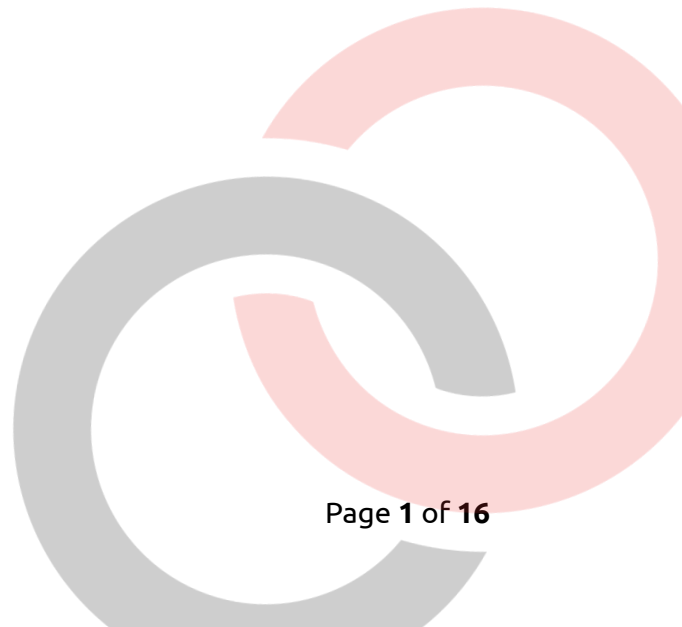




Australian Information Industry Association

**Submission to the Productivity Commission: A
Blueprint for a Productive, Resilient, and
Inclusive Australian Future**

6 June 2025



Executive Summary

The Australian Information Industry Association (AIIA) is pleased to present this submission to the Productivity Commission inquiry. We're dedicated to collaborating with the Federal Government to ensure Australia maximises the value from the ongoing technology boom. As the industry peak body, our aim is to contribute to safe and responsible digital products and services, create meaningful jobs for citizens, and foster equitable growth across the broader economy.

Pillar 1 Creating a more dynamic and resilient economy

4. What areas of regulation do you see as enhancing business dynamism and resilience? What are the reasons for your answer?

For more than a decade we have heard that the burden of government regulation has grown. This is limiting businesses' ability to use resources efficiently, innovate and grow.

The AIIA advocates for regulatory frameworks that enhance business resilience and foster innovation, particularly in rapidly evolving technological domains such as Artificial Intelligence (AI). We believe the most effective approach is not through traditional rigid, top-down mandates but via modern collaborative, agile, and principles-based regulation developed in partnership with industry. This ensures that regulatory measures remain relevant, support technological advancement, and are appropriately proportionate/scaled to the risks they seek to address.

Traditional, prescriptive rulemaking often struggles to keep pace with the lightning-fast evolution of technology. This can lead to regulations that are quickly outdated, overly burdensome, or inadvertently stifle the very innovation they should ideally support. In Australia, several consultations on the AI regulatory approach were held over the last two years and yet the mandatory guardrails on the high-risk use of AI have not been formalised. The lack of clarity has caused significant anxiety. In 2025, 59% of AIIA survey respondents identified AI policies that "promote safe and fast adoption" as a key IT policy issue that the government should prioritise. This concern has risen in prominence, climbing from the fourth most cited IT policy priority to the second (and just behind skills policy) within a single year. 68% of respondents believed that federal and state governments do not understand the importance of ICT to the Australian economy.¹ This signals a need for collaboration and information sharing to ensure regulation stays ahead of the technology

¹ AIIA, [2025 Digital State of the Nation](#), June 5, 2025,

development.

A modern, more resilient approach involves dynamic mechanisms. Regulatory sandboxes, for instance, offer a strategic tool for government and industry to collaboratively gather valuable data on the impacts of new technologies. They allow businesses, particularly Small and Medium-sized Enterprises (SMEs), to test and refine innovations like AI systems in real-world scenarios without the immediate imposition of full-scale regulatory compliance, thereby de-risking innovation and encouraging experimentation. This is an essential first step to 'test' the assumption that existing laws are inadequate and new laws are indeed required and will not complicate the regulatory landscape. As an example, we note – as with our colleagues in numerous prominent law firms – in our submission to the Select Committee on adopting Artificial Intelligence² that Australia's multi-layer regulatory framework, which is primarily technology neutral, is already reasonably exhaustive in terms of seeking to address the types of harms that can occur as a result of the use of AI.

Singapore's AI Verify model exemplifies this beneficial collaborative approach. It fosters public-private partnerships to proactively address risks while cultivating an environment conducive to safe experimentation. This dynamic interaction is crucial given the increasing pace and complexity of AI development. Such models build trust and ensure that regulatory development is informed by practical application and industry expertise.

Conversely, a more traditional, top-down legislative approach, such as the European Union's AI Act, presents a cautionary example. While aiming for safety and trustworthiness, it has also raised significant concerns regarding its potential economic impact and the considerable compliance burden it may impose. Projections indicate that the EU AI Act could lead to substantial costs. For example, a report by the Center for Data Innovation (CDI) estimated that the Act could cost the European economy approximately €31 billion over its first five years and potentially reduce overall AI investments by nearly 20%. The same report, referencing the European Commission's own impact assessment, suggested that a European SME deploying a single high-risk AI system could face compliance costs of up to €400,000, potentially leading to a 40% decline in profits for a business with a €10 million annual turnover. The CDI also projected annual costs to European businesses could reach €10.9 billion by 2025, with an estimated additional overhead of around 17% on all AI-related spending due to the Act.³

These significant compliance costs and complexities risk more than just financial strain. A Carnegie report highlighted the existing risk of Europe's most promising AI startups emigrating or being acquired by foreign entities due to a lack of domestic capital. It also pointed to the trend of skilled AI professionals being "lured abroad" by more competitive remuneration and opportunities.⁴ The pressures introduced by the EU AI Act could

² AIIA, [Submission to the Select Committee on adopting Artificial Intelligence](#), (17 May 2024).

³ Center for Data Innovation, [How Much Will the Cost Europe? - Artificial Intelligence Act](#) (July 2021).

⁴ Carnegie Endowment for International Peace. [The EU's AI Power Play: Between Deregulation and](#)

exacerbate these trends, making it harder for European startups to compete globally and potentially increasing the "flight of investment" and talent away from the region.

The AIIA believes that for Australia to enhance business resilience and maintain a competitive edge in the global digital economy, regulation must be pro-safety while remaining balanced and pro-innovation. This means:

- **Prioritising Agility and Collaboration:** Frameworks should be adaptable and co-designed with industry to reflect the dynamic nature of technology.
- **Focusing on Outcomes:** Regulation should be principles-based, focusing on desired outcomes rather than prescribing specific technical methods, which can quickly become obsolete.
- **Supporting Innovation:** Mechanisms like regulatory sandboxes should be employed to allow for safe experimentation and reduce compliance burdens, especially for SMEs.
- **Learning from International Approaches:** We should carefully consider the impacts, both positive and negative, of regulatory models in other jurisdictions, like the EU AI Act, to inform a uniquely Australian approach that avoids unintended economic dampening.

By embracing collaborative and flexible regulatory models, Australia can effectively enhance business resilience, support sustainable innovation, and ensure the safe, ethical, and responsible development and deployment of emerging technologies like AI. This requires a sustained commitment to partnership between government and industry, ensuring that regulatory frameworks are fit-for-purpose and contribute positively to our economic and societal goals.

5. How has your regulatory burden changed over time?

In the next questions, we want to hear your views on different problematic regulations you may have experienced or observed, and whether the problem has gotten worse over time.

If possible, provide specific examples of changes over time in:

- *compliance cost and effort*
- *the share of senior management or board time dedicated to regulatory compliance*

The regulatory burden on Australian businesses, particularly in the technology sector, has demonstrably increased over time. A key driver of this has been the necessary but often reactive response to the evolving cybersecurity landscape. While individual regulatory measures aim to enhance security, the cumulative effect of uncoordinated, layered requirements from multiple agencies has significantly complicated compliance and reporting for businesses. We further caution that growing fragmentation in regulatory approaches across the globe is hindering operational cyber defence and complicating the ability to counter growing cyber threats.

Over time, as new cyber threats have emerged, different government bodies have introduced regulations, sometimes leading to overlapping obligations and a fragmented regulatory environment. This lack of initial, overarching coordination means businesses can find themselves navigating multiple, similar reporting requirements for different agencies. For instance, the AIIA has highlighted the need to streamline reporting compliance among several departments such as the Department of Home Affairs, the Australian Communications and Media Authority and upcoming Cyber Security Incident Review Board, which arose as a result of the spate of cyber or privacy breaches in 2022.⁵

⁵ AIIA, [AIIA 2025 Pre-Election Statement](#). p.4 (10 March 2025).

- 6. What regulations do you find time-consuming, overly complex or otherwise constraining business dynamism and resilience? What are the reasons for your answer?**
- 7. Can you share any specific examples of where you think a regulator has done a good or bad job of understanding and reducing regulatory burden on businesses and why?**

This situation underscores how reactive, agency-specific responses can inadvertently create inefficiencies.

The AIIA advocates for greater coordination *before* new regulations are introduced. There's a clear need to harmonise existing and new legislation, such as the Cyber Security Act 2024, with other related frameworks the Digital ID Act 2024, the Privacy Act 1988, the Voluntary AI Safety Standard and upcoming mandatory guardrails for high-risk AI use to ensure policy effectiveness without undue burden. Future efforts must focus on streamlining these processes, reducing duplication, and ensuring that the regulatory framework is as clear and efficient as possible. Australia should also play a globally leading role in facilitating greater alignment of cybersecurity regulations, including as a first step by committing to making this a political priority. The business community is currently advancing this conversation through the OECD.

To facilitate this crucial coordination and drive a more strategic approach to tech regulation, the AIIA had strongly supported the establishment of a dedicated Digital Economy Minister. We believe that this role could provide the necessary whole-of-government leadership to ensure that regulatory development is harmonised, innovation-led, and effectively supports Australia's digital future, preventing the piecemeal layering of obligations.⁶

⁶ Ibid p.3-4.

Pillar 2. Building a skilled and adaptable workforce

18. What role, if any, should businesses be playing to address any barriers and better support the offer of work-related training to employees?

The accelerating pace of technological change, particularly the transformative influence of AI, necessitates a robust national strategy for continuous learning, reskilling, and upskilling. Addressing the barriers to work-related training and supporting its provision requires a concerted effort from both businesses and government. Our 2025 Digital State of the Nation survey underscores the critical demand for AI and cybersecurity skills,⁷ highlighting the urgency of this challenge.

Businesses are pivotal in identifying and cultivating the skills essential for their future. Their role is not merely as consumers of talent but as active partners in its development.

1. **Investment in Training:** Businesses have a primary responsibility to invest in upskilling and reskilling their own workforce, especially to manage risks as they increasingly adopt AI. This includes providing access to relevant training in high-demand areas like data analytics, and cybersecurity, as well as fostering essential soft skills such as critical thinking and adaptability, which are crucial in an AI-augmented workplace. Correspondingly, it needs to upskill its human resource departments to look for transferable skills in candidates.
2. **Collaboration and Co-design:** Active engagement in partnerships, such as the industry-led components of a "National AI Skills Compact," is vital. This involves collaboration with government, training providers, and Future Skills Organisation to define skill needs, co-design curricula, and ensure training pathways are industry-relevant.
3. **Work-Integrated Learning:** Expanding "earn while you learn" initiatives, like digital cadetships, provides invaluable on-the-job experience. Businesses should be supported to offer more such placements, ensuring quality and mentorship.
4. **Signalling Demand and Recognising Credentials:** Businesses play a key role by clearly signalling skill requirements and actively recognising diverse credentials, including micro-credentials and digital badges, in recruitment.

⁷ AIIA (n1) p.20.

19. What, if anything, could government do to address barriers and better support the offer of work-related training to employees?

The Government's role is to create an enabling environment, provide strategic direction, facilitate coordination, and foster public understanding for a national lifelong learning system.

1. **National Skills and Careers Navigator ("Skills Future Australia"):** The AIIA sees a clear disconnect between fresh graduates and job portals, necessitating a bridging platform. We strongly support the development of a national initiative, akin to the proposed "Skills Future Australia." This platform should be a central "one-stop shop." Its development should incorporate initiatives like the National AI Skills Compact as a foundational element, bringing together training providers, Future Skills Organisation, and businesses. Key features should include:
 - A comprehensive database of accredited and non-accredited training, including micro-credentials.
 - Clear information on funding options and subsidies.
 - Dynamic labour market intelligence and future skills projections.
 - Personalised, AI-enhanced career guidance tools.
 - Integration of the National Digital Skills Passport
2. **Integration of the National Digital Skills Passport:** Recognising the government's ongoing work on a National Skills Passport, the critical next step is its deep assimilation and integration into the "Skills Future Australia" portal. This integration is essential for individuals to seamlessly link their verified credentials (from formal qualifications, non-formal learning, micro-credentials, and work experience) with career planning tools, training opportunities listed in the portal, and employer needs identified through mechanisms like the National AI Skills Compact. Widespread employer recognition, facilitated by government advocacy, will be key to its utility.
3. **Strategic Support and Funding:** Government should provide targeted funding and incentives to support businesses, especially SMEs, in offering work-related training and participating in initiatives reflected in the "Skills Future Australia" portal, including cadetships. This is especially important as AI develops and lifting entry level requirements, causing many young graduates struggling to find a start and eventually learn to oversee AI's work. Expanded Digital Cadetship Programs will prepare new entrants for an AI-augmented workforce.

4. **Coordination and Leadership:** Addressing the "disjointed nature of current skills development efforts" requires strong, consistent government leadership to foster a coordinated national approach.
5. **Public Education and Informed Dialogue:** Government has a crucial role in educating the public about emerging technologies like AI. As the AIIA noted in its 2025 Pre-Election Statement, this involves "Providing clear and effective communication on technology issues to dispel public anxiety and counter undue sensationalism in the media." This means fostering a caution-based, rather than fear-based, public discourse, accurately informing citizens about the realities, opportunities (including careers in AI and tech), and ethical considerations of these technologies. This proactive communication builds public trust and encourages informed adoption and engagement.

By businesses proactively investing in their workforce and collaborating on skills development, and government providing strategic coordination, supportive infrastructure like an integrated "Skills Future Australia" and Digital Skills Passport, and clear public awareness, Australia can effectively address skills barriers and build a resilient, informed, and future-ready workforce.

Pillar 3. Harnessing data and digital technology

7. How is the Privacy Act operating to balance consumer privacy consideration while supporting the benefits associated with data sharing? Is the balance right?

The AIIA appreciates the ongoing efforts to modernise Australia's privacy framework. The Privacy Act plays a crucial role in balancing consumer privacy considerations with the significant benefits that responsible data sharing and innovation, particularly in areas like AI, can bring to the Australian economy.

Overall, recent Privacy Act Tranche 1 updates by the Attorney-General's Department regarding greater transparency in the use of personal data in AI systems have been a positive step. The AIIA supports many of the amendments, including the inclusion of safeguards for automated decision-making (ADM) under Australian Privacy Principle 1.7 and the exclusion of the technically infeasible 'right to be forgotten' requirement.⁸ We believe that the approach taken, which focuses on transparency of data use rather than delving into the specifics of AI algorithms or burdensome intervention, strikes an appropriate balance. This ensures that consumer interests are considered without unduly threatening industry innovation or compromising essential business intelligence, which is vital for competitiveness.

8. Are there any changes you would like to see to privacy legislation in Australia? Please provide details below.

However, the AIIA believes the current balance in the Privacy Act is not entirely optimal, primarily concerning two key areas: the small business exemption and the lack of a clear, legally defined distinction between data controllers and data processors.

1. Removal of the Small Business Exemption:

The existing exemption for small businesses (generally those with an annual turnover of less than \$3 million) is increasingly anachronistic. Introduced when the digital landscape was vastly different, this exemption no longer reflects the reality that "even small businesses can handle substantial amounts of sensitive information," especially with the pervasive nature of digital transactions and the increasing adoption of data-intensive technologies like AI.

⁸ AIIA, [AIIA Welcomes Privacy Act Amendments But Calls for Stronger Reforms](#) (12 September 2024).

The AIIA supports the proposed reform to remove this exemption. As SMEs increasingly adopt AI, robust data governance becomes essential. The exemption inadvertently disincentivises the adoption of these crucial practices. Making SMEs subject to the Australian Privacy Principles (APPs) will foster greater accountability and compel the adoption of superior data governance. This is a prerequisite for establishing "clean data" environments, essential for the effective and ethical use of AI, and ultimately builds critical consumer trust and greater productivity.

We recognise that this change will present challenges for SMEs. Therefore, the removal of the exemption must be accompanied by robust support mechanisms, including:

- **Tailored Guidance and Resources:** Clear, practical e-learning modules and templates designed for SMEs.
- **Reasonable Transition Periods:** Phased implementation to allow adequate time for adaptation.
- **Financial Support and Incentives:** To help SMEs invest in privacy-enhancing technologies.
- **Prioritisation for High-Risk Activities:** An initial compliance focus on SMEs engaged in higher-risk data practices.

2. Introduction of Clear Controller-Processor Distinctions:

The AIIA strongly advocates for the broader Privacy Act reforms to definitively introduce clear distinctions between 'data controllers' (entities that determine the purposes and means of processing personal information) and 'data processors' (entities that process personal information on behalf of a controller). This distinction, common in international frameworks like the GDPR, is vital for clarifying accountability. Controllers would bear primary responsibility for consumer-facing obligations, while processors would have specific obligations regarding data safeguarding and processing under instruction. This provides essential clarity for all businesses, including SMEs who may act in either capacity.

Modernising these aspects of the Privacy Act is not merely a compliance exercise. It is fundamental to building consumer trust, enabling the safe and ethical use of data for innovation, and ensuring Australia's privacy framework aligns with international best practices, thereby supporting a digitally mature, competitive and productive economy.

**14. How can consumers be enabled to access and share data about themselves?
What role, if any, should government play?**

The AIIA envisions a future where consumers are informed and have meaningful control over their personal data, supported by a robust and innovative technology ecosystem. Enabling consumers to assess and share their data effectively requires a multi-faceted approach, with distinct roles for both industry and government, drawing on international best practices.

Consumers can be empowered through secure, user-centric mechanisms. Initiatives like Australia's Digital Identity program and the Consumer Data Right (CDR) are foundational.⁹ These frameworks, when fully realised and integrated, allow individuals to verify their identity securely and consent to sharing specific data with trusted parties, facilitating easier access to services while maintaining oversight. For instance, individuals should be able to consolidate and control sensitive information, such as their health data, preventing it from being fragmented across various clinics and enabling better personal health management.

The government's role is critical.

Firstly, it must champion and invest in the necessary infrastructure. As seen in Singapore with its SingPass (digital ID) and MyInfo (CDR equivalent) integration, a whole-of-government approach can enable citizens to transact seamlessly and securely, selectively authorising data sharing with clear oversight through transparent access logs and data minimisation by default. Estonia's e-government system also provides a strong example of citizen-centric data control and transparency.

Secondly, government has a crucial educational role. It must actively inform citizens about their rights and the tools available, like the CDR, to manage and share their personal data safely. This includes fostering digital literacy and a culture of proactive data management.

Thirdly, ensuring robust cybersecurity is paramount. The government must set high security standards for data handling and explore innovative approaches to enhance personal control and security, such as a framework that supports decentralised data storage models, potentially allowing citizens to hold certain data on their personal devices.

The main challenges include the significant investment required to build and maintain secure, interoperable national digital infrastructure. Ensuring genuine consumer trust through transparent practices, strong cybersecurity, and effective remedies for misuse is also a continuous challenge. The costs are not just financial but also involve building capacity within government and industry to manage these systems effectively and

⁹ AIIA, [Submission on Commonwealth Data Retention Review](#) (13 March 2025).

ethically. However, the benefits of empowering consumers with data control—enhanced trust, greater innovation, and more personalised services—far outweigh these challenges, creating a more resilient and citizen-centric digital economy.

23. Do you think there are opportunities to make greater use of AI in your work or home environment? What do you see as the biggest upsides?

The significant upside of AI is its capacity to transform the work experience. AI technologies can automate repetitive, mundane tasks, thereby reducing "low-value work" that often contributes to employee dissatisfaction and burnout. By streamlining administrative duties and routine processes, AI liberates human capital, allowing employees to focus on higher-value, strategic, creative, and complex problem-solving activities. This shift not only boosts efficiency but directly enhances employee well-being and job satisfaction, fostering a more engaged and innovative workforce.¹⁰ For instance, Salesforce's AI agents resolving 84% of customer queries enabled the reassignment of 2,000 support roles to more intricate tasks.¹¹

This necessitates a recalibration of how we measure productivity. Traditional metrics, often focused on output per hour, may not fully capture the multifaceted benefits of AI. New approaches should consider indicators such as improvements in work quality, employee engagement levels, rates of innovation, and the reduction in time spent on low-value tasks. Adopting such a broadened definition of productivity would better reflect AI-driven enhancements that also uplift the quality of work life, guiding policy towards investments that cultivate human capital alongside efficiency gains.

While we understand the following is out of scope for this review, the AIIA will be remised if it doesn't highlight the critical role government play as an exemplar in AI adoption. As one of the largest employers in Australia, the public sector's embrace of AI to uplift its own productivity levels is vital for national productivity. More than just an internal efficiency drive, by actively using and understanding AI, the government gains invaluable firsthand experience. This practical knowledge is crucial for developing well-informed, proportionate, and effective AI legislation and guardrails – approaches founded on a balanced, caution-based understanding of the technology's capabilities and risks, rather than on fear or hype. This exemplar role helps build public trust and demonstrates a pathway for responsible AI adoption across the economy.

¹⁰ Forbes, [Combating Employee Burnout With AI And Future Of Work Policies](#) (27 September 2023).

¹¹ The Australian, [Salesforce predicts AI will bolster its market share](#) (27 May 2025).

24. What challenges do you face in accessing or using AI? How can these challenges be overcome?

Across the community there are a range of concerns about the use and impact of AI. We want to build a better understanding of community concerns so that we can provide advice to government on what legislative changes should be prioritised. We are also interested in understanding what people think can and should reasonably be done about these risks.

The immense potential of AI to drive productivity, enhance public services, and deliver long-term benefits for the Australian community is clear. However, significant challenges in accessing and utilising AI persist, hindering investment and slowing the realisation of these benefits. Overcoming these hurdles requires a strategic and coordinated effort from the government, focusing on creating an ecosystem where data is accessible, regulations are clear, and the necessary digital infrastructure is in place.

One of the most significant challenges is access to high-quality data, the essential fuel for AI systems. The AIIA has consistently advocated for unlocking public datasets to facilitate AI-driven research and development, particularly in high-impact areas like health, transport, and climate adaptation.¹² This would enable preventative and innovative work with profound social benefits. However, progress is being severely hampered. As highlighted in a recent article, the *Data Availability and Transparency Act* (DATA) scheme, designed to facilitate this sharing, is burdened by "opaque and time-consuming" access rules. Researchers face delays of up to two years to access data, and the exclusion of key non-university research institutes from the scheme further limits its potential.¹³ To overcome this, the government must urgently reform the DATA scheme to streamline and simplify accreditation and create clear, efficient pathways for researchers to access vital public data.

A second major challenge is the prevailing regulatory uncertainty. As outlined in the AIIA's submission on the Strategic Examination of R&D, ongoing deliberations and delays in finalising critical legislative frameworks, such as mandatory AI guardrails and Privacy Act reforms, create a 'wait-and-see' effect.¹⁴ This uncertainty has a dampening effect on investment, as businesses are reluctant to commit significant funds to AI projects when the regulatory landscape is in flux. The government can overcome this by providing a clear, stable, and predictable legislative environment, which is crucial for building the investor confidence needed to drive innovation. In the first instance, AIIA reiterates that the Government and industry should collaborate to consider if existing laws are inadequate and there is indeed a need for new laws. As mentioned, we opined along with our

¹² AIIA (n5) p.3.

¹³ Innovationaus, [Research blockers keep govt data sharing scheme grounded](#), (2 June 2025).

¹⁴ AIIA, [Submission on the Strategic Examination of Research and Development](#) (11 April 2025).

colleagues in prominent law firms that our multi-layered regulatory framework is sufficient.¹⁵ If the Government remains keen to enact new laws, AIIA continues to call for a limited regulation based on high-risk use cases until there is clarity in the AI development.¹⁶ We also recommend a modern collaborative, agile, and principles-based regulation developed in partnership with industry. This ensures that regulatory measures remain relevant, support technological advancement, and are appropriately proportionate/scaled to the risks they seek to address.

Finally, for Australia to become a leader in AI, it must be supported by world-class digital infrastructure. AI development and deployment require massive-scale data centres, and while Australia has the core attributes to be a leading AI Infrastructure Hub, this is not guaranteed. While data centre investment is driven by the private sector, collaboration with government is essential to fully capture the opportunity. The government can directly support investment in this critical infrastructure through several key actions:

- **Streamlining planning and approval processes** for new data centre facilities to reduce delays and provide certainty for investors.
- **Enabling investment in and accelerating the construction of clean energy** to power these facilities sustainably and affordably.
- **Prioritising the development of a skilled data centre workforce** to build and operate this vital infrastructure.

Placing data centre investment and attraction on the National Cabinet agenda would send a powerful and positive signal that Australia is open for business and serious about building its AI future. By addressing the interconnected challenges of data access, regulatory certainty, and digital infrastructure, the government can overcome the primary barriers to greater computing power and AI adoption and foster an environment that encourages long-term, high-impact investment for the benefit of all Australians.

We thank the Productivity Commission for the opportunity to present these views and look forward to ongoing collaboration to ensure Australia capitalises on the transformative potential of the technology sector to drive productivity and workforce well-being. Should you require further information, please contact Ms Siew Lee Seow, General Manager, Policy and Media, at [redacted] or [redacted], or Mr David Makaryan, Advisor, Policy and Media, at [redacted].

Yours sincerely

Simon Bush
CEO, AIIA

¹⁵ AIIA (n2).

¹⁶ AIIA, [Mandatory Guardrails for High-Risk AI Settings Submission](#) (4 October 2024).

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