

What do artists think about Artificial Intelligence?

Artists hold wide-ranging views about Artificial Intelligence (AI).

Some have embraced AI technology and experiment with AI tools in their practice. Others are using AI to assist with practical tasks such as business administration. Others hold deep ethical objections and/or environmental concerns. Many worry about the risks of AI and/or their work being used to train models without consent or compensation. A growing number believe that generative AI will make 'human-made' art, craft and design more valuable.

Whatever their view(s), every Australian artist is affected by generative AI.

At a time when it has never been harder to be a professional artist in Australia ¹, generative AI imperils the capacity of Australian artists to earn a living from their art.

Generative AI presents significant risks to copyright, Intellectual Property (IP) and Indigenous Cultural and Intellectual Property (ICIP) as well as the eradication of jobs, particularly at entry level, which are vital to building artistic careers.

Australian creative output is very valuable. It is high quality data. This is why tech companies want it. But the artists who create this output are not on a level playing field. Guildhouse calls upon the Australian Government to uphold protections for Australian copyright, IP and ICIP and to develop gold-standard, safety guardrails which respect and protect the rights of Australian artists now and into the future. These policy settings must not deprive artists of current or future income.

As a sector that faces distinct, and potentially detrimental, impacts from generative AI Guildhouse recommends;

- Involving visual artists, makers and designers in the development of guardrails for AI, including First Nations expertise on ICIP.
- Investing in tailored education and training for visual artists, makers and designers to increase understanding of generative AI

¹ <https://creative.gov.au/news-events/news/major-report-shows-economic-conditions-artists-odds-value-we-place-arts>

- Increasing funding for the regulators and collection agencies who work to protect Australian artist's rights
- Consideration of universal 'AI-content' labelling in Australia
- Consideration of universal 'human-made art' labelling in Australia

About Guildhouse:

Guildhouse is the peak body for visual art, craft and design in South Australia. Established in 1966, Guildhouse is artist-led and represents more than 1200 practising artists.

