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AIRA's 2025 Benchmarking Survey Reveals Early-Stage Adoption of AI in Investor Relations

The Australasian Investor Relations Association (AIRA) today released the findings of its 2025 Benchmarking Survey, which, for the first time, focuses exclusively on the adoption and use of artificial intelligence (AI) in Investor Relations (IR).

The survey provides a comprehensive overview of how IR professionals across Australia and New Zealand are accessing, trialling, and applying AI tools, and highlights the governance, policy, and training gaps that must be addressed to ensure the technology is used effectively and responsibly.

Key findings include:

- **Enterprise Access:** 78% of respondents report access to enterprise AI tools, with Microsoft Copilot emerging as the most common.
- **Maturity:** AI adoption in IR remains at an early stage, with 64% rating their function as Emerging, 35% Developing, and only 1% Advanced.
- **Policy Gap:** Just 3% of organisations have an IR-specific AI policy in place, and 82% report none at all.
- **Practical Applications:** The strongest use cases are drafting Q&A and CEO scripts, monitoring sentiment, and preparing earnings announcements.
- **Challenges:** Security concerns, data integrity, and the risk of "hallucinations" are the top barriers to broader adoption.
- **Training:** While 41% of organisations are upskilling their IR teams, more than a third (35%) report no training efforts currently underway.

Ian Matheson, CEO of AIRA, said the findings highlight both opportunity and risk for the profession:

"This survey shows that AI is already enhancing efficiency in Investor Relations, from compressing drafting cycles to supporting analysis. But it also makes clear that enterprise access alone is not enough. For AI to be a trusted tool in our profession, IR teams need structured policies, training, and safeguards that protect disclosure quality and market confidence. AIRA's role is to help members navigate this transformation with practical guidance, case studies, and education."

Media Release



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The report also highlights that nearly one in three IR teams have begun adapting disclosure language to reduce the risk of misinterpretation by algorithmic trading models — signalling the start of a profound behavioural shift in how capital markets communications are framed.

The 2025 AIRA Benchmarking Survey is available exclusively to AIRA members and provides detailed insights by market capitalisation and sector, helping companies benchmark their practices against peers.

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About AIRA

The Australasian Investor Relations Association (AIRA) was established in 2001 to advance the awareness of and best practice in investor relations in Australia and New Zealand and thereby improve the relationship between listed entities and the investment community. The Association's 160 corporate members now represent over A\$1.2 trillion of market capitalisation, over 80% of the total market capitalisation of companies listed on ASX.

For more information, visit www.australasianir.com.au

PLEASE BE ADVISED

1. The Executive Summary is available free of charge to all AIRA Members.
2. Full Survey Results are only available to Members who have completed the survey.

You will need to log-in to the AIRA website www.australasianir.com.au to access the report.