

National Cultural Policy Submission

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Individual

Dan King



Short submission (text box 500 words or less)

Australia's cultural identity is increasingly shaped by fast-moving digital platforms, global content and changing audience habits. In this environment, it is more important than ever that local Australian voices, stories and creative industries are supported not only in major cities, but across regional communities where culture is lived every day.

I work professionally across audio production, music, commercial radio, television and media as a professional voice actor, audio producer and musician, and I am also a member of the Australian Association of Voice Actors (AAVA). From my perspective, one of the biggest challenges facing the cultural sector is sustainability for independent creators and small creative businesses.

Many creators now work across multiple disciplines at once. We are producing radio, podcasts, music, digital audio, voice work and online content while competing against global platforms with vastly larger resources. At the same time, traditional local media pathways are shrinking, making it harder for emerging Australian voices to gain experience, employment and visibility within their own communities.

Despite this, there are also enormous opportunities.

Technology has made it possible for Australians to create and distribute high-quality creative work from almost anywhere. Local radio stations, streaming platforms, podcasting and digital production tools allow Australian stories and voices to reach audiences in ways that were not previously possible. These platforms are now an important part of Australia's cultural fabric and should be recognised as such within national cultural policy.

I also believe artificial intelligence will become one of the defining cultural issues of the next decade. AI tools are already helping independent creators improve efficiency and remain competitive, particularly for small operators with limited resources. However, policy must ensure these technologies support Australian creativity rather than replace it. There are legitimate concerns around ownership, attribution, training data and the long-term sustainability of creative careers.

Just as the Federal Government has recognised the importance of safeguarding locally created journalism and Australian news media in response to the growing influence of global technology platforms, there is also a need for stronger policy support and protections for Australian artists, performers and creators more broadly.

Independent creatives and small production businesses are increasingly navigating rapid technological change without the same protections or bargaining power as larger organisations. Future cultural policy should help ensure Australian creative work remains valued, protected and commercially sustainable in the digital era.

Importantly, authentic Australian storytelling still relies on human connection, lived experience and cultural understanding. Regional identity, local humour, community knowledge and real-world storytelling cannot simply be automated.

Future cultural policy should recognise voice acting, audio production, broadcasting, podcasting and digital storytelling as significant cultural practices. It should also create more accessible funding and development pathways for sole traders, independent creators and operators who may not fit traditional arts funding models.

I would also encourage stronger support for regional and First Nations storytelling initiatives, youth creative pathways, digital broadcasting innovati