

# Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs

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## VICTORIA'S AI FUTURE: DRIVING JOBS, OPPORTUNITY AND GROWTH

The Allan Labor Government is positioning Victoria to lead the nation in artificial intelligence, harnessing its potential to drive innovation, jobs and economic growth.

Minister for Economic Growth and Jobs Danny Pearson today launched the Government's *AI Mission Statement*, outlining a bold vision for Victoria to become a global leader in responsible and ethical adoption of AI.

The Labor Government is focused on building public trust in the technologies that are transforming daily life to unlock the enormous economic potential of AI, which could generate up to \$30 billion in GSP over the next 10 years.

The Statement sets out a strategic framework for AI investment and positions Victoria as a national leader in safe, trusted AI development, adoption and infrastructure, supported by a skilled workforce.

The Statement is underpinned by six key pillars: investment attraction and adoption, data centres and digital infrastructure, local innovation, products and services, talent and workforce, ethical AI use and public sector adoption.

The Statement is backed by two new initiatives aimed at seizing the economic opportunities AI presents while ensuring people and businesses are protected, and no-one is left behind.

Through the \$5.5 million *Sustainable Data Centre Action Plan*, Victoria will harness its land, energy and talent to unlock projects valued at up to \$25 billion, establishing the state as the Asia-Pacific hub for sustainable data centres.

Data on transport, energy and water will help determine the most sustainable locations for new data centres, while partnerships with TAFEs will develop the skilled workforce needed to support them.

The \$8.1 million *Digital Jobs – AI Career Conversion program* will safeguard jobs in industries at risk from AI, upskilling workers to transition into AI roles and become specialists in the technology.

Melbourne is already home to 188 AI companies and around 22 per cent of all clustered AI firms in Australia – the largest concentration in the country.

Victoria is fast becoming a national leader in data centre investment, powered by world-class digital infrastructure and surging demand for data capacity that underpins AI adoption. NEXTDC recently announced a \$2 billion digital campus at Fishermans Bend, creating thousands of jobs in tech, AI, digital infrastructure, defence technology and advanced research.

The *AI Mission Statement* is aligned to the *Economic Growth Statement* and its vision to stimulate innovation and strengthen our competitive advantage in key priority sectors, including digital technologies.

To read the Government's *AI Mission Statement*, visit: [djsir.vic.gov.au/ai-mission-statement](http://djsir.vic.gov.au/ai-mission-statement)

### Quotes attributable to Minister for Economic Growth and Jobs Danny Pearson

*"We're embracing AI with the same bold ambition that has made Victoria a global innovation leader, paving the way for our state to become the nation's capital of AI."*

*"Our AI Mission Statement outlines how Victoria will seize the potential of AI to accelerate innovation, lift productivity and grow our economy."*