

MEDIA RELEASE



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National AI framework welcome as focus shifts to delivery

The Australian Information Industry Association (AIIA) welcomes the Prime Minister's announcement of a coordinated national approach to artificial intelligence, including the establishment of an Office of AI and the development of Australian Standards for AI.

AIIA CEO Elizabeth Whitelock said the announcement recognised that AI policy could no longer be addressed through fragmented initiatives across individual agencies and jurisdictions.

"Placing AI coordination at the centre of government is a welcome and necessary step," Ms Whitelock said.

"The ultimate measure of this approach will be whether it translates into real benefits for Australians through better services, stronger businesses, higher-value jobs and improved living standards."

"The AIIA has consistently called for a coordinated approach that helps ensure the benefits of AI are shared across the Australian economy."

The AIIA said the new standards should be developed through detailed consultation with technology providers, infrastructure operators, energy market participants and affected communities.

"Good regulation can build public confidence, support responsible investment and help Australians benefit from the safe and productive use of AI," Ms Whitelock said.

"Poorly designed regulation will increase costs, slow adoption and investment, and limit the benefits available to Australian businesses and communities."

While recent government initiatives have strengthened Australia's policy foundations, AIIA has cautioned that the scale of investment in domestic AI capability, skills and commercialisation has not yet matched the ambition or investment commitments of leading international competitors.

"Australia cannot regulate its way to AI leadership," Ms Whitelock said.

"We must also build capability here. That means investing in research, commercialisation and digital skills, while helping Australian businesses, particularly small and medium enterprises, use AI to become more productive, competitive and resilient."

"Done well, AI can improve the services Australians rely on, create new employment and opportunities, and support economic growth. Those benefits will not occur automatically; they require investment in the areas needed to deliver them."

The AIIA also supports strong protection for Australian creators and rightsholders and agrees that the development of AI must occur within clear and lawful parameters.

AIIA has previously advocated for copyright settings that fairly compensate rightsholders while providing legal certainty for developers and preserving space for voluntary, market-based licensing and innovation.

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Ms Whitelock said the Prime Minister's announcement represented an important opportunity to shift AI from discussion to delivery.

"The Government has recognised the scale of the opportunity and the need for national coordination. That is positive," she said.

"But Australians will judge this agenda by what it delivers. We now need implementation discipline and meaningful investment to turn AI's potential into better services, stronger businesses, new jobs and broader economic opportunity."

"The AIIA and its members stand ready to work with the Office of AI, the Government and the states and territories to develop a framework that earns public trust and ensures the benefits of AI are felt by Australians across industries, regions and communities."

For further information, please contact:

Media

David Makaryan
Advisor, Policy and Media
E: david@aiia.com.au
M: 0448 895 411

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.