QANTAS INVESTS IN ADELAIDE AS HOME FOR NEW INNOVATION CENTRE

News / Airlines, Finance



Qantas is establishing a new Product Innovation Centre in Adelaide to accelerate the delivery of intuitive, world-leading digital experiences for the millions of customers who travel with the airline each year. The Centre is projected to be home to more than 420 highly-skilled technology roles over the next three years, bringing critical innovation capability in-house.

New purpose-built technology and innovation centre, which is being supported by the South Australian Government, will be based in Adelaide's CBD and open in March 2026. It will become the home of the airline's technology product development teams, where product managers, digital experience designers, software engineers, and data and AI specialists will come together to transform how customers interact with Qantas across the entire journey.

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Qantas is also partnering with Adelaide University to build graduate recruitment pathways directly into the Centre, creating opportunities for South Australian students to help shape the future of travel.

The Centre will enable the airline to bring more critical innovation and technology skills in-house, supporting major initiatives, from the growth of its domestic and international network to new customer experiences and AI tools that help frontline teams serve customers better.?

For customers, the Centre will help deliver better digital experiences at every stage of the journey. From enhanced app functionality, seamless check-in to smarter baggage tracking. It will also develop AI-powered tools that help when travel doesn't go to plan.

Qantas Group Chief Executive Officer Vanessa Hudson said the Centre would transform how the airline delivers customer experiences: "Innovation has been a core part of the airline's DNA for more than 100 years. This Centre marks a new chapter in our efforts to reimagine the travel experience for the millions of customers who fly with us. Technology and AI is critical to lifting the customer experience at every part of the journey, from booking to inflight and baggage collection. This new hub will bring the best Australian skilled talent together to build digital products and experiences that make travel easier and more personalised. Adelaide gives us access to world-class universities, a thriving tech community, and the ability to scale our in-house capability. It's an investment in Australian innovation that will deliver real benefits for our customers."

South Australian Premier the Hon?Peter Malinauskas MP stated: "This historic agreement with Qantas will help supercharge growth in new highly skilled, high tech jobs. Through strategic partnerships under this agreement, including the collaboration between Adelaide University and the Australian Institute for Machine Learning, we are building a strong pipeline of talent with advanced AI and digital skillsets.?This initiative will ensure South Australia remains at the forefront of emerging technologies and future workforce opportunities."

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Professor Jessica Gallagher, Deputy Vice Chancellor, International and External Engagement, Adelaide University said: “Adelaide University is pleased to be entering into a strategic partnership with one of the Australia’s best-known enterprises, Qantas. Qantas and Adelaide University share a mutual interest in driving innovation and technological advancements, especially in the field of AI, supporting workforce development and contributing to the long-term future of Australia’s aviation sector.”

The new Qantas Product Innovation Centre is the latest in a series of investments by the national carrier in South Australia, including the recently opened lounge precinct at Adelaide Airport and the return of international flights from Adelaide to Auckland which launched earlier this month.

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