

## National Cultural Policy Submission

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Public

Individual

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### Short submission (text box 500 words or less)

I am a Seoul-based cultural policy researcher and AI governance strategist working at the intersection of digital culture, public policy, and emerging technologies. My work focuses on how AI systems and digital platforms are reshaping cultural production, visibility, authorship, and participation across global cultural ecosystems.

As Australia develops a new National Cultural Policy, I believe it is essential to recognize that culture is no longer shaped only by institutions, funding systems, or physical infrastructure. Increasingly, culture is mediated through algorithmic systems, platform architectures, and AI-driven recommendation environments that influence whose stories are visible, whose knowledge is valued, and which cultural expressions circulate globally.

One of the most urgent challenges facing the cultural sector is the growing concentration of cultural power within global digital platforms. AI systems are trained on uneven datasets that often privilege dominant languages, markets, and cultural perspectives. Without intervention, this risks deepening cultural inequality and reducing the visibility of local, Indigenous, and regionally specific cultural knowledge.

Australia has an important opportunity to become a global leader in ethical and culturally inclusive AI governance for the creative sector. I would strongly encourage the new National Cultural Policy to include:

- Cultural AI governance frameworks that address representation, transparency, and cultural rights within AI systems
- Public investment in cultural data infrastructure to ensure Australian and Indigenous cultural materials are protected, governed ethically, and fairly represented in future AI ecosystems
- Support for interdisciplinary collaboration between artists, technologists, researchers, and policymakers
- Regional leadership in Asia-Pacific cultural technology cooperation, particularly around AI ethics, digital heritage, and creative economies
- Greater support for experimental and emerging forms of digital cultural practice, including AI art, immersive media, and participatory cultural platforms

I also believe cultural policy should move beyond viewing technology solely as an innovation issue. AI is increasingly becoming cultural infrastructure. This means governance must consider not only economic outcomes, but also democratic participation, cultural diversity, social trust, and long-term public value. Australia is uniquely positioned to build a model of cultural policy that combines creativity, technological innovation, Indigenous knowledge leadership, and democratic governance. A future-oriented cultural policy should help ensure that AI strengthens cultural diversity and public culture rather than narrowing it. Thank you for the opportunity to contribute to this important process.