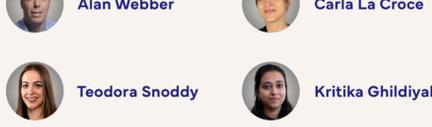




Quantifying the Impact of the Digital Labour Economy in Australia and New Zealand

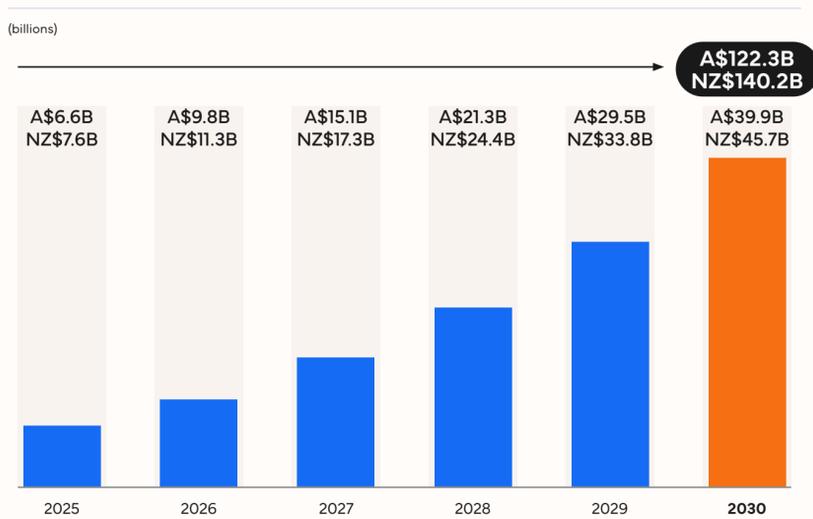
Exploring Digital Labour Software and Services



AI spending forecast supporting digital labour

In Australia and New Zealand, cumulative spend in AI technologies supporting digital labour will reach **A\$122.3 billion (NZ\$140.2 billion) with CAGR of 43% by 2030**. Globally, it will reach A\$5.05 trillion (NZ\$5.78 trillion).

Cumulative spend on AI supporting digital labour in Australia and New Zealand 2025–2030



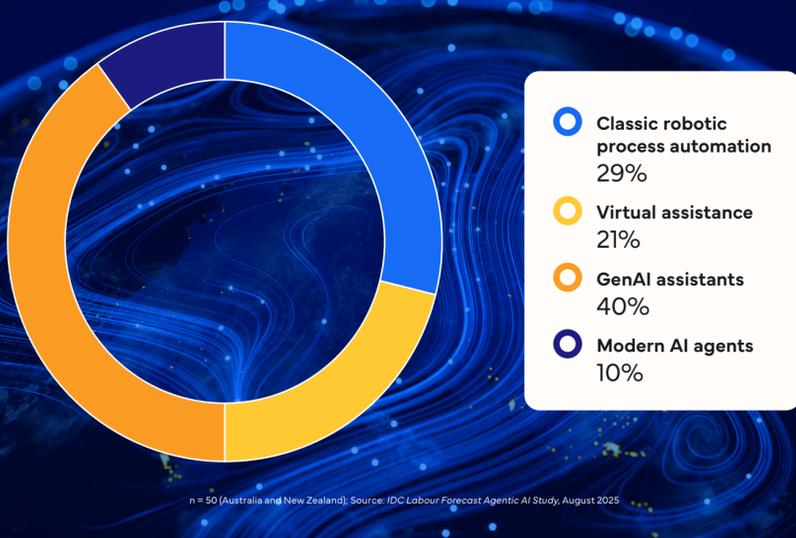
Source: IDC custom derivative of IDC's AI and Generative AI Spending Guide, 2025

Use of AI tools by the Australian and New Zealand workforce

Workers are transitioning from legacy to emerging AI tools.

What percentage of AI tools you use fall into the following categories?

(Mean responses)



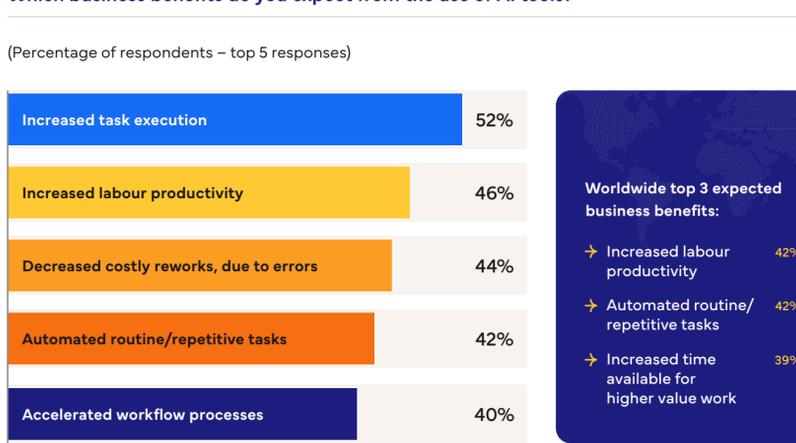
n = 50 (Australia and New Zealand); Source: IDC Labour Forecast Agentic AI Study, August 2025

Business benefits expected from use of AI in Australia and New Zealand

Increased task execution is the top expectation from AI tools in Australia and New Zealand.

Which business benefits do you expect from the use of AI tools?

(Percentage of respondents – top 5 responses)



Worldwide top 3 expected business benefits:

- Increased labour productivity 42%
- Automated routine/repetitive tasks 42%
- Increased time available for higher value work 39%

n = 50 (Australia and New Zealand), n = 823 (Worldwide); Source: IDC Labour Forecast Agentic AI Study, August 2025

Impact of AI on work

On average, Australian and New Zealand workers expect to save 32% of their typical day using AI tools

Generally, how much time do you estimate you save in a typical 8-hour workday as a result of using AI tools for your tasks?

(Average percentage of an 8-hour workday)



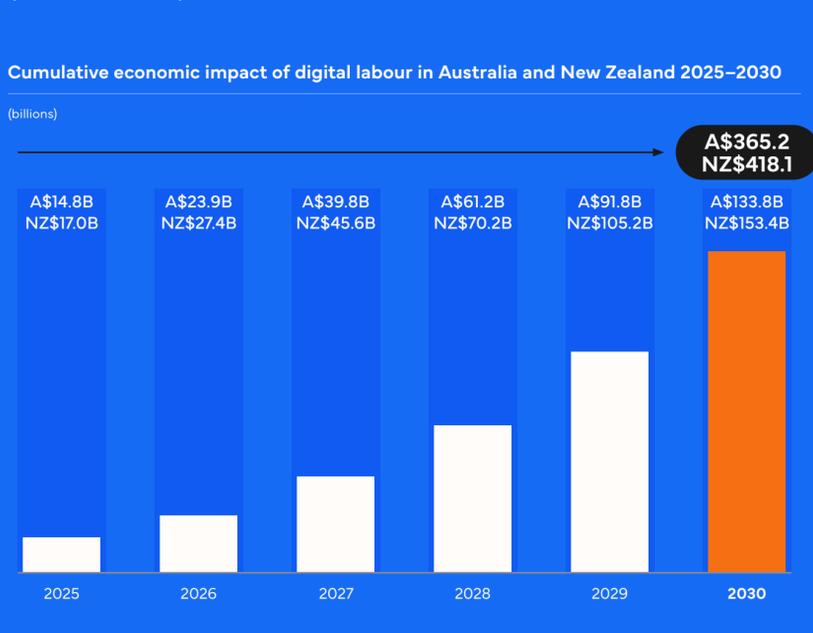
n = 50 (Australia and New Zealand), n = 823 (Worldwide); Source: IDC Labour Forecast Agentic AI Study, August 2025



Quantifying the economic impact of digital labour

In Australia and New Zealand, digital labour will generate a cumulative economic impact of **A\$365.2 billion (NZ\$418.1 billion) with CAGR of 55% by 2030**. Globally, it will reach A\$20 trillion (NZ\$23 trillion).

Cumulative economic impact of digital labour in Australia and New Zealand 2025–2030



Source: IDC custom derivative of IDC's AI and Generative AI Spending Guide, 2025