

**INQUIRY INTO ARTIFICIAL INTELLIGENCE (AI) IN  
NEW SOUTH WALES**

**Name:** Name suppressed

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Partially  
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Honourable members of the NSW Parliament Legislative Council and of the Portfolio Committee

The inquiry into AI in New South Wales, led by Chair the Hon Jeremy Buckingham MLC, presents an opportunity to examine the current and future extent, nature, and impact of AI on our community, economy, and labour market. I have previously reached out to Federal Minister Tony Burke, Minister for Employment and Workplace Relations, on August 22, 2022, and February 3, 2023 in relation to AI and automation regulation, but have received no reply. I am grateful for the opportunity to address this parliamentary inquiry and provide my submission.

As a Marketing Manager with 16 years of experience, I present my submission to you. Throughout my career, I have had the opportunity to work for global multinationals like the renowned BBC (BBC Worldwide), medium-sized enterprises situated across Australia and New Zealand, and small start-up businesses. Over time, I have witnessed a shift in the marketing landscape, moving away from traditional offline methods towards the realm of digital marketing, reflecting the evolving needs and behaviours of consumers. At age 38, I am now currently attending university in which I aim to advance my education, expertise and knowledge in the area of marketing, economics and international business.

During my tenure in marketing, spanning 16 years, I have spent 9 years in e-commerce. This has provided me with a first-hand experience of the impact of online sales on traditional brick-and-mortar operations. I have observed a gradual but noticeable transformation in the jobs market, and I can confidently conclude that on balance, the traditional retail workers are being replaced by warehouse and fulfilment workers. What's more, the current moment is witnessing the emergence of AI robots, with companies like SKUtopia based in Alexandria, Sydney, leading the way in providing "Robotic Fulfilment" causing an ongoing replacement of warehouse workers with AI and automation robot technology.

Given these developments, I have deep concerns about the profound implications of artificial intelligence (AI) on professional career fields and its broader societal effects in the way it will undoubtedly replace jobs — and its not happening soon, its happening now. It is imperative that decisive action is taken to ensure that the government establishes regulations for AI and automation. Holding the government accountable for the consequences of these technologies is of utmost importance above anything else. By doing so, we can navigate the evolving landscape in a manner that upholds ethical standards, protects individuals, and promotes responsible innovation for the benefit of our society as a whole.

To ensure transparency, I disclose my affiliation as a member of the Australian Labor Party. However, I must express my sincere concern regarding the party's failure to adequately address the economic and labor force transformations caused by tech giants during their time in State or Federal government under Prime Minister Anthony Albanese and Premier Chris Minns. Moreover, my concerns are heightened by the State Labor Government's apparent reluctance to regulate companies such as AirBnB (a tech company) and a significant contributor to the housing shortage and cost of living crisis. This lack of action raises serious doubts about the leadership, courage, and ambition required to effectively govern and lead. Given the substantial policy changes and governance measures needed to address the challenges posed by AI, the current lack of political will is deeply unsettling. It is in light of these alarming circumstances that I raise my concerns and sound the alarm.

Through this submission, my aim is to illustrate the gravity and urgency of the serious threat we are currently facing. If Labor remains inactive and merely engages in superficial virtue signalling to compensate for lack of political will, Australia's future, as we know it today, will be greatly diminished within the next decade, leading us into dire circumstances — and this is completely guaranteed.

I intend to express today the grave concerns regarding the undisputed consequences of this technological revolution, particularly regarding mass unemployment, societal unrest, and the concentration of wealth in the hands of a few. It appears that the government is either unwilling or hesitant to intervene, lacking courage or, worse, influenced by corruption.

It is crucial to recognise and comprehend the motivations of tech giants, investment firms, and economic royalists who are driven to exploit artificial intelligence (AI) for their own political and economic interests. In the absence of appropriate regulations, corporations will fully leverage AI to prioritise profit maximisation, shareholder returns, and executive compensation — all at the expense of society, this is undisputed. It is predicated that an unregulated business environment will lead to the loss of at least 3 million jobs in Australia by 2030, and potentially even sooner due to the exponential rapid pace of technological advancements. Additionally, it is estimated that approximately 20-25% of the workforce will face unemployment or significant reductions in work hours by 2040. Such outcome would have severe implications for government revenue, as income tax represents a significant source of income for the NSW State Budget.

Numerous leading economists, industry experts, and business leaders concur that the lack of action, particularly by both State and Federal Labor Governments, will result in widespread unemployment, a decline in the middle class, and the erosion of "white-collar jobs".

The government cannot turn a blind eye to the fact that trillions of dollars are on the table, tempting corporations to exploit AI without hesitation. It is crucial to confront the reality that Big Tech exerts significant influence over governments of either political persuasion. Therefore, I earnestly urge all of you, especially the Labor parliamentarians of the NSW Government, to take a stand and make every effort to prevent the worst outcomes. Even if it means standing in opposition to party leadership, it is essential to ensure the well-being of citizens and to protect the workforce.

Allow me to quote former United States President Abraham Lincoln, who said, "The best way to predict your future is to create it." This powerful quote reminds me of the ability to shape our own destinies. We now find ourselves at a remarkable turning point, witnessing the dawn of a new era—the next chapter in the industrial age.

As a marketing professional, I aim to provide a clear perspective on AI's impact on the marketing industry. While AI undoubtedly brings numerous benefits and opportunities, we must confront the stark reality that its rapid advancement is outpacing our ability to adapt and regulate it. Allow me to provide some examples of how AI is disrupting the labour market within the marketing industry.

The integration of AI within marketing is causing a notable transformation in the labor market as job tasks such as planning, research, analysis, writing, strategy, and administration are being gradually replaced. This disruption has significant implications, as AI is capable of accomplishing these tasks faster and with fewer human resources involved. The automation and algorithmic decision-making brought about by AI render certain job positions and tasks obsolete, leading to a decrease in available roles and a substantial displacement of workers. Traditionally, entry-level marketing positions would involve performing menial tasks that allowed individuals to learn and develop their skill sets. However, with the advent of AI, these opportunities for skill-building will become scarce for newcomers in the marketing field, as AI systems take over these tasks rendering remaining individuals inarticulate and lacking fundamental expertise.

AI revolutionises customer engagement and support with AI-powered chatbots that can provide instant responses to customer inquiries, offering personalised recommendations and prompt issue resolution. While this enhances customer satisfaction and loyalty, it replaces dedicated customer service personnel, potentially leading to job losses for entry-level employees and students working their way through education.

Predictive analytics and forecasting provided by AI enables the ability to anticipate future consumer behaviour, identify emerging trends, and making data-driven decisions with greater confidence. This gives us a competitive edge and allows us to adapt our strategies accordingly. However, these roles are typically filled by dedicated business analysts, whose jobs could easily be replaced by AI.

AI also amplifies creativity and innovation in marketing. AI-powered tools can generate unique and engaging content at scale, replacing graphic artists, designers, and digital producers. Natural language processing capabilities enable the creation of compelling copy and replaces copywriters and editors.

The expected mass unemployment not only poses economic challenges but also ignites social unrest as individuals and families struggle to secure stable employment and financial stability.

Regrettably, the current landscape absent of business and technology regulations by the government demonstrates a lack of comprehensive understanding and oversight to address these pressing issues. As technological change accelerates each year, traditional regulatory frameworks struggle to keep up. The absence of timely and effective regulation further solidifies the dominance of big tech companies, leaving the rest of society at their mercy. We urgently need regulations that

promote responsible AI use, protect employment opportunities, and address the socioeconomic implications arising from widespread job displacement.

The belief that "new technology creates new jobs," which was evident during the industrial revolution, does not always hold true in our present era. The problem lies in the increasing difficulty for smaller entities to attain affordable and accessible private capital, which is essential for fostering innovation and competition. As a result, powerful corporations consolidate resources, stifling entrepreneurship and hindering the growth of innovative startups. This scenario limits the emergence of new jobs, typically well-paid jobs and impedes our society's ability to keep up with the rapid transformations brought about by AI.

Unlike Facebook and Amazon, which were founded back in the day by ambitious entrepreneurs with access to affordable capital in the United States, the current state of the Australian economy grapples with a scarcity of such resources. Furthermore, it is widely understood that banks prioritise mortgage lending over business loans, driven by the manic belief in property investment as a reliable path to wealth creation, rather than fostering innovative business ideas and market viability. This affordable capital scarcity poses significant challenges to the development of new ventures and curtails the potential for job creation, particularly within the business and technology sector. Compounded by Australia's predominant service-based economy, a result of decades of failed neoliberal policies, including the outsourcing of manufacturing, the country now confronts the sobering realities that lie ahead.

As representatives of the people, it is your responsibility to navigate these complex issues and prioritise the interests of constituents and a proactive approach and decisive stance must be taken. This entails implementing regulations that promote fairness, innovation, and the well-being of the workforce. This is a moonshot opportunity to shape a future that benefits all members of our community.

In conclusion, the impact of AI on the field of the marketing and business sector, and society as a whole is a matter of grave concern. The rising spectre of mass unemployment, wealth concentration, and limited access to affordable capital, demand our immediate attention and action. Do not shy away from the task of formulating comprehensive regulations that promote fairness, innovation, and the well-being of the workforce. Only through collective effort and bold initiatives can we navigate the disruptive forces of AI and shape a future that benefits all members of the community.

Thank you for your attention, and I look forward to engaging in meaningful discussions to address these critical challenges facing our society.

I am available to take your questions.