Getting Started with AI: A Resource Guide for Ageing Australia Staff

1. Introduction to AI for Ageing Australia

What is AI and Why Does It Matter?

Artificial Intelligence (AI) refers to technology that enables machines to process data, recognise patterns, and automate tasks typically requiring human intelligence. For Ageing Australia, AI presents an opportunity to streamline workflows, enhance policy development, and improve member engagement.

Common AI Misconceptions

- **"AI will replace my job."** → AI is designed to **enhance** human capabilities, not replace them.
- **"AI is too complex for our work."** → Many AI tools are user-friendly and require no technical expertise.
- **"AI is just a trend."** → AI adoption is rapidly growing across industries, including advocacy, research, and professional development.

How AI Supports Industry Associations

- Automates **repetitive tasks**, freeing up time for high-impact work.
- Enhances **policy research** by summarising large data sets.
- Improves **member communication** through AI-driven insights.
- Supports **strategic decision-making** with predictive analytics.

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2. Key AI Use Cases for Ageing Australia Staff

Administrative Automation

- AI-powered scheduling (e.g., **Microsoft Copilot, Notion AI**).
- Automated email drafting and responses (e.g., **ChatGPT, Grammarly AI**).
- Transcribing meetings and generating summaries (e.g., **Otter.ai**).

AI-Powered Research & Policy Analysis

- AI-driven **data aggregation** to track trends in aged care.
- Sentiment analysis for policy impacts (e.g., **Julius AI**).
- AI-assisted report writing and briefing preparation.

AI in Member Engagement

- AI chatbots for common inquiries (e.g., **ChatGPT, Google Gemini**).
- AI-powered personalised emails and outreach campaigns.
- Automated social media trend analysis (e.g., **Brand 24, Surfer SEO**).

Workforce & Sector Insights

- Predictive analytics to assess workforce trends and sector challenges.
- AI-supported survey analysis to gather insights on member needs.
- AI-powered dashboards for real-time reporting and tracking.

Event & Communication Strategy

- AI-generated event communications and content (e.g., **Copy.ai, Jasper**).
- Automated event registration and attendee engagement tracking.
- AI-driven media monitoring for advocacy messaging.

Learning & Development

- AI-generated training content tailored to staff needs.
- Adaptive learning platforms that personalise professional development.
- Automated certification and learning progress tracking.

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3. Recommended AI Tools & Applications

Chatbots & AI Assistants

- **ChatGPT (OpenAI)** – Content generation, email drafting, and summarisation.
- **Microsoft Copilot** – AI integration within Office 365.
- **Google Gemini** – AI-powered search and knowledge management.

Marketing & Content Creation

- **Copy.ai, Jasper** – AI-powered marketing copywriting.
- **Surfer SEO, Brand 24** – SEO optimisation and social listening.
- **CapCut, Pictory, Eleven Labs** – AI-driven video and voice content.

Transcription & Research

- **Otter.ai** – AI-powered transcription and meeting summarisation.
- **Julius AI** – Data analysis and predictive insights.
- **Perplexity AI** – AI-driven research assistant.

Data Analysis & Insights

- AI-powered **dashboards** for reporting and trend analysis.
- **Predictive analytics tools** for workforce and policy trends.

Automation & Workflow Optimisation

- **Zapier** – Automate workflows between different applications.
- **Notion AI** – AI-powered project and document management.

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4. Step-by-Step AI Adoption Pathway

1. Identify High-Impact AI Opportunities

- Start with low-risk, repetitive tasks (e.g., scheduling, email drafting).
- Identify areas where AI can **improve efficiency without disrupting workflows**.

2. Launch Small-Scale AI Pilots

- Test AI tools on specific tasks **before organisation-wide implementation**.
- Assign AI champions within Ageing Australia to track and share results.

3. Monitor & Refine AI Integration

- Collect feedback on AI adoption from staff.
- Make **adjustments based on real-world performance** and lessons learned.

4. Ensure Compliance & Ethical AI Use

- Regularly **audit AI-generated content and decisions**.
- Implement AI **governance policies** to safeguard data security and transparency.

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5. Prompt Engineering Framework

Principles of Effective Prompt Engineering

1. **Recruiting the Right AI Agent** – Define what expertise your AI consultant needs.
2. **Equipping with Background & Skills** – Specify relevant industry knowledge.
3. **Providing Context & Backstory** – Offer clear direction on the task.
4. **Executing Step-by-Step** – Break down requests into clear stages.
5. **Refining Outputs** – Review and refine AI responses for accuracy.
6. **Continuous Learning** – Train AI by iterating and improving prompts over time.

Key AI Skills by Work Function

Function	Key AI Skills Required
Learning & Development	AI-driven training content creation, adaptive learning algorithms
Member Retention	Personalised engagement automation, AI-driven retention analytics
HR	AI for job descriptions, performance evaluation, recruitment assistance
Finance	AI-powered expense tracking, forecasting, and financial analysis
Marketing	AI-generated copy, social media insights, SEO-driven strategies
Operations & Admin	AI-powered scheduling, automated documentation, workflow automation
Policy & Advocacy	AI-driven sentiment analysis, legislative tracking, predictive modelling

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6. Next Steps & Resources

Recommended Learning Platforms

- **Google AI Hub** – AI resources for non-technical users.
- **LinkedIn Learning** – AI fundamentals and professional applications.
- **OpenAI Blog** – Latest trends in AI development and ethics.

Internal Support & AI Champions

- Establish an **AI task force within Ageing Australia** to support adoption.
- Create an internal **AI helpdesk** for ongoing guidance and troubleshooting.

Final Takeaway: Start Small & Scale Up

AI is a **powerful tool** that can improve efficiency, enhance member support, and optimise research and advocacy efforts. The key to successful AI integration is **starting small, iterating, and continuously learning**.

📌 **Reflection Question:** What's one AI tool or use case you can start implementing today?