

Councillor Siebentritt - QoN - Administration use of AI

Tuesday, 23 September 2025
Council

Council Member
Councillor Dr Mark Siebentritt

Public

Contact Officer:
Anthony Spartalis, Chief Operating
Officer

QUESTION ON NOTICE

Councillor Dr Mark Siebentritt will ask the following Question on Notice:

'How is Administration using AI to improve the efficiency of our project and service delivery and what plans do we have for its further use in the future?'

REPLY

1. City of Adelaide administration business units were surveyed to gauge current use of AI and future AI implementation intentions. A majority of program areas across the Administration responded:
 - Adelaide Central Market Authority
 - Adelaide Economic Development Agency
 - City Culture
 - City Operations
 - Customer and Marketing
 - Governance and Strategy
 - Information Management
 - Infrastructure
 - Office of the CEO
 - Park Lands Policy and Strategy
 - Regulatory Services
 - Strategic Property and Commercial
2. Results indicate where current use and expertise exists and where potential further development and investment could occur.

3. Based on the responses received, currently AI is being used across CoA in key domains, and to varying degrees:

Table 1 – Proportion of program areas employing AI and how frequently

	Occasionally	Regularly	No use
Research/ analysis/ text checking/ technical analytics	19%	33%	48%
Customer queries/ applications	10%	24%	66%
Content creation	7%	12%	81%
Community engagement	5%	12%	83%

4. Current tools used include:

	Public platform	Subscription based	Corporate systems with AI capabilities
Research/ analysis/ text checking	ChatGPT Adobe AI Google Gemini Claude Microsoft Copilot	Adobe AI Open AI	Microsoft Copilot Chat and Studio, Azure Databricks (early proof of concept, for 'ring-fenced' CoA general AI environment, including machine learning).
Technical analytics	None identified	VivaCity Traffic Monitoring (video analytics trial)	Kofax (OCR - optical character recognition) Designa (LPR - licence plate recognition, also known as ANPR - automated number plate recognition) SenSen (LPR/ANPR) Pinforce (LPR/ANPR) Microsoft Azure Management Platform (system monitoring, malware detection etc)
Customer queries/ applications	ChatGPT Adobe AI Google Gemini Claude	Open AI	CXOne (transcription & sentiment analysis)
Content creation	ChatGPT Adobe AI Google Gemini	Adobe Firefly	None identified
Community engagement	ChatGPT Adobe AI	None identified	None identified

5. Potential future use intentions were flagged as follows:

Table 2 – Proportion of program areas planning expanded future AI use in key domains

	Explore further use	Invest in further use	Increase use	No plans
Research/ analysis/ text checking/ technical analytics	31%	7%	33%	29%
Customer queries/ applications	29%	7%	24%	40%
Content creation	26%	5%	19%	50%
Community engagement	24%	5%	14%	57%

6. Platforms to explore or enable, and possible future uses include:

	Subscription based	Corporate systems with AI capabilities
Research/ analysis/ text checking	None identified	Microsoft Copilot Agent (priority business cases – e.g. Policy, Analytics) Microsoft Copilot integration MS 365
Technical analytics	AI for Biodiversity monitoring	ArcGIS - Spatial AI Microsoft Copilot (power apps and code development tools)
Customer queries/ applications	Hubspot (customer and marketing)	Qualtrics – Customer Experience platform (sentiment and analysis) Salesforce (Agentforce)
Content creation	None identified	None identified
Community engagement	None identified	None identified

7. A 3 year AI roadmap is being finalised by Information Management, for Corporation-wide AI infrastructure, supporting prioritised business cases (to be determined in the pilot phase), using Co-Pilot Agent, and Salesforce Agentforce platforms. This roadmapping process has commenced with technical and security compliance readiness and validation in the first half of 2025/26, with the roadmap continuing out to the end of 2027/28.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 8 hours.
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- END OF REPORT -

Deputy Lord Mayor, Councillor Martin - QoN - State Government Park Lands Takeover

Tuesday, 23 September 2025
Council

Council Member

Deputy Lord Mayor, Councillor
Phillip Martin

Public

Contact Officer:

Ilia Houridis, Director City Shaping

QUESTION ON NOTICE

Deputy Lord Mayor, Councillor Phillip Martin will ask the following Question on Notice:

Could the Administration advise;

1. Is it aware of any timing for the appointment of a Minister, as foreshadowed by recent legislation, to oversee the takeover of Park 1, Park 27A and any other Park Lands it sees fit to acquire under the legislation?
2. Has the State Government advised if it will close, manage itself the continued operation of the North Adelaide Golf Course on Park 1 or ask the City to continue to operate the golf course on the appointment of the Minister?
3. If there has been any confirmation of the State Government's intended uses for Park 27A, and
4. Noting that the City of Adelaide was not involved in any negotiations with the CEO of LIV Golf, Greg Norman, over the State Government takeover of Park 1 and Park 27A of the Park Lands, could the Administration advise if it has any expectation Mr Norman's departure will impact State Government takeover or the project in any way?

REPLY

1. As at 19 September 2025, the Government of South Australia (the Government) had not yet committed the *North Adelaide Public Golf Course Act 2025* (the Act) to one of its Ministers. Administration has not been advised as to when this will occur.
2. As at 19 September 2025, Administration has not received advice from the Government about its preferred operating model for the North Adelaide Golf Course and associated facilities, either:
 - 2.1 From the designation of Handover, which could occur prior to any construction commencing and noting the Handover Date is yet to be set by the Government,
 - 2.2 during construction, or
 - 2.3 post the construction period.
3. In accordance with the Act, the Minister must consult with Council prior to designating a handover day for the project site, which includes the North Adelaide Golf Course and Park 27A.
4. During the Committee Stage debate on the North Adelaide Public Golf Course Bill 2025, the Minister for Planning, Hon Nick Champion MP, explained that the design process had identified John E Brown Park (Park 27A) for use as a driving range. No further confirmation of this has been provided by the Government.

5. Noting the Administration is yet to receive any detail from the Government relating to the actual scope and staging of works, the timing to action various clauses in the Act, confirmation of when the first LIV Golf event would be hosted at the North Adelaide Public Golf Course, nor any role that LIV Golf may play in the delivery of operations or the management of construction, it is difficult to provide an assessment of the degree of the impact of Mr Norman stepping down as CEO of LIV Golf.
6. The Administration understands that Greg Norman Golf Course Design are delivering concept planning and design work for the North Adelaide Public Golf Course. This business is a separate entity to LIV Golf.
7. The Act bestows on the designated Minister significant powers, including that on the designated handover day, the whole of the project site will be vested in the Minister in an estate in fee simple. This legislated process will not change as a consequence of changes in the management structure or personnel of LIV Golf.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 4.5 hours.
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Deputy Lord Mayor, Councillor Martin - QoN - AEDA 2025/26 Strategic Partnerships Program

Tuesday, 23 September 2025
Council

Council Member

Deputy Lord Mayor, Councillor
Phillip Martin

Public

Contact Officer:

Anthony Spartalis, Chief Operating
Officer

QUESTION ON NOTICE

Deputy Lord Mayor, Councillor Phillip Martin will ask the following Question on Notice:

'Noting AEDA's website states the Agency "...has awarded six city organisations a share of \$3.6 million over three years through its Strategic Partnerships Program to drive growth, foster innovation, and strengthen the city's business landscape ...", could the Administration advise;

1. What, if any, arrangements are in place to ensure funds allocated to one of the six, MTP Connect, whose head office is in Brighton in Victoria, will be expended in the City of Adelaide for the benefit of ratepayers
2. What, if any, arrangements are in place to ensure funds allocated to another of the six, University of Adelaide/ThincLab, will be expended on entities and/or initiatives based in the City of Adelaide for the benefit of ratepayers, and
3. If AEDA is likely to adopt criteria in the coming year to ensure recipients of grants under the program should be located on rateable land in the City of Adelaide and propose to spend grant funds in the City of Adelaide to benefit ratepayers?'

REPLY

Background

1. Through its Strategic Partnerships Program, AEDA funds organisations that have the skills and experience to drive economic activity, create jobs, and grow businesses in the city. The six organisations funded by AEDA operate out of premises within the Adelaide CBD.
2. Funding criteria in the operating guidelines reflect AEDA's obligations in its Charter and Council's Economic Development Strategy. The program funds proposals that benefit Adelaide businesses and ratepayers by addressing one or more of the following objectives:
 - 2.1 Increasing the number of people working and living in the city including students.
 - 2.2 Attracting new businesses to the city.
 - 2.3 Leveraging investment in the city's innovation assets and entities (for example Lot Fourteen and BioMed City) to drive greater economic benefit for the CBD.
 - 2.4 Positioning Adelaide as a world class events city by ensuring that events not only attract attendees but also encourage longer stays and repeat visits.
 - 2.5 Driving tourism initiatives that attract regional, national and international visitors.
 - 2.6 Enhancing the value proposition of Adelaide as a destination to work, invest, live, study and visit.

2.7 Decreasing shopfront vacancies in the city

3. The City of Adelaide Economic Development Strategy states “We will partner with organisations and businesses such as MTPConnect, Renew Adelaide, SouthStart and the University of Adelaide’s ThinkLab, to support start-up businesses throughout the start-up business lifecycle.”
4. All Strategic Partners are required to report bi-annually on key measures and achievements (including businesses involved in their programs), work collaboratively with AEDA throughout the agreement, and provide a detailed acquittal report at the end of the program.

Question 1

5. MTPConnect is a national, independent, not-for-profit organisation established in 2015 to accelerate growth, innovation and commercialisation in Australia’s medical technologies, biotechnology and pharmaceutical (MTP) sectors.
6. MTPConnect has offices around Australia with its Adelaide office based in the Adelaide CBD.
7. Health, education, and medical technologies are priority sectors for AEDA, and aligns with Council’s Economic Development Strategy “*Priority: Promote Adelaide’s reputation as a centre for health and education*”. MTPConnect has made a strong contribution to Adelaide’s ecosystem, including through a 2024 program delivery.
8. Over the life of the present Strategic Partnerships agreement, its focus will be:
 - 8.1 attracting inbound delegations to showcase Adelaide companies and university research in collaboration with local innovation precincts
 - 8.2 educating investors about sector opportunities to grow investment, companies and jobs.
9. Program objectives under the present program are to:
 - 9.1 host at least three inbound and three outbound delegations, targeting five new partnerships between international and local organisations
 - 9.2 Deliver an Investor Education Program for 50 investors over four years, with a goal of facilitating at least \$5m in new investment
 - 9.3 Launch two initiatives to strengthen clinical trial infrastructure, aiming for a 10% increase in trials in Adelaide within three years
 - 9.4 Demonstrate ROI through increased economic activity in the city (revenue, secured funding, investment, jobs, accommodation and visitor spend).

Question 2

10. The ThincSeed program delivered by ThincLab has two tiers - a Pre-Accelerator for 70 participants, from which high-potential city businesses are selected for tailored Accelerator support, with top participants eligible for the ThincSeed Investment Fund. The model aims to strengthen Adelaide’s start-up ecosystem, improve seed investment deal flow, and increase angel investor engagement.
11. Over the life of the present agreement, the program’s focus will be on:
 - 11.1 delivering a Pre-Accelerator program for 70 emerging companies/entrepreneurs
 - 11.2 delivering an Accelerator program for high potential emerging companies/entrepreneurs.
12. The program will deliver benefits by:
 - 12.1 helping participants accelerate research commercialisation
 - 12.2 providing Adelaide emerging companies and entrepreneurs with more sophisticated and effective start-up support services
 - 12.3 supporting growth in start-ups establishing in Adelaide’s CBD
 - 12.4 increasing venture funding volume and value, targeting \$500,000–\$1,000,000 in equity/debt funding across participants.

Question 3

13. Earlier this year the AEDA Board allocated funds from the Strategic Partnerships Program (with funding subject to the City of Adelaide’s annual budget process) for the next three financial years.
14. Program guidelines will be revised and considered by the AEDA Board prior to the next funding round being opened (likely to occur in late 2027). Without discussion by the Board at that time, administration cannot

provide a view on whether or not the Board would adopt criteria to ensure recipients of grants under the program should be located on rateable land in the City of Adelaide. The current program already ensures funded proposals benefit city ratepayers as the assessment criteria assesses alignment with Council priorities for the City, encourages innovation in approaches to accelerate economic activity in the city and ensures it provides value for money through both the competitive process but also the applicant organisation's capability and track record.

Staff time in receiving and preparing this reply	To prepare this reply in response to the question on notice took approximately 5.5 hours.
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