

National Cultural Policy Submission

1470396

Public and anonymous

Individual



Short submission (text box 500 words or less)

Hi. I have worked in the arts in screen, theatre and voice for around 40 years with an average annual income over that time of around \$40,000; so I take part-time jobs as well.

I think a national cultural policy should aim to elevate the perception of the arts to the same level as that of sport; and it should recognise the importance of protecting and developing the very human element of any culture and cultural expression.

Creating a system where arts workers have the ability to live off their artistic work would be fantastic.

I know that the MEAA are championing Equitable Remuneration as one way to help here - a system where the continued use of an artist's work is remunerated. To give an example - I was the lead in an iconic Australian feature over 30 years ago, and I got paid \$10,000. The film was released on video, DVD, and Blu Ray over the years: I received roughly \$3000 for that, based on overseas sales. The film now plays on multiple streaming channels around the world, but there is no remuneration to any of the artists involved. If there were, that work which has continued to play for over 30 years would have assisted all of us to maintain our artistic input at much greater levels. Companies get paid for copyright ownership: currently we don't. Equitable Remuneration is a good start!

I'm also concerned about the impact AI will have on our cultural development. AI is essentially skilful plagiarism on an industrial level, and it needs regulation and the maintenance and expansion of strict national and international copyright laws to ensure that anyone whose work is used (scraped etc) is remunerated. We also need to ensure that any AI usage is declared, so that the public understand when they are watching/listening to a human or an AI synthetic. AI is already impacting on Voice Artists, and a new cultural policy needs to ratify the MEAA Voice Rates Card, and mandate the labelling of AI voices in order to protect Voice Artists work.

With best regards,