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Koup Music submission: National Cultural Policy consultation

Koup Music welcomes the opportunity to contribute to the next National Cultural Policy. This submission argues that Australia should treat the creative industries not as a peripheral cultural concern, but as core national infrastructure for innovation, capability and intellectual property development, especially in the age of AI. The funding gap facing creative AI and technical practitioners should be a central issue for the new policy - our experience has revealed that teams working across culture, technology and research still do not fit neatly within existing funding systems, despite directly contributing to national priorities around innovation, skills, and sovereign capability.

The Australian Music Foundation Model (AMFM) is a clear example of this gap, and of the opportunity it represents. AMFM is a pilot project being developed by Koup Music with industry, research and rights-sector partners to build a sovereign, ethically governed AI audio foundation model for Australia. It is designed to create transparent and licensed AI infrastructure for music from the ground up, with creator rights, attribution, consent, provenance and commercial pathways built into the system rather than treated as afterthoughts. In practical terms, AMFM is intended to support Australian music creation, licensing, discovery and export Australian led technology, while demonstrating how responsible AI can be developed in partnership with the sectors most affected by it.

This directly aligns with the consultation paper, which recognises that digital tools and platforms are changing how creative work is produced, distributed and discovered, while also raising questions about authenticity, creative rights and fair remuneration. It also asks how cultural policy can support changing conditions for creative work, protect rights in digital environments, strengthen infrastructure and respond to new discovery pathways. AMFM is a practical response to these challenges because it treats cultural technology infrastructure as something Australia should build, govern and benefit from locally. Key partners are outlined in the attached deck.

This article from Koup Music makes a broader point that should sit at the heart of the new policy: creative industries professionals have already spent years building, testing and deploying AI in real creative and commercial contexts, yet the sector remains under-recognised as a technical and innovation partner. This entrenched perception limits access to investment, reduces policy influence and leaves major initiatives stranded between arts funding, research funding, industry programs and commercialisation schemes. That problem is especially acute for ethical AI systems built with Australian creators at the core, because they are simultaneously cultural, technical, legal and economic projects.

The next National Cultural Policy should explicitly recognise hybrid creative-technology practice and establish funding pathways for creator-led infrastructure, R&D and commercialisable cultural technologies. It should back initiatives like AMFM as evidence that the creative economy is already a site of advanced innovation, responsible AI experimentation and national capability-building. with clear public benefit and long-term market relevance. If Australia wants a strong local AI industry, cultural policy must help ensure Australian creators are not merely subjects of technological change, but partners in designing the systems that shape it responsibly.

The following slides represent the Koup Music pitch around Australian built technologies. The pilot project for AMFM outlined was submitted as a project in a Federal government CRC-P grant round in 2026.

We are happy for some of the information to be public but not the entire deck. Thank you.