

Generative Artificial Intelligence (Gen AI) Policy

Table of Contents

1.	PURPOSE	3
2.	SCOPE	3
3.	DEFINITIONS	3
4.	POLICY	4
5.	ACCEPTABLE USE of AI TOOLS	4
6.	RESPONSIBILITIES	5
7.	AI IN TEACHING, LEARNING AND ASSESSMENT	5
9.	ADMINISTRATIVE & OPERATIONAL USE	6
10.	PROFESSIONAL DEVELOPMENT – EDUCATION & TRAINING	6
11.	AI GOVERNANCE FRAMEWORK	7
12.	RELATED DOCUMENTS	7
13.	RELEVANT LEGISLATION	7
14.	POSITIONS RESPONSIBLE	8
15.	APPROVAL INFORMATION	9
16.	REFERENCES and ACKNOWLEDGEMENTS	9

1. PURPOSE

JMC recognises Generative Artificial Intelligence (Gen AI), as a transformative educational tool and a powerful enabler of operational efficiency.

JMC's intent is to:

- Prepare students for the Artificial Intelligence (AI)-integrated creative industries workforce.
- Encourage innovation while safeguarding academic and professional standards.
- Ensure all AI use complies with ethical, legal, and institutional expectations.

JMC Academy (JMC) is committed to the responsible, ethical, and innovative use of Gen AI across its academic and operational environments. This policy outlines principles and practices to guide the integration and use of AI tools, ensuring alignment with JMC's values, educational standards, data privacy obligations, and future-focused creative industries mission.

Our approach will:

- Ensure full compliance with academic integrity and privacy requirements.
- Encourage responsible and creative adoption of AI in education, research, and administration.
- Enhance student learning outcomes and operational efficiency.
- Position JMC as a leader in AI-informed creative industries education.

At JMC we define Gen AI as a rapidly evolving class of computer algorithms capable of creating digital content including text, images, video, music and computer code.

2. SCOPE

This policy applies to all JMC students, academic and professional staff, contractors, and third-party vendors, across all campuses and online environments.

3. DEFINITIONS

All definitions are located the *JMC Academy Glossary*.

- **Artificial Intelligence (AI):** Machine-based systems capable of performing tasks typically requiring human intelligence (e.g., language processing, visual recognition, decision-making).
- **Generative AI (GenAI):** AI systems that produce original content such as text, images, audio, code, or other media using machine learning models trained on large datasets (e.g., ChatGPT, Claude, DALL-E, Midjourney, Runway, Suno, etc.).
- **Agentive AI:** AI systems that can act autonomously on behalf of users or institutions, such as virtual assistants, AI tutors, or admissions bots.
- **Prompt Engineering:** The process of crafting input prompts to guide GenAI outputs.
- **AI Governance:** The institutional frameworks, roles, and practices used to oversee AI use to ensure ethical, secure and compliant use and to manage risk.
- **Academic Integrity:** The commitment to honesty and ethical scholarship, which includes acknowledging all assistance and ensuring originality in assessment.
- **AI-Augmented Creative Process:** The integration of AI tools within human-directed creative workflows where the creative vision, artistic decisions, and final responsibility remain with the human creator.
- **Approved AI Tools Register:** JMC's official repository of vetted and approved AI tools that meet institutional security, privacy, educational and ethical standards.
- **AI Literacy:** The competency to understand, evaluate, use, and communicate about AI technologies effectively and ethically within creative professional contexts.

- **Creative Authenticity:** The maintenance of genuine human creative vision, artistic integrity, and personal expression when using AI tools as part of the creative process.
- **Academic Integrity in AI Context:** Honest, transparent, and responsible use of AI tools in learning, assessment, and creative work that supports genuine educational outcomes.

4. POLICY

This policy positions JMC as a sector leader in preparing creative professionals for the Gen AI-augmented future while maintaining academic integrity, creative authenticity, and professional standards.

4.1 PRINCIPLES

AI at JMC will align with the following principles:

- **Integrity:** Maintain equity of access and authenticity in learning, teaching and research. AI use must not compromise student learning outcomes or the integrity of qualifications.
- **Human Oversight:** AI augments, but does not replace, human decision-making and accountability. Human oversight is mandatory in all AI-informed decisions.
- **Transparency:** Users must disclose permitted use of AI and acknowledge AI-generated content where required.
- **Ethical:** AI must not be used to deceive, mislead, or infringe on human rights.
- **Fairness:** Systems must be designed and tested to prevent bias or discrimination.
- **Inclusivity:** All AI solutions should be accessible and equitable for diverse users.
- **Security & Compliance:** Adhere to legal and regulatory obligations, including privacy, copyright, intellectual property, data protection and cybersecurity protocols.
- **Continuous Improvement:** Monitor AI impact and update practice in line with sector trends.
- educational outcomes.

5. ACCEPTABLE USE of AI TOOLS

AI tools may be used to:

- Enhance student learning (e.g., Draft Coach, creative idea generation).
- Enhance academic feedback (e.g. AI writing aids to improve clarity of feedback).
- Generate, iterate, and refine outcomes within a clearly documented process.
- Support administrative efficiency (e.g., chatbots, workflow automation).
- Enable academic and creative research using ethical datasets.
- Assist with course design and the creation of learning resources and course content.

AI use is prohibited when it:

- Has been expressly disallowed in an assessment task.
- Misrepresents authorship or breaches academic integrity.
- Uses personal data without consent or lacks proper security safeguards.
- Undermines equitable access to learning or services.
- Uses company sensitive data and information in tools that have not been procured for this purpose by JMC.

6. RESPONSIBILITIES

6.1. Students

- Are encouraged to use and explore responsible experimentation and creative processes using AI.
- May use approved AI tools in learning and assessments where explicitly permitted.
- Must verify the accuracy of the Gen AI tool outputs.
- Must declare AI use in accordance with academic integrity requirements.
- Must always follow unit-specific instructions that are written in the unit outline and assessment briefs.
- Are prohibited from submitting AI-generated work as their own without attribution.
- Are prohibited from using machine assisted translation tools for example Google Translate and Grammarly.

6.2. Academic Staff

- Must model responsible AI use in teaching, scholarly and administrative functions.
- Must exercise impartiality and fairness ensuring that personal views or biases (for or against AI) do not adversely influence students' academic learning or work.
- Will design assessments that ensure validity using instructional design strategies that optimise student learning outcomes, promote critical thinking and reduce award integrity risk.
- Clearly and effectively communicate AI permissions in unit outlines and assessment briefs
- Design assessments to uphold integrity and guide ethical use.
- Must seek guidance before deploying AI for automation of academic tasks.
- Must continue to provide individual, human authored written feedback for assessment tasks.
- Must acknowledge in writing when AI tools have been used to enhance feedback.

6.3 Professional Staff

- Use approved AI tools only and remain accountable for verifying the accuracy and appropriateness of all AI generated outputs before use and seek to always protect JMC data.
- Do not independently procure tools for personal use and utilise for JMC purposes.

6.4 Executive and Governance

- The Senior Leadership Committee and Learning and Teaching Committee maintain oversight of AI utilisation and compliance.
- The Chief Operating Officer and Head of Digital & Technology ensure operational AI systems are risk-assessed, fit-for-purpose, and contractually sound.
- The Academic Board monitors AI's impact on curriculum, assessment, and academic and research integrity.
- The Risk & Audit Committee and JMC Board maintain oversight of the use of AI within academic and operational settings.

7. AI IN TEACHING, LEARNING AND ASSESSMENT

7.1 Academic Use

- All units must include clear guidance on permissible AI use in unit outlines, assessment briefs and in-class instructions.
- AI detection tools may be used, but results must be interpreted with caution and fairness.
- Academic misconduct involving AI will be managed under JMC's existing misconduct procedures.

7.2 Curriculum Design

- Courses must include guidance on acceptable and unacceptable AI usage.

- AI literacy should be integrated into relevant programs.

7.3 Assessment Integrity

- Assessments will be designed to reduce opportunities for inappropriate AI use.
- Students must declare AI use in assignments where permitted.
- The use of GenAI without attribution constitutes academic misconduct.

7.4 Responsible Use of Generative AI (Examples)

- Brainstorming and exploring ideas.
- Drafting or outlining content to support original work.
- Iterating concepts and refining creative outputs.
- Combining analogue and digital methods in multi-modal projects.
- Developing bespoke datasets from approved source material.
- Experimenting with public domain or ethically sourced material.
- Collaborative prototyping with peers, with clear documentation.
- Summarising or synthesising readings for study support.
- Generating code or technical outputs with clear attribution.

Examples of Irresponsible Use

- Submitting AI-generated content as original work without disclosure.
- Using AI to bypass assessment requirements or detection tools.
- Breaching copyright or infringing on third-party intellectual property.

Attribution

Whenever GenAI is used, students must include a standard acknowledgment statement in their submission, in line with JMC's academic integrity requirements.

8. AI IN RESEARCH AND SCHOLARSHIP

- Researchers must disclose GenAI use in research methods and outputs.
- GenAI must not be used to fabricate data, simulate results or be credited as an author.
- Use of GenAI tools in research must comply with ethical and data governance protocols
- Researchers may use AI to assist literature reviews, coding, data analysis with human verification.
- All AI use must be declared in publications.

9. ADMINISTRATIVE & OPERATIONAL USE

- Automated AI systems for decision-making must have human oversight. This would include student progression, admission or employment outcomes.
- Staff may use approved tools for drafting communications, content or reports, ensuring factual accuracy and compliance with data security.
- AI tools may support admissions, student support, marketing, and scheduling, provided human oversight is maintained.
- Sensitive or confidential information must not be entered into unvetted AI tools.
- New systems must undergo risk and compliance assessments.
- Third-party AI vendors must demonstrate ethical alignment and data security compliance.
- Any deployment of agentive or automated AI (e.g., admissions bots, scheduling tools) must be approved by the relevant governance body.

10. PROFESSIONAL DEVELOPMENT – EDUCATION & TRAINING

JMC will provide:

- AI literacy training for students and staff.
- Clear statements of AI permissions and restrictions in all unit outlines and assessment briefs.

- Mandatory AI training for academic and administrative staff, including use and risks of GenAI.
- Resources to support student understanding of AI ethics, risks, and opportunities.
- Training for staff in 'AI-aware' assessment design strategies¹ and prompt interpretation.

11. AI GOVERNANCE FRAMEWORK

11.1 AI & Data Governance Committee (Sub- Committee of Risk & Audit Committee)

- Oversees AI strategy, policy review, risk assessment, and cross-campus AI implementations.
- Maintains a register of approved GenAI tools.
- Publishes guidelines for safe and effective GenAI use.

11.2 Risk Management

- AI tools will be assessed and classified by risk level.
- All high-risk AI systems require a Privacy Impact Assessment (PIA), ethical review, and approval by the AI & Data Governance Committee.

11.3 Monitoring, Reporting & Audit

- The AI & Data Governance Committee monitors compliance, reviews incidents and audits tool use.
- An annual AI Impact Report is submitted to the Academic Board and JMC Board.
- Any misuse must be reported through existing student academic misconduct and staff disciplinary channels and incident reporting systems.
- Policy will be reviewed annually or as required.
- Industry & stakeholder feedback will inform updates.
- Benchmarking against national and international best practices will be conducted regularly.

11.4 Approved Tools & Vetting

- All AI tools must be reviewed for privacy, security, and compliance.
- Proposals must pass risk and data protection checks before approval & use.
- The Approved AI Tools Register is maintained, recording the purpose and risk level of each tool, and reviewed annually.

12. RELATED DOCUMENTS

- Academic Integrity Policy and Procedure
- Privacy and Data Protection Policy
- Cybersecurity and Information Management Policy
- Teaching and Learning Strategy
- Research Ethics Policy and Procedure
- Professional Development Policy and Procedure
- Guidelines: Using translation and editing tools (MCI students)
- Assessing and Supporting English Language Proficiency Policy and Procedure
- Copyright Policy and Procedure

13. RELEVANT LEGISLATION

- Higher Education Standards Framework (Threshold Standards) 2021
- Disability Discrimination Act 1992 (Cth)
- Disability Standards for Education 2005 (Cth)
- Privacy Act 1988 (Cth)

¹ Christie, B., (n.d.) 5 Steps to AI Aware Assignment Design. Viewed on 16 September 2025. .
<https://alchemyworks/5-steps-to-ai-aware-assignment-design>.

14. POSITIONS RESPONSIBLE

- JMC Board
- Audit and Risk Committee
- AI & Data Governance Committee
- Senior Leadership Committee
- Head of Regulatory, Governance & Quality Assurance
- Head of Digital & Technology
- Academic Board
- Learning & Teaching Committee
- Executive Dean
- Academics (ongoing and contractors)
- Professional staff
- JMC Academy Students

15. APPROVAL INFORMATION

Approval Authority	JMC Board
Health Check approval authority	JMC Academy CEO
Review date	31 March 2026

Version	Approved by	Approval date	Effective date	Modifications	Status
1.0	JMC Board	21 .11.2025	21.11.2025	First issue	Approved

Version control tables from previous Policies and Procedures reside in the original documents.

16. REFERENCES and ACKNOWLEDGEMENTS

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