

MEDIA RELEASE



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NSW Department of Customer Service backs national innovation pipeline at iAwards

The NSW Department of Customer Service has been announced as the Ceremony Sponsor partner of the 2026 National iAwards Ceremony & Gala Dinner, reinforcing the role of public sector leadership in driving Australia's digital economy.

Delivered by the Australian Information Industry Association (AIIA), the iAwards recognise excellence in technology innovation and the organisations translating digital capability into real-world impact across industry and government.

AIIA CEO Elizabeth Whitelock said the partnership reflects a shared focus on lifting capability, accelerating adoption, and ensuring innovation moves beyond concept into deployment.

"Innovation only delivers value when it is applied," Ms Whitelock said. "The iAwards are about recognising the organisations turning capability into outcomes across the economy."

"We welcome this clear commitment from the NSW Government to advancing innovation that delivers better outcomes for Australians," she said.

The NSW Department of Customer Service plays a central role in shaping how digital services are delivered to citizens and businesses, with a strong focus on customer experience, trust, and service transformation.

By supporting the iAwards, the Department is backing a national platform that showcases practical innovation, from emerging technologies through to scaled solutions already delivering improved service outcomes.

The 2026 iAwards come at a time when Australia's digital economy is increasingly defined not by ideas alone, but by the ability to deploy technology effectively, safely and at scale.

The National iAwards Ceremony, held on Thursday 27 August, will bring together leaders from across government, industry and academia to celebrate achievements and highlight the opportunities ahead for Australia's digital future.

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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.