

Media Release

The Hon Martin Pakula MP

Minister for Jobs, Innovation and Trade
Minister for Tourism, Sport and Major Events
Minister for Racing



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MELBOURNE STRENGTHENS POSITION AS TECH CAPITAL

The Andrews Labor Government has announced that Melbourne will house the national headquarters of the Australian Information Industry Association (AIIA) – Australia’s peak representative body for the tech sector.

The Labor Government also announced that it will host the AIIA National iAwards events as the major sponsor for the next four years, cementing Victoria’s position as Australia’s tech capital.

The National iAwards is the leading awards program for the technology industry, recognising and rewarding entries from startups, government, corporates and students from across the nation.

The AIIA National iAwards is the centrepiece of Victoria’s annual Digital Innovation Festival, celebrating the tech talent and ideas that help give Victoria our competitive edge.

Moving into its 26th year, the AIIA iAwards recognise Australia’s leading digital technology innovators. Nominations for the 2019 awards are already open, with early bird [applications](#) closing on 4 February 2019.

The Labor Government is a strong supporter of Victoria’s tech sector, which already employs more than 117,000 people, and will continue to invest in the sector to ensure Victoria grows as a technology hub of the Asia Pacific.

The establishment of AIIA headquarters in Melbourne will boost opportunities for Victorian businesses to work together and grow the performance of numerous local industries.

The AIIA will continue to have a strong national presence with local offices in Sydney and Canberra and state council activities in all states.

Quotes attributable to Minister for Jobs, Innovation and Trade Martin Pakula

“The decision by the AIIA to choose Melbourne as the location for its new national headquarters is a coup for our tech sector and strengthens our position as Australia’s tech capital.”

“We look forward to continuing our work with the AIIA and its members to raise the profile of Australia’s innovators who are helping to create the jobs that will support our future economy.”

Quotes attributable to AIIA CEO Ron Gauci

“Following the success of the 2018 AIIA National iAwards ceremony in Melbourne, we’re excited to continue our work with the Victorian Government over the next four years.”

“Melbourne is a great base for our national headquarters as we look to further enhance the reputation of Australia’s leading awards program for the technology industry and pursue our strategic imperatives of innovation, skills and digitisation of the economy.”

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