister for cybersecurity involved in authorising and/or approving the campaign material before the ministerial position was removed? Was it already in train?</p> <p>Mr MacGibbon: I'd have to take that on notice. I am not sure if there were any such approvals, because it's considered to be a normal campaign for advising the public. It's the 11th year that the Stay Smart Online campaign has been in existence—across all governments.</p> <p>Senator GALLACHER: It's been going since 2008, has it? So it wouldn't require sign-off from the minister?</p> <p>Mr MacGibbon: Again, if I could take that on notice.</p> <p>Senator GALLACHER: If you can take on notice who did sign off on it and whether it was the home affairs minister or the previous minister for cybersecurity.</p>	Hansard	98

2	Alex Gallacher	Stay Smart Online Campaign	<p>Senator GALLACHER: How much was spent on the campaign material for the Stay Smart Online Week?</p> <p>Mr MacGibbon: I would have to take that on notice...</p> <p>Senator GALLACHER: Which advertising or design company was used to create the material for Stay Smart Online 2018, in particular 'reverse the threat'?</p> <p>Mr MacGibbon: I'll take that on notice.</p> <p>...</p> <p>Senator GALLACHER: Where did the key messages come from? Did the company do research to develop the key messages for the campaign, and why was 'reverse the threat' chosen?</p> <p>Mr MacGibbon: I'll take that on notice.</p>	Hansard	98
3	Alex Gallacher	Stay Smart Online Campaign	<p>Senator GALLACHER: We just want to see whether you ran a company's eye over it. Was the campaign tested before it was launched? If so, who did that? What were the results?</p> <p>Mr MacGibbon: These are not multimillion-dollar campaigns. They are largely run online and with content created and distributed online—some physical. This is not a major campaign. I think that if you were to enter into a very significant advertising campaign, for example, which this isn't, then you would do significant market testing. If you're running a campaign that lasts for a week and that is largely done on social media and through free media, appearances and web content then it's highly unlikely that you would spend the year or so that it would take, I think, to do proper market testing for messages that you might do for some multimillion-dollar campaigns. But, again, I can get a time line for you.</p> <p>Senator GALLACHER: I accept everything you say. But we're sitting on this side. We can't see what you can see, because you're doing it. We're just probing to see whether any of these activities—</p> <p>Mr MacGibbon: Your interest in Stay Smart Online is good. We desperately want to get the message out to people on how to reduce the likelihood of falling victim to crime and to cybersecurity risks.</p> <p>Senator GALLACHER: I have a few more follow-up questions before I hand over to Senator Kitching. Was there an identified communications objective of the campaign? Did the company evaluate the behavioural and attitudinal change coming from the campaign? Has the company been used by the government on other</p>	Hansard	99

			<p>advertising or awareness campaigns? If so, which ones and how much did they cost? How was the company engaged? What was the procurement process used to engage the company? Was it advertised on AusTender and, if so, when? What was the AusTender reference number? I don't expect you to have all that to hand, but if we could get that on notice, that would be helpful.</p> <p>Mr MacGibbon: Thank you. I will take all of those on notice and revert as quickly as I can.</p>		
4	Kimberley Kitching	AEC: cybersecurity standards	<p>Senator KITCHING: Thank you. The ANAO has audited a number of Commonwealth agencies to assess their level of cyber-resistance and compliance with the ASD's top four mandated cybersecurity standards and the Essential Eight. The latest report, which is the fourth in a series dating back to 2013-14 showed that four years on, only four or 28 per cent had been found to comply. Have you assessed the AEC's compliance with the top four mandated cybersecurity standards?</p> <p>Mr MacGibbon: Not to my knowledge. I will get back to you, if I may. I will take it on notice so I can give you the right answer.</p>	Hansard	100
5	Ian Macdonald	Twitter bots	<p>1. I refer to an article in The Australian of 20/8/18, titled "Russia's tweet troll factory 'meddled in Australian politics'," which reported that Twitter accounts linked to an infamous Russian troll factory spread politically charged posts about Australian politics, including the 2016 federal election and last year's same sex marriage survey.</p> <p>Can you confirm or comment on this report?</p> <p>At our hearing in May you agreed to examine a spreadsheet of a colleague's Twitter followers. What analyses did you subject this spreadsheet to?</p> <p>Can you confirm that this Twitter account at the time had at least 7,000 fake Russian followers out of a total 26,000 followers?</p> <p>Did you look at the large number of additional accounts in masked or exotic locations around the world, but which otherwise bore the hallmarks of fake Russian bots: if so, was the number of fake Russian followers in fact larger?</p> <p>Did you find any fake bots which initially retweeted Russian news, then went dead, but recently reactivated to tweet partisan commentary on US politics?</p> <p>Did you examine these accounts; if not can you; what is your comment on these accounts?</p>	Written	

			<p>https://twitter.com/nilsrockne https://twitter.com/mkhalil200056 https://twitter.com/neguscat Has advice been provided to the Senator concerned or her Party Leader in relation to her Twitter followers? Do you have any relevant advice for Parliamentarians: if so what advice?</p>		
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