# The Fearless Future: 2025 Global AI Jobs Barometer

## Australia Analysis

# Global Insights

**The AI Jobs Barometer reveals AI's global impact on jobs, wages, skills, and productivity by examining close to a billion job ads from six continents.**



## Our data suggests:

**The AI revolution is accelerating in all industries** including industries less obviously exposed to AI such as agriculture and construction.

**AI is redefining job roles faster and faster.** Skills sought by employers for AI-exposed jobs are changing 66% faster than for other jobs – up from 25% last year.

**AI is associated with gentler growth – but not sharp declines - in job numbers.** Like electricity, AI has the potential to create more jobs than it displaces if it is used to pioneer new forms of economic activity. Our data suggests that companies are indeed using AI to help people create more value rather than simply reduce headcount.

**AI is helping to democratise opportunity** for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.
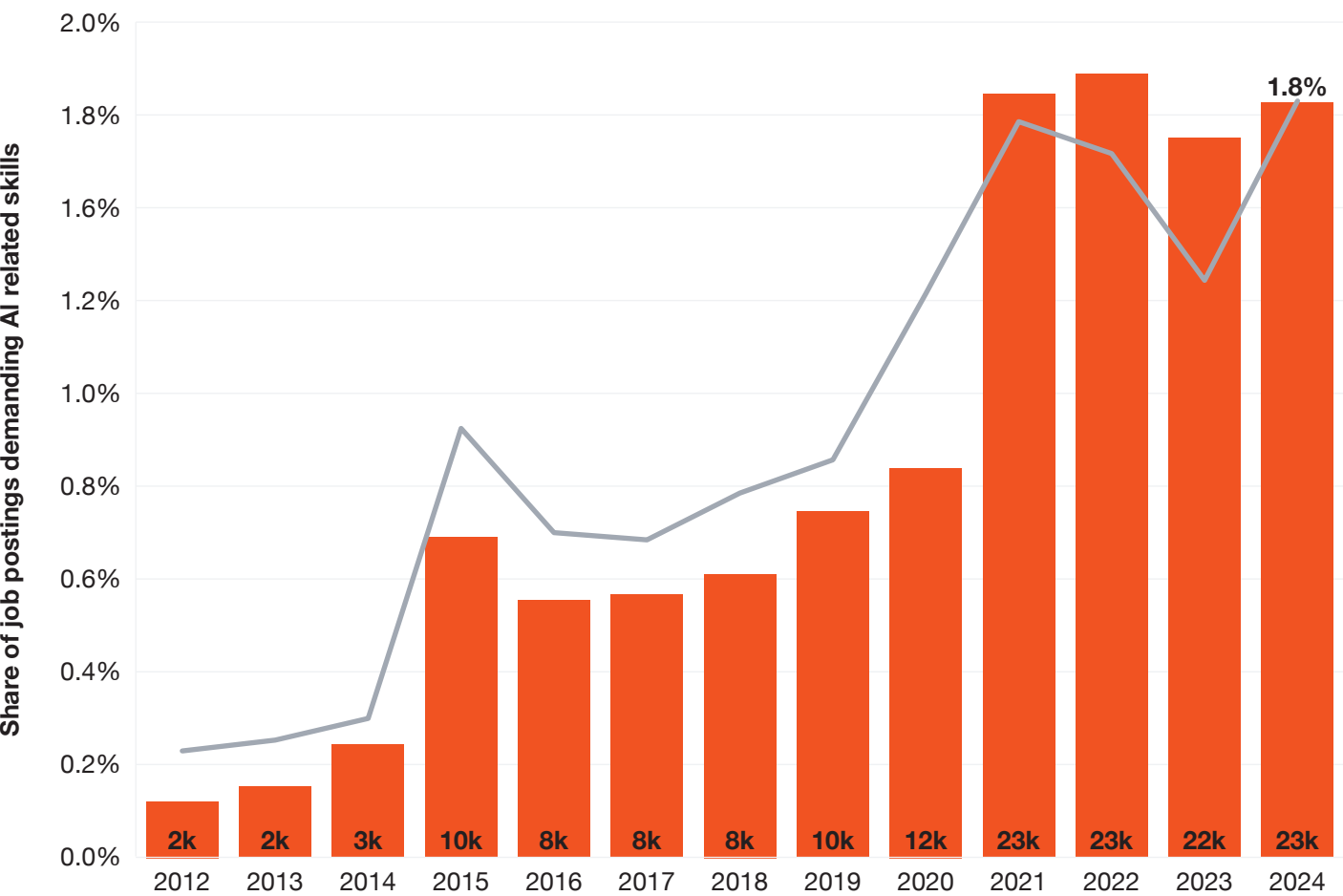
**Please see the global findings report for more insights.**

# Australia Insights

# Australia's demand for jobs requiring AI skills shows signs of plateauing, with limited growth since 2021

## Total number and share of job postings requiring AI related skills, Australia, 2012-2024



## Key findings

- **Steady Growth in AI-Related Job Postings:** The number of job postings demanding AI-related skills has increased from 2k in 2012 to 23k in 2024, demonstrating sustained demand.

- **Stagnation in AI Demand:** The number of postings remained stable at 23k between 2021, 2022, and 2024, with a slight dip in 2023 (22k), suggesting a plateauing trend.
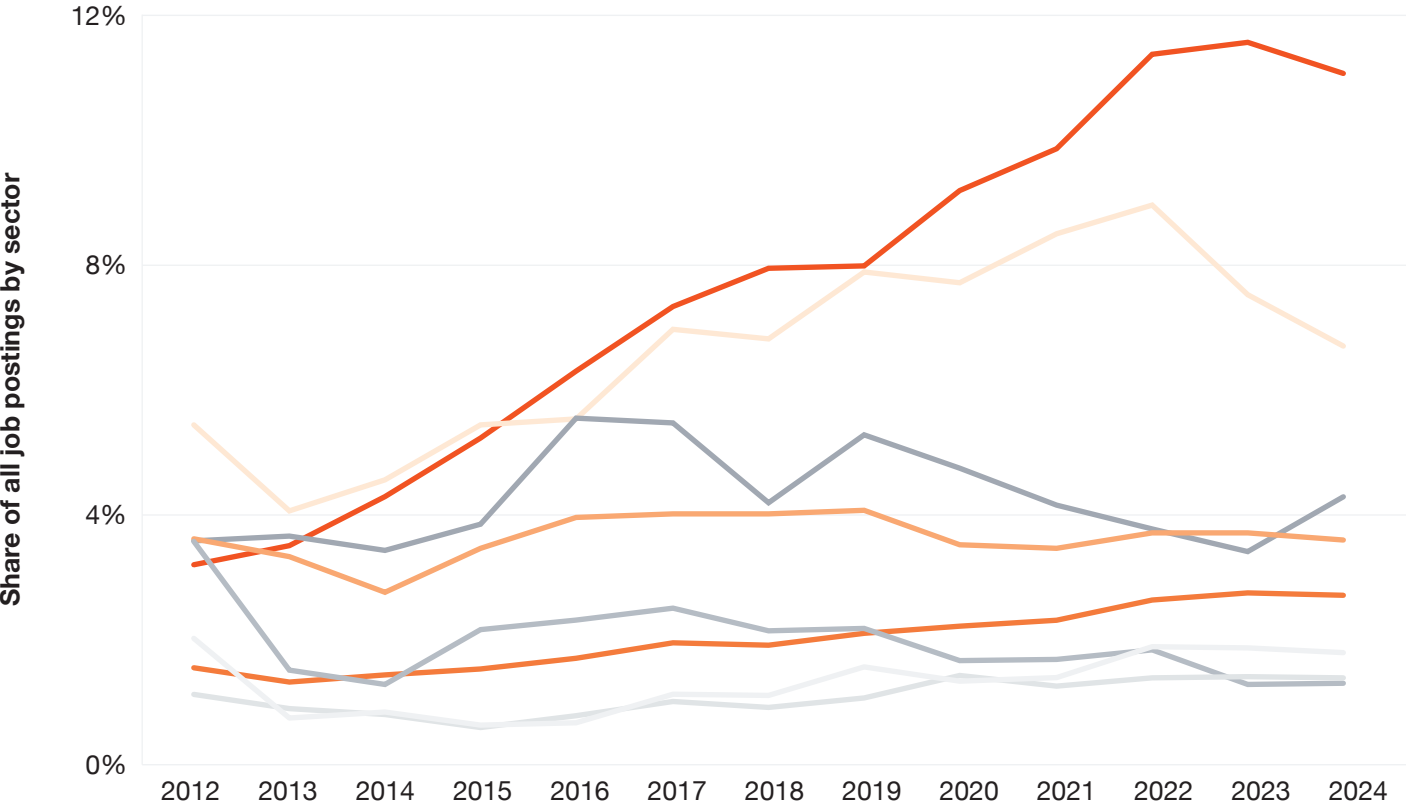
## Notes

- We use Lightcast data for jobs postings, including associated skills.

Sources: PwC analysis, Lightcast data

# Since 2022, Australia has seen a shift away from job postings in Professional, Scientific, and Technical Activities.

## Share of all job postings by sector, Australia, 2012-2024

- Human Health and Social Work Activities
- Professional, Scientific and Technical Activities
- Education
- Manufacturing
- Information and Communication
- Financial and Insurance Activities
- Construction
- Mining and Quarrying



## Key findings

- Human Health and Social Work Activities has steadily increased, gaining a notable share over the years, and reaching 11.1% share in 2024

- Between 2020 and 2024, Mining and Quarrying saw an increase in its share of overall job postings from 1.3% to 1.8%

- Between 2023 and 2024, the Financial and Insurance Activities sector saw an increase in its share of overall job postings to 4.3%, while both Human Health and Social Work Activities and Professional, Scientific, and Technical Activities experienced a decline in their respective shares, to 11.1% and 6.7%, respectively.
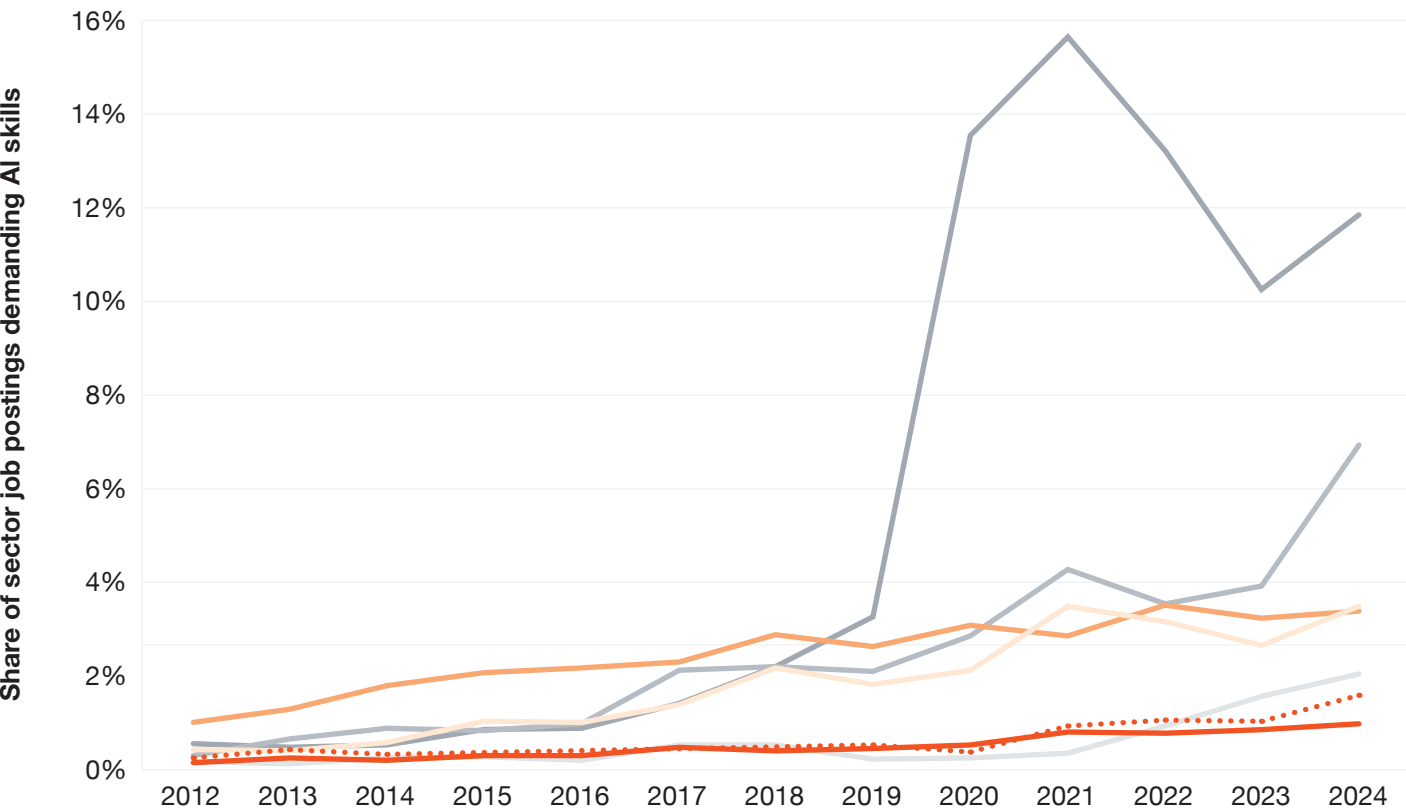
## Notes

- The number of uncategorised jobs changes over time, causing shifts in the shares of other sectors in our data.

# Australia sees a surge in demand for AI skills in Financial and Insurance Activities as well as Information and Communication jobs

## Share of AI job postings by sector, Australia, 2012-2024



Legend:
- Human Health and Social Work Activities
- Professional, Scientific and Technical Activities
- Education
- Manufacturing
- Information and Communication
- Financial and Insurance Activities
- Construction

Y-axis: Share of sector job postings demanding AI skills
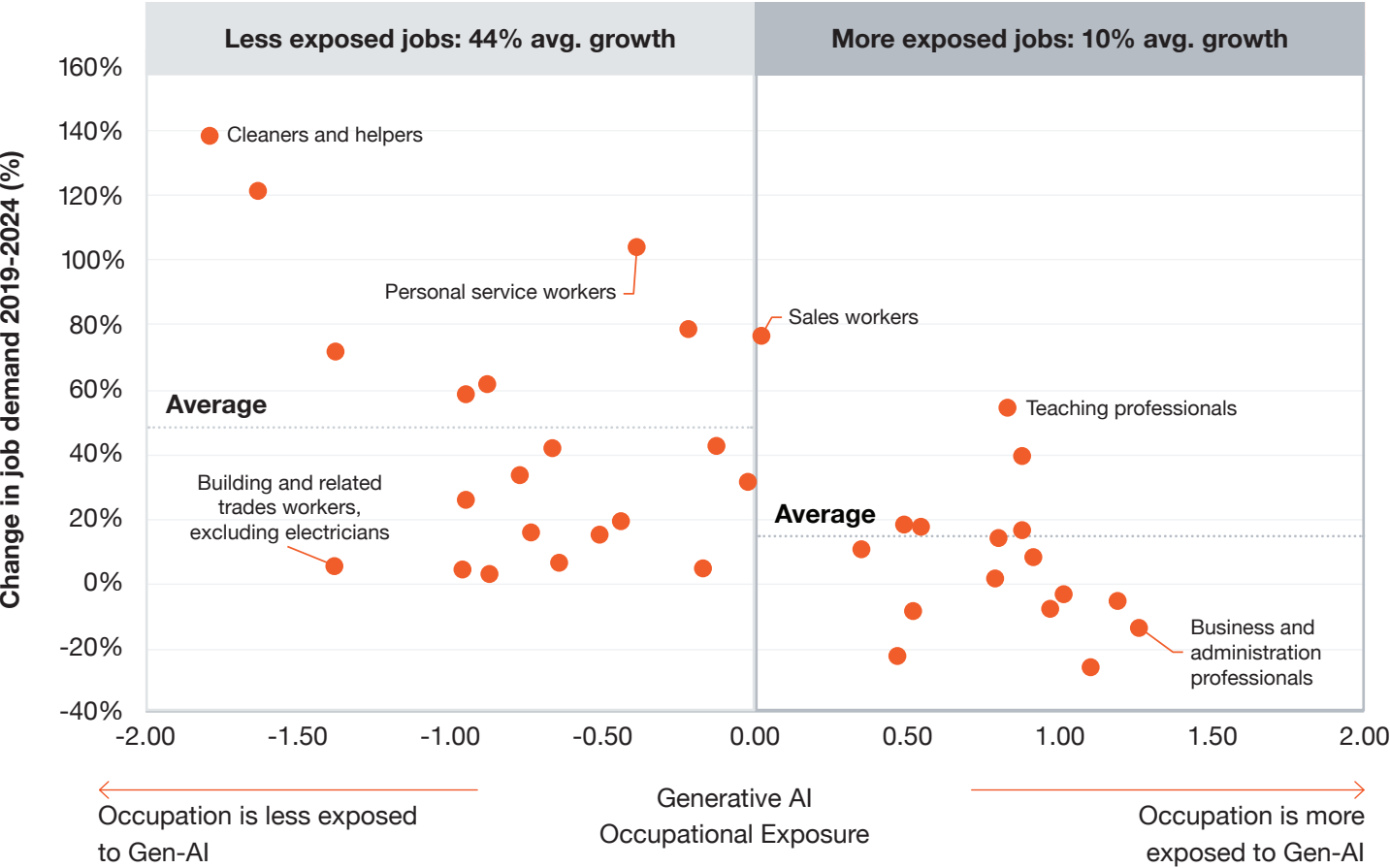
## Key findings

- The Financial and Insurance Activities sector has seen a dramatic increase in job postings demanding AI skills, spiking significantly around 15.7% in 2021, and maintaining its lead position into 2024, with an 11.8% share.

- Information and Communication is also experiencing a consistent rise in the share of job postings requiring AI skills to 6.9%, though it is not as steep as the growth in finance and insurance.

## Notes

- We use Lightcast data for jobs postings, including associated skills and sectors

Sources: PwC analysis, Lightcast data

# Job numbers in Gen-AI exposed occupations have grown 14% since 2019

## Cumulative growth rate in all job postings against the projected exposure to Generative AI, Australia, 2019-2024



**Less exposed jobs: 44% avg. growth**

**More exposed jobs: 10% avg. growth**

Cleaners and helpers

Personal service workers

Sales workers

Average

Teaching professionals

Building and related trades workers, excluding electricians

Average

Business and administration professionals

Change in job demand 2019-2024 (%)

Generative AI Occupational Exposure

← Occupation is less exposed to Gen-AI

Occupation is more exposed to Gen-AI →

Sources: PwC analysis, Lightcast data
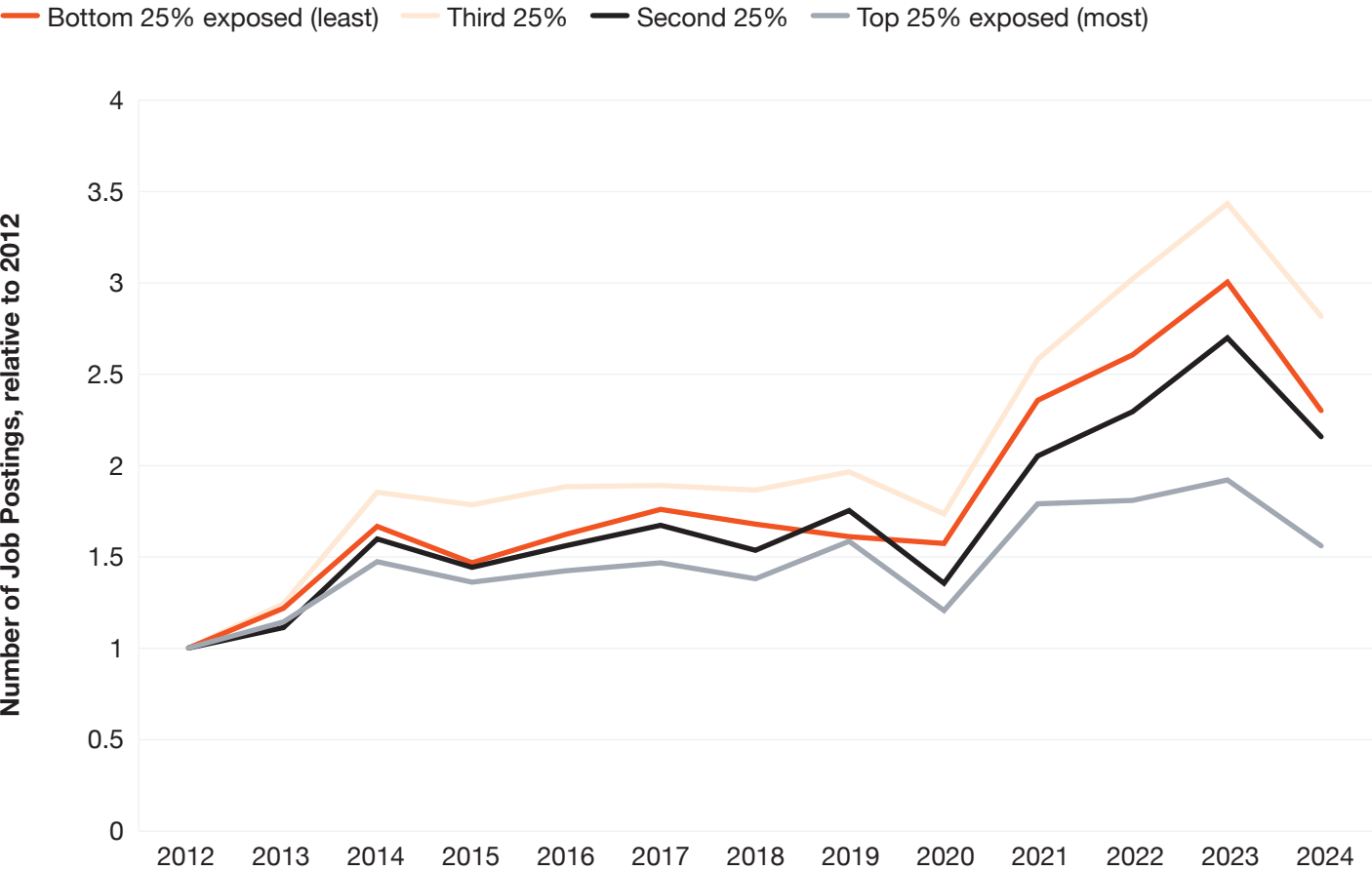
## Key findings

- The correlation coefficient of -0.58 indicates a strong negative relationship between AI occupation exposure and growth in job postings (2019-2024). This suggests that occupations with higher AI exposure have experienced significantly lower job posting growth over this period.

- While the overall trend is negative, some low AI-exposure occupations still exhibit a range of growth rates, indicating that other factors may be influencing job demand in specific roles.

## Notes

- This metric uses ISCO codes at the 2-digit level, whereas the remainder of our analysis uses the 4-digit level

- We remove all errors and observations with zeros to filter the data

# Vacancies for jobs most exposed to AI are growing more slowly

**Number of jobs postings relative to 2012 split by quartile AI exposure, Australia, 2012-2024, indexed at 2012**

— Bottom 25% exposed (least)   — Third 25%   — Second 25%   — Top 25% exposed (most)
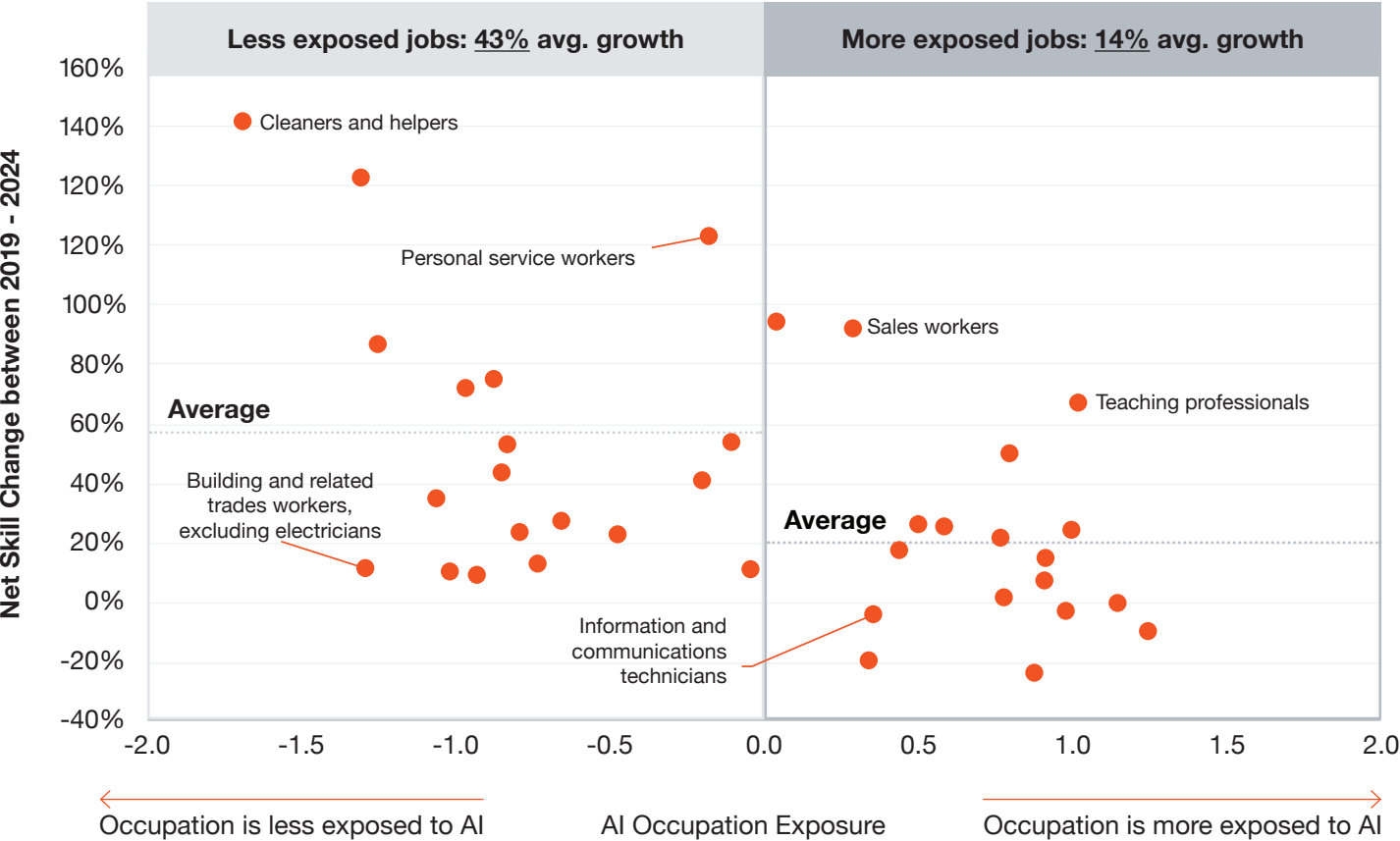


## Key findings

- Since around 2013, job postings for occupations with higher AI exposure (top 25% exposed) have grown at a slower pace compared to those with lower exposure.

- The gap between the most and least AI-exposed occupations has widened significantly, particularly after 2021. Job postings for the least exposed three quartiles (Bottom, Third, and Second) have surged, while growth in the most exposed jobs has been more subdued.

## Notes

- We group occupations using ISCO codes and then split them up into quartiles by AIOE

- Quartiles are indexed to 2012, with the graph showing relative growth since then

Sources: PwC analysis, Lightcast data

# Job numbers in AI-exposed occupations have grown 10% since 2019

## Cumulative growth rate in all job postings against exposure to AI, Australia, 2019-2024



Less exposed jobs: 43% avg. growth
More exposed jobs: 14% avg. growth

Net Skill Change between 2019 - 2024

- Cleaners and helpers
- Personal service workers
- Building and related trades workers, excluding electricians
- Information and communications technicians
- Sales workers
- Teaching professionals
- Average

Occupation is less exposed to AI ← AI Occupation Exposure → Occupation is more exposed to AI

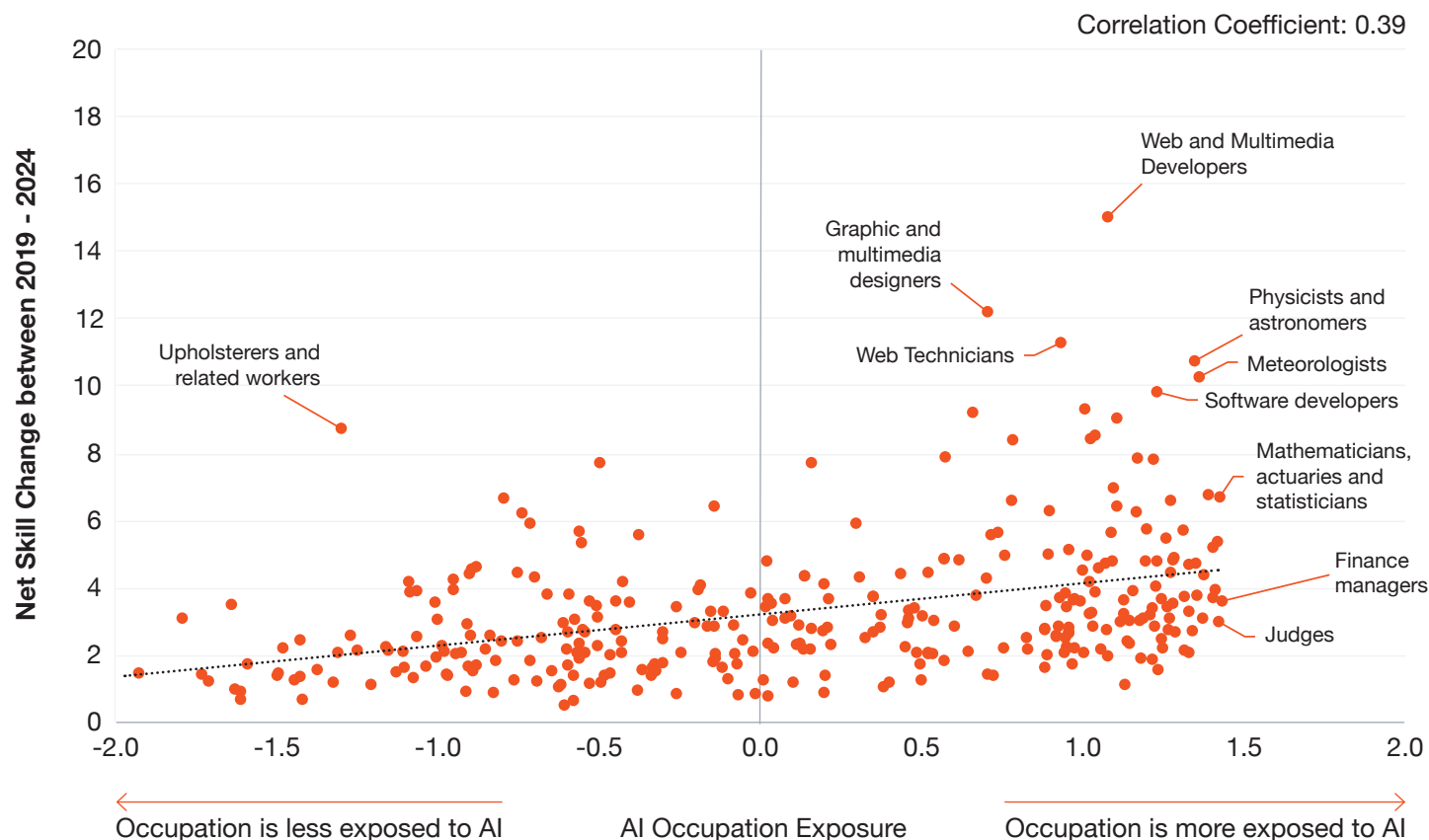Sources: PwC analysis, Lightcast data

## Key findings

- The correlation coefficient of -0.49 indicates a moderate to strong negative relationship between Generative AI occupation exposure and growth in job postings (2019-2024). This suggests that occupations with higher Generative AI exposure have generally experienced lower job posting growth over this period.

- GenAI is an important development which is rapidly changing the opportunities for AI in Australia.

## Notes

- This metric uses ISCO codes at the 2-digit level, whereas elsewhere uses the 4-digit level.

- We remove all errors and remove all observations with zeros to filter the data.

Core | Aug + Aut | Industry

# Jobs in the most AI-exposed quartile experience 88% higher net skill change, reflecting greater disruption in these roles

## Net change in the number of skills demanded against AI exposure, Australia, 2019-2024



Correlation Coefficient: 0.39

Net Skill Change between 2019 - 2024

Web and Multimedia Developers

Graphic and multimedia designers

Physicists and astronomers

Web Technicians

Meteorologists

Software developers

Upholsterers and related workers

Mathematicians, actuaries and statisticians

Finance managers

Judges

← Occupation is less exposed to AI | AI Occupation Exposure | Occupation is more exposed to AI →

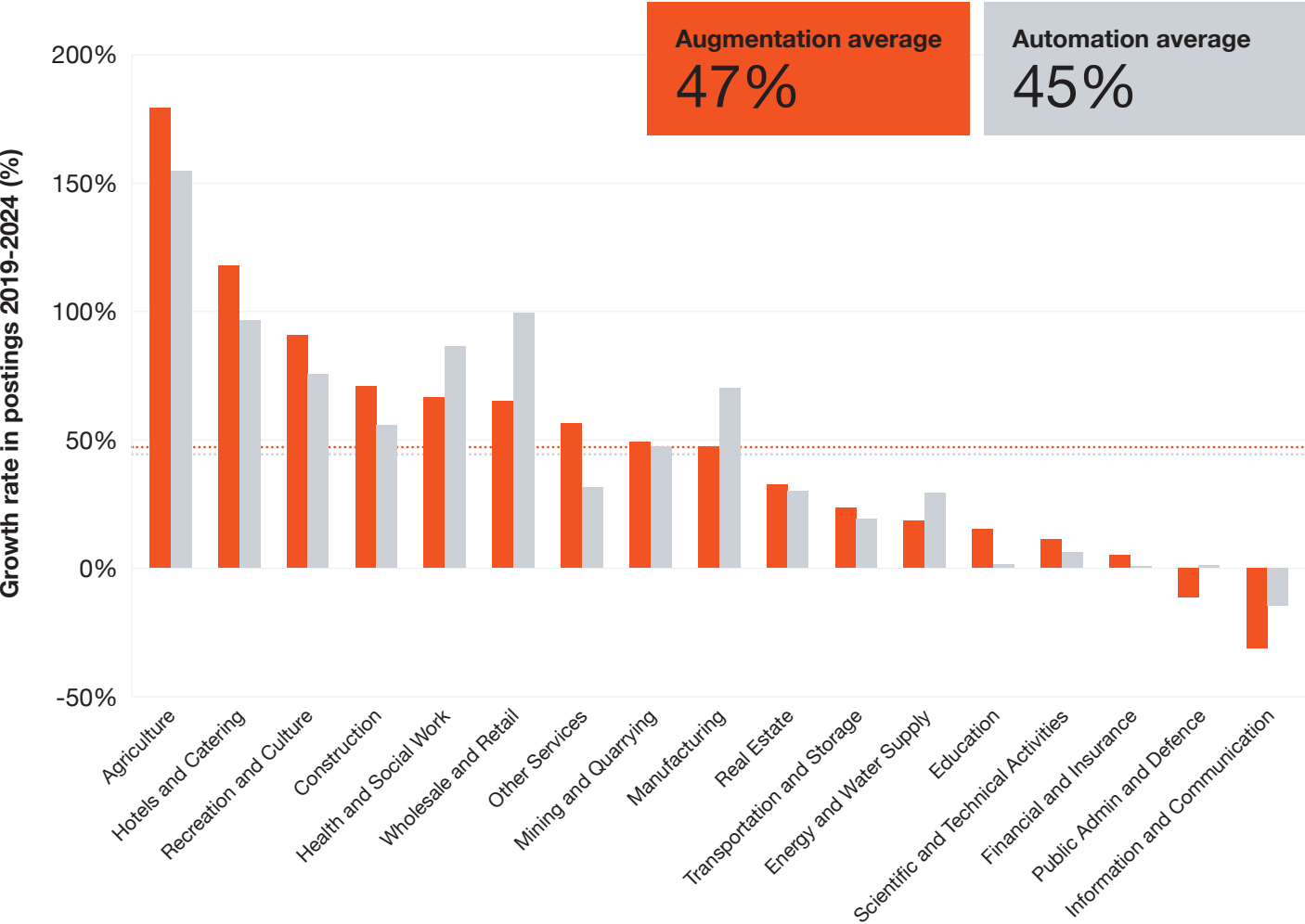Sources: PwC analysis, Lightcast data

## Key findings

- Occupations highly exposed to AI show a broader range of skill changes, with some roles experiencing substantially greater skill shifts. This suggests greater adaptation or transformation in AI-exposed roles.

- Jobs in the top quartile of AI exposure have an average net skill change of 4.5, compared to 2.4 for the bottom quartile (least exposed). This represents an 88% higher net skill change in AI-exposed occupations, indicating greater skill evolution and adaptation in these roles.

## Notes

- We remove all errors and remove all observations with zeros to filter the data.

- Net skill change is measured as the change in frequency of skills required in the job posting

- Most exposed and least exposed are defined as the top and bottom quartiles

# In Australia, AI augmentation and automation drive similar job growth, with strong gains in hospitality, agriculture, and recreation

## Growth rate in postings by sector for augmented and automated jobs, Australia, 2019-2024



**Augmentation average**
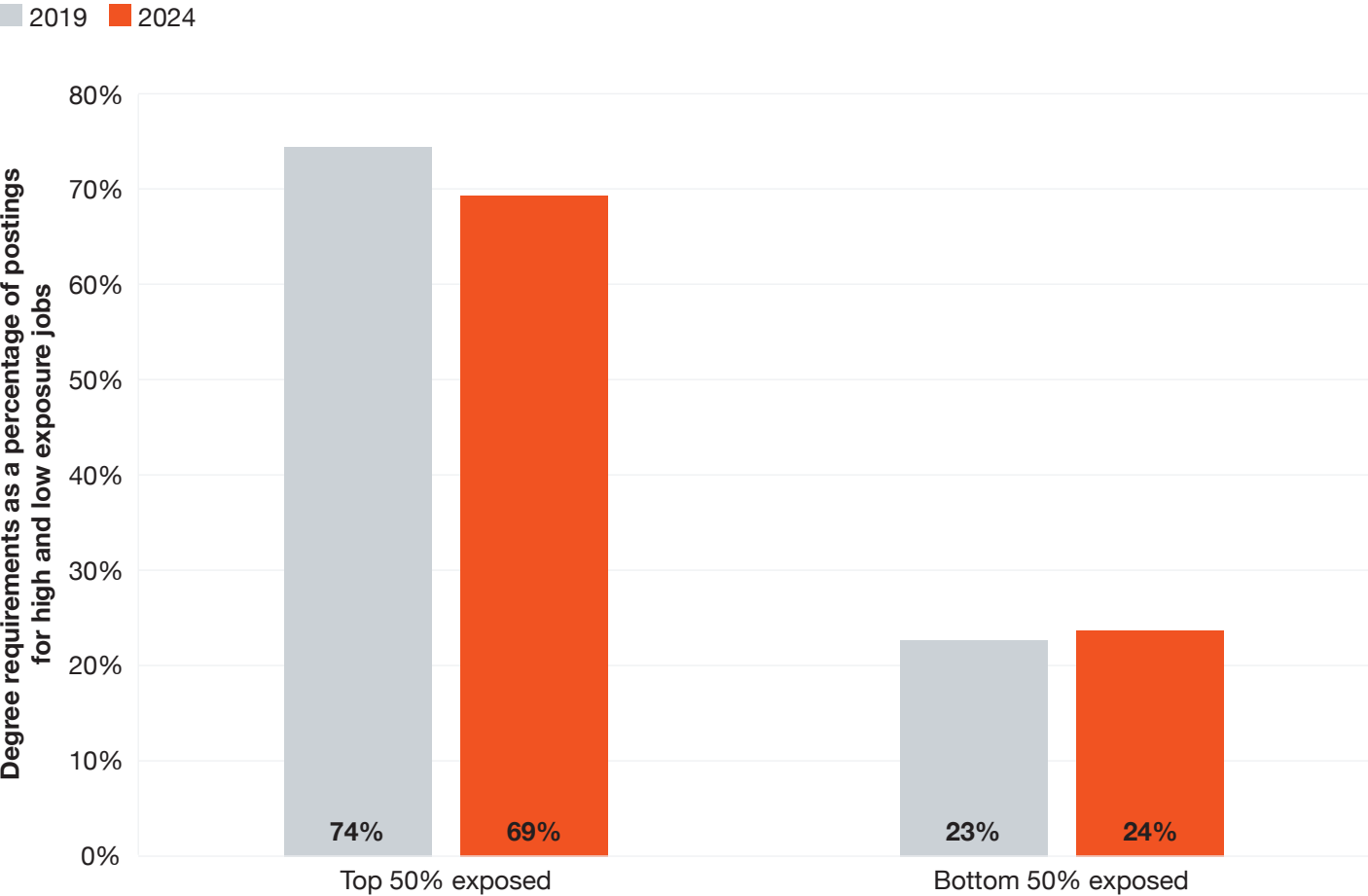**47%**

**Automation average**
**45%**

## Key findings

- The average growth rate for augmented jobs is 47%, while automated jobs average 45%, indicating that both AI-driven augmentation and automation are contributing to job expansion in Australia.

- Industries like Agriculture, Hotels & Catering, and Recreation & Culture saw the highest job posting growth, suggesting that AI integration is supporting workforce demand in these sectors.

- Public Administration, Financial Services, and Information & Communication experienced lower growth or slight declines, highlighting that automation may be reducing traditional job postings in some industries.

## Notes

- After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.

- We remove the sector labelled Unknown from the graph.

- Extraterritorial activities sector is removed due to lack of data.

Sources: PwC analysis, Lightcast data

# Degree requirements are declining for jobs more exposed to AI

## Degree requirements for jobs with high and low AI exposure, Australia, 2019-2024

■ 2019  ■ 2024



Degree requirements as a percentage of postings for high and low exposure jobs

- Top 50% exposed: 74% (2019), 69% (2024)
- Bottom 50% exposed: 23% (2019), 24% (2024)

Sources: PwC analysis, Lightcast data

## Key findings

- Jobs with high AI exposure in Australia have seen a decline in degree requirements, falling 5pp from 74% in 2019 to 69% in 2024.

- In contrast, jobs with lower AI exposure have experienced no change in degree requirements, holding steady at 24%

- The gap between high and low AI-exposure jobs has fallen by 5pp, with jobs in the top half of exposure still requiring a degree over twice as often.
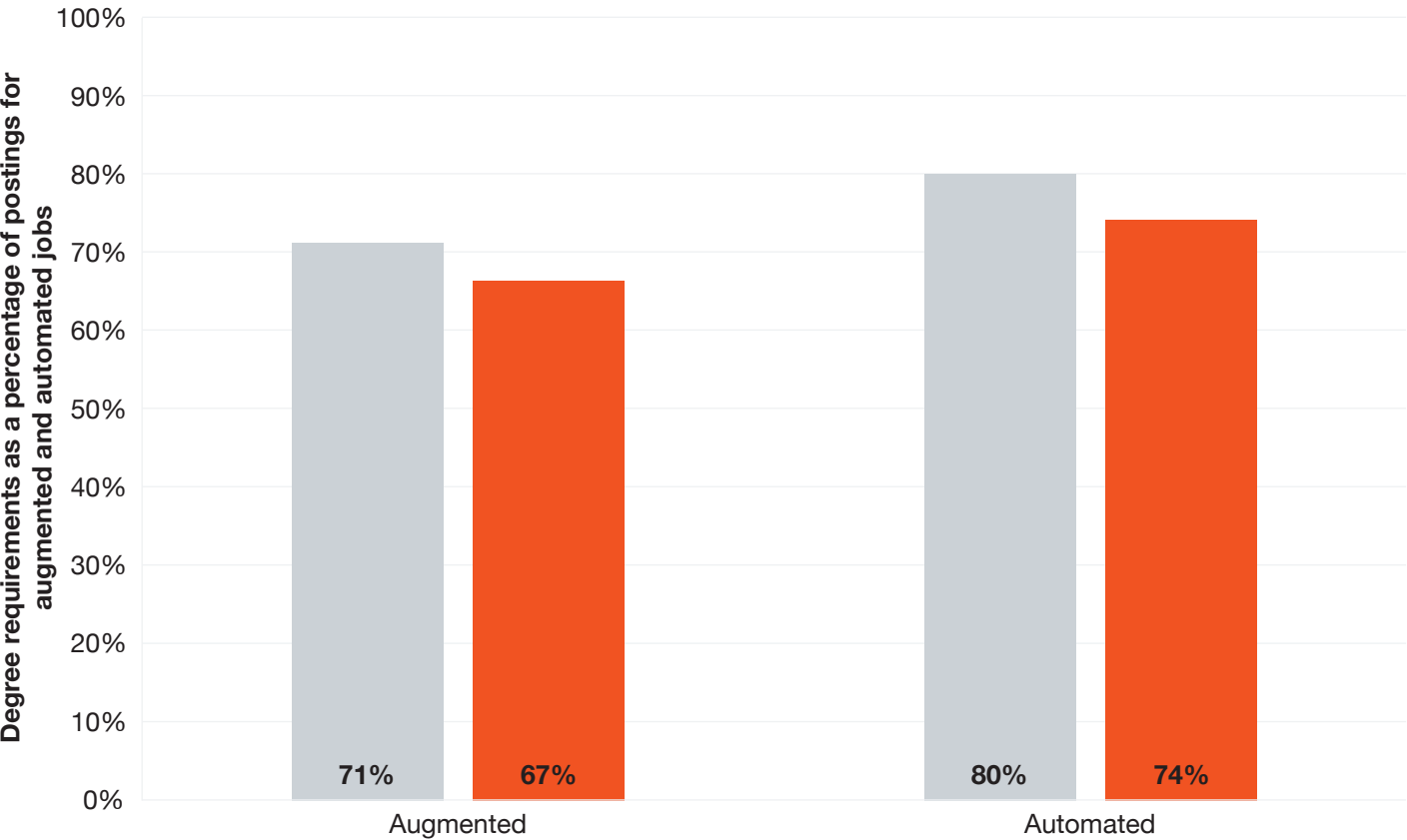
## Notes

- Job postings are only classified as degree jobs if it is explicitly listed in the posting

- High exposure (top 50% exposed) is defined as jobs in the top half by AIOE

# Degree requirements in Australia are falling for both augmented and automated roles

## Degree requirements for jobs more exposed to Augmentation and Automation, Australia, 2019-2024

■ 2019  ■ 2024



Degree requirements as a percentage of postings for augmented and automated jobs

Augmented: 71% (2019), 67% (2024)
Automated: 80% (2019), 74% (2024)

## Key findings

■ Jobs exposed to augmentation have seen falling degree requirements between 2019 and 2024, falling from 71% of postings to 67%

■ Similarly, jobs exposed to automation requiring a degree has fallen from 80% to 74%.

■ The majority of augmented and automated jobs in Australia still list degree requirements, showing continued reliance on formal education..

## Notes

■ After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.

■ Job postings are only classified as degree jobs if it is explicitly listed in the posting

Sources: PwC analysis, Lightcast data

# Due to data limitations these metrics are not presented for Australia

## Unavailable metrics:

- Net skill change for automated and augmented jobs by sector is unavailable due to many sectors not having a significant sample size

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