

## National Cultural Policy Submission

1470982

Public and anonymous



Short submission (text box 500 words or less)

I'm an actor, voice artist and content creator. I'm writing because the choices made in the National Cultural Policy will directly affect whether Australian creative work remains viscerally human, trustworthy, and genuinely accessible.

AI governance cuts across all five pillars; it impacts artists' rights and livelihoods, public trust in media, accessibility outcomes, and integrity and diversity of our culture. Without enforceable rules, all Australians fall prey to identity theft and misinformation. A society that allows itself to become infested with hollow projections of humanity will lose heart, history and diversity in its culture.

There are meaningful uses for AI in science, technology and accessibility, if used discerningly. They are changing the world for the better (environmental impact is another discussion altogether). However, generative AI is also being deployed across content and systems at a rate faster than the public can reasonably assess what is authentic.

AI-generated assets can be a valid accessibility tool depending on context and user needs, but effectiveness depends on implementation. I recently tested a "more realistic" voice assistant and have near-zero comprehension of what it is saying. There is no opt-out. No way to return to the clear, concise voice that served its purpose effectively. Accessibility requires clarity, control, and user choice.

Labelling and transparency must be non-negotiable. Aesthetic polish is increasingly being mistaken for authenticity, and even technologically literate people can be fooled by how aesthetically pleasing generated content sounds or looks while still feeling emotionally empty. Australians deserve enforceable labelling standards so we can reliably tell what is human-made, what is machine-generated, and what consent and licensing sits underneath it.

The cultural cost is immediate. We are living in a world where everything we see and hear must be scrutinised. That constant vigilance is exhausting, and it drains the energy people have for family, community, and fulfilment (the bedrock of our culture). I have felt this in everyday places, including cinemas, where instead of normal previews I'm confronted with obvious AI-generated gambling and other ads. It is on the radio. On your TV. Even when disclosed, I dread the day that society simply accepts these soulless amalgamations into our culture.

What I want reflected in the National Cultural Policy:

- Strong, enforceable rules for AI use, labelling, provenance, and disclosure in cultural and commercial media.
- Opt-in, explicit consent for any use of a performer's voice/likeness (including training), with clear licensing terms, meaningful penalties for misuse, and real ability to revoke consent.
- Compensation standards and an auditable trail where human work is used to train, replicate, or replace.
- Platform accountability: fast takedowns for impersonation and fraudulent accounts, and meaningful enforcement against scams. Currently many of these systems are powered by AI themselves, and the level of false positives has been hugely detrimental.
- Accessibility standards that prioritise comprehension, clarity, and user choice (including opt-outs).

Australia's next creative chapter should protect human stories, human labour, and the public's ability to trust what we see and hear.