

One in three Australians can't tell what's real or AI-generated: Get Online Week is here to help

- Almost half of Australians say scams are becoming harder to spot, with nearly a third unable to tell if content is AI generated and one in four worried what AI will mean for them or their loved ones
- One in three Australians are worried about their loved one's ability to identify scams, with over a third needing support from others when something goes wrong
- Good Things Australia is inviting people of all ages to take part in hundreds of free community events this Get Online Week (20–26 October) to build digital skills in a safe, welcoming way

EMBARGO: 20 October 2025 – New research reveals that as AI rapidly changes our online world, Australians want more support to feel confident and safe. Almost half (48%) say scams are harder to spot, while nearly a third (29%) admit they can't always tell the difference between AI-generated and real content. Among grandparents, this jumps to 43%.

Despite the concern and worry regarding AI, enthusiasm also exists, with nearly a third (32%) of Australians excited to learn about AI when support is available, illustrating that gaining skills and confidence to try new things online is essential.

Good Things Australia's Get Online Week (20–26 October) is making it easy for people of all ages to learn practical digital skills – from spotting scams and paying bills online, to trying out fun tools like Good Things' AI image quiz – all in a free, safe and supportive environment.

Jess Wilson, CEO of Good Things Australia, says the widespread adoption of generative artificial intelligence technologies are accelerating the pace of change in the digital world exponentially and this can feel overwhelming.

"Learning new digital skills doesn't have to be daunting. Our research shows Australians are eager to give things a go – especially when it's safe, fun and shared with others. Get Online Week is a chance to connect with your community, learn something new and leave feeling more confident."

The research also highlights that digital challenges affect every generation:

- A third (34%) of parents are worried about how their children are using technology safely.
- Almost one in five (19%) young adults aged 25–34 find paying bills or banking online difficult.
- Over a third (37%) of respondents claim they need support from friends or family members to navigate and resolve online issues.

Access barriers add to the challenge. Across the country, one in ten people can't afford a new computer, laptop or smartphone but need one. This rises to 13% of people living in regional areas, one in five Aboriginal and Torres Strait Islanders (22%) and one in five Australians with disability (21%).

The benefits of closing the digital exclusion gap are huge, with Good Things Australia's Benefits of Overcoming Digital Exclusion research estimating that stronger digital inclusion could generate **\$467.2 million every year** through improved education, employment, financial safety, health and social participation.

"The people who are most eager to engage with technology are often the ones held back by cost or confidence," says Wilson. "Get Online Week is about giving everyone the chance to take that first step – and showing them, it can be easy and enjoyable."

This year's **Get Online Week** will feature hundreds of free events nationwide, hosted by community organisations. From learning to access government services, to staying safe online and exploring AI, the events are designed to be welcoming, practical and fun.

Australians can visit goodthingsaustralia.org/get-online-week or call **1300 795 897** to find their nearest event.

About Get Online Week 2025

Get Online Week 2025 will be held nationwide from 20-26 October. Get Online Week is organised by Good Things Australia, who mobilise and support local event holders with grant funding and critical learning resources. The week is supported by Be Connected, Community Grants Partner; Supporting Partners nbn co and Aussie Broadband; and SeeWay, Accessibility Partner. Learn more about Get Online Week: www.goodthingsaustralia.org/get-online-week

About Good Things Australia

Good Things Australia are future-focused digital inclusion leaders, advocating, partnering, educating and innovating to ensure no one is left behind in the digital world. Through different programs and in partnership with community organisations around the country, Good Things supports people over 50, migrant and refugee women, people with disability and parents and families to feel safer and more confident online. <https://goodthingsaustralia.org>

About the Research & Citations

The '*Australian Attitudes to Getting Online 2025*' research by Good Things Australia was carried out on a national representative sample of 2,012 Australians aged 18 and over in August 2025. Methodology: The data sample was weighted against ABS data for age, gender and location using an online survey that is independently conducted and verified by PureProfile.

Good Things Australia's '*Economic Benefits of Overcoming Digital Exclusion*' research is an Australian-first report examining how tackling digital exclusion drives economic growth, social inclusion, enhanced wellbeing and greater productivity. Citation: Hutley, N. (2024). The Economic Benefits of Overcoming Digital Exclusion. Good Things Australia: Sydney, NSW.