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Ora o
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Generative AI use in the social services sector

Results from our survey



Our Survey

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307
respondents

69%
use genAI in their mahi

58%
of users said they
had an AI policy

We defined Generative AI (genAI) as:

“a type of AI that can create new content (text, images, video, audio, code) in response to human prompts. It is trained on very large collections of existing content which has been taken from the internet and other sources.”

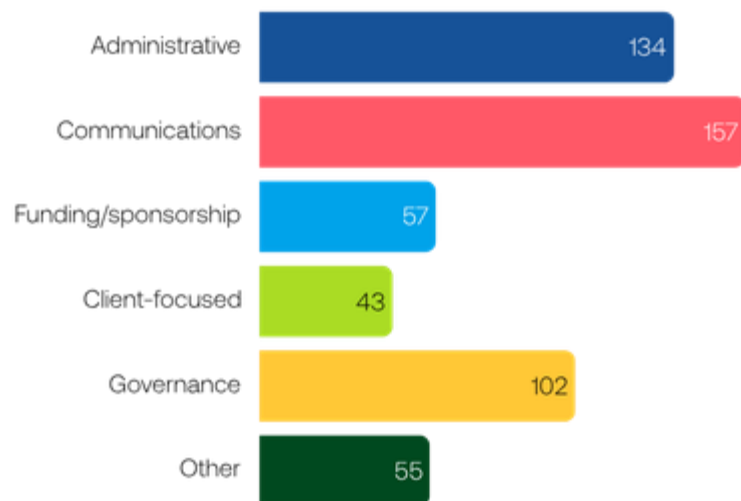
Key takeaways from the survey

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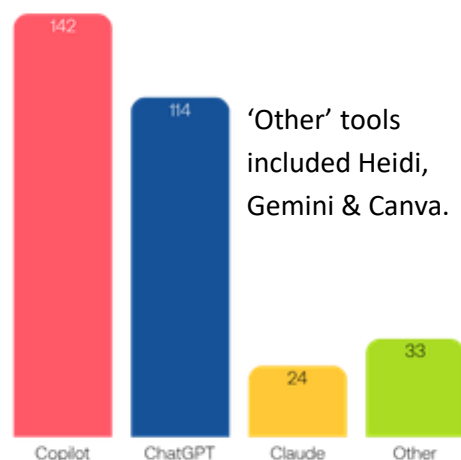
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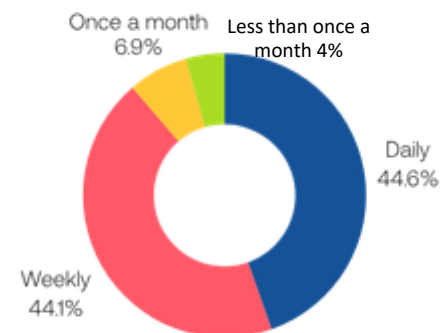
What type of tasks do you use genAI for?



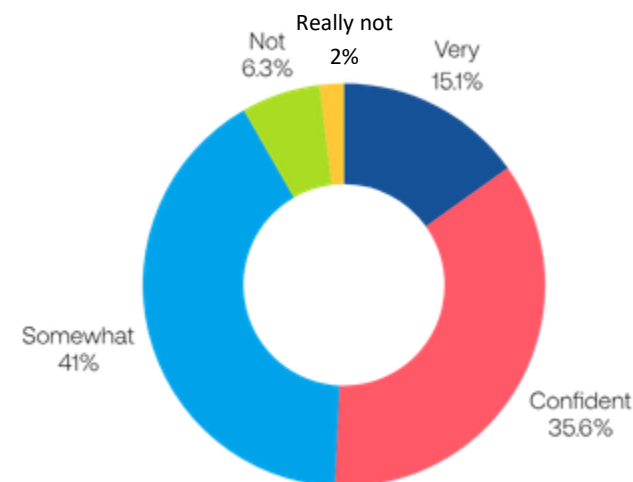
What genAI tools do you use?



How often do you use genAI in your mahi?



How confident are you in using genAI tools safely and appropriately in your mahi?



Senior leaders and those in governance roles report using genAI tools more: 83.9% compared to people managers (78.2%), back office (74.0%) and frontline kaimahi (49.5%)

But there are a range of concerns...

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“...negative impact on cognition...”

“...consent and power imbalance...”

“...Indigenous knowledges within AI spaces...”

“...hallucinating information and fabricating sources...”

“...Whānau will be interacting with a 'robot' not a real human...”

“...a philosophy... incompatible with the principles at the heart of social work...”

“...sucking up enormous amounts of water, polluting the earth, draining massive amounts of electricity...”



... and a strong call for leadership

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“We need more training and awareness...”

“...locally hosted solutions to protect privacy...”

“Training for our social services team... would be helpful...”

“Clear guidance, shared learning and a focus on ethical and safe use ...”

“Te Tiriti-informed practice, equity considerations, and cultural responsiveness...”

“...develop policy around AI use for our individual organisations as well as the sector...”



Where to from here?

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We will advocate for Government to:

Regulate genAI across all sectors in a way that prioritises the wellbeing of mokopuna and whānau and honours Te Tiriti o Waitangi.

We intend to:

Continue to collaborate with and amplify social service providers, peak bodies and organisations across other sectors who are taking a principled, informed approach to how they approach genAI.

We will encourage Sector Leaders to:

Engage with any concerns and risks raised by your kaimahi and subject matter experts. Ask yourself:

Are these risks relevant to your own organisation?

Have you considered ways they could be mitigated?

Are you supporting kaimahi who have personal ethical objections to or reservations about using genAI?