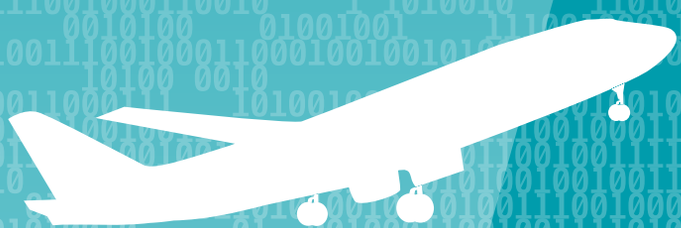
STUDY

AI READINESS IN AUSTRALIAN AVIATION ORGANISATIONS



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IMPRESSUM

YouGov designed the questionnaire in consultation with INFORM Software Australia. All figures, unless otherwise stated, are from YouGov. Total sample size was 311 senior decision makers in Australian organisations currently using or planning to use AI. Fieldwork was undertaken between 28th March – 2nd April 2024. The survey was carried out online.

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1.0 EXECUTIVE SUMMARY

This report provides a focused analysis of AI readiness in the Australian aviation sector, based on a comprehensive study conducted by YouGov. The study surveyed 311 senior decision-makers across banking, aviation, logistics/transport (including maritime), business/professional services and other industries to uncover insights into AI adoption, challenges, and opportunities.

KEY FINDINGS

CURRENT USAGE AND PERCEPTION

- 67% of aviation organisations currently use AI, slightly below the overall average of 78%.
- 98% believe AI has delivered or can deliver significant value to their organisation, the highest among sectors.

BARRIERS TO AI ADOPTION

- Key challenges include lack of talent with appropriate AI capabilities (specific percentage not provided, but 26% overall) and fragmented data (26% for aviation).

ORGANISATIONAL BENEFITS OF AI

- 98% believe AI can result in improved efficiency/productivity within their organisation.
- 98% acknowledge AI's potential to boost profitability, the highest among sectors.

AVIATION INSIGHTS

- The sector shows strong belief in AI's transformative potential but faces challenges in implementation.
- Aviation organisations lead in AI strategy development but face hurdles in data integration and change management.

PATH TO SUCCESS

- Develop robust AI strategies with clear objectives and outcomes.
- Invest in data infrastructure to integrate and streamline data across the organisation.
- Prioritise AI talent acquisition and development to build internal capabilities.

2.0 METHODOLOGY

All figures, unless otherwise stated, are from YouGov. This study was conducted online between 28 March and 2 April 2024. The sample comprised of 311 Australian senior decision makers (including owners, C-suites, directors, and managers) in organisations that currently use AI or plan to start using AI in the next 12 months (i.e. non-AI rejector organisations). For brevity, they will be referred to in this report as 'respondents'.

AN INDUSTRY BREAKDOWN OF THE SAMPLE IS PROVIDED BELOW

INDUSTRY	SAMPLE
Banking	52
Aviation	**54**
Logistics/transport (including maritime)	105
Business/professional services	51
Other industries	4

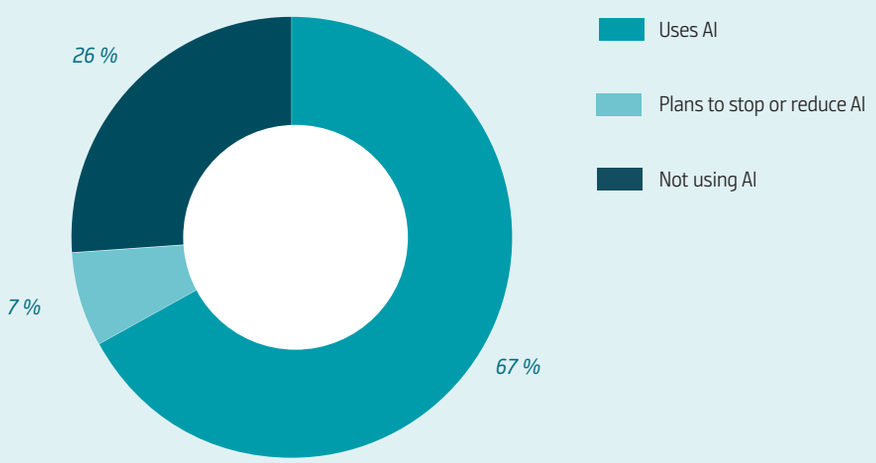
YouGov designed the questionnaire (in consultation with INFORM Software).
Unless otherwise indicated, all results have the above sample sizes. All results are unweight

3.0 THE USE OF AI IN AUSTRALIAN AVIATION ORGANISATIONS

SNAPSHOT

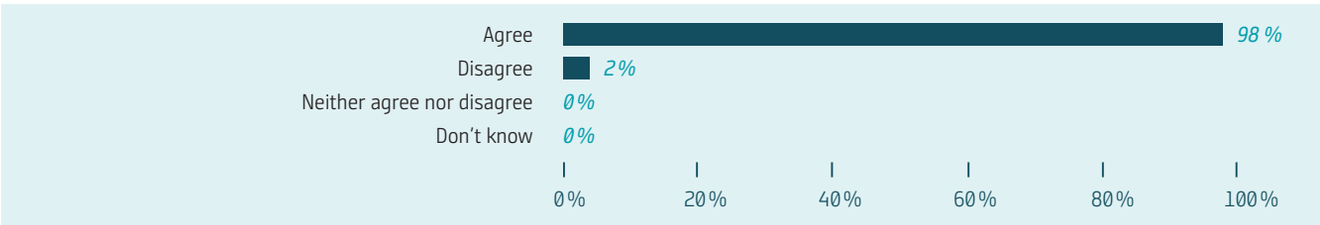
- 67% of aviation organisations currently use AI, compared to the overall average of 78%.
- 98% of aviation respondents believe that AI has delivered or can deliver significant value to their organisation.
- 98% believe AI has resulted in or can result in improved efficiency/productivity.
- 98% believe AI has resulted in or can result in improved profitability.

AVIATION ORGANISATIONS CURRENTLY USE ANY FORM OF ARTIFICIAL INTELLIGENCE

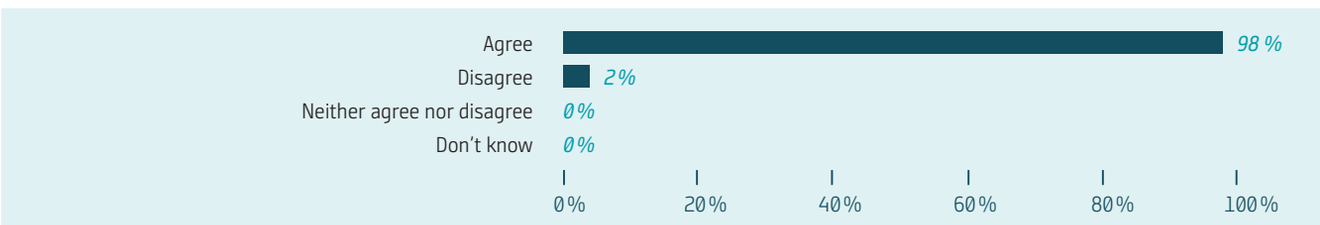


AGREEMENT WITH STATEMENTS ABOUT THE USE OF AI

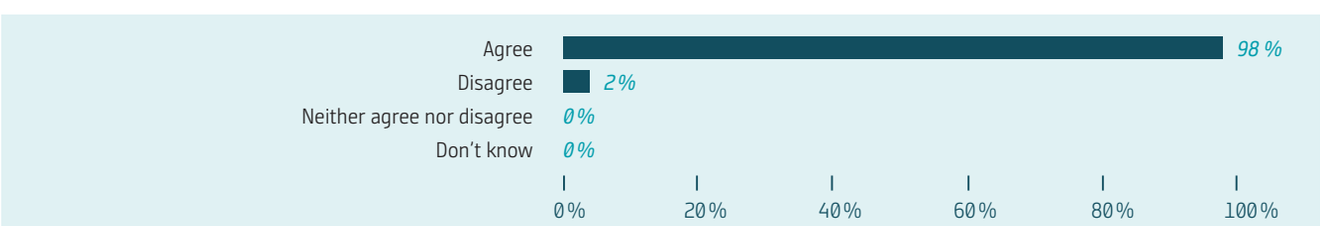
AI HAS DELIVERED/CAN DELIVER SIGNIFICANT VALUE TO OUR ORGANISATION



AI HAS RESULTED IN/CAN RESULT IN IMPROVED EFFICIENCY/PRODUCTIVITY WITHIN OUR ORGANISATION



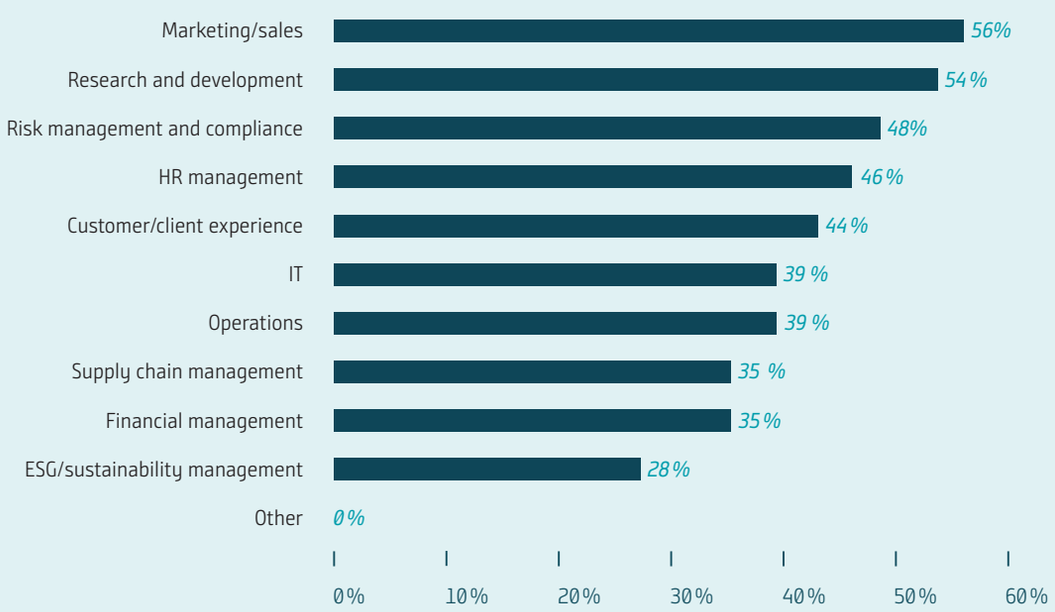
AI HAS RESULTED IN/CAN RESULT IN IMPROVED PROFITABILITY WITHIN OUR ORGANISATION



AREAS OF AI USE

- 56% of aviation organisations currently use or plan to use AI in marketing/sales, higher than banking (33%) or business/professional services (33%).
- 44% use or plan to use AI in customer/client experience, higher than business/professional services (24%).
- Other significant areas include IT (39%), financial management (35%), and risk management and compliance (48%).

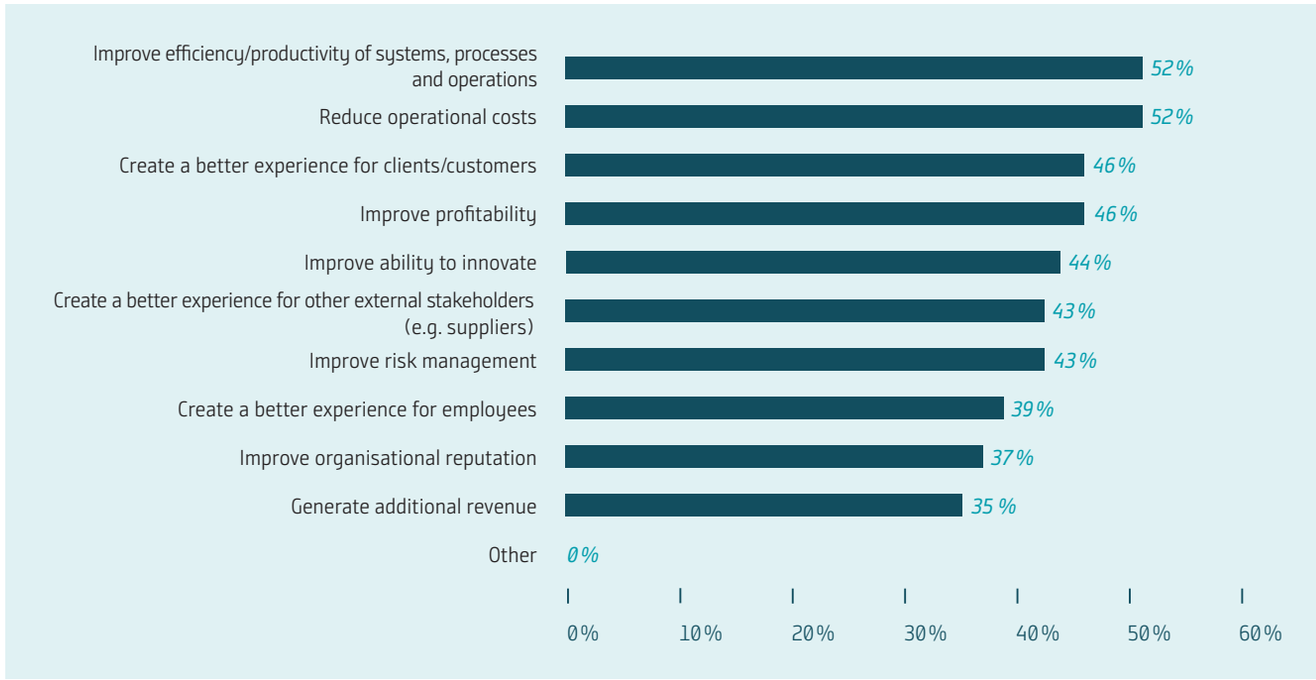
AREAS THAT AVIATION ORGANISATION CURRENTLY USES OR PLANS TO USE AI IN



REASONS FOR AI USE

- 52% of aviation organisations cite improved efficiency/productivity of systems, processes and operations.
- 44% cite an improved ability to innovate.
- 46% cite improved profitability.
- 52% cite reduced operational costs, significantly higher than business/professional services (27%).

REASONS FOR USING OR PLANNING TO USE AI

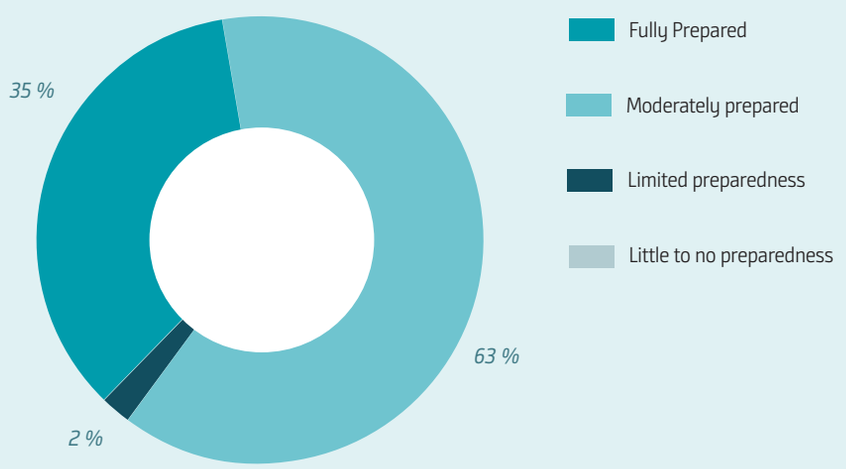


4.0 HOW PREPARED ARE AUSTRALIAN AVIATION ORGANISATIONS FOR AI?

EY FINDINGS

- 35% of aviation organisations say they are fully prepared for the successful implementation and use of AI, slightly above the overall average of 32%.
- 63% say their organisation is moderately prepared, the highest among sectors.
- Only 2% say their organisation's preparedness is limited, the lowest among sectors.

ORGANISATION'S PREPAREDNESS FOR THE SUCCESSFUL IMPLEMENTATION AND USE OF AI

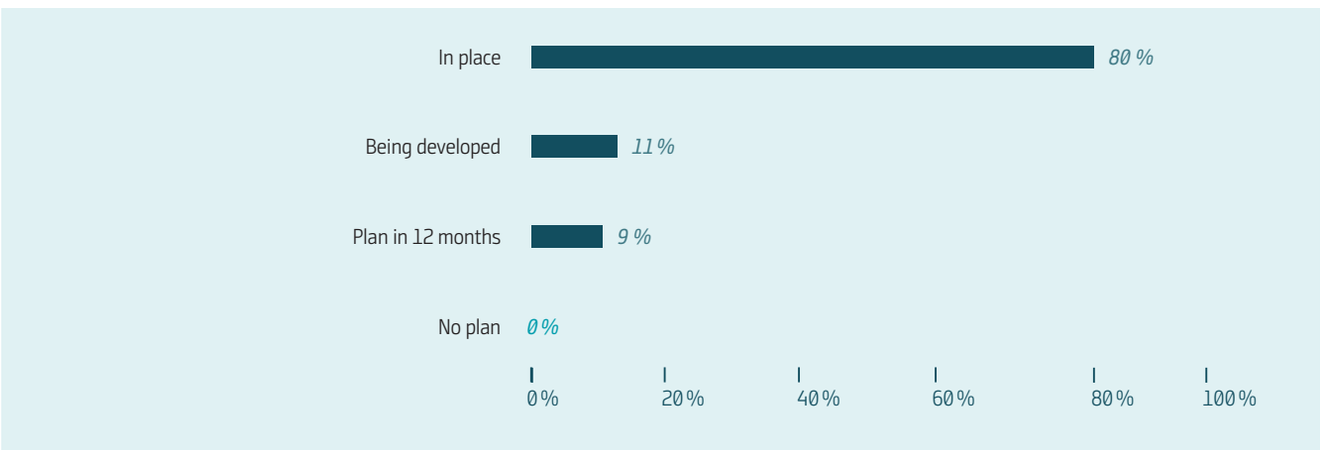


HOW PREPARED ARE
AUSTRALIAN ORGANISATIONS FOR AI?

AVIATION AI STRATEGY SNAPSHOT

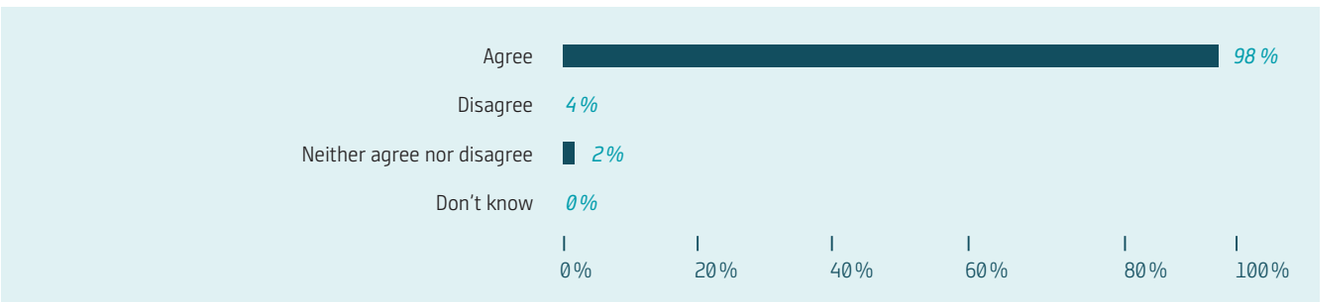
- 80% of aviation organisations have an AI strategy in place, higher than logistics/transport (53%) and banking (63%).
- Only 21% admit that their organisation's AI strategy is poorly defined, the lowest among sectors (compared to 42% for banking).

PRESENCE OF AN AI STRATEGY

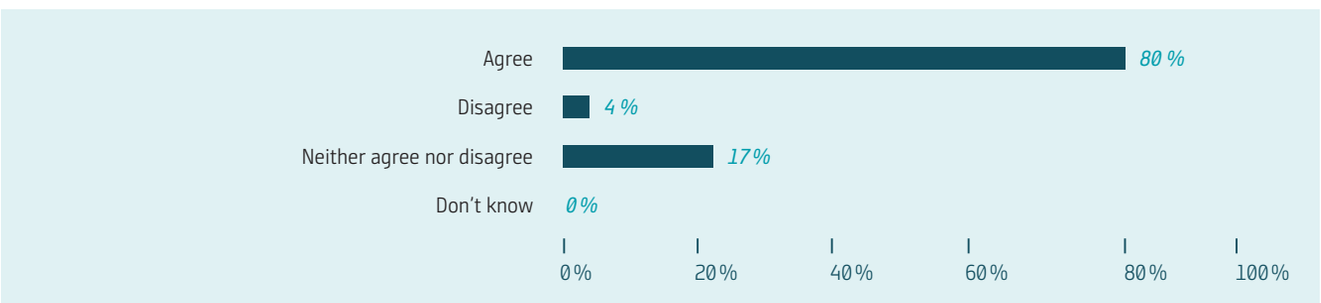


AUSTRALIAN BUSINESS TECHNOLOGY INFRASTRUCTURE AND DATA ENVIRONMENT SNAPSHOT

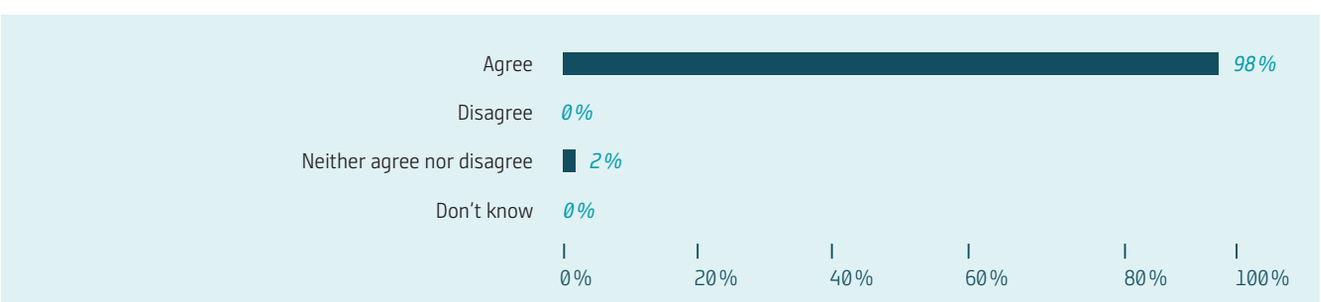
OUR ORGANISATION'S TECHNOLOGY INFRASTRUCTURE IS ADAPTABLE/SCALABLE FOR THE USE OF AI



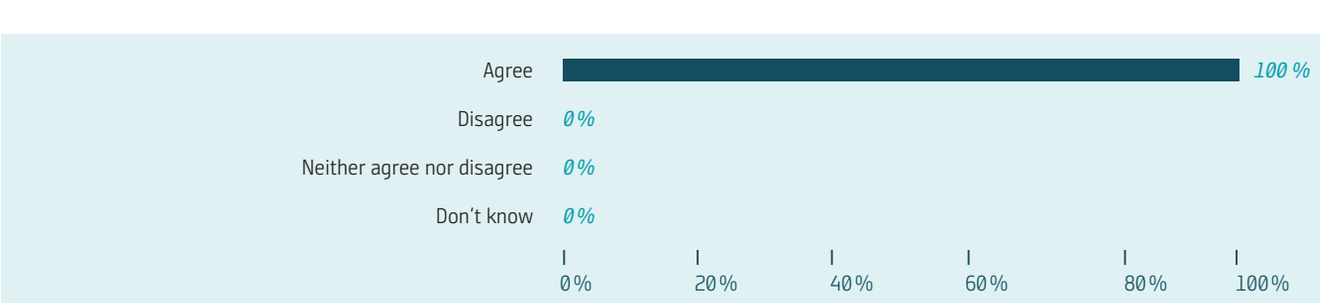
DATA IN OUR ORGANISATION TENDS TO SIT IN 'SILOS'



DATA IN OUR ORGANISATION IS PROCESSED AND STORED IN COMPLIANCE WITH ALL APPLICABLE REGULATIONS



DATA IN OUR ORGANISATION IS CLEANED AND ORGANISED IN A WAY THAT MAKES IT 'AI-READY'



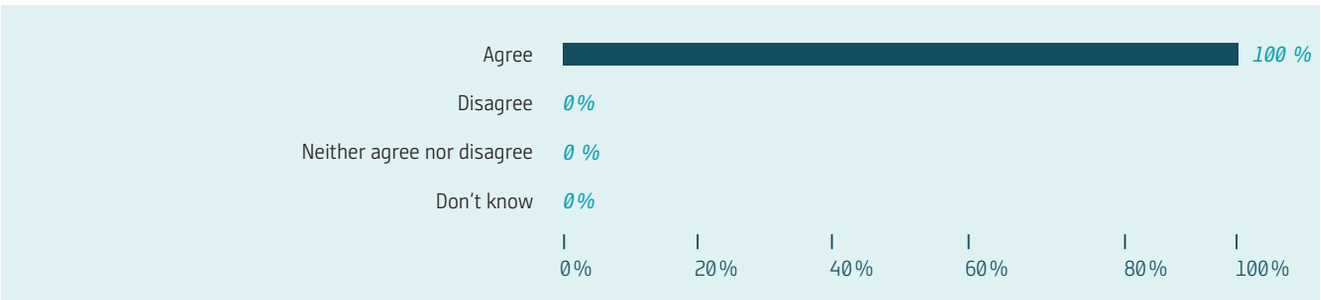
HOW PREPARED ARE
AUSTRALIAN ORGANISATIONS FOR AI?

AUSTRALIAN BUSINESS TECHNOLOGY INFRASTRUCTURE AND DATA ENVIRONMENT SNAPSHOT

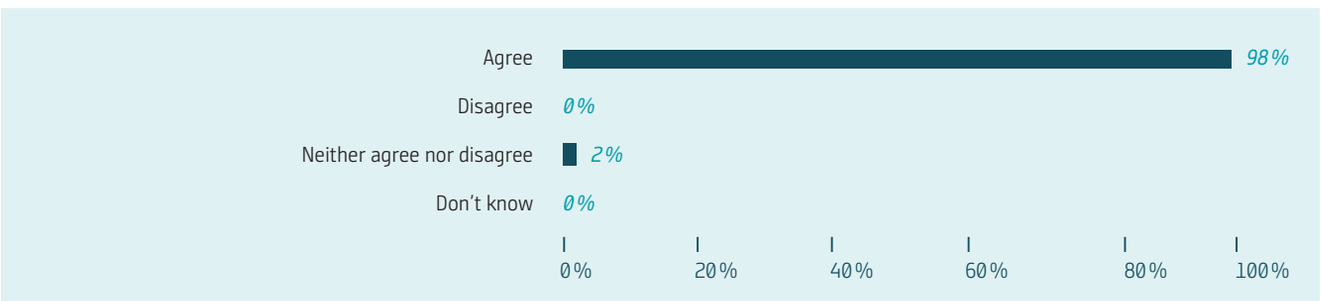
- 98% believe their organisation's technology infrastructure is adaptable/scalable for the use of AI, the highest among sectors.
- 80% admit that data in their organisation tends to sit in ‚silos', similar to banking (79%) and higher than logistics/transport (58%).
- 100% believe data in their organisation is cleaned and organised in a way that makes it ‚AI-ready', the highest among sectors.
- 98% believe data in their organisation is processed and stored in compliance with all applicable regulations.

CURRENT STATE OF PLAY

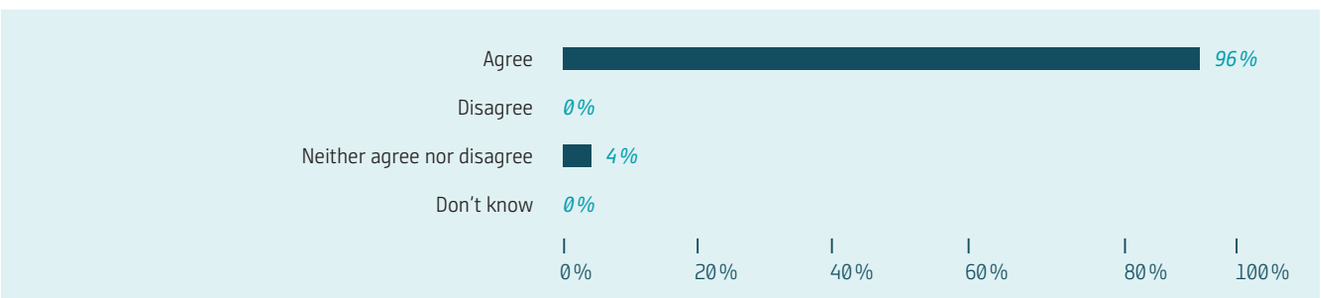
OUR ORGANISATION HAS A HIGHLY COMPREHENSIVE SET OF AI POLICIES AND PROTOCOLS



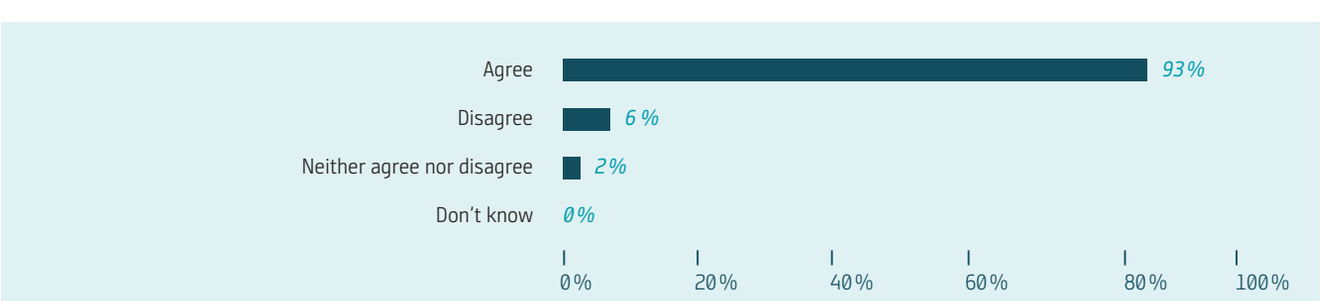
OUR ORGANISATION IS WELL-RESOURCED WITH THE TALENT NEEDED FOR THE SUCCESSFUL IMPLEMENTATION AND USE OF AI



THE IMPLEMENTATION AND USE OF AI IS A CRITICAL/URGENT PRIORITY IN OUR ORGANISATION



EMPLOYEES THROUGHOUT THE ORGANISATION ARE RESISTANT TO THE IMPLEMENTATION AND USE OF AI

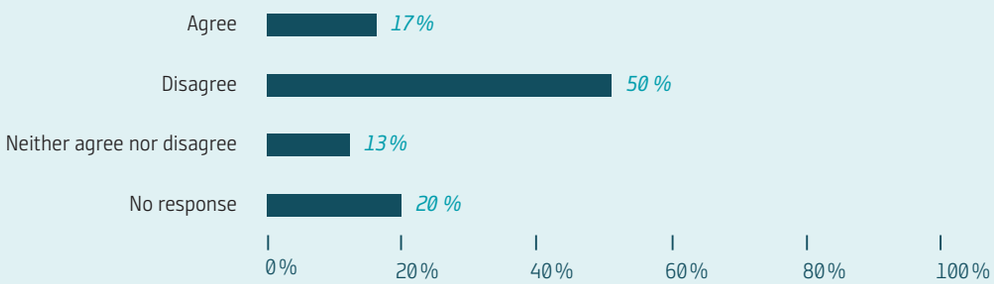


HOW PREPARED ARE
AUSTRALIAN ORGANISATIONS FOR AI?

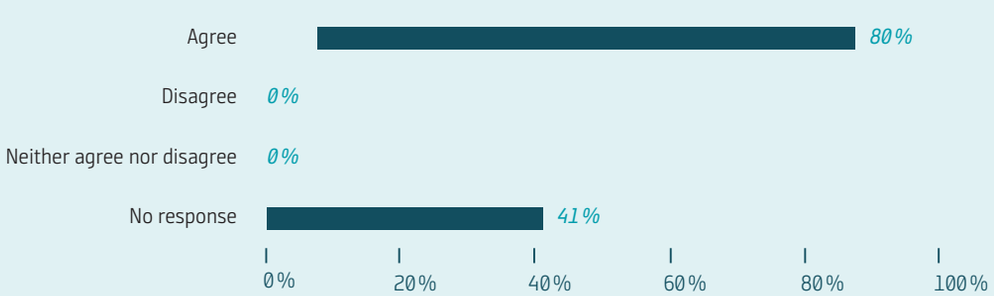
CURRENT STATE OF PLAY

- 100% believe their organisation has a highly comprehensive set of AI policies and protocols, the highest among sectors.
- 98% believe their organisation is well-resourced with the talent needed for successful AI implementation.
- 96% believe the implementation and use of AI is a critical/urgent priority, the highest among sectors.
- 93% admit that employees throughout the organisation are resistant to the implementation and use of AI, the highest among sectors.

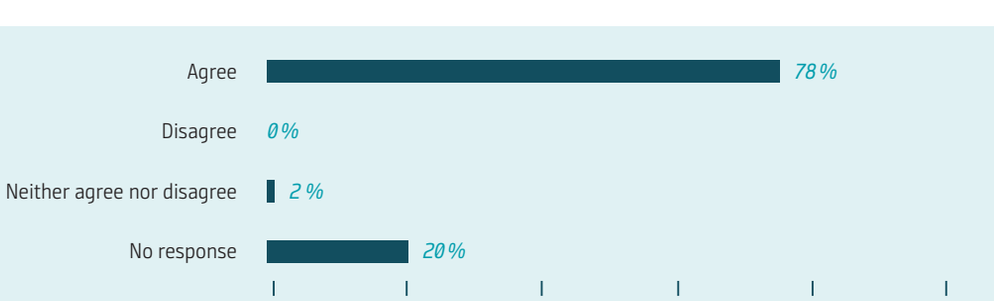
STRATEGY IS POORLY DEFINED



THERE IS CLEAR LEADERSHIP AND OWNERSHIP

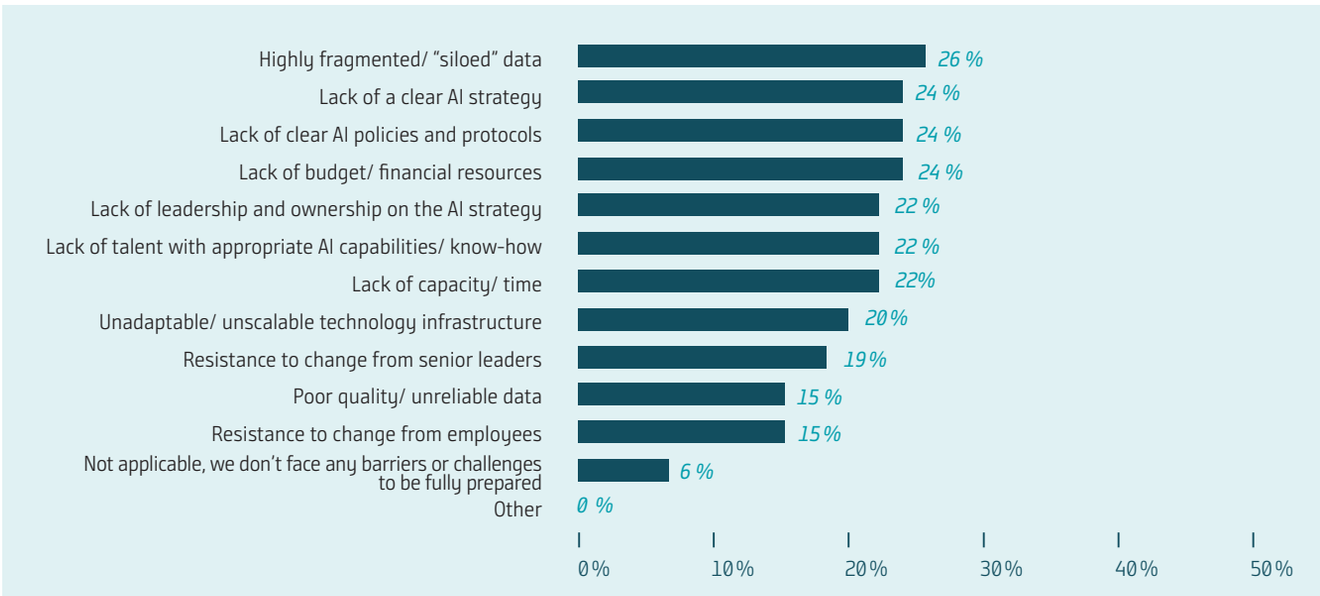


STRATEGY IS CLEARLY COMMUNICATED



5.0 BARRIERS AND CHALLENGES

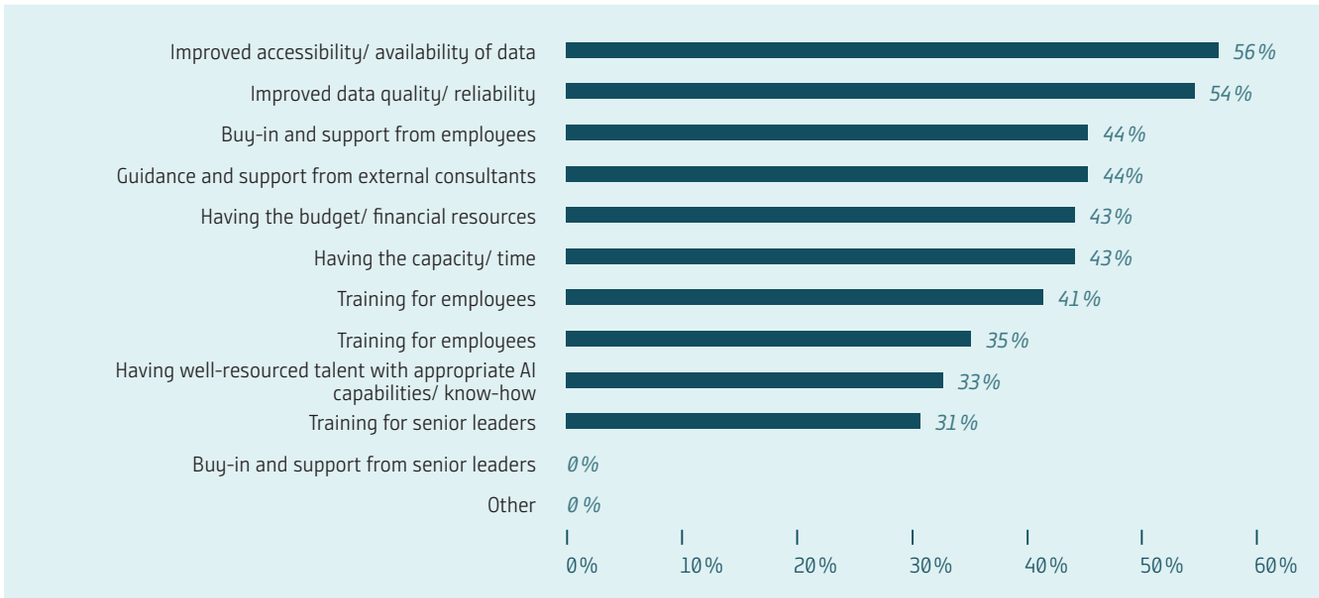
CHALLENGES FOR THE SUCCESSFUL IMPLEMENTATION AND USE OF AI



- 94% of aviation organisations face at least one barrier or challenge to be fully prepared for AI implementation.
- 26% cite highly fragmented/'siloed' data as a challenge, lower than banking (46%) but higher than logistics/transport (17%).

6.0 WHAT COULD ASSIST AVIATION ORGANISATIONS?

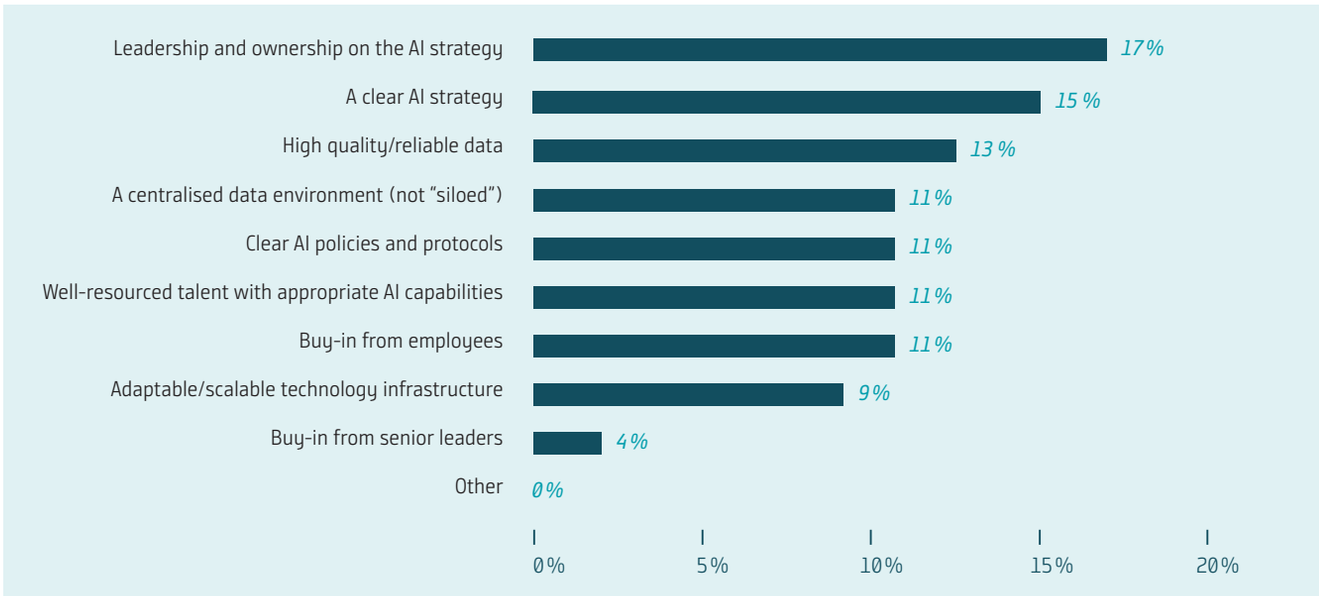
MOST IMPORTANT ELEMENTS FOR THE SUCCESSFUL IMPLEMENTATION AND USE OF AI



- 56% cite improved accessibility/availability of data as something that could assist their organisation.
- 54% cite improved data quality/reliability.
- 41% cite training for employees.

7.0 KEY ELEMENTS FOR SUCCESSFUL AI IMPLEMENTATION IN BANKING

MOST IMPORTANT ELEMENTS FOR THE SUCCESSFUL IMPLEMENTATION AND USE OF AI



- 30% rank high-quality/reliable data as one of the top three most important elements, lower than banking (58%).
- 43% rank adaptable/scalable technology infrastructure in their top three.
- 41% rank a clear AI strategy in their top three.
- 50% rank leadership and ownership on the AI strategy in their top three, twice as high as business/professional services (24%).

7.0 INSIGHTS AND RECOMMENDATIONS FROM INFORM

Accelerate AI Adoption:
Despite high confidence in AI's value, actual adoption rates are below average. Identify and implement high-impact use cases to drive adoption.

Data Integration:
Address the high level of data silos by investing in data integration technologies and processes.

Change Management:
With the highest level of employee resistance, implement comprehensive change management and internal communication programmes.

Leverage Strong Strategy and Leadership:
Capitalise on the sector's strong AI strategy and leadership to drive implementation and overcome barriers.

Operational Efficiency:
Focus on AI applications that can reduce operational costs and improve efficiency, aligning with the sector's priorities.

Customer Experience:
Continue investing in AI for marketing/sales and customer experience to maintain the sector's leading position in these areas.

Talent Development:
While confidence in current talent is high, continue to invest in upskilling and reskilling programmes to maintain this advantage.

Regulatory Compliance:
Maintain a strong focus on compliance while implementing AI systems, particularly in safety-critical applications.

This tailored report highlights the specific AI readiness challenges and opportunities for the Australian aviation sector. By addressing these key areas, aviation organisations can enhance their AI capabilities and leverage their strong strategic position to lead in AI implementation.

8.0 CONTACT

INFORM develops software to optimise business processes using artificial intelligence (AI) and advanced mathematics of operations research. Founded in 1969 and headquartered in Aachen, Germany, the company promotes sustainable value creation in various industries through optimised decision-making. The software solutions are tailored to industry-specific requirements and help over 1,000 active customers worldwide to operate more resiliently and sustainably. They are used in many different sectors, including automotive, finance, wholesale, logistics, aviation, industry, transport and telecommunications. The company is committed to ethical AI practices and sustainable customer relationships and is increasingly focussing on cloud-based solutions.

Please contact us directly for more information about our company and AI software solutions.

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