



Australia

Cyber Security Market



- Need for cyber security solutions
 - Internet contributes ~ \$50 Billion to economy
 - Development of National Broadband Network
 - Opportunities for cloud security
 - Mobility network
- Niche market
- \$1.31 billion planned spending on cyber security

- Free Trade Agreement with US (AUSFTA) offers an open market for trade and investment
- US is 5th largest export trading partner with \$9.7B (2012)
- Legal and corporate frameworks are similar to US
- Australia is an active member of the WTO
- [Defence Trade Controls Act 2012](#), provides advantage for US companies doing business with Australian defense

- Raytheon Australia– “one of the main markets for Security Solutions is the Australian Intelligence Community (AIC), which includes civil and defence agencies.”
- Lockheed Martin's - Lockheed Martin opens a \$10m cyber-security center in Australia.
- SAIC - announced it has been awarded two contracts by the Australian Defence Materiel Organization - These single-award, prime contracts have a total contract value of AU \$13.5 million (approximately US \$12.5 million) over 49-months if all options are exercised.
- Top 25 Virginia-based integrators all have offices in Australia.

The government's [procurement information system](#) publishes procurement plans, multi-use lists and other opportunities.

The [Department of Finance](#)'s procurement page is another useful resource for detailed procurement information throughout Australia.

Details on procurement policies and procedures in the Information and Communication Technology industry: [Selling to the Australian Government](#)'

Future government vision and plans related to national and cyber security are available from the [Department of the Prime Minister and Cabinet](#).

Strengths

- Strong political and defense relationship with the US
- Open and transparent market access
- Revised defense treaty with USA

Opportunities

- Niche market for cyber security
- Cloud security, network security
- Partnerships with other US based companies
- Private sector opportunities

Weaknesses

- Small defense budget

Threats

- Significant competition from other domestic and foreign companies