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Queensland's Digital Future: AIIA Unveils Pre-Election Policy Statement to Drive Economic Growth

The Australian Information Industry Association (AIIA) has released its Queensland Pre-Election Policy Statement, highlighting the critical role of digital technologies in enhancing Queensland's economy and delivering enhanced government services. As the third largest industry in Australia, contributing \$167 billion or 8.5% of GDP, the technology sector is pivotal for future growth and productivity.

The AIIA Queensland policy recommendations aim to leverage digital advancements to maximise the economic benefits from the upcoming Brisbane 2032 Olympic Games and address current productivity challenges. The Statement also underscores the necessity for the Queensland government to adopt a comprehensive digital strategy to drive statewide economic participation and inclusion and serves as a blueprint for moving Queensland from a digital government laggard to leader.

Key recommendations from the Policy Statement:

1. Dedicated Minister

Establish a Customer Services & Digital Minister with a dedicated budget to focus on reducing siloed digital investments, developing the Queensland ICT industry, and driving policy. Hold semi-annual Ministerial and quarterly agency roundtables for input and support.

2. Efficiency review

The new Minister should review the current state of government services and ICT infrastructure, aiming to consolidate and improve information sharing. This will enhance efficiency, allowing agencies to focus on core tasks, reduce citizen engagement complexity, and invest in modern digital platforms and system upgrades.

3. Contemporary platforms

Invest in modern digital government platforms with standardised service models to boost productivity, sustainability, and efficiency. These platforms will enable innovation in service delivery, akin to Australia's success, and serve as foundational infrastructure for transitioning from ageing systems.

4. Smarter Procurement

Review government procurement with industry consultation to support the local ICT industry, balancing start-ups and scaling existing businesses. Agencies should encourage partnerships between SMEs and larger firms, collaborate with universities, and establish tiered procurement based on value and risk. Additionally, focus on regional ICT industry development with better reporting and development plans for priority regions.

5. Talent Development Marketplace

Invest in a whole-of-government talent development marketplace to expand the AIIA-QLD Partnership for the QLD Government Digital Network. This extension will focus on service design excellence and lifelong learning, enabling government workers, industry, and students to identify digital career pathways, access job opportunities, and build necessary skills for new roles and advancement.

Mr Simon Bush, AIIA CEO, stated, “Digital technologies are the backbone of modern economies. Queensland’s strategic investment in digital enablement can unlock unprecedented growth and improve the quality of life for its citizens. Our recommendations aim to provide a robust framework for the incoming government to ensure Queensland remains at the forefront of digital innovation.”

“Queensland’s technology sector has seen substantial growth, with its digital economy ranking third in Australia. However, whoever wins in October, the incoming Government needs to ensure continued investment in digital infrastructure and advanced technologies like artificial intelligence to boost labour productivity and GDP growth,” Mr Bush added.

To access the full Pre-Election Policy Statement , visit the AIIA website [here](#).

Media

Siew Lee Seow

General Manager, Policy and Media

E: siewlee@aiia.com.au

M: 0435 620 406