

The CIO Agenda for FY26

Priorities, Challenges and Practical
Strategies for Australia's IT Leaders

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Chapter 1:

Introduction

As Australian businesses enter FY26, the role of the Chief Information Officer (CIO) is expected to continue to evolve at a pace few can predict. Once viewed as a technology gatekeeper, the modern CIO should now be a catalyst for transformation, resilience, and growth. The demands are intensifying: having to enable secure hybrid work, drive cost efficiencies, accelerate innovation, and navigate geopolitical and macroeconomic uncertainty — all while needing to respond to shrinking budgets and rising expectations.

According to Gartner (2025), Australia's IT spending is projected to reach AUD \$146.85 billion in 2025, representing an 8.7% year-over-year increase. Yet despite increased investment, our understanding is that CIOs are being asked to do more with less. Efficiency is the name of the game, and technology leaders should be demonstrating how IT is not just a cost centre but a driver of value.

Meanwhile, it appears the cyber landscape has never been more volatile. The Australian Signals Directorate (2024) reported over 1,100 cybersecurity incidents targeting Australian entities in FY2023-24 alone. From healthcare and education to manufacturing and not-for-profits, no industry is immune. The pressure to secure digital assets while accelerating digital transformation may propel CIOs to rethink their strategies, partners, and platforms.

The New CIO Agenda

At the heart of FY26's priorities should lie a fundamental shift in mindset: from operational efficiency to business alignment. Today's CIOs are being tasked with questions such as:

- How can we support business growth with fewer internal resources?
- How do we reduce our vendor footprint without compromising on capability?
- What levers can we pull to contain costs and improve ROI?
- Are we truly prepared for the next major cyber incident?

These questions aren't theoretical — they are being asked in boardrooms across Australia right now. And a CIO's response will shape their credibility, influence, and success over the next 12 months.

This eBook: A Strategic Lens for FY26

This eBook, The CIO Agenda for FY26, is designed for forward-thinking IT leaders seeking to navigate this pivotal year with clarity and purpose. Inside, we explore:

- The expanded role of the CIO and how to lead beyond IT
- Budget and risk pressure points in the post-funding landscape
- How to align technology with measurable business outcomes
- Practical cost-control levers across cloud, automation, and managed services
- Cybersecurity imperatives for a threat-heavy environment
- Real-world insights from Australian technology leaders

You'll also find referenced data and commentary from leading advisory firms, sector-specific observations, and examples of how other Australian organisations are responding to these challenges.

A Call for Pragmatism and Partnership

In a world where agility is essential and trust is hard-earned, we believe CIOs don't need more hype — they need pragmatic, reliable partners and clear, measurable outcomes. Whether managing internal capacity constraints or struggling with underperforming IT vendors, many leaders should be revisiting their operating model to ensure it serves the needs of a fast-moving business.

This year, we anticipate success will be defined not by the number of tools deployed but by the business outcomes delivered: improved customer experience, faster innovation cycles, lower risk, and better cost control.

“We created this guide to provide CIOs with a peer-aligned perspective — grounded in the realities of the Australian market and the evolving expectations of IT leadership.”

— Jason Wornham, General Manager,
FUJIFILM IT Services

Chapter 2:

The Evolving Role of the CIO

For much of its history, the CIO role was seen as the guardian of infrastructure — a technical leader tasked with ensuring systems ran smoothly, data was backed up, and the business stayed online. But in FY26, it seems the CIO will increasingly be expected to be a business strategist, innovation driver, and board-level advisor.

From Operator to Orchestrator

Australian organisations appear to be under pressure to innovate faster while remaining secure, compliant and cost-efficient. Technology is no longer just a support function — it should be considered the business.

According to PwC Australia (2025), 65% of CIOs say they are expected to play a greater role in enterprise-wide innovation, while 71% are involved in shaping customer experience strategies. This shift in influence demonstrates that expectations are being redefined and CIOs placed firmly in the “value creation” seat.

Key areas where the CIO could be stepping up:

- **Strategy Development:** Leading or co-leading digital and business transformation programs.
- **Revenue Enablement:** Supporting new digital business models and data monetisation.
- **Cyber Risk Governance:** Acting as a key voice on risk management at the executive table.
- **Operational Efficiency:** Reducing technical debt and automating business processes.
- **ESG and Compliance:** Enabling sustainability reporting, data privacy, and social governance through technology.

Internal Challenges: Influence vs Ownership

While CIOs are being asked to do more, it seems that many still face barriers to influence. ADAPT (2025) found that only 32% of Australian CIOs report directly to the CEO, limiting their strategic visibility. Moreover, fragmented technology ownership across marketing, finance, and HR can undermine enterprise-wide coordination.

To overcome this, leading CIOs could be:

- Embedding IT roles within business units to create “IT fluency” in each function.
- Co-sponsoring digital initiatives with other executives (e.g., CMO, CFO).
- Taking ownership of value metrics, not just system uptime or delivery.

“The CIO has become the nerve centre of strategy execution. But to be effective, we must speak the language of the boardroom: outcomes, customers, and resilience — not just tech.”

— Jason Wornham, General Manager,
FUJIFILM IT Services

Talent Crisis and the Culture Question

A modern CIO cannot transform the organisation alone. But finding the right people to execute on vision seems harder than ever.

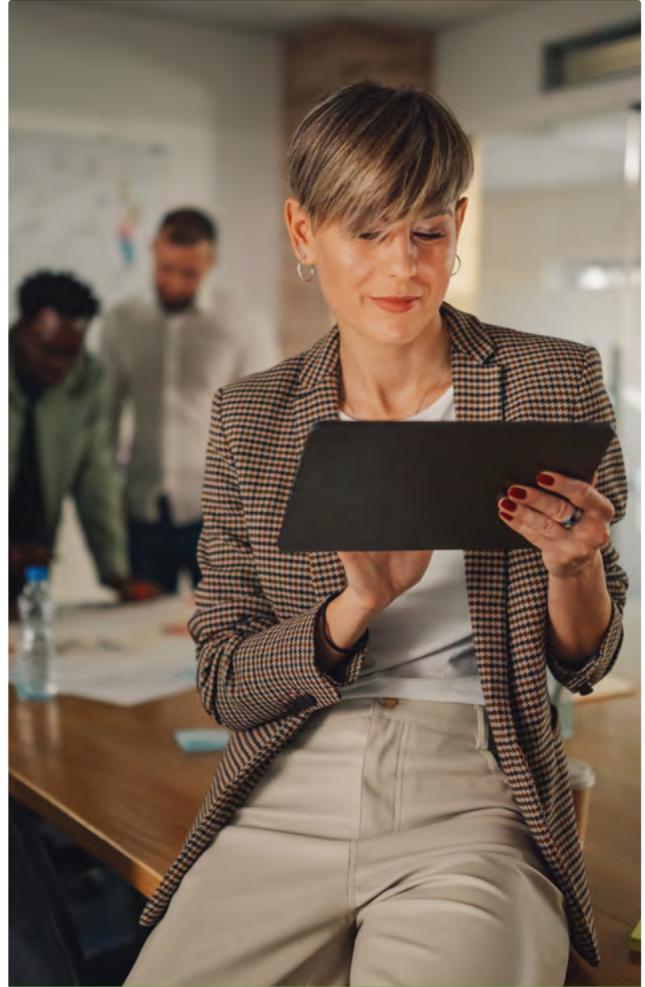
53% of Australian businesses report critical IT skills shortages, especially in cybersecurity, cloud, and data analytics (ASI Solutions, 2025). Retention is also under pressure — IT professionals now expect flexibility, purpose-driven work, and modern tooling.

Progressive CIOs should be looking to address this by:

- Investing in automation to reduce repetitive workloads
- Upskilling existing staff through micro-credentials and certifications
- Co-sourcing delivery through managed service providers (MSPs)
- Repositioning IT as a dynamic, problem-solving partner rather than a reactive service desk

The best-performing CIOs in FY26 may not necessarily be the most technical — we expect they will be the most business-aligned, collaborative, and adaptive. Here are some traits that are said to define the high performing CIO (Forbes, 2024):

Trait	Description
Commercial Acumen	Makes tech investment decisions with ROI in mind
Communication Skills	Can translate IT complexity into business value
Customer-Centric Thinking	Builds platforms and processes that enhance user experiences
Risk Leadership	Understands evolving cyber, regulatory, and operational threats
Adaptive Leadership	Balances stability with innovation in a shifting environment



53%

Of Australian Businesses
Report Critical IT Skills
Shortages

Chapter 3:

FY26 Challenges — Post-Budget Pressure Points

As the dust settles on budgeting processes ahead of FY26, CIOs across Australia are likely beginning the year with a clearer — and often tighter — financial picture. After several years of pandemic-driven transformation followed by a stabilisation phase, it appears that many organisations are now entering a new period: one defined by cautious investment, operational efficiency, and measurable return on technology spend.

The overarching theme is expected to be pragmatism. For most CIOs, FY26 will unlikely be about chasing bleeding-edge innovation — it will be about prioritising what matters, eliminating waste, and addressing fundamental risks.

1

Cybersecurity Pressures Are Escalating

In FY23-24, the Australian Cyber Security Centre (2024) recorded over 1,100 cyber incidents, with an average cost per incident of \$49,600 for small businesses, \$62,800 for medium businesses, and \$63,600 for large enterprises.

What's anticipated to change ahead of FY26 isn't just the volume of threats — it's the sophistication and speed of attacks. From deepfake-based phishing to AI-generated ransomware payloads, Delinea Labs provides that CIOs are defending against an increasingly intelligent and automated threat landscape (Delinea Labs, 2025).

According to ADAPT (2025), 71% of Australian CIOs cite cyber risk as their top concern going into the financial year. However, many report challenges in scaling internal cyber capabilities due to talent shortages, overlapping toolsets, and poor visibility across hybrid infrastructure.

2

Shrinking IT Teams, Expanding Expectations

IT teams are being asked to deliver more — with fewer hands on deck. As of early 2025, 53% of Australian CIOs say they are struggling to recruit and retain skilled talent across cloud, cybersecurity, and data analytics domains (ASI Solutions, 2025). Many are facing hiring freezes or deferred headcount, forcing them to rethink delivery models.

3

Cost Scrutiny and the Push for Efficiency

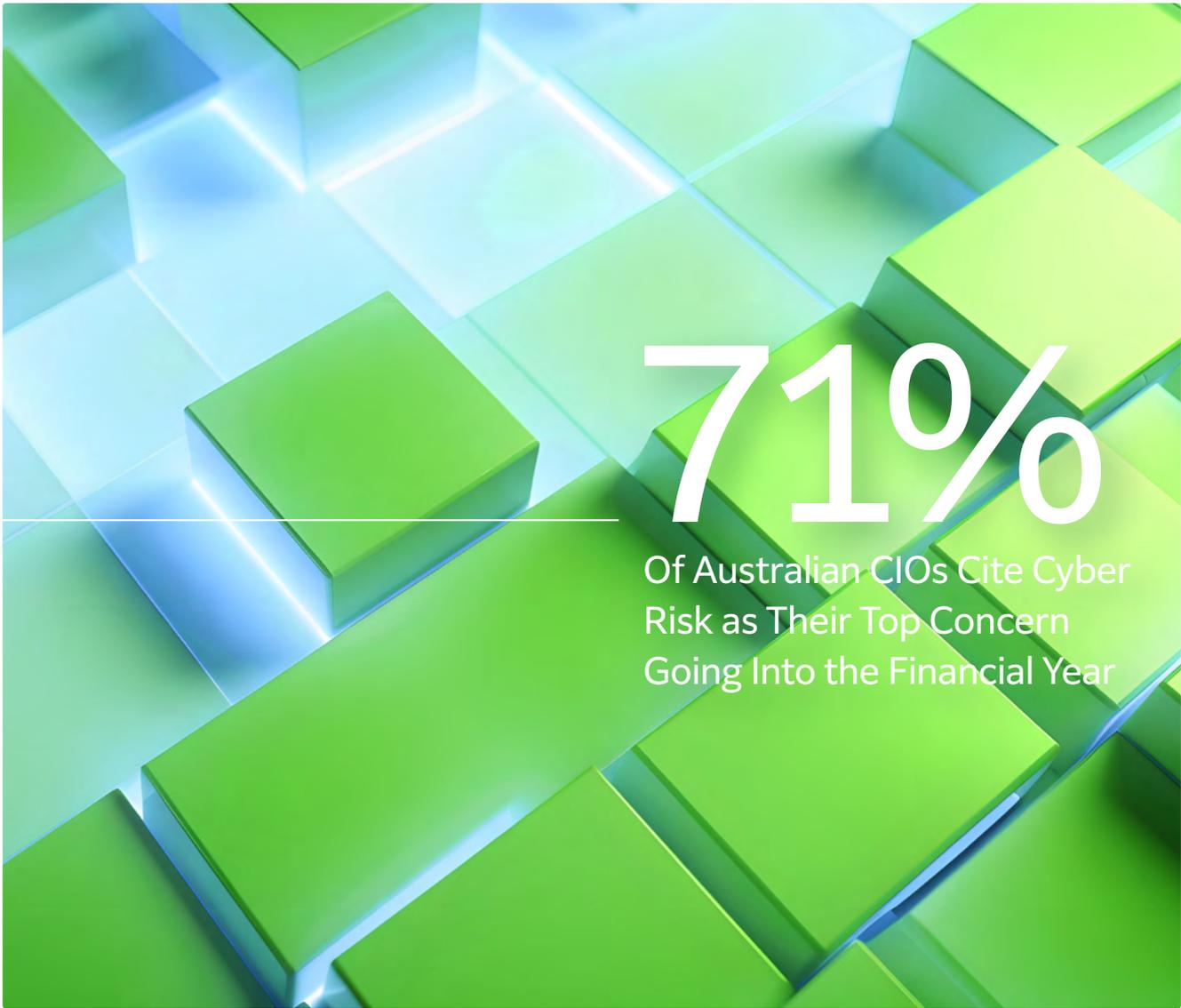
IT budgets are under greater scrutiny than ever before. Despite the overall increase in national IT spend (Gartner, 2025), line items are being evaluated with a fine-tooth comb.

The hybrid cloud model appears to be continuing to gain traction as a cost-optimisation strategy. By balancing workloads across public, private, and on-premise environments, CIOs can look to achieve better cost control while improving data sovereignty and compliance.

4

Vendor Rationalisation

With tool sprawl and vendor fatigue rampant, CIOs could look to focus on consolidation. According to Gartner (2025), organisations can reduce software and services spend by up to 20% by consolidating overlapping tools and renegotiating contracts.



5

Project Backlogs and Deferred Innovation

Project prioritisation also seems to be becoming more difficult. As BAU demands increase, it looks like many CIOs are deprioritising innovation projects, especially those without a clear commercial return.

Conclusion: A Strategic Response to Post-Budget Pressures

FY26 is likely to present a complex but navigable environment. We predict Australian CIOs will be expected to manage escalating cyber risks, operationalise constrained teams, and deliver measurable value — all under tighter budgets and higher expectations.

The key is focus: focus on the threats that matter, the tools that integrate, the partners who deliver, and the outcomes that are business-critical.

As we explore in the next chapter, this new era demands a tighter connection between technology and business objectives — a lens that every CIO should adopt to remain relevant and influential.

Chapter 4:

Aligning IT with Business Outcomes

In FY26, the role of the CIO will have to evolve from custodian of infrastructure to strategic business enabler. The expectation is no longer just to “keep the lights on” — it is to directly support revenue generation, improve customer and employee experiences, and drive cost optimisation (Korn Ferry, 2025). But while the idea of business alignment is widely accepted, the execution seems to remain a challenge for many Australian CIOs.

According to the 2025 ADAPT CIO Edge report, only 38% of Australian CIOs believe their IT strategy is “fully aligned” with business priorities. This gap could create risk: misallocated budgets, low stakeholder engagement, and technology projects that fail to deliver measurable outcomes.

So, what will true alignment look like in FY26? And how can CIOs turn it from a talking point into a reality?

1

Understanding What the Business Actually Needs

Alignment starts with clarity. Too often, IT initiatives are typically driven by technical ambition rather than genuine business need. CIOs should be deeply embedded in the organisation’s strategic planning, not only to translate business goals into technology roadmaps, but also look to challenge and guide business units on what’s realistic, secure and scalable.

This could mean shifting from project delivery to value delivery — focusing on, for example:

- Reducing the time it takes to serve customers
- Improving internal productivity
- Enhancing data-driven decision-making
- Lowering operational risk

Australian CIOs should also balance short-term wins with long-term transformation. Business leaders are typically and increasingly impatient for results — particularly in industries under financial pressure. Mapping quick wins alongside larger infrastructure or data programs could help build trust and momentum.

2

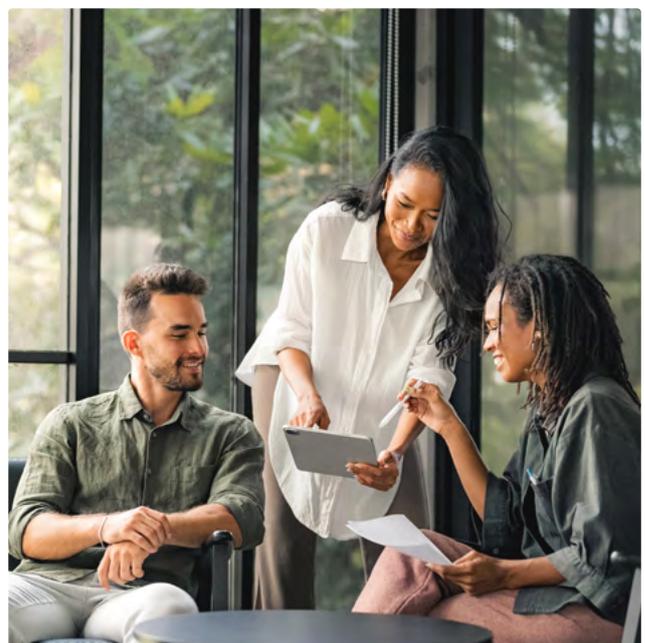
Moving from KPIs to OKRs

Traditional IT metrics — such as uptime, incident response time, or backlog tickets closed — may not always resonate with the wider organisation. Business leaders want to know: “How is IT contributing to growth, efficiency, or risk reduction?”

This could be why it looks like many CIOs are adopting Objectives and Key Results (OKRs) over traditional Key Performance Indicators (KPIs). OKRs look to link IT activities to strategic goals, for example:

Objective	Key Result
Improve customer onboarding experience	• Reduce onboarding time from 10 days to 3
	• Automate 80% of onboarding workflows using low-code tools
Enable flexible work	• Achieve 98% uptime for remote access systems
	• Cut remote support ticket volume by 30% via self-service

This shift may help CIOs reposition IT from a support cost to a strategic asset — something that looks to deliver outcomes, not just services.



3

Business-First Technology Choices

Choosing technology based on business fit — rather than technical trend — should be a hallmark of mature IT strategy. In FY26, this may include:

- Hybrid cloud environments tailored to specific workload and compliance needs
- Cybersecurity frameworks that balance protection and productivity (e.g. Zero Trust models)
- Collaboration tools that integrate with existing processes and reduce complexity
- AI and automation that directly link to measurable business impact (e.g. faster invoice processing, lower customer churn)

According to Tech Research Asia, 57% of Australian CIOs say they are replacing legacy platforms not just because they're outdated — but because they no longer meet business expectations.

The lesson is clear: tech decisions must be made in context of the end-user, the process being improved, and the financial case for change.

4

Building Internal Partnerships

Alignment requires relationship-building. It's shown that CIOs who successfully bridge the gap between IT and business typically do the following:

- Actively involve business stakeholders by building a shared vision across the organisation
- Collaborate cross-functionally to demonstrate how technology drives business value.
- Bridge the gap between technical complexity and business relevance.
- Measure ROI beyond financial impacts (e.g. customer satisfaction). (CIO, 2024)

An effective CIO should act more like a translator and facilitator than a technologist. Building a culture of shared accountability is key — particularly in industries where digital transformation is still emerging.

5

Measuring What Matters

Finally, CIOs should be intentional about how success is measured. This could mean designing dashboards that include:

- Financial metrics (ROI, cost savings)
- Operational improvements (speed, efficiency, reduced downtime)
- User sentiment (employee or customer satisfaction scores)
- Risk reduction (number of incidents, improved compliance)

Consider not measuring IT just by uptime and budget. Instead track how many hours of manual work you have eliminated, how fast you can respond to client queries, and how IT is enabling growth within the organisation.

When IT can demonstrate its impact in business terms, it enables greater influence and investment — even in constrained environments.

Conclusion: A Business-Led IT Strategy

It's clear that alignment is not a one-time exercise. It's a continuous, adaptive relationship between technology and business goals. In FY26, CIOs will need to lead with empathy, commercial acumen, and a laser focus on outcomes.

When done well, business alignment can transform IT from a reactive function to a strategic driver of growth, resilience and innovation — which we believe is exactly what Australian organisations need in today's volatile environment.

In the wake of tightened budgets and heightened expectations, cost control appears to be one of the defining themes of FY26 for Australian CIOs. But cost control shouldn't mean indiscriminate cuts. It should mean strategic optimisation: finding ways to reduce waste, rationalise technology portfolios, and redirect spend toward initiatives that deliver measurable value.

CIOs who succeed in this landscape do not appear to just be slashing expenses — they're looking to re-engineering their cost base for sustainability, scalability, and resilience.

Chapter 5:

Cost-Control Levels for FY26

In this chapter, we explore the most effective cost-control levers that may be available to Australian IT leaders, and how these levers could unlock operational and strategic benefits.

1

Embracing Hybrid Cloud for Financial Flexibility

Cloud adoption in Australia continues to mature. But while it seems that public cloud platforms such as AWS, Azure and Google Cloud are becoming entrenched, it looks like many CIOs are now taking a more nuanced approach. The hybrid cloud model — combining public cloud, private infrastructure, and on-premise systems — appears to be increasingly be considered as the optimal balance between cost, control, and compliance.

According to the 2025 TechTarget ANZ IT Priorities Study, 64% of Australian CIOs are shifting workloads between environments to reduce costs, improve performance, or comply with data sovereignty laws.

Hybrid cloud could enable:

Workload placement optimisation — shifting resource-intensive or stable workloads to more cost-effective environments.

Avoiding vendor lock-in — by retaining critical apps or sensitive data on-premise or in private cloud.

Tiered storage strategies — leveraging object storage or archiving solutions for rarely accessed data.

CIOs can also look to negotiate better pricing with cloud providers through reserved instances, committed use discounts, and partner-led cost reviews — provided they have visibility into consumption trends.

2

Rationalising Tools and Vendors

IT environments have become cluttered. After years of rapid digital transformation, it appears many organisations are now facing tool sprawl — managing too many platforms, licenses, and vendors with overlapping functionality.

In FY26, vendor rationalisation appears to be emerging as a priority cost-control strategy — with 68% of CIOs planning vendor consolidation (ADAPT, 2025). According to Gartner, organisations can reduce software and services spend by up to 20% by consolidating overlapping tools and renegotiating contracts.

Potential steps to take include:

- 1. Audit your IT stack** — identify underutilised licenses and redundant platforms.
- 2. Consolidate vendors** — prefer providers that offer end-to-end or multi-service capabilities.
- 3. Review contracts** — look for auto-renewals, legacy terms, or unused support entitlements.
- 4. Benchmark pricing** — against similar organisations or through MSPs who aggregate volume discounts.

Moving from five niche vendors to a single managed partner with an integrated service stack could potentially save money, simplify support, and improve accountability.

3

Leveraging Managed Services to Reduce Fixed Overheads

As internal headcount constraints persist, many CIOs seem to be looking to expand their use of managed services — not just for support, but for strategic functions such as cybersecurity, cloud operations, and compliance.

Managed service providers (MSPs) may offer predictable, scalable cost models and could reduce the need for permanent specialist staff. They may also provide access to tools, licensing, and expertise that might otherwise be unaffordable.

In FY26, we anticipate a shift from reactive, ticket-based support toward proactive, outcome-based partnerships.

Key benefits may include:

- 24/7 coverage without requiring shift teams
- Shared responsibility models for cybersecurity
- Continuous optimisation of cloud, network, and device environments
- Reduced total cost of ownership across tools, licences, and infrastructure

According to ADAPT's 2025 CIO Edge study, 48% of Australian CIOs expect to increase managed services spending this year — particularly in areas where in-house skills are hard to retain.

4

Automation and Self-Service: Do More with Less

IT teams are stretched thin. With many CIOs operating under hiring freezes or leaner structures, automation could be a vital lever for cost control.

Automation may be applied across:

- IT operations: auto-remediation of alerts, patching, and backup tasks.
- Service desks: AI-enabled chatbots and automated ticket triage.
- Security: automated threat detection, response workflows, and user access reviews.
- Business workflows: using low-code tools to digitise paper-heavy or repetitive processes.

This isn't about eliminating human jobs — it's about looking to redeploying people to higher-value work, improving response times, and eliminating repetitive tasks.

According to Tech Research Asia, **41% of Australian organisations plan to expand automation in FY26 to "address operational inefficiencies and talent shortages."**

41%

Of Australian Organisations Plan to Expand Automation in FY26 to "Address Operational Inefficiencies and Talent Shortages"

5

Rightsizing Devices and Endpoints

Device lifecycle management is another area where CIOs could look to achieve cost savings. As hybrid work stabilises, many organisations appear to be rethinking their approach to endpoint provisioning.

Potential strategies include:

- Standardising device fleets for easier support and procurement
- Device-as-a-Service (DaaS) models to turn CapEx into OpEx
- Extending refresh cycles with predictive maintenance and remote monitoring
- Deploying virtual desktops (VDI) for contractors or low-risk workloads

Combined with modern management tools, these approaches could help reduce onsite support requirements, improve asset visibility, and help scale securely.

Conclusion: Optimising Without Compromise

CIOs in FY26 should be more than budget guardians — they should be value architects. The challenge will be not to spend less, but to spend smarter.

Through hybrid cloud, vendor consolidation, managed services, automation, and modern workplace strategies, Australian IT leaders may look to control costs without compromising performance, resilience, or user experience.

In the next chapter, we'll explore how top CIOs are using these cost levers as part of a broader transformation — reimagining their operating models to help drive agility and business impact.

Chapter 6:

Transforming the IT Operating Model

In FY26, we expect Australian CIOs will be moving beyond viewing cost control as merely a defensive exercise. Instead, we anticipate they will be looking to strategically deploying cost-control levers such as hybrid cloud, managed services, and automation as catalysts to reimagine their IT operating models. This shift would not only be aimed at looking to optimise budgets but to deliver enhanced agility, innovation, and measurable business impact.

This chapter explores the evolving role of these levers within broader transformation efforts, drawing on the latest Australian industry data and trends to illustrate how IT leaders could look to redefine value and performance in today's fast-changing business environment.

From Cost Cutting to Strategic Transformation

Historically, cost control has been synonymous with budget cuts and operational tightening. However, according to the 2024 Deloitte CIO Pulse Survey, **a majority of CIOs say their role now includes driving business growth and innovation, not just reducing IT spend.** This evolution typically requires IT leaders to think beyond short-term savings, focusing on operating models that promote flexibility, speed, and scalability.

In practical terms, this could involve leveraging hybrid cloud environments, outsourcing non-core functions to managed service providers, and integrating automation to increase efficiency — all while ensuring IT remains a trusted partner to the business.

Hybrid Cloud: The Foundation of Flexible and Cost-Efficient IT

Hybrid cloud adoption continues to accelerate in Australia. According to IDC Australia, **67% of organisations have implemented or are planning hybrid cloud strategies in 2025.** Hybrid cloud enables IT teams to dynamically allocate workloads between on-premises infrastructure and multiple cloud platforms, with the aim to optimise costs while improving responsiveness.

By shifting less critical workloads to public clouds, organisations may look to reduce expensive on-prem hardware investments and scale resources as needed.



Critical, sensitive applications can remain on-premises or in private clouds in accordance with applicable compliance and security requirements.

For example, Microsoft (2022) outlines that one of Australia's largest public health services adopted a hybrid cloud model using Azure VMware solutions to balance private infrastructure for clinical data with public cloud capabilities. This approach is said to have enabled more secure, agile resource management, helped streamline operations and reduced hardware investment.

Hybrid cloud could empower CIOs to design IT environments that look to adapt to fluctuating demand without costly overprovisioning, with the aim to align spend more closely with business cycles and priorities.

Managed Services: Extending Capability and Driving Cost Optimisation

Outsourcing non-core IT functions to managed service providers (MSPs) appears to be another key lever in reshaping IT operating models. Gartner predicts that by 2025, **60% of Australian organisations will outsource at least half of their IT infrastructure management.**

Managed services can offer access to specialised skills and tools that may be difficult or costly to maintain internally, enabling CIOs to focus their teams on strategic initiatives. This could not only help control costs but also drive operational efficiency and risk mitigation.

For example, many organisations leverage MSPs to optimise IT resources and improve uptime (Gartner, 2025).

Managed services may also help enhance security posture with offerings such as around-the-clock monitoring and rapid threat response, crucial in today's heightened cyber risk environment.

Automation and AI: Driving Efficiency and Resilience

Automation appears to no longer a "nice-to-have" but a fundamental component of the modern IT operating model. The Australian Computer Society's 2024 Digital Pulse report shows **61% of organisations have increased investment in IT process automation in the past 12 months.**

Routine, repetitive tasks such as patch management, service desk triage, and user onboarding may now be automated, freeing IT staff so they can focus on higher-value activities like innovation and customer engagement. Automated workflows helps reduce human error, speed up response times, and improve service consistency.

AI-powered tools seem to also be emerging as critical enablers of predictive analytics for IT operations (AIOps), cybersecurity threat detection, and capacity planning. According to the ASD Cyber Threat Report 2022-23, use of automated threat detection by government bodies is confirmed and highlights how emerging technologies (like AI) are enhancing real-time response capabilities.

Reimagining the IT Operating Model: Governance, Talent, and Partnership

Leveraging the aforementioned levers effectively may require CIOs to rethink not just technology but also organisational structure and processes. Australian CIOs appear to be increasingly adopting agile operating models, cross-functional teams, and vendor ecosystems to balance innovation with cost discipline.

A 2023 study by Forrester found that **72% of CIOs who transformed their IT operating model reported improved business alignment and faster time-to-market for new products**. This included adopting DevOps practices, redefining vendor management as strategic partnerships, and embedding continuous feedback loops with business units.

Talent management may also play a key role. CIOs seem to be looking to invest in digital skills training and foster a culture of innovation with the goal of ensuring their teams can operate in hybrid, automated environments while maintaining operational excellence.

Strategic Outcomes: Agility, Speed, and Business Impact

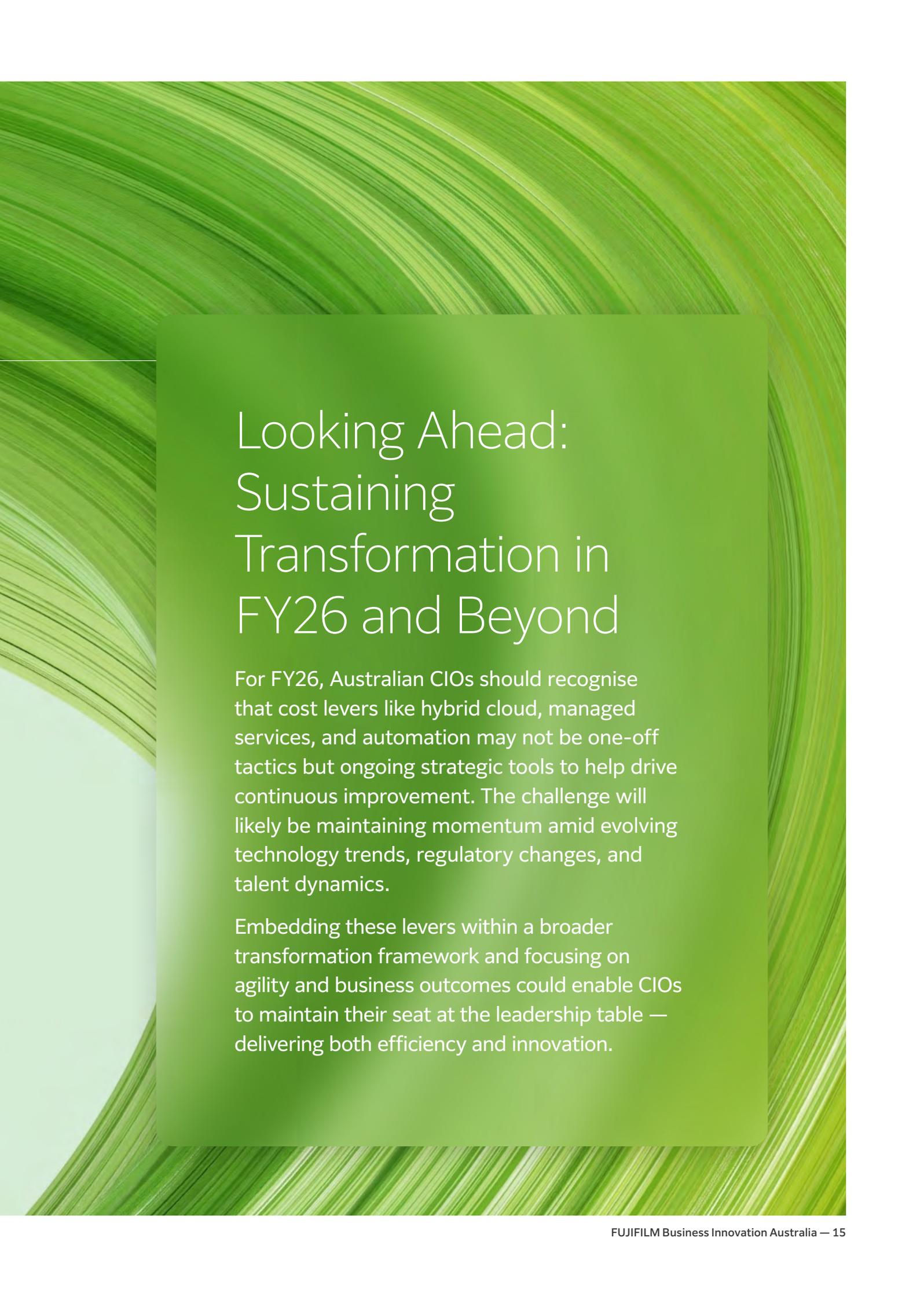
The ultimate goal should be to convert cost-control initiatives into business advantage. Organisations embracing these transformations may benefit from:

- Faster innovation cycles: Enabling rapid development and deployment of new applications that support evolving customer needs.
- Improved customer experience: Through enhanced digital platforms and more responsive IT support.
- Increased organisational resilience: With scalable infrastructure and proactive security postures.
- Greater financial predictability: Via consumption-based IT spending and flexible vendor arrangements.



72%

Of CIOs who Transformed Their IT Operating Model Reported Improved Business Alignment and Faster Time-to-market for New Products

The background of the slide features a series of concentric, wavy green lines that create a sense of motion and depth. The lines are in various shades of green, from light to dark, and curve around the central text area.

Looking Ahead: Sustaining Transformation in FY26 and Beyond

For FY26, Australian CIOs should recognise that cost levers like hybrid cloud, managed services, and automation may not be one-off tactics but ongoing strategic tools to help drive continuous improvement. The challenge will likely be maintaining momentum amid evolving technology trends, regulatory changes, and talent dynamics.

Embedding these levers within a broader transformation framework and focusing on agility and business outcomes could enable CIOs to maintain their seat at the leadership table — delivering both efficiency and innovation.



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your IT strategy - call us on 13 14 12 or visit
[fujifilm.com/fbau/en](https://www.fujifilm.com/fbau/en) to learn more.

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