

Australia: Training Leader, Adoption Laggard

Australia stands out globally for its focus on workforce readiness.

Australian firms are more likely than those in other regions to allocate up to 25% of their technology budgets to adoption and training – significantly more than most global peers, the majority of whom dedicate only 1%–10% to training.

This investment underscores a recognition that tools are only as effective as the people using them. By prioritising onboarding and skills development, Australian firms aim to ease the transition to digital workflows, and many cite enhanced digital collaboration tools or training programs as important enablers for going fully digital.

Adoption rates show progress but also indicate hesitation. While Australia is making headway, its rate of technology adoption in key phases like planning and operations remains lower than global leaders, and the country is markedly more likely to rate itself as analogue or emerging in digital maturity than as advanced or fully digital.

Despite strong investments in adoption and training, workforce resistance remains a significant challenge: 33% of Australian firms cite it as the primary barrier to adoption – the highest rate among all surveyed countries. This suggests that effective change management, not just skills training, is essential for long-term digital success.

Australian firms benefit from strong infrastructure and active government incentives, with policy and funding frequently cited as leading external drivers for technology adoption.

With Australia's focus on workforce training, the next step is pairing that investment with tools that are intuitive, easy to adopt and purpose-built for project teams – especially during planning and construction phases where digital maturity still lags.

33%

of Australian firms cited workplace resistance as top tech barrier – highest worldwide

1 in 2

projects still require paper for critical workflows

42%

of Australian firms invest up to 25% of their tech budgets in adoption

500+

hours reclaimed on critical tasks by nearly half of AI early adopters