

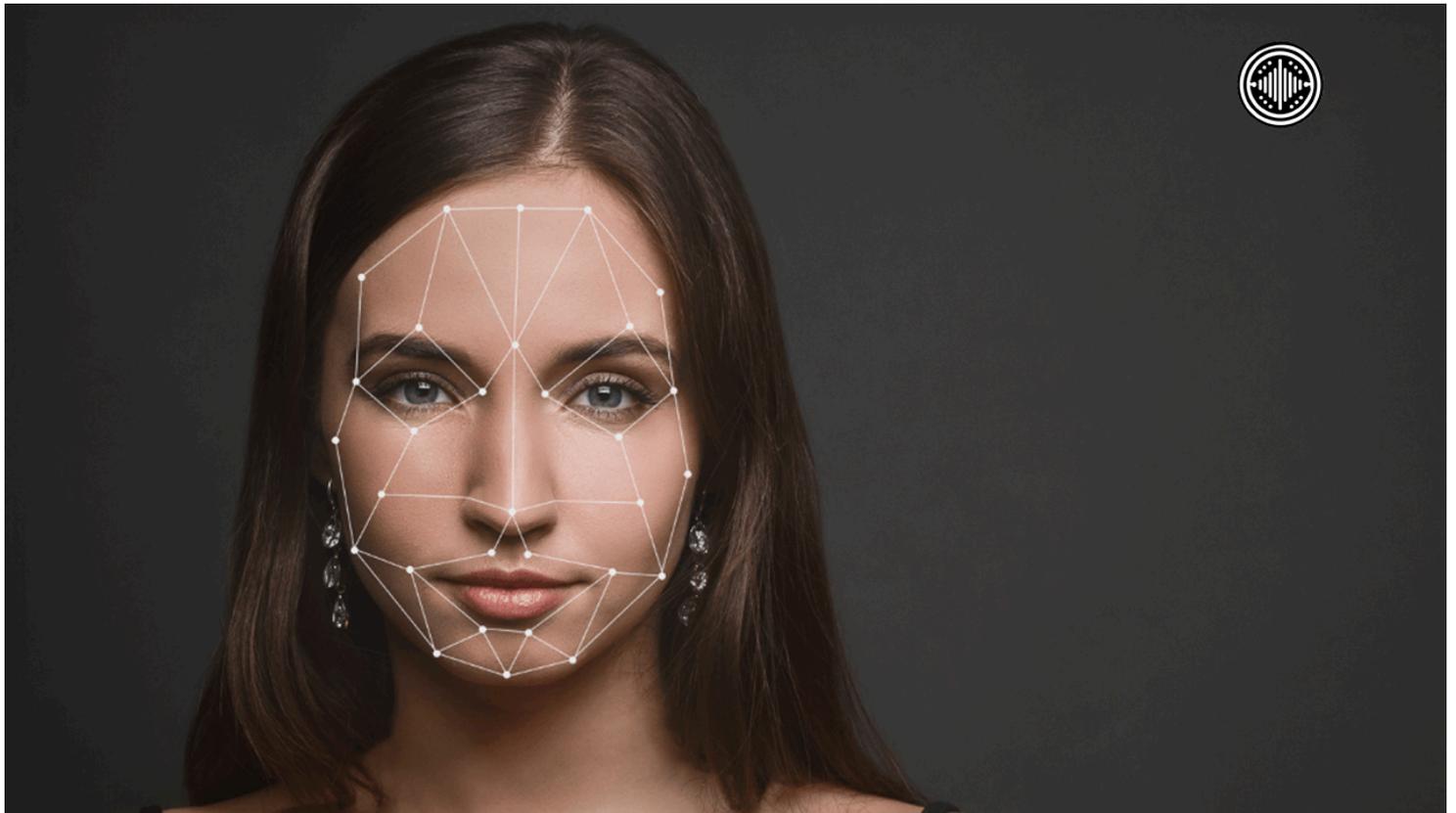
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## NSW Targets Deepfake Abuse with New AI Image Laws

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New South Wales has introduced new legislation to criminalise the production and distribution of sexually explicit deepfake images, marking a significant step in addressing the growing threat of artificial intelligence (AI)-driven image abuse.

The bill, introduced to the NSW Parliament this week, expands existing laws to cover intimate images generated or altered using AI without a person’s consent. These reforms make it illegal to create, share, or threaten to share synthetic explicit content that falsely depicts real, identifiable individuals.

Under the proposed changes, individuals found guilty of producing sexually explicit deepfakes could face up to three years in prison. Those caught sharing such material or threatening to distribute it may also receive a maximum three-year sentence, even if they were not the original creators of the content.

Attorney General Michael Daley said the laws are intended to “catch up with technology” and offer greater protection to victims of image-based abuse, particularly women and young people.

The legislation also addresses AI-generated audio clips that are sexually explicit and designed to sound like a real person. These too will be criminalised under the amended laws, aligning NSW with other jurisdictions already enforcing similar protections.

TV presenter Tiffany Salmond has publicly supported the legislative move after being targeted by online deepfake creators. Salmond said several of her social media posts had been altered without her knowledge and turned into degrading, sexually explicit content.

She warned about the impact such abuse could have on younger individuals. I can’t imagine how I would’ve felt if this happened when I was in high school. I wasn’t going to let it go. I wanted them to know I saw it and I think it’s pathetic.”

According to current estimates, approximately 98 per cent of deepfake images online are pornographic, with the vast majority depicting women without their consent. As AI technology becomes more sophisticated and accessible, authorities warn that cyber criminals are increasingly using deepfakes to harass, exploit, and scam individuals.

The NSW government’s latest legal reforms are aimed at closing this digital loophole and strengthening protections for victims in a rapidly evolving online landscape.