AI Business Insights

Acknowledgement of country

I would like to acknowledge Aboriginal and Torres Strait Islander peoples as Australia's First Peoples, and the Traditional Custodians of the land where we live and work.

We pay our respects to the Elders past, present and emerging, and we're proud to live in a country which is home to the world's oldest living cultures.

We have two objectives today

01

What is AI and how is it already disrupting businesses?
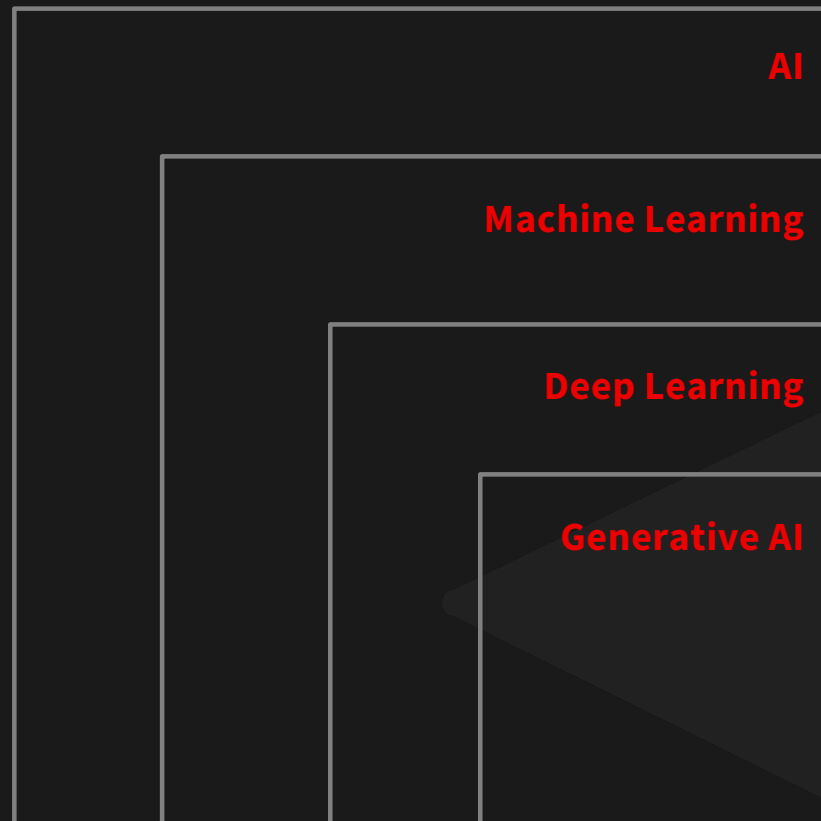
02

What strategies and tools could you consider as a leader?

01

What is AI and how is it already disrupting businesses?

AI isn't just for big tech or corporate giants

_eli5 AI

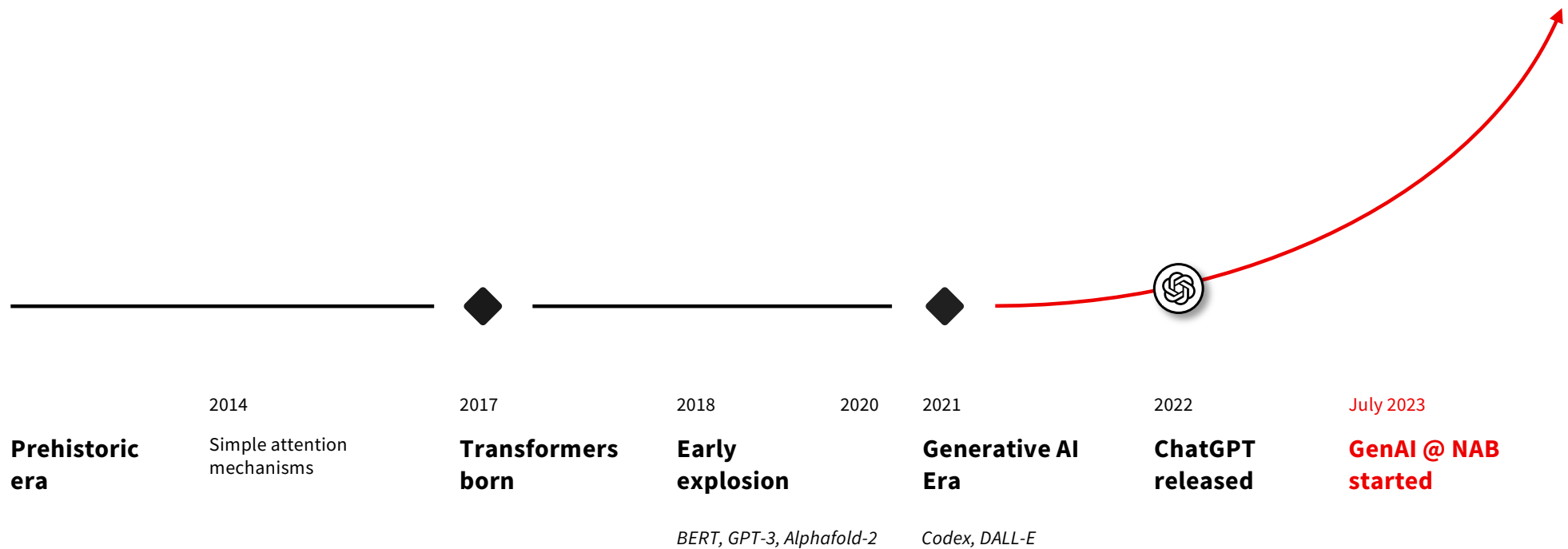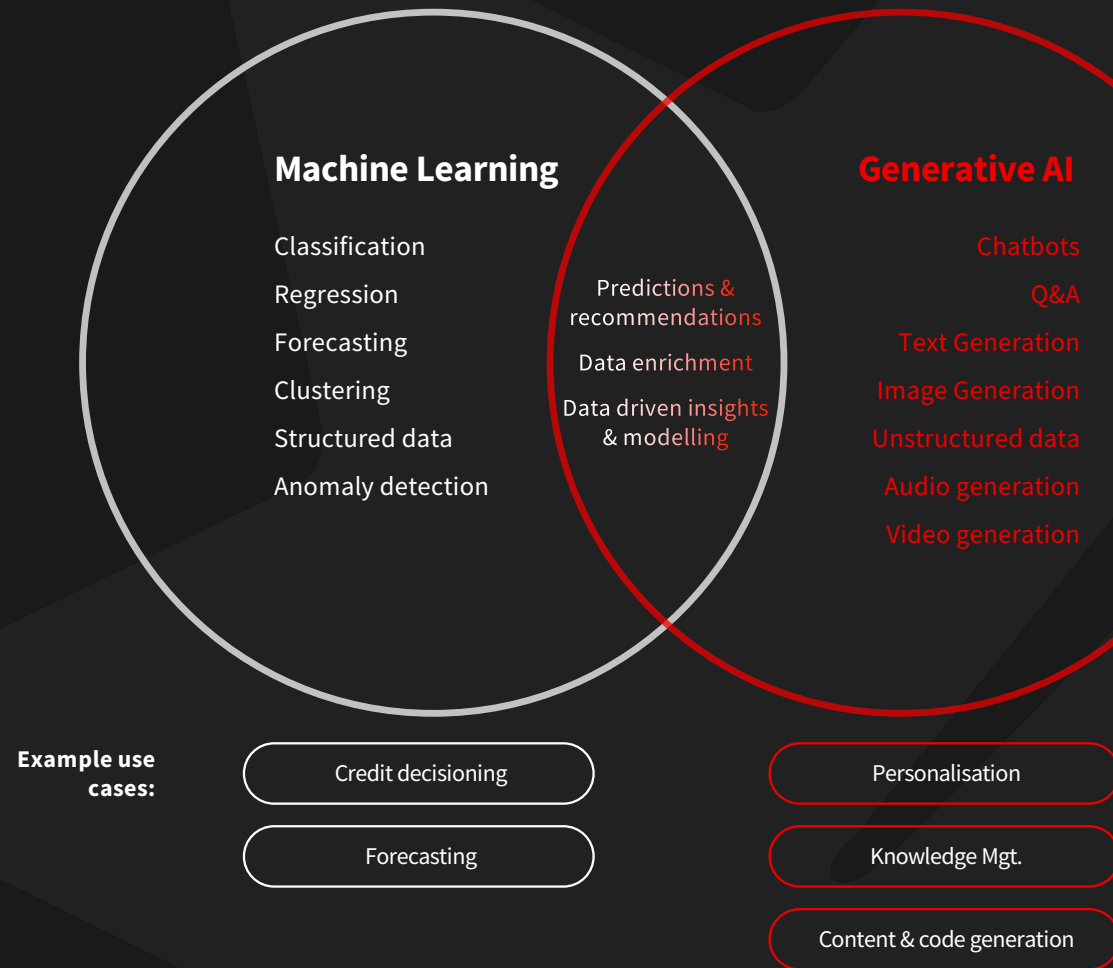|	
AI	Overarching term for machine & software driven intelligence and decision making.
Machine Learning	Models trained on large volumes of data to make predictions, decisions or classify based on statistical methods.
Deep Learning	Subset of machine learning that uses neural networks to reason across structured and unstructured data.
Generative AI	Specific neural network based models (e.g. Transformers) that specialize in generating probabilistic outputs of various modalities.

A brief history of Generative AI

	2014	2017	2018	2020	2021	2022	July 2023

Prehistoric era

Simple attention mechanisms

Transformers born

Early explosion

BERT, GPT-3, Alphafold-2

Generative AI Era

Codex, DALL-E

ChatGPT released

GenAI @ NAB started

When to consider GenAI vs. other analytical AI capabilities

While there is crossover between the applications of GenAI and 'traditional' analytical AI / ML capabilities, they are typically complementary in executing end to end use cases.

Analytical AI can often be more efficient at finding patterns and making predictions on structured data, whereas GenAI models exhibit the ability to reason and create new things.

Machine Learning

- Classification
- Regression
- Forecasting
- Clustering
- Structured data
- Anomaly detection

Predictions & recommendations

Data enrichment

Data driven insights & modelling

Generative AI

- Chatbots
- Q&A
- Text Generation
- Image Generation
- Unstructured data
- Audio generation
- Video generation

Example use cases:

- Credit decisioning
- Forecasting

- Personalisation
- Knowledge Mgt.
- Content & code generation

AI and the economy

Global perspective

- AI predicted to add trillions to global GDP.
- Productivity uplift is the biggest driver.

Australian perspective

- Potential to add $115bn to $315bn annually by 2030.
- Sectors most impacted: manufacturing, retail, professional services, healthcare, and financial services.
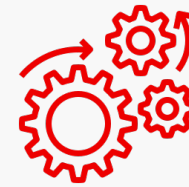
Opportunities for Australian medium-sized businesses

Customer facing

Operational efficiency

Growth & innovation

Risk management

How your peers are embracing AI

Visy Glass

Problem
- Costly unplanned downtime in production.

AI Solution
- AI-driven predictive maintenance through sensors.

Business Outcomes
- Reduced unplanned downtime by 15%.
- Fewer emergency maintenance costs.

Hall & Wilcox

Problem
- Traditional contract review and legal research time consuming.

AI Solution
- GenAI for contract summarisation and clause comparison.

Business Outcomes
- Tasks that took 3 hours now take minutes.
- Lawyers freed up for higher-value work: negotiation and strategy.

CMA CGM Logistics

Problem
- Delivery route optimisation complex and fuel costs increased.

AI Solution
- AI-powered route optimisation software.

Business Outcomes
- 8% reduction in costs incurred for fuel.
- Improved on-time delivery performance.

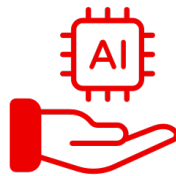# What strategies and tools could you consider as a leader?

Leadership actions to accelerate development, adoption and realisation of benefits

Make a business-led AI agenda

Define tangible priority outcomes from AI and ensure that your business leaders take ownership

Embrace AI in your daily work

Use a variety of AI tools to increase your own proficiency and model adoption for your teams

Anticipate the workforce impact

Identify where and how roles will shift and upskill teams to work effectively with AI

Prove impact and scale

Focus on a few high-value initiatives to show measurable impact and build momentum to scale

Create space to fund what works

Allocate resources towards early wins and budget for AI investments that deliver value

Utilise upskilling resources

Consider encouraging or mandating training available via go/genai to build foundational skills

Practical AI playbook for medium-sized businesses

1 Starting point

2 Cost & ROI

3 Managing risks

4 Workforce

5 Future readiness

Practical AI playbook for medium-sized businesses

1 — **Starting point**

2 — **Cost & ROI**

3 — **Managing risks**

4 — **Workforce**

5 — **Future readiness**

- Identify a pain point or growth area
- Choose a low-risk use case
- Select a vendor or partner
- Pilot & measure

Practical AI playbook for medium-sized businesses

1	**2**	**3**	**4**	**5**
Starting point	**Cost & ROI**	**Managing risks**	**Workforce**	**Future readiness**

Starting point

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Cost & ROI

- Typical pilot costs
- Ongoing costs
- ROI timeline
- Rule of thumb: expect 2-5x return on well-chosen pilots in 12-24mths

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3 — **Managing risks**

- Data privacy & security
- Regulation & workforce laws: consider Fair Work obligations
- Bias & ethics: test regularly

4 — **Workforce**

5 — **Future readiness**

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Workforce

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- Retrain & redeploy
- Cultural shift: encourage curiosity & digital experimentation

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Future readiness

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Future readiness

- Now: efficiency, customer service & compliance gains
- 2yrs: AI copilots embedded everywhere
- 3-5yrs: AI-driven business models

Key takeaways for business leaders

- Start small. One use case, one pilot.

- Spend wisely. Expect $50k–$200k entry cost.

- Measure fast. Look for ROI in under 12 months.

- Manage people. Bring staff on the journey.

- Stay compliant. Privacy, security, regulation are non-negotiables.

Thank you