

Press release  
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## Workers look at automation as an opportunity, not a threat

- 49% of Australian employers plan to automate processes and reskill/upskill their employees while 35% intend to hire staff with AI/automation skills
- 60% of employees will participate in training to reskill for a new role with their current employer if their job is partially automated
- 63% of employees believe automation will have a positive impact on their current job and career prospects

**Sydney, 22 May 2025** – As automation efforts are set to ramp up in the workplace, this continued transformation is not expected to result in widespread job losses. In fact, most workers believe automation will have a positive impact on their career, new independent research by specialised recruiter [Robert Half](#) finds.

*“The widespread adoption of automation is undeniable,” says **Nicole Gorton, Director at Robert Half.** “Companies plan to embrace automation to streamline processes, increase efficiency, and help bridge the skills divide to combat the talent shortage in the current labour market. Positively, workers don’t see automation as a threat, but as an opportunity to upskill and enhance their career prospects.”*

### Why employers plan to automate in 2025

When asked about the impact of automation on their teams, the overwhelming majority (84%) of employers plan to either reskill or upskill their workforce to adapt to automation (49%) or hire new staff who already hold artificial intelligence (AI) or automation skills (35%). Around two in five employers (39%) plan to review their workforce as they introduce automation, which may lead to some roles being phased out due to changes in the nature and scope of work.

*“Employers are focused on building a future-ready workforce, and successful adaptation, by both organisations and employees, is key to making that happen. Organisations that invest in developing their teams’ skills to navigate automation and digital transformation are best positioned to stay competitive. For professionals in roles centred on manual tasks, such as data entry, scheduling, or document processing should prioritise upskilling to futureproof their career and increase their market value,” says **Gorton.***

Only 4% of employers have no immediate plans to automate processes while 13% of employers are considering automation but have not finalised their plans.

When asked about their reasons to automate, employers were largely driven by the productivity and efficiency benefits that automation could bring.

Reasons to automate processes in 2025	% of employers who intend to do so
Increase efficiency and/or productivity	55%
Bridge the gap of skilled professionals not being available in the labour market	46%
Save costs	44%
Shift more resources to strategic initiatives	43%
Reduce human error	39%

*Independent survey commissioned by Robert Half among 500 employers in Australia.*

*“Unlike the perception, automation is not just about cutting costs,” Gorton says. “It’s about optimising resources, reducing errors, and freeing up employees to focus on more strategic and fulfilling work. Embracing automation allows companies to create a more efficient and productive work environment, while also providing opportunities for employees to develop new skills and advance their careers.”*

### **Why workers are optimistic about automation**

When employees were asked what impact they think automation would have on their job and career prospects, they were overwhelmingly positive.

Almost two-thirds (63%) of workers state that automation would have a positive impact, as it would create greater demand for their skills and improve their career outlook. About a quarter (26%) believe automation would have no impact on their job or career prospects. Only 11% of workers say automation would negatively impact their career because it could make their role and skills obsolete.

Workers also expressed a willingness to adapt to the introduction of automated processes. When asked what they would do if their job became partially automated, and their employer asked them to change roles and learn new skills, 60% of workers would participate in training to reskill into a new role with their current employer. However, 14% of workers would look for a different role with their current employer, while 19% of workers would look for a new job at a different employer.

*“Employees today are willing to join their employer on the journey to automation,” Gorton says. “The key takeaway for businesses is to proactively invest in reskilling and upskilling initiatives to ensure their workforce is equipped to thrive in an automated future. Not only will this provide employers with the skilled workers it needs but those that invest in their employees’ development and provide opportunities for reskilling will also be rewarded with a loyal and engaged workforce.”*

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### **Notes to editors**

#### **About the research**

The study is developed by Robert Half and was conducted online in November 2024 by an independent research company of 500 hiring managers and 1,000 full-time office workers in finance, accounting, business support, and IT and technology. Respondents are drawn from a sample of SMEs as well as large private, publicly-listed and public sector organisations across Australia. This survey is part of the international workplace survey, a questionnaire about job trends, talent management, and trends in the workplace.

#### **About Robert Half**

Robert Half is the global, specialised talent solutions provider that helps employers find their next great hire and jobseekers uncover their next opportunity. Robert Half offers both contract and permanent placement services, and is the parent company of Protiviti, a global consulting firm. Robert Half Australia has offices in Brisbane, Melbourne, Melbourne South East, Perth, and Sydney. More information on [roberthalf.com/au](https://roberthalf.com/au).

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