

# EROS

THE NEW

JOURNAL

*Sexy Summer Edition*

THE NEW EROS JOURNAL  
ISSUE 11 • 2019  
ADULTS ONLY RETAILING IN AUSTRALIA



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# EROS

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**REGULATION**

**REFERRALS**

**RECOGNITION**

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Eros is an incorporated, not-for-profit membership-based organisation.

The core focus of the Eros Association is ensuring members success through a combination of professional representation, education, advocacy and service provision.

#### **OUR MISSION IS TO:**

- Secure a responsible and non-discriminatory legal framework for adult businesses to operate within.
- Provide an on-going and positive public relations campaign for the benefit of the adult industry.
- Support, educate, inform and empower our members.
- Provide referrals to a wide range of services required by our members, both general and industry specific.

Contact Rachel Payne today to discuss the best membership package for your adults only business or visit our website.

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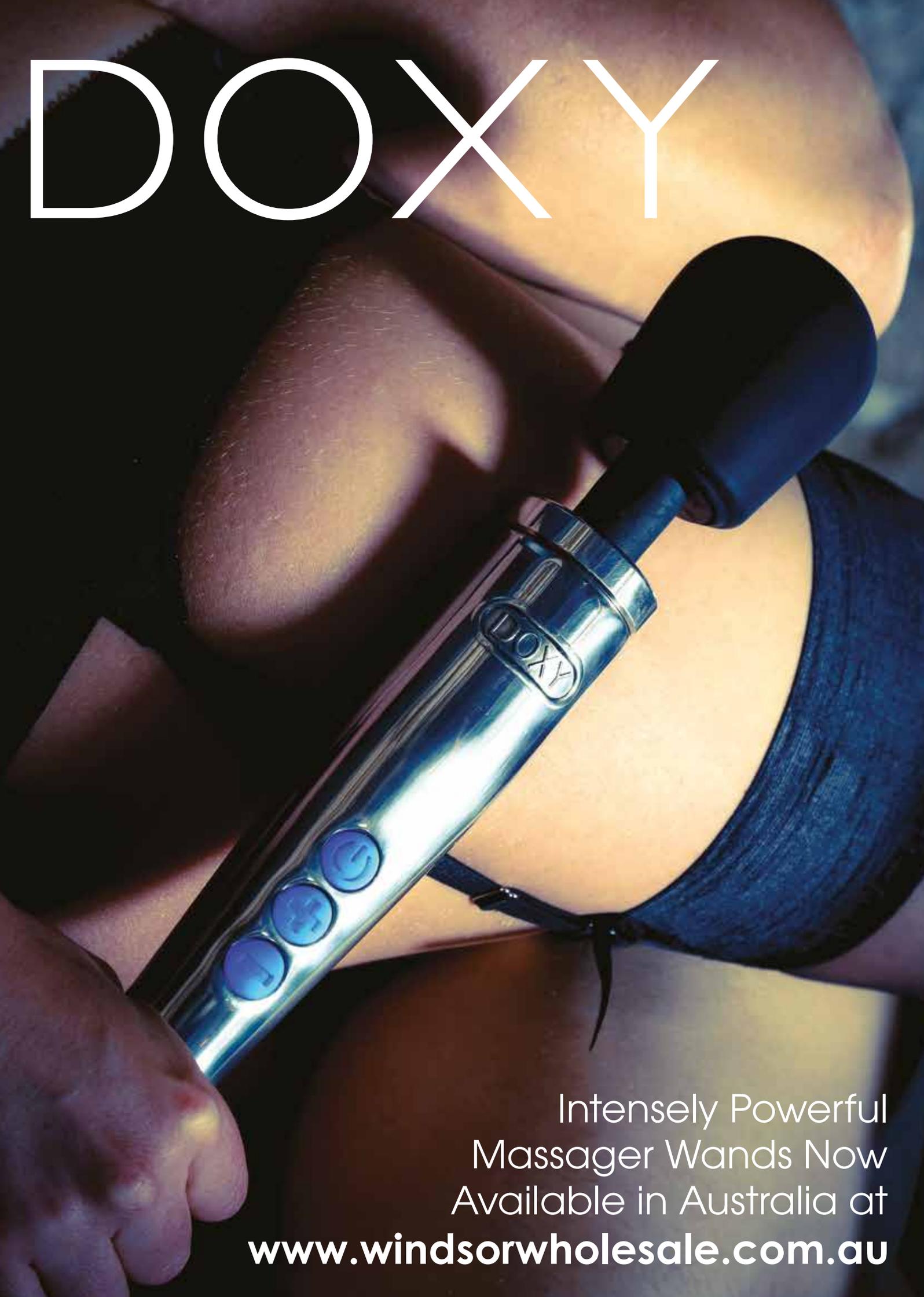
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association

# DOXY

A close-up photograph of a person's back being massaged with a sleek, silver-colored handheld massager wand. The wand has a black ergonomic handle and a black cylindrical head. The person is wearing a dark blue or black top. The lighting is dramatic, highlighting the contours of the back and the metallic finish of the device.

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# A NOTE FROM THE GENERAL MANAGER

BY RACHEL PAYNE

IN REVIEWING THE ACHIEVEMENTS OF EROS IT IS REWARDING TO SEE THAT WE HAVE NOT ONLY INCREASED IN MEMBERSHIP AND SCOPE OF SERVICE TO MEMBERS, BUT WE HAVE HAD SOME WINS ALONG THE WAY THROUGH CONTINUED LOBBYING EFFORTS, PARTICULARLY WHEN IT COMES TO ISSUES OF INDUSTRY-BASED DISCRIMINATION.

## BATTLES WITH THE BANKS

Financial discrimination continues to be a major issue for Eros members, with banks targeting the adult industry by refusing or removing services. We have also seen some service providers refuse adults-only businesses and have managed to negotiate members be granted access based on good business practices. Forming positive working relationships with service providers, such as Afterpay, has allowed Eros members to offer their customers more purchasing options, both in-store and online. Additionally, gaining the support of the Small Business and Family Enterprise Ombudsman has resulted in many positive [media campaigns](#) and even some state-based MPs standing up in support of the industry.

Although it is not ideal that we have to continue to work with members case-by-case on banking discrimination issues, it is rewarding to see that we are winning these battles when handled this way. In 2020, the aim will be to see banks held to account for industry-based discrimination of legal, tax paying businesses.

## REVIEW OF AUSTRALIAN CLASSIFICATION REGULATION ANNOUNCED

The Minister for Communications, Cyber Safety and the Arts the Hon. Paul Fletcher MP has announced a review of Australian classification regulation, which will be led by Mr. Neville Stevens AO. Here is the [media release](#).

Members are encouraged to review the [consultation paper and terms of reference](#) and provide feedback to the Eros office before the final submission date of 19 February 2020.

Eros is meeting with the key stakeholders conducting the review mid-January and will provide further details of the review following this meeting. Please get in touch with the Eros office to provide any contributions.

## AGE VERIFICATION DEBATE HEATS UP

Following on from [Eros' submission to the federal government's age verification inquiry](#), we have received much media attention - not only in regard to the submission but in response to some fairly extreme recommendations made from the Department of Home Affairs that face-scanning technology or 'Facial Verification Service' be used as a means of age verification. Dutton's Home Affairs [recommends that this tool could be used to verify age](#) (for access to porn sites) by cross-checking images of a person's face against stored images and data from other ID.

[Eros responded](#), highlighting major privacy concerns and outdated laws around content classification and production.

## WORKING GROUP ON INDUSTRY STANDARDS AND BODY SAFETY

In 2020, Eros is calling for expressions of interest from members who would like to be part of a working group reviewing industry standards and best practice guidelines of body safety standards.

Late in 2019, [it was announced](#) that the International Standardisation Authority (ISO) had established a new project committee to develop a standard on sex toys design and safety.

Eros would like to focus on supporting the industry by providing a whole-of-industry approach in creating guidelines for body safety standards. This would include preparing a submission to the ISO project committee. We will also look into reviewing Eros member code of conduct and consumer information and developing best practice training for retailers and their staff.

I encourage members to get in contact with the Eros office and get involved.

## ADULT BIZ WEEK

In November, Eros launched the first 'Adult Biz Week' highlighting some of the major issues impacting the Australian adult industry.

Issues highlighted were:

- Financial Discrimination** — these are **essential services** for legal businesses
- Employment Discrimination** — denial of services based on **stigma of industry** not getting people into work and
- Classification Reform** — **outdated laws** effecting our industry and **age verification debate**.

Members are encouraged to continue to engage with the [YouTube clips](#) and social media circulations to promote issues faced by the adult industry to your wider client base.

We gained some great media out of these conversations and the support of the Small Business and Family Enterprise Ombudsman in continuing to push for reform in these areas.

In 2020 we will be strengthening our campaigns particularly in relation to:

- The refusal and withdrawal of services by banks and other financial service providers to all forms of adults-only

businesses, from adult retailers to brothels.

- The exclusion of adults-only businesses from job seeker schemes.
- The prohibition and censorship of adults-only goods and services including pornography and sex work.

**#SexyJobsAreRealJobs** and adults-only businesses don't deserve their unfair treatment.

### ADULT INDUSTRY NIGHT

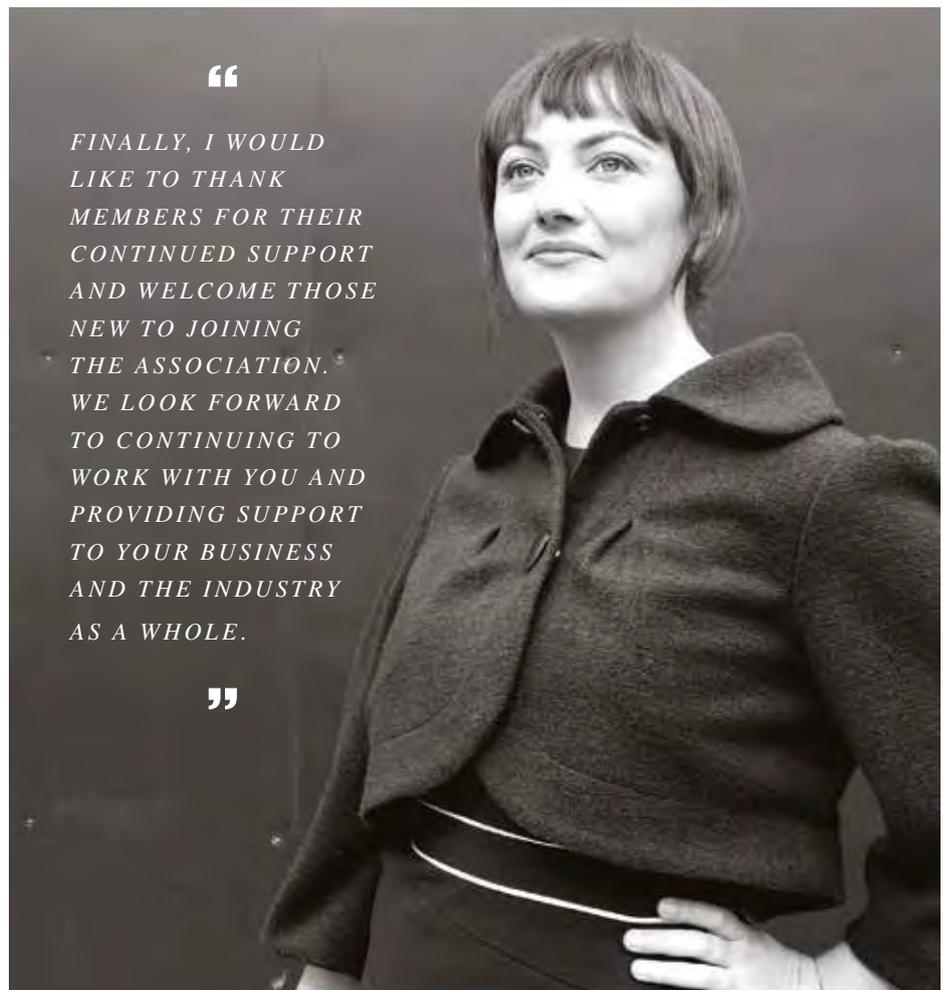
Another highlight of November was the Adult Industry Night, hosted by Sexpo and Centrefold. Much fun was had by all and it was great to get so many from the industry, including many of the international performers from Sexpo, together to celebrate **who we are, what we do** and continue to support one another in **where to next**.

I would like to thank the crew at Centrefold for opening up your venue and a huge thank you to Kevin Mack and the Sexpo team for hosting a spectacular event and making the Melbourne leg of Sexpo an entertaining and diverse showcase of the industry to the greater community.

### SEX WORK LAW REFORM

Over the last few months we have seen some changes across the country to sex work law reform with South Australia rejecting a bill to decriminalise (sex work remains illegal in SA), the Northern Territory adopting laws to decriminalise sex work and regulate the industry, and most recently Victoria announcing an inquiry into outdated sex work laws.

Former Eros CEO, and now Victorian MP Fiona Patten has **been announced** to head up the inquiry and move towards decriminalisation of sex work in Victoria.



“

*FINALLY, I WOULD LIKE TO THANK MEMBERS FOR THEIR CONTINUED SUPPORT AND WELCOME THOSE NEW TO JOINING THE ASSOCIATION. WE LOOK FORWARD TO CONTINUING TO WORK WITH YOU AND PROVIDING SUPPORT TO YOUR BUSINESS AND THE INDUSTRY AS A WHOLE.*

”

RACHEL PAYNE • PHOTO BY JORIAN GARDNER

### THANK YOU FROM EROS

We've had a successful year and many wins for members, from continuing to advocate for reform of outdated and discriminatory laws, through to greater accessibility and inclusion of services such as Afterpay's continuation of agreement to allow members to offer in-store purchasing.

We have also seen our membership base grow and the association grow, with membership at 160 (with 80% of our membership base being adult retailers and wholesalers).

The Eros office has also grown with part-time membership administration, campaigns and communications staff providing greater service and specialised advice to our members.

I'd also like to make special mention of the Eros board, who donate their time and energy to see the continued success of the industry as a whole. Many of whom make themselves available to both Eros staff and members to offer support and guidance. Your efforts are greatly appreciated.

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## 2019 – THE YEAR IN REVIEW

# EROS:

LAUNCHED ADULT BIZ WEEK, HIGHLIGHTING MAJOR ISSUES IMPACTING THE INDUSTRY

---

FOUGHT AGAINST FACIAL RECOGNITION BASED AGE VERIFICATION

---

DELIVERED AFTERPAY TO OVER 90 MEMBERS, BOTH ONLINE AND IN-STORE

---

WORKED WITH THE SMALL BUSINESS AND FAMILY ENTERPRISE OMBUDSMAN TO SUPPORT THE INDUSTRY AGAINST BANKING AND JOB SERVICES DISCRIMINATION

---

STARTED THE DISCUSSION WITH ALL STATE AND TERRITORY ATTORNEYS REGARDING ADULT MEDIA CLASSIFICATION REFORM

---

SUCCESSFULLY CAMPAIGNED AGAINST THE CRIMINALISATION OF ALKYL NITRITE PRODUCTS

---

CAMPAIGNED AGAINST CORPORATE SLUT SHAMING AND CENSORSHIP

---

CALLED FOR BEST-PRACTICE SEX INDUSTRY REGULATION AND REVIEW OF OUT-DATED LAWS

---

BROADENED OUR ALLIED SERVICES TO INCLUDE SPECIALIST MARKETING AND FINANCIAL SERVICE PROVIDERS

---

LAUNCHED NEW YOUTUBE AND INSTAGRAM ACCOUNTS

---

HOSTED INDUSTRY NETWORKING EVENTS AROUND THE COUNTRY

---

BUILT EROS MEMBERSHIP TO ITS HIGHEST LEVEL EVER!

---

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15 functions



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rechargeable



waterproof



travel lock

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# THE UNSTOPPABLE RISE OF MALE SEX TOYS

BY LOVEHONEY

FROM STROKERS TO APP-CONTROLLED TOYS, SALES OF MALE PLEASURE PRODUCTS ARE SOARING

IN A MARKET PREVIOUSLY DOMINATED BY SEX TOYS DESIGNED FOR WOMEN, WE'VE SEEN A HUGE SURGE IN SALES OF MEN'S TOYS OVER THE LAST FEW YEARS. IT'S TRUE THAT MEN CAN STILL BE RELUCTANT TO TALK ABOUT SELF PLEASURE, BUT AT LOVEHONEY WE SELL JUST AS MANY TOYS FOR MEN AS WE DO FOR WOMEN.

Taboos around male pleasure are fading fast, with each new sex toy innovation and every article about the benefits of masturbation, encouraging men to become more open to enhancing and upgrading their enjoyment. With so much choice out there, there's never been a more exciting time for men to add something new to their sex lives.

Beginner-friendly strokers and cock rings are the perfect way to dip a toe into the world of sex toys, but for those already well acquainted with these products, teledildonics and ultra-realistic sex toys offer a whole new level of experimentation and orgasmic potential. Sex toys are getting much smarter, including life-size twerking butts and app-controlled toys which enable people to pleasure each other across different time zones.

At Lovehoney, we firmly believe that sexual happiness is something everyone should be able to enjoy. We're constantly analysing customer feedback in order to enhance our pleasure products.

We've expanded our popular THRUST range, adding self-lubricating, realistic strokers that offer an amazingly authentic experience. We've also created [Lovehoney Hot Shot](#), a warming masturbator that heats to body temperature, and we're excited to be stocking We-Vibe's innovative app-controlled new prostate massager, [Vector](#), which is fully flexible to fit the body, and can be controlled by a partner from thousands of miles away. And of course, we have lots of exciting new products in the pipeline!

So why should men use sex toys?

As well as feeling good, they provide a plethora of benefits for health, wellbeing and intimate relationships. A study has

found that men who ejaculate more than four times a week are a third less likely to contract prostate cancer. Masturbation obviously makes people feel amazing in the moment, and immediately afterwards, but the effects last much longer than that. The dopamine released in the brain has been found to reduce the symptoms associated with depression, and regular sessions can have a positive effect on someone's emotional wellbeing. Plus, endorphins released during orgasm have relaxing effects, lowering blood pressure and promoting restful sleep.

Using a sex toy can also help people move away from their tried-and-tested masturbation routine, learning new techniques to reach climax. This builds and improves cognitive reserve, the brain's ability to improvise and find alternative ways to achieve something. Effectively, sex toys can provide the user with a number of ways to achieve orgasm, which means they won't be relying on their hand.

Therefore, if that main route to orgasm becomes tricky in the future, for health reasons or otherwise, there's always option B, C, or D. A sex toy, like the Lovehoney PRO-Stim prostate massager, is a great option for hands-free pleasure.

Using sex toys solo encourages people to get to know their bodies, but it can enhance partner play, too. If someone is in touch with their body's responses and what turns them on, they should be able to relax and immerse themselves in the experience with someone else. Plus, toys which replicate penetrative sex, like male masturbators, can help to improve stamina, which could mean longer-lasting sex with a partner.

## HERE ARE FIVE OF OUR MOST POPULAR SEX TOYS FOR PEOPLE WITH PENISES.

### 1. BLOWYO ULTIMATE TEXTURED STROKER

Ideal for both couples and solo play, the BlowYo stroker creates the exciting and intense sensation of receiving oral stimulation thanks to its unique design.

### 2. HAPPY RABBIT STIMULATING COCK RING

Featuring two stretchy rings for enhanced staying power and rabbit ears for intense clitoral stimulation, this cock ring is the perfect accessory to really make things interesting in the bedroom.

### 3. DRIVEN BY DESIRE SILICONE BUTT PLUG

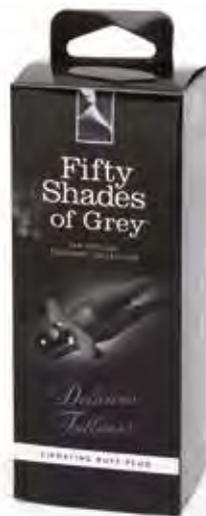
Shaped for maximum pleasure, this curved butt plug shows that good things certainly do come in small packages. While sized small enough for beginners to enjoy, the curved tip is perfect for teasing sensitive nerve endings, ensuring the best in back door fun.

### 4. YOURS AND MINE VIBRATING COCK RING

Encourage your shoppers to enjoy shared pleasure and stimulation with this vibrating cock ring, designed to not only enhance their erection but also give sensational vibrations for both parties.

### 5. DELICIOUS FULLNESS VIBRATING BUTT PLUG

With three speeds and seven different patterns, this butt plug lets users really savour every sensation. This smooth silicone toy is perfect for beginners through to those more experienced with anal play.

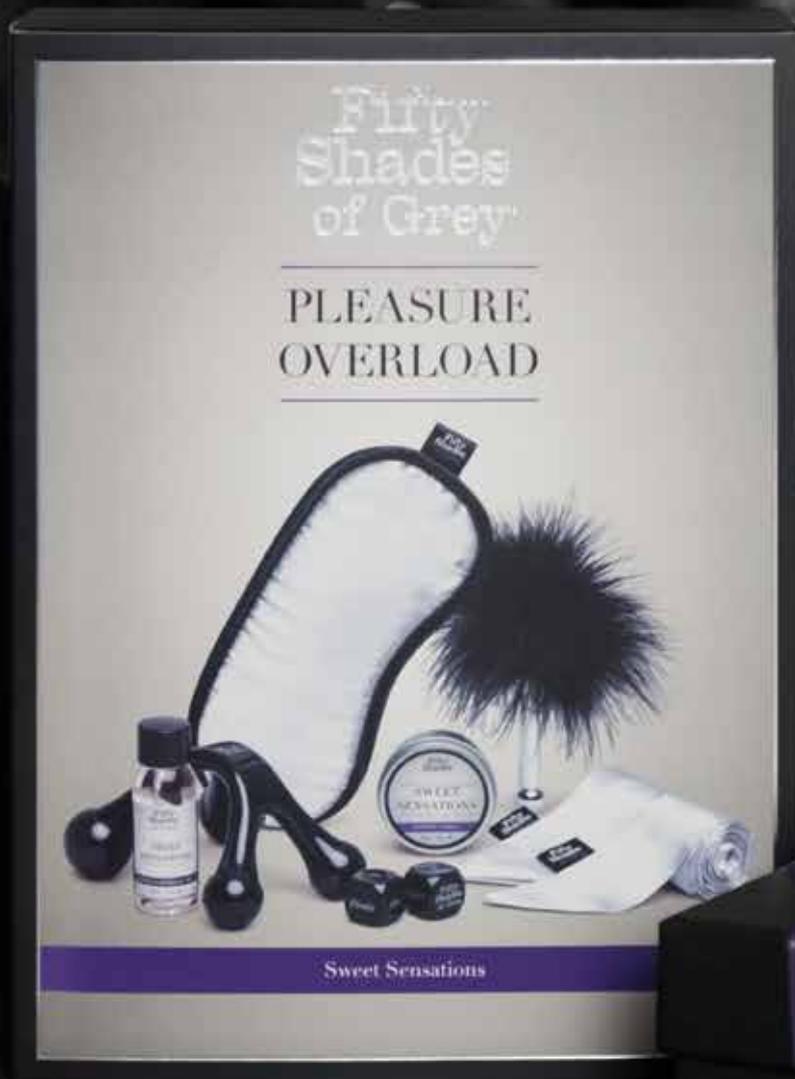


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# DICKS AND DEPRESSION

BY JARRYD BARTLE

IT'S OFTEN ASSUMED THAT GUYS ARE ALWAYS THINKING WITH THEIR DICKS. HOWEVER, THE RELATIONSHIP BETWEEN MIND AND MEMBER IS MORE OF A TWO-WAY STREET!

SPEAKING FROM THE PERSPECTIVE OF SOMEONE WHO HAS A DICK AND HAS FREQUENTLY HAD DEPRESSION, TAKE A BIT OF LEARNED WISDOM:

• •

YOU MUST FIRST MASTER YOUR MIND, IN ORDER TO MASTER YOUR WANG

• •

## GOOD MENTAL HEALTH MEANS GOOD SEX

Mental illness can often distort sex for men in a variety of ways. It can make sex seem like a chore, provoke performance anxiety and make orgasms feel like shooting a puff of air and a cartoon flag popping out with "bang" written on it.

So, crazy brain sucks but guys also suck at acknowledging that they have issues. When it comes to banging, men are often fed messages that they should be horny lothario ratbags 24/7 whilst also maintaining a stoic, macho facade.

This means that when there are mental problems or dick problems or mental dick problems, men often blame themselves rather than seeking help from a doctor.

## WHEN THE CURE IS WORSE THAN THE DISEASE

Unfortunately, treatment for mental health issues can sometimes do more harm than good in the wiener department. Anti-depressants can sometimes keep things flaccid, or make it feel like a marathon to get to the finish line.

However, almost all of the issues associated with treatment are resolvable. Different meds have different side effects and therapy can be done without medication.

There shouldn't be a trade-off between your mental health and sexual health, if one of the two isn't working — speak to your doctor.

## BEING PROACTIVE ABOUT YOUR PLEASURE

Sex is all about pleasure, so is good mental health.

One of the most pernicious aspects of mental illness is that it can lead people to believe that things will never get better and that the most important thing to do is wallow in self-pity.

But there is always something to be done! With the right tools, some better perspective and a bit of faith in treatment things can get better.

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# PEOPLE AND PICTURE MAGAZINES BITE THE DUST

BY ROBBIE SWAN

THE BAUER MEDIA GROUP HAS ANNOUNCED THAT IT WILL CEASE PUBLISHING PEOPLE AND PICTURE MAGAZINES AT THE END OF 2019. THE LAST EDITION OF PICTURE WILL BE 23 DECEMBER 2019, WHILE THE LAST EDITION OF PEOPLE WILL BE 6 JANUARY 2020.

The decision to axe two of the last remaining 'lads' magazines in Australia appears to have been as a result of declining sales, competition from online competitors and de facto bans on distribution by 7-Eleven stores and BP service station shops that caught Bauer completely by surprise and denied them nearly a quarter of their sales.

In their heyday in the late 1990s, People and Picture magazines were Kerry Packer's third most profitable after Women's Weekly and Woman's Day with People alone hitting 250,000 sales per week. Weirdly, it was only second to Women's Weekly in terms of the most male readers. It's estimated that sales had fallen to less than 20,000 per magazine every second week.

Bauer paid half a billion dollars for Packer's ACP magazines in 2009.

Adding to their woes was the fact that at the end of September 2019, Telstra finally switched off its live phone sex platform on the 1902 network robbing them of the diminishing but regular ad revenue for these services (believe it or not in the age of Chaturbate and Dirty Roulette there were still old blokes pulling their puds to voice calls).

It would appear that both magazines were simply not viable for a publisher without the huge economies of scale that Bauer possessed and hence the decision to fold rather than try to sell the titles. At this point the size and efficiency of the editorial departments was being considerably compromised as well.

People magazine was the closest thing that ACP ever had to the 'rivers of gold'

that Fairfax and Murdoch made through their newspaper advertising. Cheap as chips to produce and filled with ads for the adult industry, its return on investment was probably better than Fairfax. At the height of their circulation they were running in excess of 40 pages a week of X rated ads per week. It was in fact, a catalogue for the X rated film industry and a conduit for the Canberra porn industry to get its products out into mainstream media and under the noses of suburban households. Many people preferred to buy their porn from a national magazine that they could legitimately buy at the local newsagent, rather than a highly explicit catalogue that would arrive in the mail in a brown paper bag and often from some dubious pirate operator on the Gold Coast.

Notwithstanding the problems of marketing magazines in the time of a developing internet and militant religious/feminist/wowser groups, People and Picture made a few key editorial blunders that had major ramifications for them.

The first one was their decision in 1994 to publish a front page photo of a woman on all fours with a dog collar around her neck and a cover note saying 'Woof! More animals inside'.

Cautioned against running the cover by senior advertising figures in ACP at the time, the group's combative publisher, Richard Walsh, threw caution to the wind. The reaction from women's groups was immediate and not without political clout. Classification officials ducked for cover and called an enquiry. Sensing an opportunity to steal a march



on adult book distributors, mainstream distributors Gordon and Gotch (G&G) proposed a 'submittable publication' scheme which all publishers had to sign up to. It was a dumb business decision that added hundreds of thousands of dollars worth of admin and censorship charges to everyone involved — including G&G.

In later years they continued to poke the bear with Picture magazine offering a cover which proclaimed that it was 'Better than Viagra' and featuring a woman in pigtales saying 'I don't have a gag reflex'. However as much as these bad decisions affected their bottom line

it was unlikely that, on their own, they were responsible for their whimpering end. In publishing you can afford to lose some circulation as long as your advertising holds up and vice versa — you can afford a drop in ads if your circulation is growing. But when both your advertising and circulation collapse nothing will save you.

Added to that, the staple diet of both magazines was clearly X rated material and while you had to pay for that in a plastic case, the mags owned it all. As soon as that product went online and became free — nothing would pull it back.

## 7-ELEVEN JOINS THE COLLECTIVE 'POUT'

Old timers in the industry will remember the good old days when women's groups, under the guidance of Canberra based Sex Worker-Exclusionary Radical Feminist (SWERF) Roe Redmond, used to storm into newsagents, rip up a few copies of People or Penthouse magazine and walk out. It was a protest over what they saw as magazines that objectified women and made them slaves to men's base desires and the media loved to report their activities.

Their protests culminated in a series of actual book-burnings at Canberra's busy city bus exchange in the early 1990s. After purchasing copies of Penthouse, Picture and People magazines from the local newsagent they took them out onto the road, soaked them with lighter fluid and set fire to them.

After a decade or two of silence from these groups over magazines, they're back, under the name of 'Collective Shout'. And they are burning books just as surely as they did a couple of decades ago, albeit through a different process.

In September, the convenience store giant, 7-Eleven, announced that it was banning so-called 'pornographic magazines' like Bauer Media Group's Picture and People, as a result of a Collective Shout lobbying campaign. The 'Shout' even went so far as to lobby Bauer's parent company in Germany.

Shout spokesperson Coralie Alison, said that 7-Eleven were pulling the mags from their 700 stores nationwide.

## ODDITIES

In 1989, ACP decided to relaunch PIX magazine — a bikini model and crossword tome from the 1950s and 60s. Kerry Packer overheard management discussing how they would launch the new product. "Stick it in Woman's Day as an insert", he told the astonished marketing team. They put a large photo of a camel giving birth on page 3 which completely scandalised the Eastern Suburbs blue rinse set who subscribed to Woman's Day. Three months later Packer shut it down.

Black dots were frequently used to cover explicit parts of X rated film ads so they would pass censorship however every now and then a photo would slip through the system. In the early 1990s the advertising department received a call from a happy punter who declared that 'I found it...penetration on page 34!' Amongst the 100 or more video slicks in the issue, one had been published with a woman being fisted and the reader thought he would do a 'Where's Wally' and let the hapless advertising department know about it. However even sharper than the informer, the ad rep came back at him with, "That's not penetration... It's an amputee film!" The reader apologised for his ignorance.

A large tech company once threatened to sue Picture magazine for publishing a photo of the office party where a young woman sat astride one of their photocopiers recording her labia for posterity. The problem lay in the fact that the company's logo on the machine was published along with her 'smoo'.

Ms Alison said her group had interviewed young female staff in the shops and claimed that they had felt 'uncomfortable' about the 'full frontal nudity' that was in the mags. She said that 7-Eleven stores had magically become havens for thousands of teens who were addicted to 'Slurpees' and 'Krispy Kremes' and that they were forced to look at the covers of the lads mags which featured 'nip slips' and 'up skirting'.

Chief executive of 7-Eleven, Angus McKay, basically said he had no idea what was inside the magazines even though they had been on his racks for a number of years now. When it was pointed out to him that People and Picture contained images of naked women he rushed to impose his nationwide ban.

### **THERE ARE SO MANY ELEMENTS TO THIS STORY THAT JUST DON'T ADD UP**

A spokesperson for 7-Eleven who did not want to be named, told the Eros Journal that the ban was national, irreversible and applied by 7-Eleven's head office. However he also added that individual franchises could ignore the directive and sell the magazines with no penalty. 'Some of franchisees choose not to sell dog food and that's fine', he said. 'Some don't buy all the products offered by 7-Eleven'. When asked if shooting magazines could fill the gap left by People and Picture the spokesperson said the company would look at these issues 'on a case by case basis'.

Picture and People magazines have been classified as 'Unrestricted' by the Australian Classification Board. Under official guidelines this means they are suitable for general display and sale without any restrictions.

The subtext to this determination by a government-trained group of censorship officials, is that even under a conservative federal government — led by a bible-bashing Prime Minister who is not afraid to be photographed with his hands in the air doing half a dozen hallelujahs at a church service led by a man whose father and founder of said church was named in the Royal Commission as a notorious kiddie fiddler — these magazines are deemed to be safe and not offensive to the reasonable adult.

Therefore it is reasonable to assume that neither the head of 7-Eleven nor the people at Collective Shout are 'reasonable adults' when it comes to deciding what is offensive in a magazine, because they are contradicting the official government line.

For the head of 7-Eleven to say that he had no idea what People and Picture mags were all about, is simply unbelievable.

You don't get to be CEO of national company sitting on a six figure salary, if you don't know what is in the magazines on your limited magazine rack.

I've never been convinced that the very middle class millennials at Collective Shout really understood People and Picture magazines anyway.

Penthouse should have changed with the times and given away the same old American-style centrefold with the same old American messages and the same old American themes that it launched with in the late 1960s.

The internet had captured that market anyway, so in the 2000s I can totally understand why many women would want to tear it up. I wanted to tear it up!

But People and Picture are fundamentally different and demonised by women's groups more for their laddish humour and the class of people they are directed at, than for their sexist depictions and descriptions.

These mags are aimed fairly and squarely at working class men — tradies, lads and lackies as well as men AND women who have a love of Australian street humour and slang.

People are rightly worried over the disappearance of various Aboriginal languages around the country. Language is the basis on which we communicate as a species and if you knock off a certain lexicon whether by cultural demonisation or official sanction, it's like you've ripped out a part of the brain from the body politic. The language of working class Australians is preserved in some fine books like Nino Culotta's, *They're A Weird Mob* and in the TV show *Acropolis Now*. But nowhere is it better preserved in a weekly magazine than in People and Picture where body parts are described as 'smoos', 'tockleys' and 'nungas' and women are still 'beaut sheilas'.

*IT'S SIMPLY WORKING CLASS HUMOUR FROM THE 40S, 50S AND 60S BUT TO MODERN DAY POLITICALLY CORRECT SWERFS, ITS HATE SPEECH!*

Collective Shout and 7-Eleven have engaged in a modern form of book burning and have discriminated against a class of Australians on the basis of their language and what they do for a living. It's out and out discrimination on the grounds of job, occupation, profession and calling.

Its my prediction that 7-Eleven will rue the day they agreed to this egregious suggestion by Collective Shout because the middle class millennials will not stop there. Groups like this rarely do.

Their real agenda is to tailor reading material in this country to align with their philosophical and religious platform.

Soon it will be that Women's Weekly is not Christian enough or that Cosmopolitan has too much sex education between its covers.

Collective Shout needs to come clean about their raison d'être for its latest war on convenience stores and ask themselves if they are really trying to bring about positive social changes or whether they are just expressing fear and revulsion at working class lifestyles.

The word 'pout' is defined in the dictionary as, 'to push one's bottom lip forward as an expression of petulant annoyance'. 'Collective Pout' would be a much more honest tag for this group.

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# LOBBYING PICTURE AND PEOPLE

## SEX DRUGS AND THE ELECTORAL ROLL

VICTORIAN MP, FIONA PATTEN'S RECENT BIOGRAPHY, 'SEX DRUGS AND THE ELECTORAL ROLL', DEVOTED A FEW PAGES TO HER DEALINGS WITH PICTURE AND PEOPLE MAGAZINES WHEN SHE WAS A LOBBYIST FOR THE EROS ASSOCIATION.

...

REPRINTED HERE WITH FIONA'S PERMISSION:

During the early years of Eros, it became obvious that Kerry Packer's Australian Consolidated Press (ACP) was making more out of porn than anyone in the porn industry was. His two 'P mags', People and Picture, actually shaped the porn industry until the advent of the internet.

By 1996, Picture magazine was selling more than eight million copies a year with Picture and People pulling in more ad revenue than Cleo and Womens' Weekly — most of it from porn videos. Although most of the X rated video companies produced their own monthly catalogues, Picture and People were effectively national X rated catalogues and included interviews with porn stars and even a bit of politics around the industry. At around the same time, Murdoch's empire was making more money from prostitution than any brothel ever did by advertising sex workers and brothels in the Daily Telegraph where, in the absence of effective discrimination laws, they could charge five and six times the amount that they did for ordinary ads. Murdoch also profited handsomely through Foxtel's adult channel in hotels.

My first real interaction with the OFLC happened while Eros was still preparing to launch in 1992. People magazine had just run a cover with a young woman on all fours with a gold-plated dog collar around her neck, tethered to a chain made of pearls. A small cover note read, 'Woof! More Wild Animals Inside'. It was a landmark publication in Australian censorship debates. At the time, a young advertising executive in ACP, Craig Ellis, had taken Packer's publisher, Richard Walsh, to task over the cover during pre production, saying in his opinion it was offensive and he could foresee a major shit storm over it. Walsh told him to concentrate on advertising and leave

the editorial decisions to him because he had personally authorised it. Craig Ellis would later take over the second publicly listed adult products company in Australia, **Sharonausten.com** and become a lifelong friend.

When the magazine went on sale, (23% of its readership was female) feminist groups around the country went ballistic. They walked into newsagents, tore up offending copies and picketed Packer's offices on Park st in Sydney for days after. They claimed that the cover would fuel all sorts of hate speech and sexual assaults on women because it made them look like animals and at the beck and call of men — even though the hand on the end of the chain could well have belonged to another woman. At the same time the cover of People's stablemate, Cosmopolitan, had featured the black supermodel Naomi Campbell with a cover note saying 'you too can have a body like this'. There was no protest here. I argued in the media that this was actually a far more damaging and enduring image for women than the dog collar, which was a bad taste spoof at worst and would disappear just as quickly as it appeared. Richard Walsh didn't help his cause much either when I heard him argue on radio, that 'People magazine was an important addition to the literature of the nation and that without it the working man would have nothing to read'.

Packer convened an urgent meeting of his executives on the issue. Also feeling the heat over the issue was the Chief Censor, Mr Dickie. He called an emergency meeting of all parties to his offices in Darlinghurst to work out a way to placate those who had been offended. Eros was invited because Packer's adult magazine section and indeed most of the major adult magazine distributors

in the country had joined Eros. Sensing an opportunity to get a step ahead of their adult counterparts, the mainstream magazine distributors Gordon and Gotch (who also distributed some adult titles) proposed a system of compulsory classification for any magazine that was deemed to be 'beyond the pale'. Eventually this became the dreaded 'Submittable Publication' which was defined as, 'A publication that contains depictions or descriptions likely to cause offence to a reasonable adult, is unsuitable for a minor to see or read, or is likely to be refused classification, is required to be submitted'.

Some of the discussions I had with censorship authorities at that time were just mental. In the early 1990s South Australia, Western Australia and Queensland all maintained a separate state censorship office running alongside the federal government's Office of Film and Literature Classification (OFLC). The cost to the taxpayer was huge and completely unnecessary. Frank Morrissey was the W.A. State Censor. He was a nice softly-spoken man in his early 40s who looked like he had a wardrobe full of brown cardigans and trousers that sat around his ankles. I think he still lived with his mother. In late 1992 I received a call from the advertising manager at ACP, Mike Byers, to say that Frank had just banned an edition of The Picture magazine in WA and would I go over there and try and sort it out? The offending article was an eight framed photographic cartoon of the magazine's ace reporter, 'Tubs Grogan' and his adventures with a stuffed beaver. Tubs Grogan was in fact Pat Shiel, a respected journalist who would run Column 8 in the Sydney Morning Herald in the years ahead and also run against Malcolm Turnbull in Wentworth. The cartoon showed Tubs and the beaver heading

off to the Hellfire club one day where the beaver is put through a range of sado-masochistic practises. Sitting in Frank's pokey little Perth office, he tried to tell me that the cartoon represented an act of bestiality and was therefore offensive in the State of Excitement.

“

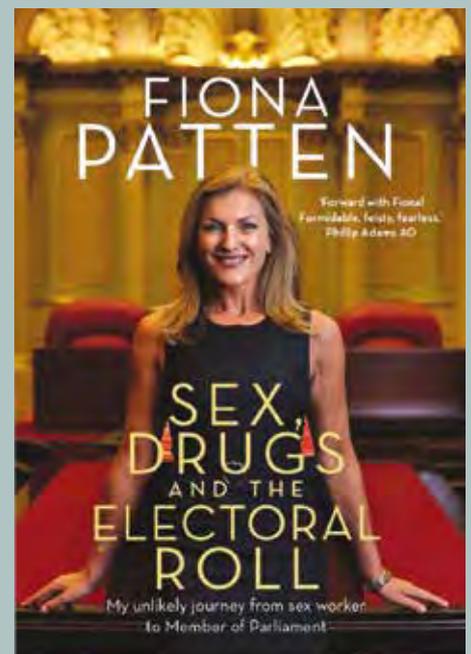
*BUT FRANK, 'IT'S A STUFFED BEAVER', I SAID. 'IT'S NOT ALIVE — IT HAS NO EXISTENTIAL CONFIGURATION SO IT CAN'T BE SAID TO FEEL ANYTHING.'*

”

"Doesn't matter", he said.  
"Dead or alive, it's still bestiality".

Then he reached down into the little locked cabinet from whence the Picture magazine had come and pulled out a copy of Australian Sexpaper. This was a Category Two restricted publication that was all about explicit and crazy sex. Frank gingerly opened it to a page that showed a woman in her kitchen with a large zucchini inserted into her vagina. I looked at it and pulled on that frontal lobotomy look that people have when there's nothing really to say but they think there should be. "What about that?", he said. "I'm banning it because it's an unnatural act".

I'm not much of a size queen and the largest thing that has been in my vagina was probably a Jimmy Jane Whopper Dong one night after a lot of alcohol, so for a moment there I pondered the occupational health and safety aspects of the monster vegetable.



Then, a moment of clarity.

“

*'WHY IS IT UNNATURAL, FRANK?' I ASKED. 'IT'S NO BIGGER THAN A BABY'S HEAD.'*

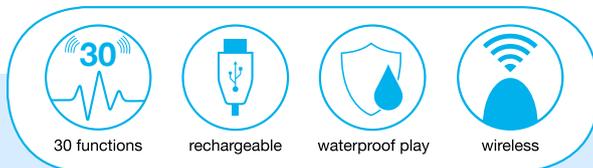
”

For a moment he seemed flummoxed, as if he had never thought about childbirth being a natural act. Then he turned his gaze away from me, deftly placed the two magazines back in their special cabinet and showed me the door.

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# FACIAL MAPPING

BY JARRYD BARTLE

FACIAL MAPPING WHILST FAPPING? EROS SAYS NO

OCTOBER 2019 WAS THE END OF OPEN SUBMISSIONS TO THE GOVERNMENT'S INQUIRY INTO AGE VERIFICATION FOR ONLINE WAGERING AND ONLINE PORNOGRAPHY, BUT THE PROCESS ITSELF HAS BEEN QUITE EVENTFUL!

The Department of Home Affairs caused (very justifiable) public outrage by suggesting in its submission that the government's facial identification technology be used to verify age on adult websites.

The idea of Peter Dutton overseeing your 'O-face' for national security, isn't something the public were keen on.

This gaffe was nearly matched by a submission made by the Digital Transformation Agency, that the government's 'digital identity' program, designed for services such as Centrelink, could also be used to verify users.

The idea of linking your MyGov to your wank habits is patently ridiculous and garnered criticism from the former CEO of the agency who told InnovationAus.com:

“

*THIS IS GOING DOWN THE RABBIT HOLE. ANY PARANOIA THAT PEOPLE HAVE ABOUT GOVERNMENT TRACKING THEM IS GOING TO BE EXACERBATED*

”

The notion of mandatory age verification for pornography websites, which was first proposed in the UK, has also failed to be implemented in its country of origin.



In October, the UK culture secretary, Nicky Morgan, told parliament the policy would be abandoned following privacy concerns and the looming complications of Brexit.

In Eros' submission to the Age Verification Inquiry, we recommended expanding the options available for parents to safeguard children from content.

In particular, all of the major Internet Service Providers should be offering parents the opportunity for a comprehensive 'opt-in' block of adult content.

We recommend that all Eros members ensure your website is appropriately labelled as 'Restricted to Adults' to ensure they are picked up by parental blockers.

An 'opt-in' model ensures that young people are not exposed to unsuitable content whilst avoiding the many civil liberties and privacy concerns of the UK model.

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# NUDE YOGA

BY ROBBIE SWAN

NUDE YOGA WAS FIRST INTRODUCED INTO AUSTRALIA BY A CURRENT SERVING LIBERAL PARTY MP AND MEMBER OF THE RELIGIOUS RIGHT. BACK IN JANUARY 1980, ROBYN PRESTON FEATURED AS THE NUDE CENTREFOLD IN THE JANUARY 1980 EDITION OF AUSTRALIAN PENTHOUSE MAGAZINE.

Under her stage name of Kelly Russell, she made Australian men stand up and take notice of the new trend with a nude yoga session by the pool — topped off with an amazing nude handstand.

These days, Robyn Preston is the Member for Hawkesbury in the NSW Parliament, taking over the seat vacated by the former NSW Treasurer.

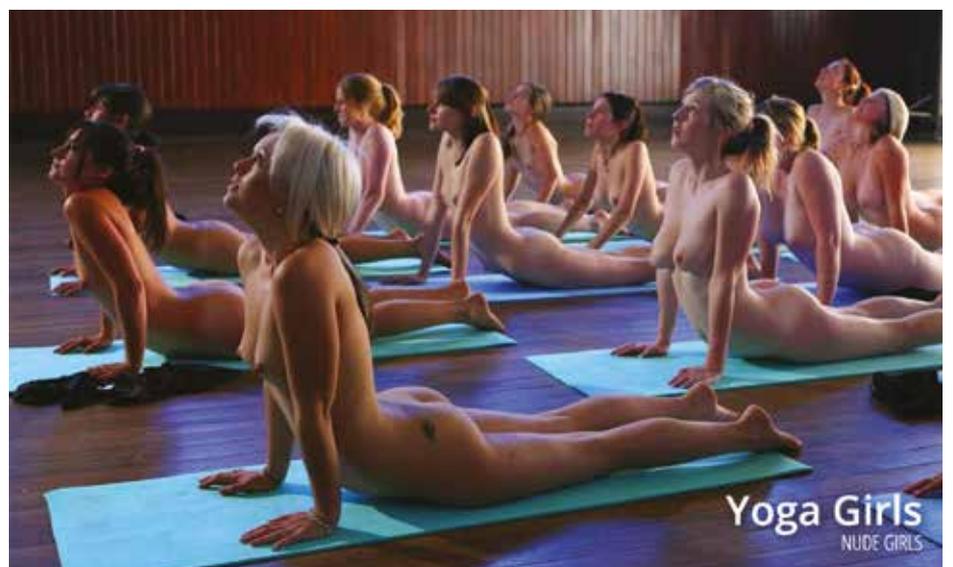
Since her carefree days of the early 1980s Ms Preston is now opposed to gay marriage and a raft of other progressive policies that she obviously once held. But don't blame the yoga. Since her impressive debut into the world of nude yoga and modelling, she found the 'opiate of the masses' as Karl Marx once called organised religion and she's never looked back.

In 2007, Australian adult production company, Abby Winters, published the world's first nude yoga class on their website. The event was filmed while Abby Winters was a major sponsor of the AVN Adult Entertainment Expo in Las Vegas. To this day the shoot remains

one of the most popular items on the AW site. 'Yoga Girls' was filmed with a serious yoga teacher and was a classic study in human movement and feminine beauty with just a hint of provocation behind it. Due to popular demand they have now re-released the shoot on HD.

Since then, yoga and porn have become more common than jam on toast and sites like Yoga Tube, 18yoga, Team Skeet and Zenra all produce regular nude yoga content while Brazzers have been hitting pay dirt with their 'Yoga Freaks' for many years.

But what is it about yoga that has proved to be the unlikely hit that it is. Clearly the anatomical exposure that some poses produce is of great interest to many punters. Mainstream porn tends to focus on genitals and body action with a 'revs per minute attitude'. Yoga, whether with singles or as it morphs into couple's karma sutra poses, represents a much more internalised sexuality and one that teases out the maximum in sensual rather than muscular sex.



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# MY DUNGEON SANCTUARY: HOW I FOUND A STRONG FEMALE COMMUNITY IN A BDSM DUNGEON

BY S.C. PARENT

WHEN I CHOSE TO WORK AS A PROFESSIONAL SUBMISSIVE AT A DUNGEON, I THOUGHT I'D HAVE A CHANCE TO SATISFY MY CURIOSITY ABOUT BDSM, WHILE HOPEFULLY MAKING SOME MONEY IN THE PROCESS.

I never imagined I'd become part of the strongest community of women I've ever encountered, and forge meaningful relationships with coworkers I now call friends. But that's exactly what happened — and my initiation into that community began on my first day at the dungeon — before I'd completed a single session.

"There's a client coming in who likes to see new girls," Nora\* told me as she applied mascara in the gazebo, a space where the all-female dungeon staff could hang out between sessions. "Make sure you're sitting up front, and he'll definitely session with you." I was surprised by Nora's friendly advice — as a new employee at a well-known Californian dungeon, I'd expected to be ignored or even hazed — but I did what she said.

The client came, we sessioned, and I made more money than I ever had in an hour; I also established the first of many strong relationships with coworkers at the dungeon. In this case, my friendship with Nora would last long after the client had moved on to the next girl.

Over my first weeks at the dungeon, where I've worked for nearly six years while pursuing a writing career, I got to know a wildly eclectic group of coworkers: college students exploring fetishes for the first time; forty-something women with children; artists of all persuasions.

We hail from all over the US and beyond; we come from different racial and economic backgrounds, and we hold varying religious and political beliefs. Yet, as soon as we step into the dungeon where we session with predominantly male clients, acting out scenes of domination and submission, we're linked by an experience that people outside our line of work can't understand.

Most of us must hide our place of employment from family, friends, and the world as a whole — and that shared secret creates an almost instant bond between us.

For many of us, the knowledge that, as my coworker Ava puts it, "we're all doing something 'taboo' together", provides a unique sense of intimacy that is all the more powerful because we come from such contrasting walks of life.

Another coworker, Tori, says, "it's nice to meet other people in my industry and see how different we all are — but we share this strange job."

We're willing to enter an environment many find intimidating or look down upon, and as Ania, who's been at the dungeon four years says, our "shared deviation from the norm" allows us to become a sort of "secret society" of dungeon women.

During my years at the dungeon, this "secret society" I've become a part of has transformed my life — as it has, many of my coworkers. Ava says, her three years at the dungeon marked "the first time I had female friends for such a long period of time," and as for me, I didn't have a single close female friend until I embarked on my dungeon adventure.

Suddenly I was surrounded by many likeminded women — the dungeon generally employs twenty to thirty women at any given time, with five to eight ladies on each shift — and in the lulls between sessions, we have plenty of time to get to know each other. What's more, we're working with our clients' "deepest darkest fantasies", as Ania puts it.

“

*OUR MOST MEANINGFUL  
VULNERABILITY AT THE  
DUNGEON OCCURS NOT  
WITH CLIENTS, BUT  
BETWEEN US AS WOMEN*

”



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It's an environment that encourages us to share our own secrets as well.

With my dungeon coworkers, I was able to voice my own "taboo" fantasies for the first time. If I came out of a session exhilarated from a heavy caning, I didn't have to hide the fact I'd enjoyed the experience, or that I hoped to top it with my boyfriend that evening. Similarly, Rebecca, who's spent six months at the dungeon, appreciates that she can share elements of her "personal intimate life," and "nothing will be shamed."

In my first months at the dungeon, I was also happy to find the workplace culture was one of support rather than jealousy. It would be disingenuous to claim jealousy doesn't exist at my workplace, but employees who approach the job as a competition typically don't last long. Rather, most of us learn that when we support each other, as Nora did by giving me tips about a client on my first day, we all find more success.

We share information about clients' preferences, teach each other to use dungeon equipment, and offer comfort and commiseration after difficult sessions. We also "protect each other from predatory clients", my coworker Elizabeth says, by warning each other about clients' bad behaviour.

Our most meaningful vulnerability at the dungeon occurs not with clients, but between us as women.

We're already sharing the big secret of our workplace, and as we get to know one another better, many of us connect through shared mental health issues as well. Tori says work is like "coming to therapy", and Ava found the ladies of the dungeon could "relate" over "experiences with anxiety or depression." In addition, we all bond over one mental health struggle: the negative effects of sexism.

At work we can vent about men who slut shame or cross our boundaries — both within the dungeon and in the outside world. The dungeon also offers those of us who are naturally submissive, like myself, the chance to stand up for ourselves. I would never have considered becoming a switch if I hadn't had the chance to watch so many skilled dominant women at work.

These women taught me how to spank and tie up a man, and more importantly, to refuse to accept mistreatment — a skill I've put to use in the outside world. I no longer feel the need to be polite to men who cross my boundaries in public, and even if I'll never actually kick a man in the balls, outside of work, it's nice to know I'm capable of doing so.

While our dungeon community allows us to fight back against sexism, we also help each other deal with mental and physical health issues outside of work, and this, in my opinion, is the most magical quality of our secret sisterhood.

One group of seven dungeon ladies, including me, drove an hour to spend time with a former coworker who was recovering from a double physical and mental whammy — she'd just undergone jaw surgery and broken up with her long-term boyfriend. We had a girls' day that lasted past midnight, including a *Clueless* viewing and ice cream, and as Ava sums up the experience, "it felt really great to have a dungeon family."

Meanwhile, Tori says dungeon friendships literally "saved my life", as two of her coworkers convinced her not to jump off a bridge when she was suffering from depression. Now these three ladies have formed a punk-rock BDSM band.

I too had a time when my dungeon friends saved my life, albeit in a less literal sense. The first two years I worked at the dungeon, I was in a serious relationship with a verbally abusive man, but the more I came to admire my confident and independent coworkers, the harder it was to accept his behavior. One morning, when my boyfriend and I were planning to spend the day together, a comment he made became the last straw and I broke up with him on the spot. I reached out to my dungeon coworkers, and within an hour I had three friends gathered around me at a coffee shop. As I dried my tears and looked at the strong and supportive women surrounding me, I realised that with this community on my side, I could make it through anything.

Working in the BDSM industry is not an easy job — it's physically and emotionally draining and it can isolate women from an outside world that disapproves of our choices. The same can be said of working within the adult industry as a whole.

Of the eleven women I interviewed for this article, all but one said they consider their employment at the dungeon "sex work", and I do as well.

Clearly, the stereotype of sex work as a career that damages and isolates women is not always true, and women in other areas of the sex industry also support each other. Just as we share advice and warnings about dangerous clients at the dungeon, sex workers do the same online through Reddit groups and Twitter. In person, sex workers connect through organisations such as the Sex Workers Outreach Project, a now-international organisation founded in Australia, which provides peer support groups, "where sex workers can talk without judgment", according to SWOP LA's former services director.

The public is already well aware of the negative aspects of the sex industry, it's time to acknowledge the fact that for women like myself, who lack a sense of security elsewhere in our life, a community of sex workers can provide a true sanctuary.

Among the women of the dungeon, I found a place where I could reveal my secrets and vulnerabilities, and receive encouragement and understanding. Ultimately, I learned that as sex workers and women, we are strongest when we come together and support each other, despite our differences — and it's a lesson the world would benefit to hear more of.

\*My dungeon coworkers are identified by pseudonyms throughout this article.

“

*AS I DRIED MY TEARS  
AND LOOKED AT  
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IN LATE 2019, WE FOCUSED ON A FEW TOP 5's.

IN OCTOBER, WE SPOKE ABOUT YOUR RESPONSIBILITIES AS AN ONLINE STORE – GIVEN, YOU ARE SUBJECT TO THE SAME LAWS THAT GOVERN TRADITIONAL STORES, AND YOU HAVE ADDITIONAL RESPONSIBILITIES.

IN NOVEMBER, WE SPOKE OF THE 5 INSURANCE RESPONSIBILITIES CONCERNING BUSINESS INTERRUPTION AND LOSS OF INCOME INSURANCE.

THIS ARTICLE IS TAKEN FROM STEADFAST'S **WELL COVERED** SERIES.

## TOP 5 RESPONSIBILITIES TO KNOW AS AN ONLINE BUSINESS OWNER

### 1. PRODUCTS

The [Australian Consumer Law](#) binds all retailers to legal guarantees about the goods they sell. It guarantees that any product is safe, of acceptable quality and matches the retailer's description. You could potentially be held liable if something goes wrong.

In situations like that, [Product Liability Insurance](#) can mitigate your business' risk by covering issues such as legal costs and damages.

### 2. MAILING LISTS

Under the [Spam Act 2003](#), there are three key rules:

- make sure you have their consent, if they haven't subscribed, don't email them
- clearly identify your business and give accurate information about what you sell and how to contact you
- give recipients the ability to unsubscribe from your mailing list

Companies face hefty penalties if they break these laws. In 2017, internet provider TPG was [fined \\$360,000 for spam breaches](#).

### 3. PRIVACY AND SECURITY

You are able to collect a significant amount of customer data, from names and credit card details, to purchasing histories and dates of birth. This could be very lucrative to hackers and it's your responsibility to keep it protected. If your systems are hacked and customer information compromised, the effect on your business could be crippling.

You could face action under the [Privacy Act 1988](#), and legal action from affected customers. Arguably, the greatest impact would be to your business' reputation.

### 4. PROTECT YOUR DATA

Imagine this: a hacker accesses your systems and threatens to publicise your clients' details and what they have purchased. They may even demand a large ransom. If the data gets out, customers will never trust you again and may well choose to sue you.

You need to take cyber security very seriously. You should be using every protection available — firewalls, anti-virus software, secure web-hosts and password managers — there is no such thing as being too secure.

### 5. CONSIDER CYBER INSURANCE

Bad things can still happen. **Cyber Insurance** has become a vital requirement for online retailers. It will typically help cover costs associated with lost revenue, legal costs and liabilities from the lost data. It may also help with costs associated with protection and rebuilding your company's reputation. We work closely with Eros and have spent 20 years understanding the business operations of everything from brothels and escort agencies to adult stores as well as other associated businesses.

### 3. BUSINESS INTERRUPTION

The Business Interruption component of a claim can easily be more than the cost of repairing the physical property damage.

We've seen too many businesses struggle once their property has been repaired due to not having insured their loss of income.

### 4. HOW TO ENSURE YOU'RE COVERED

The Business Interruption component is usually sold as part of a business pack or property insurance policy.

It's an option — so make sure you discuss it with your accountant and your broker. AIBI can help you make an informed decision.

## TOP 5 ADULT INDUSTRY BUSINESS INTERRUPTION AND LOSS OF INCOME INSURANCE TIPS

### 1. LOSS OF INCOME INSURANCE

It covers loss of income should your business be unable to trade due to a property loss such as a fire or storm damage. It will include your portion of lost income generated by service providers. It can also include additional costs to promote your business once you commence trading, to return to your pre-loss position.

### 2. INDEMNITY PERIOD

You can choose your indemnity period, and we would usually recommend a minimum of 12 months.

In most scenarios, resulting from a major loss such as a fire, it could take up to 2 years due to permits and other delays. If you do not own the premises, the landlord may also cause delays or not reinstate the property due to its existing use forcing you to relocate which may cause delays due to planning permits.

### 5. CONTINUITY PLANNING

Business Interruption insurance is one part of a business continuity plan. Insurance will help provide a financial backstop, but a solid business continuity plan will significantly reduce the time it takes to get you operating profitably again.

### GOT QUESTIONS?

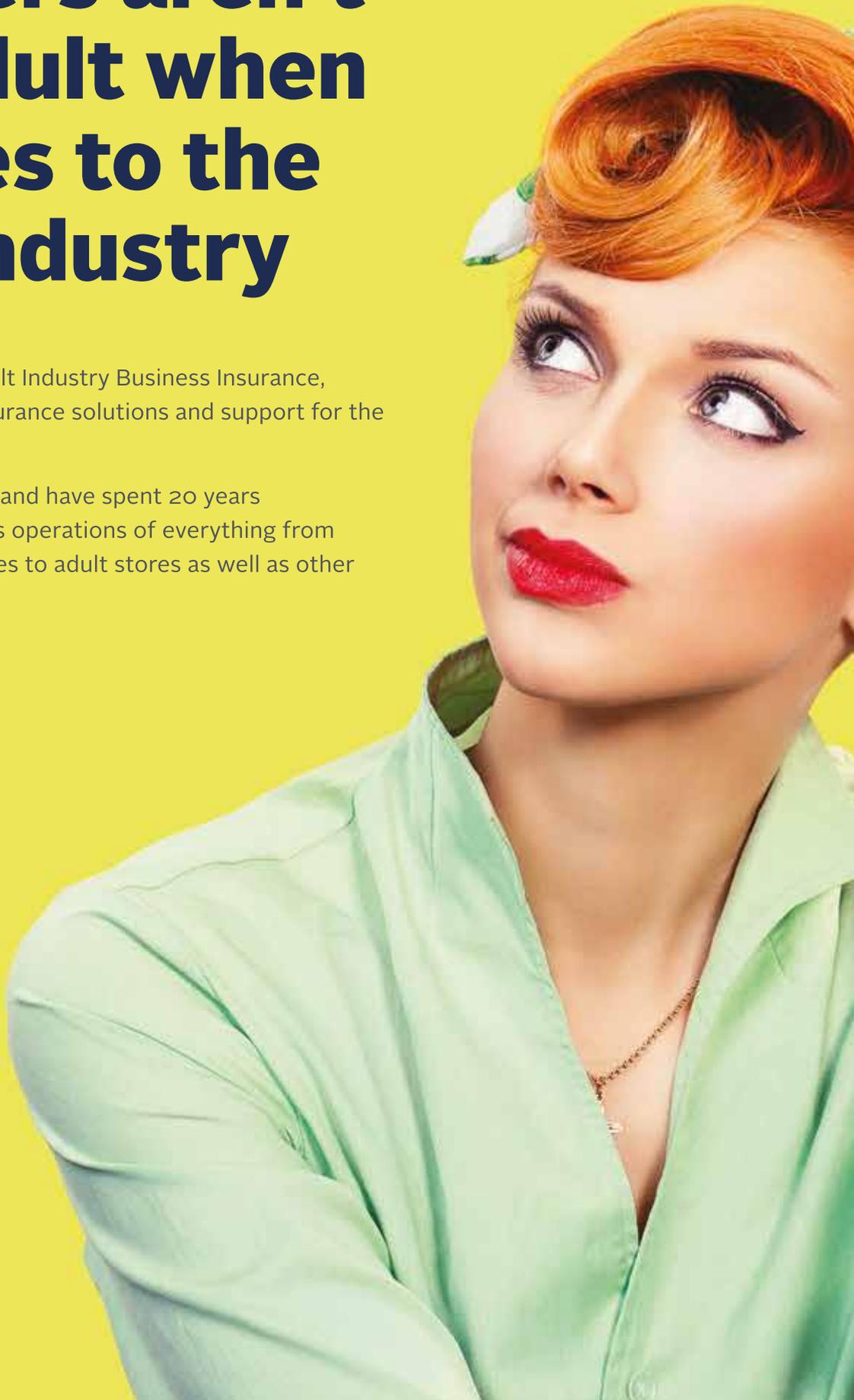
CONTACT ADULT INDUSTRY BUSINESS INSURANCE (AIBI) ON **1300 558 158** OR VISIT **[WWW.AIBI.COM.AU](http://WWW.AIBI.COM.AU)**

THIS IS GENERAL INFORMATION ONLY. REVIEW THE POLICY DOCUMENTATION AND CONTACT US TO DISCUSS YOUR INDIVIDUAL NEEDS. WE'LL BE THERE TO HELP, WITH STRAIGHT TALKING SUPPORT – GUARANTEED.

# Many insurance providers aren't very adult when it comes to the adult industry

As our name suggests, Adult Industry Business Insurance, specialises in providing insurance solutions and support for the Adult Industry.

We work closely with Eros and have spent 20 years understanding the business operations of everything from brothels and escort agencies to adult stores as well as other associated businesses.





## **Our talented team can deliver you:**

A range of Business Insurances

- Property
- Business Interruption
- Glass
- Burglary and Money
- Public and Products Liability

**NOTE: Service providers must have their own liability policy**

## **Risk management**

Helping you reduce your business risks

## **Claims support**

Working on your behalf to facilitate prompt and professional claims processing.

So, let's be adults and talk frankly about your business, its risks and developing the best insurance solutions possible for your circumstances.

## **Contact Adult Industry Business Insurance**

on **1300 558 158**

or via **[www.aibi.com.au](http://www.aibi.com.au)**

We'll be there to help, with straight talking support - *guaranteed*.





# Building an Empire

Photographer: Tristan Manas

Linda Mirams, Director of Empire Industry Finance, talks all things tax, her time in the sex industry and building a successful business.

## The Beginning

I started working at the Men's Gallery in Melbourne back in 2001. I loved dancing and being a part of the industry. It has been a part of my life since I first began ballet classes at the age of 2. Performing is a passion for me, and that's what I miss most.

Empire has enabled me to remain active in the industry in some capacity, and the passion for me is now helping others to realise they are running a legitimate business. Going on the journey with the client to actually realise and achieve goals is empowering.

## Small Towns & Accountants

When I moved to the Byron Bay area in the early 2000's, I started working in a club at the Gold Coast and commuting about 4 times a week. It was a good era for the industry cash-wise, but the ATO had began cracking down on clubs and ensuring their girls all had ABNs. This meant I had to do my taxes! So I opened up the *Yellow Pages* and looked at the 3 options I

had in the town where I was living. I picked one and off I went with my commission slips from the club and a collection of receipts.

After walking in and sitting in the waiting room, a 70 year old male Tax Agent came out and directed me to his office. We sat down and he got straight to it... "So, what do you do for work?"

**"Empire has enabled me to remain active in the industry in some capacity, and the passion for me is now helping others..."**

There I am with a bunch of receipts for Pleasers and costumes from sex shops, what do you say? The whole thing was just uncomfortable really. After this, I started completing my own tax lodgements and other girls at the club were interested in what I was

doing and asked how they could do the same thing. I spent a lot of time reading up on what I could claim and how to record keep for businesses. I developed my own little spreadsheet to keep track of my income, expenses and work out my taxes. I had a light bulb moment – I was enjoying this!

I was originally studying Arts at University, but soon lost interest. I thought maybe this is what I wanted to do. So the next week I enquired at the local University about entry for a degree in Accounting. I applied and was accepted and the next year I was off to study. I moved closer to the University, but in my semester breaks I would dance the whole time and save up my money to get me through the next semester.

## Today

Empire Industry is a predominantly cloud-based accounting practice offering bookkeeping subscriptions, tax return preparation and loans for individuals and businesses working in the industry. We try to keep our

model simple and cost effective for our clients. We looked at what people found daunting or difficult and created solutions to tackle this. What really makes us unique is that we have a background in the industry!

The satisfaction from my running my business comes from taking a client and together creating the awareness that they are their business, they are their brand, the most important piece in their business puzzle. They are a legitimate business, and should be conducting themselves as such. Changing the way the world views sex workers starts from within the industry itself. We need everyone to believe in

the legitimacy of their own businesses, and project that out there.

They can pay taxes, they can deal with the ATO, they can get loans and buy a house, just like every other tax payer and business out there, they just need to engage with the right people and get them on their team to make it happen. I've been involved with a number of seminars and workshops looking at business set up, receiving payment and tax obligations with SWOP, RhED and various clubs.

#### Final Thoughts

I think the best way to tackle a new venture is always to research. Find out

the different jobs in the industry, take some self reflection time and find out what you feel comfortable with doing and make sure you have the support network in place to make your journey successful. Late nights and difficult customers are a common theme in this industry, add this to the pressures of every day life and sometimes work can become mentally draining.

By making sure that you take special care of both your physical and mental health, you can improve not only your outlook on life but keep a healthy mindset in and around our work!

## Why Have an Accountant?

By engaging a relationship with an Accountant and Tax Agent, you gain access to a wealth of knowledge and industry expertise. As a client of a Tax Agent, you have an extended deadline on tax return lodgements, more guidance on work related expenses and access to reputable bookkeeping services.

*“You gain access to a wealth of knowledge and industry expertise.”*

At Empire, we can help you or your business with:

- Current & Prior Year Returns
- Bookkeeping Subscriptions
- BAS/IAS Reporting
- Business Registrations
- Payroll
- Income & Rental Letters
- Seminars/Presentations



Empire Industry Finance has assisted over 500 industry workers with their tax and bookkeeping. Our client's include:

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- Escorts
- Dance Coaches
- Adult VR Content
- Cam Girls
- Show Girls
- Waitresses

Call 03 9088 0790  
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# FOSTERING THE INDUSTRY THROUGH NEW TERRAIN IN WAKE OF SESTA/FOSTA.

FIRST MOVE – ALLIED SERVICE PROVIDER

WHEN SOMETHING IS PUT FORWARD AS A MEANS TO PROTECT YOU, IT'S HARD TO GRASP THE FACT THAT IT MIGHT ACTUALLY BE DOING THE OPPOSITE.

SESTA-FOSTA (*Stop Enabling Sex Traffickers Act* and *Fight Online Sex Trafficking Act*) are two senate and house bills, passed into American law in 2018. It's hard to say if those sweeping titles were carefully constructed. Perhaps the ambiguous language was just another tool in furthering the marginalisation of the adult industry. If not, they must have been carelessly thrown together, with no regard for nuance; leaving so many sex workers and business owners to slip through the cracks, losing their livelihoods, and having to fend for themselves.

To say you're opposed to SESTA-FOSTA, on the surface, sounds like saying you're against fighting sex trafficking. This is nowhere near the case. More than anything, these laws will do the opposite of their namesakes. Instead, leading sex trafficking to deeper, darker, and more dangerous places; taking consensual, safe, sex work along with it, making it near impossible to distinguish between the two.

Being in the business of the adult industry means you have to master many trades. Besides the obvious and arguably most admirable skill of handling tricky customers, dealing with stigma, and straight up hustling your ass off, workers have to know how to promote, sell, manage, and market.

While this has never been simple, before the passing of the bills it was a lot easier. With the onus now on websites and platforms that "knowingly assist,

facilitate or support" sex trafficking, it's become dangerous to even allude to or associate with sex, without being banned or taken right off the internet. While many workers feel their content is being targeted purely for their position within the industry rather than actually breaching any guidelines, it's increasingly harder for workers and businesses to connect.

These bills are a sobering wakeup call to the governing of spaces and platforms we like to think are our own to enjoy freely. As well as a stark reminder that the repercussions of governments many seas away can swiftly reach our shores.

Platforms like Instagram and Twitter have always operated around community guidelines. These are usually pretty standard, no nudity, no violence, no harassment etc. The sex industry has always understood these guidelines and respected the need for them to exist just like anyone else. It's the grey areas, that don't differentiate between sex WORK and sex TRAFFICKING that are contradicting the reasons these bills were put into place.

So what does "facilitating sex trafficking" even look like? Well, unfortunately, in the eyes of SESTA-FOSTA, nothing like actually facilitating sex trafficking. Even businesses operating wholly within the law are having to take down their sites due to the inability of these laws to properly differentiate what is safe and what isn't. Sex workers are being banned faster than ever for posting their

usual content. It seems these bills are attacking sex work as a whole, rather than promoting the safe side of it that will naturally discourage the dark side.

But never fear. As always, the sex industry rises to the occasion. Kick them off every platform, censor their sites, and they'll just come back swinging. Since the bills were passed, we've seen a variety of sex worker led solutions popping up. Here are some of the leading ones and the solutions they offer.

#### ASSEMBLY FOUR

Assembly four are a small group established in Melbourne. A collaboration of 'sex workers and technologists' set up to provide digital alternatives in the changing landscape. Their whole motto is to thrive, not just survive. They've initiated platforms that are not only helping the industry here in Australia, but helping workers across the globe.

#### SWITTER

Sex work friendly twitter. A project via the Assembly Four group to create a safe space for workers free from stigma and censorship. This is a new place to connect with clients, advertise, and be part of a community now that restrictions are tightening up on Twitter. Switter is also a great place to find and share tips on safety and check up on your colleagues. This is the kind of proactive and realistic approach to deterring trafficking we should be seeing more of.

#### TRYST

Tryst is another great alternative that has been crafted to avoid any entanglement with SESTA-FOSTA. With safety, security, and privacy at its forefront it's a modern platform for escort advertising.

#### RED CLOUD/RED FILES

Red Cloud is an Australian organisation made for, and run by sex workers. It offers secure domain and hosting services to run your sites through as well as content and internet literacy education to avoid getting flagged or reported. Red Files is part of the same organisation and is a platform for current and former workers to share tips, connect with each other, and make sure the community is safe, all while being totally anonymous if they wish.

#### FIRST MOVE DIGITAL MARKETING AGENCY

It's uplifting to see that instead of being silenced, the adult industry has risen above and beyond with new platforms and solutions for workers and business owners across the globe. If you're currently running a business in the industry with a digital presence or wanting to establish one it's more important than ever to be on top of your content. There's plenty of agencies out there that are too scared to take on clients in the adult industry. First Move is not that agency.

We know the importance of keeping the industry up and running. We know that businesses and workers doing the right thing need to maintain and grow their presence online and we develop clever marketing strategies to do so. We've worked with multiple clients in the industry and we can work around the rules and restrictions to support your business.

At its core, sex work is about freedom. The freedom to express, the freedom to feel, and for many workers, the freedom to make an income on your own terms. The government has set off SESTA-FOSTA like a pest bomb, proposed to reduce sex trafficking, without giving sex workers a safe space to escape the fumes.

If this is a matter of safety in sex work, industry voices should be the loudest. If it's sex trafficking we are trying to stamp out here, the normalisation and decriminalisation of sex work is what's going to save us. Trying to make sex work invisible is only going to make exploitation easier, policing harder, and the industry as a whole, more stigmatised.

The adult industry is home to the most resilient and adaptable workers out there. It's an industry that refuses to be victimised time after time, and now is no different. While there is no doubt they're the ones who deserve a break the most, they're the ones that know how to step up in the face of adversity. First Move is on your side, onwards and upwards.



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Within each of our skill-sets and specialities, lies a passion that fuels the work we do, giving us the inspired nature that makes us who we are.

From brand strategists through to web designers, SEO technicians and content marketers - we're a toolbox of digital gurus constantly on the hunt for a challenge.

First Move Digital will get you in front of your biggest prospects with our SEO techniques that keep your online stores in Google's good books. Let us bring you an increase in rankings, return on investment and qualified leads across the board.

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## PLATINUM



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# **PRETTY LOVE**

## **PRETTY LOVE ARRIVES IN AUSTRALIA!**

The PRETTY LOVE brand, a member of the BAILE family launched in 2011, and has become a leading luxury sex toy product line worldwide, winning many Red Dot and IF Design awards. BAILE was founded in 1993, boasts over 4000 different items in its product line, and is the largest sex toy manufacturer in China.

Our dedicated staff of design, sales and customer service team members pride themselves on having top-level product design and development, and superior customer relations services.

Our newest Super Soft Silicone Series was launched in 2018, has quickly become the leading global provider of silky and sensual sex toys, offering true skin softness with its line of specialty vibrators, gold plate and zinc alloy toys and other super-sexy accessories.

Increase your profits immediately by ordering the PRETTY LOVE luxury line of sex toys, already in Australia through your favorite distributor, including Metro or Claredale, giving your customers a new, sensual and satisfying experience down under!



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