

Future of Professionals Report 2024: Australia

AI-powered technology & the forces shaping professional work

Transformational impact of AI

78%

believe the rise of artificial intelligence and generative AI will have a **high or even transformational impact** on the professions in the coming five years

52%

of professionals' work is predicted to use new AI-powered technologies in five years' time



Optimism for productivity and generating value

3 hours a week

saved within the next year, per professional

Top opportunities identified to generate value using AI:

- Handle large volumes of data more effectively
- Improve response times
- Reduce inaccuracies due to human error



78%

Believe AI is a force for good in their profession

Responsible AI

Ethically acceptable ways to use AI

98% Basic admin tasks

82% Research and analysis

89% Basic drafting

Proportion of professionals agreeing



A more fulfilling career

Professionals predict:

- More innovation
- Improved diversity, equity, and inclusion
- More time spent on engaging, judgment-based or expertise-driven work

Professionals predicting moderate or significant five-year improvement

87% believe new/ additional roles will be created



177 legal, tax, trade & accounting and risk, fraud & compliance professionals in Australia surveyed in April/May 2024, as part of a global study of 2,200 professionals.