Australia
Cyber Security Market
WHY AUSTRALIA

• 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
MARKET ACCESS

• 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
US PARTNER ACCESS

• 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.
CYBER SECURITY MARKET AT A GLANCE

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

Weaknesses
- Small defense budget

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

Threats
- Significant competition from other domestic and foreign companies