

National Cultural Policy Submission

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Public

Individual

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Short submission (text box 500 words or less)

My name is Hamish, I am an actor and writer in the media industry across animation, video games, radio, theatre, and many more. I want to see our industry supported by ensuring there is support not only in terms of funding, but also in the promotion and distribution of Australian stories. Our arts sector has a chance to be a leader, especially in the film, TV, and video game space, but that requires priority to be given to local projects, no matter how small. If we want to build a strong arts culture, there must be ample weight given to building up projects that represent Australian culture and people, and not only tailored so they will sell to an international audience. Encourage our local ecosystem to thrive, bring local people out to appreciate the arts space, see films, buy our games, and we will grow our industry. Tall poppy syndrome limits our ability to be a major player in the media landscape. Our government needs to back us, promote us, celebrate us so we can be a leader in producing amazing art. We need pathways so new voices can get into the industry so it is not gatekept by the generations that have come before. We also need to create strong legislation limiting the use of generative AI. In its current form, it steals from creatives, uses our likenesses and voices without consent, and contributes to people in the arts and media landscape losing jobs. It is wrong and there must be protections put in place legally to ensure there is an industry for artists to actually enter into, and AI currently is destroying that industry. Not to mention AI's disastrous effects on the environment, its usage to create and spread propaganda and misinformation, and the unethical use of slave labour in developing nations to run its models. This technology only exists because of its theft of the real art created by artists, and if we allow it to run rampant, destroying the livelihoods of artists, then there will be no art left for it to devour. I want these five pillars to mean something, not just platitudes because they sound nice. There must be action, legislative action, to preserve, support, and grow our arts industry so we can continue to support generation after generation of Australian artists, especially First Nations artists, in telling stories and allowing all of us to be seen as pioneers. Pride in our industry will connect us with audiences. Make Australian children excited to contribute their skills when they get older, or even as they're going through school. Build a future that celebrates Australian art.