Future Ready: Australians and AI Workplace Tech

July 2025

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Executive Summary

Australians embrace tech - we’re early adopters, and it's an intrinsic part of our personal and working lives. Tech is an enabler. It bridges geographical and social divides, helping us work smarter, not harder. As a country we’re adept in using it to address strategic challenges, and improve our quality of life. AI is no different.

To understand how we are experiencing the shift toward AI, the Tech Council of Australia surveyed a nationally representative sample of the Australian workforce.

We asked Australian workers how they feel about the pace of technological change, how they’re using AI and other digital tools today, and what they expect the long-term impact will be on their jobs and industries.

The results show a generally optimistic outlook. Most Australians believe technology has improved their working lives and are using AI across a range of tasks. Many see AI as a tool that will enhance, rather than replace, human work.

The results also reveal a need for clear communication, strong protections, and coordinated leadership to ensure confidence keeps pace with change.

This survey is part of TCA’s role as a trusted voice at the intersection of government, industry, and the public. It provides an evidence base for a more informed national conversation, that is grounded in the real experiences and expectations of Australian workers, as we shape the next phase of our tech-enabled economy.

Dr Ilana Feain

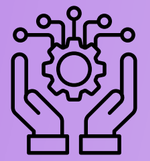
Head of Research, Tech Council of Australia

Key insights for Australian workers on the impact, adoption, and concerns related to AI and technology in the workplace

72% of workers consider that technology has had a positive or very positive impact on their lives over the past 10 years.

73% of workers agree that they can keep up with the pace of technology change at work.

74% of workers feel empowered to improve their working lives over the next 5 to 10 years.



93% of Australian workers think that AI will impact jobs by augmenting them, not fully automating roles by 2030.

78% of workers are advocates, excited or curious about adopting AI in the workplace, with 6% very worried about this topic.

Cost of living, inflation, healthcare, and housing top the list of concerns, whilst emerging technologies ranks much lower, coming in at 14th place.

96% of workers say clear information on personal data use is essential when introducing new workplace technologies.

51% of Australian workers agree that government understands new technologies well enough to regulate them.

Younger male workers are the most optimistic about, and the biggest advocates for, AI and emerging technology.

1.0

General Perceptions of Technology and Change

This section covers the overarching sentiment towards technology's role, the speed of its evolution and impact on Australian workers.

Over the last 10 years, technology has had a positive impact on the Australian workforce, a sentiment consistent across various industries, genders, and employment types

Across all age groups, the majority of respondents reported a positive impact of technology on their lives over the past 10 years.

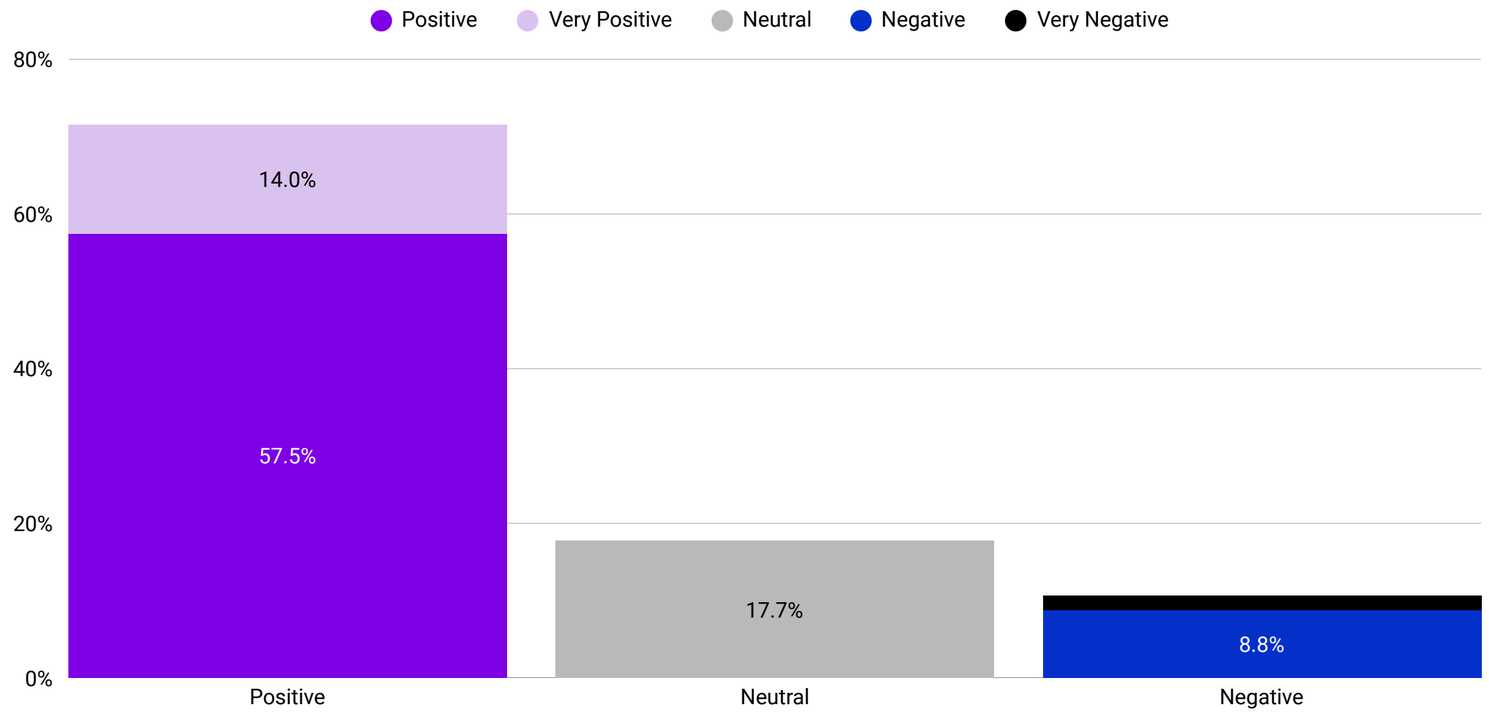
Younger workers show the highest positive perception, with the 19-24 and 25-34 age groups exhibiting the highest proportions of ‘positive’ and ‘very positive’ responses. 19% of 19-24 year olds consider it has had a very positive impact on their lives over the past decade, compared to only 8% of 55-64 year olds. This suggests that younger generations have experienced the most significant benefits from technological advancements in the last decade compared to older age groups. We also see a ‘very positive’ impact in major states with NSW (16%) and VIC (15%) respectively.*

For both male and female respondents, the majority perceive a ‘positive’ or ‘very positive’ impact from technology. This is the most frequently selected category for both groups; however, males have a higher proportion of very positive responses with 18% vs 11% for females.

This trend is also consistent across employment types, with higher levels of full-time employed vs self-employed individuals reporting positive impacts of technology overall.

The impact of technology over the past decade on Australian workers

Question: what impact has technology had on your life over the past 10 years?
n= 2,552; % of respondents.



*ACT and Tasmania have 2 responses in Tasmania in this category with a total of 58 and 2 out of 35 total responses in ACT

While technological change is rapid, most Australian workers feel capable of keeping up with advancements in technology at work

Australian workers are increasingly adaptable to technological changes, demonstrating their competitiveness in a rapidly evolving work environment.

Younger workers aged 19-34 report a higher ability to keep up with these changes, with >80% of 25-34 year olds agreeing or strongly agreeing with the statement. This generation, having grown up with new technologies, shows high levels of adaptability at work.

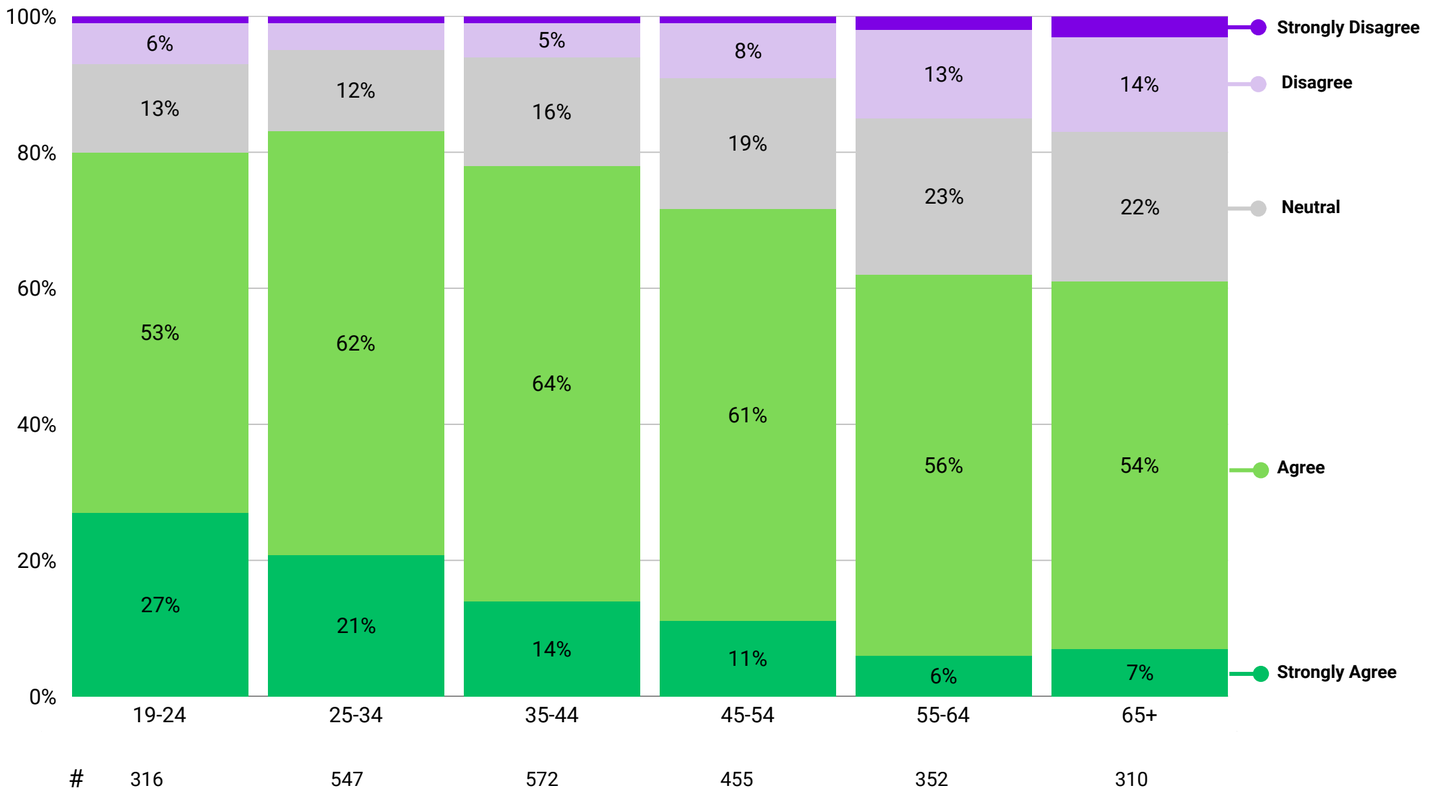
Despite not having modern technologies early in their careers, workers over 55 still feel capable keeping pace with new tech -- 62% agreeing or strongly agreeing that they are able to keep pace with technology change; likewise, 61% of >65 year olds surveyed believe they can keep up with technological change.

Full-time employees exhibit greater adaptability compared to self-employed workers, with 79% of full-timers agreeing or strongly agreeing, versus 70% of part-time workers and 53% of self-employed individuals. This suggests opportunities for policymakers to support technology adoption, particularly among small and medium enterprises.

17% of males are more likely to 'strongly agree' than 13% of females, possibly reflecting differences in confidence or experiences with technology across genders.

Australian worker ability to keep pace with technology change

Question: I can keep up with the pace of technology change at work.
n=2552; % of respondents by age bracket.



Most Australian workers also feel empowered to improve their working lives in the next 5-10 years, reflecting a general optimism towards our future

Across all age groups, Australian workers feel positive about having the power to improve their working life over the next 5-10 years.

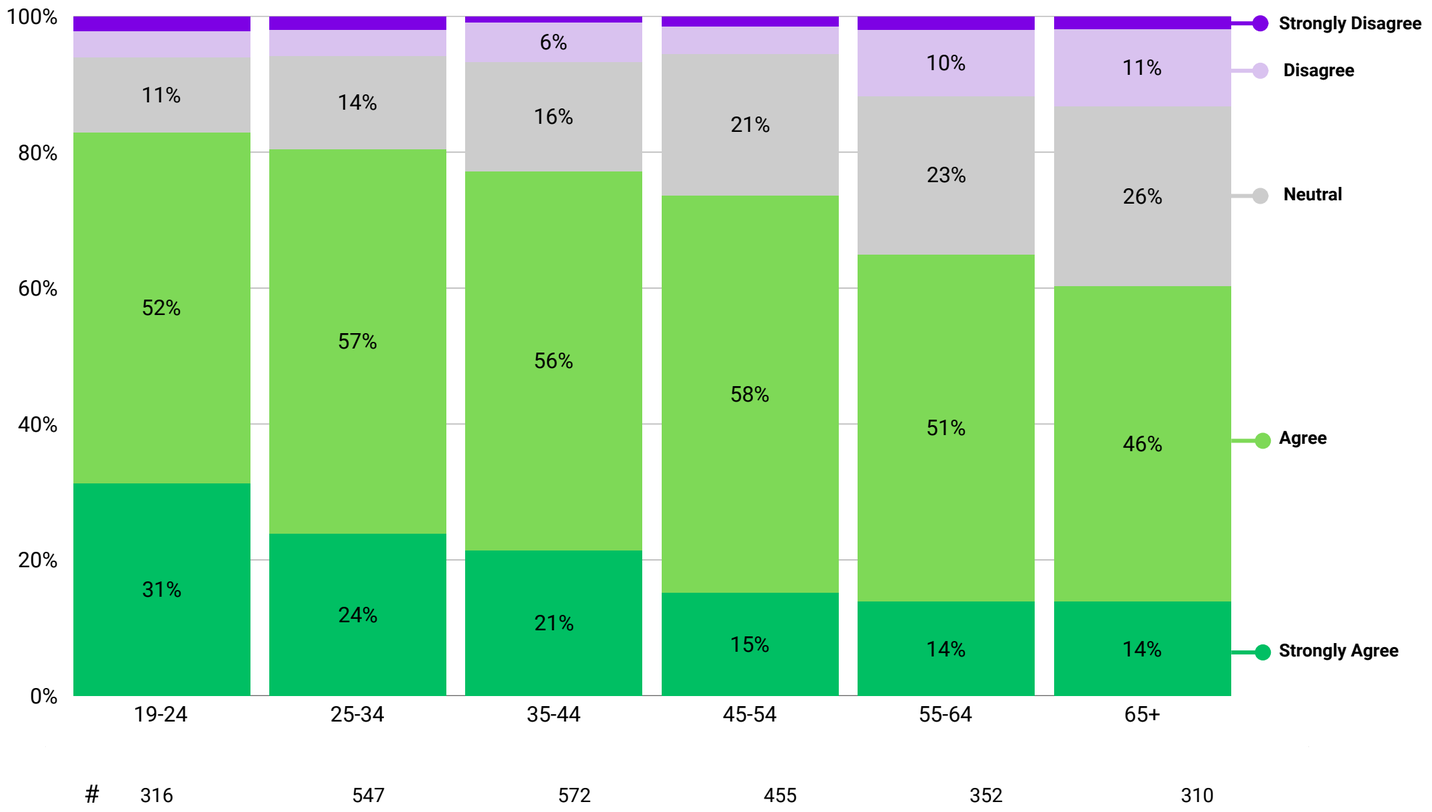
'Strongly agree' and 'agree' responses consistently account for >70% in most age brackets, totalling 74% overall.

There is a noticeable decline in optimism for Australian workers over the age of 55, as these demographics expect to enter into retirement in the coming decade. This data indicates that those most likely to be impacted by technological shifts over the next decade have a positive outlook and feel they will be able to define their future working life.

This is consistent across genders, with 55% of males and 53% females agreeing with this statement. Males are more likely to strongly agree at a rate of 23% compared to 18% for females.

Australian worker ability to improve work life over next decade

Question: I have the power to make my working life better in the next 5 -10 years.
n=2552; % of respondents by age bracket.



This underlying empowerment is reflected in technology not being a top-of-mind concern, ranked 14th after housing, healthcare, economy immigation and international affairs

Over half, 52%, of Australian workers surveyed are concerned about cost of living/inflation (rank #1), with many ranking this as a top three concern along with healthcare and the economy.

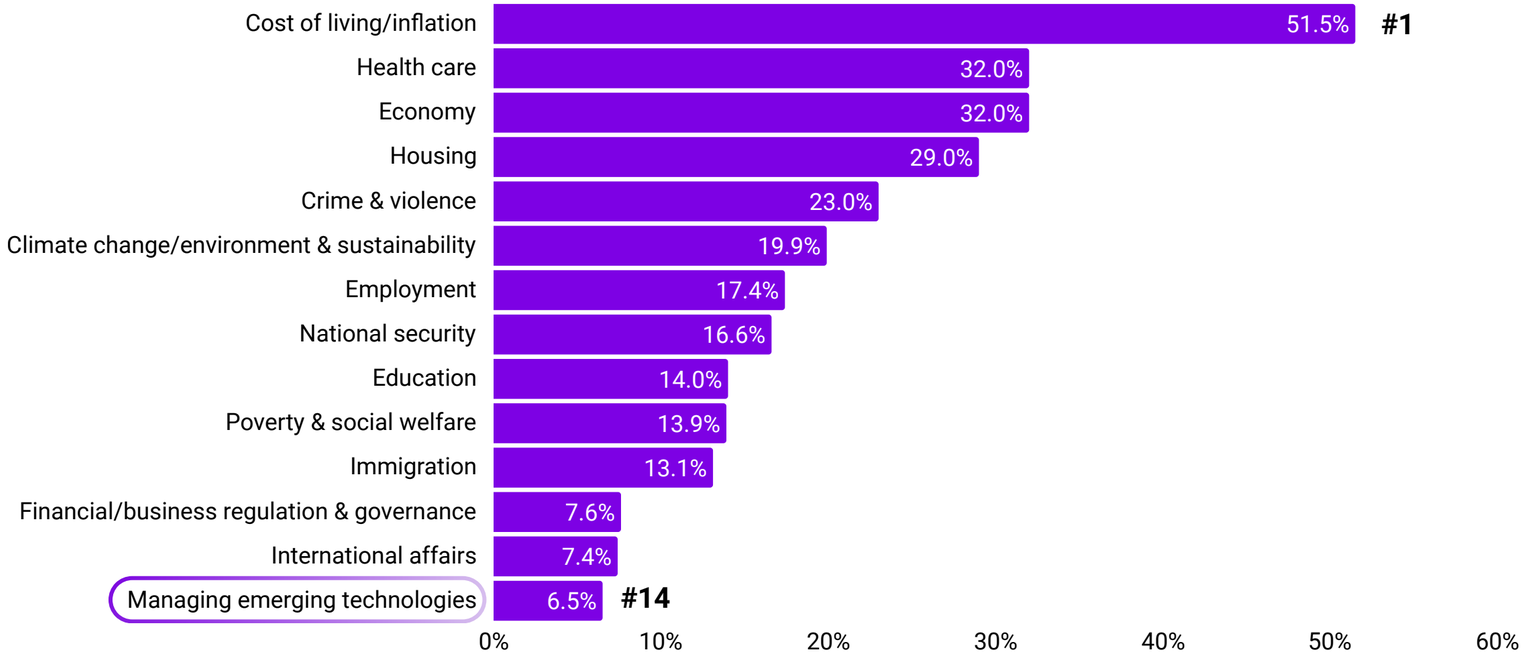
23% of respondents are primarily worried about crime, violence, and 20% about climate change. Issues such as immigration at 13% and financial regulation at 7.6% still attract attention, indicating a complex public concern landscape.

Low concern for emerging technologies at 7% (rank #14) suggests a favourable view of advancements or lack of urgency compared to economic challenges.

The potential for technology to alleviate some of these other concerns, primarily by providing efficiencies and better healthcare may present an opportunity for government to support greater enabling regulation.

Which three of the following do you worry about the most?

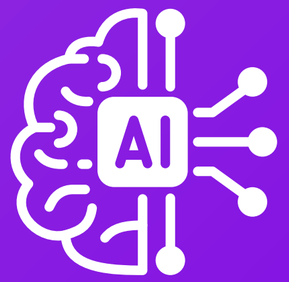
Question: which three of the following options are the biggest priority for the government?
n=2552; % of responses selected.



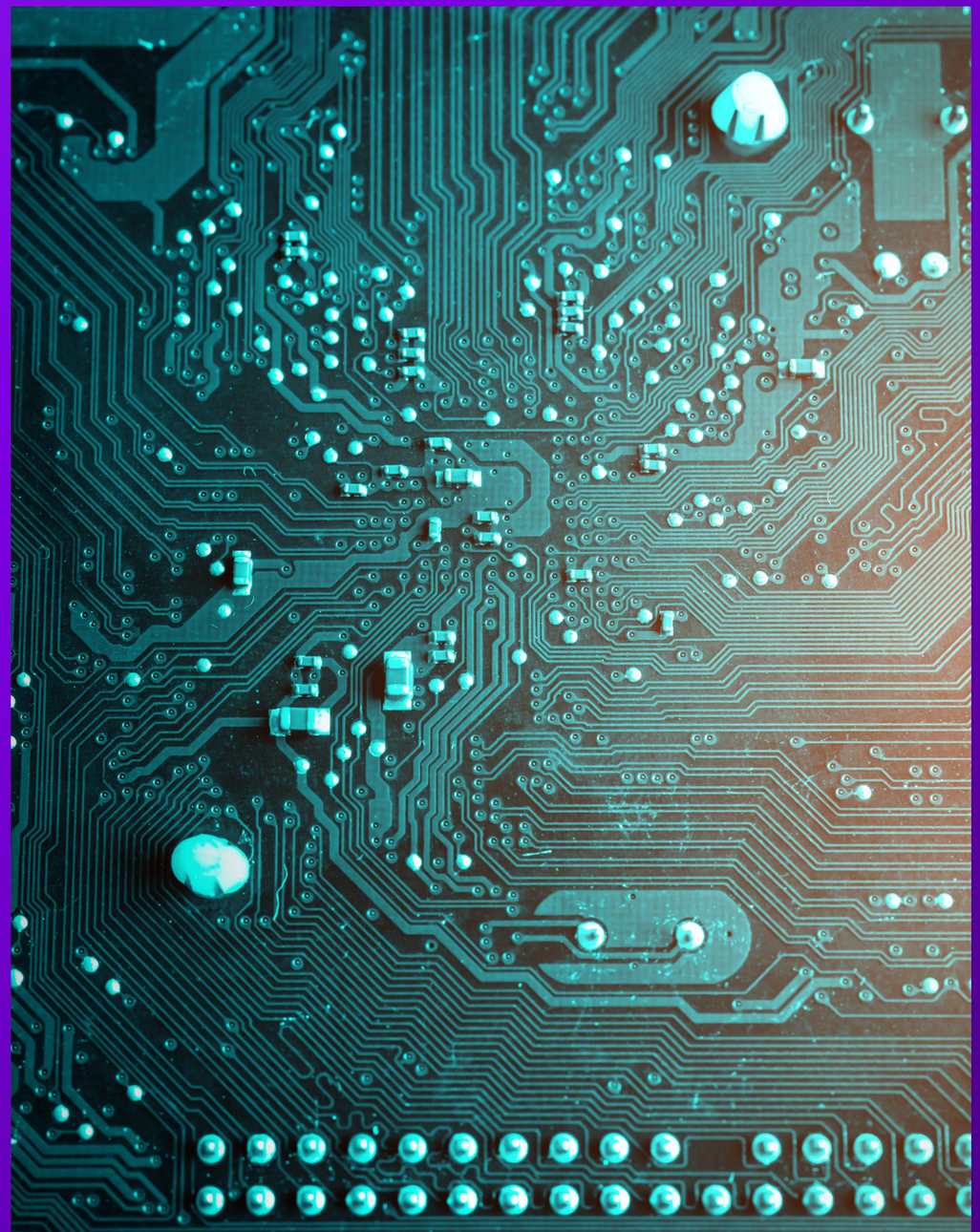
*Participants were provided a selection of options as displayed above. They were instructed to select 3 categories that were determined to be the biggest priority for government. These raw numbers have been provided to demonstrate the overall priorities expressed by survey participants.

2.0

The Impact and Adoption of Artificial Intelligence (AI)



This section details the specific attitudes, adoption rates, and demographic trends related to AI.



There is a widespread belief across Australian workers that AI will have a significant impact on jobs by 2030, but only a small minority expect full automation of roles

Many Australians, across all age groups, anticipate AI will transform how work is conducted - believing it will impact jobs within the next five years.

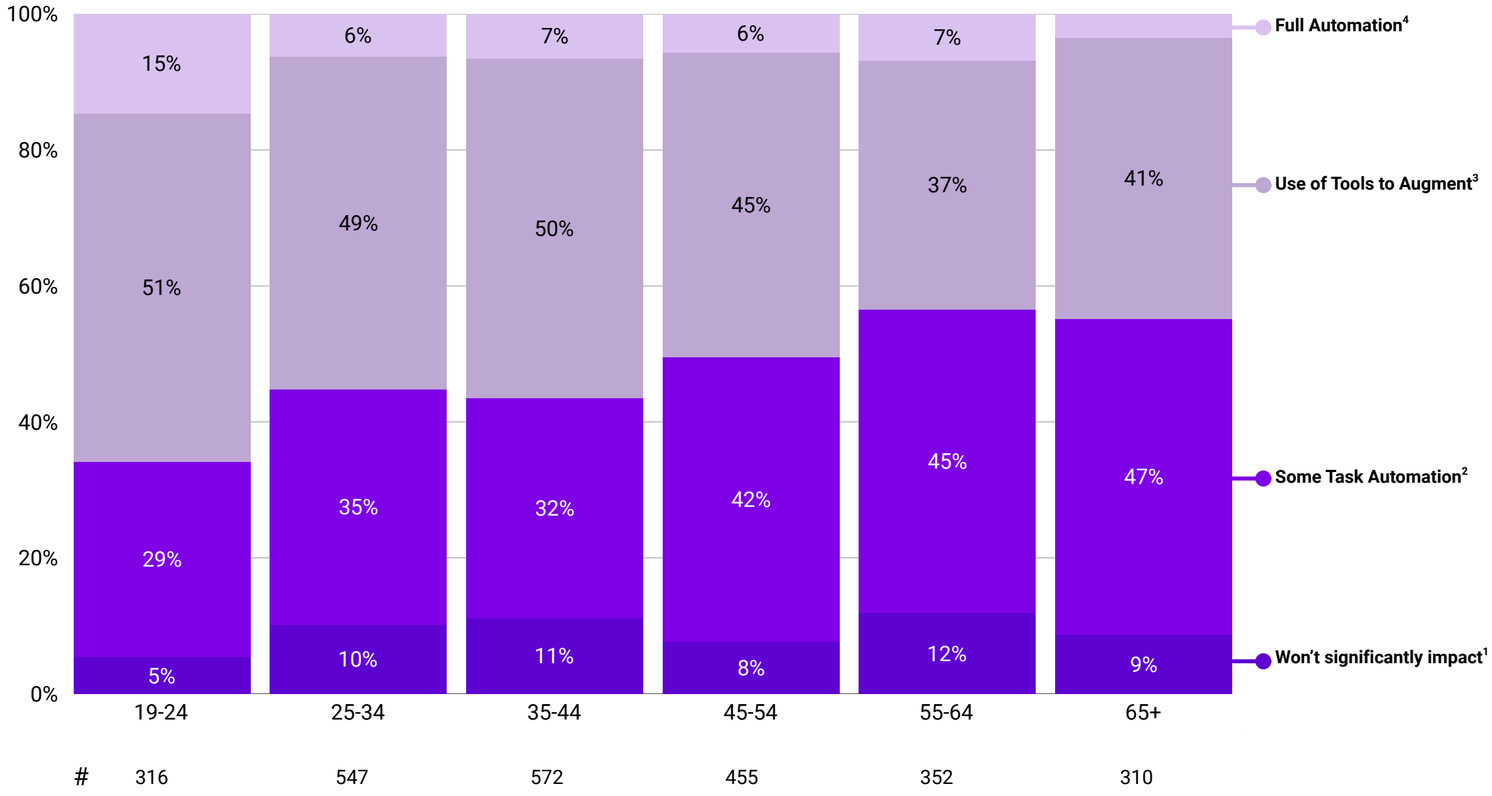
The highest expectation of using AI tools, such as ChatGPT, is seen among those aged 19-24, with 51% believing they will incorporate AI tools into their tasks at work. They also have the highest expectation that most jobs will be fully automated, with 15% compared to only 4% of those aged 65 and older. General optimism towards their future among younger workers may indicate that they are more comfortable with technological progress than other demographics.

Across working arrangements, relatively consistent trends are observed with between 5-7% expectation of full automation for full-time, part time and self-employed workers and the vast majority expecting most jobs to be augmented by AI.

In terms of worker types, sales workers are the most likely to think that jobs will be fully automated, but the variances are small with 13% compared to only 5% of technical and trades workers, potentially reflecting the accelerating rates of AI adoption within these roles. However these responses remain in the minority.

Impact of AI on jobs by 2030

Question: By 2030, how do you think AI will impact most Australians' jobs?
n=2552; % of respondents by age bracket



(1) AI won't significantly impact how most Australians work by 2030 (2) Most Australians will have some tasks within their jobs automated, but not their whole job (3) Most Australians will use AI tools (e.g. Chatgpt) to complete tasks, but tasks will not be fully automated (4)Most Australians' jobs will be fully automated

The majority of Australian workers are curious, excited or advocating for the use of AI within the workplace, but there remain some concerned about increased adoption

Overall, workers feel positively towards AI in the workplace. 5% are advocates, 47% are curious, and 25% are excited about AI. 15% are concerned, and 6% are very concerned. This is reflective of the general adoption curve of new technology.

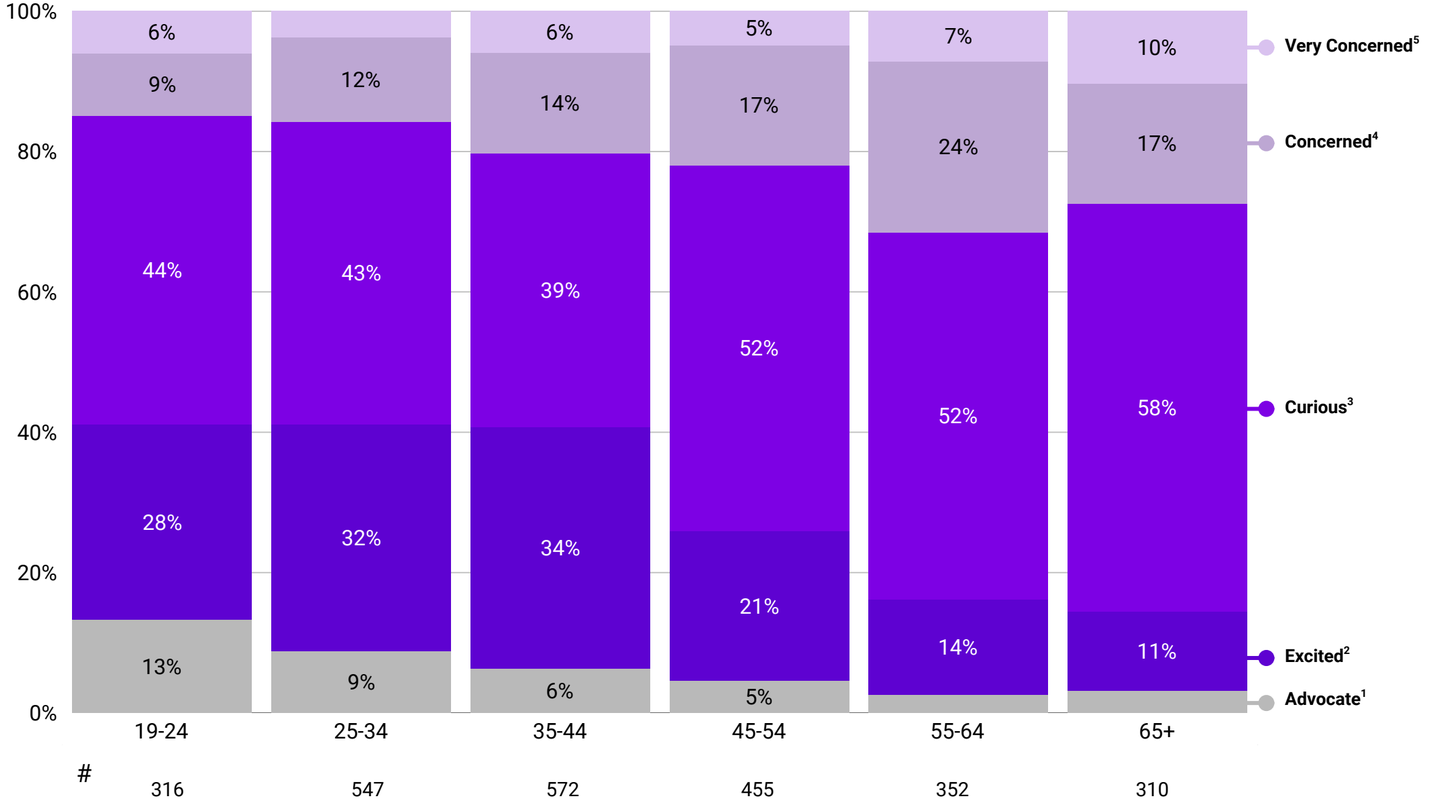
A higher proportion of male workers are positive about AI, with 82% either excited, curious or advocating for use in the workplace versus 75% for females. Men are also more likely to be advocates, with 8% vs 6% for females, but differences are minimal. Females are also more concerned overall, with 7% very worried compared to 5% of males surveyed.

Worker type has an impact on advocacy in the workplace with 3% of self-employed and part-time workers advocating for AI use in the workplace compared to 9% of full-time workers surveyed, and they express slightly higher levels of worried and very worried responses 33% vs 18%. This may be related to the perceived instability of work conditions.

When examining major worker types, managers and sales workers have the highest proportion of advocates at 9% vs 2% for labourers. The highest rate of worry is expressed by Machinery Operators and Drivers with 36% vs 15% for Managers, reflecting potential higher risk direct safety implications of AI adoption if implemented into manual operations.

Sentiment towards adoption of AI in the workplace

Question: how do you feel about the increasing use of new technologies in your work, such as machine learning, generative AI (e.g. ChatGPT) or natural language processing?
n = 2,552; % of respondents by age bracket.



(1) I am an advocate for it. I am actively using these technologies in my current work. (2) I am excited about it. I am looking for ways to use these technologies in my work. (3) I am okay with it. I am curious about these technologies, but not actively seeking them out. (4) I am concerned about it. I avoid using these technologies. (5) I am very worried about it. I am actively against these technologies being introduced in my work.

Workers assess the majority of tasks are unlikely to be automated fully by AI, with most either being minimally impacted or augmented by the use of AI technology

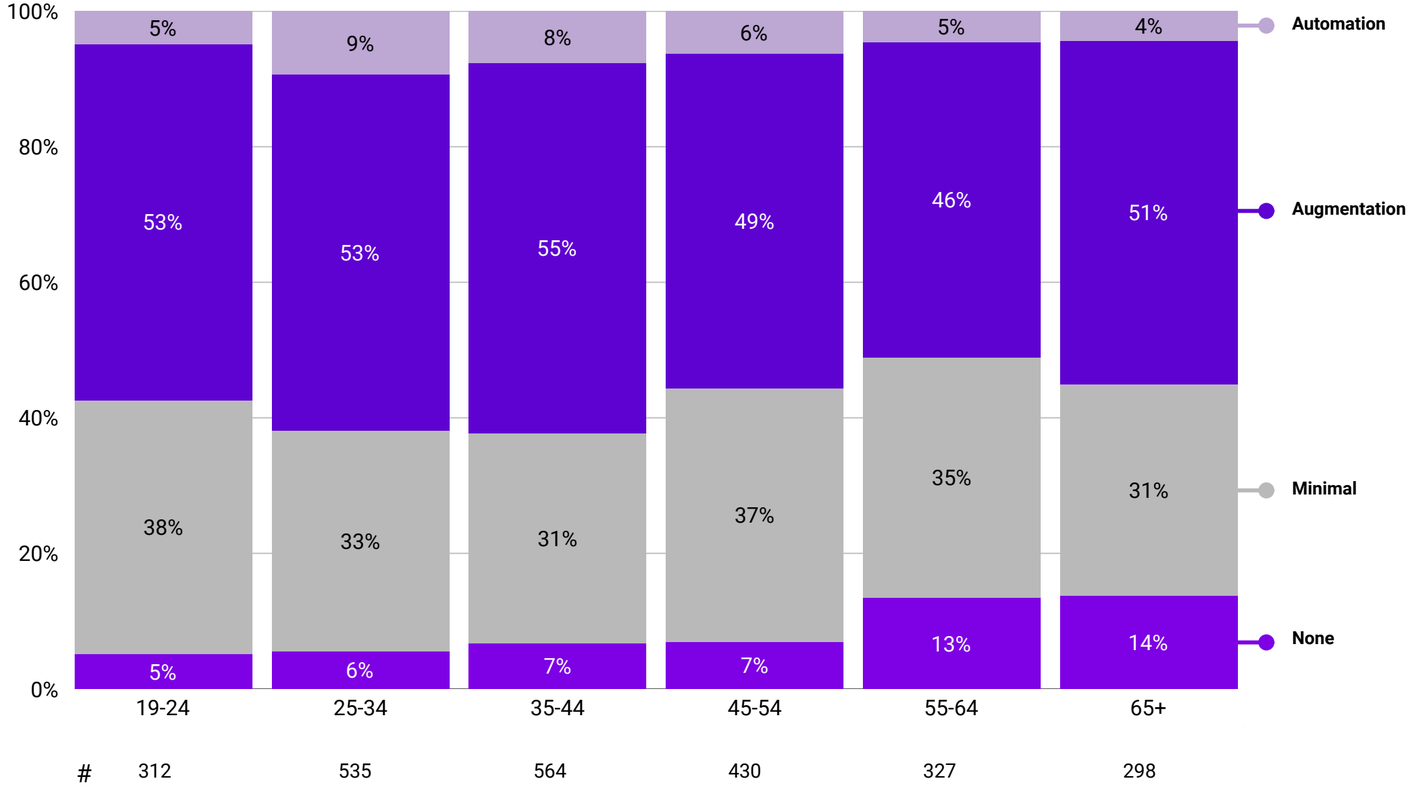
Our analysis of sample tasks shows that workers think that roles will be augmented by AI rather than fully automated, with 93% of respondents assessing their roles as not impacted, minimally impacted, or augmented by AI.

Minor differences are observed between age brackets with workers below the age of 55 less likely to record no impact responses than workers over 55. This may reflect differences in the types of roles, but may also reflect general awareness among these demographics of task automation/augmentation technologies.

Overall workers see automation as the least likely outcome for their jobs, with only 7% on average thinking their roles could be fully automated. This varies slightly between demographics with 9% of 25-34 year olds and 4% of 65+ year olds. This may reflect general awareness of technologies and adoption rates which may change over time.

Task automatability

Question: In your opinion, how can AI be used to support the following kinds of tasks?
n=2,466;[1] % of respondents by average automation score for their role from none to full automation.

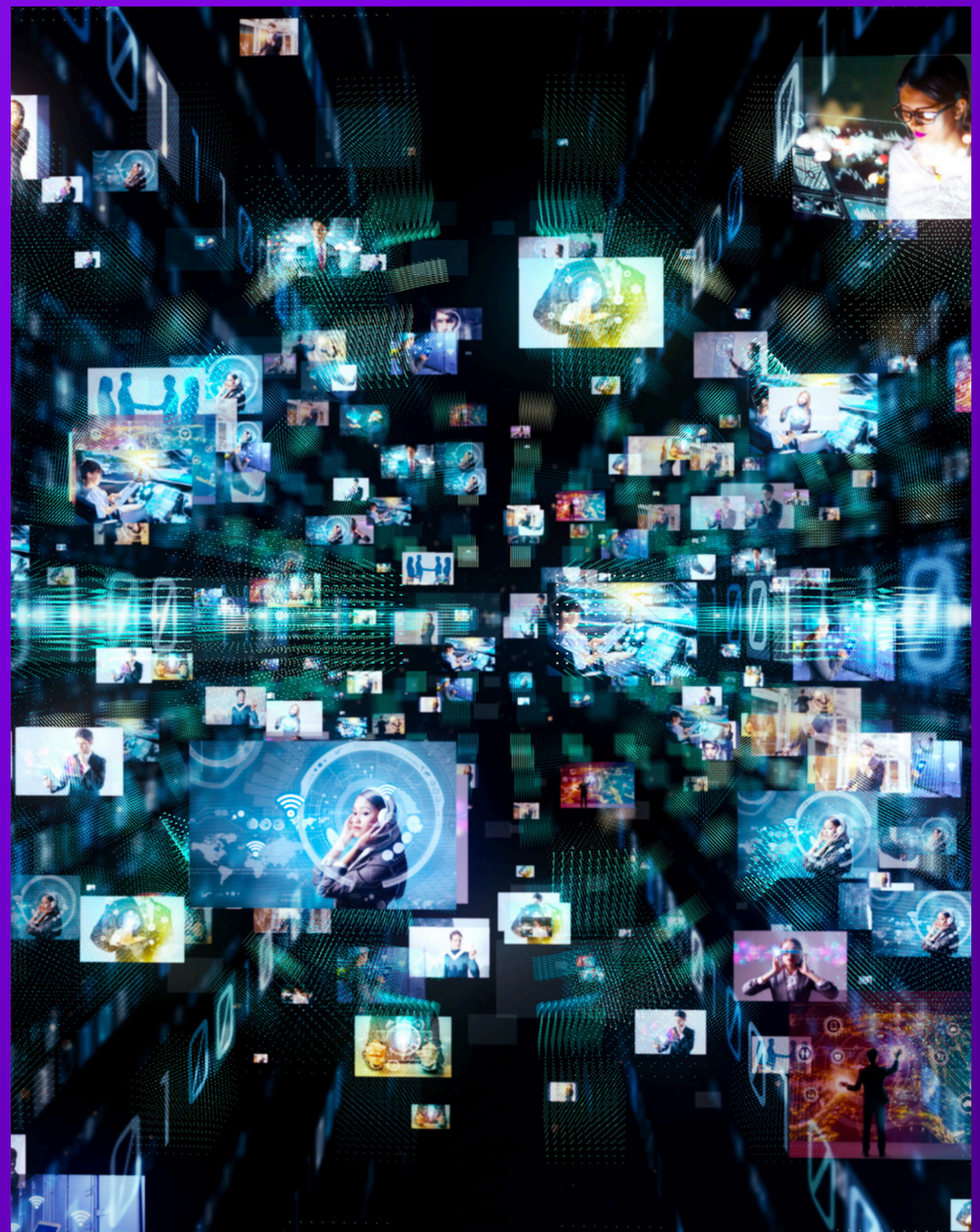


(1) Survey respondents were given 4 tasks they could fill out with some optionally being left blank as a None value. 'I don't know' values were excluded. For each worker segment, the average score was taken on a scale of 1 - 4, with 1 being no impact and 4 being full automation. The responses were averaged over each respondent to give an automatability score per role then summarised by age bracket.

3.0

Challenges and Opportunities

This section identifies the primary concerns and strategic opportunities related to technological integration.



The largest conerns raised by Australians on the adoption of new technologies relate to privacy, training and being involved in future decision making

Australian workers highly value clear information on personal data use, receiving training, engaging with leaders, and having a say in and being involved in designing technology. A substantial range (72% to 96%) of respondents rated these options as important, very important, or extremely important.

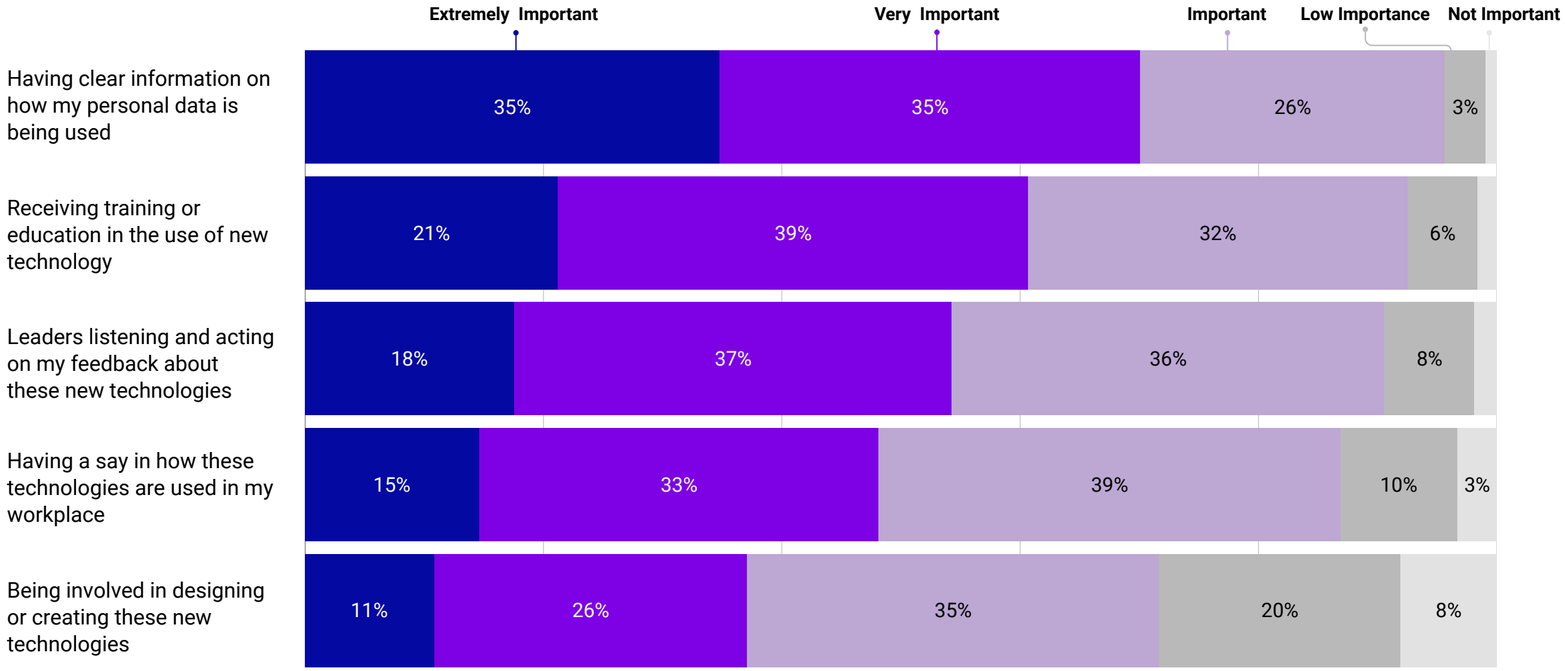
In the workplace, transparency regarding personal data usage is a top priority for Australian workers, with 96% of responses noting it as important, very important or extremely important - a subset of 35% stating it was extremely important.

Training on new technologies is also a priority. 93% consider it to be important, very important or extremely important with only 2% saying it is not important. This highlights the critical role education plays in easing the transition to new systems and ensuring that staff can effectively utilise innovative tools.

91% of workers believe that leadership's responsiveness to feedback is also important, very important or extremely important. This reflects a desire for leaders to be engaged in the decision-making and roll-out process of new technologies.

Key concerns in the adoption of new technology in the workplace

Question: how important are the following to best support you through technology changes in your workplace?
n = 2,552; # of responses selected by importance level.[1]



(1) Respondents were given 5 options to choose from and needed to assess them based on being Extremely Important to Not important. Not important and low importance have been excluded from these figures. Each participant must choose an option for each question so % reflect the total number of responses as a % of the whole survey population for that question.

The majority of Australian workers believe that the government understands technology well enough to regulate it

51% of workers surveyed agree that government officials understand technology well enough to regulate it effectively.

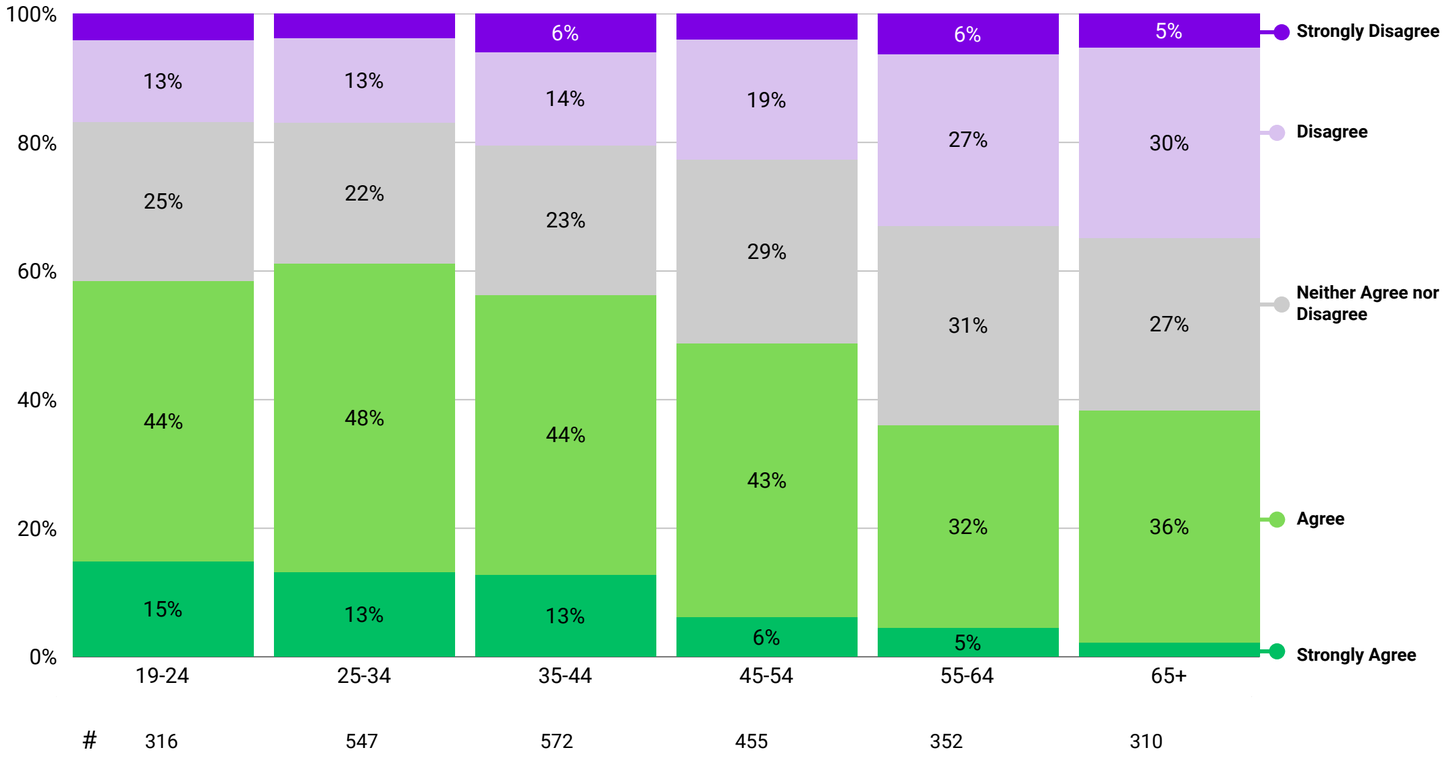
This sentiment is not consistent across age demographics. Younger demographics trust the government more than older workers, with almost 60% of 19-34-year-olds placing a high degree of trust in government compared to less than 40% for workers over 55. This may be reflective of historical examples among older demographics that may have improved with younger workers entering the workforce.

Full-time employees are also more likely to trust the government's ability to effectively understand and regulate technology, with 12% of full-time employees strongly agreeing and 45% agreeing, compared to 27% who trust and 7% of self-employed.

Males tend to trust the government more than females, with 11% of males strongly trusting the government compared to 8% of females.

Trust in Government

Question: Australian Government officials understand new technologies well enough to regulate them effectively.[1]
n = 2,552; # of responses selected by importance level.



(1) Share how strongly you agree or disagree with the following statements: Australian Government Officials.. - Understand new technologies well enough to regulate them effectively.

Supplementary Reading

Methodology

This section outlines the methodological approach employed in conducting the nationally-representative survey that forms the empirical basis of this report. The aim was to gather robust and generalisable data on worker perceptions of AI across the Australian economy.

This study utilised a cross-sectional survey design to capture a snapshot of workforce opinion regarding AI in Nov 2024. The target population for this survey was employees and self-employed aged 18 and older residing in Australia.

To ensure national representativeness, a proportional stratified sampling approach was implemented. In this method, the population is divided into non-overlapping subgroups based on ANZSCO 1-digit occupational classifications. Then, a sample is drawn from each stratum in a way that the sample size from each stratum is proportional to its size in the overall population. This ensures that the final sample accurately reflects the occupational distribution of the labour force.

Data collection was conducted between 24 September, 2024 and 23 October, 2024 by market research firm Qualtrics. The survey was administered via an online panel, and data quality was ensured through Qualtrics' internal mechanisms, which include checks for high-quality answers, completion time outliers and bot detection.

Additionally, standard data cleaning procedures were applied post-collection to identify and address any inconsistent or low-quality responses. A total of N = 2,552 completed responses were obtained.

The survey instrument was developed through a rigorous process. Initial questions were drafted based on a comprehensive literature review and consultation with subject matter experts in AI policy. The survey was tested and revised by organisational psychologists, survey statisticians, and customer service representatives within Qualtrics who provided expert advice on survey design and organisational psychology metrics. Revisions were made based on this feedback prior to full-scale deployment.

Descriptive statistics (e.g., frequencies, percentages) were used to summarise key variables. Where appropriate, inferential statistical analyses, such as pairwise z-tests were conducted to examine statistically significant relationships between variables. Pairwise z-tests for proportions are statistical tests used to compare the percentages between two groups to see if the difference is statistically significant (meaning it's unlikely to be due to chance). In this report, we used pairwise z-tests to check whether differences between groups (e.g. men vs women, thrivers vs anchors, young respondents vs older respondents) were real and reliable, or just small natural variation.

Statistical Summary

Age	Count
19-24	316
25-34	547
35-44	572
45-54	455
55-64	352
65+	310

Employment Status	Count
Employed Full Time	1485
Employed Part-Time	817
Self-employed	250

Gender	Count
Female	1315
Male	1219
Non-binary / third gender	9
Prefer not to say	9

State	Count
ACT	35
NSW	810
NT	8
QLD	476
SA	194
TAS	58
VIC	724
WA	233
Not Provided	14

Other demographic factors were also captured including ANZSCO Major, Submajor and Minor categories. Further details of sample distribution are available on request.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