

Australian Tech Leaders Survey 2025



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About the report

The Australian Tech Leaders Survey is a joint report from the Tech Council of Australia and Datacom exploring tech leaders' expectations for the year ahead – both for their own organisations and the sector as a whole.

We have surveyed some of Australia's top tech company founders and senior leaders to share their perspectives on the top issues impacting how they work, their priorities and expectations for 2025. This is the second year we have run this survey, providing valuable insights into the opportunities and challenges expected to dominate this rapidly growing and important part of the economy, and how our tech leaders are poised to respond.

The findings from this report provide insight into the future of technology for Australia, with tech leaders indicating a positive outlook for tech companies in Australia and real opportunity for growth internationally.



"The results of this report show how vital tech investment is to our economy and the need for the tech industry, the wider business community and government to work together to create an environment that supports tech innovation and adoption.

The work we're doing with our customers in the areas of AI, cloud and digital engineering clearly highlights how the smart use of technology can transform operations and performance, so it is critical that tech investment in Australia keeps pace with our global competitors."

Laura Malcolm
Managing Director, Datacom



"The Tech Leaders Survey enables more people to hear from tech leaders across the Tech Council membership. These leaders have a distinct set of insights from their experiences growing new companies and realising change in established organisations.

This year's report shows that our leaders are optimistic about the future of our local tech ecosystem but they're concerned about the state of Australia's economy, with 93% of surveyed tech leaders reporting they don't think we're doing enough to tackle our macroeconomic productivity challenge.

Growing the tech sector will help Australia address many of our most pressing challenges and we look forward to working with Government on shared solutions."

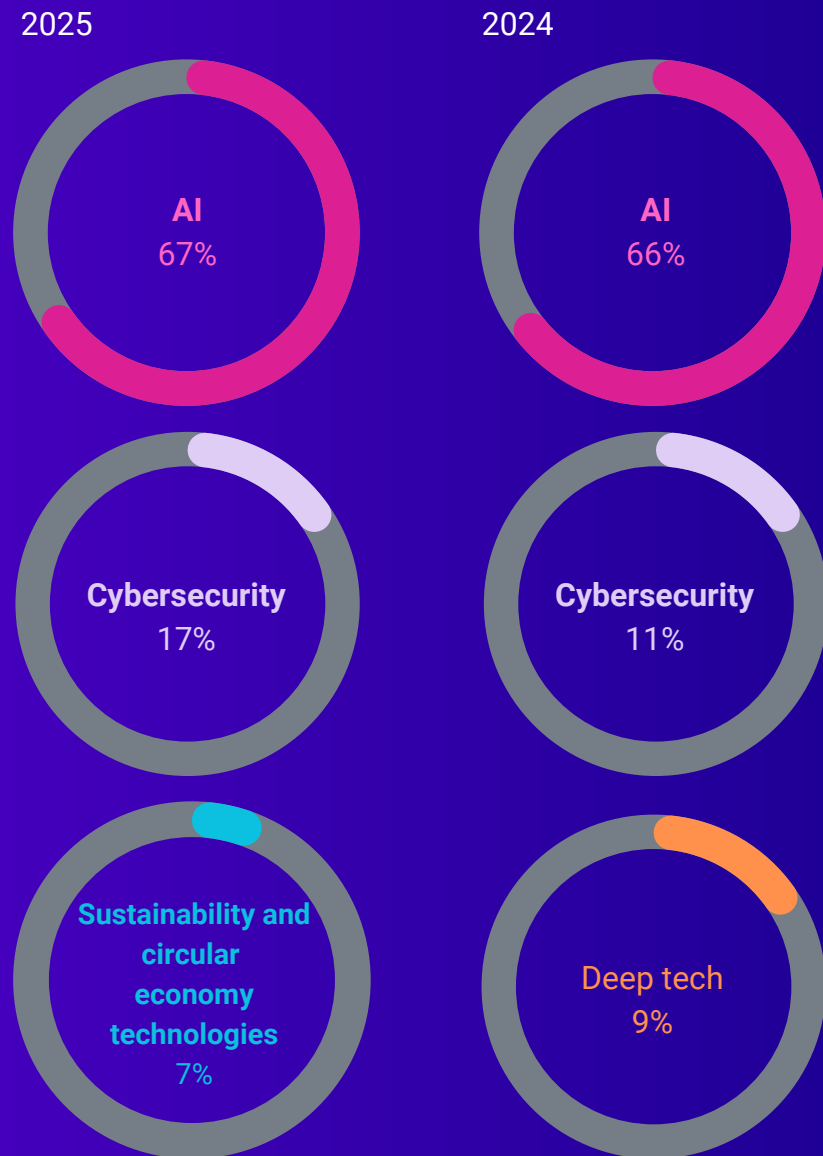
Damian Kassabgi
CEO, Tech Council

The defining technology trends for the year ahead

We have surveyed tech leaders from the Tech Council membership to understand their expectations of the defining technology trends for the year ahead. This builds on the survey we conducted last year which revealed leaders' expectations for 2024.

The defining tech trends of 2025 are Artificial Intelligence (AI) and cybersecurity, followed by sustainability and circular technologies – the latter pipping deep tech which was jointly ranked third in 2024.

Figure 1. Top three technology trends in 2025



Opportunities will be found in *efficiencies*

The question on everyone's mind remains: how can I maximise the benefits from AI? Tech leaders are focused on how their organisations can integrate AI into their workflows to supercharge productivity.

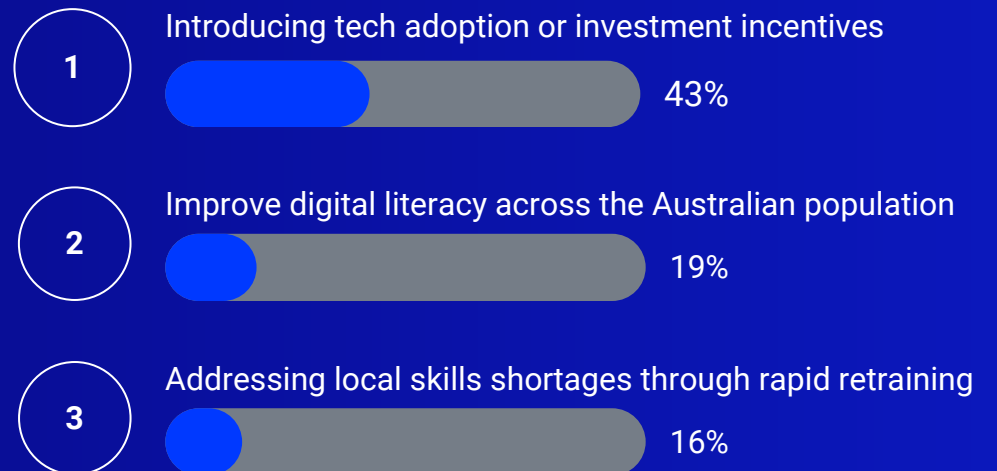
In 2025, 35 per cent of Australian tech leaders think that using AI to drive operational efficiencies is the greatest opportunity for Australian business, an increase of 15 percentage points from last year's survey.

Leaders in the tech sector recognise that government plays an important role in helping grow the tech economy. In 2025, just under half of respondents (see Figure 3) believe that further investment into and incentives for increased tech adoption across the economy would be the most impactful policy change. This was also the most popular response in the 2024 survey.

Figure 2. Top 3 opportunities for businesses



Figure 3. Top 3 changes Government could make to support growth



Tech leaders are concerned about the state of the Australian economy

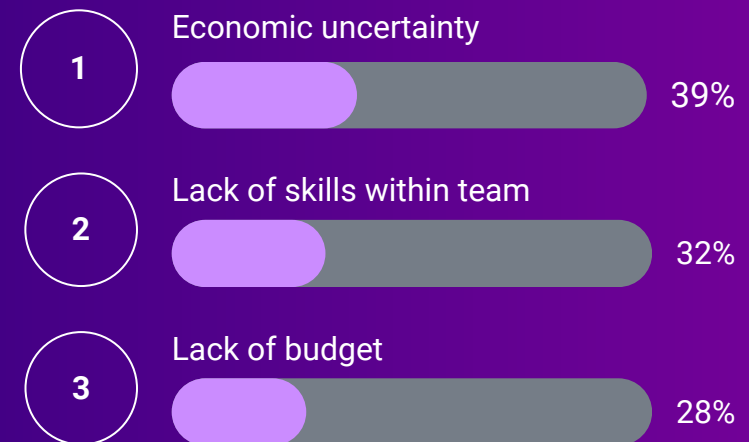
Beyond the tech sector, tech leaders are concerned about the direction of the Australian economy with lacklustre productivity growth being a key concern. 93 per cent of tech leaders believe we're not doing enough about our macroeconomic productivity challenge and want to see immediate action.

Broader economic uncertainty is still weighing on tech leaders' minds this year, with this remaining the top threat to tech companies, followed by lack of skills within teams and lack of budget to invest in areas that require urgent attention.

Figure 4. Need for action on Australia's productivity challenge



Figure 5. Top threats to Australian tech businesses



Looking ahead

Australians have built a unique tech ecosystem. Two-thirds of respondents believe the Australian tech ecosystem is distinct from other tech hubs, including the United States' Silicon Valley.

Some respondents see our differences are a driver of helpful interdependency, with the Australian ecosystem benefitting from the maturity of the American tech startup scene. Others see this primarily as motivation for improvement in areas like access to capital.

Australian tech businesses are thinking about the impact of their work in the long term as well as across society or the broader economy. In 2025, 85 per cent of leaders surveyed stated their company has an ESG strategy in place.

Approximately 62 per cent of have a sustainability target in place. The tech industry is keenly aware, however, that more work remains to be done. The challenges of reaching ambitious targets are numerous. Nearly 40 per cent of respondents feel that costs pressures, e.g. profitability, affect the likelihood of their company reaching sustainability targets.

In 2025, we asked leaders about external factors, such as government policy, affecting ability to reach targets with 34 per cent stating that it remained a concern. The most common barriers to achieving sustainability targets link to capital availability, including Australia's limited investment in R&D.

This underscores the importance of government and industry working together to ensure a competitive environment for technology companies to grow and prosper in Australian and overseas markets.

Methodological note

This report summarises the findings from a survey fielded in November 2024 by the Tech Council of Australia with a response rate of 30% (n = 44). Respondents are leaders of Tech Council members and Forum partners. In the second iteration of this report we have refreshed the survey with minor question wording changes.

DATAACOM

Built on strong values, Datacom has grown to be one of the region's leading locally-owned technology businesses. We work across Australia and New Zealand to make a difference in people's lives by turning the imaginable into reality. Datacom supports customers through a broad range of services and solutions that span technology, operations, digital services, and products, all underpinned by robust industry experience and insight. With more than 6100 people working across Australia, New Zealand and Asia, Datacom is truly world-class in capability and proudly local at heart.

Tech Council

The Tech Council of Australia is the peak industry body for Australia's tech sector. Providing a trusted voice for Australia's technology industry representing the full spectrum of tech companies.

We aim to advise and engage with Australian governments, businesses, and the wider community to help support the ongoing creation, development, and adoption of technology across industries.

Our vision is for a prosperous Australia that thrives by harnessing the power of technology.



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