

# Generative AI in Maroondah City Council

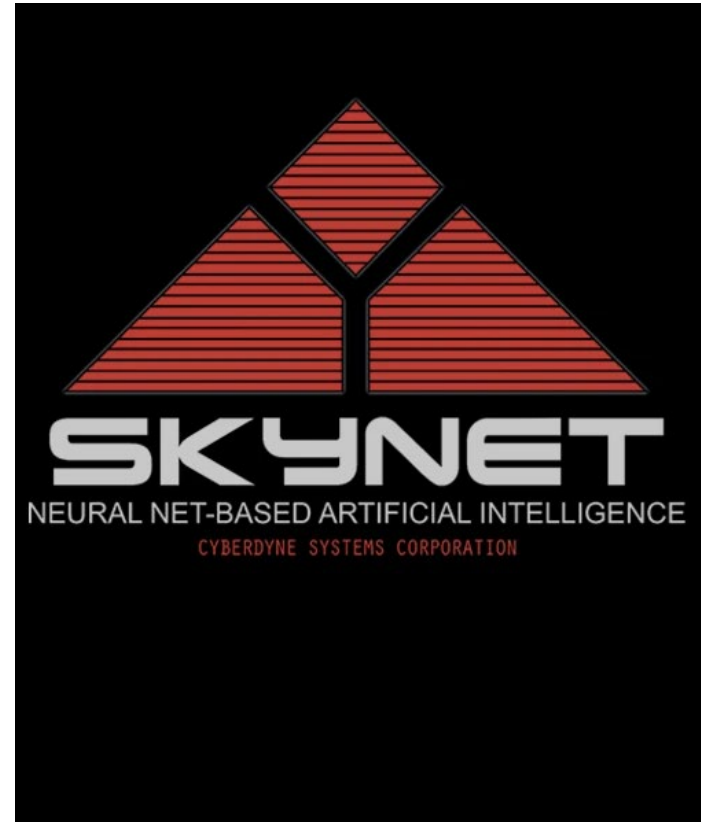
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# Recap

- ~~August 1997 – Skynet becomes self aware and immediately fires nuclear missiles at multiple cities across the globe, triggering Judgement Day~~
- Nov 2022 – Chat GPT launches to the public and has 1 million active users in five days
- Jan – April 2023 – Council employees begin experimenting with Chat GPT for work tasks
- May 2023 – Chat GPT temporarily paused for use in Council
- June 2023 – Chat GPT pilot group created
- September 2023 – MCC Chat GPT tools deployed to all Council Staff



# ChatGPT/OpenAI

OpenAI



## Generative AI

GPT-4

Prompt:

Write a tagline for an ice cream shop.

Response:

We serve up smiles with every scoop!

Codex

Prompt:

Table customers, columns = [CustomerId, FirstName, LastName, Company, Address, City, State, Country, PostalCode]

Create a SQL query for all customers in Texas named Jane  
query =

Response:

```
SELECT *  
FROM customers  
WHERE State = 'TX' AND  
FirstName = 'Jane'
```

DALL-E

Prompt: A white Siamese cat

Response:



ChatGPT

What is the fastest animal on land?

the cheetah (*Acinonyx jubatus*), which can reach speeds of up to 68 miles (97 kilometers) per hour.

What makes them so fast?

Cheetahs are built for speed and have several adaptations that make them the fastest land animal: lean body, long legs, flexible spine, large nostrils and claws that don't retract.



# Public Open AI vs Azure Open AI

Item	Public Open AI	Azure Open AI
Access to Chat GPT, Dall-E and other Open AI tools?	Yes	Yes
Can ensure Council's private data remains secure?	No – there is an opt out to train the bot, but it is hard to find and no way to ensure staff actually use it	Yes – Azure OpenAI explicitly NOT used to train public bot. Data ingested by Azure OpenAI remains within Council's Azure tenant
Can monitor prompts and output created by staff?	No – Council can see who visits the ChatGPT page but nothing else	Yes – Can fully monitor the prompts, and output, and can train/improve the output
Free to use?	Yes – Excepting Dall-E which has additional costs	No – Has small fee for both input (the prompt) and output (the response)
Requires additional infrastructure?	No – can use existing public platform	Yes – Azure infrastructure required and increases based on complexity

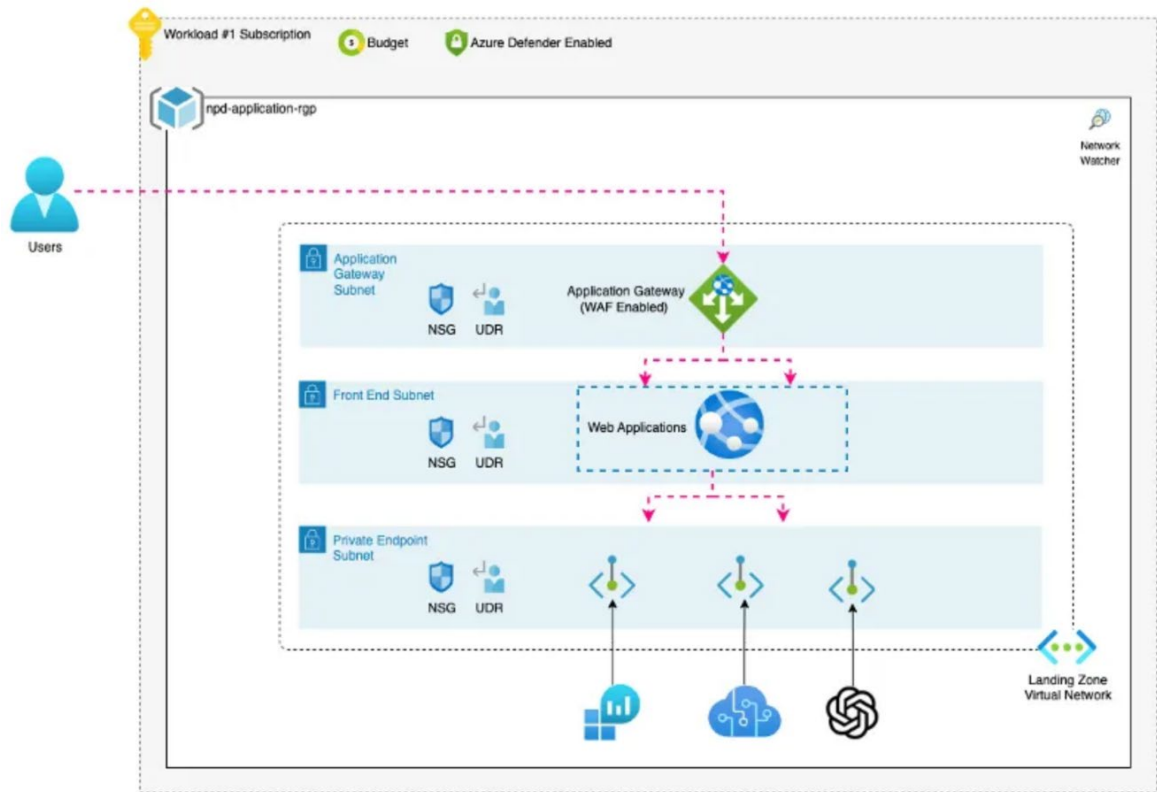
# Prioritised Use Cases

- 1 Internal AI chatBOT
- 2 Document Summary
- Policy Development
- 3 Customer Service AI chatBOT
- Letter Generation
- IT Code Review

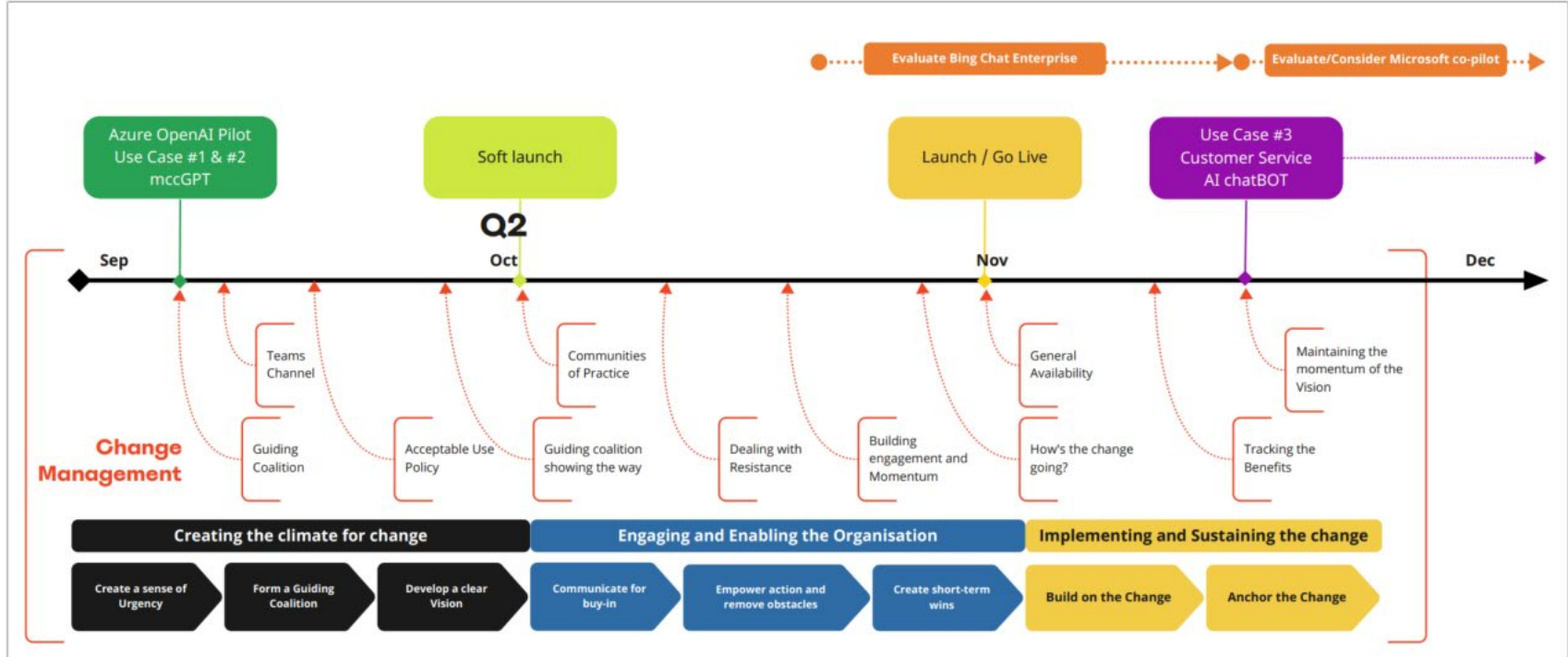


- Event Management
- Marketing Promotion Generation
- Financial Analysis
- Speech Writing / Scripting
- Language Translation & Interpretation
- Analyse Building and Planning

# OpenAI Architecture



# Comms & Deployment



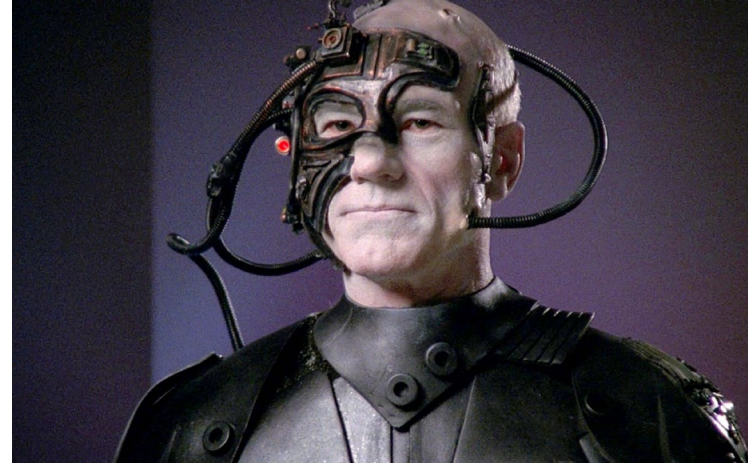
# What AI can do Vs what it can't

## Open AI can:

- Be an effective tool for helping draft policies, procedures, and letters
- Free up employees to take on more creative and interesting tasks by making repeatable tasks easier
- Help improve our customer service by providing edits and improvements to communications
- Help us to expand our services to the community by providing translation and captioning services
- Help us make sense of the large volumes of policies, procedures, legislation and documents we have to review
- Help us meet the increasing demands in a sustainable manner.

## Open AI is NOT

- A replacement for the skills, talent, and knowledge you possess
- An infallible 'source of truth' that can be trusted to perfectly complete tasks without being reviewed
- Fully understood - we need you to test and use the tool to find ways it may help you with your day-to-day tasks.



# Sample: Prompt Engineering

- Make prompts as specific as possible. Instead of asking “tell me about climate change” ask “What are the key environmental impacts of climate change in Australia and how might they affect risk planning for Local Government?”
- Break down complex prompts into smaller more management prompts
- Use bullet points and lists to break down the prompt and outline specifically the answer you’re looking for
- Ask for pros and cons to get a balanced answer
- Ask GPT to expand upon its answers or focus on specific points (e.g. “could you expand on the advantages of smart cities technologies in providing public services?”)
- Moreover, use follow up questions (“Can you provide more detail on the data security measure you suggested?”)

# Recap

- › Council pivoted from a “risk adverse” to “early adopter” of GPT tools
- › Partnered with Arinco, a trusted MS partner to deliver a 90 day GPT project including vision sessions and implementing use cases
- › Built supporting policy and procedure to guide staff on best use of the tool
- › Built a Community of practice to assist staff in growing their understanding and knowledge of working with AI tools, including prompt engineering
- › System sees regular usage post go live, and is embedded in the daily work of a variety of teams

Questions?