

2024

# Riskier business

Do you know how Generative AI  
is being used within your  
organisation?

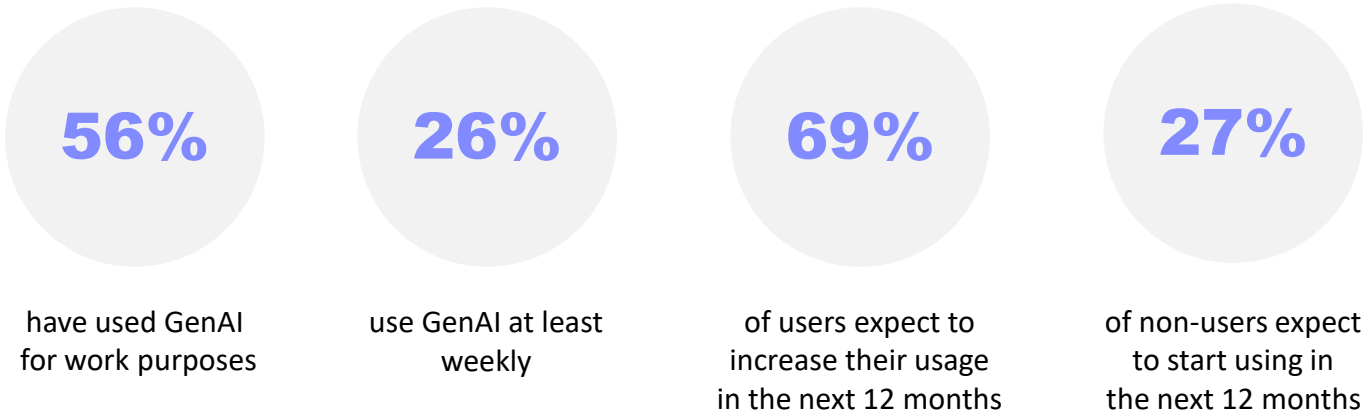


Latest research highlights a 300% increase in the use of GenAI over the last 12 months. More than half of white-collar workers have used GenAI for work but 1 in 5 users say use is not encouraged by their organisation.

This follows preliminary [Risky Business Research in 2023](#) which identified that there are 505 million potential copyright infringements each year in Australian organisations. The rise of AI is creating an even greater risk.




## Generative AI is Already Widely Used in Commercial Workplaces and is Set to Expand Further



Those in PR, Advertising & Marketing, Technology, Property Services, Utilities and Life Sciences are most likely to be using GenAI





By end of Aug 2025, **68%** of white-collar employees **expect to be using Gen AI for work**

Research was conducted in September 2024 by Fiftyfive5, an independent market research agency, and consisted of a 10-minute online survey with 1,000 white-collar employees (excl. government and education) who have ever used Generative AI tools for work purposes, across a range of industries and business sizes.

# GenAI usage becoming habitual, driving creativeness and efficiency and starting to replace search engines

**68%**

believe GenAI tools have helped them be more creative and innovative at work

**67%**

believe GenAI tools have improved their efficiency at work

**39%**

often use GenAI tools instead of traditional search engines (such as Google) for work

**31%**

believe they would be negatively impacted if they lost the ability to use GenAI tools for work

## How is GenAI being used at work?



**44%**

using weekly for text generation



**13%**

using weekly for generation of slides or presentations



**12%**

using weekly for image generation

## Most common uses of GenAI for text...



**64%**

for refinement of internal text (written by self or colleagues)



**63%**

for creation of new text



**51%**

for research/ background intel

# How is third-party material being used in AI prompts?

Among those who have used AI for text-generation...



39%

for analysis or review of third-party text

Analysis or Review:

summarise

critique

analyse



29%

for refinement of third-party text

Refinement:

edit

refine

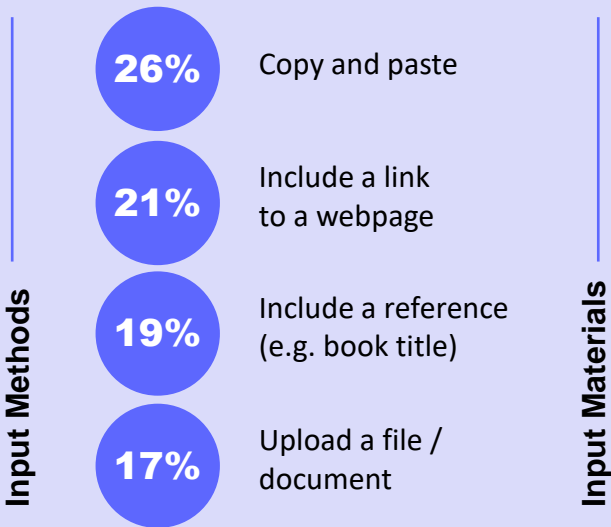
simplify

improve

40%

use third-party materials (i.e. published text & images) in AI prompts **weekly** and 12% do so **daily**

On a weekly basis, employees engage in multiple methods of third-party material inclusion.



"I used a summary of key findings from scientific articles to produce a new text with references to other scientific texts to write up a background to a topic."

Manager,  
Technology

"I used AI to rephrase a summary of an article and event to put in a newsletter so I could promote it but not use their wording."

Marketing Manager,  
Healthcare

"I created a prompt where I uploaded a journal article as I wanted to write research on failure investigations."

Head of Operations,  
Mining Company

# As the use of Generative AI grows, so do the associated risks and governance concerns relating to copyright



Use of third-party materials in AI prompts



Sharing of AI outputs



'Shadow' usage of AI tools



Lack of understanding

## Widespread Use of Third-Party Material

**50%**

have used GenAI for analysis, refinement or summarisation of third-party text at work

**40%**

copy-paste, upload, link, or reference third-party materials in AI prompts weekly

### SHARING OF OUTPUTS

**73%**

are sharing outputs internally with colleagues

**29%**

are sharing outputs with people outside their organisation

### 'SHADOW' USAGE

**18%**

are using GenAI for work even though their organisation doesn't encourage it

### LACK OF COPYRIGHT UNDERSTANDING

Only

**23%**

Those in leadership positions are **65%** more likely to share GenAI content externally

say they understand the copyright terms and conditions of the AI tools they use



# GenAI has heightened employees' awareness and concern around copyright and expectations on businesses to promote responsible use and ethical behaviour



**76%**

think about complying with copyright laws when using AI for work purposes (vs. 54% when doing their role generally)



**36%**

are concerned about including third-party material in prompts, and

**27%**

are not sure if they should be

Not surprisingly the most concerned groups are Legal, Governance & Compliance, Finance, Data & Strategy roles as well as Professional and Financial Services industries.

**Staff  
do not feel  
adequately  
trained**



**Only  
31%**

think their employer provides sufficient training opportunities about how to use GenAI for work



Does your organisation have a GenAI policy?

Does it cover ethical use and address the potential risks of copyright infringement?

**50%**

believe management at their organisation **encourages** the use of GenAI tools



**Many organisations encourage the use of GenAI but don't have a policy in place**

...but only

**41%**

think their organisation has a **policy** about use of Generative AI at work (up from 17% in July 2023)....



**Who is responsible for policy development?**

**42%**

Legal team

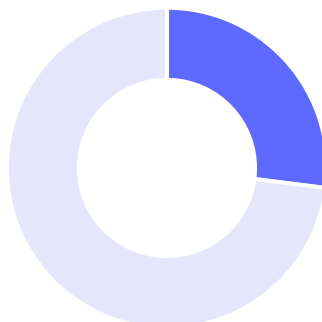
**30%**

Senior management

...and only

**27%**

think their organisation has an AI policy which covers **copyright**



**Who is responsible for policy implementation?**

**37%**

Senior management

**26%**

Operations

**26%**

Legal team

# What you need to know

## 01

The research reveals that 56% of employees use GenAI tools with 40% of these using third-party material in inputs or prompts at least weekly.

## 02

Most users (77%) don't understand the terms of use of these tools and licensing requirements around use of third-party material. This raises ethical concerns and increases the risk of copyright infringement.

## 03

Compliance and risk are key concerns cited by 84% of GenAI users. Only 41% believe their organisation has clear policies around governance, use and risk management.

## 04

Copyright protects published text and images used by staff in Australian organisations such as news and magazine articles, journal articles, industry reports and trade publications, including when used in GenAI tools.

### Find out more

This research was conducted by Fiftyfive5 on behalf of Copyright Agency Limited. For more information contact [licence.enquiries@copyright.com.au](mailto:licence.enquiries@copyright.com.au), or visit [copyright.com.au](http://copyright.com.au)

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