

FOR IMMEDIATE RELEASE

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**AIIA commends both sides of government for placing
innovation, digital and skills at its core**

Australia's peak industry representative body for innovation technology, the Australian Information Industry Association ([AIIA](#)), welcomes the focus on innovation and digital policy at the centre of both the Government's and Opposition's Budget and Budget address in reply.

In the Opposition's budget reply speech, an initiative that will foster innovation amongst the country's future leads was announced. The program, known as Startup Year will enable 2000 students to be mentored by Australia's most innovative universities and private-sector incubators to turn their ideas into Australia's future businesses. Additionally, the Opposition will create Jobs and Skills Australia to advise on the future work opportunities.

The AIIA CEO, Mr Ron Gauci said: "It is encouraging to see that innovation and digital policy now is at the core of the Government and Opposition policy responses to the challenges facing our economic future. We welcome the battle for ideas and policy solutions for the economic challenges of the 21st century where every industry will have digital at its heart. The fact that both the Coalition and Labor recognise the opportunities in our future and that the economy requires digital spine should not be underestimated.

"Investing in local talent is key to addressing the digital skills shortages now and into the future. The AIIA strongly believe we need to be inspiring younger generations, both in school and post school, to take up a career in the digital technology sector - especially young women. Whether it's through a cadetship, digital skilling or mentoring, every initiative is important.

"The AIIA is committed to working with Government, Opposition, institutions and industry to harness the best and brightest minds to inspire our future generations. There are truly some amazing innovators who think outside of the box right here in Australia that we can tap into to.

"Australia's ongoing prosperity depends on its ability to innovate, requiring leadership, clear policies and a national innovation strategy. As a nation, we must support our existing and future innovators to ensure Australia can retain ownership of our brilliant creations and compete on the global stage," concluded Mr Gauci.

The AIIA is a not-for-profit organisation aimed at fuelling Australia's future social and economic prosperity through technology innovation.

ENDS

Notes to Editor

- The AIIA released a white paper titled '[Building Australia's Digital Future in a Post-COVID World](#)', which emphasised the need to look beyond traditional infrastructure investment by government with more focus on technology infrastructure.

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About AIIA

The Australian Information Industry Association (AIIA) is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978 AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favourable business environment for members and to contribute to Australia's economic prosperity. We do this by delivering outstanding member value by providing a strong voice of influence; building a sense of community through events and education; enabling a network for collaboration and inspiration; and developing compelling content and relevant and interesting information.