

**v2**

# STATE OF AI IN AUSTRALIA

12 data-driven insights from leading-edge organisations reveal the role artificial intelligence will play this year and beyond.

v2.digital





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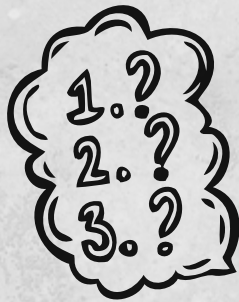
# INTRODUCTION

From Marketing to Finance, Human Resources to Customer Service, there isn't a department or an industry that Artificial Intelligence (AI) won't impact in the future.

So should organisations rush to adopt this technology? Or do they need to take the time to first examine use case strategies, regulations and ethics with their current operating systems and industry?

Rapid change comes with teething issues. Without adequate guardrails and human oversight, AI systems could operate unchecked, causing unintended consequences and significant damage. If AI isn't given the correct parameters, businesses risk, potential privacy and security violations as well as bias.

With these critical issues as a backdrop, we asked over



**400**

Australian professionals

**12**

questions across

**8**

industry sectors



to gauge the State of AI in Australia.

The findings from our research provided valuable insight into the current state of AI maturity, opportunities and challenges, and how to overcome them across industries and departments.

By leveraging this report and support from leading AI technology consultants, organisations can chart a course towards AI maturity, driving innovation, efficiency, and sustainable growth in 2024 and beyond.

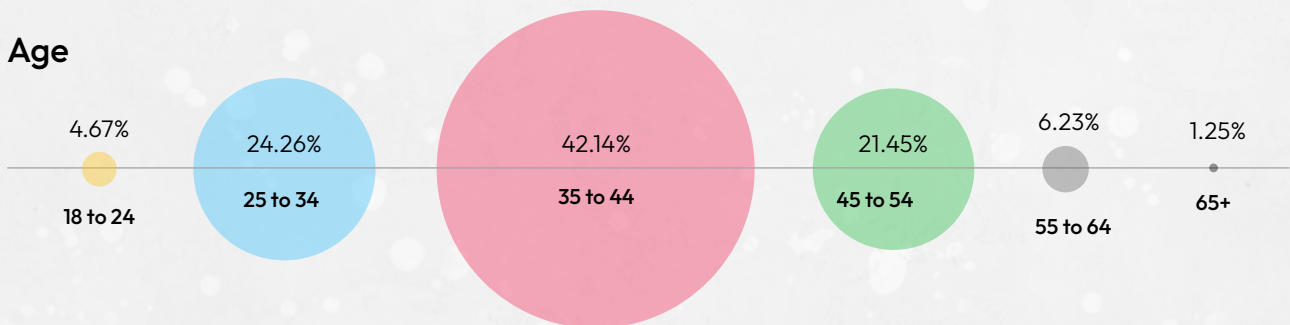
# METHODOLOGY

AI will undoubtedly shape the future in ways impossible to predict. V2 conducted a comprehensive survey to better understand the current business adoption and understanding of the technology. Feedback was received from more than 400 respondents between January and March 2024. Respondents' levels of experience varied from those at the very start of their careers to middle managers and senior leaders.

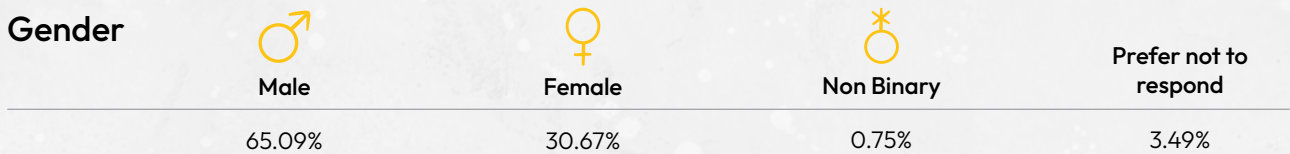
## Survey Background

We surveyed over **400 Australian professionals** to get a deep understanding of *The State of AI*.

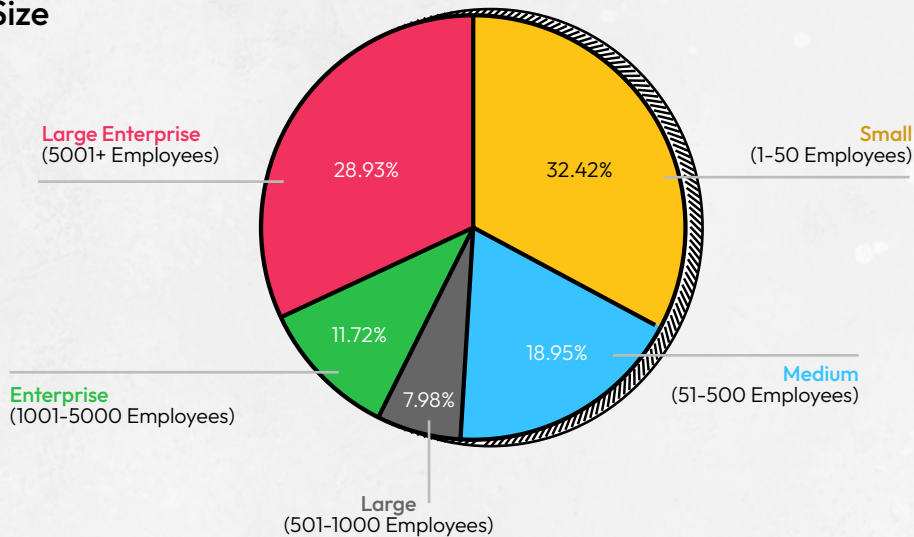
### Age



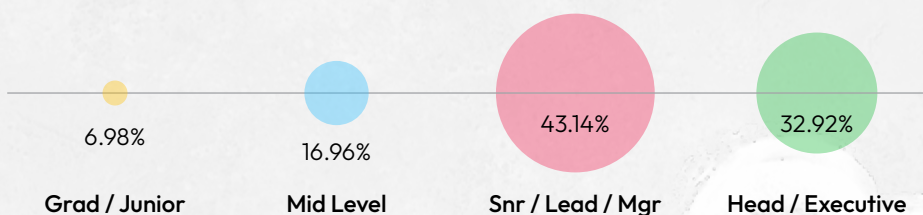
### Gender



### Company Size



### Role Level





## Industry Sectors

In this 2024 State of AI in Australia report, we've captured the responses from these diverse roles in multiple industry sectors, including:

- Technology
- Healthcare
- Finance
- Government
- Retail
- Telecommunications
- Media
- Manufacturing.

Each industry vertical provides its unique perspective on AI adoption, use cases, and challenges.

## INDUSTRY LEADERS ←

Data is fundamentally about people. We asked these industry leaders for their insights on some of the key findings from our survey of **400 respondents**.



**Luli Adeyemo**  
Executive Director  
TechDiversity Foundation



**Chris Bannocks**  
Group Chief Data Officer  
QBE Insurance



**Ereena Bagga**  
Student  
Deakin University



**Miguel Carrasco**  
Managing Director  
Boston Consulting Group



**Daniel Chew**  
Head of Finance Systems  
/ Intelligent Automation  
Program Lead, UNSW



**Jo Duncan**  
Group Head of Finance  
(Shared Services)  
St Vincent's Health Australia



**Shaun Gray**  
Global CIO  
Wellcom Worldwide



**Harshal Kapoor**  
Program Manager  
TikTok



**MLAI Aus Community Founders**  
Jamie Blackwell,  
Louka Ewington-Pitsos,  
Lukas Wesemann



**Clare Smith**  
Head of Personalization and  
Engagement, FlyBuys



**Dr Pete Stanski**  
Chief Technology Officer  
V2 Digital



**Steve Tzortzidis**  
Director of Data and AI  
V2 Digital



**Derek Youdale**  
Partner, Hapsicle  
(former Chief Data Officer  
National Australia Bank)



The following contains the collated survey results and a broad interpretation of the Australian landscape in 2024 and beyond.

Key statements about their views on AI from the above-mentioned range of professionals are also included.





# REPORT HIGHLIGHTS

## AI is a Priority

Despite the rapid pace of change and the growing list of competing demands, the vast majority

# 96.3%

of executives in large enterprises **rate AI as a business priority or business critical priority.**

## Use Case Growth

Despite AI's infancy, the data revealed a rapid increase in AI use cases, which demonstrates that there are no limitations to what humans can create with AI and the benefits this technology contributes to a department and the whole organisation.

## Embracing AI

We asked over 400 respondents if they agreed that organisations should be embracing AI, and **the response was a resounding 'yes'**, with 86.5% participants agreeing and strongly agreeing.

## Urgent need for AI skills

The average rating of AI skill levels within an organisation was 4.5 out of 10, underscoring **the urgent need for a focus on AI upskilling, experimentation, and implementation.**

## Private Enterprise Leads the Way

The Public Sector appears to be lagging behind general adoption rates and is yet to embrace AI.

## Gender and AI Perspectives

The data shows that male and female respondents share similar concerns regarding career upskilling and the impact of bias in AI. For example:

### More females strongly believe we should be embracing AI

41.46% of females strongly agreeing vs 32.95% of males. Perhaps the awareness of future opportunities in this technology is more prevalent among females than males.

### Both males and females are equally concerned about bias in AI

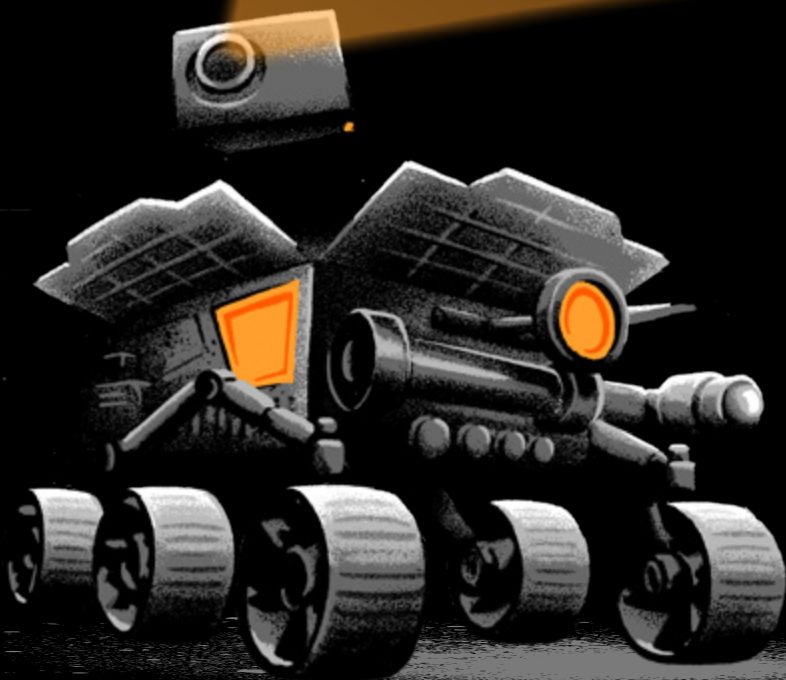
- Out of 10: 4.6 male vs 4.63 female. There are subtle differences in the results shown by those who have experienced AI bias, which aligns with the historically biased data that AI learns from. However, this united front of concern will mean that both genders will shape the future of AI to ensure reduced bias and increased ethical standards.

## Outlook for 2025

We'll continue to see AI driving innovation across sectors, highlighting the importance of taking a tailored approach to reflect an organisation's readiness and overall implementation success.



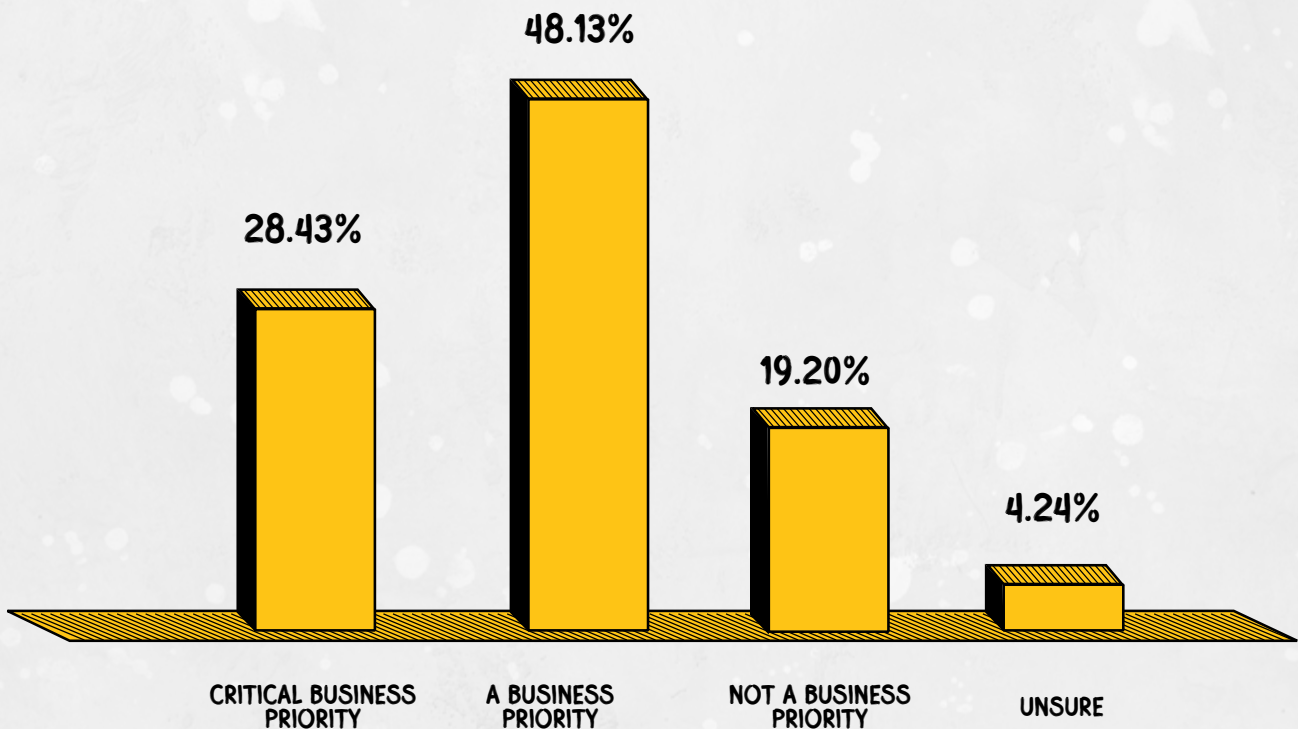
LET'S GO DEEPER...







# AI Adoption is Critical for Organisations of All Types



## INSIGHTS

The Big Picture:

Most organisations

**76.56%**

believe AI is either a business priority or a critical business priority.

Those in more senior positions tended to have even more resolve: 96.3% thought AI was either a priority or a critical priority when we segmented the data by executives in large enterprises.



## KEY DATA HIGHLIGHTS



- **The Public Sector lags:** only 21.3% believe AI is a priority or critical priority (compared to the Private Sector 78.7%) which indicates Government risks being left behind
- **The Telecommunications sector gives the highest priority to AI:** where 90% said it was either a priority or critical priority
- **Executives in large enterprises (5,000+ employees) see the benefits of AI and lead the way:** a staggering 96.3% of executives in large enterprises believe AI was either a priority or a critical priority indicating most innovation and adoption is likely to originate in large enterprises



**Chris Bannocks**  
Group Chief Data Officer  
QBE Insurance

“Having significant alignment and support at an executive level on the critical business relevance of AI enables rapid acceleration. The accessibility that Generative AI has brought to the market recently enables organisations with the opportunity to accelerate value. We are conscious to focus our capital in areas where we can see genuine returns and drive deep into those areas where we see value as opposed to trying to do everything across the value chain at once.”

### INSIGHT

96.3%



**OF EXECUTIVES IN LARGE ENTERPRISES BELIEVE THAT AI IS EITHER A BUSINESS PRIORITY OR A BUSINESS CRITICAL PRIORITY.**

### WHY IT MATTERS:

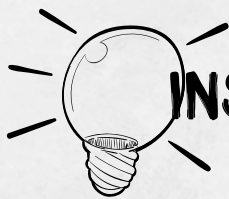
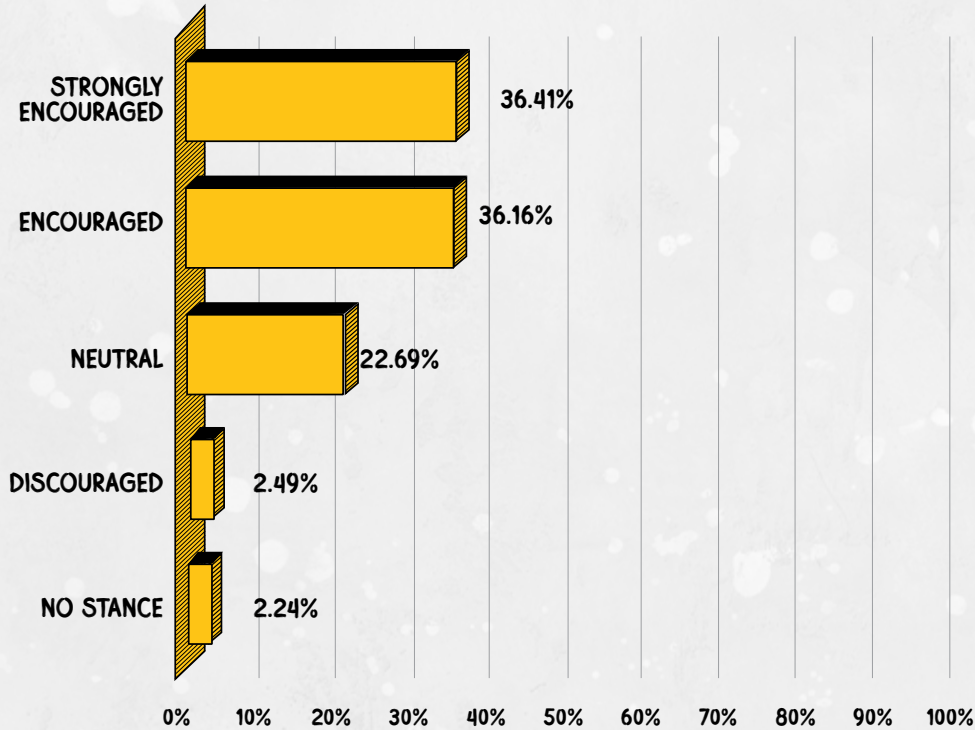
## Start Now

Now is a critical time for organisations to get on the front foot when it comes to AI adoption. With the rapid increase in AI capability and the time to enable it, those organisations that hesitate, run the risk of being left behind and might fade into irrelevance in a fast-moving market.



# #2

## There's Been a Culture Shift to AI Integration



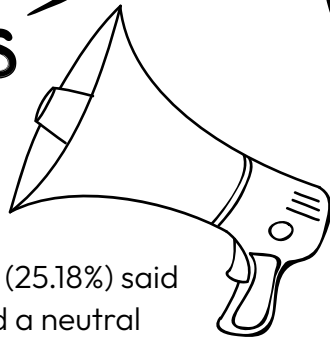
### INSIGHTS

#### The Big Picture:

The majority of organisations support the workforce leveraging AI.

Over **72%** of respondents indicated their organisations either encouraged or strongly encouraged the use of AI.

## KEY DATA HIGHLIGHTS



- Just over one quarter (25.18%) said their organisation had a neutral stance or discouraged AI use
- **Healthcare leads the way:** 86.67 % of respondents within the industry said AI was either encouraged or strongly encouraged, which was the highest among all the industry verticals
- Respondents working in **Government organisations** erred on the side of caution when it comes to using AI. Only 43.75% of respondents indicated AI was encouraged or strongly encouraged
- Respondents working in the **People & Talent department** scored the lowest among departments, with only 54.17% encouraging or strongly encouraging AI



**Derek Youdale**  
Partner, Hapsicle  
(former Chief Data Officer  
National Australia Bank)

“AI will be a step change in how we live and work to a scale and impact not seen since the internet itself became mainstream. Just play with it. Its impact on our lives will only grow because just as we saw with digital natives, AI natives as they come out of school will change the world again. We don’t know who the big players will be or where it will go, so play and keep up as best you can, as that next generation of AI natives is coming.”

### INSIGHT

**72.57%**  
**OF RESPONDENTS  
INDICATED THAT THEIR  
ORGANISATIONS EITHER  
ENCOURAGED OR  
STRONGLY ENCOURAGED  
THE USE OF AI**



### WHY IT MATTERS:

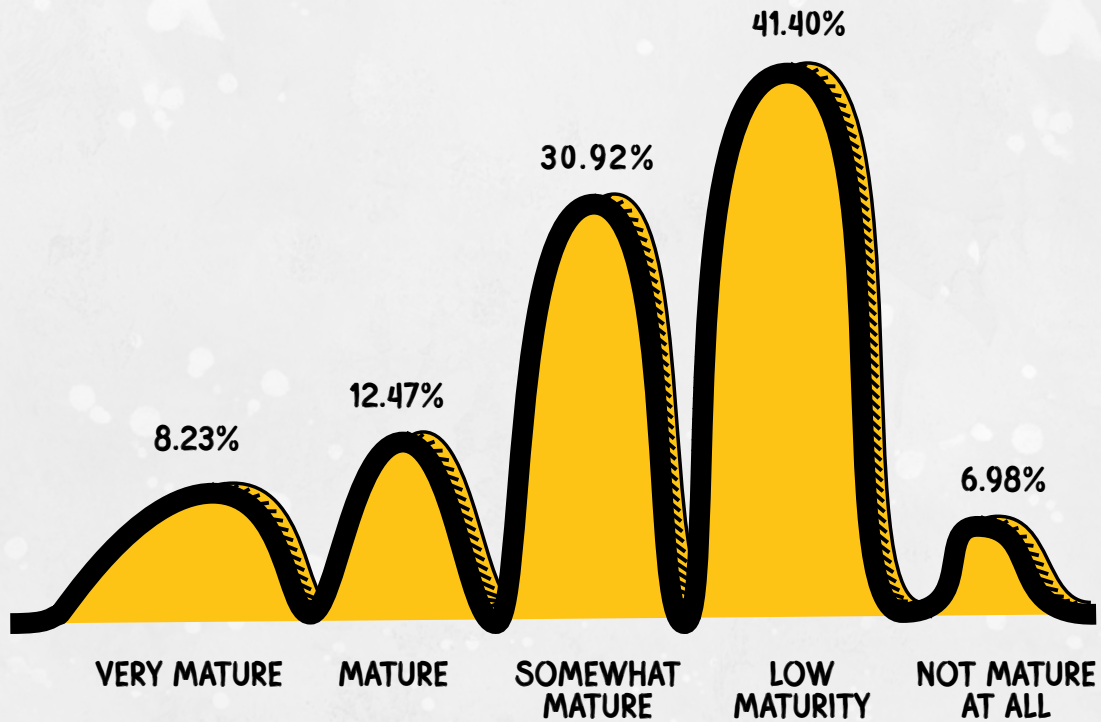
## Use AI across the business

While there is broad recognition AI will play a significant role in the future, adoption and implementation is not uniform. Successful implementation of AI is a game changer, enabling organisations to leapfrog competitors. All areas of the business, including those directly related to the acquisition and management of talent need to embrace the technology for understanding its benefits and avoid forced implementations in the near future.



# #3

## Low Levels of AI Maturity Across the Board



### INSIGHTS

#### The Big Picture:

No surprises here given how new the accessible technology is. Results showed businesses still have a long way to go to reach AI maturity.

Just **20.7%** of respondents described their organisation as “mature” or “very mature” in AI, of which only 8.23% indicated they were “very mature”.



# KEY DATA HIGHLIGHTS



**Shaun Gray**  
Global CIO  
Wellcom Worldwide

- **Tech industry leads the way:**  
31.96% of respondents in Technology described their organisation as “mature” or “very mature”; whilst this segment expectedly scored higher, at less than a third of respondents, there is still significant room for improvement
- **Government is a long way behind but has a strong appetite:** Only 6.25% of respondents from the Public Sector described their organisation as “mature” or “very mature”; an overwhelming majority (75%) of respondents in Government either “agreed” or “strongly agreed” that they should embrace AI
- **Finance & Banking also lags:** Just 8.96% of respondents described their organisation as “mature” or “very mature”

“My hunch is the vast majority of businesses are just ‘scratching the surface’ when it comes to effectively applying AI, whether to improve business operations or enhance the customer experience. AI is an ever-evolving beast that’s very much still in its infancy. We have a long way to go before we determine the best use cases for it that will deliver optimal ROI. It’s crucial that all businesses today, no matter their industry, are at least actively exploring how to apply it to their business. Without a shadow of a doubt, those who aren’t will be quickly left behind.”

## INSIGHT

**ONLY 20.7% OF RESPONDENTS DESCRIBED THEIR ORGANISATION AS MATURE OR VERY MATURE IN AI, OF WHICH ONLY 8.23% INDICATED THEY WERE VERY MATURE. THIS RESULT REINFORCES THAT WE’RE CLEARLY AT THE START OF OUR AI JOURNEY IN AUSTRALIA.**

## WHY IT MATTERS:

### Develop small teams to test then scale

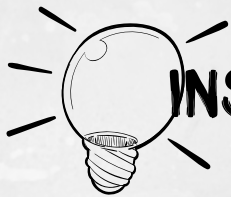
It’s not too late to start because we are clearly at the start of the AI journey in Australia, meaning there exists a genuine blue-sky opportunity for many organisations. Starting is key, and creating a small group that can help the business assess AI, input into principles, policy and ethics will be important foundations. It is much like exercising a muscle that needs strengthening. Results may not be immediate, but small teams making gains will stop you from falling behind..

# #4

## AI Skill Levels Within Organisations Lag

4.5 OUT OF 10

Is the average rating of AI skill levels within an organisation



### INSIGHTS

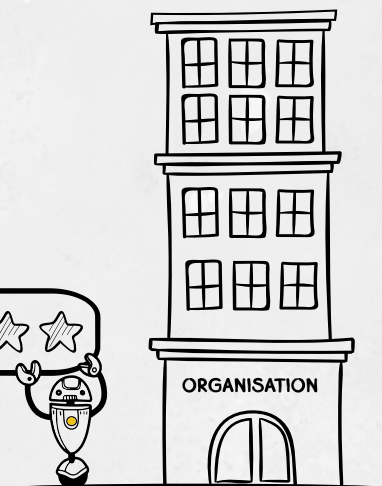
#### The Big Picture:

Consistent with most emerging technology journeys, the average rating from respondents was just



4.5 out of 10

when asked about the level of AI skills of the people in their organisation.

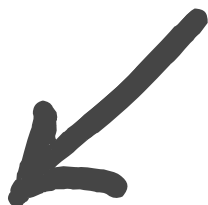




## KEY DATA HIGHLIGHTS



- In the **Tech industry**, the average rating was slightly higher (although still considered “low”) with a score of 5.2 out of 10
- The average rating in **Government** was 2.75 out of 10
- The average in **Finance and Banking** was 3.45 out of 10
- The rating of AI Skills was highest in **small organisations** with an average rating of 4.92 out of 10



**Daniel Chew**

Head of Finance Systems  
/ Intelligent Automation  
Program Lead, UNSW

“ Many still confuse AI with other technology terms and are grappling with how to apply it in their roles. We need to demystify how AI works and outline its use in different scenarios such as with numbers, speech, text, images or video. Pockets of the world are doing this well. Singapore has initiated the retraining of all those over 40, and the NSW released a free AI microskill course.

To upskill employees with relevant training tailored to their roles, learning and development departments can tap into specialist consultancies like V2, vendors like AWS, TAFE and universities.”

### INSIGHT

**WE ARE DEFINITELY STILL IN OUR INFANCY WHEN IT COMES TO AI, HOWEVER SOME INDUSTRIES ARE FURTHER BEHIND THAN OTHERS WITH GOVERNMENT LAGGING WITH AN AVERAGE OF 2.75 OUT OF 10.**

### WHY IT MATTERS:

## Create velocity with modern governance

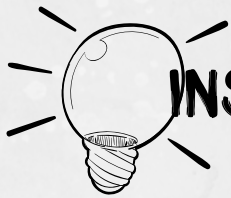
Smaller organisations tend to be more agile with new technologies and processes, allowing them to adapt, adopt and implement faster. The responsibility is therefore on larger organisations with a large number of people, process and technology estate to improve velocity (speed and direction) to effectively embed AI within the business. Large organisations can balance increased agility with modern governance controls to keep up with AI experimentation, prototyping and implementation. Large organisations also typically have a low-risk appetite, which places greater importance on ensuring small, agile groups begin adoption with controls in place that do not stifle innovation.



## AI Training in Organisations is Poor

Respondents were asked to rate the quality of their organisation's AI training, with 1 being "Non Existent" and 10 being "Extremely Advanced".

**ONLY 3.17**  
(out of 10)



### INSIGHTS

#### The Big Picture:

Given AI's emerging technology status, its rapid evolution, and quantum leaps in capability, **AI upskilling should be a priority for organisations of all sizes across all industries.** An effective AI training program is an often overlooked element required to close the gap between business expectations and the reality of current talent.





# KEY DATA HIGHLIGHTS



- **Tech industry respondents, surprisingly, had a dim view of their organisation's AI training:** That said the average rating was slightly higher than the general response with a score of just 3.82 out of 10
- Again the data reflected poorly on **Government where AI training** was rated a lowly 1.56 out of 10
- The average in **Finance and Banking** was 2.4 out of 10, which was the second lowest performing vertical
- The highest rating for AI training came from **large enterprises** with a 3.68 out of 10 score, possibly due to having larger Learning and Development and Compliance teams

*NOTE: these figures, whilst being knowledge worker perceptions, do indicate that organisations are struggling to keep up and that cries of "it's still new" are not excuses for a wait and see approach.*



**Miguel Carrasco**  
Managing Director  
Boston Consulting Group

"This aligns with our experience in the market. A recent report by Boston Consulting Group (BCG) found that whilst 89% of executives rank AI and GenAI as a top-three tech priority for 2024, only 6% have begun upskilling in a meaningful way. GenAI is quickly changing the way companies do business, and gaps are emerging between the winners and observers. Companies that are serious about AI are investing in upskilling and reskilling to work with AI at-scale."

## INSIGHT

**OUR RESPONDENTS RATED THEIR ORGANISATION'S AI TRAINING AT AN AVERAGE OF 3.17 OUT OF 10, WHICH IS NOT SURPRISING AS AI IS AN EMERGING TECHNOLOGY, EVOLVING EVERY DAY. HOWEVER, IF ORGANISATIONS REALLY DO BELIEVE AI IS A PRIORITY, THEIR ORGANISATION'S AI TRAINING NEEDS TO DRASTICALLY IMPROVE TO ALIGN WITH THIS BUSINESS STRATEGY/DIRECTION.**

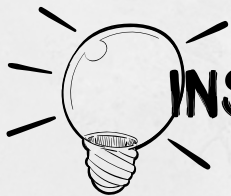
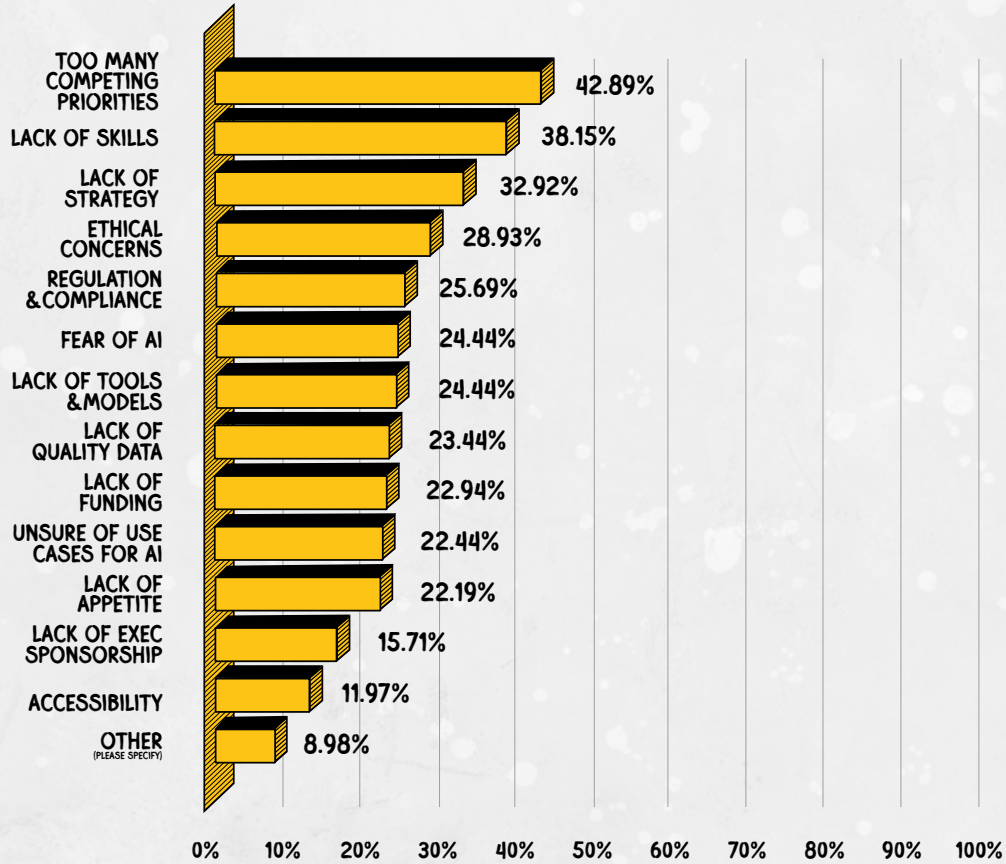
## WHY IT MATTERS:

### Upskill teams for rapid changes

AI is here to stay; thus, organisations should be laser-focused on upskilling their teams to keep abreast with rapid changes, achieve a competitive advantage, and ultimately retain technical talent. Government is lagging significantly behind private enterprises. Failure to implement AI training swiftly will widen the gap between those willing to learn and those who aren't. As AI is not yet an established trade, there is an opportunity for talent looking to extend their existing skills "for example" many software engineers moving into data.

# #6

## Barriers to AI Adoption are Many



### INSIGHTS

#### The Big Picture:

Only

# 22.44%

of respondents indicated one of the main barriers was a lack of use cases for AI, meaning the majority can see the benefit, but they don't have the bandwidth, strategy in place or skills to leverage the technology.

A frenzy of activity does not equate to focused and effective action when it comes to AI adoption. Upskilling teams AND embedding AI into business strategy, according to the data, are the areas that require most effort and focus.



# KEY DATA HIGHLIGHTS



- In **Government**, the key barriers to AI adoption were lack of strategy, regulation & compliance, and lack of skills which tied first amongst respondents, explaining Public Sector “lag” regarding AI
- Interestingly and potentially unsurprisingly, 100% of respondents from the **Legal & Risk department** said that **regulation & compliance** was a main business barrier (compared to only 25.69% of respondents across the entire survey)
- The **Finance department** scored highest when it came to caution with 40% saying **fear of AI** was a business barrier



**Jo Duncan**

Group Head of Finance  
(Shared Services)  
St Vincent’s Health Australia

“The number one barrier to AI Adoption is that there are “Too Many Competing Priorities”.

Make no mistake, AI has a role to play in the future of workplaces, but it is the ‘new kid on the block’ and can struggle to achieve priority when compared to more traditional and familiar business initiatives. AI tends to lose out in the priority discussions primarily around funding, internal IT support for implementation, and change management resourcing. If AI is not prioritised, operational best practice swiftly falls behind benchmark, and impacts the ability to remain competitive.”



## INSIGHT

**THE NUMBER ONE BARRIER TO AI ADOPTION IS THAT THERE ARE “TOO MANY COMPETING PRIORITIES”**

## WHY IT MATTERS:

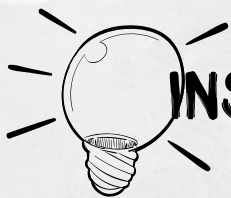
### Match priorities to measurable outcomes

To cope with and mitigate competing priorities, businesses would do well to articulate those priorities to business outcomes, which are specific and measurable – such that planning for AI can then be a force multiplier. Storyboard potential use cases and benefits for the organisation to prioritise effectively, then align teams accordingly. This helps ensure AI is part of future business plans that will help organisations stay abreast of changes and realise the benefits AI presents.

# #7

## Efficiency is the Key Driver to AI Adoption

We asked respondents to rank in order of priority the main business drivers for AI adoption in their organisation.



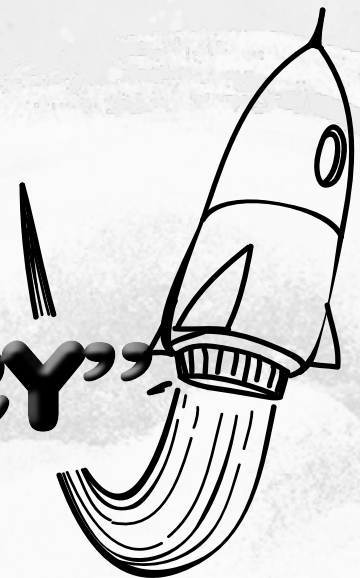
### INSIGHTS

The Big Picture:

Not surprisingly,

**“EFFICIENCY”**

as the number one business driver behind AI adoption, although this is not uniform.



The data indicates a respondent’s area of employment in the organisation skewed their view on the business drivers behind AI.



# KEY DATA HIGHLIGHTS



**Harshal Kapoor**  
Program Manager  
TikTok

- **It's a race to the top for big business:** For **large enterprises** the number one business driver for adopting AI was to have a “competitive advantage”
- Similarly, across industry verticals **Technology, Healthcare, Telco, Media, and Manufacturing** it was indicated “competitive advantage” was their number one business driver, whilst **all other industries** chose “efficiency” as their number one business driver
- Conversely, those on the front line like **Customer Service** workers ranked “efficiency” lower and “customer engagement” as higher on the priority list
- **Sales teams had their eye on growth when determining what drove them to utilise AI** with respondents in **sales** ranking “competitive advantage” the highest

“People are universally worried about AI replacing humans, at least in the context of jobs. Well, my view is that humans won't be replaced by AI, but by those humans who do adopt AI. Productivity/ competitive edge is the name of the game! Adaptability is going to be the single most important currency going forward.”

## INSIGHT

**RESPONDENTS FROM LARGE ENTERPRISES BELIEVE THE NUMBER ONE BUSINESS DRIVER FOR ADOPTING AI WAS TO HAVE A “COMPETITIVE ADVANTAGE”**



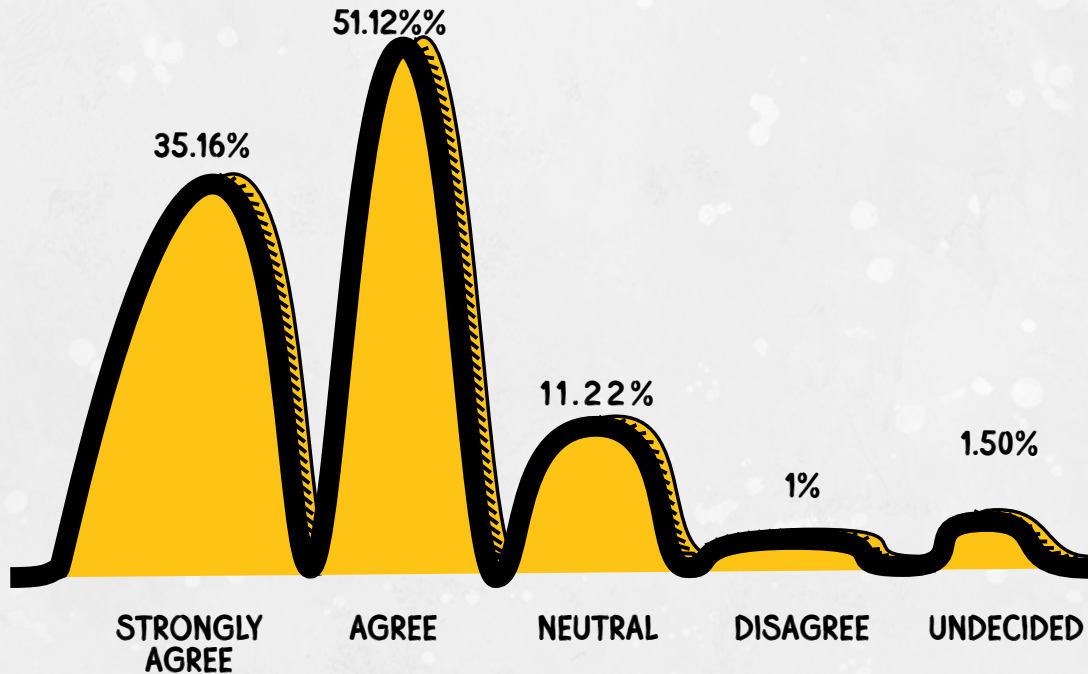
## WHY IT MATTERS:

### Be specific and have good data

AI adoption can vary widely within organisations and industries, driven by diverse needs. Successful AI implementation requires key business outcomes connected to specific use cases to ensure stakeholder alignment and ROI. Success also requires high-quality data for consistency between reality and the AI model. Finally application integration is required for the AI model and the solution to be tangible for users.



# Embracing AI is undoubtedly the future



## INSIGHTS

### The Big Picture:

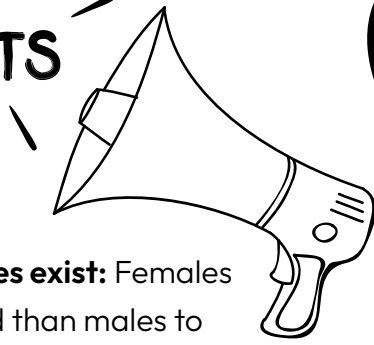
A clear message has been sent:

# 86.28%

of respondents either “strongly agree” or “agree” that organisations should be embracing AI.



# KEY DATA HIGHLIGHTS



- **Gender differences exist:** Females were more inclined than males to either strongly agree or agree that organisations should embrace AI (89.43% of females vs 84.29% of males); this ratio went up further in the “strongly agree” response, with 41.46% of females vs 32.95% of males with this view
- **Age plays a role:** Respondents aged 18 to 24 were the most inclined to strongly agree, with those aged 65+ being the least inclined to strongly agree
- **Government workers speak out:** Despite scoring lower than other industries an overwhelming majority of Government respondents (75%) either agree or strongly agree that they should embrace AI



Ereena Bagga  
Student  
Deakin University

“AI is the game-changer every organization needs today. Embracing it isn’t just about keeping up; it’s about transforming processes, unlocking new insights, and delivering unmatched value to customers. From enhancing decision-making to automating tasks, AI is the key to driving innovation and staying ahead in a rapidly evolving landscape.”



## INSIGHT

**THE DEMOGRAPHIC MOST IN FAVOUR OF EMBRACING AI WAS OUR FEMALE RESPONDENTS AGED 18 TO 24, WITH 100% OF RESPONDENTS BEING IN FAVOUR, THE MAJORITY OF WHICH WERE STRONGLY IN FAVOUR.**

## WHY IT MATTERS:

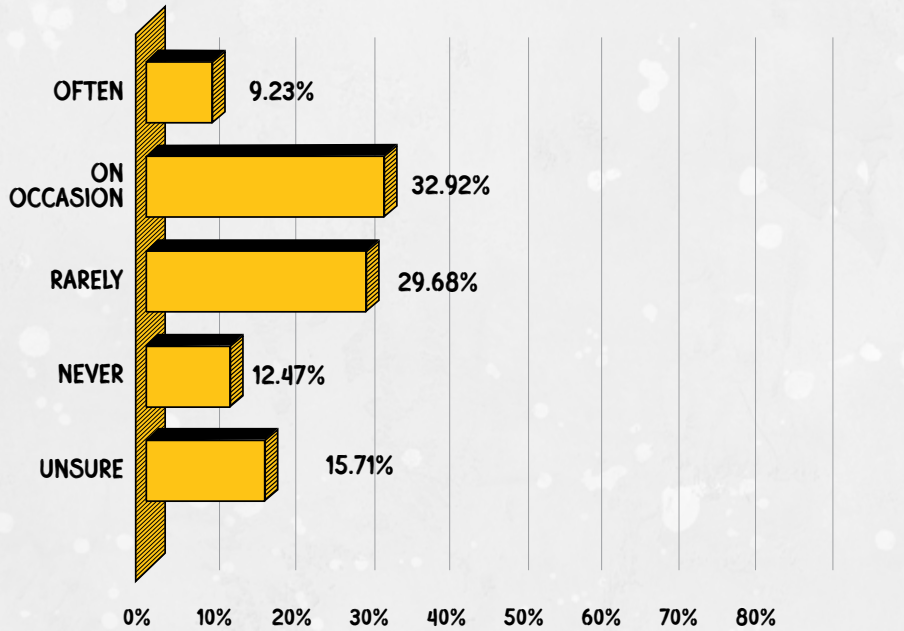
### Activate leadership to enable teams

Respondents overwhelmingly agree that AI is the way forward. It’s incumbent upon leaders to heed the call and provide adequate vision, context, and resources to facilitate AI implementation. Back-end processes that can constrain businesses are being automated. Organisations that enable the front end while understanding the critical transformation of back-end automation and processes will be more likely to succeed.



# Many are Perceptive of Bias in AI

Respondents were asked if they had experienced any bias from their personal interactions with AI.



## INSIGHTS

The Big Picture:

A whopping

**71.83%**

of respondents have personally experienced

**AI bias** which shows it is a prevalent problem that both individuals and businesses need to be aware of and take into consideration when using the technology.





## KEY DATA HIGHLIGHTS



- **Women were more likely to have experienced bias:** When segmented by gender, only 8.94% of female respondents indicated “Never” experiencing bias, whilst in the male category 13.41% indicated they “Never” experienced bias
- **The younger generation seemed to be more perceptive of bias in AI:** When looking at age, only 5.26% of our youngest respondents “18 to 24” said they “Never” experienced bias in comparison to all other age groups which responded with 12.83%



**Luli Adeyemo**  
Executive Director  
TechDiversity

“This statistic isn’t surprising. The teams behind AI development often lack diversity, which is crucial for creating inclusive AI systems. When we fail to incorporate diverse perspectives, the resulting technology inevitably inherits these biases. It’s a clear signal that we must diversify our tech teams to pave the way for more equitable and representative AI solutions. This is essential not just for fairness but for the effectiveness of AI in diverse societies.”

### INSIGHT

**IN ADDITION TO THEIR EXPERIENCE OF BIAS, RESPONDENTS WERE ASKED TO RANK THEIR CONCERN ABOUT BIAS IN AI, THE RESULT WAS 4.62 OUT OF 10.**

### WHY IT MATTERS:

## Ensure Quality Data Controls

When using AI, organisations need to be mindful of inbuilt bias and ensure they don’t simply accept the results as truth. AI programs must be trained to represent reality, and successful models must be accurate. Bias in AI is researched and real, based on available data sets. Therefore, businesses must apply rigour and quality checks before acting on them. Data Quality and Governance become critical so systemic error or confirmation bias does not occur.



# Today, 20 AI Use Cases and Growing

We asked respondents to select all main use cases currently employed in their organisations.

▼ CHATBOTS & VIRTUAL ASSISTANTS	53.62%
▼ CONTENT GENERATION	45.89%
▼ CODE GENERATION	43.39%
▼ PROCESS AUTOMATION	34.01%
▼ TECHNOLOGY OPTIMISATION	34.41%
▼ RESEARCH	27.93%
▼ CUSTOMER SERVICE	26.68%
▼ DATA MANIPULATION	23.44%
▼ FRAUD DETECTION	23.19%
▼ IDEATION	21.20%
▼ PROTOTYPING & DESIGN	17.71%
▼ SECURITY	16.46%
▼ TRAINING	16.21%
▼ COMPLIANCE	14.96%
▼ QUALITY ASSURANCE	13.72%
▼ RECRUITMENT	10.97%
▼ FINANCIAL REPORTING	10.22%
▼ OTHER	8.73%
▼ WORKFORCE MANAGEMENT	8.48%
▼ UNSURE	5.49%
▼ LEGAL OPTIMISATION	4.24%



## INSIGHTS

### The Big Picture:

Organisations deploying AI revealed more than

**20 SEPARATE USE CASES**

confirming that AI is being used widely in the workforce for an array of needs.

Further evidence that AI is “here to stay” is that only 5.49% said they were unsure of use cases. “chatbots” and “content generation” were, perhaps expectedly, the top two use cases revealed by the data.





**Dr Pete Stanski**  
Chief Technology Officer  
V2 Digital

# KEY DATA HIGHLIGHTS



- **The Retail industry is embracing AI for their customer service requirements:** 82.35% of respondents from the sector indicated AI is used for chatbots and virtual assistants
- **Senior leaders see the value of harnessing AI to save time on generating content:** 63.64% of executives said their organisation uses AI for content generation, the highest use case for executives
- **Unsurprisingly Finance and Banking indicated a growing use of AI for rapid fraud detection**

“AI’s transformative potential across industries and use cases is undeniable. We’re witnessing firsthand how AI drives efficiency, innovation and customer growth. To truly understand and leverage AI, organisations must start using it today. This is the best way to grasp its fundamental capabilities and most importantly its limitations.”

## INSIGHT

**THE SURVEY RESULTS SHOWED MORE THAN 20 SEPARATE USE CASES WHERE ORGANISATIONS ARE USING AI. THIS HIGHLIGHTS THAT AI IS BEING USED FAR AND WIDE.**



### WHY IT MATTERS:

## Adopt process and modernisation activities

Each iteration of AI expands the use cases available to organisations, where businesses are building beyond typical summarisation or chatbots. 2024 is a critical juncture in AI adoption, where AI is already adding real value to organisations with compliance, process improvement, and modernisation activities. These businesses are integrating AI into transformation activities, driving efficiencies that are already positively impacting business initiatives.



# Workers Consider AI Upskilling Vital to Future Career Prospects

7.5 OUT OF 10

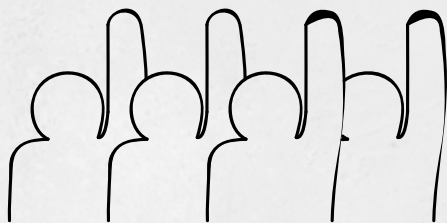
Said upskilling in AI was important for career prospects



## INSIGHTS

### The Big Picture:

The vast majority of respondents believed that to secure a successful future career they needed to improve their AI skillset.



7.5 out of 10 of respondents stated

**AI UPSKILLING IS  
IMPORTANT FOR  
FUTURE CAREER  
PROSPECTS**

Businesses should be mindful that, not only is AI training good for business it's also what their employees desire.



# KEY DATA HIGHLIGHTS



## MLAI Aus Community Founders

Jamie Blackwell,  
Louka Ewington-Pitsos,  
Lukas Wesemann

- **No marked gender difference:** Male and female respondents both thought upskilling in AI was important with scores of 7.52 and 7.41 respectively
- **Younger respondents rate the need for AI upskilling higher:** The scores were fairly consistent in the younger groups. From 18 to 44 the average was 7.64 out of 10, then this started to dip with each age category after that: 45 to 54 was 7.33 out of 10, 55 to 64 was 6.84 out of 10 and 65+ was 5.8 out of 10
- **The IT industry cared most about their AI skills for future career opportunities:** The average score was expectedly slightly above the average with a score of 7.65 out of 10

“The field of AI is moving so fast. We believe if you don’t consistently up-skill, you effectively down-skill. We have seen incredible engagement from the Australian community with our hackathons and meetups, so it’s clear to us there’s massive interest in learning about AI.”

## INSIGHT

**RESPONDENTS RATED THE IMPORTANCE OF UP-SKILLING IN AI FOR FUTURE CAREER PROSPECTS AT 7.5 OUT OF 10. SEGMENTED BY AGE, THE IMPORTANCE OF UP-SKILLING IN AI WAS HIGHER WITH OUR YOUNGER RESPONDENTS.**



## WHY IT MATTERS:

### Uplift capability to retain talent

What are your organisation’s AI and team capability plans in the next 6 to 12 months? With an average of 7.5 out of 10 respondents believing it’s important for their future career prospects, any leader who “waits and watches” risks losing team members who have clear expectations around the level of AI skills required for future employment.



# AI Forward Planning Must Start Now

We asked respondents to nominate all the ways their organisation plans to overcome their relevant AI adoption barriers.

▼ START A TRAINING PROGRAM	42.39%
▼ ALLOCATE BUDGET	40.15%
▼ RECRUIT AI SKILLED STAFF	33.17%
▼ WRITE A BUSINESS CASE	30.17%
▼ ENGAGE AN AI CONSULTANCY	18.95%
▼ OTHER	18.20%



## INSIGHTS

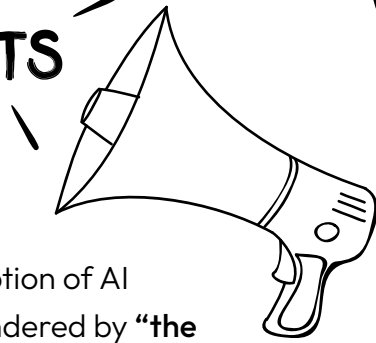
### The Big Picture:

**The time to start AI planning is NOW.** If organisations are not setting foundations to become an AI-enabled business, they will fall behind, and fast. Allocating time, upskilling teams, reviewing and updating business plans and IT strategies need to be top priorities. The stakes are high. Success will go to those organisations that remain relevant via delivery of optimal customer experiences.

**NOW  
OR  
NEVER**



# KEY DATA HIGHLIGHTS



- **Government** adoption of AI continues to be hindered by **“the system”** with the top response being to “write a business case,” which indicates cumbersome processes that may restrict rapid AI adoption and implementation
- For **Finance and Banking**, the main way to overcome the barriers to AI implementation was to “allocate budget” indicating this sector might be poised for faster adoption and innovation
- The top result for both **enterprise and large enterprise** was also to “allocate budget,” confirming leadership in AI adoption will come from the Private Sector with its agility, entrepreneurial spirit, and willingness to allocate resources



**Clare Smith**

Head of Personalization and Engagement, FlyBuys

“Whilst there have been industrial revolutions before I think this one will definitely be the quickest. It’s already in so many of the tools we use at Flybuys, with more planned. I think focused training programs not only alleviate the fear of the machines replacing your role but it also stimulates new and exciting applications for your business. Personally I am excited to see how different industries really push the boundaries”

## INSIGHT

**THE TOP RESULT FOR ORGANISATIONS TO OVERCOME BARRIERS TO AI ADOPTION WAS TO “START AN AI TRAINING PROGRAM”. THE TOP RESULT FOR BOTH ENTERPRISE & LARGE ENTERPRISES WAS TO “ALLOCATE BUDGET”, THIS ALIGNS WITH OVERCOMING COMPETING PRIORITIES AS THE MORE BUDGET YOU HAVE THE MORE PRIORITIES CAN BE ADDRESSED.**



## WHY IT MATTERS:

### Create Training Programs and AI Squads

For organisations to keep pace with AI, they need to review and implement business-wide training programs to support existing employees in growing their skills and carve out budget and resources to support AI adoption efforts. Forming the right innovation or AI squads will help remove fear, uncertainty, and doubt while adding new key ingredients for business success.

# CONCLUSION

Although still in its infancy in Australia, AI implementation is growing, which means:

## **NOW is the right time to plan and implement an AI strategy**

with tangible outcomes and an allocated budget to support it to succeed.

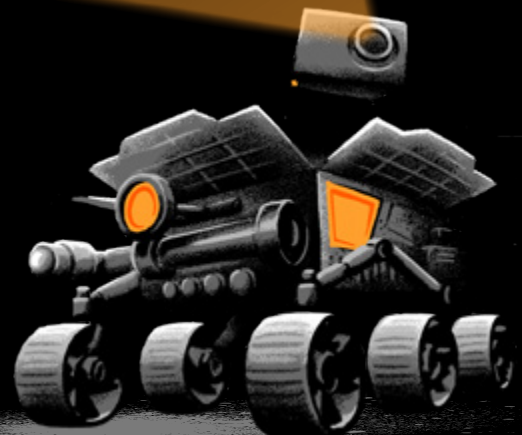
## **Team members across all verticals expect and want AI to play a role**

in their work and thus it is paramount to roll out small teams with clear goals quickly.

## **Waiting or adopting a go-slow approach appears to have significantly more costs**

than benefits because of the velocity build that is required.

By addressing barriers to adoption, enhancing AI capabilities, and promoting ethical AI practices, organisations can position themselves for success. As industries continue to navigate the complexity of AI adoption, prioritising investments in AI group development, aligning business objectives with specific problems, and ensuring data governance will make the largest impacts. This will help align the organisation's people and processes to reduce fear and foster a partnership between users of AI and the organisations they work for.



# THE BOTTOM LINE

AI is not the next “tech fad”. AI has been said to surpass the impact of the internet. **It’s iterating fast, and a degree of urgency is required for its implementation.** By leveraging this report and support from leading AI technology consultants, organisations can chart a course towards AI maturity, driving innovation, efficiency, and sustainable growth.





# ABOUT THE AUTHOR



Steve Tzortzidis, Director of Data and AI at V2 Digital, has over 15 years of experience in the IT industry. He specialises in leading organisations through data transformation complexities, with a focus on aligning data initiatives with business outcomes.

His expertise spans business priorities and processes with data strategy, architecture, engineering, governance, and the development of data platforms, laying the foundation for advanced analytics and AI workloads. Steve spearheads the transformation towards AI and data-driven operations, progressing from descriptive to prescriptive analytics and ultimately to automated decision-making, ensuring effective data-driven strategies that drive business success.

The V2 methodology that drives tangible AI outcomes for clients is based on three key pillars:



## BUSINESS OUTCOMES

Rapid, measurable value of AI implementation, upskilling our clients to own and iterate their next version



## HUMAN EXPERIENCE

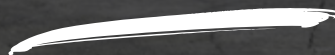
A human side to AI with business design mapping, modern ways of working, and dual delivery supported by cross-functional teams



## TECHNOLOGY IMPACT

Proven Innovation and AI practices, frameworks, integration, and platforms to use as a force multiplier

**ORGANISATIONS READY FOR THEIR NEXT ITERATION CAN REACH OUT TO V2 FOR LEADING-EDGE ADVISORY AND ASSESSMENT TO GET STARTED.**





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