

EROS

THE NEW

JOURNAL

New Technologies Edition



THE NEW EROS JOURNAL

ISSUE 12 • 2020

ADULTS ONLY RETAILING IN AUSTRALIA

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A NOTE FROM THE GENERAL MANAGER

BY RACHEL PAYNE

2020 has already proved to be a busy time for the Eros Association and we are only 3 months in! We have provided submissions and had consultations around reforming the national classification code and age-verification of online content. We have continued to forge positive working relationships with Afterpay and assisted members with banking discrimination issues. We have reinvigorated internal working groups with members and the board on an industry expo event, policy and campaigns and a newly-established body safety standards committee that will contribute industry-led ideas to the International Standardisation Authority. We have also surveyed members on what is important to their business and what they would like Eros to focus on this year with some interesting and diverse findings.

INDUSTRY WORKING GROUPS: BODY SAFETY STANDARDS AND POLICY & CAMPAIGNS.

Earlier this year Eros put a call out for expressions from members interested in contributing to a working group. The aim is to review industry standards and create best practice guidelines of body safety standards. This follows on from the announcement late last year that the International Standardisation Authority (ISO) had established a new project committee to develop a standard on sex toys design and safety.

Eros' focus is on supporting the industry by providing a whole-of-industry approach in creating guidelines for body safety standards. We will be preparing a submission to the ISO project committee. We will also look into reviewing Eros member Code of Conduct and consumer information, with the aim to develop best practice training for adult retailers and their staff.

The Policy & Campaigns Working Group have reconvened for the year and aim at getting some general industry facts and figures together to support campaigns. We have very little real data on the adult industry, how much it is a part of the general economic makeup of small businesses, how many people the industry employs and how much the industry is worth - which makes it difficult to argue for the industry to be really taken seriously. We will be calling on those involved in the industry to assist in providing data and information to shine a light on the value of our industry and its people.

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 being granted access based on good business practices. Eros has continued to harness a positive working relationship with Afterpay, that in turn 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 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. We are working closely with other stakeholders, the SBFEO and banking regulators to push for reform of banking policies that allow discrimination based on industry. We continue to fight for banks to be held to account for industry-based discrimination of legal, tax paying businesses.

REVIEW OF AUSTRALIAN CLASSIFICATION REGULATION ANNOUNCED

Following on from the Minister for Communications, Cyber Safety and the Arts The Hon Paul Fletcher MP's announcement of a review of the Australian classification regulation, Eros met with Neville Stevens AO who is heading up the review. Here is the media release.

Some positive conversations came out of this meeting and helped inform the submission to the review. Eros put forward the need to harmonise and modernise the national classification code as well as making classification markers more inclusive. You can read the submission made by Eros here.

There is an ongoing consultation process still active, however on a positive note, many of the responses to the Australian Classification Review support liberalising our current classification markers to allow broader content such as fetish material. Watch this space!

AGE VERIFICATION DEBATE HEATS UP

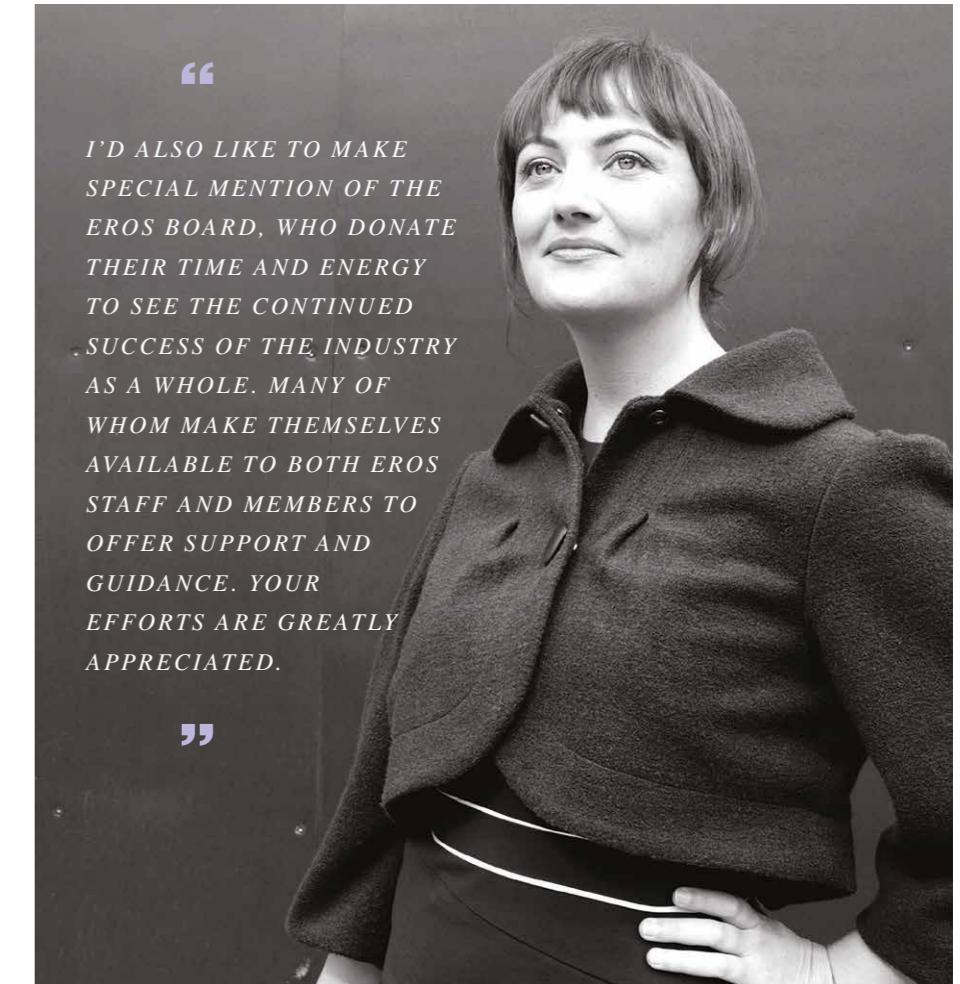
Following on from Eros' submission to the federal government's age verification inquiry, we received some positive media attention - not only in regard to the submission but in response to some fairly extreme recommendations made from the Department of Home Affairs that face-scanning technology or 'Facial Verification Service' be used as a means of age verification. Peter Dutton's Home Affairs dept recommended that this tool could be used to verify age by cross-checking images of a person's face against stored images and data from another ID.

Eros responded, highlighting major privacy concerns and out-dated laws around content classification and production.

In the last month the report was released for the Inquiry into Age Verification for Pornography and Online Wagering recommending the implementation of mandatory Internet Service Provider (ISP) blocks for websites that don't provide age-verification controls. We will need to see in the coming months whether this proposal comes to fruition.

SEX WORK LAW REFORM

Late last year and through the beginning of this year 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 out-dated sex work laws.



Former Eros CEO, and now Victorian MP Fiona Patten has been appointed to head up a review into what decriminalisation of sex work may look like for Victorians. Eros facilitated a meeting between Victorian brothel licensees and Fiona Patten in February to discuss what this review will consider. The review process will take into consideration submissions from key stakeholders and a report will be produced by August 2020. Eros welcomes this long overdue review of these outdated laws.

THANK YOU FROM EROS

I would like to thank members for their continued support and welcome those new to joining the association. It has not been an easy time for many, particularly in a business sense. However, as your representatives we will continue to advocate for reform of outdated and discriminatory laws, to fight for greater accessibility and inclusion of services, continue to offer compliance and business advice and do the best we can to see your business survive and thrive.

EROS

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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.

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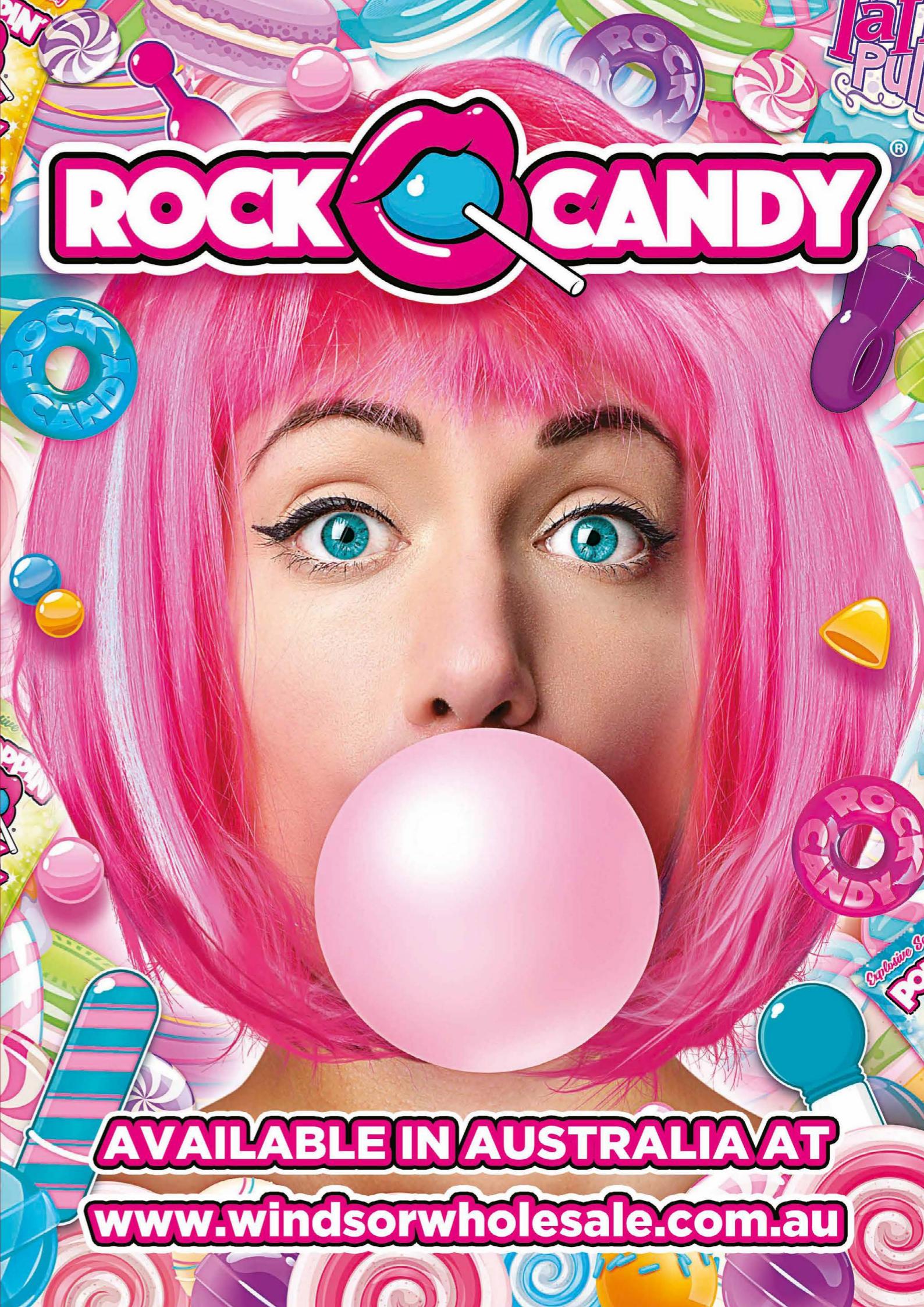
- Secure a responsible and non-discriminatory legal framework for adult businesses to operate within.
- Provide an on-going and positive public relations campaign for the benefit of the adult industry.
- Support, educate, inform and empower our members.
- Provide referrals to a wide range of services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



HAVE INFLUENCERS CHANGED THE WAY MILLENNIALS ACCESS PORN?

BY CAMERON LUCAS

In the last decade, the rise of free porn was supposed to signal the start of the end for the porn industry. Free videos, and overseas sites hosting pirated films meant anyone could evade the paywall for content they wanted to see.

Subscription numbers went down, and it looked as though industry giants would need to fight for survival. A whole generation was growing up in a world of free porn, so why would they ever want to pay for it? But now, millennials have become the biggest subscriber base for several producers. They are spending bigger than all other generations, and in some cases make up more than half of their overall subscribers. Despite having access to a world of free porn, they are now paying for more content than anyone else. So what's changed?

The Millennial attitude toward porn is defined by personalisation and branding. This phenomenon first arose on YouTube and Instagram, with stars and influencers capitalising on personal brands and loyal followings. By posting about their daily life, their relationships and their friends, influencers are able to generate an authentic connection with their viewers. Subscribers and followers become invested in these online profiles and the connection they feel with them.

Once this personal connection is made, fans are then willing to fork out hundreds for anything from branded items to meet and greets. Fans even send monthly payments to their favourite influencers, sometimes for doing nothing, through a subscription service called Patreon. This model of personalisation has worked so well for Instagrammers and YouTubers, it was only a matter of time before similar models were taken up in the porn industry.

Step in OnlyFans. Similar to Patreon, OnlyFans lets you subscribe to your favourite influencer or star for a monthly fee, and in return gives you access to exclusive photos and videos. The key difference is that OnlyFans allows adult content. For a monthly fee set by the creator, anyone can access photos and videos that either give a glimpse behind the scenes of their public life, or in the case of many porn stars, more photos and videos that they've filmed themselves and can't be found on traditional porn sites.

Many top porn stars have already jumped at the chance to promote their personal brand, not only boosting their personal income but boosting the audience for their future performances – an outcome sites will be happy about. Stars such as Abigail Mac, Joey Mills, and Natalie Mars all have accounts on OnlyFans.

This drive toward more authentic personal connection has also seen a rise in popularity of cam sites, especially amongst millennials. The phenomenon of being able to cam with a performer, or request certain videos is the epitome of the 'authentic' connection that spearheads how millennials use the online world. Sites are livestreaming stars to their subscribers and pushing authenticity of their content to boost their personal connection with millennials.

While it is easier for stars to amass a personal following on social media and funnel viewers towards their content, producers and sites can also cultivate a personal brand that appeals to millennials. Through acute brand awareness and social media presence, major sites will be able to capitalize on this phenomenon. By taking advantage of this branding and creating a personality for themselves, sites are far more likely to convince millennials to subscribe for premium content.

Young people, especially men have proven they are willing to pay premium prices for quality content. As the world grows smaller, more interconnected and personal, the porn industry has been handed a lifeline by millennials who are searching for an authentic connection in their porn.

Hate them or love them, influencers are as much a symptom of the personalised branding of the millennial generation as rising porn subscription numbers are.

“

*AFTER ALL IF YOU HAD
ACCESS TO UNLIMITED PORN,
WOULDN'T YOU PREFER
CONTENT YOU HAD A
CONNECTION TO?*

”





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MEET MANUEL FERRARA

A competitive sportsman in the Judo circuit, Manuel went to study physical education and began teaching Judo. During college, he also joined the military in the firefighter division. It was during this time that Manuel attended an adult casting call on a dare, and his career took off.

FLESHLIGHT®



Empire Industry
Finance Services



Tax Workshop & Networking Event

Photographer: Tristan Manas

As Empire Industry Finance continues travelling across Australia, we reach the Gold Coast to host an educational & social event for adult industry workers and industry supporting businesses.

The afternoon/early evening will include a variety of informative and educational seminars (with some drinks and canapes to finish!) and Q&A opportunities.

Hosted at Karma Collab Hub, tickets are available with all profits donated directly to The Hottes Foundation. For every dollar that is raised in tickets for The Hottes Foundation, Empire will match the total donation.

DATE & TIME

MAY 12
3PM-6.30PM

LOCATION

KARMA COLLAB HUB
47 Lemana Lane
Miami, QLD 4220

GET YOUR TICKETS
<http://empireindustry.eventbrite.com>



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RELEAF OFFERS MORE THAN RELIEF

BY ROBBIE SWAN

ADULT SHOPS COULD EASILY DEVELOP A 'SEXUAL WELLNESS' SECTION ON THEIR PREMISES WITH DOCTORS/AND OR PSYCHOLOGISTS VISITING ONE AFTERNOON A WEEK AND A RANGE OF PRODUCTS ON BOARD THAT ADDRESS SEXUAL COMPLAINTS. THIS MOVE TOWARD THE SERVICES SIDE OF THE INDUSTRY IS THE ONE THAT IS LIKELY TO BRING IN NEW CUSTOMERS TO ADULT SHOPS, AS WE SEE MORE AND MORE OF THE 'PRODUCT' SIDE OF THINGS MOVING ON LINE. ADULT SHOP OWNERS AROUND THE COUNTRY WOULD BE WELL-ADVISED TO DROP IN AND SEE THE RELEAF SHOP NEXT TIME THEY ARE IN MELBOURNE.

Australia's medicinal cannabis industry is at last starting to take shape with the opening of Victoria's first medical cannabis clinic and dispensary in St Kilda. Under the clever brand name of 'Releaf' the dispensary is on the ground floor with the two storeys above it which are in the process of being converted into a doctor's clinic and medical centre. At the opening of the venue in early February, it was hinted that there may be up to 20 doctors operating in the upstairs rooms who would send patients downstairs after a consultation to pick up their prescriptions. Releaf also intends to stock a large range of complementary medicines.

Australian governments have had great difficulty telling the general public that the drug they have been spending billions of dollars to eradicate and demonise over the last 50 years has turned out to be an effective agent for established illnesses like epilepsy and insomnia but also potentially important in a wide variety of conditions from cancer to mental health and pain management. To cover their ignorance and save face, they have placed a number of incredibly stringent parameters around legal medical cannabis and have made out that it is such a dangerous drug that they will have to manage it through a policy framework that posits it as more dangerous than opiates!

So you cannot get a prescription for medicinal cannabis on a first visit to a doctor and you have to show a background of chronic pain or epilepsy etc to qualify to be prescribed the medicine. In effect you can only get it as a last resort medicine after a whole range of drugs including opiates, have failed. As well as this, while the TGA allows opiates to be stored at a pharmacy or surgery, medicinal cannabis has to be stored somewhere else away from where it is prescribed or used making it much harder to access. Maybe the bureaucrats think it could explode or get people stoned just by walking close to it. For a drug that has no known lethal dosage - as opposed to opiates that can kill with tiny amounts - these rules make no sense at all. All they do is make you wonder why we trust politicians and health bureaucrats to make logical and evidence-based decisions as opposed to politically motivated ones.

Releaf founder, Gary Mackenzie stressed at the opening of the St Kilda clinic that the venue was not just there for medical cannabis but was a 'wellness' centre that would focus on a wide range of medical conditions, some of which may require other herbal or traditional medicines and not just cannabis. "We're offering a truly integrated medical program here", he said. "CBD and other cannabinoids have opened up a whole new world that could change medicine forever but most doctors are not taught how to prescribe medicinal cannabis products at med school".

Patients who require medicinal cannabis normally have to have their doctor apply to the TGA and the state health dept - a process that can take up to six months and in the end have patients forking out hundreds of dollars for not a lot of medicine. Releaf aims to cut that time to somewhere between two hours and two days.

Releaf is now looking for doctors who want to work at the St Kilda clinic and undertake the special cannabis diagnostic and prescribing course, under the control of Dr Kylie O'Brien. This will lead to a certification as an 'Authorised Prescriber' under an ethics committee that allows them to cut through much of the red tape that other untrained doctors have had to go through under the special access scheme.

With medicines dispensed below the clinic in the same centre, approved patients would be able to walk out with their filled prescriptions. Gary Mackenzie is also hopeful of creating a new price paradigm. "Pharmacists will be doing our own compounding so we are hoping to halve the price that people are paying for their medicinal cannabis. Generally people will pay around \$300 to \$400 a month for their medicines and we are hoping to get it well under that so it is affordable. We will also reduce the price of a normal consultation down to \$78 from the \$200 plus that most GPs are charging."





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STRAIGHT TALKING ABOUT INSURANCE AND THE ADULT INDUSTRY AIBI

AT ADULT INDUSTRY BUSINESS INSURANCE (AIBI) AND EROS, WE CONTINUALLY GET QUESTIONS ON THE SUBJECT OF INSURANCE. THIS ARTICLE ANSWERS SOME RECENT QUESTIONS AND REMINDS PEOPLE ABOUT PROPERTY INSURANCE FOR THE ADULT INDUSTRY.

AIBI is your Adult Industry insurance specialist and is well accustomed to arranging insurance for all areas of the industry from individual sex workers to chains of adult book stores.

Nobody expects to suffer from a loss and most people significantly underestimate the wide-ranging challenges you face if something serious happens to your business.

We understand that insurance is not a priority for many business owners but that their business is.

The right insurance will protect your business and livelihood if something serious happens, so it pays to spend enough time to understand what you are and are not covered for.

EROS MEMBERS HAVE ASKED THESE INSURANCE RELATED QUESTIONS – HERE ARE OUR STRAIGHT-TALKING ANSWERS:

ARE MASSAGE PARLOURS COVERED IF THEY ALSO CARRY OUT ILLEGAL BROTHEL OPERATIONS?

In short, no. They would also not be covered for their standard massage operations either. More broadly, if any of your operations are illegal, or even not disclosed, this can void all insurance claims.

Always reveal the full extent of your activities, so we can make sure your insurance will protect you.

I'VE BEEN HEARING ABOUT UNDERINSURANCE, IT JUST MEANS I GET WHAT THE LIMIT OF MY POLICY IS DOESN'T IT?

No, it may mean you have to contribute to a loss too. Most business policies, unlike household ones, have a co-insurance clause. It applies the percentage you are underinsured by to the claim payout. For example, if your buildings are insured for 50% of their rebuild value and you have a claim, you will likely be paid only 50% of the cost of the loss. This is the simplistic view and a broker can explain the full ins and outs of how it would work in your circumstances.

CAN INSURERS FORCE ME TO SELL OFF ITEMS AFTER WATER DAMAGE?

Insurers are within their rights to try and reclaim as much money as they can following an event to reduce the size of your loss, while making sure you receive what you are entitled to. If you feel this contradicts any health and safety legislation, then make sure you tell them formally and in writing. Also, if you feel it may harm your brand, you can ask them to sell them separate from your business.

Insurance companies may take your damaged goods as salvage and attempt to sell them to recover some costs. There may be issues with this due to brand protection and this would be considered by insurers and where the products could be disposed of.

AS INSURANCE BROKERS, AIBI, WILL STAND BY YOU IN THE EVENT YOU NEED TO MAKE A CLAIM. WE WORK WITH YOU AND THE INSURER TO MAKE SURE YOU GET A FAIR SETTLEMENT.

5 THINGS YOU NEED TO KNOW ABOUT ADULT INDUSTRY PROPERTY INSURANCE

Here are 5 of the main things you need to know about Property insurance for Adult Industry organisations.

- 1 Buildings cover includes landlord's fixtures & fittings, fences and even underground pipes and services within your property - but not living creatures!
- 2 Contents cover includes computer systems, machinery and in some cases, goods sold but not yet delivered, but does not include your client's possessions – and losing or damaging them will harm your reputation. Some policies do require you to specify Stock so you must review all documentation.
- 3 Do you have leased or hired machines? Check your contracts in case you are liable for damage to them as they won't be insured on your policy, unless you specifically add them.
- 4 Most fires are caused as a result of electrical faults and appliances. You should ensure these are checked regularly by an authorised tag and test company or your electrician.
- 5 Regular procedures around property maintenance, security and using thermography reports to check electrics are great ways to prevent you having a loss.

Most businesses buy a 'business pack' type policy that can include buildings, contents and stock cover. If you are a tenant insuring the building on behalf of a landlord, you should always obtain written approval of the sum insured as in the event of under-insurance or a shortfall you may be liable for this amount.

If you insure your property against fire and other perils, we advise you protect your income with Business Interruption insurance too? This can protect your income for a nominated indemnity period, typically between 12 months and two years to help you rebuild your business not just the physical property.

AIBI and Eros have worked together for many years to provide insurance support to the adult industry. We understand insurance may not be your top priority. That's why we do our best to get you the right insurance at the right cover as quickly and painlessly as possible.

••

IF YOU HAVE ANY QUESTIONS, THEN CONTACT US ON 1300 558 158 OR AT INFO@AIBI.COM.AU AND 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.



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TALKING SEX-POSITIVITY AND STIGMA AT MELBOURNE'S FIRST SEXTECH HACKATHON

BY SARAH HULT

THE EVENT WAS SPECIFICALLY FOCUSED ON CHALLENGING ISSUES IN DISABILITY, AGE, GENDER DIVERSITY, SEXUAL HEALTH AND EDUCATION.

Riding up the elevator and walking out onto the 10th floor of the Design Hub RMIT, overlooking a stormy, summer Melbourne night, I had no idea what to expect. This was my first Hackathon, let alone a SexTech Hackathon. I am a writer and a law student. My ability with Tech starts and ends at easily accessible Apple screens, and I am prone to over-exaggerate my Excel skills since my last training session in the early 2010s. I avoid all social media bar Facebook and my housemates regularly tease me for my grandma-like frustrations at the shit-box I call a phone. Suffice it to say, any technology, more specifically technology and design within the realm of sexual pleasure, is not my area of expertise. I own a vibrator, the Satisfyer, and it makes me feel pretty damn good. But before sitting in on Melbourne's first SexTech Hackathon, I had no idea just how radical pleasure could be.

For the less technologically savvy, a Hackathon is a high-intensity event where people come together to 'hack' a particular issue, collaborating and skill-sharing to find answers to focus-specific problems. Within the SexTech realm, this means people coming together on the pursuit of sexual-wellness innovation. Led by Bryony Cole, founder and CEO of *The Future of Sex*, the event was specifically focused on challenging issues in disability, age, gender diversity, sexual health and education.

Guiding my way through the anticipatory chatter in the room, I quickly felt at ease within the space. Cis-men were a minority, and it was comforting to exist alongside an overwhelming number of women and gender-diverse people. Each from a different professional background and walk of life. All tied together through their interest in sex and sexual pleasure.

There were brands set up with exhibits along the window. I pocketed a packet of vegan, sustainable condoms from retailer Jonny. Sex and sustainability was a partnership I had never considered before, but quickly opened up before me. Bridgette Engeler, Futurist, Academic and founder of Project GELdom spoke to me on the issue, 'when we think about people-centred, or human-centred, or user-centred, we are actually ignoring other aspects of what we have around us in our day-to-day lives and other life-forms, non-human life forms, sentient forms and organic forms, they need to be a part of this conversations as well'.

I watched a woman at the Lovehoney exhibit test the Blowyo, a masturbator in the shape of a yoyo, on her wrist. She was the General Manager of Skirt Club in Melbourne. I took her card. Later that night, in the shed with my housemates, we fervently googled what a womens-only private members club meant. Was it a brothel? A sex-party? Should we go?

Whilst we waited for the event to begin, I met some of the participants who were gearing up for a weekend of sexy collaboration. There were occupational therapists, designers, coders, project managers, humanitarians, HIV-activists and students, to name a few. The woman sitting next to me was thinking about how to open Australia's first robot brothel.

TO START, BRYONY COLE DEFINED SEXTECH AS ANY TECHNOLOGY DESIGNED WITH THE INTENTION OF ENHANCING HUMAN SEXUALITY AND THE SEXUAL EXPERIENCE. THIS INCLUDES SEXUAL HEALTH AND WELLBEING, PERSONAL SAFETY, CHOICE OF SEXUAL EXPERIENCES, PERSONAL DIGNITY, GAMES, ENTERTAINMENT AND DATING. SHE, ALONG WITH THE OTHER JUDGES, ASKED PARTICIPANTS TO LOOK FOR PROBLEMS WITHIN THIS SPACE AND COME UP WITH TANGIBLE, DESIGNABLE SOLUTIONS OVER THE WEEKEND.

Later on in the night, I asked Bridgette Engeler why it's important that events like SexTech are pushing for problem-based design thinking. 'Unfortunately, design as a discipline for a long time has been about solution, solution, solution. However, the mainstreaming of human-centred design, and even the term design-thinking, has meant that there is a greater tolerance and greater respect for putting the people at the centre of the problem, challenge or opportunity being considered'.

As Bryony was talking, a small gang of friends who sat in front of me whispered to one another. One of them sat crossed-legged and they kept making sassy, funny commentary about the event. I wanted to be in on the banter. When I asked them what they were doing here one of them responded, 'Jude called me up and told me to come, we'll just sit in and watch'.

They were design students, and their teacher, Dr Judith Glover, is Director of the world's first sex-toy design course at RMIT, and Judge at SexTech Hackathon. She led a presentation for the group on sex-toys that facilitate healthy sexual practices for a diverse range of bodies. Whether this means a device to allow male-orientated people with spinal-cord injury to ejaculate for the purposes of child-making, or designing an inoffensive medical anus massager for people with prostate issues, she challenged the audience to think about how sexual technology can alleviate broader societal issues.



SARAH

Sarah Hult is a Naarm (Melbourne) based writer and penultimate law student.



Super Soft Silicone - Powerful Vibration - Thrusting

She was also funny. When discussing the issues in designing a prostate massager, Jude said, 'we had to design something subtly masculine, but something that looked absolutely nothing remotely like a cock, so straight cis-men will take it home and stick it up their butts in the name of medicine'.

Other presenters included Bec Park, founder of vegan condom brand Jonny, Thorne Harbour Health's Caleb Hawk, Lovehoney's Rob Godwin and Bridgette Engeler, founder of Project GELdom. Then there was time allocated for the participants to share their potential ideas for the weekend.

As I watched dozens of young people engage with issues in the SexTech industry such as disability, age, gender-diversity, sexual education and family violence, I thought about why a space like SexTech allows for these societal issues to be so easily integrated as the centre of discussion. It wasn't a tokenistic reference followed by problematic discussion, like many public events I have attended before. There was a genuine engagement with marginalised issues that was refreshing and inspiring.

Maybe it's because sex-positive events like SexTech recognise the infinite cultural diversity in sexual practices, personal meaning and preferences. Maybe it's because inherent in a philosophy that wants everyone to achieve their own personal best sexual expression, issues such as gender presentation, accessibility to health care, sex education, ageism and disability must be taken into account. Sex positivity allows us to stop questioning our own normality, within sex and beyond. It is a philosophy that says there is no status quo, actually - fuck the status quo. After the event had ended, I spoke to Bridgette Engeler in the quiet of the corridor about the biggest challenges to the sex-tech industry as it navigates the future. We talked about de-stigmatisation and a lack of understanding of a fundamental aspect of humanity.

“

'IT'S STILL THE PERCEPTION OF SEX BEING TABOO, OR RUDE OR SOMETHING YOU ONLY DO WHEN YOU ARE GROWN UP THAT IT'S SOMETHING THAT IF YOU DO IT WRONG YOU ARE DOING IT WRONG, AND WHAT IS RIGHT? WHAT IS A HEALTHY SEX LIFE? AND EVEN THE PHRASE HEALTHY SEX LIFE MEANS THERE IS AN UNHEALTHY SEX LIFE', SHE SAID.

”



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NOTES FROM THE BUNKER

BY ILIA CHIDZEY

AS I DOUBLE CHECK MY STASH OF AAA BATTERIES, I FIND MYSELF PONDERING WHAT LIES AHEAD WHILE PEOPLE ARE TRAPPED AT HOME WAITING FOR THE 'CURVE TO FLATTEN'. BEING ONE OF THOSE ANNOYING 'CUP HALF FULL' PEOPLE, IT HAS OCCURRED TO ME THAT THIS IS AN IDEAL OPPORTUNITY FOR THE ONLINE ADULT INDUSTRY TO SAVE THE DAY! JUST THINK, ALL THOSE PERFECTLY HEALTHY LIBIDOS TRAPPED AT HOME GOING STIR CRAZY! IT IS WELL KNOWN THAT CONCEPTION RATES GO UP DURING BLACKOUTS AND LOCKDOWNS... THIS COVID-19 SEASON PROMISES MORE OF THE SAME. SEX IS THE ULTIMATE BOREDOM BUSTER, AND OUR INDUSTRY WILL OFFER RELIEF OVER THE NEXT FEW MONTHS. HERE ARE IDEAS TO GET US THROUGH THE MONTHS AHEAD...

SOCIAL MEDIA

A picture paints a thousand words... until Instagram, or FB take it down... People are bored out of their minds – they are flicking through social media in an absolute frenzy, seeking titillation and distraction. Now is a great time to engage and build your audience. As we have all observed with frustration, a degree of subtlety is required. With an erotically charged audience trapped in lockdown, our opportunity to entertain has never been greater. How do you do this without raising the ire of the social media gods? A wee bit of lateral thinking can go a long way. Being dirty, yet clean, naughty and nice is the secret to slipping below the radar. Delving into the devious workings of the adult mind without being obvious is the difference between arousing your audience into an erotic buying frenzy and being blocked for being offensive. Forget the dick pics... slip it in with style!

USE YOUR INDOOR VOICE

Words can titillate and arouse, and the roaring success of the 50 Shades of Grey franchise is proof. What started as soft porn, was elevated into a catch cry for the naughties. Cunning word play can turn your message into more than cold hard facts. One carefully crafted headline is all it takes to capture the imagination and fill your audience with longing... longing for products, lustng for satisfaction... Given that, maybe it's time to drag out the thesaurus and focus on cheeky headlines, clever memes and saucy language.

STROKE GENTLY AND FIRMLY. DON'T PULL OUT TOO EARLY!

While things might be a bit quiet economically, and not all customers will be spending, this is a time to focus on building a consistent brand image. Create an identity that folks will associate with your product. Don't hop and skip from one look to another. Think Coca Cola and McDonalds... There is the potential to become the Golden Arches of adult fun time... All it takes is patience, persistence and gently fuelling the fire. It's best not to go in hard and then pull out suddenly just because your audience doesn't cum immediately. Take the time to build your brand identity and develop a presence that people will identify with your product. This may take a while, but it looks like we'll have plenty at the moment. Before you know it, cocks will crow and pussys will mew at the mere sight of your branding! Pavlov was a wise dude.

SAY IT WITH PICTURES

I know I'm biased, but choosing the right imagery is critical. First impressions make a difference. It's not what's under the covers that gets you that first date – you need to weave a web of seduction first. Take advantage of the fact that the quickest way to someone's libido from a distance is visual. Don't forget that different genders are turned on by types of erotica. Consider your audience – who they are and what they long for. Then feed their fantasies. Marketing and design is about creating desire. Consider the next few months as a time to do a sexy make over and stand out from the crowd!

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CAN WE SCREW HERE?

A GUIDE TO SEX-ON-PREMISES

VENUES AND SWINGERS

CLUBS



From gay saunas to elite couple's clubs, sex-on-premises venues provide a unique space for fantasies to be explored.

But before you convert your pool room into a Playboy grotto, it's worth considering the legalities of the situation.

Unlike adult retail stores, brothels and strip clubs, the legalities of sex-on-premises venues can be somewhat murky.

Here are some things to consider.

WHAT'S A SEX-ON-PREMISES VENUE?

Only in Victoria are 'sex-on-premises' venues defined in legislation. The Sex Work Act 1994 (Vic) defines a sex-on-premises venue as:

"any venue where a person is required to pay an admission fee or charge to enter the venue for the purpose of engaging in sexual activities with another person who has also entered the venue on the same terms and who did not receive any form of payment or reward, whether directly or indirectly, for engaging in sexual activities."

In Victoria, sex-on-premises venues are excluded from sex work laws if permission is granted to operate by the Department of Health.

The relationship between sex-on-premises venues and sex work laws in other jurisdictions (particular where sex work is licensed or criminalised) is incredibly unclear.

Generally, if sex workers are offering services on the premises it is a brothel and sex work laws apply.

PLANNING LAWS

Some councils have specific planning restrictions which apply to sex-on-premises venues. These restrictions are similar to other adult-oriented businesses in that they limit where venues can operate and require approval.

A development application will sometimes have to be made and specific criteria met.

The City of Sydney has one of the country's most comprehensive development control plans regarding sex-on-premises venues and requires operators to meet strict occupational health and safety guidelines. These include specific guidelines regarding:

- Access to free condoms and lube
- Adequate lighting at venues
- Safe disposal of injecting equipment
- Access to information resources on sexual health, HIV and STIs
- Staff training in sexual health and drug and alcohol
- Cleaning

LIQUOR LICENSING

If you are providing 'adult entertainment' and you wish to provide alcohol, many jurisdictions require a specialist alcohol license.

In some jurisdictions, this condition only applies where performers are providing sexually explicit entertainment. However, other jurisdictions use broader language.

In Queensland, 'adult entertainment' includes "entertainment where the anus, vulva, vagina, penis or scrotum of any performer or staff member is visible, either deliberately or by accident."

To be safe it's best to either ditch the booze or call up your local liquor licensing authority to see which category you fall into.

HEALTH, SAFETY AND CONSENT

All businesses must abide by occupational health and safety and general public health laws. But, running a venue where sex is expected carries a unique set of risks and obligations.

It's important that venues are kept clean and that condoms, dental dams and lubricant are made available on-site.

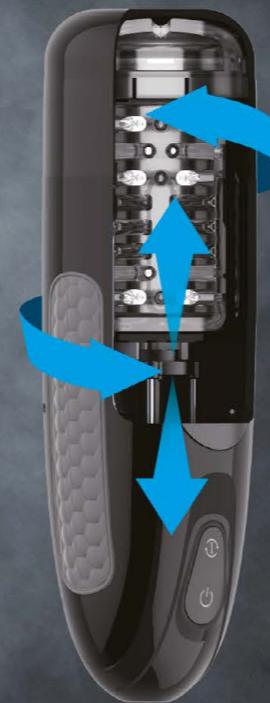
There should be signage on the premises promoting safe sex as well as affirmative consent.

Affirmative consent requires both parties to freely agree to sexual activity knowing what they are getting into and expressing an intent to participate.

A person cannot consent if they are unconscious, heavily intoxicated or in any way unable to freely agree to sexual activity. Consent should never be "assumed" and the absence of resistance does not mean consent.

As operators of sex-on-premises venues it's important that you encourage a culture of consent in your venue and take complaints of sexual misconduct very seriously.

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MARTHA TSMARIS

CHASING INFLATION

AN INTERVIEW BY ROBBIE SWAN



MARTHA TSMARIS IS THE WELL KNOWN OWNER OF INFLATION AND CHASERS NIGHTCLUBS IN MELBOURNE'S FAMOUS KING ST PRECINCT. LAST YEAR INFLATION HOSTED THE LONG RUNNING SAINTS AND SINNERS BALL WHERE TWO PATRONS WERE SHOT AND SERIOUSLY WOUNDED BY POLICE. CITING NEGLIGENCE, BIAS, DISCRIMINATION AND MORE, SHE TOOK ON THE POLICE FOR THE HARM THEY HAD CAUSED HER PATRONS AND THE DAMAGE THEY HAD DONE TO HER BUSINESS THROUGH THE BOTCHED RAIDS. WHILE THE POLICE ENDED UP SETTLING WITH MARTHA AND THE TWO PEOPLE THEY WRONGLY SHOT, THE EVENT WAS FAR FROM OVER IN HER MIND. WHEN POLICE SAID THAT INFLATION WAS A 'HONEY POT' FOR DRUG DEALERS AS ONE OF THE REASONS THEY WENT IN THERE IN THE FIRST PLACE, SHE SUED THEM FOR DEFAMATION AND WON A \$90,000 PAYOUT.

Martha is a modern and outward looking club owner who combines business savvy with a broad social conscience. Always searching for a nightclub model to keep patrons safe with the latest technology and the best social science, she has recently created a Nightclub awareness program for 13 and 14 year old school kids. The Eros Journal caught up with her at Inflation nightclub recently.

SO WHEN DID YOU FIRST DECIDE THAT A CAREER IN NIGHTCLUBS WAS YOUR CALLING?

I started in the industry 31 years ago when I was only 21. I was doing an accounting degree at Philip Institute which became RMIT and working part time as a receptionist at Peter Iwaniuk's old venue - the Bombay Club. I also learned how to become a video DJ there. At one stage Peter was telling everyone 'we need to get more people in' and I said... 'I go to uni ..I can do that - give me some cards'. So I went and got some cards done and with Pat, my partner at the time, we started organising teams of people to hand out cards and promote the venues. I gave up uni and started a company called Soultronics Promotions. Soon we were doing this for nine venues and had over 90 staff and they would all come to our house picking up all their cards and distributing them all over Melbourne and that's how it all started.

PETER IWANIUK IS WELL KNOWN TO MANY EROS MEMBERS. WHAT WAS HE LIKE TO WORK FOR THEN?

Peter was a great mentor and has more knowledge of the nightclub scene than anyone I know. He was one of the original owners of Chasers, which along with Inflation, are the two longest running clubs in Melbourne - 42 years this year to be exact. I also worked for Peter at The Tunnel and The Bombay Club. He eventually bought Inflation's venue so he became my landlord as well. Peter is one of those rare people who is always laughing but extremely down to earth and connected. He's very approachable and always up for a chat but never takes his eye off the ball.

IT SEEMS LIKE THE NIGHTCLUB SCENE HAS DEEP ROOTS.

Olivia Newton-John originally opened Chasers. I was only 10 when that era started but I remember dressing up and trying to look like an ABBA dancer! A developer, George Frew, was the first owner of Inflation and he only passed away recently. He was ahead of his time and decided not to develop it along the usual lines but to turn it into a nightclub instead. But above all, clubs were about dancing... everyone wants to dance and to meet people to dance with. Studio 54 in New York was one of the big inspirations for Chasers which opened originally on Chapel street.

WHY KING ST?

This was one of those areas where there wasn't much going on for a while in the 60s and 70s and I guess it was just ripe for clubs to form a strip here being on the outskirts of the CBD. When the Casino was built then that all changed and all roads led to it. It affected the clubs quite a lot because they had nightclubs in the Casino and any amount of money so they were very glamorous. Hard to compete with that. They had everything at the 24 hour city. Then the violence started so we all self-regulated and bought in compulsory training for security guards, compulsory CCTV, and an accord started up between the business owners called the West End Forum accord. I was a member of that and was told recently that I'd won an award for being the longest serving committee member - 24 years! We then decided to come together and do everything on best practice and to share our information with the police and hopefully they would share with us. Wasn't always a good relationship but in the beginning it was. Nothing works at 100%.

WHAT SORT OF TECHNOLOGY DO YOU USE HERE TO HELP CONTROL LARGE CROWDS?

We use SCANTECH. We are an industry of sitting ducks and are always blamed for our patron's bad behaviours. It's always us and not little Johnny's fault when he punched his girlfriend on the dance floor. It was the grog served by the big bad venue that did it. So we got sick of this attitude and when I saw an improved model of the Scantech system I bought it. It was developed by the son of a Perth nightclub owner who managed to link all the clubs together to develop an integrated 'shit list' of bad patrons. I encouraged other Melbourne nightclub owners to buy this technology as well and now its being rolled out Australia-wide.

HOW DOES IT WORK?

If you threaten to call the cops or call the family of a young person for misbehaving in a club, they don't care. But they do care if you ban them from the club. They care even more if you can ban them from other nearby clubs. Today there's close to 300 machines Australia wide and close to 15,000 people on that banned list. Some young people just make a genuine mistake and probably won't offend again so you can take them off but they can also still have a asterix next to their name so you know they once were problematic. You've gotta have an open mind. If you alienate people from being socialised altogether it will backfire on you. But I need to protect staff and patrons from idiots at the same time.

ARE THERE ANY LEGAL ISSUES WITH THIS SORT OF TECHNOLOGY? IN THE SEX INDUSTRY YOU HAVE THE UGLY MUG LIST WHICH IS CIRCULATED WIDELY BUT SEX WORKERS ARE ALWAYS KEEN TO KEEP IT VERY 'IN HOUSE'.

When we ban someone we always keep the video footage of them and we make a report. So when people challenge us over holding their image we show them the footage and they just go away. We've banned all sorts of people... lawyers, the sons and daughters of very high ranking police officers, etc. When I started Chasers one guy dropped a sulphur bomb in the place and the whole venue had to be evacuated. No one knew who he was so we had to find the footage of him and that was my motivation for getting this technology on board. I had a subsequent meeting with concerned civil liberty reps about it. I said to them I wasn't interested in their address or anything. And I asked them if they had ever been assaulted in a club. None of them had. I said

I'VE BEEN GLASSED IN THE FACE AND UNLESS YOU'VE HAD DISCUSSIONS WITH VICTIMS OF VIOLENCE, DON'T COME HERE LECTURING ME ON THE RIGHTS OF VIOLENT PEOPLE. JUST DON'T COME TO MY VENUE. THERE ARE HUNDREDS OF OTHER PLACES YOU CAN GO... GO SOMEWHERE ELSE.

”

SO THEY WERE MORE WORRIED ABOUT THE DATA AND WHO HAD ACCESS TO IT?

Yes, but Scantech is a stand alone system and is password protected so only the boss has access. And everything is wiped after 30 days (you can set this time) except for the assaults and bad behaviour. The only people who stay on it are those who cause trouble. It also gives you print outs of the numbers of people which you can match with staff levels to get a better and more efficient staffing times. I think it's important to keep male and female patron levels much the same and this technology allows you to do that. It also gives you suburbs of where people are coming from because it works off drivers licenses and this gives venue owners extra information for promotion and targeting.

IT'S SOCIALLY RESPONSIBLE TECHNOLOGY THEN?

Yes.. I've never heard of anyone using it to sell home loans or anything like that. We use this so we can reclaim the initiative of controlling violence and anti-social behaviour.

I HEAR THAT YOU'VE ALSO BEEN WORKING WITH SCHOOLS TO GIVE YOUNG KIDS A NIGHTCLUB EXPERIENCE LONG BEFORE THEY ARE 18?

Four years ago I realised that most people misuse drugs because of social isolation and disconnection. So I created a program called Heading Out/Heading Home which is being evaluated by Griffith University. The students get on a bus as if they are heading for a good night out and they fill in a questionnaire. They come to the venue and line up like adults would. We scan their school IDs, make sure they do up their shoelaces and make them look like they're really into it. But remember these are 13-14 year olds. When they come into the club they get told about the various jobs that are available in this part of the hospitality industry and whether they might be suitable to help get them through university later on. We explain the rules and regulations around visiting the club. Then we turn to the issue of drugs. We do a drink spiking experiment where we give everyone 'drunk-goggles' which you can only buy from overseas and simulate the visual aspects of being drunk with some of the other disorienting features as well. You can get these glasses in all different strengths from the effect of one drink to about 10.

THEN WE GAVE THEM ALL A CUP WITH WATER IN IT AND SOMEONE GOES AROUND MINGLING WITH THEM AND SLIPPING A PILL (ACTUALLY A SMARTIE) INTO THEIR DRINK JUST TO SHOW THEM HOW VIGILANT THEY NEED TO BE. THEY ALL RECKON NO ONE WILL GET IT PAST THEM BUT WITH THE DRINK GOOGLES SIMULATING HOW PEOPLE'S VISION CAN BE DISTORTED WHEN THEY'VE HAD EVEN A COUPLE OF DRINKS THEY ARE SURPRISED HOW OFTEN THEY MISS IT.

”

We talk about drug and alcohol limits and how long they can stay in your system. How your weight determines how much alcohol you can have. We give them graphs and information. The cost of drugs, what's in drugs and what they do to you. We talk about mental health and we introduce a 'Women's safety program' about women walking home alone etc.

We videoed all the kids walking around bumping into each other with the drunk goggles ..and how potentially fights can break out because of this .. saying 'sorry' when you bump into someone etc.

Of course the Herald Sun ran an article saying what a terrible thing it was to educate 14 year olds about going to nightclubs and how it would lead to the corruption of Melbourne's youth. They said we were trying to groom young people into drinking and going to nightclubs! If I'm trying to convert 14 year olds school kids into clients that means I'm waiting five years to get them in the door. That's a very bad business model. Even the school kids would be able to see through that - an experienced journalist couldn't.

You need to get to kid's early to explain the pitfalls in nightclubs. On the other hand this is really a course in how to have a really good time at a club as opposed to a bad one and potentially getting expelled from them. In a survey I did of these kids, a large number of them said they started experimenting with drugs at 12 - 13 years.

So we've done a couple of pilot projects now. A school principal called me yesterday and they want me to roll out the program for their year 10 curriculum. They have had drug and alcohol education at the school but they found that many of the kids got bored. When they come to the nightclub venue we send them back on a party bus with music where they do a post-experience questionnaire while they are still really engaged.

I did speak to the education dept about it a while ago and got a pretty negative response. However Nick Wakeling MP did support it and we've done three pilot projects now.



Metro new official distributor for Ouch!

“DO NIGHTCLUBS HAVE A
UNIQUE WAY OF SOCIALISING
PEOPLE ?

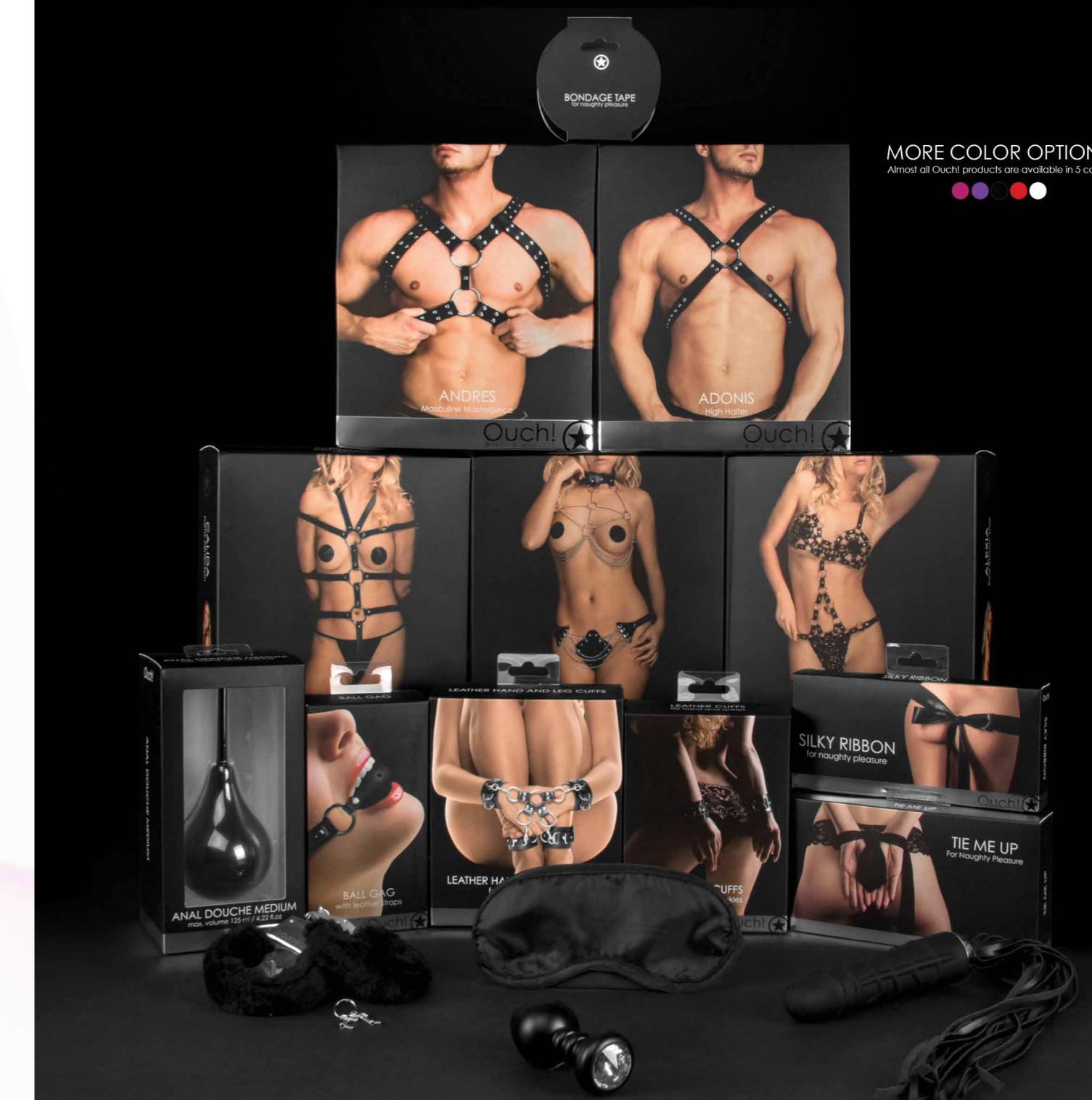
We only exist because there is a demand. We are here because people want nightclubs. The DJs aren't playing 60s rock ...they're playing the music that young people want. They're all on Snapchat and Instagram and they all learn the latest dance moves online and then come here to show them off as well as meeting new people. This is a controlled environment with trained staff and monitors, people trained in first aid and CCTV footage. We have seven layers of authority coming in here to check our compliance with a whole host of standards... seven!!!

And we pay massive fees and taxes. We pay tax on alcohol, our licence fees, rates and rent. So government and big business do well out of us. The problem is that many of the venues are being bought up by developers for units because high-rise units offer them the best return. All you can run in this sort of landscape is small bars and so then you turn the precinct into a place for bar-hopping with one big casino at the end of it.

We're losing the things that used to make Melbourne unique. We want to be a 24 hour city but this way is not going to achieve that. We're already losing the corner pubs because the land they're on makes for good high-rise apartments.

WE'RE VICTIMS OF OUR OWN
SUCCESS IN A WAY. THE
DEVELOPERS HAVE WORKED THAT
OUT. NO ONE WANTED TO COME
INTO THE CITY YEARS AGO SO WE
MADE IT VIBRANT AND EVERYONE
WANTED TO COME AND NOW
WE'RE MAKING IT INTO A PLACE
FOR HIGH-RISE HOUSING WHERE
PEOPLE WANT TO GO TO BED AT 10
O'CLOCK AND DON'T WANT ANY
NOISE AFTER THAT.

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'VALENTINE'S IS FOR COUPLES' EVENT RECAP

Q & A WITH LOVEHONEY

SEX-INDUSTRY REPRESENTATIVES AND MEDIA PERSONNEL CAME TOGETHER LAST MONTH AS LOVEHONEY LAUNCHED THEIR EVENT 'VALENTINE'S IS FOR COUPLES' IN BRISBANE.

Aimed at increasing literacy and awareness in mainstream media conversations around sexual pleasure, the event invited journalists from NewsCorp, Fairfax, Take5, Junkee and more.

The participants spent the day partaking in a Lovehoney warehouse tour, demonstrations of new sex tech, and a panel discussion with leading sex industry experts Fiona Patten MP, Rachel Payne, General Manager of Eros Association, Australian Sexologist Chantelle Otten and Sex Coach Georgia Grace - speaking on a broad range of topics such as body positivity, inclusivity, Femtech, discrimination and the normalisation of sexual pleasure.

Advancement in sexual pleasure technologies were showcased, particularly advancements in Fem Tech, including LoveHoney's new range Desire, whereby couples can control the devices via app technology, from a different room, town or country. WOWtech, Australasian technology company and major sponsor, also presented their new Womaniser technology. Then it was onto the Emporium, Brisbane's leading hotel for a night of special announcements, fine dining and frivolities!

Eros spoke to LoveHoney about their event.

WHAT WAS THE MAIN MOTIVATION AND PURPOSE OF THE 'VALENTINE'S IS FOR COUPLES' EVENT?

ROB GODWIN: We previously did a couple of media days in Sydney and Melbourne, where we worked with press to look at our new release of lingerie collection and deliver some of our research: the Sex Map of Australia and our Sexual Happiness Study, which was a sample of 3000 people across 3 countries, and deliver that to the press. This was hugely successful, except the biggest feedback we got from the press is that they wanted more education around sexual wellbeing and sexual happiness. We then decided to expand on that and host a whole day induction on everything related to sexual wellbeing and health.

NATALSHA NEAL: I would like to add that it was also an opportunity to talk about Valentine's Day and normalising conversations around sex within the media. Obviously, as you know, the media is normally quite conservative around conversations around sex so it was really just by opening up that conversation and getting them here, getting them hands-on and used to the Lovehoney environment. We even saw with our guests throughout the day they were a bit nervous to begin with talking about things. A bit shy. But by the end of the day everyone was happy and comfortable to have those conversations around sex.

SO JUST TO EXPAND ON THAT, THE MEDIA REPRESENTATIVES WHO PARTICIPATED WERE NOT PART OF THE SEXUAL WELLNESS INDUSTRY?

ROB: No these were all mainstream media personnel. We had people from NewsCorp, Fairfax, Take5, Junkee, a couple of online businesses. There were a couple of websites who focus on sexuality but not as a whole, so really it was open to the mainstream press.

SPEAKING OF SEXUALITY, I WAS WONDERING IF YOU COULD TELL ME HOW MORE BROADER ISSUES OF INCLUSION, SUCH AS LBQTQI+ INCLUSIVITY, WERE INCORPORATED INTO THE EVENT?

ROB: The focus for us was to educate the press on new sexual topics which are open to all sexualities and genders. One of those elements was advertising, and part of our advertising has same sex couples. We also promote all sizes of lingerie.

The key message to the press was acceptability and inclusivity. Our promotion 'Valentine's is for Couples' also obviously incorporates same sex couples. We also had representatives from the LGBTQI+ media Star Observer, they were here as well. So it's about a more inclusive message rather focusing on one sector of the retail buyers.

WHAT DO YOU ENVISION FOR THE FUTURE OF THE SEXUAL WELLNESS INDUSTRY?

ROB: Ohhhh, new toys and great fitting ones. From the new toys perspective, our technology going forward is excellent. We have a new range called Desire, for couples, where they can control the devices from an app from the same room, different room, town or country. Another area which we are quite excited about with an advancement in technology is the SexTech Hackathon, we'll be there on Friday, Saturday, Sunday.

WE'LL SEE YOU THERE!

ROB: You'll get to see me and the Lovehoney secrets. A part of that is our sex-toy competition. Why the future is so bright for sex toys and Lovehoney specifically is because we do things like SexTech, where people have the opportunity to participate in a competition for a design of a sex toy.

For example a man designed a sex-toy which was essentially a series of tongues and wheels that spin around for simulation of female masturbation and he has made over \$600K in royalties. Last year's winner designed a masturbator in the shape of a yoyo, called the Blowyo. The Blowyo has been again another great success. These are the kinds of innovations that push the industry.

IS THERE ANYTHING ELSE THAT STOOD OUT TO YOU AT THE 'VALENTINE'S IS FOR COUPLES' EVENT?

ROB: I think the element of utilising our sexologist Chantelle Otten and Georgia Grace on the day. WOWtech were also a major partner in this event. They sponsored us, and brought their sexologists and presented their Womaniser technology. To be able to show the collaboration between the adult industry and an advanced Australasian technology company to the press was great.

I think the other element of the day was incorporating Rachel and Fiona into the day. I have worked with Fiona for way too long, over 15 years, and for them just to give an insight from where we have come as an industry. Tapping into Fiona and Rachel's experience and illustrating to the press what the issues are for the industry. Issues in terms of consistent regulation. In terms of being able to have a level playing field. Whether that means access to bank accounts, access to premises or regulations around being able to sell products to everyday Australians. It was just fascinating to see the amazement in the press about what we are faced against.

Then we had a fantastic evening. We did a deal with the Emporium Hotel. They are offering 50 Shades of Grey and Lovehoney products for the whole month of February to their guests. They launched that at the press night at the Emporium Hotel. We had a beautiful 5 course dinner, tasting wines and our employee, Cindy, performed burlesque with three of her colleagues from the burlesque club, it was lots of fun. It's been great because after we launched the deal with the Emporium we actually sold out a week before Valentines' Day, it's really amazing. I'm dropping more stock off today.



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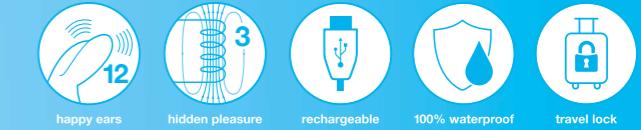
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g-spot stroking vibrator

HR-79368

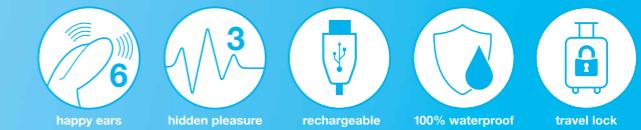
Improving on perfection with its unique stroking motion, **G-spot seeking shaft**, and thick, flexible ears, this blissful bunny ticks and stimulates all the boxes.



power motion vibrator

HR-79369

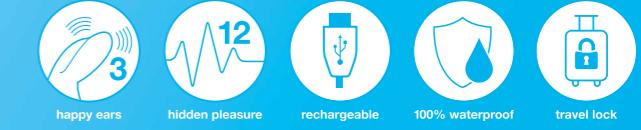
Delivering revolutionary, **realistic thrusting sensations**, 2 powerful motors and 12 vibration modes in both its shaft and ears, this revamped rabbit has raised the game.



dual density vibrator

HR-79370

This powerful emperor of ecstasy combines state-of-the-art soft, liquid silicone with **real-feel** authentic details, thick frenzy-inducing flexible ears and a mind-blowing 15 vibration modes.



Lovehoney®
the sexual happiness people™

enquiries@lovehoneytrade.com

A black and white photograph of two women in a meeting room. One woman, wearing glasses and a light-colored blazer, is smiling and looking towards the other woman. The second woman has long dark hair and is listening attentively. They are seated in front of a brick wall.

COMPLETE DIGITAL MARKETING AGENCY

FIRST MOVE DIGITAL WORK WITH EROS
MEMBERS TO GENERATE RESULTS THAT
OTHER AGENCIES CAN'T.

GET IN TOUCH TODAY TO LEARN HOW
OUR EXPERIENCE WITH ADULT
INDUSTRY CLIENTS CAN GET YOU
AHEAD OF THE COMPETITION.

WHAT IT ACTUALLY TAKES TO MAKE GOOD CONTENT

ASK ANY DIGITAL
MARKETING COMPANY
MELBOURNE BASED OR
BEYOND WHAT IT TAKES
TO MAKE GOOD
CONTENT AND
EVERYONE WILL HAVE
THEIR OWN SECRET
TWIST. GOOD CONTENT
SHOULD BE ORIGINAL
AFTER ALL AND NO
MAGICIAN SHOULD
REVEAL ALL THEIR
SECRETS, SO WE'VE PUT
TOGETHER WHAT WE
KNOW TO BE THE
FOUNDATIONS OF GOOD
CONTENT.

FIRSTLY, WHAT'S GOOD?

By a standard definition "the concept of good denotes the conduct that should be preferred when posed with a choice between possible actions". So ultimately for your content to be deemed good, you want your consumers to prefer and choose it over whatever your competitors are dishing out.

So if the end goal is positive engagement, having good quality, good purpose, and good strength across your ideas, creation, and distribution of content is paramount. Content that exists purely because you SHOULD be making and posting content is nothing but waste, clogging up the digital marketing world and so many people's feeds.

Before any campaign ask yourself and clearly define: What is the purpose of making this content? Am I educating, informing, engaging, or even just entertaining, there is no right or wrong here, the only fault is failing to define this purpose. Next how am I going to make it of a certain quality? Whether this involves upskilling, outsourcing, hiring, dedicating more time, or just changing a current approach, decide this early on and don't overlook it, even the best messages will go unheard if the quality of the broadcast is terrible. Lastly, strength. Find out exactly where yours lies. Once you tap into your strength as a business, or content creator, your ideas and outcomes will naturally carry this same strength.

SUPPLY THE DEMAND OR DEMAND THE SUPPLY

Now you know the purpose of your campaign figure out who you're marketing to and why. Research the demand in the market that you're trying to supply to via your content. If you can tap into a need in the market your content is already 50% more desirable. Concentrating on market supply and demands also keeps your sense of purpose at the forefront of your efforts. The internet and social media especially know that nothing is set in stone, trends rise and fall in seconds so never be too scared to go with that flow. Always keep a finger on the pulse and move with your market. If the demand is lacking but you know you're sitting on gold, your content is the tool to create demand. Use your marketing and digital presence to create your niche if you can't find it already.

MEET IN THE MIDDLE

No more in your face, down your throats hard selling. These days, more often than not your consumers just want to be met in the middle. Social media platforms have come a long way since we were introduced to them and our relationship with them has inevitably evolved too. People are looking for content that fits into their feed, an account they actually want to follow and keep up with, rather than one that is churning out mindless copy or content with out of date tactics. The trick is that there isn't one. No gimmicks or tricks anymore, just appeal to your customers and their lifestyles. Acknowledge them as a whole being with interests outside of just consuming your product or service. Think about how else you can connect with consumers, this will only foster more genuine content and authentic engagement.

TRY TO STOP TRYING NOT TO TRY

Your followers can tell when you're trying too hard. On the same note, they can tell when you're trying even harder to look like you're not even trying at all. This point is short and sweet because it's simple. You should always be putting time and effort into your content and marketing, work hard, but don't try hard. Find your own voice, your own tone and you won't have to try as hard. Originality and authenticity is always rewarded.

BALANCE

Last but not least, the most simple tactic of all. Balance. Whatever you're doing keep balance in the back of your mind. In the design process, the research, the distribution, everything. It's one thing to have all these tactics in play but if you don't focus on them equally your content won't hit a bullseye.

IF YOU NEED HELP IN
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DEVELOPING A SUCCESSFUL
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SEARCHING FOR STRAPLESS

A TRACEY COX STRAP-ON REVIEW

BY WINKY BETOULE

My girlfriend and I are both bisexual women, we love each other but we also love cock. We aren't adverse to finding some warm, flesh penis every once in a while, but we do like wearing dicks and chucking that big dick energy into one another.

I originally started my strapless strap-on journey with the Feeldoe Stout. I liked the stout because it was big, black, visually pleasing and I could rig it up with a harness. I even began to refer to it as "the dick". But when it came to switching and me topping her with "the dick" she found it a bit big and too rigid.

She decided she would hunt for a different dick for us to try, she wasn't going to give up. My girl took herself onto Lovehoney's website and found the Tracey Cox Supersex Rechargeable Remote Control Strapless Strap-on Vibrator - what a mouthful. *smirk*. It was like the Feeldoe Stout, strapless and black, but I did comment that "it looked a bit small" (I am but a lowly size queen!) Anyway, this wasn't about me, (that's what I thought), so we bought Tracey's cock.

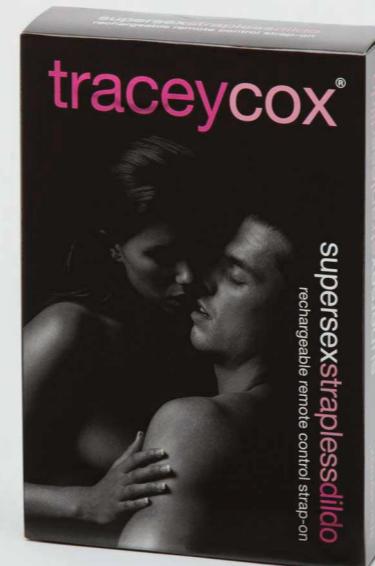
I liked that Tracey's cock was made of silicone, it was soft and pliable. The egg part that I inserted was a nice shape and I didn't feel as if it was going to fall out of my vagina. My girl loves to be on top and ride that dick, so after much foreplay (at least 15 mins if you're reading this men) and teasing her clit with the tip of my penis, she couldn't hold back from climbing on. Now there's nothing as hot (in my opinion) as lying there with a boner and being rode by a woman, watching her lose her mind. I could see that my dick was hitting my girl in all the right places and I felt like a boy losing his virginity, feeling pussy 'round his cock for the first time.

Me and my girl enjoy role-play, a lot. We're both into thrusting onto a scene as the mood takes us and rolling with it. I reckon we both missed a calling in Hollywood, but that's another story. So next thing you know, I'm a boy who's having his cock rode for the first time and she's telling me I'm not allowed to cum inside her, that I have to wait until she cumms, then I could cum on her tits. Ooof!

By this stage we hadn't even busted out the remote yet and I already felt like I was gonna blow my load (orgasm). She was in charge and there was me thinking when I put this dick on I would be topping. She picked up the remote and hit the button. The vibrations started off light but I was already very heightened, so I was having to concentrate really hard not to cum as the egg inserted into me was vibrating right on my g-spot. It felt as though the cock was actually attached to me and I could feel her pussy clenching around it. She went through the vibration settings until she got to a pulsating one that felt like extra penetration. She continued to ride me in sync with the pulsations as I lay there, helplessly trying to hold my load in.

I exclaimed that I couldn't hold it in any longer and that I was gonna blow inside her. We were both very close to climax at this point, so the more she told me I wasn't allowed to cum, the closer it edged me to ejaculating. She held onto my sides and rode me for about three more strokes before I exclaimed "I'm sorry, I can't hold it in any longer" had an earth shattering orgasm that forced my hips to keep thrusting into her hard whilst my entire body vibrated. This forced her to begin to orgasm hard too, she held onto me and rode it out moaning very loudly. After about 30 seconds of shuddering and groaning together, she lent down with my dick still inside her and said "I told you not to cum inside me, naughty boy".

THE TRACEY COX SUPERSEX RECHARGEABLE REMOTE CONTROL STRAPLESS STRAP-ON VIBRATOR IS AVAILABLE THROUGH LOVEHONEY. ROLE-PLAY NOT INCLUDED BUT HIGHLY ENCOURAGED.



KEY FEATURES INCLUDE:

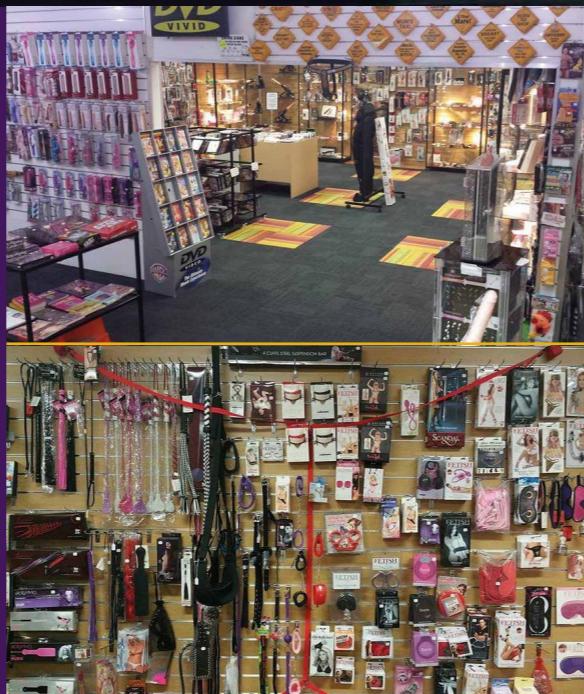
- Double-ended remote control strapless strap-on dildo for sensational couple's pleasure
- Crafted from velvety hypo-allergenic silicone for sensuous skin-safe sensations
- Rechargeable vibrations for use again and again
- Offers filling and fulfilling penetration for both partners
- Explore 3 powerful speeds and 7 tantalising patterns
- No harness to adjust encourages spontaneous play
- Fully charge for 90 minutes for 60 minutes of play
- Completely waterproof for wet adventures

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- Website and social media



Price \$250,000 plus SAV approx @80,000
Last year takings 527,438.84 plus
Rent \$3,845.18 per month plus outgoings

Contact Lyn James to find out more about this unique opportunity.

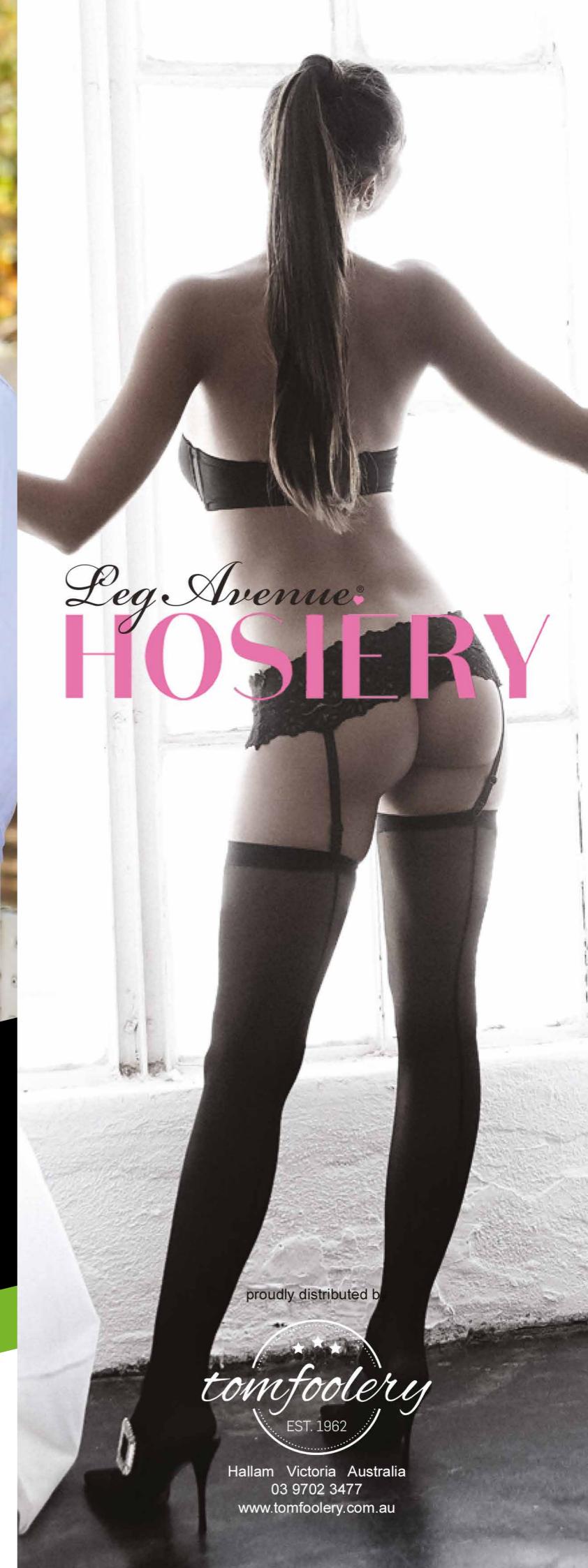
Call 0433 022 006 11am - 10pm or email lynjames@ymail.com

The advertisement features a male model standing outdoors in a light blue shirt and jeans, leaning against a white pillar. A large, realistic fleshlight is prominently displayed in the foreground, angled towards the viewer. The background shows a blurred outdoor setting with greenery. The text on the right side reads:

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GST & BAS Tax Obligations

INDUSTRY HELP ARTICLE

GST & BAS lodgement obligations can seem daunting when your business reaches the \$75,000 threshold. At Empire, it's important we educate our clients and the wider industry on what is required of you and your business so you can take control and understand why these lodgements are necessary.

What is GST?

When you earn over \$75,000 in a financial year you are required to pay Goods and Service Tax (GST) on your earnings regardless of the industry your business operates in.

The GST is 10% of your earnings and you must register for GST within 21 days of hitting the threshold of over \$75k in a financial year. If you don't register for GST and are required to, you will need have to pay GST on sales made since the date you were required to register. This could happen even if you didn't include GST in the price of those sales. You may also have to pay penalties and interest.

If you do backdate a GST registration, you will be required to lodge any Business Activity Statements (BAS) that would have been due during this time period.

The idea of GST is you add the 10% extra onto your price/invoices. BAS is 10% of your income, less 10%

of your business expenses. The net amount is what is paid to the ATO. You can register for GST by contacting the ATO via phone or through a Registered Tax Agent or BAS Agent.

BAS Lodgements

When you are registered for GST you need to lodge a Business Activity Statement (BAS). You must lodge your BAS statement on time - this is done quarterly by your accountant. Even if you have nothing to report for the quarter you still must lodge a statement. Your BAS will help you report and pay your: GST, Pay As You Go (PAYG) Instalments, PAYG Withholding Tax and other taxes. There are penalties when this is not completed on time.

Should the time come when you are no longer required to be registered for GST, the registration is simply cancelled and you go back to lodging your tax return only, once a year.

The government collects the GST and then distributes it to pay for projects such as infrastructure, public services such as hospitals, public schools and roads. You are contributing to the society in which you live, which is not only extremely beneficial to you, but to the Australian economy.

Good to Know

Empire can assist you and your business in the registration and quarterly tax obligations.

Your BAS records are to be kept legally for 5 years, along with all your other records for your business from the date of lodgement.

Earning over \$75,000 in a financial year does come with more paperwork, but with experienced industry accountants you won't even need to think about it.

Call 03 9088 0790
to book a complimentary consultation

For more information email
info@empireindustryfinance.com.au



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AFTERPAY AND RESTRICTIONS TO SALE OF PRODUCTS

MEMBERS ARE REMINDED TO BE AWARE OF THE RESTRICTIONS OF TRADE ON CERTAIN ITEMS INLINE WITH AFTERPAY'S TERMS OF AGREEMENT.

Recently, members have reported that electro devices have been deemed 'restricted' by Afterpay, and have been required to be removed from websites to allow the on-boarding process to be finalised.

Eros is continuing to strengthen the agreement with Afterpay, and will be encouraging a review on the restrictions of sale (particularly electro devices), however, this process is often lengthy and requires a review within Afterpay's risk assessment and policy branch.

If you have any questions regarding Afterpay's agreement with Eros, or if you are unsure whether a product would be restricted, get in touch with the Eros Office for assistance.

CURRENTLY, AFTERPAY DOES NOT SUPPLY SERVICES TO 'RESTRICTED GOODS AND SERVICES', INCLUDING:

- Electro / Shock Devices;
- Goods or services that infringe third party Intellectual Property, including (without limitation) counterfeit goods and pirated content;
- Pornographic materials and digital content;
- Alcoholic beverages;
- Gambling-related content;
- Medicines and dietary supplements;

If you would like to offer Afterpay as a payment option for your website or in-store, get in contact with the Eros Office for a referral.



eros the adults only association

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"EROS WOULD LIKE TO THANK ALL OF THE SPONSORS FOR THEIR ONGOING SUPPORT, WITHOUT WHICH THIS JOURNAL AND THE SUCCESS OF THE ASSOCIATION ITSELF WOULD NOT BE POSSIBLE.

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