



AI in Local Government Workshop

July 30, 2024 - Docklands

August 1, 2024 - Trawool

August 9, 2024 - Ballarat

symphony3

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How the day will run (roughly!)

1. Overview of AI and GenAI (1 hour)
 - Introductions and Overview of AI
 - Risks and Considerations
 - Applying AI
2. Practical examples and Case studies (1 hour)
3. Getting started with AI (1 hour)
 - Ways to get started
 - Workshop – Getting started
 - Wrap-up

Connect with us for your free AI Resources Pack



symphony3

ABOUT US

Our Vision

To help our clients deliver **simple connected customer experiences**

Who Are We

Symphony3 is a rapidly expanding SaaS company dedicated to **enhancing local government services** in Australia and beyond

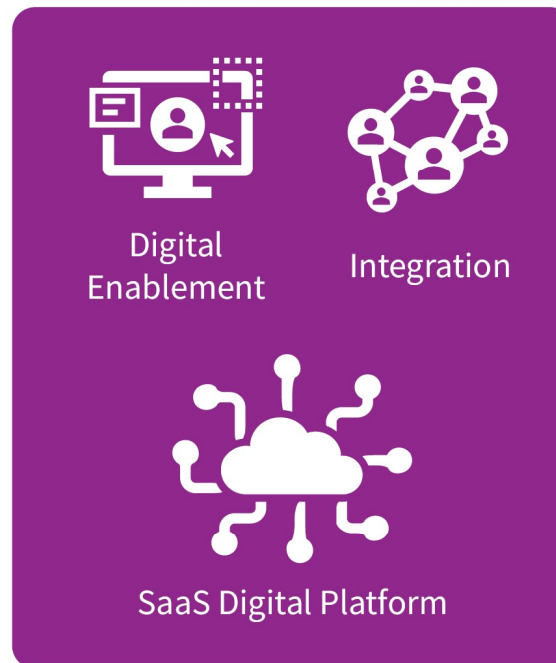
We Care About

Our **people, community** and the **environment**

Empowering Local Government

Established in Melbourne, Symphony3 has **purpose-built a SaaS platform** for local councils that is **cloud-based, secure and scalable**.

We build **powerful digital experiences** for councils and **integrate** them deeply into their **core systems and processes**.



Commitment to local government



Long-term clients - currently 30 ARR clients



Established and focused team

Customer Success




New secure website built
within 48-hours




Capital Works project delivery
increased to >80% from <60%




Planning application process
reduced by two weeks




Thousands of hours saved each
year by **removing double entry**




New **highly secure** website and
portal improving **customer
communication experience**




Staff have access to better digital
tools to design **great looking
pages and content**




A seamless customer experience
with **no data-entry**




Integration between **multiple
core business systems** and
multiple forms solutions

Introductions – 30 seconds

Who you are

What you'd like from the workshop?



This morning is an opportunity to take a step back and think strategically about AI in your council

Your Challenge

How can we use AI to:

- Find cost savings via automation and process improvement
- Improve the citizen experience
- Deliver services in new ways or to deliver new services

AI can:

- Reduce time spent on admin time by up to 30%
- Handle 60-70% of routine enquiries
- Improve citizen satisfaction by up to 25%
- Operational efficiency by 20-30%
- Extend equipment lifespans by 30-40%

Write down your ideas....



“No
Brainer”

e.g. AI for meeting
recordings

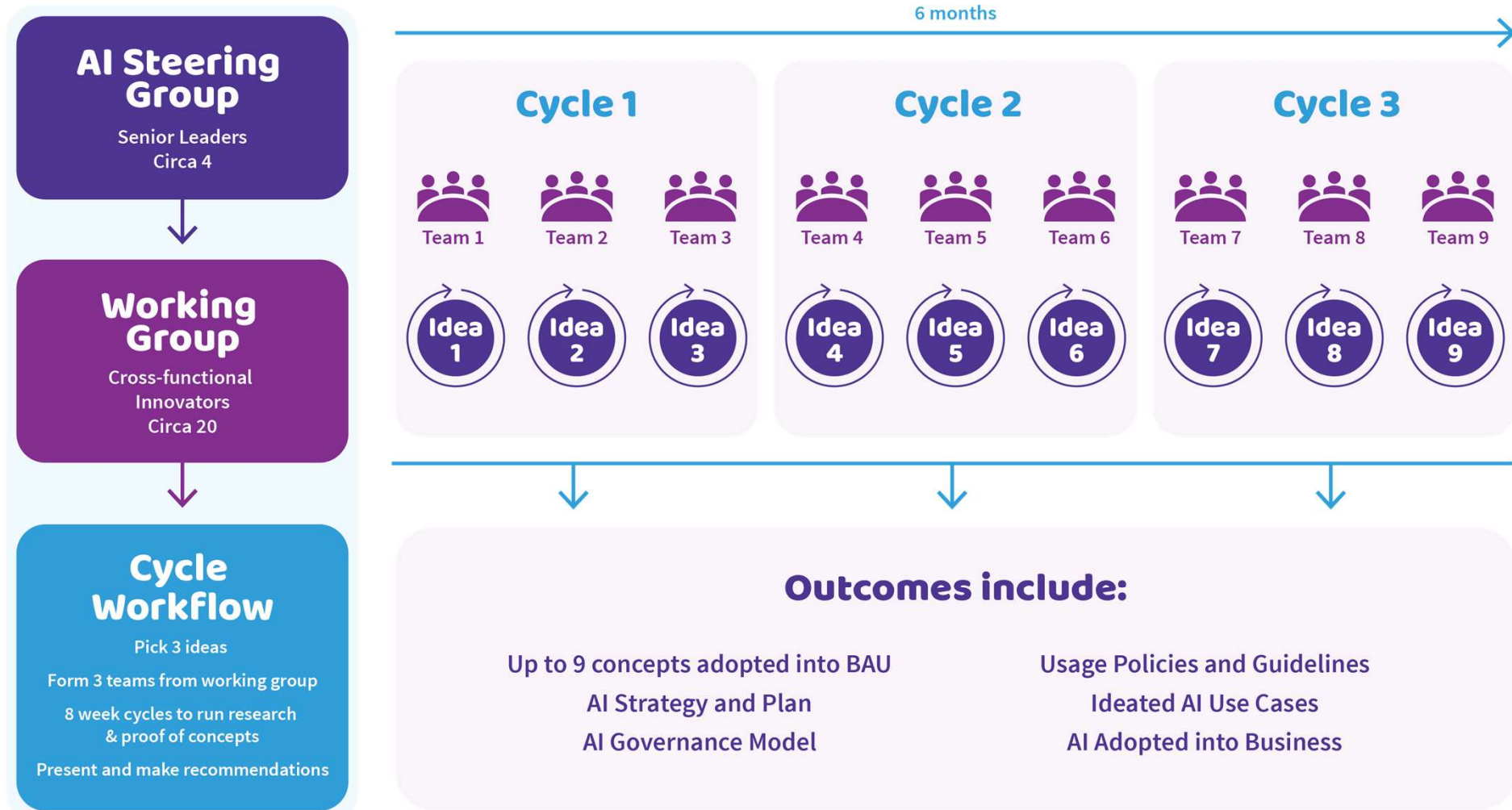
“Big
Opportunity”

e.g. Redesign the
planning
application process

“Crazy
Idea”

e.g. Build a
community
consultation AI

Think about an AI Adoption Programme



Overview of AI and GenAI

AI Can Change The World



“Generative AI has the potential to change the world in ways that we can’t even imagine. It has the power to create new ideas, products, and services that will make our lives easier, more productive, and more creative. It also has the potential to solve some of the world’s biggest problems, such as climate change, poverty, and disease.”

Bill Gates on rise of Generative AI

AI Is Everywhere



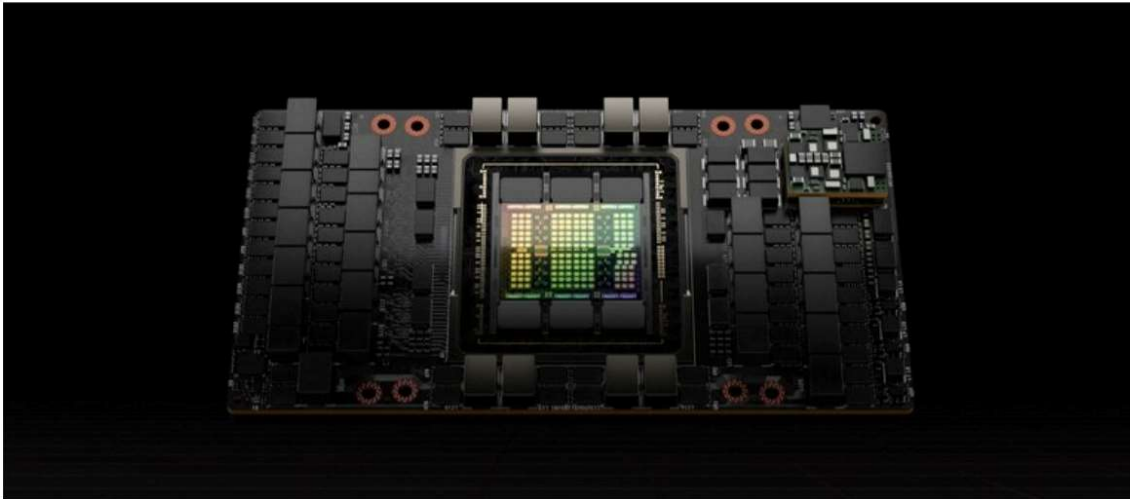
AI Can Impact Everything

Opinion | Why artificial intelligence now a primary concern for Henry Kissinger

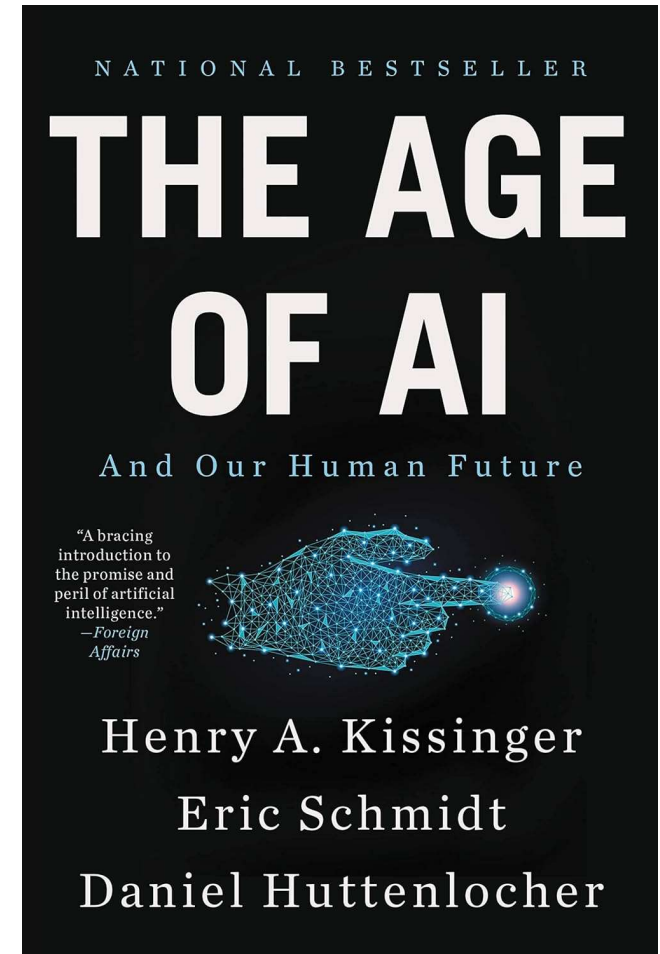


By [David Ignatius](#)
Columnist | [+ Follow](#)

November 24, 2022 at 7:00 a.m. EST



An image of the H100, Nvidia's latest GPU optimized to handle large artificial intelligence models, which is used to create text, computer code, images, video or audio. (Nvidia/Handout/Reuters)



London premiere of movie with AI-generated script cancelled after backlash

Plans to show *The Last Screenwriter*, whose script is credited to 'ChatGPT 4.0', prompted complaints although the film-makers insist the feature is 'a contribution to the cause'

Andrew Pulver

Thu 20 Jun 2024 19.52
AEST

 Share



Environmental Concerns

AI drives 48% increase in Google emissions

1 hour ago

Imran Rahman-Jones Technology reporter

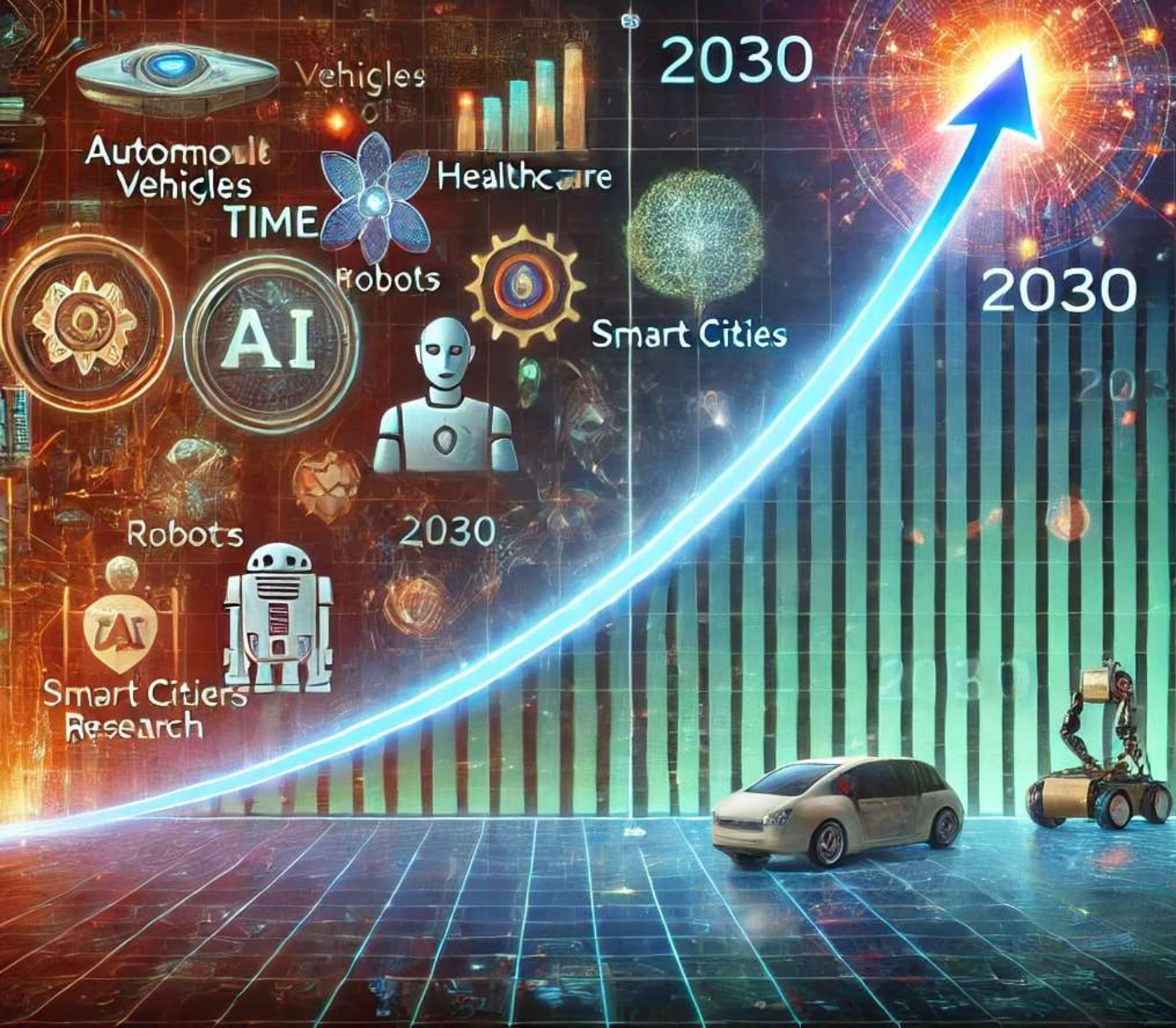


Yes, There Are Issues

- Privacy concerns
- Hallucinations
- “AI may not lie but it bullshits...” (it doesn’t lie but it doesn’t know the truth)



AI IMPROVEMENT



But,
remember
today is the
worst AI will
ever be...

Herald Sun



Grim outlook as some councils struggle to make ends meet

Ratepayers are being warned service cuts are on the table as some regional councils face a long road to get back into the black. See your council's bottom line by using our searchable table.

- **In short:** Hepburn Shire Council's draft 2024-25 budget reveals a likely \$2 million deficit, after \$5.5 million in new loans and \$1.5 million in operational cuts.
- The outlook shows a need to make \$4 million in permanent savings to break even in the following three years.
- **What's next?** The Municipal Association of Victoria says many councils are struggling financially for the state government rate cap system.

NEWS

Mayor calls for rate cap review



BY BAYSIDENEWS — 22 JULY 2024

NO COMMENTS

3 MINS READ

FINANCE



Judy Skatsoorn

Bigger isn't always better – why population growth is hurting councils

26 April 2023

Some Stats (BCG)

- 89% of executives rank AI and GenAI as a top-three tech priority for 2024.
- 54% of leaders expect AI to deliver cost savings in 2024. Of those, roughly half anticipate cost savings in excess of 10%, primarily through productivity gains in operations, customer service, and IT.
- Only 6% of companies have managed to train more than 25% of their people on GenAI tools so far.
- 45% of leaders say that they don't yet have guidance or restrictions on AI and GenAI use at work.
- Around 70% of Australian organizations have yet to succeed in delivering digital transformation a critical first step to succeed in AI.

Overview of AI and GenAI

- Introduction
- Risks and Considerations

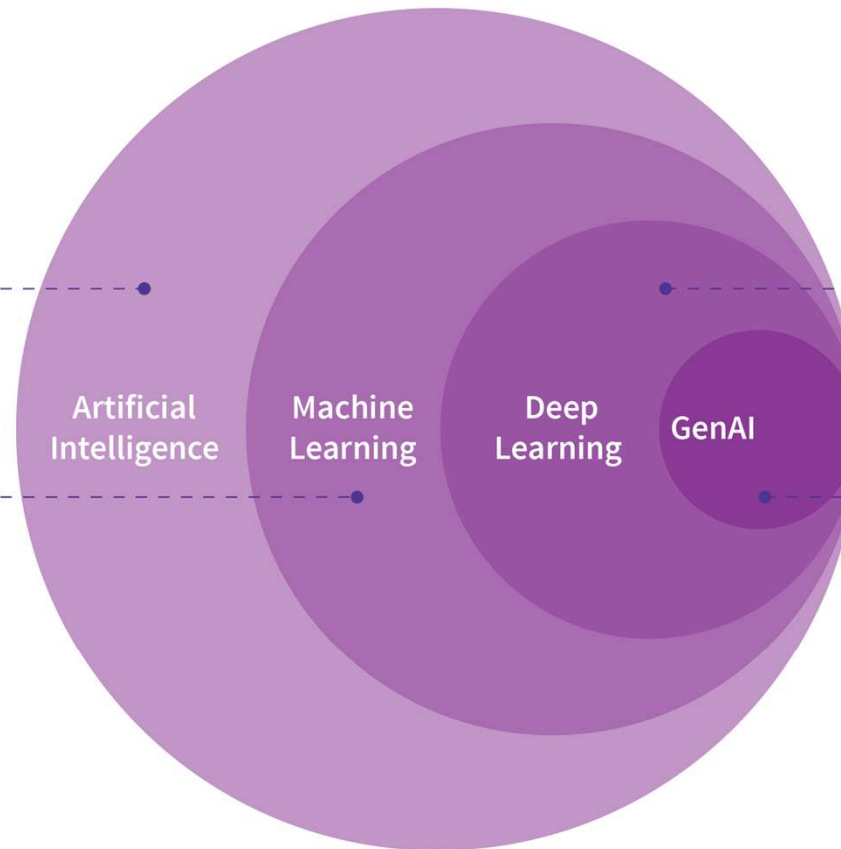
AI – A Simple Explanation

Artificial Intelligence

AI is a machine's ability to perform cognitive functions we associate with human minds, such as perceiving, reasoning, learning, interacting with the environment, problem-solving, and exercising creativity.

Machine Learning

A subset of AI that involves the use of algorithms and statistical models to enable computers to improve their performance on a task through experience. It does not require explicit programming for each task.



Deep Learning

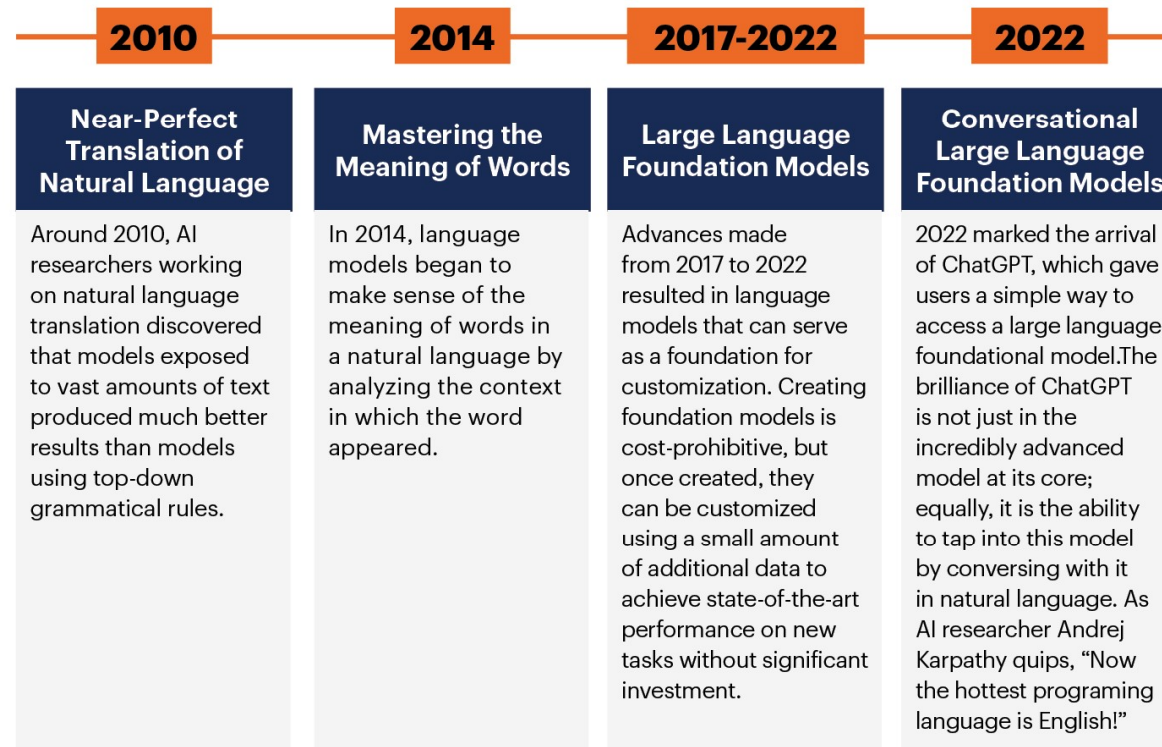
A subset of Machine Learning involving neural networks with many layers (hence 'deep'). These models can learn from large amounts of data and are used in applications like image and speech recognition.

GenAI

Generative AI is a type of AI that can generate new content, such as text, images, or music, based on patterns learned from existing data. Examples include GPT-3 for text and DALL-E for images.

The Journey to Generative AI

A Series of Increasingly Frequent Breakthroughs That Make Sense of Natural Language

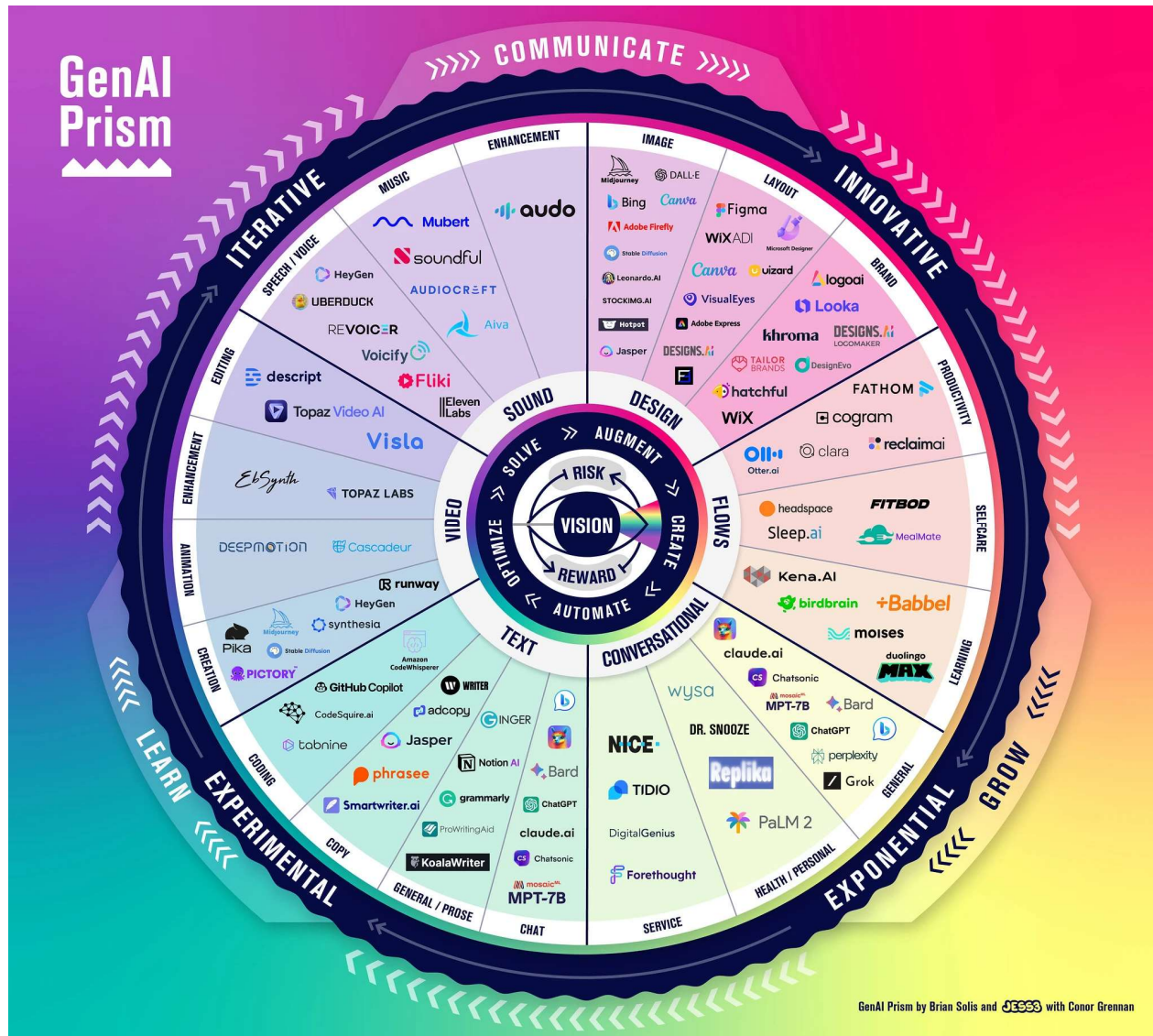


[gartner.com](https://www.gartner.com)

Source: Gartner
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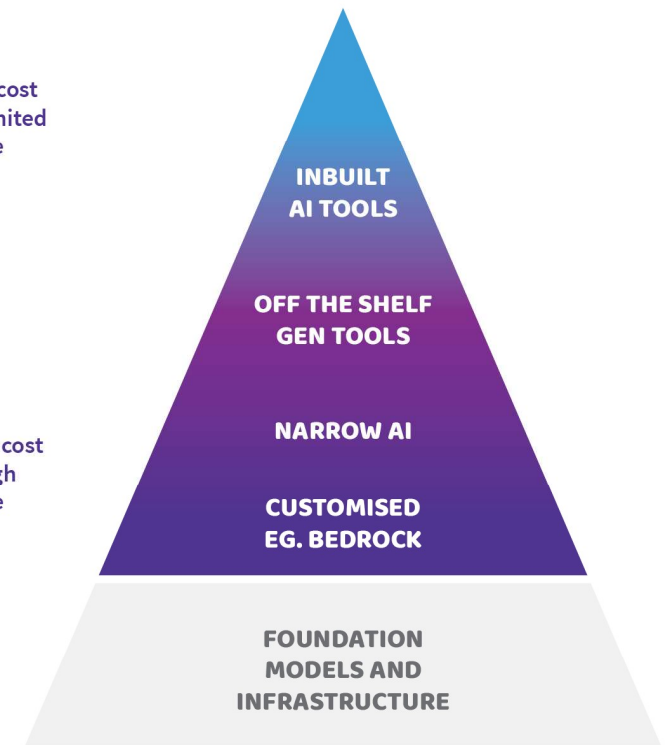
GenAI Tools On The Market Multiply Daily



AI Levels	Description	Strategies	Tools	Risk	Value	Cost & Effort
Level 1	Proven AI in use	Educate, encourage adoption	SIRI, Google Maps, Otter.ai, Gmail	Low	Quite low - not a differentiator	Negligible
Level 2	Gen AI tools, that require some learning	Educate, train, adopt, have usage policies	Chat-GPT Azure OpenAI Service, Amazon Q	Medium	Medium - can drive efficiency across common tasks	Low
Level 3	Gen AI tools you train on your own data and build	Re-engineer/re-imagine processes, develop use cases, build guardrails	Amazon Bedrock, Azure Open AI service models, Google Vertex AI Models	Higher	High - Differentiator and can drive automation and efficiency	High
Level 4*	Gen AI infrastructure and Language models	Use existing infrastrcture	Amazon Sagemaker, Azure Machine Learning, Google Cloud Vertex AI Workbench	High	N/A for LG	Very high

Low cost & Limited value

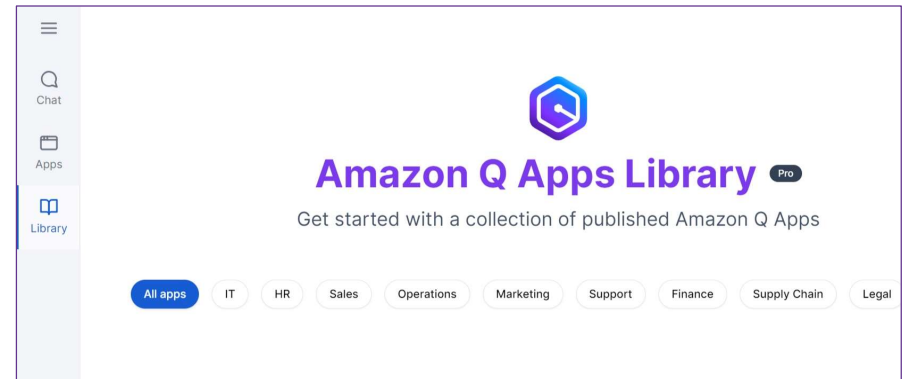
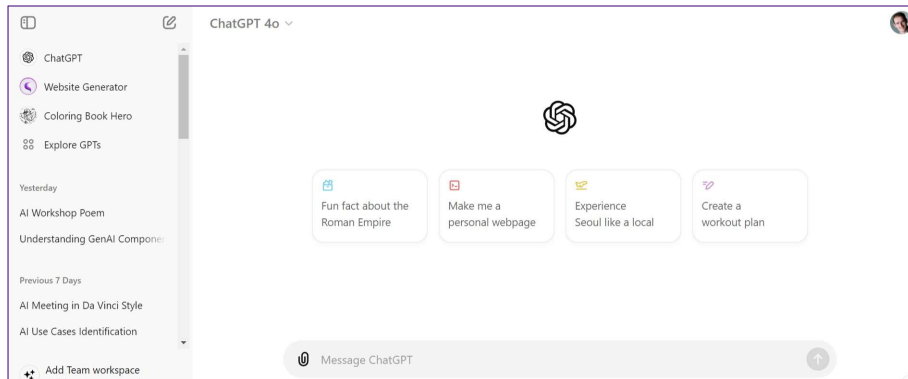
High cost & High value



*Less applicable for Local Government

Let's have a look at some examples of Off-the shelf and Narrow AI....

End-use v Enterprise AI



AI in the Enterprise - Checklist

Factor	Questions to ask
1. Ease of Use	How easy is it to build Enterprise Apps?
2. Modular	Is the AI Application modular? Can I plug and play different LLMs as required? Can I plug and play data-sets?
3. Security	Is security top of mind? What guardrails are built into the system?
4. Cost-efficiency	Can I pay as I go? Are we locked in long-term?
5. Integration	Can I easily connect to my data? Is there integration with my core systems?

Regulations Are Starting To Catch Up

AI

EU's AI Act gets published in bloc's Official Journal, starting clock on legal deadlines

Natasha Lomas / 1:51 AM PDT • July 12, 2024

Comment



Standards Australia adopts the international standard for AI Management System, AS ISO/IEC 42001:2023

February 16, 2024

Today, Standards Australia announced the adoption of international standard ISO/IEC 42001, *Information technology - Artificial Intelligence - Management System*.



CONTACT

Communications Department
communications@standards.org.au

This standard is the first of its kind globally to

Ethics and Responsible AI

Australia's 8 Artificial Intelligence (AI) Ethics Principles are designed to ensure AI is safe, secure and reliable.

1. Human, societal and environmental wellbeing
2. Human-centered values
3. Fairness
4. Privacy protection and security
5. Reliability and safety
6. Transparency and explainability
7. Contestability
8. Accountability

<https://www.industry.gov.au/publications/australias-artificial-intelligence-ethics-framework/australias-ai-ethics-principles>

The platform providers are also publishing responsible AI principles

AWS Responsible AI Principles

1. **Fairness** - Considering impacts on different groups of stakeholders
2. **Explainability** - Understanding and evaluating system outputs
3. **Privacy and security** - Appropriately obtaining, using, and protecting data and models
4. **Safety** - Preventing harmful system output and misuse
5. **Controllability** - Having mechanisms to monitor and steer AI system behaviour
6. **Veracity and robustness** - Achieving correct system outputs, even with unexpected or adversarial inputs
7. **Governance** - Incorporating best practices into the AI supply chain, including providers and deployers
8. **Transparency** - Enabling stakeholders to make informed choices about their engagement with an AI system

Guardrails

AI guardrails are safety measures and ethical guidelines implemented in the development and deployment of artificial intelligence systems. They are designed to ensure that the AI operates within certain boundaries, minimizing potential risks and negative impacts.

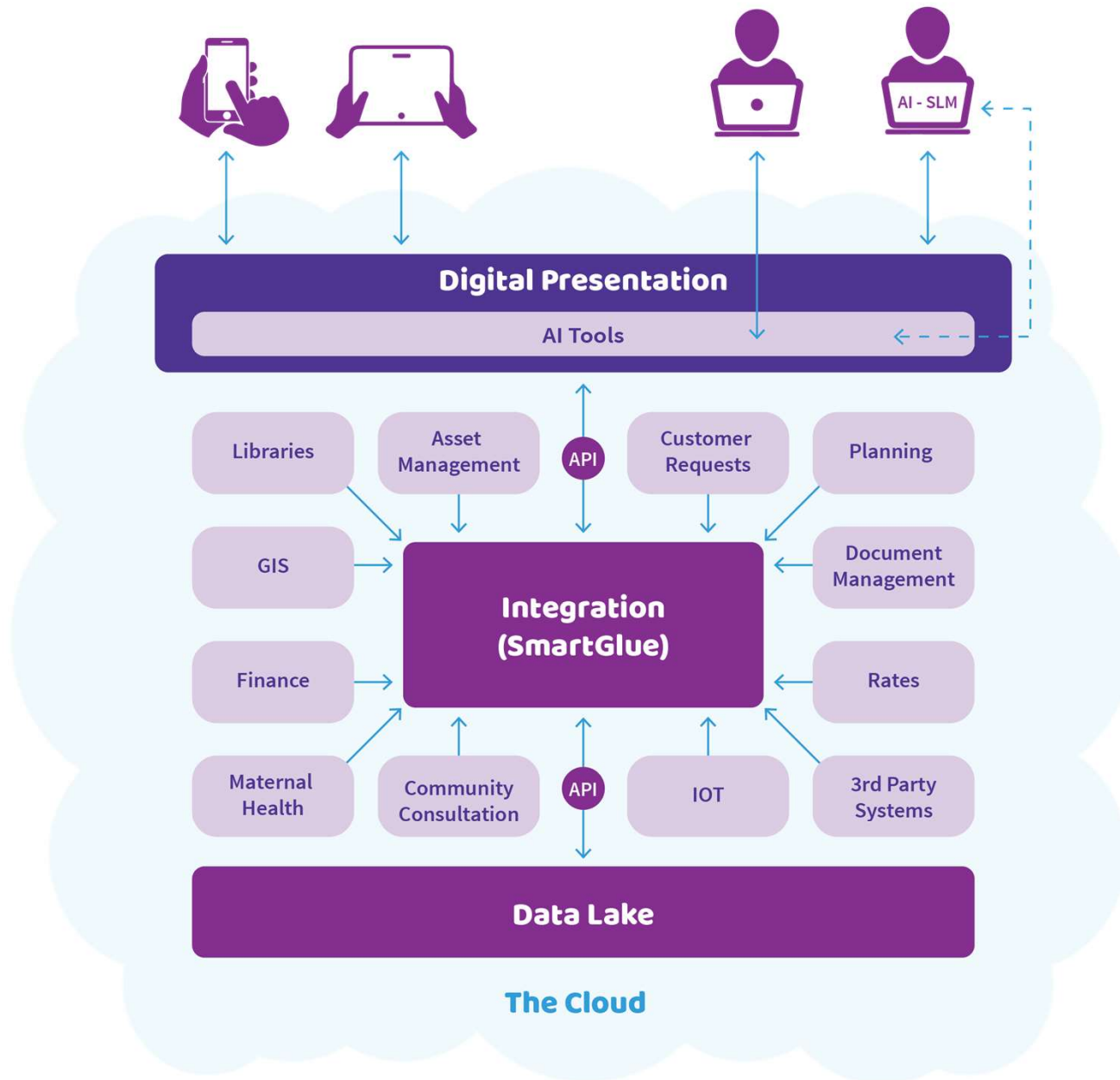
Types of AI Guardrails:

1. **Ethical Guardrails:** Ensure AI systems align with human values, principles, and rights, addressing concerns like bias, fairness, transparency, and accountability.
2. **Technical Guardrails:** Focus on the design, development, and deployment of AI systems, including data quality, algorithmic robustness, security, and reliability.
3. **Operational Guardrails:** Encompass the governance, management, and oversight of AI systems, including monitoring, testing, and continuous evaluation.

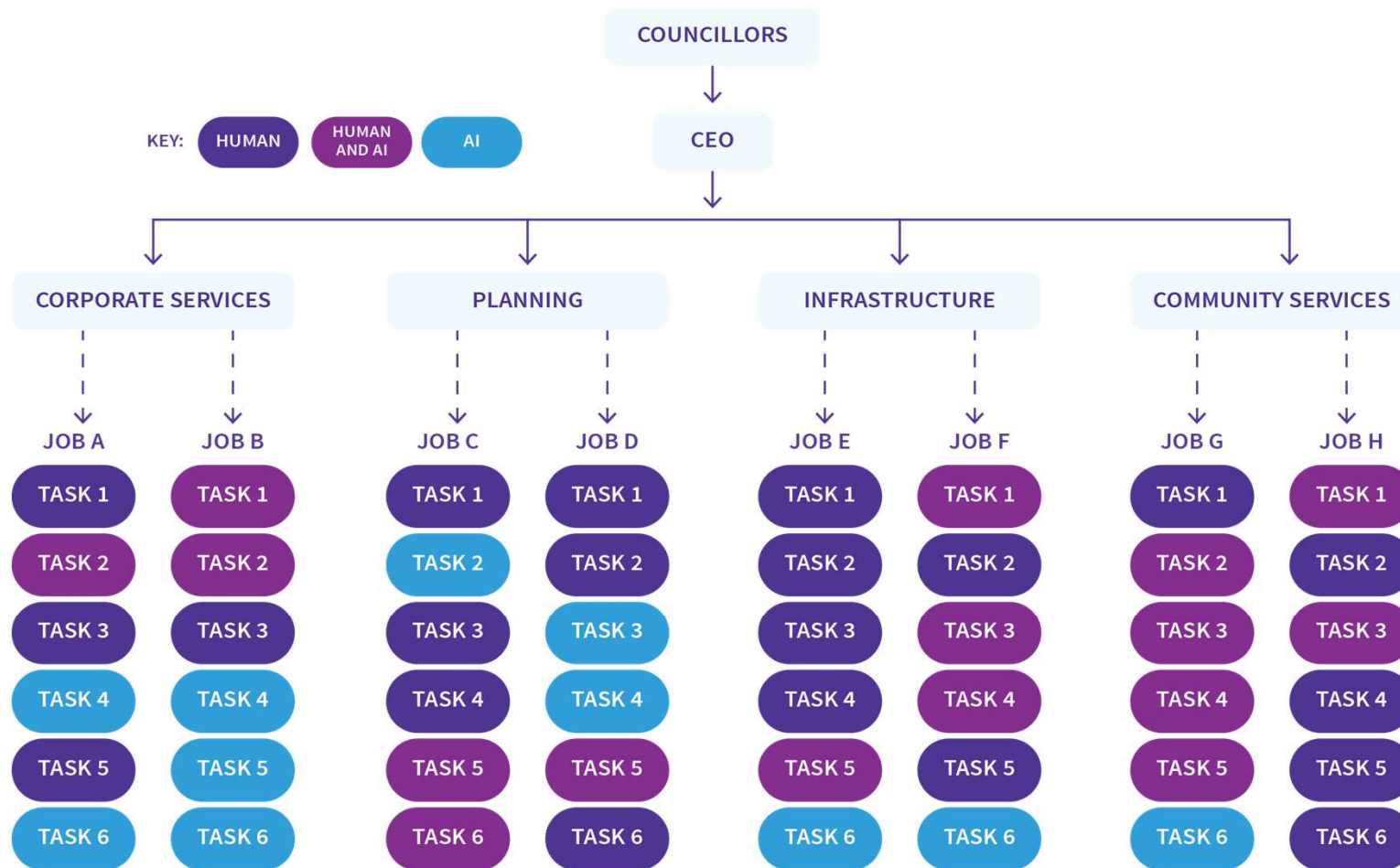
Governance and Policies



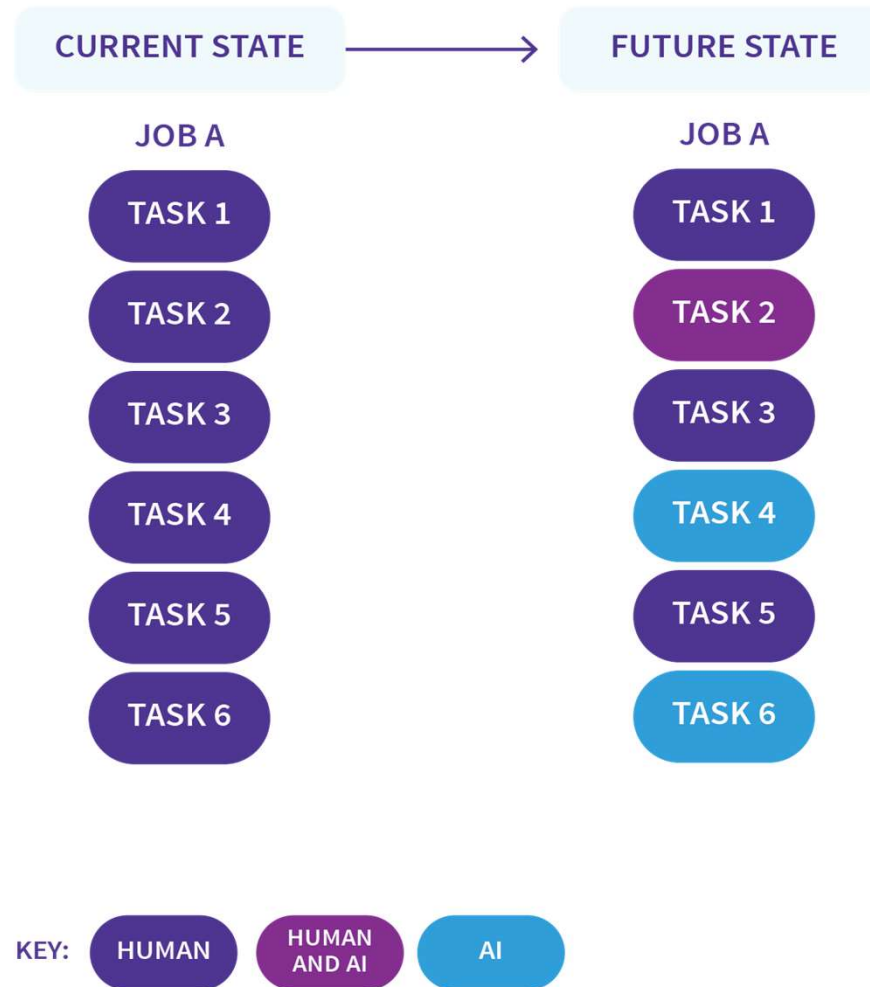
Download our free AI Policy Template at www.symphony3.com/ai-resources



Applying AI in your Organisation



AI Will Replace Tasks Not Jobs



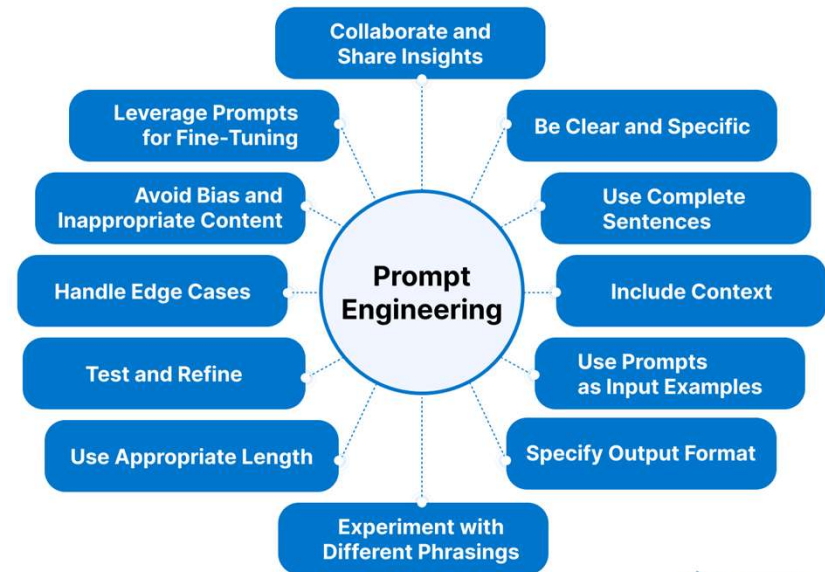
Finding Use Cases

1. What are the most time-consuming and repetitive tasks in your department?
2. Which processes are prone to errors or inefficiencies?
3. What decisions require significant time and data analysis?
4. What types of data do you collect, and are there any untapped data sources?
5. How do you currently gather and analyse feedback from citizens/customers?
6. How do you allocate resources for various projects and tasks?
7. What key performance indicators (KPIs) are most critical to your department?
8. What strategic goals could AI help achieve in the next 1-3 years?
9. If we applied AI to specific use cases what is the potential ROI?

AI Training and Upskilling is Critical

5 Areas to consider:

1. AI fundamentals and capabilities
2. Data literacy and management
3. Responsible and Ethical Use of AI
4. AI tools and technologies
5. Agile working and adapting to the AI World



Techopedia

A list of Free Courses available on <https://www.symphony3.com/ai-resources>

What are the IT Foundations you must have?

- Data
 - Becomes more important – AI depends on data
 - Ability to run AI over multiple datasets becomes important
 - Data strategy – privacy, security, RAG, etc.
- Integration
 - Everything will be connected via APIs
 - Think modularity
- Skills
 - New skills required
 - Agile skills
- Partner with experts
- Get started

An interview with CIO – Michael Fagan



Write Down Your Ideas – Take One Away!



Deploy

GenAI in everyday tasks for broad enterprise productivity



Reshape

critical functions end to end for radical efficiency and effectiveness



Invent

new experiences, offerings, and business models powered by GenAI

“No Brainer”

“Big Opportunity”

“Crazy Idea”

- **Off-the-shelf tools**
 - Create draft content for website
 - Record meetings

- **Narrow AI**
 - Embed AI in planning application process
 - Automate customer service

- **Highly customised AI**
 - Create digital personas for community consultation?

Case Studies & Demonstrations

Eoin Cotter – Off the Shelf Tools
Nidhi Mehda, AWS - Narrow AI examples

Case studies



Swindon Borough Council Slashes Translation Costs by 99.96% Using Amazon Translate

Swindon Borough Council uses AWS to cut translation costs from £159.81 per document to just £0.07, with translation times reduced from weeks to just minutes. This means that the council can communicate more easily and offer more content to citizens with limited English skills.

99.96% cost saving

from £159.81 to £0.07 per document.

Praised for supporting inclusion and accessibility

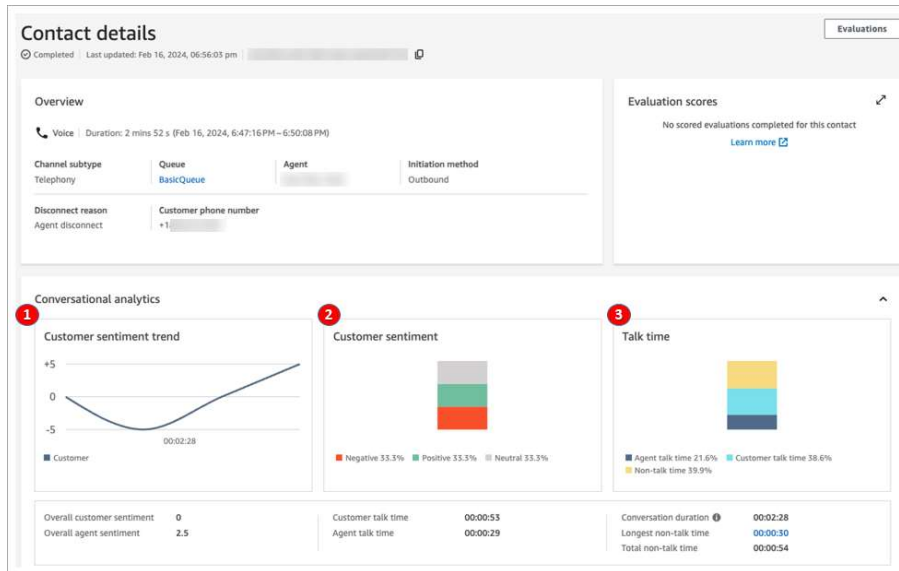
99.94% time reduction

from 15.9 days to 14 minutes.

Open source solution

ready for use by other organizations.

Digital, CX and AI

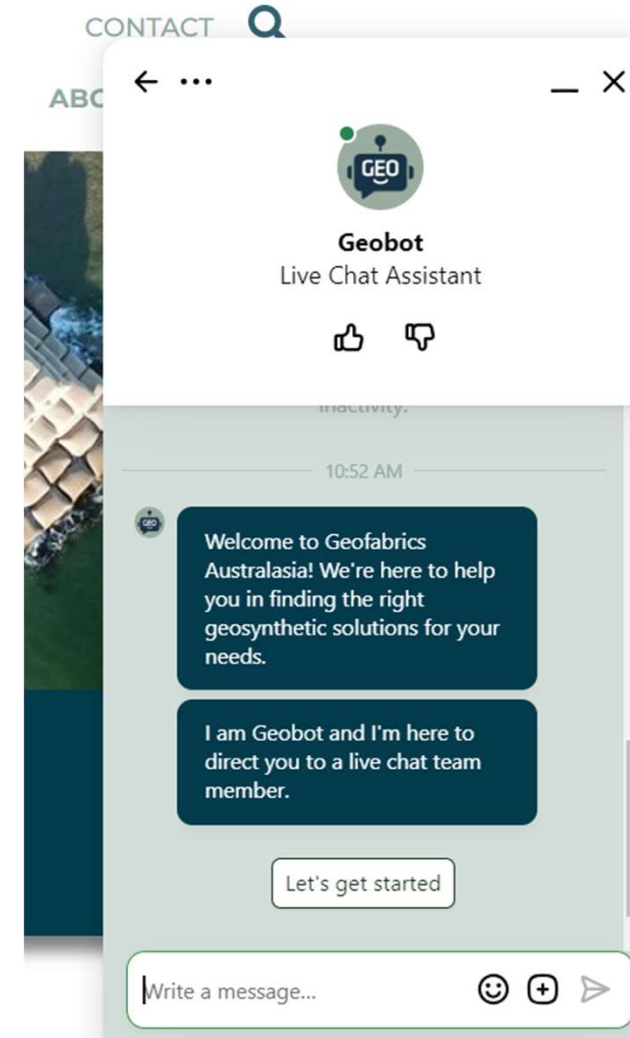


Body [\(Edit summary\)](#)

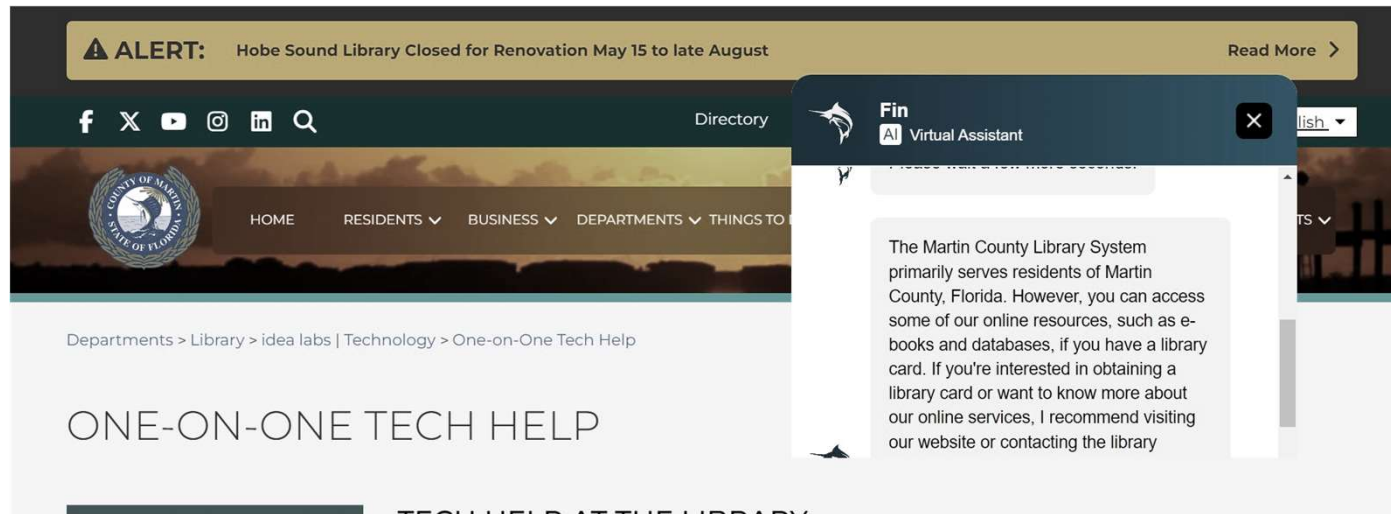
B I Paragraph Source OpenAI

Drupal is like this cool free and open-source content management system you easily make and take care of websites. It's got this flexible platform for all types of websites, from simple blogs to fancy e-commerce sites. And get this, it has a ton of cool features and stuff, like customizable themes, modules, and a super powerful content management system. People love it because it can handle a ton of content and is super secure and stuff.

- Text Completion
- Adjust tone/voice
- Summarize
- Translate
- Reformat/correct HTML
- Help & Support



Examples



AI-powered video analytics gives Wollongong City Council new insights into shared public spaces

Telstra Spatial Insights worked with Wollongong City Council to pilot an AI-powered video analytics platform to monitor public space utilisation. Designed as a privacy-first solution, video is analysed in real time – but not recorded – to detect anonymised movement of pedestrians, cyclists, animals, and other objects. These objects can be analysed for additional metrics including speed, direction of travel, and dwell time. The trial helped Wollongong City Council to understand how a shared coastal path was being utilised by pedestrians and cyclists, helping with forward planning and space management.

Case study NSW



Transport for NSW

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New Sydney roads and more regional councils join Asset AI

Published 4 Jun 2024

Two additional regional New South Wales councils and a Sydney-based

Tagged as

Wagga Council sees window of opportunity in trial of \$5.6m AI tool for faster development approvals

21 February 2024 | Jarryd Rowley

AI & Asset Management from Ashay Prabhu



Getting started

Getting started – Think Big, Start Small

1. Create working group
2. Assess organisational digital maturity and capability
3. Develop an AI Vision
4. Analyse organisational-wide potential of AI
5. Develop plan and provide funding
6. Create governance framework
7. Develop list of pilot projects with high potential impact
8. Run pilot projects
9. Build capability across organisation

Want to try Enterprise AI?



Amazon Q Business

Unleash the power of generative AI in the workplace with Amazon Q Business

Get started with Amazon Q Business today

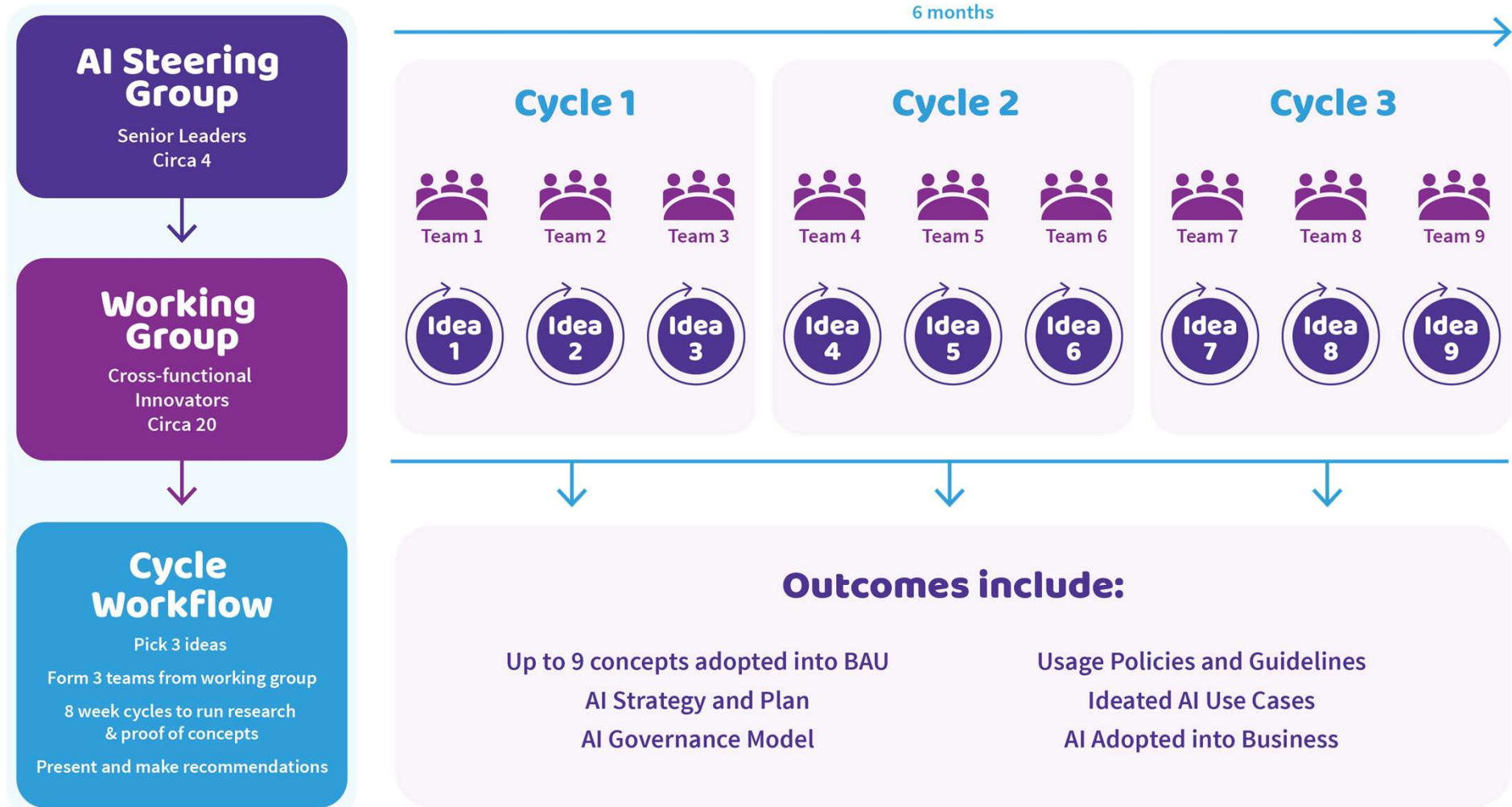


Offer

1. A 60-day free trial of Amazon Q Business?
 - Build some pilot use cases free of charge
2. Free 2- hour training session:
 - Learn how to get started with Amazon Q
 - An AWS solution architect and Symphony3 Business Analyst will help you build your first application

Contact Symphony3 to get your trial code and link.

AI Adoption Programme and 8-Week Cycles

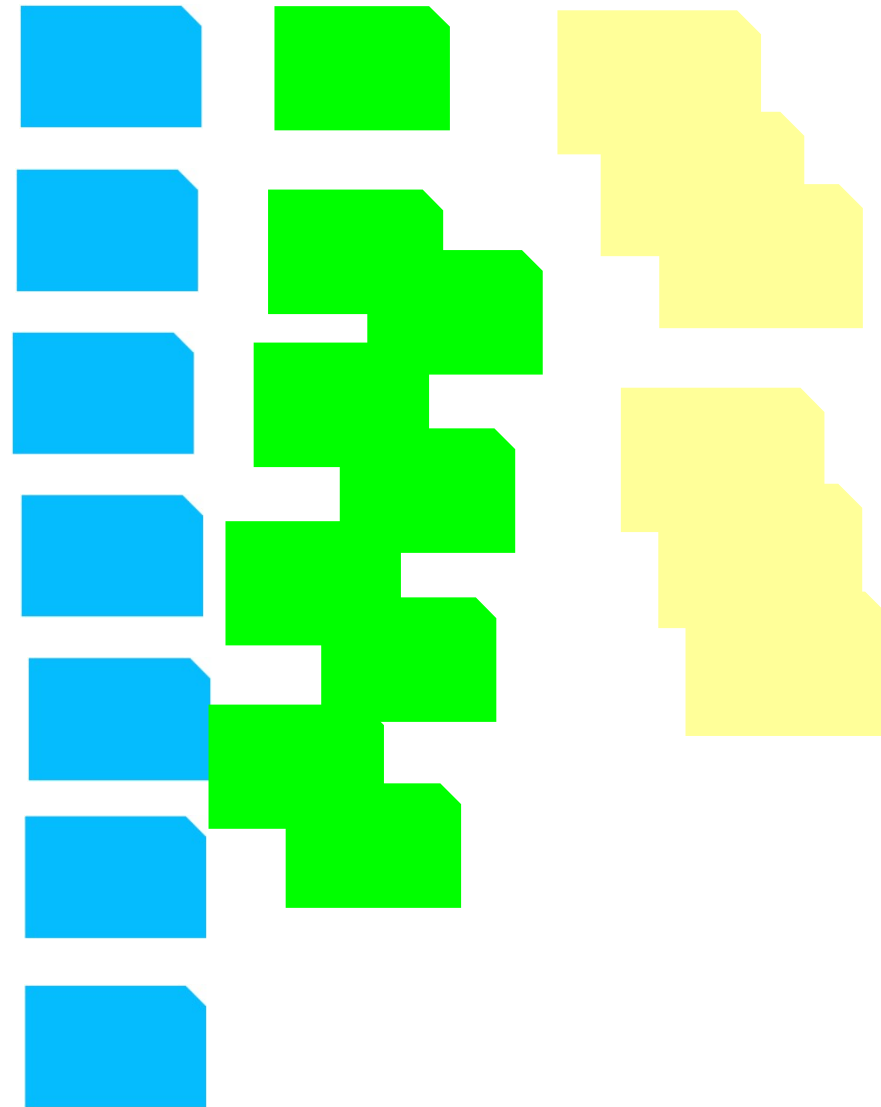


Example of an 8-Week Cycle



Workshop Activity

1. Collect your Post-It notes and Form Groups
2. Discuss:
 - your no brainers, big opportunities and crazy ideas
 - what next steps your council can take
 - ways councils can/should collaborate on AI
3. Write down your group's:
 - Top 3
 - No Brainers x 3
 - Big Opportunities x 3
 - Crazy Ideas x 3
 - Next steps to get started
 - One way councils can collaborate and work together
4. Present



Present Your Work

- No Brainers

- 1
- 2
- 3

- Big Opportunities

- 1
- 2
- 3

- Crazy Ideas

- 1
- 2

Next steps

- 1
- 2
- 3

How councils can collaborate on AI.

Conclusions

Need A Partner? We'd Love To Assist

1. Run a senior management workshop

A two-to-three-hour workshop with your senior leadership team and key staff

2. Run an AI Adoption programme (6 months)

Symphony3's consultants will work with your senior management team to embed AI in your organisation.

3. Try a specific AI Pilot. We'll work with you on a Specific AI use case.

Do you have a specific use case or business problem you want to solve with AI? We'll work with your IT and business subject matter experts to apply AI tools to your specific challenge.



symphony3

Getting Started with AI

With our extensive digital transformation experience working with over 100 councils, we can guide you on your AI journey, ensuring you achieve practical outcomes using the latest AI technologies. We've outlined three ways we can help you get started below.

For more information, contact Julie Gentle at jgentle@symphony3.com or 0417 177 140.



1. Run a Senior Management Workshop

Unlock the full potential of AI with a tailored workshop designed for your senior leadership team and key staff.

- Duration: 2-3 hours

Benefits:

- **Understand AI's Impact:** Get your leaders up to date on the challenges and opportunities of AI.
- **Practical Experience:** Hands-on sessions with practical AI tools.
- **Strategic Discussions:** Explore approaches to adopting AI in your organization.
- **Actionable Next Steps:** Develop a clear roadmap for AI implementation.
- **Customization:** We'll co-create the workshop to meet the specific needs of your council, ensuring you get the outcomes you require.

2. Run an AI Adoption Programme (6 Months)

Embed AI within your organization with the guidance of Symphony3's expert consultants.

Benefits:

- **Build AI Capability:** Develop AI skills across your organization.
- **Strategic Planning:** Create a comprehensive AI strategy and implementation plan.
- **Leadership and Collaboration:** Establish an AI steering group and cross-functional working groups.
- **Pilot Testing:** Run a series of 8-week pilot cycles to test and refine AI applications.
- **Scalable Solutions:** Transition successful pilots into full-scale production.

3. Try a Specific AI Pilot

Address specific business challenges with targeted AI solutions.

Benefits:

- **Focused Solutions:** Apply AI tools to specific use cases or business problems.
- **Expert Collaboration:** Work closely with your IT and business subject matter experts.
- **Funding Opportunities:** Potential access to funding through AWS and other partners for Proof of Concepts.

Example Pilots:

- **AI for Planning Applications:** Redesign your planning application processes
- **AI for Customer Experience Improvement:** Elevate your customer service and satisfaction.
- **AI for Financial Reporting:** Streamline and improve accuracy in financial processes.
- **AI Translation Services:** Enhance communication with multicultural communities.

Get in touch today to start your AI journey with Symphony3. Visit us at www.symphony3.com

Thank you

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www.symphony3.com

Key principles and CEO imperatives for scaling strategic plays



DEPLOY
GenAI in everyday tasks



RESHAPE
Critical functions






INVENT
New business models

	DEPLOY GenAI in everyday tasks	RESHAPE Critical functions	INVENT New business models
AI outcomes	10-15% productivity	30-50% efficiency, speed, and effectiveness/ROI improvement	New revenue play
Tech	Off the shelf software (e.g., Copilot, ChatGPT Enterprise)	Assembly of predictive & generative AI systems; function-specific	Dedicated platform
People	Upskilling & adoption	Process redesign, workforce planning	Advanced design + AI
Risk/ Responsible AI	Technical risks	Operational risks	Client facing risks
Operating model	IT/HR-led	Function-led	Incubation-led

CEO imperatives

- Engage **CFOs and CHROs** (beyond CIOs), as champions
- Embed tools in **existing workstreams** with role-specific features
- Communicate **capabilities & goals** to avoid unrealistic expectations
- Shift dialogue** from uses case/point solutions to **function transformations**
- Upskill leaders** & use persona-based communication to **facilitate change**
- Build a baseline, select priority workflows, & **run pilots**
- Be prepared to **continuously test & adapt** operational plans
- Maintain **focus on providing customer value** vs technology capabilities
- Align (Gen)AI initiatives with overall strategy & **inspire C-level to lead/invest**

	 DEPLOY GenAI in everyday tasks	 RESHAPE Critical functions	 INVENT New business models
AI outcomes	10-15% productivity	30-50% efficiency, speed, and effectiveness/ROI improvement	New revenue play
Tech	Off the shelf software (e.g., Copilot, ChatGPT Enterprise)	Assembly of predictive & generative AI systems; function-specific	Dedicated platform
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CEO imperatives	<ul style="list-style-type: none"> Engage CFOs and CHROs (beyond CIOs), as champions Embed tools in existing workstreams with role-specific features Communicate capabilities & goals to avoid unrealistic expectations 	<ul style="list-style-type: none"> Shift dialogue from uses case/point solutions to function transformations Upskill leaders & use persona-based communication to facilitate change Build a baseline, select priority workflows, & run pilots 	<ul style="list-style-type: none"> Be prepared to continuously test & adapt operational plans Maintain focus on providing customer value vs technology capabilities Align (Gen)AI initiatives with overall strategy & inspire C-level to lead/invest

6

Workshop

AI Impact Mapping Exercise

- **Objective:** Identify the key areas where AI can impact their organization and outline potential use cases.
- **Duration:** 45 minutes
- **Materials:**
 - Large paper sheets or whiteboards
 - Markers
 - Sticky notes

Steps:

- 1. Introduction (5 minutes):**
 - Briefly explain the purpose of the activity and how AI can impact various aspects of their business.
- 2. Brainstorming Session (15 minutes):**
 - Divide participants into small groups (3-4 people per group).
 - Ask each group to brainstorm different areas of their organization where AI could have a significant impact (e.g., customer service, operations, finance, human resources).
 - Write down each idea on sticky notes and place them on a large paper sheet or whiteboard.
- 3. Mapping AI Impact (15 minutes):**
 - Have each group categorize their sticky notes into broader themes or departments.
 - Discuss and identify the most impactful areas where AI could bring value.
- 4. Presentation and Discussion (10 minutes):**
 - Each group presents their findings to the entire workshop.
 - Facilitate a discussion on common themes and potential high-impact areas across different organizations.