

Screen Canberra: AI Guiding Principles

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1 General Principles

The recent development of Artificial Intelligence (AI) technologies is impacting the ways in which screen stories are crafted, produced, and consumed.

Whereas Screen Canberra embraces the possibility that such technologies have to enhance creativity, accessibility, and innovation, it also recognises the ethical, legal, and cultural concerns in this space.

These guiding principles outline the position of Screen Canberra with regard to the funding and support of development and production of screen content using AI technologies.

2 Creativity and Consent

Screen Canberra permits the use of AI technologies in content creation insofar as they complement the work of human creatives.

It is the responsibility of the applicants to ensure that all necessary rights, including copyright clearances, have been acquired for the materials generated by AI; this includes texts, images, music, voices, and any likenesses of creatives.

It also includes the use of [Indigenous Cultural and Intellectual Property \(ICIP\)](#) which in any form must not be associated with AI use without proper consultation and consent from the relevant First Nations custodians and/or representative bodies.

3 Transparency and Disclosure

Trust in the screen sector relies on transparency. All applicants must disclose the use of AI technologies at any stage of their project.

4 Project assessment at Screen Canberra

Screen Canberra does not use generative AI to automatically write assessments, funding recommendations, or replace human assessors when evaluating creative work. All funding decisions will continue to rely on human expertise and oversight.

5 Policy Review

Screen Canberra encourages responsible use of AI in line with the Australian Government's [AI Ethics Principles](#) and will update its policies periodically as technologies, industry standards, and creative practices evolve.