

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.
--	---

- END OF REPORT -