THE AI ASSEMBLY

WANT TO KNOW ABOUT AI?

Bias in AI

What NZ Leaders Need to Understand – and Do About It

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This resource was created by The AI Assembly to help individuals and organisations learn.

You're welcome to share this guide freely with others who may benefit from it – we encourage community learning to help more people across Aotearoa engage safely and confidently with AI. 💜

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⚖️ **Important Note:**

This material is provided for general educational purposes only and does not constitute legal, ethical, or professional advice. Each organisation should seek independent advice from qualified professionals before adopting any AI tools, policies, or practices.

💡 **Technology Disclaimer:**

AI technology evolves rapidly. While this content reflects current knowledge and best practice at the time of publication, The AI Assembly cannot guarantee accuracy over time.

Please check our website or contact us for the most up-to-date version of this guide.

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Building Fair, Responsible, and Human-Centred AI Practices

Why This Matters

AI is now part of how we hire, analyse, sell, and serve – but it's still learning from human history. When that history is biased, the systems we build can unintentionally repeat it. For Aotearoa's businesses, that means risk – not just technical, but social, cultural, and reputational.

The real challenge isn't the technology itself – it's leadership. Fair AI starts with fair decision-making.

What Bias Looks Like in Business

Bias in AI doesn't always announce itself. It often hides in tools we already trust:

- Recruitment tools that learn old hiring habits and filter out diverse candidates.
- Customer models that use postcode or spending as proxies for worth or risk.
- Generative tools that only show one type of person as the 'expert' or 'CEO'.
- Chatbots that respond in American English, missing Kiwi context or tone.

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The Leadership Imperative

Responsible AI isn't about slowing innovation – it's about protecting people and purpose. Your teams don't just need permission to use AI – they need guidance to use it wisely.

Think of It Like Risk + Reputation Management

Just as you have frameworks for health & safety, privacy, and sustainability, you now need one for AI responsibility – connecting data ethics, Te Tiriti values, and long-term trust.

How to Lead AI The Right Way™

1. Set the Tone – Publish a Responsible AI Statement.
2. Educate Your People – Train teams to spot bias and prompt inclusively.
3. Audit Your Tools – Ask vendors how systems are trained and tested.
4. Embed Checks – Create channels for reporting biased outputs.
5. Build Te Tiriti Alignment – Design with representation, not just consultation.

Leadership Reflection Prompts

- Where does AI influence people-related decisions here?
- Who could be unintentionally disadvantaged by data or design?
- How are we checking for fairness – and who checks it?
- What would AI The Right Way™ look like for our organisation?

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Bias Check Sprint – Team Exercise

Pick one AI tool, run real examples, and discuss what patterns or assumptions you notice. Note one improvement you'll make going forward.

The Leadership Message

You don't have to fix all bias overnight – just start noticing it and lead your people to do the same. Fair AI isn't an IT function; it's a culture function. And that's what makes it a leadership responsibility.

AI The Right Way™ = People + Purpose + Practice

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Get Involved
The AI Assembly

The AI Assembly is dedicated to enabling and empowering people across Aotearoa to confidently upskill with emerging AI technologies – right from the start of their journey. Building an AI-Literate Aotearoa. Tech democratised AI for citizens – now we're democratising education to match. From learners to leaders for all, this is how we create a future where technology works for everyone.

Our National Movement

We're building a national movement to make Aotearoa New Zealand an AI-literate nation – where every person has the knowledge, confidence, and opportunity to thrive in an increasingly intelligent world. This is how we move the dial on AI in Aotearoa: by learning together, sharing what works, and creating solutions that uplift people and business across diverse communities.

Our AI Assemblers Web Hub is a growing learning community that provides members with:

- Practical resources, curated news, and peer learning.
- Networking sessions and inspiring guest speakers from New Zealand and around the world.

All resources are focused on the responsible and human-centred use of AI. It's one of the most accessible and affordable professional development portals in Aotearoa. You can join individually or speak with your organisation about sponsoring your ongoing AI upskilling.

💖 Purpose and Philosophy

As a locally run social enterprise, The AI Assembly puts purpose and people over profit. Our focus is on building capability and confidence across our communities so that everyone can participate meaningfully in the AI era. While our mission is impact-driven, we do need to generate revenue to self-sustain and grow this important work – ensuring we can continue delivering accessible, high-quality learning opportunities for all.

At The AI Assembly, we believe in doing "AI the Right Way™" – guided by our "What Right Looks Like" framework. For us, Right means leading with:

- Cultural respect, ethical integrity, and privacy and security by design.
- Responsible tooling, strategy-led adoption, and human critical thinking at every step.

🌐 From Aotearoa to the World

What begins as a national movement will connect to The AI Assembly's global learning platform – an expanding ecosystem where individuals, educators, and organisations can access our learning pathways, certification programmes, and collaborative problem-solving spaces.

Rooted in the values of tangata (people-centredness), whanaungatanga (connection), and whakamana (empowerment), our platform keeps innovation grounded in humanity while extending Aotearoa's leadership in responsible AI education to the world.

Be part of the growing network of Assemblers who are learning, applying, and sharing AI the Right Way™!

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