

HOW AUSTRALIANS ARE NAVIGATING THE NEXT WAVE OF TECHNOLOGY

The forces shaping how Australians feel about technology, the needs driving their response, and the roles brands, media and government must play next.

July 2026

In 2026, Australia stands at the crest of the most powerful technological wave in human history. AI, automation, cybersecurity, data sovereignty - these are no longer abstract futures, they are reshaping how we work, who we trust, and what we expect from the institutions around us.

**“TECHNOLOGY HAS A CLEAR, INEVITABLE TRAJECTORY
- MASS DIFFUSION IN GREAT, ROLLING WAVES...
BUT WHAT IF THE WAVE IS ACTUALLY A TSUNAMI?”**

**MUSTAFA SULEYMAN,
THE COMING WAVE**

THIS SHIFT IS NO LONGER ON THE HORIZON, IT IS ALREADY RESHAPING EVERYDAY LIFE.

Australians collectively spend over

**18,000 YEARS
ONLINE EVERY
DAY.**

And the world now invests more in
data centres than oil:

**\$580B VS
\$540B (USD)**

The top 5 tech giants represent

**30% OF THE
S&P 500**

THE SCALE OF CHANGE IS STILL ACCELERATING

181,000,000,000,
000,000,000,000

bytes of data were created globally in 2025

That's

3x

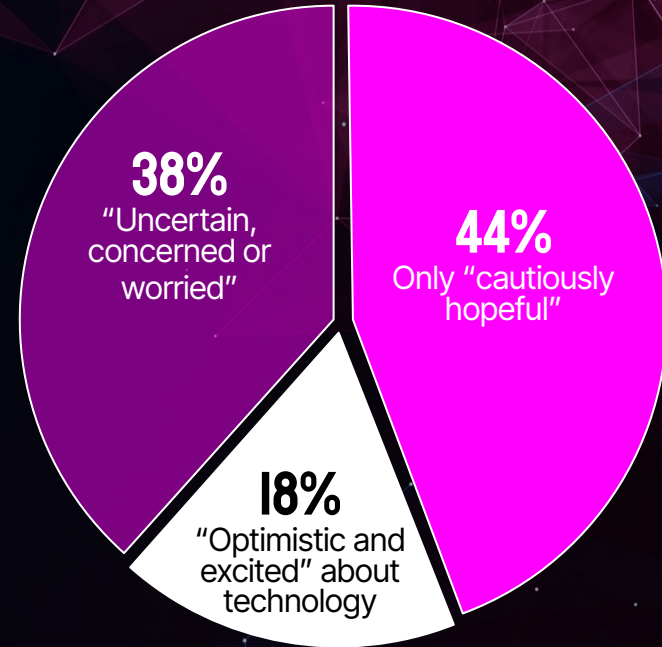
the amount of data since 2020 and is estimated
to keep growing exponentially

RATHER THAN BEING EXCITED ABOUT THE TECH FUTURE, AUSTRALIANS ARE BRACING FOR IT.

Despite living highly digital lives,

82%

are approaching the next wave
of technology with
**uncertainty, concern and
caution.**



HOW AUSTRALIANS FEEL ABOUT THE FUTURE OF TECHNOLOGY

TECHNOLOGY IS EMBEDDED IN DAILY LIFE, BUT TRUST HAS NOT KEPT PACE

THE AVERAGE
AUSTRALIAN HOME HAS

25 INTERNET
CONNECTED
DEVICES

YET

ONLY AROUND

30%

SAY THEY TRUST MOST
TECHNOLOGY TO ACT IN
THEIR BEST INTERESTS.

AUSTRALIANS ARE LEFT WITH NO CHOICE BUT TO TAKE A LEAP OF FAITH.

FIVE FORCES NOW SHAPE HOW AUSTRALIANS FEEL ABOUT TECHNOLOGY, BUT ONE SITS ABOVE THE REST

FORCE 01 AI ACCELERATION WITHOUT GUARDRAILS

AI acceleration is **the defining force**. AI is moving faster than the rules, protections and systems around it can keep up. As AI acceleration continues, four wider pressures are intensifying.

FORCE 02

EROSION OF TRUST IN DIGITAL ENVIRONMENTS

Digital spaces and content feel harder to trust, as people can no longer easily tell what is real.

FORCE 03

RIISING DEMAND FOR PROTECTION AND CARE

People increasingly expect governments, platforms and brands to prevent harm proactively, and build safety, accountability and guardrails into the system.

FORCE 04

UNEVEN READINESS AND CAPACITY TO ADAPT

There is a growing divide between those who feel equipped to adapt and those who feel left behind, and the workplace is fuelling this divide.

FORCE 05

SOVEREIGNTY AND SECURITY ANXIETY

Concern is rising not just about personal risk, but about who controls infrastructure, data and the wider digital system.

**TAKEN TOGETHER, THE FIVE
FORCES REVEAL A WORLD
MOVING FAST....**

**BUT NOT IN A WAY THAT FEELS
FULLY SETTLED, TRUSTED OR
ON PEOPLES' SIDE.**

SO HOW CAN WE TURN CAUTION INTO CONFIDENCE?

**TO DO THAT, WE NEED TO MOVE FROM THE
FORCES SHAPING TECHNOLOGY TO THE
HUMAN NEEDS SHAPING THE RESPONSE.**

IT'S NOT ALL BAD NEWS. TECHNOLOGY IS STILL ESSENTIAL TO HOW PEOPLE LIVE.

2 IN 5

use technology to manage almost every part of their daily routine

43%

use it for key essentials like banking, bills and government services

1 IN 3

say they "always" or "often" feel they're getting more done because of technology

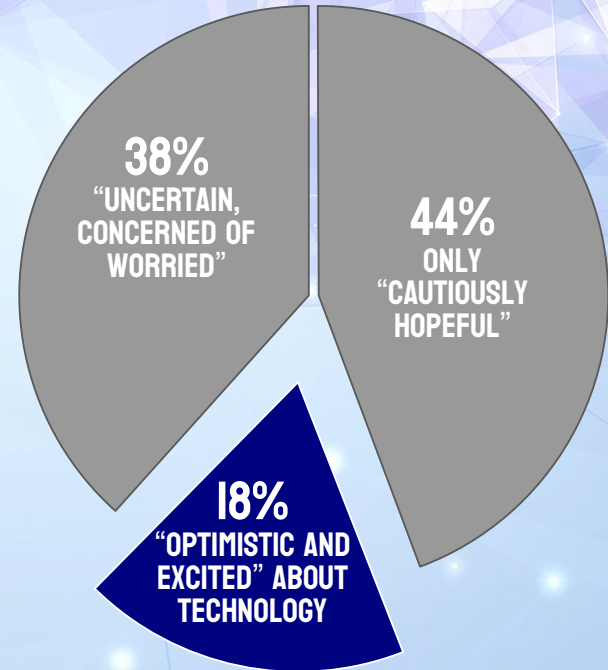
38%

say technology helps them feel more in control

THE OPPORTUNITY IS TO BUILD MORE CONFIDENCE

Technology is often talked about in terms of speed, scale and possibility. But only 1 in 5 Australians feel excited and optimistic about its future, while many more are still cautious, concerned or worried.

That's the opportunity: to grow that 18% by helping more people feel confident, supported and genuinely optimistic about technology.



HOW AUSTRALIANS FEEL ABOUT THE FUTURE OF TECHNOLOGY

THAT RESPONSE COMES DOWN TO FOUR HUMAN NEEDS

The way to build optimism is not with more hype or promises of disruption, but by making technology feel more human, practical and reassuring.

There are 4 roles brands, publishers and government can play to help people through the coming wave and make technology feel safer, clearer, more useful, and more on their side.



IN SUMMARY

THE NEXT TECHNOLOGY ADVANTAGE IS CONFIDENCE

Australians are already living with technology across every part of daily life. But they are approaching what comes next with caution, as change outpaces trust, protections and confidence.

DEFINE YOUR ROLE

- Defend people from harm.
Educate them through complexity.
 - Enable them to keep up.
 - Advocate for a fairer system.
-

BUILD CONFIDENCE

Focus on growing the 18% of Australians who feel optimistic and excited about technology, by helping more people feel confident and capable about new technology.

WANT TO GO DEEPER? **THE FULL REPORT TURNS EACH FORCE & NEED INTO A ROADMAP.**

With the insights, actions and proof points to back it up. Inside the full report you'll find:

1. A DEEP DIVE INTO EACH OF THE 5 FORCES.

What's driving them, how they're playing out, and why they matter to your Australians right now.

Explore the critical factors fuelling each force, how they are reshaping everyday life for Australians, and what that means for your brand.

2. AN EXPLORATION OF THE 4 NEEDS.

What's driving them, who feels them most, and where they create the biggest opportunities for brands to build trust, relevance and advantage.

3. CLEAR ROLES AND ACTIONS FOR BRANDS AND GOVT.

Specific, prioritised moves tailored to each need, so you know exactly where to play and how.

Case studies of how brands already stepping up to meet each need, and what you can learn from them.

Reach out to your News Corp representative today to access the full report.

THANK YOU

THE
growth
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