NOT AI'S TO TAKE.
OUR SONGS.
OUR STORIES.

Australia's creative and media industries support hundreds of thousands of jobs and contribute billions of dollars to our economy. But decisions about AI and copyright could put creators' rights and livelihoods at risk.



THE GOVERNMENT IS CONSIDERING CHANGES TO THE COPYRIGHT ACT TO INCENTIVISE AI COMPANIES TO TRAIN IN AUSTRALIA.

Australian businesses pay to use copyright-protected music, books, films, journalism and other creative works.

But major AI companies are seeking new ways to use this material to train their models without first asking permission or negotiating with the industries they're attempting to exploit.

The Australian Government has ruled out one proposal to weaken existing protections, but further decisions could still undermine the rights of Australian creators.



FACTS. WE HAVE THEM.

Sources: 1.BCARR, Cultural and Creative Activity (2026). 2.BCARR, Cultural and Creative Workforce (2025). 3.ARIA / RedBridge Group, October 2026 . 4.IFC (World Bank Group), Creativity Creates Jobs (2026).

$70.3 BILLION

a year to the Australian economy from creative and cultural industries. (1)

ALMOST 600,000

Australian workers in creative industries right across the country. (2)

78%

Of Australians support keeping the requirement for AI companies to seek permission to use Australian creative work. (3)

74%

Of Australians believe creators should decide whether their work is used to train AI. (3)

US $2.3 TRILLION

Generated annually by creative industries worldwide, which would be at risk if Australia weakens its position. (4)

GLOBAL PRECEDENT

Other countries including the UK and Canada have rejected the same arguments from AI companies that copyright should be changed to give them a commercial advantage

> *Australian creativity is not free training data."*
>
> **Antony Partos** | Screen composer, Australian Guild of Screen Composers

> *Australia has excellent copyright laws, which need protection and strengthening."*
>
> **Charlotte Wood** | Author

> *"The Government has recognised that we don't need to weaken copyright protections to drive innovation - quite the opposite."*
>
> **Bridget Fair** | CEO, Free TV Australia



WHAT ARE WE ASKING FOR?

It's simple. The Government must stay firm on its commitment to Australia's creative and media industries. AI on Australia's terms means creators give permission first. It's not AI's to Take.

Learn more at nottheirstotake.com.au

Contact *media@nottheirstotake.com.au*

NOT AI'S TO TAKE