



Amazon submission to the Australian Government Consultation: Towards a New National Cultural Policy – June 2026

Amazon welcomes the opportunity to contribute to the Australian Government's consultation on the next National Cultural Policy, building upon the foundations of the 2023-2028 '*Revive: a place for every story, a story for every place*' (*Revive*). We share the Government's ambition to support a vibrant, sustainable and globally connected creative sector, and we welcome the continuation of *Revive*'s five pillars (First Nations First, A Place for Every Story, Centrality of the Artist, Strong Cultural Infrastructure, and Engaging the Audience) as the framework for the next phase of cultural policy.

Amazon is a committed partner in building a vibrant, sustainable, and globally connected Australian creative sector. Collectively, our local businesses including Prime Video and Amazon MGM Studios, Amazon Music, Audible, Kindle Direct Publishing and Amazon Web Services (AWS), invest in Australian creators, build infrastructure that supports the creative industries, and provide services that put Australian culture on a global stage.

We believe that Australia's creative sector is best served by flexible, sustainable policy frameworks that encourage diverse forms of cultural investment, from screen production and original music to publishing, audio storytelling and digital infrastructure. We also believe that Australia's creative sector should embrace and harness the potential of technology - including artificial intelligence - to promote Australian culture to the world. We believe that any future cultural policy should be strategic, balanced and forward-leaning for it to genuinely meet the needs of the next decade - addressing any challenges that technological innovation may present to the industry and embracing the real opportunities it will bring as well.

This submission draws on themes emerging from the five pillars of the National Cultural Policy, with data and examples from across Amazon's Australian businesses. We offer several policy recommendations for Government based on our local and global experience to help support the future development of the creative and cultural sector, and we stand ready to support Government in implementing them.

Thank you for the opportunity to contribute, and we look forward to engaging with the Government on our submission as this strategy develops.

Kind regards,



Michael Cooley

Director of Public Policy, Amazon Australia, New Zealand and Southeast Asia

Preserving and Amplifying First Nations Voices

Amazon's commitment to amplifying First Nations voices

Consistent with Pillar 1 of *Revive*, Amazon recognises that the preservation and amplification of First Nations stories, languages, and cultural knowledge is both a national priority and a responsibility for our businesses to support. Across Prime Video, Amazon Music, Audible, Kindle Direct Publishing and AWS, Amazon is investing in productions, partnerships and services that amplify First Nations voices. We provide some illustrative case studies below, and we look forward to continuing supporting and amplifying First Nations stories into the future.

CASE STUDY: Top End Bub – centring First Nations storytelling

Prime Video Australia is proud to support First Nations stories led by First Nations creative talent, recently exemplified through the production of *Top End Bub*, a television spin-off of the feature film *Top End Wedding*, produced by Goalpost Pictures. *Top End Bub* is a heartwarming romantic comedy that shares a positive and joyful representation of First Nations family and community, led by Miranda Tapsell (Larrakia/Tiwi) as co-creator, writer, executive producer, and lead actor.

Tiwi filmmaker Libby Collins was engaged as Co-Producer and Cultural Liaison on the project and implemented a Cultural Safety and Engagement Plan to ensure best practices on the production, respecting the crucial place of First Nations stories at the centre of Australia's arts and culture. The production consulted and engaged with First Nations people throughout the development of all storylines, characters, and scripts, with contributions from Ursula Yovich, Adrian Russell Wills, Julia Moriarty, and Larissa Behrendt. Shari Sebbens (Bardi/Jabbar Jabbar), a first-time screen director, was engaged alongside Christiaan Van Vuuren to co-direct the first episode and went on to direct three of the eight episodes independently. Shari was involved through all stages of production through to completion, providing her with invaluable experience across the entire production process and supporting the next generation of First Nations directing talent. This production is an example of best practices in delivering meaningful outcomes to the First Nations people and communities represented on screen, centering First Nations storytelling across all stages of production.

CASE STUDY: First Nations Music: Blak Loud Program

Amazon Music launched *Blak Loud* in 2022 - the service's first-ever First Nations music program. Developed in partnership with First Nations company Awesome Black, the program encompasses a dedicated *Blak Loud* playlist, updated monthly, spotlighting First Nations artists across Amazon Music in Australia, supported by email and social channel marketing. It also features an annual *Blak Loud Showcase* in Darwin, now entering its 5th year in 2026, featuring live performances from First Nations artists with supporting campaigns across social media, PR, and in-app promotion. The showcase has grown year-on-year in attendance and impact, attracting industry leaders and government representatives.

CASE STUDY: Deadloch 2 – Post-Production Placement

Through its Ascend Global Crew Training program, Amazon MGM Studios supported a post-production placement for an emerging First Nations producer on the Australian Original series *Deadloch Season 2*. Having served as Associate Producer / Indigenous Community Engagement during production, the placement allowed them to remain across the post-production processes including editorial, VFX, color grade, sound mix, and mastering - an invaluable experience for an early-career producer.

Recognising the significance of the opportunity, the Ascend team went beyond their standard support to also cover travel and living costs so the participant could be on the ground in Melbourne for key sessions. This reflected a genuine investment in the career development of a First Nations filmmaker and demonstrates how Amazon is using its position to create pathways that help diversify the talent pipeline in the Australian screen industry.

Building digital capability within First Nations Communities

As noted in the 2023 *Revive* policy, “career pathways need to be supported at all career stages, through access to culturally appropriate training and skills development, across a range of professions, ... including leveraging the use of technology and new digital platforms.” As part of the next National Cultural Policy, we recommend the Government continues to prioritise digital skilling in First Nations communities to both help strengthen digital capacity, and to help preserve cultural information and amplify stories, through innovative, community-led approaches. This will help enable First Nations communities to store, process, manage and share their knowledge as they wish, and make data-driven decisions concerning items of cultural significance.

Amazon is committed to building digital capability within First Nations communities, ensuring Indigenous Australians are empowered with the digital skills and tools they need to protect their language and culture. We work with First Nations-owned businesses to support digital upskilling in First Nations communities. For example, Indigenous-owned IT consultancy [Winyama](#) is an AWS Partner and enables First Nations communities to digitise important cultural data and make data driven decisions with the right contextual information, concerning sacred sites, natural land, and other things of cultural significance. Since launching in 2019, Winyama has trained over 1,500 First Nations people in vital skills such as data collection as well as technology software.

Artificial intelligence (AI) may also help unlock significant potential for innovative, community-led approaches to cultural preservation in Australia. We partner with ANZ organisations that have expertise in Indigenous storytelling and language preservation, helping them access our technology for this purpose. The section below expands on how digital technology can be used to both preserve First Nations languages and cultural knowledge and to increase accessibility.

CASE STUDY: Kiwa Digital and Custom D– Amplifying First Nations stories and building cultural connections

As explained by New Zealand-based software development company and AWS ISV Partner Custom D in [this AWS blog](#), the rapid shift from oral storytelling and written traditions to digital communication has disrupted how knowledge is shared across generations. Compounding this challenge is the fact that many Indigenous languages are multimedia-rich, deeply contextual, and reliant on cultural nuance - qualities that do not translate easily into mainstream digital systems. Together, these forces have created deep gaps in intergenerational language transmission. As a result, using digital tools to keep Indigenous languages alive can play an important role in their survival and continued vitality in the digital age.

To address the challenge of preserving First Nations languages and cultural knowledge, [Kiwa Digital](#), a New Zealand-based Indigenous software company, partnered with [Custom D](#), an AWS ISV Partner, to embed a generative AI platform built on [Amazon Bedrock](#) into its flagship product [CultureQ](#) – a conversational platform that enables communities to capture, store and actively engage with their cultural resources.

Unlike static digital archives, CultureQ transforms cultural materials into interactive, multimedia learning experiences. Users can engage through voice or text by asking conversational questions

and even swipe across text to hear the language spoken aloud, turning cultural archives into living, dialogue-based experiences. This allows people of all generations to explore cultural knowledge in ways that mirror oral storytelling traditions while remaining digitally accessible.

Built on Custom D's Caitlyn platform, CultureQ combines generative AI with cultural governance to ensure every response is accurate, respectful, and traceable to its original source. The platform has already indexed thousands of artifacts, including over 1,000 digitised audio, text, and visual resources, allowing users to explore them with confidence that the authenticity and cultural integrity of each item is maintained. Learners can interact with these stories in real time through generative AI-powered conversation, preserving both language and meaning. In Australia, for example, in partnership with the Ngalia Aboriginal Corporation, CultureQ now captures stories from the three remaining fluent speakers of the Ngalia language.

This example shows how generative AI can help empower First Nations communities to protect and share their language and identity on their own terms, and in a secure and scalable way. This in turn can help strengthen the recognition of cultural rights and spotlight the importance of language to preserving culture.

More broadly at Amazon, we understand the significance of reconciliation with First Nations peoples, and value meaningful actions aimed at bettering the lives of Aboriginal and Torres Strait Islander peoples. We are enthusiastic about working with First Nations Communities to help preserve their heritage and support their use of digital tools. We encourage the Government to continue prioritising digital skilling across First Nations communities to enable innovative, community-led approaches to cultural preservation and amplification, and to help close the digital skills gap with access to culturally appropriate training and skills development.

Supporting Diversity of Participation and Inclusion

Amazon actively supports diversity of participation and inclusion in the creative industries and supports the need for 'a place for every story' (as per Pillar 2 of *Revive*). Amazon's breadth of investment across genres, formats and channels helps bring diverse Australian stories to audiences, both domestically and globally. For example, since launching its *Audible Originals* program in Australia in 2019, Audible has released more than 140 Australian Originals, working with leading and emerging local creators across genres including documentary, entertainment, romance, wellness, and fiction. This program is central to Audible's commitment to championing diverse Australian voices, providing a platform for authors, journalists, actors, producers, and creatives to develop original works and reach new audiences globally. Amazon's Kindle Direct Publishing has also enabled thousands of independent Australian authors to reach global audiences. For example, C.J. Archer, an Australian author passionate about history and fantasy, became a successful writer through self-publishing after facing setbacks in traditional publishing during the global financial crisis. She turned to Kindle Direct Publishing and is now a multiple-time USA Today bestselling author, having sold nearly two million books.

CASE STUDY: Prime Video's partnership with the National Institute of Dramatic Arts

Prime Video has partnered with the National Institute of Dramatic Arts (NIDA) to support emerging Australian talent in the creative arts by improving diversity and access to industry training. Through this collaboration, Prime Video funds scholarships - each year for the last three years - for women and nonbinary students from intersectional backgrounds, including those from culturally diverse, LGBTQIA+, or underrepresented communities. In addition, the partnership contributes funding to NIDA's Master of Fine Arts directing cohort, helping to develop the next generation of Australian writers and directors. Overall, the initiative continues to remove financial barriers and amplify diverse voices in the screen industry, ensuring a broader range of stories and perspectives are represented.

Amazon encourages a supportive policy environment for diverse content investment and participation across genres, formats, and services, to best reflect the breadth of Australian stories and contributions of all Australians as the creators of culture.

Amplifying and Driving the Discoverability of Local Artists through Proactive, Audience-Centric Approaches

As the Government considers future policy settings to support creative industries, Amazon Music shows how a proactive, audience-centric approach is effectively driving the discoverability of local artists. Amazon Music meets listeners where they are, making their discovery of Australian artists effortless. Through a range of initiatives, the service celebrates the diversity of Australian music and helps local music travel well beyond our borders.

CASE STUDY: Amazon Music's support of Australian Artists

Amazon Music commits substantial resources to the promotion and support of Australian artists across the service, spanning marketing, original content commissions, and global amplification. This includes:

- 100+ local artists supported through marketing campaigns to date, including Forest Claudette, Hilltop Hoods, G Flip, Genesis Owusu, Jessica Mauboy, Spacey Jane, Peach PRC, Tash Sultana, DMA's, and Jungle Giants.
- 52 million+ streams generated through Amazon Music's exclusive *Originals* program, which commissions original recordings from Australian artists including Budjerah, Amy Shark, Angus & Julia Stone, Confidence Man, and Electric Fields.
- 165% year-on-year increase in incremental streams for local artists through inclusion on global playlists, actively exporting Australian music to international audiences.
- More than 80% of local marketing resources directed towards local artist promotion, reflecting a strong commercial commitment to Australian music.

Amazon Music provides always-on discoverability for local artists through a suite of permanent service features, ensuring Australian music is consistently and prominently surfaced to Australian listeners. This includes a dedicated "Down Under" playlist with premium weekly in-app placement; a permanent "Down Under" page on Amazon Music's discovery surface; inclusion of Australian artists across service-wide playlists, including "Brand New Music", "All Hits", and genre-specific playlists; and weekly featuring in Amazon Music newsletters and Amazon.com.au retail integrations. Local artists have received top in-app placements every single week since the service launched in Australia. Amazon Music also actively extends the reach of Australian artists to international audiences, including:

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- Promoting Australian artists by running voice ads on Amazon Music's free tier, delivering 12 million impressions across English-speaking markets (US, UK, Canada, and Australia) in 2026 - a 140% increase year-on-year, supporting 60+ Australian artists to date. These international campaigns represent significant additional global investment in Australian talent.
 - In 2026, Amazon Music included Australian artists Miss Kaninna and Folk B*tch Trio in its global *Artists to Watch* campaign for the first time.
 - Outdoor advertising placements for Australian artists locally (more than 40 artists) in New York City (more than 15 artists – see example on left), further extending international visibility.

CASE STUDY: Ticketek — Spotlight on Smaller Artists

AWS's AI and machine learning services can help support the personalisation and recommendation engines that help audiences discover content relevant to their interests. Amazon Personalise enables media companies to train models that learn from billions of user interactions with millions of items.

Amazon Personalise uses artificial intelligence to help customers deliver recommendations with low latency across their websites, applications, search engines, and marketing channels, helping Australian stories reach the audiences most likely to value them. Live-event company Ticketek has improved customer engagement and ticket sales using Amazon Personalise.

Using Amazon Personalise, Ticketek is now giving a greater spotlight to smaller events. With the previous solution, the company primarily highlighted major events in its newsletters because they were more likely to sell out. However, more niche performances were often overlooked. Personalisation changes that by matching fans with the events that excite them, no matter how small the events might be. Using Amazon Personalise, Ticketek has increased the diversity of its featured events by 5.2 times, creating opportunities for lesser-known artists to reach new audiences and sales per email opened have jumped 49 percent with the new solution.

Continuing to Build Strong Cultural Infrastructure

The Australian Government is playing a leading role in building strong cultural infrastructure. Notably, the Government's program of stable, predictable, and competitive screen production incentives is attracting international productions and supporting the growth of the Australian film and television production community. We strongly encourage the Government to maintain this approach as both local and international productions create work opportunities and build skills in the local screen sector. For example, across seasons 1 and 2 of *Deadloch*, more than 2,000 people were employed, including approximately 300 crew members, 80 cast and nearly 700 extras engaged in the second season alone, while flagship international production *Play Dirty*, filmed in NSW in 2025, invested more than \$265m and employed over 2,400 locally based cast, crew and extras.

CASE STUDY: Amazon Studio's Crew Training Initiative with Screen Australia

On Prime Video Local Original *The Office Australia*, the Ascend Global Crew Training program delivered a crew training initiative in partnership with Screen Australia. The production supported four mid-level below-the-line crew members through structured professional development, including work-based learning opportunities, support for mid-career practitioners, and pathways for people from adjacent industries or returning to screen after a career break. Participants worked with Heads of Department over eight weeks, gaining hands-on experience across production.

Amazon's breadth of investment across genres, formats and channels helps bring diverse Australian stories to audiences, both domestically and globally. For example, since 2019, Amazon MGM Studios and Prime Video have produced more than 42 original Australian and US/international films and local originals in Australia. Together, these productions mark a more than \$1 billion total investment. Films and series include:

- Amazon MGM Studios have commissioned 11 international productions in Australia, including *Foe*, *Balls Up*, *Play Dirty*, *Subversion*, *Kaleb: Down Under*, and *Spaceballs 2* and the current project in production *Honeymoon with Harry*. These productions represent significant, voluntary investment in Australian talent, stories, and production infrastructure;
- Over the last six years, Prime Video has commissioned 31 Local Originals in Australia. These Local Originals demonstrates an unwavering commitment from Prime Video to produce Australian content. Titles include *The Test S1–3*, *Back to the Rafters*, award-winning feature-length documentary *Burning*, *Kick Like Tayla*, *Neighbours*, *Hot Potato: The Story of the Wiggles*, *Five Blind Dates*, *The Office*, *Top End Bub*, and *Final Siren*.
- *The Lost Flowers of Alice Hart* is Prime Video Australia's biggest local release globally to date. The show premiered to the biggest opening weekend viewership globally for any Australian Original when it launched in August 2023, and reached the top five overall in 78 countries;
- *Deadloch Season One* reached the Top 10 TV Shows in more than 165 countries and territories in 2023 including the U.S., UK, Canada, France, and Spain while *Season Two* premiered in March to 100% Critic Scores on Rotten Tomatoes; and
- *The Narrow Road to the Deep North* was adapted from the novel of the same name by Richard Flanagan and debuted at Berlinale last year to 5-star critic reviews, and Jacob Elordi's powerful performance was recognised with a Golden Globe nomination in January.

The growth of the Australian film and television production industry is an international success story, and we urge the Government to maintain its support for stable, predictable, and competitive screen production incentives, including the Location Offset at 30 per cent, to continue attracting

international productions and supporting the growth of Australian screen infrastructure. This will allow for the continued production of international and local projects across Australia. It will also give the private sector the certainty to build more infrastructure to meet demand, something the Government may wish to partner with them.

The Recognition of Digital Infrastructure and Tech-Enabled Creative Industries

In addition to its support of physical arts and cultural infrastructure in *Revive*, we encourage the Government to also recognise the importance of digital infrastructure to supporting and growing Australia's creative industries. Digital public infrastructure can serve as a country's digital backbone - helping to enable modern and responsive government services, increase inclusion and economic participation, and support innovation across all sectors. Digital infrastructure can serve as a foundational component for Australian creative businesses of all shapes and sizes, helping them to keep pace with rapid technological change and meet growing audience demand for content, bringing diverse stories to global audiences.

For example, cloud-enabled technologies are being used in film, TV, games, and sports industries to create new interactive and immersive experiences that engage diverse, new audiences and unlock new opportunities for the sector. Amazon provides scalable, secure, and reliable cloud services that support Australia's creative industries, upon which media companies, studios, cultural institutions, and independent creators of all sizes are building and deliver their work to domestic and global audiences. These technologies help simplify complex production pipelines, remove technical obstacles, and enable artists to focus on creating great content by automating workflows in the cloud, accelerating creative iteration, and helping to optimise costs through on-demand computing power. Amazon's scalable cloud services can help emerging voices that may lack the resources of established studios. For example, cloud-based production tools can help reduce the need for significant capital expenditure on physical infrastructure, helping independent Australian filmmakers, podcasters, or digital storytellers to access the same professional-grade technology as a major studio.

CASE STUDY: Using AWS cloud-based production tools to enable broader access to professional-grade technology and support the filmmaking industry

One of the trends in the changing media landscape is the growing adoption of virtual production. This is fueled by the rise of streaming services, the change of viewing behaviors, the high demand for content in social media, and the advent of hyper-realistic 3D environments and generative AI. Virtual production enables the real-time tracking of camera position and orientation in a 3D space while on a physical film set. This technology allows for the integration of real actors into virtual environments, which can help reduce the need for reshoots and extensive post-production work, saving time and resources.

For example, cinematographers can benefit from enhanced control over lighting, adjusting virtual light sources on the fly to perfectly complement the physical set. Sound directors can optimise audio capture by understanding how the virtual environment affects acoustics. Directors can quickly iterate and refine scenes within the same virtual space-time, reworking key aspects as needed.

The results can be a more creative, controlled, and efficient approach to filmmaking that the industry is rapidly embracing to meet the growing demand for high-quality content creation. Australian companies are leveraging this technology on AWS with inspiring results, including award-winning animation studio Animal Logic, one of the world's top production companies, with credits including *Happy Feet*, the *LEGO Movies* and *Peter Rabbit 1&2*.

As the above demonstrates, cloud-enabled technology (such as cloud-based production tools) can allow independent Australian creatives to access the same professional-grade creative tools and services as major studios, helping to ensure that every story, regardless of genre, scale, or origin, has a pathway to audiences.

We encourage the Government to consider the significance of digital infrastructure to the creative economy as it refreshes the *Revive* strategy, and to acknowledge the important role of technology as the digital backbone of a variety of creative industries especially video game design, VFX, production, digital content, animation and beyond.

Unlocking the Benefits of Digital Technology

As the consultation paper notes, creative practice, technology and work patterns have continued to evolve, and cultural policy should respond accordingly. Amazon recognises that creative industries are at a crucial juncture, facing both challenges and opportunities. Amazon remains committed to supporting creative talent, expanding access, investing in infrastructure, and unlocking technology for creatives to do what they do more effectively and more creatively.

Growing, supporting, and developing the digital creative economy

Amazon is committed to supporting the Australian creative workforce, recognising that sustainable creative careers require accessible tools, reduced barriers to entry, and ongoing skills development. As technology develops, we encourage the creative workforce to find ways to harness the opportunity of new technologies for their benefit. We believe that thoughtful digital transformation can create lasting value for creators and consumers alike.

Amazon believes that a digitally skilled workforce is important for Australia's continued prosperity, and that digital literacy skills play a significant role in modern Australian society. The Government should enable and promote digital literacy, skilling, and responsible use of AI/ML tools across the whole Australian economy, unlocking the benefits and opportunities of the technology. Given the increasing use of AI and cloud technologies in creative workflows specifically, the Government has an opportunity to partner with training providers, and the tech and creative industries, to create a targeted digital skilling program for the creative workforce. Taking proactive steps to increase access to digital skills through targeted, sector-specific initiatives may encourage the creative economy to both uplift its digital capabilities, and to harness the widescale benefits of the technologies available to them.

We would also encourage the Government to explore other policy efforts to increase the adoption of digital tools in creative industries. For example, the Government may like to consider creating innovation sandboxes, or other initiatives where creative innovators can experiment with AI tools in supported environments to improve their outputs. In December last year, Amazon opened the AWS Creative Innovation Hub in London, an interactive facility showcasing cloud-based capabilities for media, entertainment, and games, encouraging creatives to think big and experiment with emerging technologies to improve their production and creative workflows. The case study below displays how AI and machine learning tools are being used in innovative ways to allow exceptional artists to be even more exceptional in their creative field.

CASE STUDY: Wētā FX – Creating purpose-built AI to fit their creative workflow

Founded by Peter Jackson in 1993, Wētā FX is a highly respected creative force, collaborating on visual effects (VFX) for some of the highest grossing blockbusters of all time, such as *The Lord of the Rings* trilogy and *Avatar*.

Wētā's technological prowess is crucial to maintaining its artistic edge, with the studio dedicating R&D resources to develop more than 100 proprietary technology solutions, while also embracing off-the-shelf tools to gain efficiencies where relevant. Realising high-quality VFX and animation requires significant compute power at nearly every step of the process - creating the imagery, rendering the creations, and storing assets.

In December 2025, AWS and Wētā FX announced they are working together to build AI tools that provide a new interface for artists. The focus is on building tools that allow artists to leverage AI/ML technology to navigate complex visual effects production systems, enhancing collaboration between artists without sacrificing creative decision-making.

Wētā FX's vision is about enabling exceptional artists to be more exceptional by creating purpose-built AI to fit their creative workflow, preserving the centrality of the artist.

The Government may also draw inspiration from successful efforts in comparable jurisdictions - for example, the UK Government has spearheaded several policy efforts to encourage technology adoption in creative industries, including Innovate UK's £100m *BridgeAI* initiative which specifically targets creative industries alongside agriculture, construction, and transportation for AI deployment. Other jurisdictions including Singapore and Canada have also explored dedicated funding streams to help creative SMEs access AI tools and compute infrastructure. Elsewhere, the European Commission has committed to adopting an AI strategy for cultural and creative sectors (planned for 2027) as part of their wider *Apply AI Strategy*, which sits alongside a handful of flagship actions such as fostering AI-enhanced virtual production micro-studios across the EU, supporting pan-European multilingual AI platforms for real-time news and media content, and creating 3D digital twins of cultural sites and artifacts using AI.

Appendix: About Amazon's Australian Businesses

| Business | About |
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| Prime Video & Amazon MGM Studios | Commission and produce Australian Original series and films; invest in screen production across genres including drama, comedy, documentary, and sport. Prime Video has commissioned more than 31 Australian Originals and, together with Amazon MGM Studios, has produced more than 42 Australian and international productions in Australia since 2019. |
| Amazon Music | Connects millions of listeners with Australian artists through curated programs, original recordings, marketing campaigns, artist voice advertising, and live event partnerships including Blak Loud, BIGSOUND and the National Indigenous Music Awards. |
| Audible | Commissions and produces Australian Originals in audio format; supports local authors, narrators, actors, directors, and sound designers. Since launching in Australia in 2014, Audible has released more than 140 Australian Originals, receiving 35+ major awards. |
| Kindle Direct Publishing (KDP) | Enables Australian writers to self-publish in print and digital formats, retain copyright, and earn royalties of up to 70%. KDP has helped thousands of Australian authors reach global readers without traditional barriers to entry. |
| Amazon Web Services (AWS) | Provides foundational cloud infrastructure and AI-powered tools for creative production, post-production, and distribution. AWS has trained over 400,000 Australians in cloud skills since 2017 and supports media organisations, studios, cultural institutions, and independent creators across Australia. |