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Statement from David Pocock, Independent Senator for the ACT

The threat of deepfakes being used in elections and the threat that poses to our democracy isn't new but they are growing and the government seems asleep at the wheel.

Labelling isn't enough, we need a complete ban on the use of deepfakes in electoral matter and my private Senator's bill would do that.

We saw a purely performative gesture from the Albanese Government prior to the last election where they introduced a bill dealing with truth in political advertising but then let it die an inconspicuous death on the notice paper, never to be revisited. The major parties were keen to take more taxpayer money at elections, but not keen to hold themselves to a higher standard when it comes to not being able to lie in election campaigns.

With 18 months to go before Australians head to the polls again, we need urgent regulation in this space. People deserve to vote based on actual policy ideas rather than AI generated deepfake disinformation.