

A New Approach (ANA)

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Joint Select Committee on Artificial Intelligence
Parliament House
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Submission to the Joint Select Committee on Artificial Intelligence

Artificial Intelligence (AI) is already changing how Australians create, distribute, discover and experience arts and culture. Government decisions now will determine whether AI strengthens Australian creativity and public participation or weakens creative livelihoods, rights and public trust. The Australian Government should:

- Make AI a core part of the next National Cultural Policy and require Cultural Ministers to review the settings regularly
- Ensure Australia has fit-for-purpose copyright and intellectual property law for creative content used by AI
- Fund cultural institutions and organisations to build practical AI literacy across Australia
- Include creative workers and businesses in national AI workforce and small business measures

About ANA

A New Approach (ANA) is Australia's national arts and culture think tank. Our work shapes and informs the views and actions of public policy decision-makers and key opinion leaders. ANA's ambition is for Australia's place as a cultural powerhouse to be secure, with an arts, culture and creativity system that delivers for all Australians by 2035. The scale of the opportunity of arts and culture is immense – it is a core driver of flourishing people, cohesive communities, resilient economies, productive nations and connected regions.

In our role as a philanthropically funded, independent think tank, ANA is ready to provide further information about the response in this submission and would welcome the opportunity to discuss. We confirm that this submission can be made public.

Warm regards,

A New Approach (ANA)

Contact

Find

Overview

AI is already changing how Australians create, distribute, discover and experience arts and culture. The issue is immediate: government decisions will determine who benefits, who carries the risks and whether Australians trust AI and the content it produces.

This is not a choice between innovation and protection. Instead, it is about making sure AI is human-centred, and that Australians are empowered to use it in safe and inclusive ways that build trust instead of eroding it.

ANA's analysis finds that:¹

- Australians already use AI to create and discover content, preserve language and heritage, moderate content, provide captions and transcripts, and classify collections. They remain cautious about how it is used.
- AI is already affecting incentives to create, freedom of expression, cultural inclusion and the way people connect with arts and culture.
- Governments must coordinate cultural, industry, education and technology policy, and align action across jurisdictions, to realise the benefits and manage the risks.

Risks

ANA analysis has highlighted two key risks for the use of AI, with implications for productivity:²

- impact on the incentive to create
- impact on connections people have with arts and culture

Both go to concerns about trust – trust that creativity is valued (through, for example, remuneration and protection of copyright), and trust in what is created (ensuring that people can distinguish between human creations and those involving generative AI).

¹ This submission draws on ANA's dedicated analysis on AI and arts, culture and creativity system: [Friend, foe or frenemy: Foreseeable impacts of AI on arts, culture and creativity \(2023\)](#) and [Guide, Steer, Repeat: Applications of AI in arts, culture and creativity, and how Australia should respond \(2024\)](#). Copies of these documents are attached to this submission.

² Alan Hui and Kate Fielding, October 2023. "Friend, foe or frenemy." Analysis Paper No. 2023-04. Produced by A New Approach (ANA). Canberra, Australia. Alan Hui, Kate Fielding and Sari Rossi, October 2024. "Guide, Steer, Repeat: Applications of AI in arts, culture and creativity and how Australia should respond." Analysis Paper No. 2024-06. Produced by A New Approach (ANA). Canberra, Australia.

These risks sit in the broader context of low levels of trust in AI in Australia. The latest EY Global AI Sentiment Study highlights that while Australia's use of and exposure to AI is rising, people are very cautious about its use, with Australia ranking "equal lowest for AI sentiment", behind 21 other countries.³ Recent Minderoo research also found that while innovation is not opposed, "almost two-thirds of Australians continue to believe AI is moving too fast and most say the risks outweigh the benefits."⁴

Benefits

ANA analysis has also highlighted the benefits of AI,⁵ including the potential to:

- improve access to arts, culture and creativity
- help creators brainstorm and refine ideas
- connect audiences with content.

Used well, AI can expand the contribution of arts and culture to Australia's prosperity, community connection, health, security and sustainability.

Recommendations

ANA recommends that the Committee's inquiry and any resulting Government response address the following:

- **Make AI a core part of the next National Cultural Policy and require Cultural Ministers to review the settings regularly**

Government should develop cultural policy and AI policy together.

Arts, culture and creativity is a distinct and important area of focus when grappling with the risks and benefits of AI, and the impact AI has on trust. The cultural and creative industries are also where many Australians may be likely to first and frequently encounter AI: through generative tools used to brainstorm and create, recommendation

³ EY, "Australia ranks equal lowest on global AI sentiment as use rises, EY study finds" (May 2026) https://www.ey.com/en_au/newsroom/2026/05/australia-ranks-equal-lowest-on-global-ai-sentiment-as-use-rises

⁴ Minderoo Foundation, "Australian attitudes towards AI regulation" (February 2026) <https://cdn.minderoo.org/assets/documents/AI-attitudes-report-February-2026.pdf>

⁵ Alan Hui and Kate Fielding, October 2023. "Friend, foe or frenemy." Analysis Paper No. 2023-04. Produced by A New Approach (ANA). Canberra, Australia. Alan Hui, Kate Fielding and Sari Rossi, October 2024. "Guide, Steer, Repeat: Applications of AI in arts, culture and creativity and how Australia should respond." Analysis Paper No. 2024-06. Produced by A New Approach (ANA). Canberra, Australia.

systems that shape what entertainment they discover, and automated content moderation, captioning and translation that shape how they participate.

The Australian Government should include a standing AI work program in the next National Cultural Policy. Cultural Ministers and the Australian Local Government Association should review progress and policy settings regularly, publish agreed actions and update them as the technology changes.

- **Ensure Australia has fit-for-purpose copyright and intellectual property law for creative content used by AI⁶**

The Australian Government has publicly committed to protecting Australian creative content used to train AI models.⁷

The approach to reform should consider both the risks and benefits of AI in arts and culture, alongside the interests and ambitions of different parts of the cultural and creative industries and audiences. This should include looking at the different subsectors and business models within the cultural and creative industries. For example, there are established subsectors that are based on generating value from copyright through sales and licensing, as well as new, digitised or digital-native creative industries that disrupt existing business models.⁸

Exploring these risks, benefits and interests within the context of the wider arts and culture system also helps identify the available pathways to reform.

⁶ Committee Terms of Reference (j)

⁷ Prime Minister of Australia, Media Release, “AI in Australia’s Interests” (15 July 2026), <https://www.pm.gov.au/media/ai-australias-interests>. There are three priority areas where the Australia Government is pursuing further work: encouraging fair, legal avenues for using copyright material in AI through examination of licensing arrangements; improving certainty on the application of copyright law to material generated through the use of AI; exploring avenues for less costly enforcement in relation to AI outputs-related infringement, including through a potential small claims forum. See: Copyright and Artificial Intelligence Reference Group (CAIRG): <https://www.ag.gov.au/rights-and-protections/copyright/copyright-and-artificial-intelligence-reference-group-cairg>

⁸ Tech Policy Design Institute, “Earning Trust: Unlocking AI Adoption for Australians” (May 2026), pages 14, 16-17, https://techpolicy.au/wp-content/uploads/2026/05/TPDi-2026-Earning-trust-spotlight-report_Web-PDF.pdf This report highlights that Australians are interested in “strong laws specific to AI and copyright – but split between those who prioritise payment of creatives (35%) and those who prioritise innovation (20%).”

- **Fund cultural institutions and organisations to build AI literacy⁹**

To move from measuring low trust in AI to actively building public confidence¹⁰ Australia should leverage its arts and cultural sector.

Within the arts and culture system, trusted cultural institutions are advancing their ethical use of AI to improve access to rich cultural collections and resources. These institutions are well positioned to share this knowledge with smaller, less-resourced arts and culture institutions, boosting productivity growth and sector adaptability.¹¹

More broadly, cultural institutions and organisations are already equipping Australians to apply AI in safer, more responsible, innovative and inclusive ways, and support conversations about the role of technology in society.¹² Local cultural organisations such as libraries and galleries are deeply trusted, highly accessible community infrastructure and should be funded to build AI literacy. The recent “Libraries as Social Cohesion Hubs” program provides a model of how this could be implemented across Australia.¹³

⁹ Committee Terms of Reference (b)

¹⁰ The Tech Policy Design Institute has stated that “Australia needs to move beyond quantifying its AI trust problem and identify levers for change.”: Tech Policy Design Institute, “Earning Trust: Unlocking AI Adoption for Australians” (May 2026), page 1, https://techpolicy.au/wp-content/uploads/2026/05/TPDi-2026-Earning-trust-spotlight-report_Web-PDF.pdf:

¹¹ Publicly funded arts organisations have been recognised as ‘catalysts for digital transformation in the wider creative sector’, whose innovation ‘drives revenue generation, productivity and adaptability of the broader arts and culture sector in a digital economy’. See Centre for Economics and Business Research, *Spillover impacts in the publicly funded arts and culture sector: A report for Arts Council England* (London, UK: Cebr, 2025), 9.

¹² Alan Hui, Kate Fielding and Sari Rossi, October 2024. “Guide, Steer, Repeat: Applications of AI in arts, culture and creativity and how Australia should respond.” Analysis Paper No. 2024-06. Produced by A New Approach (ANA). Canberra, Australia. Page 15

¹³ In 2025, the Australian Library and Information Association (ALIA) was engaged by the then Department of Home Affairs’ Office of Community Cohesion to design, administer and manage Libraries as Social Cohesion Hubs. The initiative was designed to “support public and university libraries Australia wide to deliver a diverse range of events and activities that build stronger and more cohesive communities.” Through an EOI process, 115 public and 10 university libraries were selected to participate. Between August 2025 and April 2026 these libraries delivered 744 programs to families, seniors, youth and people at risk of isolation. See: Australian Library and Information Association, “Libraries as Social Cohesion Hubs 2025–2026 Report” (August 2026) page 8, <https://www.alia.org.au/common/uploaded%20files/ALIA-libraries-as-Social-Cohesion-Hubs-Report-2025-26.pdf>

- **Include creative workers and businesses in national AI workforce¹⁴ and small business measures¹⁵**

Any examination of workforce and skills implications should specifically consider the creative workforce, including impacts on incentives to create, the quality and security of creative work, and sustainable career pathways.

It is also important to consider that the great majority of Australia's cultural and creative businesses are sole traders and small businesses. When assessing AI adoption barriers for small and family businesses, creative businesses should be specifically considered.

Conclusion

AI presents Australia's arts, culture and creativity system with both real opportunities and real risks. Australians are already navigating these impacts, often with more caution than enthusiasm. Governments have both the opportunity and responsibility to guide the safe, innovative and inclusive use of AI in cultural life, and to draw on the unique capacity of arts, culture and creativity to build the public's understanding of AI more broadly.

¹⁴ Committee Terms of Reference (g)

¹⁵ Committee Terms of Reference (d)