

# MEDIA RELEASE



FOR IMMEDIATE RELEASE  
22 November 2024

## The AIIA Unveils New Brand Identity and Vision to Drive Australia's Digital Future

The Australian Information Industry Association (AIIA) has announced a bold new strategy and brand identity as it enters an exciting new chapter aimed at positioning Australia as a global leader in ICT innovation.

Since its inception in 1978, the AIIA has played a pivotal role in empowering Australia's digital economy. Staying true to the dynamic nature of the ICT industry, the AIIA is evolving once again, recognising technology and innovation are not just tools, but critical to Australia's domestic and global success.

At the heart of this transformation is the AIIA's refreshed vision: **To lead Australia to become a global leader in ICT innovation, fostering a dynamic digital economy powered by cutting-edge technology and a diverse talent pool.**

Underpinning this vision, the AIIA has adopted four strategic pillars: **Advocacy, Inclusion, Innovation, and Awareness.** These pillars form the foundation of our strategy, as we engage decision-makers, promote diversity and inclusion, foster innovation and raise awareness about key priorities critical for the tech industry as we drive growth in Australia's digital landscape.

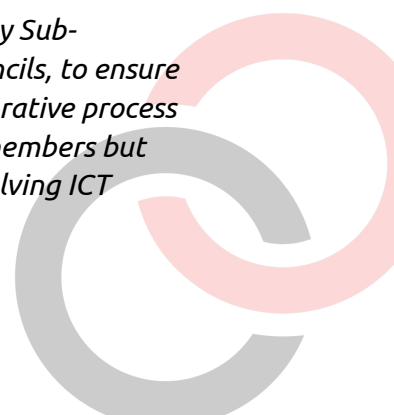
Through the delivery of initiatives under the AIIA's strategic pillars, the AIIA seeks to achieve its overarching purpose, which is to lead a diverse, thriving and innovative digital Australia by connecting and advocating for our SME and corporate members and volunteers across the public and private sector.

The AIIA's new brand identity reflects this forward-thinking strategy. Central to the design is a new logo featuring two interlinked icons above the AIIA name. These links symbolise the AIIA's mission:

- **Being the link** to Australia's tech industry and supporting its pursuit of digital excellence.
- **Fostering connections** and partnerships across the ICT ecosystem.
- **Creating a circle** of influence to advocate for members and the broader tech industry.

Ms Angela Fox, Chair of the AIIA, said:

*"Our new strategy reflects the diligent work of the AIIA Board and the Strategy Sub-Committee, who consulted widely with stakeholders, including AIIA State Councils, to ensure it reflects the critical role of technology in the evolving landscape. This collaborative process has been vital in shaping a strategy that not only addresses the needs of our members but also supports the broader Australian digital economy. By aligning with the evolving ICT*



# MEDIA RELEASE



*landscape, as we aim to drive growth and innovation that benefits all Australians, and importantly Australia's digital future."*

Mr Simon Bush, CEO of the AIIA, added:

*"The new AIIA logo captures the essence of what it stands for: connection, collaboration, and influence. The interlinked icons represent how we unite the tech industry, foster partnerships, and amplify the voices of our members. This visual identity is not just a design; it's a reflection of our ongoing commitment to being the trusted link between the ICT industry, policymakers, and the broader community. It symbolises our focus on driving digital excellence for Australia."*

For more information on the AIIA's new strategy and brand identity, visit [www.aiaa.com.au/future](http://www.aiaa.com.au/future).

To download the new logo, visit [https://aiaa.com.au/wp-content/uploads/2024/11/AIIA-Logo-2024\\_Stacked.png](https://aiaa.com.au/wp-content/uploads/2024/11/AIIA-Logo-2024_Stacked.png).

---

For further information, please contact:

## **Media**

Siew Lee Seow

General Manager, Policy and Media

E: [siewlee@aiaa.com.au](mailto:siewlee@aiaa.com.au)

M: 0435 620 406

---

## **About the AIIA**

The AIIA is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978, the AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favourable business environment for our members and to contribute to Australia's economic prosperity. We are a not-for-profit organisation to benefit members, which represents around 90% of the over one million employed in the technology sector in Australia. We are unique in that we represent the diversity of the technology ecosystem from small and medium businesses, start-ups, universities, and digital incubators through to large Australian companies, multinational software and hardware companies, data centres, telecommunications companies and technology consulting companies.

