

# MEDIA RELEASE



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## **AIIA Welcomes the New Assistant Minister for AI and the Digital Economy in South Australia**

The Australian Information Industry Association (AIIA) has welcomed South Australia's appointment of the Nation's first dedicated Assistant Minister for Artificial Intelligence (AI) and the Digital Economy.

The Malinauskas government's creation of this pioneering role in recent ministry changes positions South Australia at the forefront of AI innovation and digital transformation in Australia.

The AIIA congratulates Assistant Minister Michael Brown on his appointment, noting his strong professional IT background and valuable experience in relevant Parliamentary Committees makes him exceptionally well-qualified for this crucial role.

"The AIIA has long advocated for dedicated ministerial positions focused on AI and digital economy across all jurisdictions to help realise the tremendous benefits this technology can bring to Australian citizens," said AIIA CEO Simon Bush.

"While this appointment is a pleasing development, it is unsurprising and builds on our existing strong partnership with the South Australian government. As the AIIA iAwards National Ceremony partner through InvestSA for three consecutive years, we've witnessed firsthand the State's leading position in innovation," Mr Bush added.

The appointment recognises AI's transformative potential to boost productivity, attract investment, create jobs, and foster the companies of tomorrow. As Assistant Minister for the Digital Economy, Minister Brown will work across government and the private sector to secure South Australia's AI advantage and ensure the State remains at the forefront of our rapidly evolving digital landscape.

The AIIA looks forward to supporting Assistant Minister Brown in harnessing the full potential of AI and digital technologies to benefit all South Australians.

**ENDS**

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## 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