

Artificial Intelligence

Version 1, October 2025

Authorisation	Chief Executive
Policy Domain	Risk Management
Policy Type	Information and Technology
Policy Setting	Artificial Intelligence
Effective Date	October 2025

Policy Context

Standards of other external requirements	Australian Privacy Principles Guidelines
Legislation or other requirements	Privacy and Responsible Information Sharing Act 2024 Copyright Act 1968 Public Governance, Performance and Accountability Act 2013 Electronic Transactions Act 1999
	Injury Matters (Injury Control Council of WA) Constitution
Contractual obligations	Injury Matters Employment Contracts Road Safety Commission Contracts Department of Health Contracts

Policy Statement

Injury Matters recognises the increasing role and potential of Artificial Intelligence (AI) in organisational operations and service delivery. Injury Matters is committed to adopting AI responsibly, ethically, and in a transparent manner, in alignment with the [Privacy Act](#), relevant Australian guidelines, and our Injury Matters' Purpose and Values.

AI may be implemented to support our Team, enhance service quality, and support positive outcomes for the communities we work alongside.

Injury Matters is committed to ensuring that the use of AI will complement, rather than replace, human insight, professional judgment, and empathy. This policy will be reviewed regularly to reflect emerging best practices, technological advancements, and legislative requirements.

Scope

This policy applies to all individuals involved with Injury Matters, including Board Members, Team Members, contractors, students, volunteers, and any external stakeholders or community members interacting with the organisation or using AI tools on its behalf.

Definitions

Artificial Intelligence refers to systems or technologies that simulate human intelligence to perform tasks such as learning, reasoning, problem-solving, recognising patterns, generating content, or making decisions. This includes tools used for content creation, automation, data insights, and service optimisation. Currently, Injury Matters Team Members are only authorised to use the organisation's Co-Pilot and Grammarly accounts. These platforms have been assessed as safe and secure, with appropriate privacy protections in place.

Responsibilities

Individuals who utilise AI are required to use AI in a manner that is lawful, transparent, and consistent with the values of Injury Matters. The use of AI must not override professional or ethical standards. When AI-generated content is used, it must be verified for accuracy and relevance before use or distribution. Team Members are expected to promptly report any concerns regarding bias, misuse, or ethical risks related to AI to their Business Unit General Manager. External stakeholders and community members can report any AI concerns via email info@injurymatters.org.au or by phone (08) 6166 7688, addressing the Leadership Team.

Guiding Principles

AI should be used as a tool to support and enhance our Team's work at Injury Matters, never to replace ethical judgment, fairness, or empathy. Every Injury Matters Team Member is expected to engage with AI responsibly and in a manner that aligns with our Purpose and Values.

Injury Matters Purpose

Prevent and reduce the impact of injury and support those affected.

Injury Matters Values

1. Knowledge through diversity of people and skills.
2. Genuine in our intent to have a positive impact.
3. Inquisitive and brave to innovate.
4. Working with purpose and empathy to achieve better outcomes for people.
5. Considered in our approach through evidence and experience.

Data Protection and Security

AI use must also adhere to Injury Matters' [Privacy Policy](#), Code of Ethics and Conduct Policy, Risk Management Policy and any relevant legislative requirements applicable to the task. Only appropriate data should be used with AI systems. Confidential, personal, identifiable or sensitive data should not be input into AI tools unless prior approval is received from the Team Members' Business Unit General Manager. Examples of information that should not be entered into AI include:

1. Names, addresses, phone numbers, email addresses or dates of birth.
2. Government-issued ID numbers such as driver's licences, passport numbers or Medicare numbers.
3. Financial details such as credit card/bank details, tax numbers, payroll data, organisational financial data.
4. Health information such as medical details.
5. Employment information such as resumes, reference checks, and performance reviews.
6. Client or stakeholder information, such as case notes.

7. Information relating to minors.
8. Internal organisational data that is not public.
9. Systems access information such as usernames, passwords and internal infrastructures.
10. Intellectual property, research or unpublished organisational materials.

The above is not an exhaustive list, and a common-sense approach should be used. If Team Members are ever unsure, their Business Unit General Manager is available to support.

Artificial Intelligence Use

AI can support the efficient and innovative delivery of Injury Matters' services, provided it is used ethically, transparently, and in line with relevant legislation, organisational purpose, and values. AI should support, not replace, professional judgment, human empathy, or service quality. The following outlines appropriate and inappropriate uses of AI within Injury Matters.

Appropriate Uses Of AI

Examples of when AI could be used:

1. AI may be used to assist with internal administrative tasks, including the drafting of non-sensitive documents such as external public communications. All outputs must be reviewed in full and approved by a Team Member prior to use.
2. AI may be used to support marketing and communications activities, such as developing concepts, creating social media captions, or proofreading newsletters. Any AI-generated content must align with Injury Matters' tone, brand, and messaging.
3. AI tools may be used to improve accessibility, such as translating publicly available content or generating closed captions for pre-recorded videos. Human oversight is required to ensure accuracy.
4. AI may be used for early-stage content development or research assistance, such as drafting outlines, brainstorming ideas, or locating publicly available information. All material must be verified before public use or distribution.

Prohibited Uses of AI

Examples of when AI should not be used include:

1. AI must not be used to assess, interpret, or provide recommendations relating to individual health, mental well-being, or counselling needs. Clinical judgment and trauma-informed decision-making must be made by qualified professionals only.
2. AI must not be used to process, input, or store confidential, identifiable, or sensitive data, including counselling case notes, client records, Team Member information or internal HR files.
3. AI must not be used to replace meaningful human interactions, particularly in contexts involving community engagement, support services, or peer connection. AI must not be used in a manner that could compromise empathy, cultural awareness, or safety.
4. AI must not be used to modify internal or external training materials, webinar content, or published resources unless permission is obtained from relevant parties. This ensures content accuracy.
5. AI must not be used to create or disseminate content that could be misleading, harmful, offensive, biased, or discriminatory, nor may it be used in a way that manipulates or exploits others.

It is essential to note that the examples provided are not an exhaustive list, and a common-sense approach is required. If individuals are ever in doubt, they are to reach out to the appropriate channels noted in this policy.

Transparency and Accountability

It is essential to clearly disclose when AI has contributed to the creation of content. This can include a short disclaimer in the document noting the following: This material has been developed with the assistance of Artificial Intelligence (AI) Co-Pilot. All content has been reviewed and approved by Injury Matters prior to use.

Equity and Accessibility

AI tools, applications and processes must be implemented in ways that do not create barriers for individuals or communities. AI use should not disadvantage people based on disability, language, culture, or socioeconomic background. Injury Matters is committed to ensuring AI enhances inclusivity and does not perpetuate existing inequalities. Additionally, Injury Matters recognises the importance of AI use within some communities. If individuals need to utilise AI to support equity and accessibility, and are unsure if this is possible, they are encouraged to contact an Injury Matters Team Member. Examples of this include:

1. Hearing Impairment: Using AI-powered speech-to-text or real-time captioning platforms during meetings, presentations or phone calls.
2. Vision impairment: Using screen readers or AI image recognition to interpret documents, images or websites.
3. Language barriers: Using AI translating tools to provide real-time translation of documents, emails, training, meetings or conversations into a person's preferred language.

The above is not an exhaustive list, and if unsure, Team Members should reach out to their Business Unit General Managers.

Training and Awareness

Injury Matters is committed to providing ongoing guidance on the ethical use of AI. Team Members are encouraged to complete the training provided by Injury Matters on AI risks and best practices. Regular updates on AI advancements and organisational AI use will be shared with the broader Team to ensure informed and responsible use is applied.

External AI Use

Injury Matters is committed to providing safe, inclusive, and ethical learning environments for all webinars, training, and external presentations. To protect participant privacy and the integrity of these sessions, Injury Matters does not permit the use of AI tools, applications, or software by external participants during webinars or training presentations, unless prior approval has been granted.

Injury Matters acknowledges that some community members and professionals may require the use of AI technologies to support accessibility needs (e.g., individuals with hearing impairment using AI-powered speech-to-text platforms). Where this is the case, participants must notify the webinar or training host prior to the session and request approval for the use of their AI software. Requests will be considered on a case-by-case basis to ensure both accessibility and information security needs are met. Team Members should escalate these requests to their Business Unit General Manager.

To support transparency, the following wording will be included at the start of webinars and training sessions, as well as included in confirmation emails of these sessions:

At Injury Matters, we prioritise the privacy and confidentiality of all participants. To ensure the integrity of this webinar and protect sensitive data, we kindly ask all attendees to adhere to the following guidelines:

1. **AI Technology:** This webinar strictly prohibits the use of AI-driven technologies, such as automated note-taking, transcription, or recording tools. This includes, but is not limited to, recording or analysing content through AI systems.
2. **Post-Webinar Data:** Attendees are requested not to upload, share, or input any recordings or content from this Injury Matters webinar into AI systems or platforms after the event, including for analysis or processing.
3. **Protection of Personal Data and Likeness:** Sharing personal or sensitive information, or any content that could infringe on others' rights, including likeness or private details shared during the webinar, is strictly prohibited.
4. **Accessibility Needs:** Injury Matters recognises that some participants may require the use of AI technologies to support accessibility, such as AI-powered captioning for hearing impairment. If this applies to you, please contact the webinar host prior to the session to request approval for the use of your AI software. Requests will be considered on a case-by-case basis to ensure both accessibility and data protection requirements are met.

We appreciate your understanding and cooperation in assisting Injury Matters in maintaining a secure, respectful, and inclusive webinar environment. Should you have any questions or require further clarification, please reach out to us at info@injurmatters.org.au.

Policy Breaches

To ensure the continued safe, ethical, and compliant use of AI technologies. Any breach of this policy, whether intentional or accidental, has the potential to compromise privacy, confidentiality, and organisational integrity.

Team Members who become aware of, or suspect, a breach of this policy must report it immediately to their Business Unit General Manager. All reported breaches will be managed in accordance with Injury Matters' [Complaints and Grievances Procedure](#), ensuring a fair, transparent, and timely process.

Depending on the nature and severity of the breach, outcomes may include:

1. Education or additional training
2. Formal warnings
3. Restrictions on access to AI tools
4. Disciplinary action in line with the Code of Conduct and [Complaints and Grievances Procedures](#).

Injury Matters reserves the right to escalate breaches that involve unlawful activity or serious misconduct to external authorities, as required.

Complaints and Feedback

Injury Matters encourages open feedback and transparency in relation to the use of AI. Individuals who wish to raise concerns or lodge a complaint are encouraged to do so via email info@injurmatters.org.au or phone (08) 6166 7688, addressing the Leadership Team.

All complaints will be managed in line with Injury Matters [Complaints and Grievance Procedure](#), with a focus on respectful engagement, timely resolution, and fairness.

Documentation

Documents related to this policy

Related policy	Privacy Policy Code of Ethics and Conduct Policy Risk Management Policy Injury Matters Service Charter
Related processes	Complaints and Grievance Procedure Information and Communication Technology Procedure
Forms, record keeping or other organisational documents	

Document revision history

Version	Approval date	Review date	Prepared by	Comments
1	October 2025	October 2026	Toni Williams	Creation of Policy