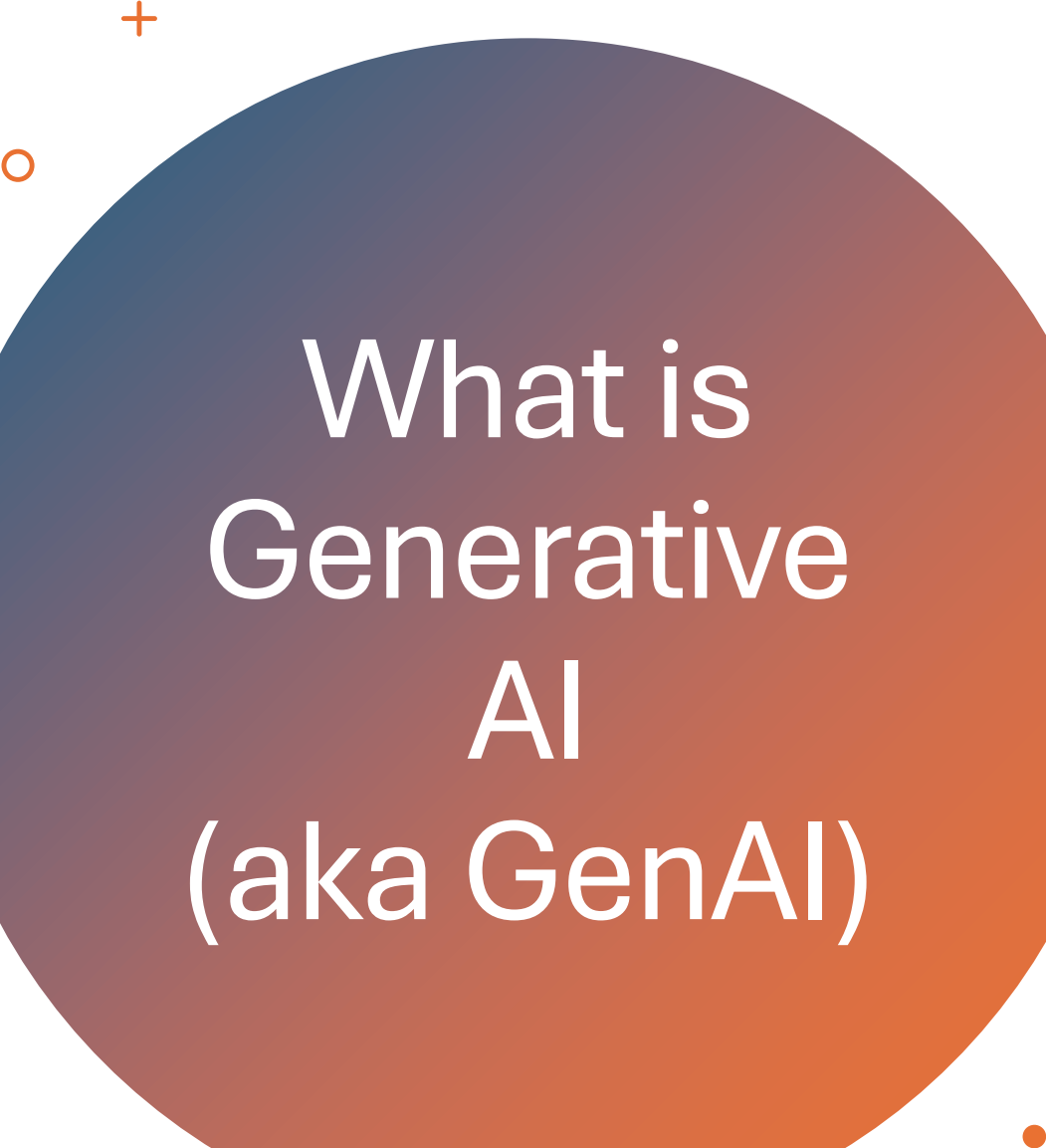




Generative AI

Sharing some quick thoughts!





What is Generative AI (aka GenAI)

- AI systems that can create new content based on patterns learned from data
 - Examples: Claude, Gemini, Craiyon, NotebookLM, Synthesia
 - Can generate text, images, code, videos and more
 - Represents a significant shift in how we interact with technology
- 

Why GenAI Matters for Local Gov



Potential to transform low-value aspects of public service delivery



Can improve efficiency in information processing and customer service



Helps address admin burden and demand fluctuations



Can support data-driven decision making and policy development



Where's the Unicorn?

It is NOT the magical answer
to cashable savings –
achieving cashable savings
takes time to realise



Better Prompting

- Poor Prompt: "Write about affordable housing"
- Better Prompt: "Draft a 300-word explanation of our towns new affordable housing initiative for local residents. Include eligibility requirements, application process, and expected benefits. Use simple, clear language appropriate for a general audience."

Be specific, provide context, iterate and refine



Prompting vs. Building/Buying AI Applications



This is a critical strategic consideration for experienced government leaders looking to implement generative AI.



The decision between direct prompting versus building or buying dedicated applications impacts everything from cost to integration capabilities

What I'm Using It For



Prioritising my time (reviewing my calendar and suggesting restructures of tasks and meetings to maximise productivity)



GenAI-driven chatbots, internal and external using RAG (uses only the information I state is ok to use)



Assessing 'Great Ideas' using How, Now, Wow (categorising, reasoning, prioritising)



Actionable insights from qualitative data (consultations, complaints etc)



Creating visual workflows (from quickly written processes)



Voice prompting (faster than typing! Great for capturing ideas while they're fresh and brainstorming solutions to challenges of the day)



Supporting teams with: Drafting Easy Read (incl. spoken letters), determining unintended consequences, performing force field analysis etc – make sure you share prompts!

Be Aware Of



Privacy around personal, sensitive or special category information (commercial/business sensitive as well as people related)



Not always factually accurate - requires our verification (and different models produce different quality results)



May generate outdated information (broad LLM's are not up-to-date, for example, Copilot knowledge update was October 2023, Claude is October 2024 – though some can scour the web for updated information, and some have been provided small subset updates)



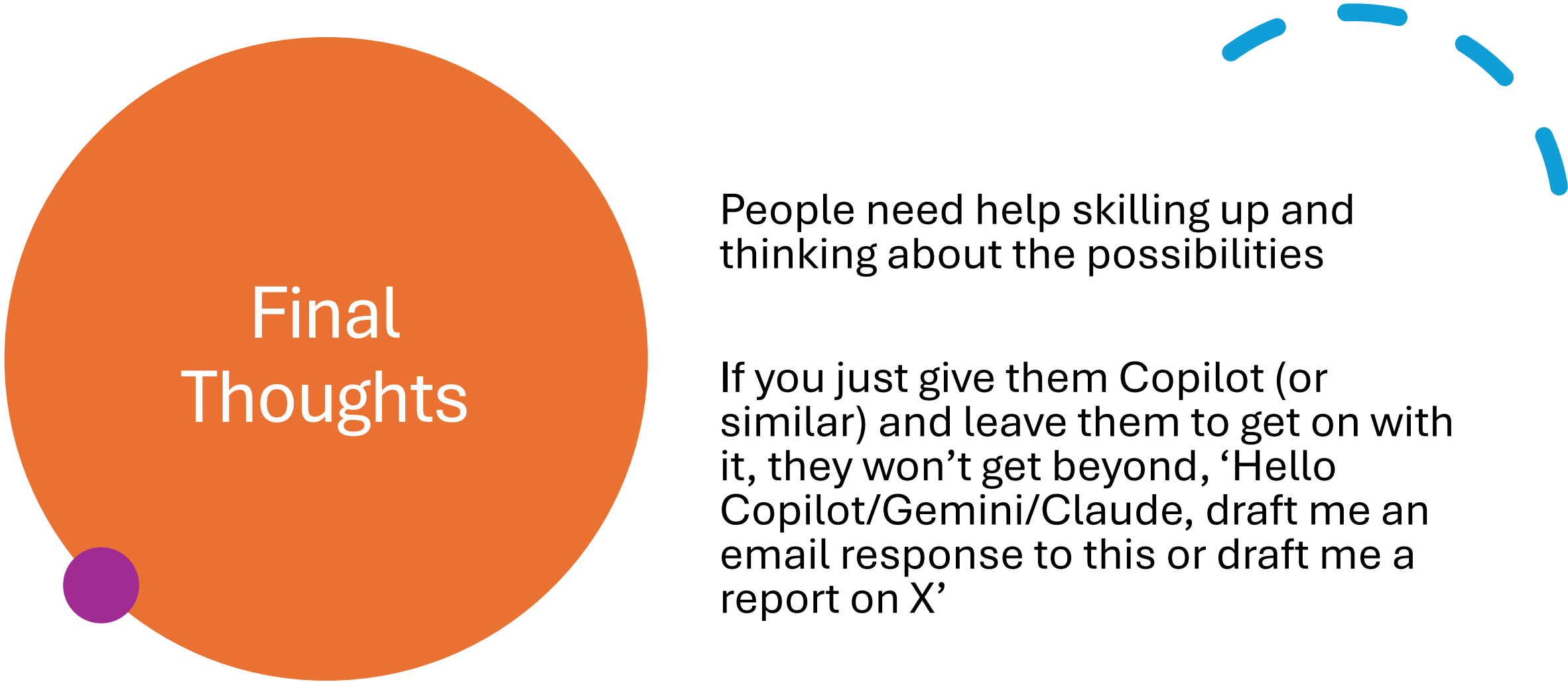
GenAI can't truly "understand" nuanced local contexts without guidance



Limited knowledge of your specific community's needs and challenges



Reviewing outputs for potential bias or assumptions



Final Thoughts

People need help skilling up and thinking about the possibilities

If you just give them Copilot (or similar) and leave them to get on with it, they won't get beyond, 'Hello Copilot/Gemini/Claude, draft me an email response to this or draft me a report on X'