

National Cultural Policy Submission

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Public and anonymous



Short submission (text box 500 words or less)

I am an independent Australian author whose practice relies on a fair, competitive market where local stories are valued and intellectual property is protected. A primary challenge in the current sector is the \discovery\ of Australian stories in a globalised digital market. I believe we must maintain and strengthen a high degree of Australian-produced content across publishing, television, film, and music. Without robust intervention, global streaming platforms and broadcasters naturally gravitate toward low-cost international imports, eroding our national identity. The National Cultural Policy should legislate strict, enforceable local content quotas for all digital streaming providers, mirroring those once held by traditional broadcasters. This ensures that the Australian public can always see their own lives reflected on screen. The rise of Generative AI is the most significant threat to the \Centrality of the Artist.\ AI companies are currently building commercial products by scraping and plagiarising copyrighted content from authors without consent or compensation. This undermines the economic viability of being an independent creator. We need a regulatory framework that ensures AI development does not come at the expense of human creators. This includes: Mandatory disclosure of all data sets used to train AI models, a clear \opt-in\ requirement for any copyrighted material to be used in AI training, and safeguards to ensure that when artists use social media to promote their work, they do not automatically forfeit their copyright to the platform's internal AI tools.