



INTRODUCING ETHICAL BY DESIGN: GOOD TECHNOLOGY PRINCIPLES FOR AI

When The Ethics Centre first published its [Ethical by Design](#) principles in 2018, artificial intelligence was still largely confined to research labs and industry conversations. Today, it is embedded in everyday life.

While the core principles remain unchanged – that technology must respect human dignity, anticipate harm, and serve a genuine purpose – the context in which they operate has transformed. Artificial intelligence is no longer a future possibility. It is already shaping decisions, distributing opportunities, and influencing lives at scale. This shift demands more than technical capability. It requires ethical clarity.

[Ethical by Design: Good Technology Principles for AI](#) by ethicist Aubrey Blanche, the Director of Ethical Advisory & Strategic Partnerships at The Ethics Centre responds to this moment. Building on The Ethics Centre's original 2018 framework, the report sets out eight principles to guide organisations, policymakers and practitioners in the responsible design, deployment and governance of AI.

“These aren’t technical questions to be solved through better engineering. They’re profound ethical questions about the kind of world we want to live in, and the kind of future we choose to create.” – Aubrey Blanche

Grounded in real-world risks – including bias in decision-making, opaque algorithms, environmental impacts, and the misuse of generative technologies – the framework pairs each principle with practical actions for implementation.

For organisations navigating whether and how to deploy AI, this is more than a compliance checklist. It is a tool to test assumptions, sharpen judgement, and support more responsible decision making.

This work reflects The Ethics Centre's ongoing commitment to helping individuals and organisations navigate complex ethical challenges in a rapidly changing world, and will form the bases of their advisory

approach to partners looking to implement artificial intelligence in a truly responsible way.

Ethical by Design: Good Technology Principles for AI is available to download [here](#).

If you'd like to discuss implementing ethical AI in your organisation, contact consulting@ethics.org.au.

Aubrey Blanche is available for interviews and comment on AI ethics, governance and equity; equitable workplace culture; and sustainability and ESG, with a particular focus on governance systems that drive responsible corporate action.

The Ethics Centre is a not-for-profit organisation designed to bring ethics to the centre of personal and professional life.

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