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AIIA Joins Buy Australian AI Bridge as Founding Industry Supporting Partner

The Australian Information Industry Association (AIIA) has joined the Buy Australian AI Bridge as a Founding Industry Supporting Partner, supporting a new national initiative designed to strengthen connections between Australian AI companies and enterprise customers.

Launched by the Hon Dr Andrew Charlton MP, Assistant Minister for Science, Technology and the Digital Economy, the Buy Australian AI Bridge is delivered by Stone & Chalk with the Australian Government's National AI Centre as principal sponsor.

The initiative seeks to address a persistent challenge in Australia's technology ecosystem: helping organisations identify and engage with high-quality Australian AI suppliers, while helping local AI companies access enterprise customers and navigate complex procurement processes.

The inaugural program will focus on financial services, bringing together organisations across banking, insurance and superannuation with Australian AI startups and scaleups. It will provide pathways from identifying and evaluating solutions through to procurement and potential commercial adoption.

AIIA CEO Elizabeth Whitelock welcomed the launch and said stronger connections between Australian technology companies and major enterprise buyers would be critical to building Australia's domestic AI capability.

"Australia has a growing community of innovative AI companies with the capability to solve real business challenges, but too often there remains a gap between developing that capability and successfully navigating enterprise procurement.

"The Buy Australian AI Bridge is a practical initiative that can help close that gap by bringing Australian AI companies and enterprise customers together around genuine business demand.

"AIIA is pleased to join as a Founding Industry Supporting Partner and to help bring the voice and expertise of our members into the program. Creating clearer pathways for Australian technology companies to demonstrate their capabilities, build relationships with major customers and move towards commercial adoption will strengthen the entire Australian technology ecosystem."

As a Founding Industry Supporting Partner, AIIA will have opportunities to promote the initiative across its membership, contribute industry priorities and demand signals, participate in relevant roundtables and program activities, and support broader engagement between industry and the program.

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