

USE OF ARTIFICIAL INTELLIGENCE (AI)

Statement of Policy

creativeterritory
PASSION | INTEGRITY | RESILIENCE

Artificial Intelligence (AI) Policy

Statement of Commitment

Creative Territory is committed to using artificial intelligence (AI) responsibly, ethically and transparently.

We recognise the potential of AI to enhance creativity, efficiency and insight across our consulting work. We also acknowledge the importance of human oversight, cultural respect and stakeholder trust in all AI-assisted processes.

Scope and Applicability

This policy applies to all operations, projects and activities undertaken by Creative Territory Pty Ltd, including:

- Internal business operations and resource use
- Stakeholder engagement and communication services provided to clients
- Interactions with suppliers, subcontractors and business partners
- Any project or initiative where Creative Territory Pty Ltd has direct or indirect influence over outcomes.

This policy is applicable to all employees, contractors and representatives of Creative Territory Pty Ltd and forms part of our broader governance and compliance framework.

It covers generative AI (text, image, audio, video), data analysis, automation and decision-support tools used in internal operations and client-facing projects.

Guiding Principles

Human-led, AI-assisted: AI supports our work but does not replace human judgment or accountability.

Transparency: We disclose when AI-generated content is used in public-facing materials.

Cultural respect: AI must not be used to simulate, reinterpret or replicate Indigenous cultural content.

Privacy and data ethics: AI tools must not be used to process personal or sensitive data without consent and compliance with privacy laws.

Accuracy and integrity: AI outputs must be verified for factual accuracy and must not be used to spread misinformation or bias.

Acceptable Uses

- Generating ideas for the first draft of documents, media releases and social content for human review and rewriting
- Brainstorming creative concepts and stakeholder engagement strategies
- Summarising meeting notes or stakeholder feedback
- Generating visual aids or infographics for presentations
- Supporting accessibility (e.g. alt text generation, transcription)

Prohibited Uses

- Using AI to impersonate individuals or simulate cultural voices
- Simulating, reinterpreting or replicating Indigenous cultural content
- Publishing AI-generated content without human review or attribution
- Relying solely on AI for communication, advice or stakeholder messaging
- Feeding confidential client data into public AI tools

Governance, Enforcement and Reporting

Creative Territory will maintain a register of approved AI tools and use cases. Implementation is the responsibility of the Consultancy Principal, who will oversee usage, policy and emerging risks. Breaches of this policy will result in disciplinary action.

Currency and Review

This policy is current as of December 2025 and will be reviewed annually or in response to significant changes in AI technology, regulation or organisational needs.