CQU RASN / CASE STUDY

AI for All

Western Queensland

Regional AI capability-building pilot, 2025



The Birdcage, Longreach / 17 May 2025

9	22	10	3
Online teaser participants	Zoom workshop participants	Face-to-face participants	One-to-one mentees

Longreach small business owners, creatives and community leaders explored AI for social media, email and everyday work through online learning, hands-on practice and mentoring.

Emma Read, Western Queensland Arts Officer, led and coordinated the initiative. **Tracy Sheen** facilitated the workshops. Louise Gronold partnered through the State Library of Queensland's Digital Futures team.

STATE LIBRARY OF QUEENSLAND PROGRAM

WORKSHOP FACILITATOR

AN INITIATIVE OF THE QUEENSLAND GOVERNMENT THROUGH ARTS QUEENSLAND

The challenge

Regional creatives, businesses and educators were asking how to use AI in their work. Sole traders and small organisations wanted practical ways to manage their time, streamline marketing and tell local stories. Those enquiries and earlier community consultations pointed to a need for accessible training in remote communities.

The delivery model

30 April 2025	**Online teaser** A short introduction to practical uses of AI.
7 May 2025	**Zoom workshop** Tracy Sheen explored AI tools, creative workflows and ethical frameworks.
17 May 2025	**Face-to-face workshop** At The Birdcage in Longreach, participants worked through local problems together with hands-on guidance.
Mentoring	**One-to-one support** Three participants received individual mentoring.
Follow-up	**Continued learning** Participants were offered a follow-up survey and a community Q&A group.

Who participated

Artists, educators, tourism operators, small business owners and community leaders took part from Longreach, Winton and Barcaldine. For some, it was their first RASN event. RASN promoted the series through its mailing lists, local councils, community arts groups and social media.

Practical applications

Marketing and content. Generate social media posts and visual content to promote a business, creative work or community.

Storytelling. Use writing prompts to develop local stories and work through creative blocks.

Everyday productivity. Automate emails and routine workflows to reduce administrative work.

Outcomes and impact

Participants reported greater confidence using AI for everyday tasks and creative work. Many left with skills they could use immediately in marketing or arts education. Shared learning sparked new collaborations, and participants expressed interest in exploring AI further for visual arts, storytelling and administration.

Participant feedback

> *"I made new connections with other artists, artsworkers, and/or organisations relevant to my profession."*
>
> *"Should be more of these."*

Regional follow-on

Blackall-Tambo

18 MAY 2025 / 31 PARTICIPANTS

Emma Read introduced Tracy Sheen to Blackall-Tambo Council. The council engaged Tracy to travel from Longreach to Blackall and deliver a workshop the day after the Longreach session.

Mackay

28 JUNE 2025 / 30 REGISTERED

At the time of reporting, 30 people had registered for the planned Mackay activity. It was to include one-to-one sessions and a Zoom workshop for those who missed out.

Why this matters

Participants asked for follow-up workshops, resource sheets and mentoring. The pilot identified scope for a regional AI mentoring program or short courses through RASN. The Blackall-Tambo workshop shows how a local introduction enabled a neighbouring council to bring the training to its own community.

RASN case study / AI for All Longreach Workshop / Emma Read, 10 June 2025.