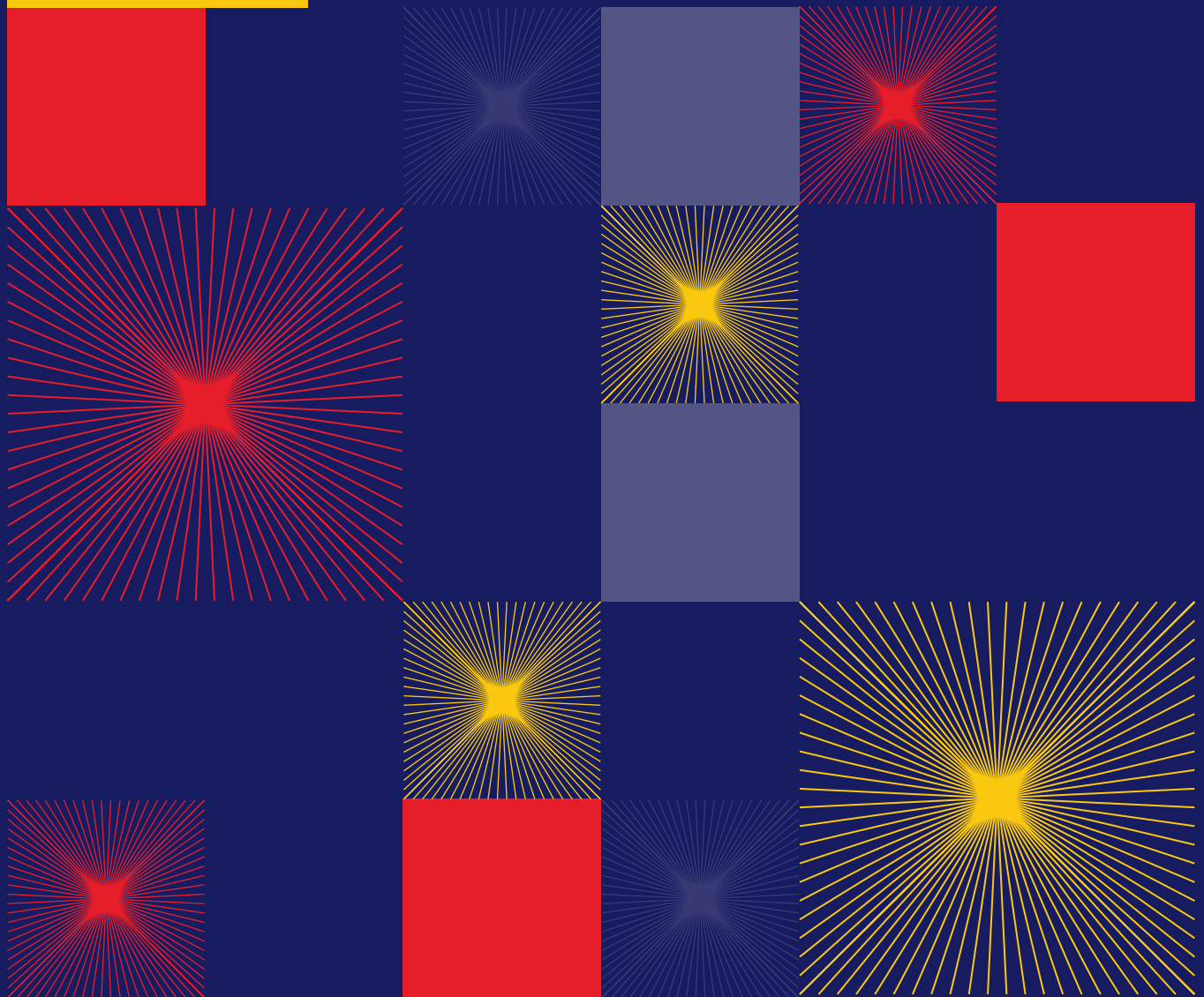


# Human-centred AI: Unlocking social impact through innovation

Vietnam





## About the series

Through the Future Ready Business Series, RMIT's College of Business and Law connects local business leaders with its growing Alumni community. The program provides a platform to network, exchange knowledge, and learn from global experts in business, technology, and social impact.

Launched in 2020 to provide the RMIT alumni business community with practical advice to respond to the challenges created by the pandemic, the "Business Transformation in Challenging Times" webinar series attracted alumni from across the globe, including Australia, Spain, Vietnam, and Singapore.

The series was rebranded as the *Future Ready Business Series* in 2022 and provides the global alumni network, business leaders and local government bodies with valuable insights into emerging business trends and the evolving global marketplace through in-person events.

Since its inception, there have been 33 initiatives in this series, held in Australia, Vietnam, Singapore, India, China, and Indonesia.

This paper shares insights drawn from a recent Future Ready Business Series event hosted by RMIT's College of Business and Law. The event brought together thought leaders from academia, industry, and policy to explore one central question:

***How can AI be harnessed for social impact through a human-centred approach?***

Artificial Intelligence (AI) has moved from the periphery of experimental research to the heart of economic and organisational strategy. From generative tools transforming communication to intelligent agents automating complex decision-making, AI is a present imperative. While the global conversation is increasingly centred on productivity, competition, and economic scale, a deeper undercurrent persists: How can we ensure that AI serves the broader good?

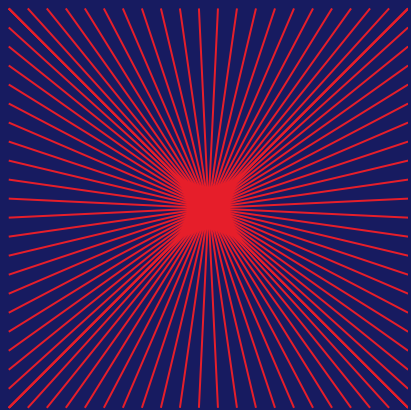
It is no secret that the opportunity is significant, but so are the risks. Left unchecked, AI can amplify bias, deepen social inequality, and obscure accountability. The critical question is no longer *whether* organisations will use AI, but *how* they will do so responsibly, and *who* will ensure that outcomes remain human-centred as capabilities scale.

Universities have a distinctive role in advancing this agenda. Positioned at the nexus of research, education, and industry engagement, they contribute not only to the development of technical capability but to the design and diffusion of responsible innovation. Within business and law schools, this includes equipping future leaders with the capacity to navigate complex trade-offs, integrate ethical considerations into commercial strategy, and shape organisational cultures that are responsive to emerging technologies.



## Key Takeaways

- Although AI adoption is accelerating, so is the complexity of its risks. Uneven governance, data quality, and organisational maturity present significant implementation risks.
- Human-centred AI requires intentional design. Fairness, equity, and accountability must be embedded at every stage of the AI lifecycle.
- Australia's national AI strategy prioritises governance, investing heavily in safeguards, ethics, and the responsible use of technology.
- Universities are at the frontier of ethical AI development. Research and education initiatives, including AI tools for Environment, Social, and Governance (ESG) benchmarking and care workforce augmentation, illustrate how technology and social purpose can intersect.
- Workforce development must go beyond technical upskilling. Cognitive judgement, ethical reasoning, and cross-disciplinary literacy are essential to a future-ready workforce.
- Alumni and business leaders play a crucial role in advocating for ethical implementation within their organisations, helping ensure AI delivers both efficiency and meaningful impact.



# Why Human-Centred AI Matters

## The accelerating capabilities and risks of AI

Artificial Intelligence is no longer confined to technical labs or speculative forecasts, and the economic potential is significant. Applications once considered experimental, such as natural language generation, predictive modelling, and autonomous systems, are now routinely deployed in service delivery, logistics, and corporate strategy. According to CSIRO, digital technologies, including AI, could contribute up to \$315 billion to the Australian economy by 2030.<sup>1</sup>

However, this growth is not without consequence. The pace of adoption has outstripped the public's understanding and, in many cases, existing governance mechanisms. The risks are tangible. A 2024 report by the Department of Industry found that Australian business leaders are increasingly concerned about algorithmic bias, security vulnerabilities, lack of explainability, and reputational harm.<sup>2</sup> Without safeguards, these challenges may erode trust and further entrench inequality, particularly when AI is used in areas with social consequences, such as recruitment, credit scoring, or government service delivery.

The result is a widening gap between AI's promise and its lived effects. This gap is what some have described as the "social divide" in AI. Those with access to high-quality tools, infrastructure, and institutional trust stand to benefit. Others may be excluded or negatively impacted by systems they cannot see, question, or influence.<sup>3</sup>

## Designing for accountability

The concept of human-centred AI starts with the people it affects. It frames responsibility as a design principle addressed at each stage of the AI lifecycle, from data selection and model development to deployment and feedback. At the core of this approach is the assumption that systems should be transparent, fair, and adaptable to their context. This means asking difficult questions upfront: Who benefits from this tool? Whose data was used to train it? How will transparency and accountability be maintained?

Australia's governance architecture supports this ambition. A world first, the Responsible AI Network (RAIN), a cross-sector initiative launched in 2023, has begun equipping organisations with tools to operationalise ethical principles, such as fairness, safety, and human oversight.<sup>4</sup> Internationally, the OECD's AI Principles and UNESCO's AI ethics framework call for similar alignment, promoting the notion that AI should augment, not replace, human agency.

Despite these resources, uptake remains uneven. Research from MIT Sloan notes that many organisations prioritise efficiency and automation over broader organisational learning and cultural readiness.<sup>5</sup>

1 Naughtin, C., Hajkowicz, S., Schleiger, E., Bratanova, A., Cameron, A., Zamin, T. and Dutta, A., Our Future World: Global megatrends impacting the way we live over coming decades, 2022, Brisbane: CSIRO, accessed 26 July 2025, [csiro:EP2022-2991](https://doi.org/10.25919/0yax-yx96). <https://doi.org/10.25919/0yax-yx96>.

2 Australian Government Department of Industry, Science and Resources, Australia's artificial intelligence ecosystem: Growth and opportunities, 2024, accessed 28 July 2025, <https://www.industry.gov.au/publications/australias-artificial-intelligence-ecosystem-growth-and-opportunities>.

3 Ong, K., Human-centred AI: Innovation with social impact, [Keynote Presentation], 2025, Presented at RMIT Future Ready Business Series, Hong Kong, 25 June. (*Unpublished presentation*).

4 Australian Government Department of Industry, Science and Resources, Responsible AI Network, 2025, accessed 25 July 2025, <https://www.industry.gov.au/national-artificial-intelligence-centre/responsible-ai-network>

5 Massachusetts Institute of Technology, Expanding AI's Impact with Organisational Learning, MIT Sloan Management Review, 2024, accessed 26 July 2025, <https://sloanreview.mit.edu/projects/expanding-ais-impact-with-organizational-learning/>.



## Australia in Context

Australia holds a distinctive position in the Southeast Asian AI ecosystem, both as a technology partner and as a standard-setter for ethical governance. Through initiatives such as the National Artificial Intelligence Centre (NAIC), Australia has supported cross-border collaboration on AI safety, capability building, and sector-specific applications, including in health, education, and agriculture.<sup>6</sup>

In the regional context, Australia's AI governance frameworks, though largely voluntary, are often viewed as benchmarks for transparency, fairness, and human-centred design. This positions Australia as a collaborator of choice for Southeast Asian nations seeking to integrate ethical standards into rapid AI adoption.

Partnerships with countries such as Vietnam, Singapore, and Indonesia have extended beyond trade to include joint research projects, university-industry exchange programs, and knowledge-sharing forums on responsible AI. As the pace of AI adoption accelerates in the region, Australia's comparative strengths in regulatory design, research capacity, and public-private collaboration will be central to ensuring that innovation is inclusive, sustainable, and aligned with shared values.

<sup>6</sup> Australian Government Department of Industry, Science and Resources, National Artificial Intelligence Centre, 2025, accessed 16 August 2025, <https://www.industry.gov.au/national-artificial-intelligence-centre>.



## Vietnam's Legal and Ethical Advances in AI

Vietnam is taking significant steps to formalise AI governance. In mid-2025, the National Assembly passed the Law on the Digital Technology Industry, Vietnam's first comprehensive tech industry framework, effective from January 2026. This law enshrines foundational AI governance principles: transparency in decision-making, accountability for developers and operators, safety and security measures, and non-discrimination in AI design.<sup>7</sup>

These legislated values align closely with the human-centred objectives. By embedding accountability and fairness into the legal structure, Vietnam is anchoring AI innovation in social trust and ethical practice. Vietnam's National AI Strategy aims to place the country among the top four in ASEAN for AI research and application by 2030.<sup>8</sup> The strategy includes guidance such as Decision 1290 from the Ministry of Science and Technology, which emphasises a 'human-centred society' approach by balancing AI's benefits and risks.<sup>9</sup>

These policy developments are reinforced by active stakeholder engagement. The AI Ethics Committee, established by Vietnam's software industry association (VINASA), provides governance guidance and ethical oversight for emerging AI use cases.<sup>10</sup>

Vietnam's approach demonstrates a responsive, structured approach to AI governance. Unlike purely voluntary frameworks, it combines legal instruments, strategic direction, and industry leadership to embed ethical standards across emerging technology.

7 DFIDL (2025) Vietnam: Landmark Law on Digital Technology Industry – New Frameworks for AI & Digital Assets, accessed 15 August 2025, <https://www.dfdl.com/insights/legal-and-tax-updates/vietnam-landmark-law-on-digital-technology-industry-new-frameworks-for-ai-digital-assets>.

8 RMIT University Vietnam, Governing AI with ethics and law to guide Vietnam's evolving future, 2025, accessed 15 August 2025, <https://www.rmit.edu.vn/news/all-news/2025/apr/governing-ai-with-ethics-and-law-to-guide-vietnam-evolving-future>.

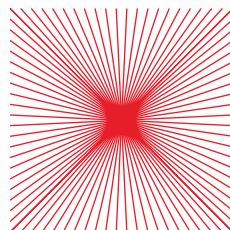
9 Open Development Vietnam, Vietnam prioritizes human-centered development of artificial intelligence, 2024, accessed 15 August 2025, <https://vietnam.opendevopmentmekong.net/news/vietnam-prioritizes-human-centered-development-of-artificial-intelligence>.

10 Ministry of Science and Technology / VINASA, Vietnam launches AI Ethics Committee to lead responsible innovation, 2024, accessed 15 August 2025, <https://english.mst.gov.vn/vietnam-launches-ai-ethics-committee-to-lead-responsible-innovation-197241206162304766.htm>.

## Equity, access, and unintended harms

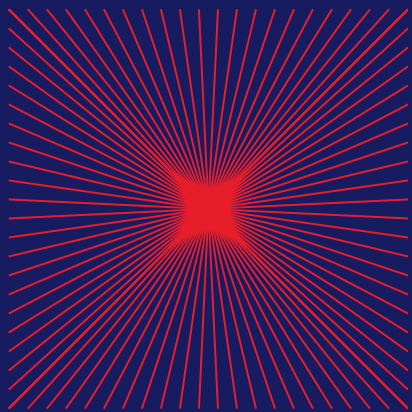
Perhaps the most urgent risk is not malicious AI, but misaligned AI. Human-centred AI also provides a lens for addressing systemic challenges. Poorly designed algorithms can reinforce historical disadvantage, particularly where datasets reflect biased assumptions or exclude underrepresented groups. In healthcare, for example, diagnostic tools trained predominantly on caucasian patient data have been shown to underperform for other populations.<sup>11</sup> In employment, automated screening systems risk replicating discriminatory hiring patterns.

For Australia, these risks are compounded by uneven sectoral maturity and regional access to digital infrastructure. The report on “Australia’s Artificial Intelligence Ecosystem: Growth and Opportunities” by the Department of Industry, Science and Resources points to gaps in talent, access, and industry maturity as significant barriers to the growth of Australia’s AI sector.<sup>12</sup> Responsibility, therefore, is not limited to compliance. It is a strategic necessity. Organisations that centre equity, trust, and human oversight in their AI systems are more likely to gain social licence, avoid unintended harms, and build resilient innovation cultures.



11 Obermeyer, Z., Powers, B., Vogeli, C. and Mullainathan, S., Dissecting racial bias in an algorithm used to manage the health of populations, 2019, *Science*, Vol. 366, Issue 6464, pp. 447–453.

12 Australian Government Department of Industry, Science and Resources, Australia’s artificial intelligence ecosystem: Growth and opportunities, 2024, accessed 28 July 2025, <https://www.industry.gov.au/publications/australias-artificial-intelligence-ecosystem-growth-and-opportunities>.



# A View from Australia: Governance-Led AI Strategy

## A distinctive national approach

Australia's approach to AI has been shaped by a deliberate emphasis on governance and public trust. While many of its international counterparts have focused on accelerating commercial adoption, Australia has invested in ethical safeguards, cross-sectoral capability-building, and voluntary standards. This reflects a strategic choice: to position responsible innovation as a source of national advantage.

The 2021 National AI Action Plan outlined foundational investments in research, skills, and infrastructure.<sup>13</sup> More recently, the launch of RAIN, a collaboration between CSIRO's Data61, the National AI Centre, and industry partners, has provided organisations with access to practical tools, risk frameworks, and sector-specific guidance.<sup>14</sup> These initiatives aim to support the safe, transparent, and inclusive deployment of AI across both private and public sectors.

Despite this progress, uptake remains uneven. As noted in the Department of Industry's 2024 ecosystem report, Australia's AI growth has been strongest in sectors with an existing emphasis on compliance and data maturity, such as financial services and healthcare.<sup>15</sup> However, "maturity is highly variable" across sectors and regions, and business leaders consistently cited uncertainty around ethical and legal obligations as a barrier to investment and scale.<sup>16</sup>

## Private investment, public standards

While the government has provided the ethical scaffolding, the majority of AI development and deployment in Australia is being driven by the private sector.<sup>17</sup> Investment by the private sector is driving most of Australia's AI experimentation, particularly in process automation,

customer engagement, and ESG reporting.<sup>18</sup> Yet without consistent governance mechanisms, there is a growing risk that deployment outpaces oversight. As one panellist observed during the Future Ready Business event, there is "no pause button on private investment."

To manage this tension, Australia has favoured a principles-based approach over strict regulation. Voluntary frameworks and sector guidance, such as those offered by RAIN, aim to embed ethics into practice without stifling innovation. However, their effectiveness depends on leadership commitment and organisational culture. Tools such as risk assessments and governance maturity models exist, but are often underutilised.<sup>19</sup> It is clear that public trust hinges not just on having frameworks in place, but on their consistent and visible application.

## Building national capability through cross-sector collaboration

If governance is to become a competitive advantage rather than a constraint, it must be treated as a shared responsibility. This means collaboration across universities, regulators, corporates, and community stakeholders.

One promising sign is the emergence of joint research initiatives focused on applied ethical AI, such as partnerships between CSIRO's Data61, universities, and state-based digital economy teams.<sup>20</sup> These projects offer a promising model for scalable, ethically grounded innovation.

Universities, in particular, play a critical role as trusted intermediaries. As both neutral conveners and tool developers, they can help bridge the trust gap that often exists between private innovation and public scrutiny.<sup>21</sup> Responsible AI is the infrastructure that allows it to be trusted and scaled.

13 Australian Government Department of Industry, Science, and Resources, Australia's Artificial Intelligence Action Plan, 2021, accessed 25 July 2025, <https://www.industry.gov.au/publications/australias-artificial-intelligence-action-plan>.

14 Australian Government Department of Industry, Science and Resources, Responsible AI Network, 2025, accessed 25 July 2025, <https://www.industry.gov.au/national-artificial-intelligence-centre/responsible-ai-network>.

15 Australian Government Department of Industry, Science and Resources, Australia's artificial intelligence ecosystem: Growth and opportunities, 2024, accessed 28 July 2025, <https://www.industry.gov.au/publications/australias-artificial-intelligence-ecosystem-growth-and-opportunities>.

16 Australian Government Department of Industry, Science and Resources, Australia's artificial intelligence ecosystem: Growth and opportunities, 2024, accessed 28 July 2025, <https://www.industry.gov.au/publications/australias-artificial-intelligence-ecosystem-growth-and-opportunities>.

17 McKinsey & Company, The State of AI in 2023: Generative AI's Breakout Year, McKinsey Global Institute, 2023, accessed 28 July 2025, <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2023-generative-ais-breakout-year>.

18 McKinsey & Company, The State of AI in 2023: Generative AI's Breakout Year, McKinsey Global Institute, 2023, accessed 28 July 2025, <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2023-generative-ais-breakout-year>.

19 CSIRO/Data61, AI Ethics Framework, 2023, accessed 25 July 2025, <https://www.csiro.au/en/research/technology-space/ai/ai-ethics-framework>.

20 Australian Government Department of Industry, Science and Resources, Responsible AI Network, 2025, accessed 25 July 2025, <https://www.industry.gov.au/national-artificial-intelligence-centre/responsible-ai-network>.

21 Australian Human Rights Commission, Human Rights and Technology Final Report, 2021, accessed 26 July 2025, <https://humanrights.gov.au/our-work/technology-and-human-rights/publications/final-report-human-rights-and-technology>.



## From Tools to Transformation:

### Case Examples from RMIT

While policy frameworks set the direction, it is through real-world applications that human-centred AI is truly tested. At RMIT's College of Business and Law, multiple projects demonstrate the potential for integrating ethical, accessible AI into its research, partnerships, and learning environments, thereby translating theory into tangible social impact.<sup>22</sup>

#### Automated ESG Reporting

An RMIT research team is using artificial intelligence to streamline Environmental, Social, and Governance (ESG) reporting. This automated system enables organisations to rapidly analyse large volumes of ESG disclosures, identifying inconsistencies and highlighting areas for improvement. By increasing transparency and accountability, the tool supports better-informed decision-making for both businesses and investors.

#### Embedding AI Ethics in Education

Recognising the importance of ethics alongside technical literacy, RMIT has integrated responsible AI principles throughout its business curriculum. Students engage in cross-disciplinary projects, gaining skills in ethical reasoning and understanding the broader social implications of technology. This approach ensures graduates are equipped to manage AI-enabled processes responsibly and strategically in future leadership roles.

#### Digital Mentoring in Aged Care

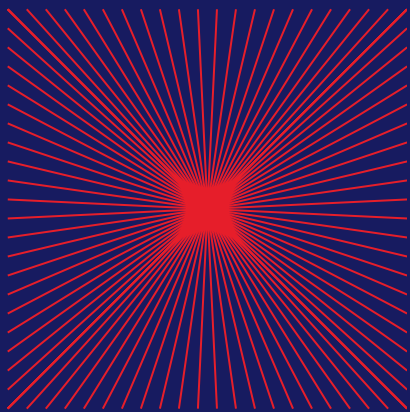
In collaboration with industry partners, researchers at RMIT have developed an AI-driven digital mentoring system tailored for the aged care sector. This platform provides care workers with real-time guidance, helping them make complex decisions and improve workforce retention. The goal is to enhance, not replace, human judgement and support frontline staff, directly addressing Australia's aged care workforce pressures.

#### Equity-First Tool Design

Several initiatives focus explicitly on access, including designing AI interfaces with multilingual capabilities, supporting digital access for under-resourced students and community partners, and ensuring that experimentation with AI is inclusive by default. By embedding equity and inclusion from the outset, these efforts highlight the importance of accessibility in AI innovation.

Through these practical examples, RMIT demonstrates that responsible innovation is both achievable and essential to ensuring AI's long-term benefits are shared equitably across society.

<sup>22</sup> RMIT University, Business and Law Curriculum Innovation Briefing, RMIT College of Business and Law, 2024, internal document.



## **Education, Ethics, and Workforce Readiness**

## Cultivating judgement

The proliferation of AI tools across workplaces has prompted a rush to upskill employees in data science, coding, and platform-specific fluency. But technical proficiency alone falls short. To lead in an AI-driven world, future workers, and especially future decision-makers, need to go beyond technical fluency – and develop within themselves the capacity to navigate uncertainty, question assumptions, and apply ethical reasoning at speed.

This skillset is not innate to any one discipline. It draws from law, philosophy, sociology, computer science, and business strategy. As noted in the MIT Sloan Management Review, organisations that foster organisational learning alongside technical AI adoption see far greater returns than those who rely solely on software upgrades.<sup>23</sup> The human-in-the-loop is a strategic asset.

In Australia, practical efforts to support ethical AI adoption include training initiatives provided by RAIN. Such programs focus on equipping organisations to recognise and manage ethical implications at every stage of AI implementation.<sup>24</sup> To achieve lasting impact, workforce readiness must be addressed at earlier stages of education.

## Business schools as bridge builders

Business schools are uniquely positioned to connect two critical worlds: innovation and governance. They have the capacity to equip students with both technical knowledge and an understanding of the broader social and ethical contexts in which AI operates.

A proactive approach to embedding AI literacy across the business curriculum is required to ensure graduates are work-ready. Just as digital transformation has reshaped marketing, operations and finance, AI is reshaping strategy, ethics, and human resources. What's needed more than ever is a model of education that recognises this complexity and prepares students to lead in and with the complexity, as informed and responsible stewards of AI-enabled systems.

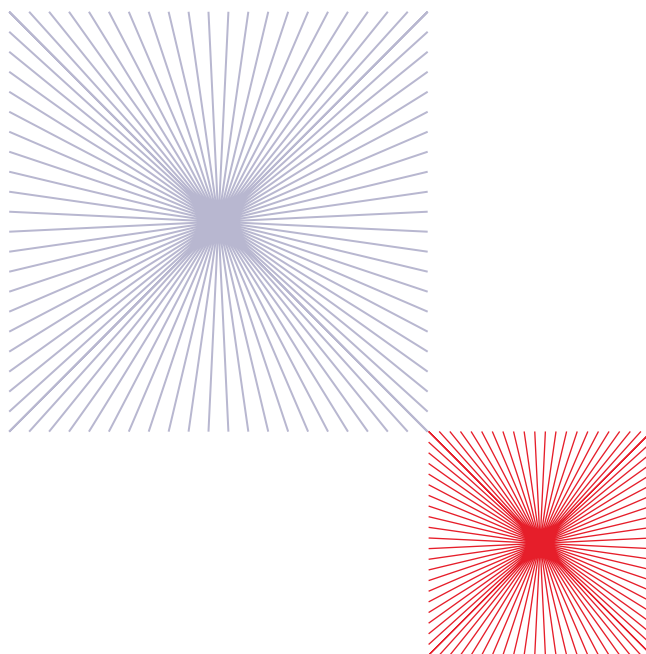
For RMIT and other Australian universities, this means integrating interdisciplinary learning, engaging with live industry case studies, and foregrounding the social impact of emerging technologies in coursework and assessment.<sup>25</sup>

## Alumni as catalysts for organisational change

RMIT Alumni and mid-career professionals hold significant potential to shape ethical AI implementation. Positioned within organisations, these individuals can influence daily practices, cultural norms, and strategic priorities.

Insights from the Future Ready Business Series event in Vietnam emphasised the critical role that alumni play in operationalising responsible AI. Their influence lies in everyday decisions: Which use cases are prioritised? Who is consulted during implementation? How are unintended consequences surfaced and addressed? By advocating internally for transparent, fair, and human-centred approaches, they can directly influence the quality of AI adoption outcomes.

Moreover, as trusted voices within their organisations, alumni are well-placed to advocate for tools and processes that reflect the values of transparency, equity, and inclusion. In doing so, they extend the impact of universities well beyond the classroom and help embed ethical innovation into the fabric of business.



23 Massachusetts Institute of Technology, Expanding AI's Impact with Organisational Learning, MIT Sloan Management Review, 2024, accessed 26 July 2025, <https://sloanreview.mit.edu/projects/expanding-ais-impact-with-organizational-learning/>.

24 Australian Government Department of Industry, Science and Resources, Responsible AI Network, 2025, accessed 25 July 2025, <https://www.industry.gov.au/national-artificial-intelligence-centre/responsible-ai-network>.

25 RMIT University, Business and Law Curriculum Innovation Briefing, RMIT College of Business and Law, 2024, internal document.

# Recommendations

Effectively embedding human-centred AI within organisations requires coordinated action across the private sector, universities, and government. The following recommendations outline practical, strategic actions for each stakeholder group to support responsible innovation.

## For Business Leaders

### 1. Integrate ethical AI frameworks into organisational processes

Ensure AI initiatives include governance checkpoints such as risk assessment, ethical review, and stakeholder consultation before deployment. Go beyond technical validation to ask: Is this system just, transparent, and fit for purpose?

### 2. Prioritise inclusive access and cross-functional literacy

AI literacy should not be confined to technical teams. Invest in organisation-wide training that goes beyond technical proficiency, equipping staff at all levels with an understanding of ethical considerations and potential biases in AI systems. Staff will then be equipped to question assumptions, surface risks, and contribute to better-informed decision-making.

### 3. Model responsibility in procurement and implementation

When selecting vendors, prioritise those whose tools demonstrate fairness, explainability, and ethical foresight. Consider equity and accessibility as part of the implementation pathway.



## For Universities

### 1. Integrate ethical and strategic AI literacy across curricula

Integrate AI ethics, governance, and social impact modules within business, law, and technology courses. Graduates should emerge capable of critically assessing both technical and ethical dimensions of AI adoption.

### 2. Support applied research and demonstrator projects

Invest in pilot initiatives that clearly demonstrate the practical application of ethical AI. Share outcomes openly to support broader organisational and public understanding of responsible AI implementation.

### 3. Foster alumni engagement in AI for good

Create forums, case study networks, or mentorship opportunities that connect alumni working with AI to current students and emerging research. Use this network to model change from within organisations.



## For Government and Ecosystem Partners



### 1. Maintain clear, stable governance frameworks

Continue supporting initiatives such as the Responsible AI Network and provide clear, practical guidance on ethical AI use.

### 2. Support ecosystem-wide collaboration

Encourage joint initiatives among universities, businesses, and community groups, especially in sectors or regions with low AI maturity. Such joint efforts should focus explicitly on governance, equity, and the responsible deployment of AI technologies.

### 3. Address barriers to equitable AI adoption

Invest strategically in initiatives to reduce barriers to digital infrastructure, access, and capability, particularly in regional and underserved communities. This will ensure AI's benefits are more evenly distributed.

### 4. Signal future regulatory direction with clarity

While prescriptive regulation may evolve slowly, providing clear expectations now, particularly around accountability and transparency, will reduce uncertainty and encourage responsible innovation.



# A call to move beyond adoption to delivering real social value

Artificial Intelligence presents one of the most significant inflection points for business and society in a generation. Its potential to drive productivity and solve complex challenges is matched only by the complexity of the ethical, social, and strategic questions it raises.

If one message could be underlined from the discussion, it's this: *human-centred AI does not emerge by default*. Rather, AI must be designed, governed, and stewarded with intention.

Australia is uniquely positioned to model responsible AI innovation. The initiatives highlighted in this report, from national networks like RAIN to university-led projects, point to a tangible pathway for achieving AI that is transparent, equitable, and accountable.

Yet responsibility does not rest solely with policy. Universities must educate for judgment as much as capability. Business leaders must embed inclusion and transparency into systems from the outset. And alumni, embedded across industries, have a unique opportunity to help translate organisational action through the lens of ethical ambition.

As AI becomes more deeply embedded in economic and social life, another question demands attention: equitable access. As tools with significant competitive advantages and productivity gains, the gap between those who can access and deploy these tools and those who cannot risks widening existing divides. Ethical governance matters, but so too does ensuring that access to AI is not restricted to a select few. Without equitable access, AI may unintentionally entrench long-term social and economic disparities. This is why business and law schools have a crucial role in advocating for frameworks that support both responsible use and broad-based accessibility.

Human-centred AI, as such, is not a niche ambition. It is a strategic necessity for organisations seeking to innovate with integrity and build systems that serve the full breadth of their communities.

For a society built on strong moral frameworks, the true measure of AI's success is not in its efficiency gains or productivity metrics. Instead, it will be reflected in the trust it generates, the fairness it promotes, and the social value it delivers. For businesses, universities, and governments alike, the way we embrace AI will be a clear signal of our values and the future we wish to shape.

