Australian Government

National AI Centre

AI Adoption and Maturity Tracker

Survey questions

October 2026

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Questions

Block 1: Respondent Qualification & Data Quality

1.1 Is AI currently in use, or intended to be introduced within the next twelve months, in your organisation?

- Yes, currently in use
- Not yet, expected in the next 3 months
- Not yet, expected in the next 6 months
- Not yet, expected in the next 12 months
- No current plans

Skip To: End of Block if 1.1 = No current plans

1.2 How confident are you that you can accurately describe your organisation's use of AI?

- Extremely confident
- Very confident
- Moderately confident
- Slightly confident
- Not confident

Skip To: End of Survey If 1.2 = Not confident

Block 2: Business Profile and Segmentation

2.1 Which industry does your business primarily operate in? (Select the option that best describes your main business activity)

- Agriculture, forestry and fishery
- Administrative and support services
- Construction
- Education and training
- Electricity, gas, water and waste services
- Financial and insurance
- Healthcare and social assistance
- Hospitality, leisure and tourism
- Information media and telecommunications (including cybersecurity)
- Manufacturing
- Other _____
- Other services
- Professional and legal services
- Engineering
- Transport, postal and warehousing
- Wholesale and retail trade

2.2 What size best describes your business?

- Micro (0-4 employees)
- Small (5 -19 employees)
- Medium (20 - 199 employees)
- Large (200 - 499 employees)
- Enterprise (500+ employees)

2.3 In which state or territory is your business primarily located? (If your business operates across multiple states or territories, please select the location where your main office or primary operations are based.)

- Australian Capital Territory (ACT)
- New South Wales (NSW)
- Northern Territory (NT)
- Queensland (QLD)
- South Australia (SA)
- Tasmania (TAS)
- Victoria (VIC)
- Western Australia (WA)

2.4 How would you describe the location of your business? (If your business operates across multiple locations, please select the area where your primary business operations are based.)

- Metropolitan area
- Regional area
- Remote Area

2.5 Which of the following best describes your organisation's legal structure?

- Sole trader
- Partnership
- Private company
- Public company (unlisted or listed)
- Incorporated association
- Co-operative or mutual

2.6 Which of the following characteristics apply to your organisation? Select all that apply.

- Not-for-profit organisation
- Indigenous-owned and operated business
- Women-owned business
- Business with majority female leadership
- Social enterprise
- Certified B Corporation (B Corp) or other certified impact organisation
- Headquartered in Australia

- Family-owned business
- Australian-owned business
- Exporting business
- None of the above
- Other (Please specify): _____
- Prefer not to say

Block 3: AI Adoption and Use

3.1 What stage best describes your organisation's current AI adoption? Select one.

- No AI adoption
- Exploring or evaluating AI opportunities
- Pilot testing AI solutions
- AI used by individual employees
- AI deployed across teams or departments
- AI integrated into core business operations
- AI-driven automation and decision-making implemented at scale

3.2 Compared with 12 months ago, how has your organisation's use of AI changed?

- Decreased significantly
- Decreased slightly
- Remained about the same
- Increased slightly
- Increased significantly
- Our organisation was not using AI 12 months ago
- Don't know

3.3 How do you expect your organisation's use of AI to change over the next 12 months?

- Decrease significantly
- Decrease slightly
- Remain about the same
- Increase slightly
- Increase significantly
- Our organisation does not currently use AI but expects to start
- Don't know

3.4 Which AI technologies are currently used in your organisation? Select all that apply.

- Generative AI assistants (ChatGPT, Copilot, Claude etc)
- Chatbots
- Virtual assistants
- AI-powered search
- Predictive analytics
- Machine learning models
- Computer vision
- Speech recognition
- Agentic AI systems
- Robotics and automation
- Don't know
- Other (Please specify) _____

3.5 Which AI models or AI-powered products are currently used in your organisation? Select all that apply.

- ChatGPT / OpenAI models
- Microsoft Copilot
- Anthropic Claude
- Google Gemini
- Meta Llama
- Mistral
- DeepSeek
- Alibaba Qwen
- Moonshot AI Kimi
- Zhipu AI GLM
- Unsure
- Other (Please specify): _____

Display question 3.5.1 if DeepSeek, Alibaba Qwen, Moonshot AI Kimi or Zhipu AI GLM is selected above:

3.5.1 What is the primary usage for the model/s?

_____

_____

_____

_____

_____

3.6 In which areas is your organisation most confident that AI is delivering the expected net benefits? Select up to three.

- Accounting and finance
- Customer service
- Enviromental
- Environmental, social and governance (ESG)
- Human resources
- IT
- Legal
- Manufacturing
- Marketing
- Operations
- Research and development
- Risk and compliance
- Sales
- Strategy
- Supply chain
- None of the above
- Don't know

3.7 Where is AI primarily used in your organisation? Select up to three.

- Individual productivity (e.g. writing, coding, admin tasks, etc.)
- Customer-facing services (e.g. chatbots, service interactions, etc.
- Business operations (e.g. HR, finance, workflow automation, Internal AI assistants, agentic AI etc.)
- Decision-making / analytics (e.g. forecasting, insights, planning, etc.)
- Product or service delivery (e.g. core offering enhanced by AI)
- Research
- Other (Please specify) _____

3.8 What concerns do employees or teams raise about AI? Select up to three.

- Job displacement
- Accuracy
- Privacy
- Cybersecurity
- Fairness/bias
- Lack of training
- Workload impacts
- Trust
- Unclear policies
- Environmental impact and sustainability
- Not applicable
- Other (Please specify) _____

3.9 What are the AI concerns your organisation is focusing on? Select up to three

- Privacy
- Cybersecurity
- Hallucinations
- Compliance
- Cost

- Vendor lock-in
- Intellectual property
- Reputational risk
- Workforce impacts
- Other (Please specify) _____
- Not applicable

3.10 In what ways has AI improved your organisation's competitive position? Select up to three.

- Increased employee productivity
- Reduced operating costs
- Improved customer service or experience
- Faster decision-making
- Increased innovation and product development
- Better use of data and business insights
- Improved ability to compete with larger organisations
- Improved ability to attract or retain customers
- Improved ability to attract or retain employees
- Faster delivery of products or services
- AI has not improved our competitive position
- Too early to tell
- Other (Please specify) _____

3.11 What business needs is AI helping address? Select up to three.

- Reducing administrative effort
- Improving productivity
- Improving customer service
- Reducing costs
- Supporting decision making
- Improving compliance

- Addressing workforce shortages
- Increasing revenue
- Accelerating innovation
- Improving quality
- Other (Please specify) _____
- AI is not helping address any business needs
- Too early to tell

3.12 Are additional datasets needed to support your organisation's AI development and innovation activities?

- Yes
- No
- Not sure

Skip To: 3.13 If Are additional datasets needed to support your organisation's AI development and innovation activities… = No

3.12.1 What challenges do you face in acquiring suitable datasets? Select up to three.

- Cost
- Quality
- Access
- Licensing
- Privacy
- Lack of sector-specific data
- Lack of labelled data
- Not sure where to access relevant data sets
- Other (Please specify) _____

3.13 What are the biggest factors currently limiting your organisation's use of AI? Select up to three.

- Lack of skills or internal capability
- Lack of time or organisational capacity (bandwidth)

- Cost or unclear return on investment
- Data issues (availability, quality, access)
- Risk, ethical concerns, governance, or regulatory concerns
- Lack of clear use cases or business need
- AI implementation is not a priority for the organization
- Other (Please specify) _____

Block 4: Business Foundations

4.1 How prepared is your organisation's data for AI adoption? When answering, consider the organisation, accessibility, quality and reliability of your data.

- Low maturity – Data is fragmented, difficult to access, or of inconsistent quality
- Medium maturity – Most important data is available and reasonably reliable, but improvements are needed
- High maturity – Data is well organised, accessible, high quality, and ready to support AI initiatives.

4.2 How automated are your core business processes (before AI)?

- Mostly manual – Processes are completed primarily by people, with little or no automation
- Partial automated – Some tasks are automated using software, workflows or business systems, while others remained manual
- Fully automated – Most routine processes are automated, with limited manual intervention required

4.3 During the past 12 months, how would you describe your organisation's efforts to train and upskill staff in the use of AI?

- No training or upskilling activities
- Limited training provided to a small number of staff
- Some training provided, but not consistently across the organisation
- Regular training and upskilling activities for many staff
- Regular, comprehensive, organisation-wide AI training and capability development
- Don't know

4.4 To what extent does your organisation have a defined approach or strategy for the adoption and use of AI?

- No discussions, plans or strategy for AI
- Initial discussions are occurring, but no agreed priorities or plans have been developed
- AI priorities or initiatives have been identified, but there is no formal organisation-wide strategy
- A defined AI strategy or plan has been documented and endorsed by leadership
- AI is integrated into the organisation's broader strategy, planning and investment decisions

- Don't know

Block 5: AI Support

5.1 Which types of AI support from government would be most valuable to your organisation? Select up to three.

- AI training and upskilling
- Access to training datasets
- AI implementation guides, templates and toolkits
- Industry-specific case studies
- Independent advice on choosing AI solutions
- Introductions to AI solution providers
- Access to AI experts and mentors
- Networking and peer-learning opportunities
- Information about grants and funding opportunities
- Guidance on responsible AI, privacy and compliance
- Updates on emerging AI technologies and trends
- Updates on current and emerging AI risks
- Support measuring AI benefits and ROI
- Other (please specify) _____

Block 6: Outcomes (Productivity & Workforce)

6.1 Which benefits are you most confident AI has delivered to your organisation, if any? Select up to three.

- Increased employee productivity
- Reduced administrative workload
- Reduced operating costs
- Increased revenue or profitability
- Improved customer service or customer experience
- Improved quality or consistency of work
- Faster decision-making
- Enhanced innovation or new product/service development
- Improved employee satisfaction or engagement
- Improved risk management, compliance or safety outcomes
- No significant benefits realised yet
- Too early to tell
- Other (please specify) _____

6.2 To what extent has AI affected the efficiency of your organisation's core processes? When answering, consider factors such as the time, effort and resources required to complete core processes.

- Strongly decreased efficiency
- Decreased efficiency
- No impact
- Increased efficiency
- Strongly increased efficiency
- Too early to tell / uncertain

6.3 In what ways has AI improved outcomes for your customers, clients, beneficiaries, or the people you serve? Select up to three.

- Faster service delivery (27)
- Improved quality of products or services (28)

- More personalised customer experiences (29)
- Better access to information or services (30)
- Improved responsiveness to customer needs (31)
- Reduced errors or increased accuracy (32)
- Reduced cost or more affordable products or services (39)
- Greater accessibility or inclusion (33)
- Increased customer satisfaction (34)
- Increased availability of services (35)
- Other improvement (please specify): (36)

  _____

- No significant improvements (40)
- Too early to tell (41)

6.4 What impacts do you expect AI to have on your organisation's workforce? Select all that apply.

- Reduce the total number of staff required
- Increase the total number of staff required
- Changes to existing roles and responsibilities
- Increase demand for staff with specialist AI or technical skills
- Increase the use of AI agents or other digital workers
- No expected impact
- Too early to tell / uncertain
- Other (please specify) _____

Block 7: Governance (Responsible AI)

7.1 How familiar are you with your organisation's approach to AI governance, including its policies, processes and responsibilities?

- Very familiar
- Moderately familiar
- Slightly familiar
- Not familiar
- Don't know

Skip To: End of Block If How familiar are you with your organisation's approach to AI governance, including its policies,... = Not familiar

7.2 Before today, had you heard of the Australian Government's AI 6 or Guidance for AI Adoption (the six essential AI practices)?

- No, I had not heard of it
- I had heard of it, but don't know what it covers
- I know the basics
- We have used it to guide our AI use
- We have used it to change or improve how we use AI

7.3 Does your organisation use any other frameworks, standards or governance approaches to guide its use of AI? Select all that apply.

- International or Australian standards
- Industry-specific frameworks or guidance
- Guidance developed by an AI technology provider
- An internally developed framework or approach
- Other (please specify) _____
- None
- Don't know

7.4 What steps have you taken to make it clear who is responsible for AI systems and how they can be used in your business?

- No one is clearly accountable and there are no written rules

- People are generally aware of how AI should be used but there are no written rules or clear responsibilities
- A senior leader or owner is named and there are a clear policy or rules that explain how AI should and should not be used
- Accountability is clear, training is provided to people responsible for your AI systems, frameworks, policies and procedures are in place to manage

7.5 Who is primarily accountable for Responsible AI governance in your organisation?

- Owner / CEO / Managing Director
- Board or governing body
- CIO / CTO / Technology leader
- Data, AI or analytics team
- Risk, legal or compliance team
- Business unit leaders
- Shared responsibility across multiple roles
- No formal accountability assigned
- Don't know
- o Other (please specify) _____

7.6 How does your organisation consider the possible impacts of using an AI system on customers, employees, the community or environment?

- We do not have a clear process for considering the impacts of our AI systems
- We informally discuss the possible impacts but don't have processes in place for this, or for impacted people to raise concerns
- We have a process to consider the impacts of our AI systems and there is a way for people to raise concerns
- We talk to people potentially impacted by our AI systems to understand how they might be affected and use an agreed process. We pay particular attention to people that may be vulnerable or marginalised. We act on feedback to make our AI safer and fairer. There are clear processes for impacted people to raise concerns or question AI decisions and we actively monitor feedback

7.7 How does your organisation identify, assess and manage risks from AI use?

- We do not have a clear process to identify and manage AI risks
- We broadly understand AI risks and discuss informally but there isn't a formal process

- We screen for potential AI risks and record responses
- We have documented processes to identify, assess and mange AI risks. We apply controls that are proportionate. We regularly monitor the performance of AI systems after deployment and have processes to identify, document and learn from AI-related incidents

7.8 How does your organisation record and tell people when and how AI is being used?

- We don't know or record what AI systems we use and how we use them
- We broadly know what AI systems we use but there isn't a central place documenting this and we don't tell our customers, employees or the community
- We document our uses of AI and we clearly communicate to customers, employees and the community how we are using it, especially when it might influence decisions, generate content or impact people
- We have embedded processes to record AI use including a central register that reports the capabilities and limitations of each AI system. We clearly communicate to impacted stakeholders about our AI systems including when they may have been impacted by decisions or outcomes

7.9 How does your organisation test and monitor AI systems to check they are working as intended?

- We do not have a clear process for testing AI systems or monitoring them after they are used
- We informally ask how AI systems have been tested but there are no documented processes to test or monitor them
- We ask suppliers about how AI systems have been tested and for proof before we buy them and we have a process to test AI systems before we use them
- We have embedded data governance, cybersecurity practices in place. We test and monitor our AI systems in line with best practice. We get independent testing when its needed

7.10 How does your organisation make sure people can oversee, challenge or override AI supported decisions?

- We don't have processes for human oversight of our AI systems or override points
- We have inconsistent or informal human oversight of our AI systems
- We have processes in place to make sure our people can oversee and pause, override AI or rollback or shut down AI systems
- We have human oversight embedded into our processes with training provided to ensure those responsible understand AI system capabilities, limitations and failure points. We can pause, override, rollback and shut down systems when required. Our critical functions can continue to operate even if AI systems fail because we have alternative pathways in place

7.11 What are the biggest challenges preventing your organisation from implementing stronger Responsible AI practices? Select up to three

- Lack of knowledge or expertise
- Limited staff or resources
- Cost of implementation
- Unclear standards or guidance
- Difficulty assessing AI risks
- Uncertainty about regulatory requirements
- Lack of leadership support
- Lack of suitable tools or frameworks
- Additional overhead/bureaucracy
- Responsible AI is not currently a priority
- Other (please specify) _____

Block 8: AI Harms

8.1 Has your organisation experienced any negative impacts or harms from AI use?

- No
- Yes
- Not sure

Skip To: End of Block If Has your organisation experienced any negative impacts or harms from AI use? = No

8.2 Which of the following harms or negative impacts have you experienced from AI? Select all that apply

- Inaccurate or misleading outputs
- Privacy or data protection concerns
- Cybersecurity issues
- Biased or unfair outcomes
- Incorrect business decisions based on AI outputs
- Customer complaints or loss of trust
- Staff resistance or workforce concerns
- Intellectual property or copyright concerns
- Regulatory, legal or compliance issues
- Financial losses or unexpected costs
- Other (please specify) _____

8.3 How significant were the impacts?

- Minor: Limited impact that was easily resolved through routine processes
- Moderate: Noticeable impact requiring specific action to resolve
- Significant: Substantial impact on operations, people, customers or organisational outcomes
- Severe: Critical or lasting impact requiring major intervention
- Don't know / unable to assess

Block 9: AI Sourcing, Procurement & Discovery

9.1 How involved are you in selecting or procuring AI solutions, providers or partners for your organisation?

- Directly responsible for decisions
- Significantly involved in or influencing decisions
- Consulted or providing input
- Aware of the process but not involved
- Not involved
- Don't know

Skip To: End of Block If How involved are you in selecting or procuring AI solutions, providers or partners for your organ... = Not involved

Skip To: End of Block If How involved are you in selecting or procuring AI solutions, providers or partners for your organ... = Don't know

9.2 How does your business source its AI capabilities? Select all that apply.

- Purchased from a software vendor
- Procured through an external consultant / adviser
- Customised solution built by an external provider
- Developed internally by employees
- Combination of internal and external development
- Don't know
- Other (please specify) _____

9.3 How did you identify the AI solution, provider or partner you chose? Select all that apply.

- AI directory or marketplace (e.g. NAIC AI Directory)
- AI solution (e.g. Claude, CoPilot, ChatGPT)
- A search engine (e.g. Google, Bing)
- Social media (e.g. LinkedIn, Facebook)
- Colleagues, peers or industry networks
- Advisers, consultants or service providers

- Direct approach from a vendor or supplier
- Internal employee research or recommendation
- Industry events, conferences or webinars
- Existing technology / software provider
- Media articles, case studies or online content
- Other (please specify) _____

9.4 When evaluating AI solutions, did you consider Australian AI providers?

- Yes, and we selected an Australian provider
- Yes, but we selected an overseas provider
- No, we only considered overseas providers
- No, we did not consider the provider's location
- We considered Australian providers but none fit our business needs
- Don't know

9.5 When evaluating or selecting AI solutions, which of the following factors are important to your organisation? Select all that apply.

- Cost and value for money
- Ethical and responsible use of AI
- Data privacy and protection
- Cybersecurity and security controls
- Data sovereignty (e.g. where data is stored and processed)
- Preference for Australian providers
- Supply chain transparency and vendor practices
- Regulatory or compliance requirements
- Reliability and performance
- Ease of implementation and integration
- Vendor reputation and trustworthiness
- Environmental or sustainability considerations
- None of the above

- Other (please specify) _____

9.6 Which best describes your organisation's current investment in AI?

- No investment and no plans to invest
- Exploring opportunities, but no dedicated investment yet
- Small-scale investment in pilots or experimentation
- Ongoing investment in AI projects or capabilities
- Significant investment as part of a broader business strategy
- AI is a strategic investment priority across the organisation
- Don't know

9.7 How do you expect your organisation's investment in AI to change over the next 12 months?

- Decrease significantly
- Decrease slightly
- Remain about the same
- Increase slightly
- Increase significantly
- Not currently investing in AI but plan to start
- I don't know

Block 10: Open Question

10.1 What are your top AI concerns?

_____

_____

_____

_____

_____

Block 11: No AI Adoption

Block 11 only displayed if no current plans are selected in Question 1.1.

11.1 What are the biggest concerns for your organisation's decision NOT to use AI? Select up to three.

- Lack of skills or internal capability
- Lack of time or organisational capacity (bandwidth)
- Cost or unclear return on investment
- Data issues (availability, quality, access)
- Risk, ethical concerns, governance, or regulatory concerns
- Lack of clear use cases or business need
- AI implementation is not a priority for the organization
- Other (Please specify) _____

11.2 What would make your organisation more likely to adopt AI? Select up to three.

- Clear evidence of business value or ROI
- Examples from similar organisations
- Training for staff
- Access to trusted advice or experts
- Better understanding of AI risks and governance
- Lower implementation costs
- Easier-to-use AI tools
- More internal time and resources
- Better quality data
- Stronger cybersecurity or privacy assurances
- Support with implementation
- Nothing would encourage us to adopt AI
- Other (please specify) _____
- Prefer not to say

11.3 How would you describe your organisation's current view of AI?

- We do not believe AI is relevant to our organisation
- We are interested but have not explored it
- We are exploring opportunities but have not acted
- We are cautiously considering adoption
- We are actively planning adoption
- Prefer not to say

11.4 What is your organisation's biggest concern about using AI? Select up to three.

- Privacy and data protection
- Cybersecurity
- Accuracy and reliability
- Compliance and regulation
- Workforce impacts
- Cost
- Loss of human oversight
- Reputational risk
- Intellectual property
- Other (please specify)
- Prefer not to say