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16 September 2026

Copyright reform must support AI investment without weakening creator rights

The Australian Information Industry Association (AIIA) has called for a balanced, transparent and market-led approach to copyright and artificial intelligence, following reports that the Australian Government is considering new options for the use of copyright material in AI training.

AIIA Chief Executive Officer Elizabeth Whitelock said Australia must avoid presenting copyright reform as a choice between protecting creators and attracting AI investment.

"Australia needs to be ambitious about AI, but ambition cannot be built on uncertainty," Ms Whitelock said.

"Our copyright settings must inspire confidence and certainty, and ensure creators and rightsholders have meaningful choice, control and commercial opportunity."

AIIA has consistently supported copyright settings that enable innovation while respecting intellectual property.

"Australia should be encouraging a commercial licensing environment that makes it easier for AI developers and rightsholders to reach agreement," Ms Whitelock said.

AIIA said any future copyright reform must provide certainty for Australian AI developers, start-ups, SMEs and larger technology providers, not only global frontier model companies.

"Australian businesses need a system they can actually use," Ms Whitelock said.

"If copyright settings are unclear or overly complex, the result will be more legal risk, less experimentation and fewer opportunities for Australian firms to build and commercialise responsibly."

AIIA said it was important that any Government proposal be released publicly and tested through proper consultation with the technology sector, creative industries, and Australian businesses that are already adopting AI.

"The technology sector and creative sector both have legitimate interests, so this is too important to be resolved through partial proposals or narrow negotiations," Ms Whitelock said.

AIIA said Australia's national interest is best served by copyright settings that strengthen, rather than divide, the domestic digital economy.

"We should not frame this as creators versus technology," Ms Whitelock said.

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“We have a real opportunity to build an Australian AI ecosystem where creators are paid, developers have certainty, and investment flows into Australian capability and jobs.”

AIIA supports continued Government consultation on copyright and AI and urges the Government to ensure any reform is transparent, evidence-based, commercially workable and internationally competitive.

For further information, please contact:

Media

David Makaryan
Advisor, Policy and Media
E: david@aiia.com.au
M: 0448 895 411

About the AIIA

The Australian Information Industry Association (AIIA) is the nation's peak body for those in the digital ecosystem, leading strategic policy and advocacy to shape a thriving digital sector. Through strong engagement with government, industry, and the broader community, the AIIA ensures the voice of its members informs decision-making on technology, innovation, and digital capability.

Membership provides direct access to influential networks, premium events, and opportunities to collaborate on initiatives with the sector's best and brightest to drive industry growth, improve productivity, and secure Australia's place as a global technology leader. AIIA members access real collaboration, real connections, and real outcomes.