Capricorn Conservation Council (CCC)

Artificial Intelligence (AI) Use Policy
May 2025

ACKNOWLEDGEMENT OF COUNTRY

We respectfully acknowledge the Traditional Owners of the land and waters which we conserve and protect—Darumbal Country and Woppaburra Country. We pay respect to Elders past, present, and emerging, for they hold the memories, the culture, and the dreams of the Aboriginal and Torres Strait Islander People.

INTRODUCTION

Artificial Intelligence (AI) offers opportunities for enhanced research, writing, analysis, and planning. However, ethical, transparent, and responsible use is critical. CCC is committed to applying AI in a way that aligns with the organisation's values, including integrity, environmental advocacy, and transparency.

This policy guides the responsible use of AI across CCC's activities, aligns with Australia's AI Ethics Principles (Department of Industry, Science and Resources), and complements CCC's **Social Media Policy**, **Code of Conduct**, and **Governance and Communication Guidelines**.

DEFINITION OF AI USE

AI refers to technologies that can simulate human intelligence to perform tasks such as content generation, summarisation, language translation, image creation, or data analysis. Examples include ChatGPT, DALL·E, Midjourney, and other generative tools.

SCOPE OF THIS POLICY

This policy applies to:

- All CCC employees, volunteers, contractors, and Management Committee members.

- All AI-assisted work used in CCC's official publications, reports, policies, public campaigns, grant submissions, and educational resources.

GUIDING PRINCIPLES

All CCC use of AI must follow the **Australian Government's AI Ethics Principles**:

1. **Human, social and environmental wellbeing**: Ensure AI supports environmental sustainability and community empowerment.
2. **Human-centred values**: Respect human rights, cultural diversity, and dignity.
3. **Fairness**: Avoid bias and ensure inclusivity.
4. **Privacy protection and security**: Protect all data used in AI inputs/outputs.
5. **Reliability and safety**: Ensure AI-generated content is reviewed and fact-checked.
6. **Transparency and explainability**: Clearly disclose AI use and explain how it influenced the output.
7. **Contestability**: Allow for challenge and review of AI-generated recommendations.
8. **Accountability**: All AI outputs must be reviewed and approved by human staff before publication.

These principles align with CCC's Social Media Policy emphasis on accuracy, professionalism, integrity, and accountability.

AI USE REQUIREMENTS

1. **Disclosure**
    - All CCC documents or outputs must state if AI was used in their creation (e.g., "This report includes text generated or assisted by AI.").

- The purpose of AI use must be disclosed (e.g., “used to summarise data” or “used to generate draft content”).

2. **Referencing and Sources**
    - All AI-assisted materials must be evidence-based and referenced appropriately.
    - If an AI tool provides a fact or figure, the source must be located and cited. If no reliable source can be found, the content must be removed or flagged.
    - When appropriate, link directly to the source for full transparency.
3. **No AI-Generated Images**
    - CCC will not create or publish AI-generated images due to risk of creative copyright infringement and reputational harm.
    - Photos, graphics, and illustrations must be original, licensed, or sourced with full permission and attribution.
4. **Fact-Based, Scientific Information Only**
    - AI use must support CCC’s commitment to science-based communication.
    - If the user or AI tool cannot verify the information, the document must clearly state: “This information could not be verified” or “Further evidence is required.”
5. **Alignment with Existing Policies**
    - All AI use must adhere to CCC’s Code of Conduct, Social Media Policy, and Employment Policy.
    - AI must not be used to replace stakeholder consultation, public engagement, or traditional research practices.
6. **Oversight and Accountability**
    - Staff must inform the Coordinator (Executive Officer) of any use of AI in CCC work.
    - The Coordinator will report any significant AI use to the Management Committee in monthly reports.

- Unauthorised or deceptive use of AI will be subject to review and potential disciplinary action.

RESPONSIBILITIES

Coordinator (Executive Officer):

- Oversees implementation of this policy and ensures AI use aligns with ethical and scientific standards.
- Reviews and approves any public-facing materials involving AI assistance.

Staff and Volunteers:

- Must comply with this policy and seek advice if unsure.
- Are encouraged to use AI for productivity, not as a replacement for critical thinking or lived experience.

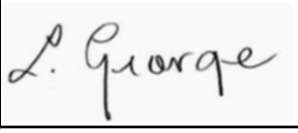
CCC Management Committee:

- Provides strategic oversight and reviews this policy annually.

Note: This policy is subject to ongoing updates as AI technologies and ethics evolve. All users are responsible for staying informed and compliant.

For reference:
Australia's AI Ethics Principles:
https://www.industry.gov.au/publications/australias-artificial-intelligence-ethics-principles/australias-ai-ethics-principles

	AUTHORISATION:

	This version was approved on:	2/5/2025
	This version takes effect on:	2/5/2025
	Authorised by:	CCC Management Committee
	Chair:	Loretta George
	Chair signature:	

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