Responsible Use of Artificial Intelligence and Generative AI

October 2025   *legislative / non-legislative*

PURPOSE

This policy serves as a framework for the City of Adelaide's engagement, implementation, and responsible use of AI, ensuring that AI systems are ethical, transparent, and aligned with the values and needs of the community. It fosters innovation while safeguarding ethical standards, transparency, and community trust.

It does not prescribe or recommend the application of particular AI systems, applications or solutions.

STATEMENT

The City of Adelaide (CoA) recognises the transformative potential of Artificial Intelligence (AI) and Generative AI (Gen AI) in reshaping society, government, and the economy. This policy outlines principles and guidelines for the engagement, implementation, and responsible use of AI technologies to ensure their ethical, transparent, and safe application. It aims to:

- Promote responsible use of AI and Gen AI tools.
- Strengthen public trust through transparency, governance, and risk assurance.
- Ensure compliance with relevant legislation, regulations, and council policies.
- Encourage innovation while maintaining human oversight and accountability.
- Mitigate risks associated with AI use, including bias, misinformation, and privacy concerns.

This policy is designed to evolve alongside advancements in AI technology and ethical considerations, ensuring alignment with community values and organisational objectives.

Scope

This policy applies to all Council staff, Council members, volunteers, contractors, and third-party partners who use AI technologies in their work for or with the City of Adelaide. It covers the use of AI and Gen AI tools currently publicly available or specifically designed for and employed by the CoA.

Potential application of AI

Because of the pace of technological change and the evolving social, economic and legal dynamics associated with the introduction of AI, specific platforms, systems or software solutions are not considered or recommended in this policy.

The City of Adelaide could consider safely and beneficially applying Generative AI in the following activities:

General Administration:
- Drafting documents, policies, and reports.
- Summarising lengthy texts, emails, or documents.
- Automating repetitive tasks like data entry and calendar management.
- Conducting research by quickly finding relevant resources and information.
- Analysing data to identify trends and generate reports.
- General governance advice.

Customer Service:
- Implementing AI chatbots to provide instant responses to inquiries about council services, regulations, and events.
- Assisting with rates and payments, debtor management, permit applications, waste and recycling queries, and event bookings.
- Enhancing accessibility and reducing wait times for residents and businesses.

Content Creation:
- Generating marketing materials, social media posts, and email templates.
- Translating complex reports into plain language for broader community understanding.

Data Analysis and Risk Management:
- Analysing large datasets to support decision-making and policy development.
- Identifying risks and vulnerabilities to improve organisational risk management.

Urban Planning and Community Engagement:
- Speeding up approval processes.
- Designing visualisations for urban planning projects.
- Creating community engagement materials to improve communication with residents.

Workforce Support:
- Assisting employees with English as a second language or those with disabilities in drafting emails and improving communication.
- Supporting brainstorming and innovation by generating creative ideas.

AI applied well in these areas could enhance productivity, improve service delivery, and foster innovation while ensuring responsible and ethical use of Gen AI.

Ethical Principles

The City of Adelaide in its application and use of AI is committed to:

- Prioritising the wellbeing of individuals, society, and the environment throughout the AI lifecycle.
- Assessing potential impacts of AI systems to understand their positive and negative effects.
- Ensuring AI implementation improves organisational output without reducing employee costs or numbers.

- Respecting human rights, diversity, and autonomy in AI system design and implementation.
- Ensuring transparency, explainability, and user control over AI systems.
- Mitigating biases and discrimination in AI systems to prevent perpetuating societal inequalities or misinformation.
- Incorporating mechanisms to measure and address biases in AI systems.

Transparency and Accountability

The City of Adelaide in its application and use of AI is committed to:

- Ensuring AI tools are used to inform decision-making but do not replace critical thinking and human judgment.
- Disclosing the use of AI systems, including their purpose, data handling practices, and potential impacts.
- Providing explanations for AI system decisions, especially those with significant individual or community impacts.
- Establishing mechanisms for external scrutiny and independent audits of AI systems.

Privacy Protection and Security

The City of Adelaide in its application and use of AI will:

- Comply with relevant privacy laws and regulations, including the *Privacy Act 1988* (Cth).
- Protect against unauthorised access, data breaches, and security threats.
- Prohibit entering sensitive or confidential information into public AI platforms.
- Minimise the collection of personal information and consider privacy-maintenance techniques.
- Ensure all activities involving AI tools align with relevant information and data legislation and policies.

Reliability and Safety

The City of Adelaide in its application and use of AI will:

- Curate datasets to ensure fairness, representativeness, and quality of AI outputs.
- Conduct pre-deployment pilot studies to evaluate reliability and safety.
- Continuously monitor and evaluate AI systems to address issues or risks.
- Validate AI-generated outputs to ensure accuracy and originality, addressing potential plagiarism concerns.

Managing AI-Related Risks

The City of Adelaide in its application and use of AI will take all reasonable measures to manage its inherent risk and:

- Assume all inputs into public AI tools may become publicly accessible.
- Validate and take ownership of AI-generated content to address inaccuracies and biases.
- Address copyright and intellectual property concerns related to AI training datasets and outputs.

- Apply rigorous data governance standards to AI usage.
- Train relevant staff on effective prompt engineering principles and techniques to maximise AI utility while minimizing risks.

Contestability

The City of Adelaide will:

- Ensure AI systems are not solely relied upon for strategic decision-making.
- Establish mechanisms for human review and intervention in contested AI system decisions.
- Provide support to individuals impacted by AI system decisions.

Implementation and Governance

The City of Adelaide will:

- Raise awareness and knowledge of responsible AI practices among employees and stakeholders.
- Define clear roles and responsibilities for AI system development, deployment, and oversight.
- Conduct regular independent external audits to assess compliance and effectiveness.
- Encourage innovation while upholding ethical standards.
- Assign clear governance roles to Council members, executive leadership, employees, and IT business units.

- **OTHER USEFUL DOCUMENTS**

Relevant legislation

The City of Adelaide will consider the legislative and regulatory context in relation to application and use of AI, considering in particular:

- *Local Government Act 1999* (SA)
- *Privacy Act 1988* (Cth)
- *Copyright Act 1968* (Cth)
- *Spam Act 2003* (Cth)
- Anti-discrimination legislation (various)

Related internal documents
- Privacy Policy
- Data Management Policy

Related external documents

The City of Adelaide will consider relevant principles and frameworks in its application and use of AI including:

- *Australian Government AI Ethics Framework*
- Policies and guidelines of the Office of the Chief Information Officer, Department of Treasury and Finance, Government of South Australia
- *AI Adoption Toolkit for South Australian Councils* (LGASA)

Documents considered in the development of this policy include:

- *Guideline for the use of Generative Artificial Intelligence and Large Language Model Tools* (updated Aug 2025), Office of the Chief Information Officer, Department of Treasury and Finance, Government of South Australia
- *Responsible use of artificial intelligence policy*, City of Mount Gambier (June 2025)
- *Generative AI guidelines*, Local Government Information Technology South Australia (October 2024)
- *National AI Ethics Framework*, Australia. Department of Industry (2019)
- *Interim guidance on generative AI for Government agencies*, Australia. Digital Transformation Agency (July 2023)
- *Safe and responsible AI in Australia*, Law Council Australia (August 2023)
- *AI Action Plan*, Australia. Department of Industry Science and Resources (2021)
- *"What is generative AI, how do we ethically utilise it at CoA and what are the risks?"*, 2024 CoA Graduate Project Report (April 2025)
- Summaries of AI policies from NSW, SA, Tas, WA, Vic, and Qld
- Examples of AI applications in smart city projects and service delivery by cities such as Melbourne, Sydney, Adelaide, and Brisbane.

GLOSSARY

Throughout this document, the below terms have been used and are defined as:

- **Artificial Intelligence (AI):** Machine-based systems which analyse data, recognise patterns, and generate outputs such as predictions, recommendations, or decisions which influence physical or virtual environments.
- **Generative AI (Gen AI):** AI technologies designed to create new content (e.g., text, images, video, audio) by analysing patterns in existing data.
- **Bias:** Inclination or prejudice which unfairly favours or discriminates against individuals or groups.
- **Confidential Data:** Information expressly restricted from public release or not publicly available.
- **Personal Data:** Information which identifies or could reasonably identify an individual, including names, addresses, biometrics, and location data.
- **Sensitive Data:** Personal data related to racial or ethnic origin, political opinions, religious beliefs, sexual orientation, health, or genetic information.
- **Inhuman or Inhumane Writing:** Content generated or assisted by AI which lacks empathy, ethical awareness, or sensitivity to human context, potentially resulting in offensive or dehumanising communication.
- **Prompt Engineering:** the practice of designing and refining the inputs given to an AI system so the most useful, accurate, or creative outputs are produced.

ADMINISTRATIVE

As part of Council's commitment to deliver the City of Adelaide Strategic Plan, services to the community and the provision of transparent information, all policy documents are reviewed as per legislative requirements or when there is no such provision a risk assessment approach is taken to guide the review timeframe.

This Policy document will be reviewed every **two** years unless legislative or operational change occurs beforehand. The next review is required in **October 2027.**

Review history:

Trim Reference	Authorising Body	Date/ Decision ID	Description of Edits
	Chief Operating Officer		*New policy endorsed by Council XX Month 2025*

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