

Use of Artificial Intelligence and Generative AI Policy

February 2026

non-legislative

Council

PURPOSE

The Use of Artificial Intelligence and Generative AI Policy informs Council's approach to applying Artificial Intelligence Systems, including Generative AI, to foster innovation and corporate and community benefit, while ensuring risk, privacy, ethical and technological considerations and community expectations are managed appropriately.

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 provides insights into the opportunity considerations arising from these technological solutions, while providing the principles to how CoA will utilise, implement and responsibly approach how they are used to ensure ethical, transparent, and safe application.

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

- **Potential application**, responsible use and innovative opportunities.
- **Strengthening public trust** through ethical principles and transparency.
- **Compliance and safety**, including with relevant legislation, regulations, and council policies.
- **Risk mitigation** associated with AI use such as: bias; incomplete provision of information; incorrect information; hallucinations; and handling and use of private information.
- **Implementation and Governance.**

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 CoA. It covers the use of AI and Generative AI tools currently publicly available or specifically designed for and employed by the CoA.

Potential application

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.

CoA should consider safely and beneficially applying AI and Generative AI, in activities including the following:

General Administration:

- Drafting documents, policies, and reports
- Summarising lengthy texts, emails, or documents
- Automating repetitive tasks like data entry and calendar management
- Screening employment applications
- 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 and standardised 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
- Speeding up approval processes
- Designing visualisations for urban planning projects.

Content Creation:

- Generating marketing materials, social media posts, and email templates
- Translating complex reports into plain language for broader community understanding
- Supporting community engagement materials to improve how we communicate.

Data Analysis and Risk Management:

- Analysing large datasets to support decision-making and policy development
- Identifying risks and vulnerabilities to improve organisational risk management.

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.

Innovative opportunities

AI applied well in these areas has the potential to enhance productivity, improve service delivery, and foster innovation while ensuring responsible and ethical uses.

Strengthening public trust

Ethical Principles

The CoA 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 CoA 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.

Compliance and safety

Privacy Protection and Security

The CoA in its application and use of AI will:

- Comply with relevant privacy laws and regulations, including the South Australian Information Privacy Principles
- Protect against unauthorised access, data breaches, and security threats
- Prohibit entering sensitive data or confidential data and information into public AI platforms
- Minimise the collection of personal data and 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 CoA 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.

Contestability

The CoA 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.

Risk Mitigation

The CoA 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, AI “hallucinations” 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 minimising risks.

Implementation and Governance

The CoA will adopt the following governance structure to oversee AI adoption and ensure ethical and effective use:

- *Council (Elected Body)*: Ensure AI adoption aligns with community values and long-term goals. Allocates resources and undertake training on ethical AI use.
- *Audit and Risk Committee*: Review AI-related risks, complaints, and data incidents. Recommends inclusion of AI-related risks and issues in the internal audit program.
- *Senior Leadership*: Accountable for AI adoption and governance. Actively engages in strategy development and risk management. Implemented through a dedicated AI subcommittee of the existing Business Services Committee.
- *Sponsor*: Appointed by the CEO to lead AI governance, establish policies, and ensure alignment with CoA’s objectives.
- *AI Governance Group*: A cross-functional team led by the Sponsor, including subject matter experts in governance, risk, community engagement, IT and supported by external expertise and advice as needed. Reporting through the AI subcommittee.

The AI Governance Group and Senior Leadership group will oversee and be responsible for:

- *Risk Assessments*: Conduct regular evaluations of AI systems to identify and mitigate risks, including bias, misuse of AI, privacy breaches, and operational disruptions.

- *Adherence to Laws:* AI use must comply with relevant legislation, including the *Copyright Act 1968 (Cth)*, *Local Government Act 1999 (SA)*, and South Australian Information Privacy Principles.
- *Alignment with Frameworks:* AI use will be aligned with local, state and federal frameworks, including the Australian Government AI Ethics Principles, ACSC Essential Eight, state government frameworks (when available) and the Local Government IT Of South Australia (LGITSA) AI Adoption Toolkit.
- *Risk Management:* CoA must proactively identify and mitigate risks associated with use of AI systems, including ethical, technical, and reputational risks.
- *Stakeholder Management:* Involve stakeholders in the design and implementation of AI solutions to address concerns and build trust.

OTHER USEFUL DOCUMENTS

Relevant legislation

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

- *Local Government Act 1999 (SA)*
- *Copyright Act 1968 (Cth)*
- *Spam Act 2003 (Cth)*
- Anti-discrimination legislation (various)
- South Australian Information Privacy Principles.

Related internal documents

- Privacy Policy
- Data Management Policy

Related external documents

The CoA 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 (2025)*, Local Government Information Technology South Australia

GLOSSARY

Throughout this document, the terms below 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.
- **Hallucination:** incorrect or untrue data / information fabricated by AI systems.

- **Confidential Information:** 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.
- **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 **February 2028**.

Review history:

Trim Reference	Authorising Body	Date/ Decision ID	Description of Edits
	<i>Council</i>		<i>New policy</i>

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