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AIIA urges swift action on AI opportunities and calls for smarter skills policy

The Australian Information Industry Association (AIIA) has welcomed the release of the report *Australia's AI Opportunities* and urges the Federal Government to act swiftly to realise the benefits outlined in the paper.

Australia faces a 'sliding doors' moment in the global race for artificial intelligence (AI) capability. The AIIA supports the report's recommendations to accelerate domestic AI innovation, boost productivity, and strengthen Australia's competitive advantage. The AIIA also calls on the Government to prioritise practical measures that will enable Australian industry, particularly SMEs, to adopt, scale, and export AI-driven solutions.

AIIA Chief Executive Officer Elizabeth Whitelock said the report reinforces the urgency of a coordinated national response and decisive leadership on significant issues.

"Australia has the opportunity to build sovereign capability in AI, but that requires more than investment; it requires a clear strategy to develop, attract, and retain the right skills here at home," Ms Whitelock said.

"We must create an environment where local talent can thrive, innovation can scale, and businesses are supported to compete globally on the strength of Australian-made technologies.

"The AI opportunity is here and Australia risks being left behind without coordinated investment, smart regulation, and an urgent focus on building the talent pipeline to power the future.

The AIIA also noted that migration policy plays an important role in supporting Australia's skills strategy but should work in harmony with efforts to build a strong domestic talent pipeline.

"Migration settings must complement, not substitute, domestic capability development," Ms Whitelock said. "Our universities, training providers, and employers are ready to deliver, but policy must incentivise homegrown pathways and keep high-value digital jobs in Australia."

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“With the right policy settings, Australia can be a global leader in responsible AI innovation,” Ms Whitelock said. “We have the talent, research capability, and industrial base to achieve this. What we need now is coordinated action and clear signals from government.”

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About the AIIA

The Australian Information Industry Association (AIIA) is the nation’s peak body for those in the digital ecosystem, leading strategic policy and advocacy to shape a thriving digital sector. Through strong engagement with government, industry, and the broader community, the AIIA ensures the voice of its members informs decision-making on technology, innovation, and digital capability.

Membership provides direct access to influential networks, premium events, and opportunities to collaborate on initiatives with the sector’s best and brightest to drive industry growth, improve productivity, and secure Australia’s place as a global technology leader. AIIA members access real collaboration, real connections, and real outcomes.