

AI Use Cases in the DTA Lifecycle stage of Operate as of 30 August 2026

Title	Description
Export Service User Feedback analytics powered by Qualtrics	This AI tool uses Qualtrics’ AI-enabled analytics to collect and analyse Export Service user feedback at scale. It automatically summarises, categorises, and surfaces trends from structured and free-text feedback, helping staff identify recurring issues and emerging insights faster than manual analysis. The tool supports human-led service improvement in a controlled, low-risk pilot without making decisions or handling identifiable user data.
Australian Plague Locust Commission Locust Forecast	Short term (2 week) and seasonal (3 month) prediction of locust presence, densities and risk to agriculture across eastern Australia.
Offshore Treatment Extraction	Certificate data extraction from offshore treatment certification
Vyond	Video creating tool
Sprinklr	An AI-driven platform that analyses publicly available social media data to track sentiment and provide real-time insights for engagement, evaluate campaign impact, and reputational risk management.
FarmPredict and the Australian Agricultural Drought Indicators (AADI)	A model that processes agricultural and economic data to support analysis of farm business outcomes under different environmental and market conditions.
Enterprise Workplace Productivity with Copilot	A generative AI assistant trial to assess the use of AI-supported capabilities for information retrieval, analysis and content development activities.
ComplyAI- a compliance tool managing low risk export audits for dairy, eggs and fish	Visual AI for risk-based regulatory approach for low-risk dairy, eggs and fish export establishments.

Problem and opportunity definition
The Export Service currently lacks a scalable, in context mechanism to capture and analyse structured user feedback that can be safely correlated with service outcomes. Existing telemetry can show what users do, but it does not explain why users struggle, abandon, or succeed in complex regulatory workflows, and it provides limited insight into user intent, friction points, and experience outcomes. As a result, service improvement can be delayed or based on incomplete evidence. A controlled pilot will introduce Qualtrics to collect user feedback and evaluate whether Qualtrics’ AI enabled analytics features can help staff analyse free text feedback at scale (for example through summarisation and categorisation) to support faster, more consistent, evidence based service improvement, while maintaining privacy, security boundaries, and reversibility.
Addition/Answer:
When using surveys to gather user feedback, we are using an AI powered adaptive follow up / conversational feedback feature, where a user (when appropriate), receives a tailored follow up question to help improve the quality and detail of the received feedback during data gathering.
Qualtrics has in built experience analytics features. We are using the funnels (seeing when a user drops off in a linear pre-defined step-by-step workflow and measuring how long that funnel takes a user to complete), and will see 'experience signals', such as rage click / error clicks / mouse thrashes in user sessions. AI is not being used to collect and analyse these metrics.
Addition/Answer: “A controlled pilot” - Only available to external (not staff) users on the Export Service. It’s run for a set amount of time, and results are being monitored.
Locust forecasting requires a reliable and data-driven capability to support outbreak prediction, visualisation and operational planning. The proposed solution would support surveillance activities, improve situational awareness and assist in identifying areas that may require further monitoring and response activities.
Many goods arriving in Australia require an appropriate offshore treatment to meet import conditions. Evidence of treatment is provided through treatment or phytosanitary certificates. This use case supports the extraction and standardisation of information from these certificates to facilitate analysis.
The digital design team develops digital learning and communication products to support departmental business and workforce capability initiatives. This use case supports the creation of digital content and educational materials for internal audiences.
The Sprinklr platform incorporates AI functionality to support the management and analysis of digital communications and customer interactions. The use case supports automated processing and organisation of information to assist communication and engagement activities.
This use case supports the analysis of agricultural and environmental data to understand the impact of changing conditions on the agricultural sector and support reporting and forecasting activities.
Microsoft Copilot Chat and Microsoft 365 Copilot are generative AI tools that support information retrieval, summarisation, analysis, drafting and content development activities. The use case assists staff with business, communication, research and information management tasks, including summarising information, drafting content, reviewing and refining documents, analysing information and developing structured outputs.
This use case supports audit of export establishments within low risk dairy, egg and fish export sectors by analysing relevant photos and videos to assist with an auditor's determination of compliance

Purpose	Domains	Accountable use case owner
Qualtrics provides several AI-enabled analytics subsystems that may be evaluated as part of the pilot. These AI subsystems assist with aggregating, categorising, and summarising feedback at scale. This pilot is intended to evaluate whether these capabilities can improve insight quality and timeliness, while remaining appropriate for low-risk, human-led service improvement. The pilot allows the department to assess usefulness, accuracy, and limitations before any broader adoption or reliance on AI-assisted analytics.	Service delivery	Martin, Caroline
The integration enhances locust monitoring by combining predictive analytics from the project with the visualisation and data-sharing capabilities.	Scientific	Collins, Susie
Most offshore treatment certificates are assessed individually at the point of submission. This use case supports the extraction and standardisation of information contained within these certificates to improve reporting, analysis and operational administration.	Compliance and fraud detection; Policy and legal	Grosse, Graeme
The software supports the creation of learning and visual content, including video, audio and visual assets. The use case includes AI-assisted generation of content elements to support the development of learning and communication materials.	Corporate and enabling	Simpson, Tim
The Sprinklr platform incorporates AI functionality to support digital engagement and communication activities. The use case assists with the processing, analysis and management of information generated through digital communication channels and public interactions.	Corporate and enabling; Service delivery	Curran, Carmel
The Farmpredict model analyses agricultural and related economic and climate data to support modelling, forecasting and reporting activities concerning the agricultural sector. The model is used to support the assess agricultural and farm business outcomes under varying environmental and market conditions.	Compliance and fraud detection; Intelligence and security	Willis, Andrea
Microsoft Copilot Chat and Microsoft 365 Copilot are generative AI tools that support departmental business activities involving information retrieval, summarisation, analysis, drafting and content development. The use case assists staff with preparing, reviewing, organising and analysing information, as well as developing written and visual content to support business, communication, research and information management activities.	Corporate and enabling	Marks, Kylie
This use case supports online audit and assurance activities by analysing images, video and other information submitted by regulated entities. AI functionality assists in the review and assessment of submitted material to assist with an auditor's determination of compliance, and is subject to human review and oversight.	Compliance and fraud detection	Mackett, Joffrid

Technical category	DTA lifecycle stage	DTA technical standard	DTA scope criteria
Predictive AI	Operate	Not applied	Public Interaction
Predictive AI	Operate		Not In scope
Predictive AI	Operate		
Generative AI	Operate		
Generative AI	Operate		
Predictive AI	Operate		
Generative AI	Operate		
Predictive AI	Operate		