

Artificial Intelligence (AI) in ScratchThat Policy 2025

The *Artificial Intelligence (AI) in ScratchThat Policy 2025* aims to provide a unified understanding of ScratchThat engagement and submissions with Artificial Intelligence (AI), particularly Generative AI. This is done to ensure that ScratchThat creatives are protected and supported by our company.

AI as defined by the *Australian Government in the Artificial Intelligence in Government Policy 2024*:

An AI system is a machine-based system that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments. Different AI systems vary in their levels of autonomy and adaptiveness after deployment. (Australian Government, 2024, p.9)

Use of Generative AI in ScratchThat is strictly prohibited. This extends to products released by ScratchThat members and for ScratchThat submissions. Any pieces that utilise Generative AI will be immediately rejected.

ScratchThat as a creative magazine understands that Generative AI is one of the biggest threats to the creative industries. The use of Generative AI is an antithesis to ScratchThat's motivations, objectives, and ethos. ScratchThat values supporting creatives by endorsing human-based collaborative processes. This subsequently encourages industry support and progression.