

Position Paper

Committee: United Nations Commission on the Status of Women (UNCSW)

Country: Commonwealth of Australia

Agenda: Beauty Filters and AI-Generated Imagery

The Commonwealth of Australia recognizes that the rapid advancement of artificial intelligence has transformed communication, creativity, and innovation. However, the misuse of AI-powered beauty filters and AI-generated imagery has created new challenges for gender equality, mental well-being, privacy, and online safety. Australia believes that while AI offers significant opportunities for economic and social development, it must be governed responsibly to ensure that technological progress does not come at the expense of human dignity and fundamental rights.

According to UN Women (2026), 44% of AI systems assessed demonstrate gender bias, while 26% exhibit both gender and racial bias. In addition, women represent only 30% of the global AI workforce, limiting diverse perspectives in AI development. Beauty-enhancing filters and generative AI have contributed to unrealistic beauty standards, body dissatisfaction, and technology-facilitated violence, including the creation of non-consensual deepfakes that disproportionately target women and girls. These issues require coordinated international action.

Australia has already taken meaningful national action to address these concerns. Through the Online Safety Act 2021, the Government has strengthened protections against harmful online content and

image-based abuse. The eSafety Commissioner, the world's first government agency dedicated to online safety, plays a central role in combating cyber abuse, deepfakes, and online exploitation. Furthermore, Australia's Safe and Responsible AI Framework (2024) promotes transparency, accountability, and ethical AI governance while supporting continued innovation.

Australia believes that artificial intelligence itself is not the problem; rather, its misuse poses the greatest risk. Therefore, Australia supports a balanced approach that protects individuals without unnecessarily restricting technological progress. The delegation advocates for stronger international cooperation under the United Nations, mandatory labelling of AI-generated content, greater accountability for technology platforms, enhanced protection against AI-enabled abuse, and digital literacy programmes that help users critically evaluate manipulated online content. Australia also encourages greater participation of women in AI research and development to reduce bias in future technologies.

Australia remains committed to working with all Member States to develop practical, inclusive, and evidence-based solutions that ensure artificial intelligence is used ethically and responsibly. As UN Women has stated, "AI is already rewriting reality for billions of people. It is getting women wrong." Australia believes that by promoting transparency, accountability, and international cooperation, the global community can ensure that innovation advances human dignity, equality, and the empowerment of women and girls.