



QANTAS UNVEILS ADELAIDE PRODUCT INNOVATION CENTRE, ACCELERATING GROWTH, EMPLOYMENT AND SKILLS PATHWAYS

News / Airlines



Qantas has inaugurated its new Product Innovation Centre in Adelaide, with South Australian Premier Peter Malinauskas joining Qantas Group Chief Technology, AI and Transformation Officer Rachel Yangoyan to mark the occasion. Located in the heart of the Adelaide CBD, the purpose-built technology and innovation hub is designed to accelerate the development of intuitive, world-class digital experiences for the millions of travellers who fly with Qantas each year.

Qantas is establishing the centre as the primary base for its technology product development teams, bringing together product managers, digital experience designers, software engineers, and data and AI specialists to redefine how customers engage with the airline across every stage of their journey.

The first cohort of 50 employees has already moved into the new offices, with recruitment underway for an additional 40 roles. Supported by the South Australian Government, Qantas remains on track to scale the Centre to more than 400 digital and technology positions over the

next three years, strengthening in-house innovation capabilities and accelerating the delivery of next-generation customer experiences.

A pilot team was established in a temporary workspace in March ahead of the transition into the new Centre. Since then, the team has been developing real-time customer feedback tools and new digital experiences, leveraging AI built internally with Qantas data to test, prototype and resolve customer challenges at greater speed.

Qantas is also partnering with Adelaide University to create direct graduate pathways into the Centre, offering South Australian students the opportunity to contribute to the future of travel. The first intake attracted hundreds of applications, with graduates set to commence in February next year.

Qantas Group Chief Technology, AI and Transformation Officer Rachel Yangoyan said "South Australia was the right place to grow the airline's long-term technology capability: "Where we're heading with technology and AI is about knowing our customers better, anticipating what they need, and making every part of their journey feel connected. This Centre is central to that. It's already helping us tap into some of the best talent in the country to build more personalised travel experiences for the millions of customers who fly with us every year. 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 into the future."

South Australian Premier the Hon Peter Malinauskas stated: "Qantas is one of Australia's most iconic companies, and the decision to establish its first Product Innovation Centre outside Sydney here in Adelaide is a major vote of confidence in South Australia. This Centre will create more than 400 highly-skilled digital jobs. This brings new opportunities for South Australians and helps attract some of the best and brightest from interstate to SA. The graduate pathway will also give the next generation of South Australian talent a direct pathway into some of Australia's most exciting technology careers."

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