

## **MEDIA RELEASE**

**8 December 2023**

### **\$17M Responsible AI adopt program to support Australian businesses**

*AI has added \$370M in annual revenue to the Australian economy and is set to add \$315M by 2028<sup>1</sup>*

The Minister for Industry and Science, Hon Ed Husic MP and the AIIA CEO Simon Bush jointly launched the Responsible Artificial Intelligence (AI) Adopt Program today. The \$17M Program will establish five centres across Australia to help businesses in key priority sectors adopt AI safely, enabling greater productivity and competitiveness. The Program is a much needed initiative, considering Australia is the second last of the 13 countries assessed in deploying and exploring AI, according to the 2022 IBM Global AI Adoption Index.<sup>2</sup>

The network of centres will showcase the innovative capabilities that AI can unlock, provide guidance on how to adopt AI responsibly and efficiently and provide specialist training to help the businesses develop specific skills to effectively manage AI.

The Government is seeking applications from Australian businesses, in one of the key priority areas of the [National Reconstruction Fund](#) (NRF). These areas include renewables and low emissions technologies, medical science, transport, defence and the primary industry. Eligible businesses will receive training without charge.

The AIIA welcomes the announcement by the Minister, having been a consistent industry voice in calling for greater funding and support for responsible AI adoption across the Australian economy. This AI Adopt Program will ensure that Australian businesses do not miss out on harnessing the massive productivity benefits that AI and generative AI will bring to their businesses and the wider economy. The CSIRO and Data61 have forecasted that, by 2030, AI benefits could be worth \$22.17 trillion to the global economy.<sup>3</sup>

“The AIIA has long called for accelerated funding to ensure Australia can be a leader and an internationally respected partner in AI. We are pleased to see that our calls have been heard and that key priority sectors are receiving support through Minister Husic’s tireless campaign for the technology sector. It is estimated that more than a quarter of the Australian economy will be rapidly and significantly disrupted by Generative artificial intelligence, which means nearly \$600 billion of economic activity faces Gen AI disruption. This AI Adopt Program makes sure Australia is ready to ride the productivity wave,” CEO Mr Simon Bush said.

The AIIA’s support for this initiative is multifold and backed up by actions. The AIIA is proud to make this announcement on the premises of one of its AI focused Australian members, Xaana.AI. Xaana has spent millions of dollars building an AI solution to meet local Australian problems.

The AIIA is also committed to uplifting tech capability across the economy. It has collaborated with the Queensland Government to deliver microcredential courses covering digital technology and has recently been awarded a second grant to deliver AI specific courses to SMEs. The ‘Micro-credentialing Program 2023’ will support 650 participating enterprises in the adoption of Generative AI. Participants will undertake 12 weeks of self paced learning blended with live virtual coaching sessions to focus on an identified problem or opportunity within their organisations. They will also have ongoing dedicated community of support through 12 months complimentary access to the newly released AIIA Capability Hub.

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<sup>1</sup> AIIA, Navigating AI, 2023 (see AI contribution to the Australia Economy on pg 12-13) ([link](#))

<sup>2</sup> IBM Global AI Adoption Index 2022 ([link](#)).

<sup>3</sup> CSIRO and Data61, 2019, Artificial intelligence: Solving problems, growing the economy and improving our quality of life. ([link](#))

“Through advocacy and actions, the AIIA makes sure it is part of the solution in unlocking the \$22T global economic reward for the Australian Economy. The fast-paced changes and technical complexities in emerging technologies means close coordination between government and the industry is more important than ever before. The above mentioned initiatives show a model of how collaboration can be actioned for the betterment of the Australian economy,” Mr Bush added.

**Further quotes attributable to the AIIA CEO Simon Bush:**

*“The AIIA has been leading efforts not only around responsible adoption of AI across the economy via its Navigating AI paper launched earlier this year but also has delivered practical training programs via Queensland Government grants to drive AI skills across SMEs in that State.”*

*“Australia ranks near the bottom of business AI adoption tables globally, so this new government program being announced today is a necessary and important investment by the government to ensure Australian businesses have the skills and confidence to adopt generative AI technologies.”*

*“The fact that the Government is taking a considered approach - in this case, how the AI Adopt Program fits in with the National Reconstruction Fund in a strategic capability uplift program- has not gone unnoticed. The AIIA looks forward to continuing coordinating policy and delivery of targeted funding across the Government and industry.”*

**Information on Responsible Artificial Intelligence Adopt Program**

Applications are open until 29 January 2024 and more information is available at <https://business.gov.au/aiadopt>.

**Information on the AIIA Micro-credentialing Program 2023**

Access to the funded positions in the program is restricted to Queensland participants and places are limited. Businesses can pre-register their interest in the AIIA Capability Hub at <https://aiiahub.com.au/> and will receive updates on the program launch.

**Information on launch host Xaana.ai**

[Xaana.AI](#), founded by [Dan Saldi](#), is a 100% locally owned AI company that offers a private, secure and powerful version of Enterprise AI. It develops safe Artificial General Intelligence (AGI) technology that serves all of humanity. With proven [Turium](#) Enterprise AI solutions, it serves clients across over 50+ federal government agencies and large conglomerate companies such as Wesfarmers, Linfox, Bunnings, Kmart, and Shell Petroleum. At its core, the company embraces a strong ethos of Collaborative Intelligence (CINTEL), believing that AI should be used to maximise human capability, not replace it.

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**Media**

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### **About AIIA**

The Australian Information Industry Association ('the AIIA') is the peak ICT body, representing about 300 leading companies and start-ups and their 1M workforce. Since 1978, AIIA has pursued strategic policies and activities to stimulate and grow Australia's digital ecosystem to create a favourable business environment and contribute to Australia's economic prosperity. We do this by providing a strong voice for the industry; building a sense of community through events and education; enabling a network for collaboration and inspiration; and developing compelling content from the industry's expertise.