

eSafety Commissioner's Image-Based Abuse Scheme — Australia's Statutory Response to Non-Consensual Intimate Image Sharing & Deepfake Abuse

Gender Equality · Good practice · Australia

Quality score: 85/100

Evidence strength: Observational / pre–post

Summary

Australia's civil-penalty scheme for non-consensual intimate image sharing and deepfake abuse saw reports rise 960% (849 in 2018/19 to 9,060 in 2022/23), an 89.9% platform removal-success rate, and a court-ordered \$343,500 penalty against one offender.

Key dimensions

Dimension	Score
Transferability / replicability	2/3
Impact on gender equality	1/1
Effectiveness	1/1
Efficiency	0/1
Evaluated outcomes	1/1
Sustainability	1/1
Achievement / evidence	1/1
Gender-mainstreaming embedding	1/1
Curator validation	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-05

[eSafety Commissioner \(Australian Government\)](#) — accessed 2026-07-05

[eSafety Commissioner — Insights from image-based abuse reporting and removal scheme](#) — accessed 2026-07-05

[eSafety Commissioner — Platforms and individuals face tougher rules over image-based abuse](#) — accessed 2026-07-05

[Taylor & Francis — Online safety regulation of deepfake abuse: a case study on Australia's eSafety Commissioner](#) — accessed 2026-07-05

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