

National Cultural Policy Submission

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Public

Individual

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Short submission (text box 500 words or less)

The rapid integration of Artificial Intelligence into the creative industries poses an unprecedented threat to the livelihoods of Australian artists, voice talent, and creative workers. While technology can be a tool for innovation, unregulated AI usage risks hollowed-out cultural industries, mass job displacement, and the proliferation of unlabelled synthetic content.

To protect the integrity of Australian culture, safeguard creative jobs, and ensure fair, livable wages for industry professionals this is what needs to be put in place.

1. Mandatory Labelling of AI-Generated Content

The public is increasingly exposed to synthetic media without clear disclosure. This lacks transparency and dilutes the value of genuine human creation, actively displacing human creatives by passing off machine-generated output as authentic work.

Government needs to implement a mandatory, enforceable framework requiring all commercially distributed media—including audio, visual, and written content—to feature clear, prominent labelling if it has been substantially generated or altered by AI.

2. Conditional Arts Funding: Preserving Human Capital

Public funds intended to foster Australian culture and support local artists should not be used to bankroll technologies that actively make those same artists redundant. Allowing government-funded productions to replace human creative workers with AI undermines the foundational purpose of arts grants.

Introduce Safeguards: Bind all federal and state arts funding (including Screen Australia grants, Australia Council funding, and tax incentives) to strict employment criteria.

Enforce Human-First Production: Withhold public funding or incentives from any production that utilizes generative AI to replace human creative workers, including but not limited to writers, visual artists, animators, and performers.

3. Enforceable Minimum Rates of Pay for Voice Artists

Voice artists are facing a dual crisis: the unauthorized scraping of their voices to train AI models, and a race to the bottom on digital platforms that undercuts standard industry rates. Without enforceable minimum pay standards, highly skilled Australian voice talent is being priced out of a living wage.

We need statutory Minimums: Establish legally enforceable minimum rates of pay for voice artists across all sectors, including commercial broadcasting, corporate narration, gaming, and audiobooks.