

31-October-2025

Statement from an SCA spokesperson

SCA is evolving the way we gather and prepare news bulletins to better serve audiences across Australia, now and into the future.

As part of this change, we've developed a proprietary software platform in-house to help our journalists gather information and draft bulletins. While the platform includes some AI capabilities, it is a newsroom tool designed to support our journalists in their day-to-day work.

All bulletins continue to be fact-checked, edited, and read by journalists based in our provincial and metro hubs across the country. This new approach allows us to increase the number of regional bulletins we deliver each day and strengthen local news coverage.

As the market's leading audio company with a long history of investment in innovation, SCA is actively exploring how to ethically and compliantly adopt new technologies that support our people to deliver world-class content.