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MEDIA ALERT

91 Percent of Australian Creators Say Creative AI Is Growing Their Business and Audience, According to Adobe's 2026 Creators' Toolkit Report

- 80 percent describe creative AI as integrated or essential to their workflow
- While creators are optimistic about agentic AI for creative work, 90 percent say the final creative decision should always remain theirs
- The second iteration of the global survey of more than 16,000 creators – with 2,000+ from Australia – explores how creative AI is shaping the creator economy, from helping creators grow their businesses and stand out in a crowded landscape to building audience trust and defining expectations for the next generation of AI tools

SYDNEY — 17 June 2026 — Today, Adobe — the global technology leader that empowers creativity, productivity and personalised customer experiences through innovative tools and platforms — released its 2026 Creators' Toolkit Report, which found that of the Australian creators who use creative AI, 91% say it has accelerated the growth of their business or audience, while 80% describe it as integrated or essential to how they work. These findings underscore how creative AI has become a core part of today's creator economy.

Based on the survey results of more than 16,000 creators across the U.S., U.K., France, Germany, South Korea, Japan, India and Australia, the report details how creators are using creative AI to grow their businesses, amplify their creativity and stand out in an increasingly competitive content landscape. Building on last year's [inaugural report](#), which found creative AI adoption was accelerating amongst creators, the 2026 edition shows creative AI has become essential creative infrastructure for many creators, helping them grow audiences, compete more effectively and unlock new opportunities.

As AI-assisted content becomes more widespread, the qualities that help creators stand out — point of view, judgment and taste — are becoming more valuable. In a world where use of AI tools is becoming the norm, the creators who break through are the ones with something distinctive to say.

"Adobe's latest Creators' Toolkit Report shows creative AI is opening new opportunities for creators and transforming how creative work gets done, but voice, taste and judgment remain what set great creators apart," said Mike Polner, vice president and head of product marketing for creators at Adobe. "Eighty-seven percent of creators say creative AI has accelerated the growth of their business and follower base. As creative AI becomes more widely adopted, the creators who stand out will be those who use it to amplify their unique point of view. At Adobe, we're building pro-grade tools that make the power of creative AI accessible to every type of creator while keeping creative decisions firmly in their hands."

"Adobe's Creators' Toolkit Report captures the fact that creative AI's value goes beyond simply helping us produce more content," said Sophia Kianni, creator and founder of Phia. "When I'm using Adobe Firefly to brainstorm ideas, accelerate creative workflows and streamline production tasks, one of the biggest benefits is the time it gives me back. It helps me

refine my workflow so I can focus my energy where it's needed most — on storytelling, creative direction and the work that drives growth.”

KEY AUSTRALIAN FINDINGS

Creative AI Has Become Core to Australian Creator Workflows and How They Grow Their Businesses

Creative AI has crossed a threshold. Among creators who use or have tried it, creative AI is no longer a side experiment.

- 91% say it has accelerated the growth of their business or follower base.
- 69% say creative AI has made them feel more confident as a creator, more professional in their creative work or more serious about their creative work.
- 80% describe creative AI as integrated or essential to how they work.
- Over half (56%) say creative AI makes them feel more secure about their future as a creator, while 47 percent say AI-assisted content consistently performs better.

As Creative AI Becomes More Widely Adopted, Creator Voice Becomes More Valuable

When everyone can produce more, and output becomes easier, the advantage shifts from volume of output to voice, taste and point of view.

- Among Australian creators who say it's harder to stand out today than a year ago, 54% point to sheer content volume as the culprit, while 46% say AI-generated content is making it harder for unique voices to stand out.
- And yet 59% say their ability to compete with larger teams or studios feels stronger since using creative AI, suggesting the creators gaining ground are the ones who've figured out how to make AI reflect their voice.
- As more creators use creative AI in their work, 90% believe that the work they create with AI still reflects their unique voice.
- 84% say human judgment remains essential to creative taste.

Creative AI Helps Creators Move Faster, But Human Refinement Makes the Work Ready

94% of Australian creators say creative AI helps them produce content faster, but speed is only part of the story. Creative AI accelerates the start, but human taste and judgement determines what gets published.

- Faster-to-draft is not the same as ready-to-publish: 60% say their creative AI outputs typically require moderate or extensive editing before they're ready to share.
- Even so, creative AI is delivering additional value beyond efficiency: 31% say it gives them more freedom to experiment before pitching ideas and 32% say it gives them the confidence to pursue more ambitious ideas and projects.

Era of Agentic Creativity: Australian Creators Want AI Agents That Make Space for More Creative Thinking

Agentic AI — systems that can orchestrate and execute multi-step tasks— is what creators are looking to next, and they have a clear view of what that handoff requires.

- 90% say the final creative decision should always remain with the creator, whether they are using generative or agentic AI.
- When asked what would make them most comfortable giving an AI agent more independence, their answers reveal a consistent logic around control: 46% want the ability to review, edit, or undo at any point, 38% want transparency into what the agent is doing and why, and 34% want clear limits on what data and tools it can access.

Control isn't the obstacle to adoption. It's the prerequisite. And when creators imagine what they would do with the time agents free up, the answer is telling — 22% say they'd focus on learning new creative skills, and 21% say they'd spend more time on higher-level creative ideas and direction. The creators most open to handing off routine work aren't looking to step back. They want the time to go deeper into the work that's actually theirs.

As AI Use Grows, Creators Face New Questions Around Disclosure and Ownership

Creators have a clear read on what audiences expect around disclosing AI use. Yet actual disclosure behavior tells a different story: 89% of creators say audience expectations around disclosure are increasing or holding steady.

- 77% believe their audience can already tell when creative AI was meaningfully involved in their work.
- Creators are still deciding what meaningful disclosure looks like in practice: 43% say they always or often disclose AI use, while 19% say they rarely or never do.
- Ownership is emerging as another important consideration for creators who use creative AI to amplify their voice. 93% of creators say it's important to be able to obtain copyright protection for work created with the assistance of creative AI.

Methodology: Adobe partnered with The Harris Poll to survey more than 16,000 creators across the U.S., U.K., France, Germany, South Korea, Japan, India and Australia in May 2026. For this survey, creators were defined as individuals who create and publish digital content several times per month to inform, entertain or engage an audience and generate income across digital platforms, with respondents comprising emerging and professional social-first creators rather than individuals employed full-time in traditional creative industry roles. Creative AI refers to AI models and tools designed to support creative expression by helping creators ideate, generate and edit content across images, video, audio and design.

About Adobe

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