



IDSupportNSW

Your identity is important.
Let's protect it.



Information brief for the Ethnic Communities Council of NSW (ECCNSW) | **Date** April 2023



**Ethnic Communities'
Council of NSW Inc.**

Acknowledgement of Country

ID Support NSW acknowledges the Traditional Custodians of the lands where we work and live. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

We pay our respects to Elders past, present and emerging and acknowledge the Aboriginal and Torres Strait Islander people that contributed to the development of this Policy.



Opportunity analysis

Culturally and linguistically diverse communities lost \$22 million to scams in 2020

Key cyber issues impacting CALD communities:

- 1. Digital literacy:** ECCNSW commented that some of their members have fears and concerns when interacting online and a reluctance to engage with technology i.e. online banking due to threats posed by “hackers” and their lack of digital proficiency and/or language barriers.
- 2. Cultural differences:** CALD communities have unique challenges such as learning a new language and cultural assimilation. These barriers can be compounded by simultaneously having to adopt foreign technology and online tools, that at times can be difficult for even English-speaking citizens to learn.
- 3. Limited access to resources:** Some CALD communities may have limited access to resources and technology required to protect their personal information and prevent cyber-crimes.
- 4. Targeted attacks:** CALD communities may be specifically targeted by cyber criminals due to their perceived vulnerability and lack of access to resources. This can include scams targeting CALD groups, online harassment, and the theft of personal information for financial gain.



Investment scams were the most common scam type for the CALD community in 2020, responsible for \$6.3 million in losses.



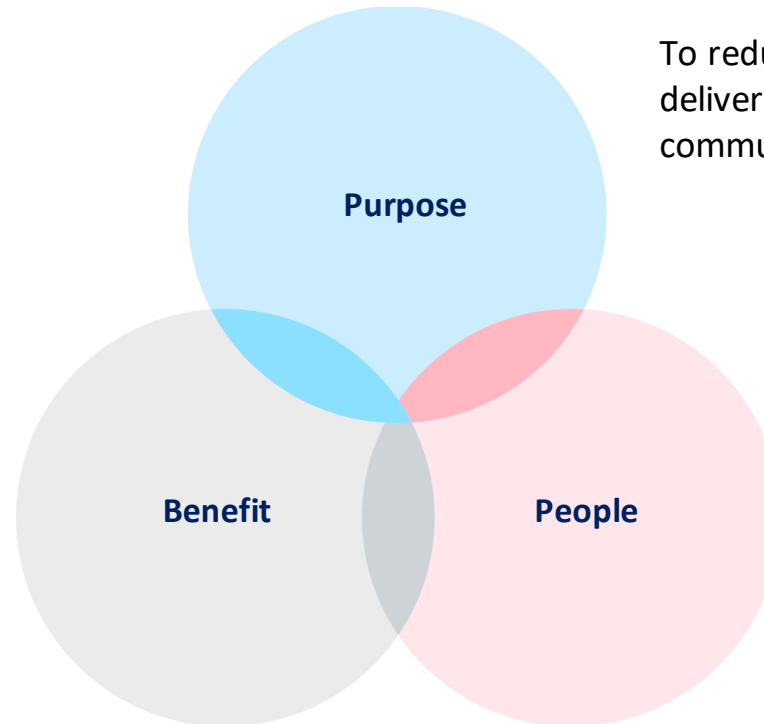
Threat based scams were responsible for \$6 million in losses among the CALD community in 2020, up 248 per cent from 2019 statistics.



People from CALD communities made 11,702 **reports to Scamwatch** and lost \$22.1 million in 2020.

Purpose, people & benefit

- ✓ Foster collaborative and meaningful relationships with Ethnic Communities Council of NSW (ECCNSW).
- ✓ In partnership with ECCNSW our aim is to build stronger identity assurance solutions for NSW CALD groups.
- ✓ Provide streamlined identity remediation support and advice, including options for financial counselling.



To reduce risk and promote identity resilience, through the delivery of cyber education programs, tailored to CALD communities of NSW.

Culturally and linguistically diverse communities and organisations within NSW.



ID Support NSW

Identity support and remediation service

In October 2021, the NSW Government established ID Support NSW, an Australian first identity support and remediation service.

ID Support assists government, industry and customers of NSW, if they've experienced a data breach, if their personal information or government issued identity credentials are compromised.

ID Support NSW can assist ECC NSW members through:

- Delivering free community education sessions
- Strategic relationship development with peak bodies
- Listen and address feedback that could influence policy and legislation
- Provide strategic advice and guidance on data, privacy and cyber education
- Offer ECCNSW members free and on demand support
- Provide your members with free cyber education through online learning modules

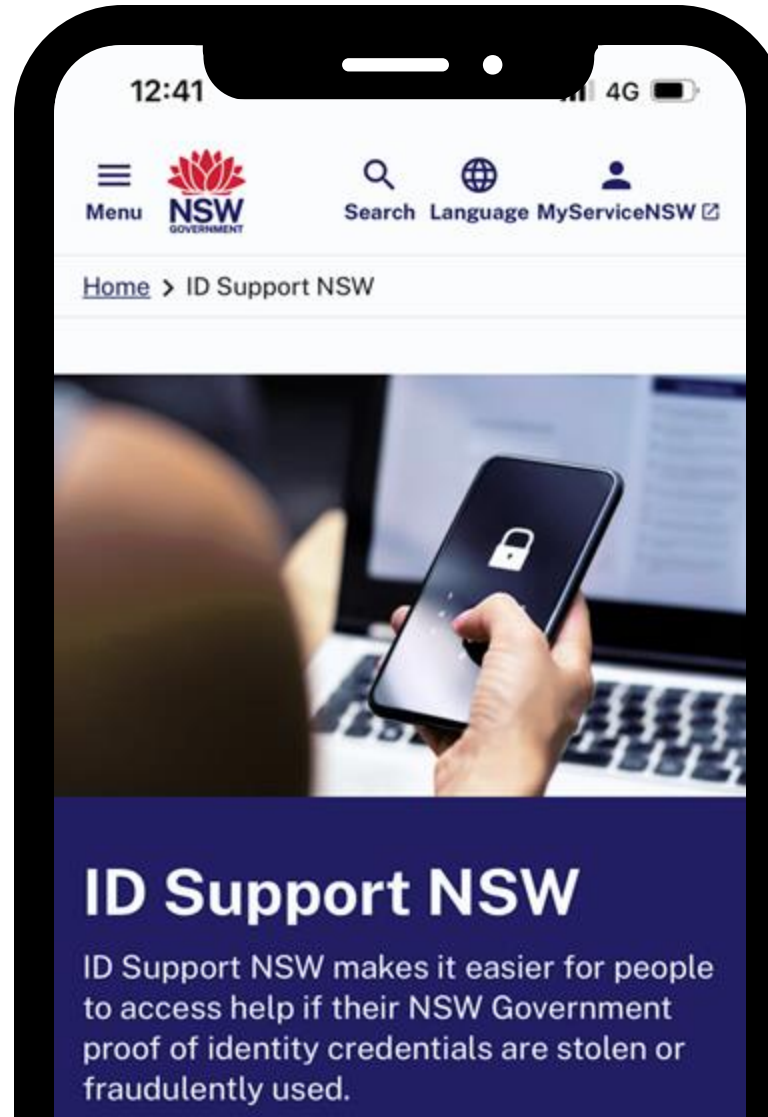
Our free on-demand customer offering

8,200+
Community engagement participants

40,000+
Customers serviced

4.8/5
Customer satisfaction

No wrong doors
Single entry point for streamlined
compromised identity management



1800 001 040
09:00AM to 05:00PM
Monday to Friday

Tell us once
End-to-end case management

Skilled Advisors
Dedicated ID Support Advisors

Extensive networks
Interoperability across government and
enterprise

Outreach and education

Raise awareness about identity resilience and cyber education.

Community education

ID Support NSW provides free, tailored education programs, delivered in-person or virtually.

Events

ID Support plays a leading role in coordinating identity and cyber events. One such example was Australia's first 'Identity' event, in partnership with Salvation Army.

Benefits

- Learn from expert facilitators
- e-Learning modules
- Take home learning and reference collateral

ID Support Advisors

ID Support offer customers free advice and assistance for compromised NSW government identity credentials, via phone or online.

Strategic partnerships:

ID support has developed partnerships with Tech Savvy Seniors, Community Colleges and Public Libraries Network.

Establish a Project Working Group

ID Support NSW has regular engagements with key stakeholders to provide updates on key objectives and promote open communications between stakeholders.



Cronulla RSL Seniors Festival 2023

Community engagement case study

ID Support NSW partnered with Salvation Army and 16 other government and non-government agencies to deliver an NSW-first showcase. The free, 4-hour event attracted over 300 customers from culturally diverse communities.



Problem

Research indicates customers from culturally diverse and senior's communities are at higher risks of being targeted by cyber criminals.



Solution

ID Support partnered with The Salvation Army in Parramatta to deliver a NSW-first Identity Government Day. Customers had the opportunity to engage with 12 government agencies and 4 non-government organisations.



Result

The event generated significant media coverage and received praise from customers and stakeholders. 300 attendees participated in the event which garnered interest from various media outlets which helped promote the event via e-newsletters



Identity Government Day



Collaboration opportunities

In partnership with ECCNSW, ID Support NSW proposes the following methods of collaboration to develop and coordinate awareness and education programs to improve identity, cyber and privacy resilience within CALD communities of NSW.

Promotion through communications channels

- ECCNSW to promote ID Support NSW services to their members through their communication channels

Free cyber education and customer support

- ID Support NSW to provide ECCNSW with access to free online learning modules
- ID Support NSW and ECCNSW to collaborate on a joint-webinar on 'Identity Theft & Scams'
- ID Support NSW to present at ECCNSW events (in-person and online)

Strategic advice and guidance

- ID Support NSW could provide strategic advice and guidance on data, privacy and cyber education
- Engage in meaningful collaboration and thought leadership on building stronger identity assurance solutions for CALD communities in NSW.