Technology trailblazer: Australia leads the digitech revolution

Australia is a digitech innovator on a pioneering path of growth and transformation.

The Australian tech industry has expanded enormously over the past decade, creating around 100 tech companies valued at over A$100 million. The boom in tech-related jobs means that one in 16 Australians already work in the sector – and there is potential for much more.

Google is so confident in our digital future it's adding another A$1 billion over five years into Australian infrastructure, research and partnerships.

Venture capital funding in Australia is growing at record levels, with A$7.9 billion invested in 2021. That's double the amount that was invested in 2020.

Home to such digital unicorns as Canva, Atlassian, Afterpay and Linktree, Australia has a plan to accelerate our digital future – and we want you to join us.

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The perfect place to innovate

The digitech sector contributes about A$167 billion to the Australian economy every year and Euromonitor International ranks Australia the fourth most attractive digital market in the world.

We have a business-friendly regulatory environment that facilitates beneficial new technologies while protecting both consumers and investors. Our universities are globally renowned, with the 2021 Academic Ranking of World Universities placing seven amongst the top 100 – equal third highest in the world.

We have extraordinary talent at institutions like Australia's national science agency, the CSIRO, which is recognised internationally for its quality research into next-generation technology.

US tech giants including Amazon, Microsoft and Adobe have deep roots in Australia, and multinationals such as Hitachi and Boeing use our cutting-edge facilities. Australia's fintech sector is booming – in 2020, seven Australian companies were named among the world's top 100 fintechs. Overall, Australia ranks 2nd in the Asia-Pacific region, and 6th in the world, for its fintech sector based on companies and business environment.

Our digital investment

Australia's digital sector is tipped to contribute A$250 billion to national GDP by 2030.

The government is committed to building digital skills and infrastructure, encouraging investment and transforming government services.

Working alongside industry we will deliver 1.2 million tech-related jobs by 2030 – backed by free training courses, more university places and a Startup Year to help aspiring entrepreneurs to commercialise their ideas and scale up.

Our start-up culture

Australians are quick, prolific adopters of technology at home and work, making us the ideal launch market for consumer and enterprise tech.

Our flourishing start-up ecosystem has more than 90 accelerators and incubators to help innovators connect and find funding.

Australia's digital start-up sensations include:

— Project management software giant Atlassian. Founded in 2002, its share market value broke through the $US100 billion mark in 2021.

— Design software juggernaut Canva began in 2013. By 2021, it was valued at $A55 billion and has around 85 million users across 190 countries.

— Buy now pay later business Afterpay was founded in 2014. It was sold to US payments giant Square for A$39 billion in 2021.

— Social media company Linktree started in 2016. It's now worth $US1.3 billion and has around 24 million users.

Digital gateway to the region

Join Australia to access all of Asia.

Australia is part of an e-commerce trade agreement with 14 other Asia-Pacific member countries, which supports and promotes co-operation on e-commerce with consistent legal frameworks, capacity building and measures to improve trust and security.

For our most important markets, Australia is negotiating even more ambitious digital trade arrangements and practical cooperation initiatives. Australia's Digital Economy Agreement (DEA) with Singapore features modern, upgraded rules to free up data flows and increase compatibility for online trade – helping businesses access opportunities in Singapore. Building on the DEA, the Australia-Singapore FinTechBridge will support enhanced cooperation, greater access for fintechs and safe and secure data sharing.

Quantum technologies

Australia is a world-leader in silicon-based quantum computing research.

We're leading the way in commercialising quantum technologies, which the CSIRO predicts could create an A$86 billion global industry by 2040.

Tech giant Google has strong ties with Macquarie University to further strengthen Australia's quantum computing capabilities.

Australia is home to 22 quantum-related research institutions, including the University of New South Wales' Centre of Excellence for Quantum Computation and Communication Technology and the Australian Research Council Centre of Excellence for Engineered Quantum Systems. We rank 8th overall for research impact, including two universities – Australian National University and the University of Technology Sydney – in the worldwide top 20.

A new Quantum Commercialisation Hub will further support innovative research.

Artificial Intelligence

Australia ranks first in our region for AI. We want to modernise industries like manufacturing and farming, improve the diagnosis and treatment of diseases, and enhance our defence capabilities.

It's estimated Australia will need up to 161,000 new AI specialists and AI-savvy workers by 2030.

Our Next Generation AI Graduates Program offers competitive scholarships to attract and train AI specialists.

The Centre for Augmented Reasoning is a new national hub to develop machine learning expertise and accelerate AI commercialisation in Australia.

A National Artificial Intelligence Centre, launched in December 2021, is driving business adoption of AI technologies and support companies to partner with government.

Telstra's new joint venture with Quantium, unlocking the full potential of data and AI to provide more personalised products to customers, is just one example of how Australia's commitment to the digital economy is encouraging action and investment across the economy.

Robotics

The CSIRO's Robotics and Autonomous Systems Group is a world leader in advanced research and development of applied robotics and autonomous systems.

The group recently beat several other teams from bodies such as NASA and MIT to claim second place in a challenge dubbed 'the robot Olympics' set by the US military's research arm, DARPA.

The Robotics Australia Network connects members with government, industry, researchers and investors.

Australia is offering

— Fast track visas

— Facilitated relocation of company executives, key staff and their families

— The certainty of permanent residency

— Tailored advice to help kick start your Australian success

— Connections to industry and professional networks

Who's eligible?

Highly skilled individuals with exceptional talent in their field, as well as Australian resident companies or foreign resident companies with a permanent base in Australia.

Check out what Australia has waiting for you at:

🌐 **www.globalaustralia.gov.au/digitech**

in **www.linkedin.com/company/globalaustralia**

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