

eros the new JOURNAL

Adult's Only Retailing in Australia
ISSUE 2 | 2016

Angela
White:
Pornstar PhD

*Actually a
Gonzo girl
underneath*

**Eros partners with Adult
Match Maker and QUT
in new sex survey**

**Sex and Censorship with
UK's Jerry Barnett**



Inside

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Rachel Payne
Time for adults-only
businesses to share in
job creation schemes



Sex Therapist
Cyndi Darnell
Is Sex Addiction just another
form of compulsive behaviour?



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Fiona Patten
Regulating Drugs, Dying with Dignity
and meeting the Californian Legislature



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Ilia Chidzey
Making the finals of
the Bald Archys!



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The Latest from the Eros Association

By Rachel Payne

X-Classification: Senate Committee Hearing

In April we had the opportunity to speak at the Senate Committee hearing relating to personal choice and community impacts, specifically we were responding to the inquiry on the classification of X-rated material. Interestingly, we had a very supportive and welcoming response, where the government questioned the Classification Branch as to why there had been no action taken in relation to the recommendations made by the Law Reform Commission in 2012? These recommendations, if enacted, would have seen the X classification legalised and emphasis placed on the industry to self-regulate, much of what has been achieved within the gaming industry.

With the support that was evident in the inquiry hearing, and the fact that the classification portfolio has moved over from the attorney-general's department in that of communications, it is clear that the government has finally recognised that legislation needs to catch up with modernity. In the age of the internet and freely available content, it may well be possible that something that was once forbidden, consensual non-violent erotica, or films classified as X-rated, may finally see the day where the government accepts reform !

In this edition, Eros Business Manager Joel Murray discusses our appearance before the Senate Committee, the response that we received from both committee members and the media, and the potential for reform around the X-classification.

Website Update

Considering what services members require online, the redevelopment of the website aims to allow easy retrieval of information, while offering functionality through straightforward navigation points. The structure is simple and effective, with the our home page having three points of entry: the *Directory*, *Member Services* and *Media and Advocacy*.

The Directory has been re-developed to offer direct access to members by the general public and others within the industry. Easy access to members addresses, and their website as well as social media platforms allows for the viewer to quickly and simply navigate online. As more businesses move into the realm of social media, the directory encourages the opportunity for viewers to simply access these platforms.

Member Services is a service provision for members to find what they are looking for. Here you will find easy to navigate categories such as: Legal,

Industrial Relations, Ethics, Social Tonics, Adult Retail, Affiliates, Education & Networking Events and a Calendar. Information provided here aims to assist members with business service provisions, while offering a point of reference for any queries. We aim to add value to members business practices through information, education and understanding.

Similarly, under *Media and Advocacy* you will find the latest news, eNewsletters, Media Releases, Government Submissions, Campaigns and the New Eros Journal will be online. This will allow anyone who visits the site to share articles from the Journal and, consequently will encourage more traffic through the website. It is also a great platform for those wanting to learn more about the industry and discover what campaigns the Eros Association has been working on on behalf of members.

In this edition I provide an in-depth look at the *Members Services*. Exploring what service provisions are included to assist members with information and advice, in an easy to navigate format.



The Latest from the Eros Association continued

Associations Forum Conference and Member Engagement

In July, the Associations Forum national conference was held in Melbourne and attracted some 200 representatives from an array of not-for-profit organisations.

I attended forums on leadership, member engagement, events and educational conferences, and information on updating constitutions for modern boards. I particularly got a lot out of the member engagement information session where we discussed ways best to engage with members, what works and what produces the best response rate. Needless to say, every industry representative had a different approach.

Some of the observations made were that members preferred regular emails and Newsletters. When it came to electronic newsletters (eNewsletters) the majority of associations reported that around 25% of their members opened the eNewsletter. For the Eros Association, our fortnightly eNewsletter has an average open rate of 47% and the social tonics eNewsletter sits at a promising 58% open rate.

Others reported that their members would rather go to the website for regular updates, finding that too many emails were overwhelming and would be dismissed. Many still prefer the phone contact and having the opportunity to chat with someone over the phone.

I would love to hear your thoughts, and I will be putting this on the agenda to be discussed at the members meeting in November.

Discrimination – Wage subsidies

After receiving correspondence from the Department of Employment relating to a freedom of information (FOI) enquiry, I have had regular phone contact with the legal advisor of the Minister for Employment. Opening up this dialogue has been very promising,

as navigating through the department's red-tape and blanket ban on the adult industry has, in the past, not produced definitive answers. The adult retail and entertainment industry continues to be excluded from employment assistance and wage subsidies. The only answer that has been provided is that the policy is in place to ensure that the use of public money withstands public scrutiny.

The definition that our industry falls under, as detailed in the *Social Security (Employment Pathway Plan Requirements) (DEEWR) Determination 2009* is: "to seek work as a sex worker or to participate, or otherwise be involved, in the sex or adult entertainment industry". Further investigation revealed that jobactive providers need to consider applications from the 'adult industry' on a case-by-case basis, in light however, of the requirements of the *Employment Fund Wage Subsidies Guideline*, that provides the following definition of the 'adult industry':

"Activities which are linked commercially to the demand for and supply of sexual behaviour, such as work in adult book shops and movie theatres, as well as work in the sex industry, including prostitution, escort services and the production of pornography".

Clearly these definitions do not encapsulate the adult retail industry - with no mention of adult retail in any of the definitions. As I discuss in this edition, in moving forward we need to see an amendment made to the policy and the legislation that would seek a more accurate definition of our industry, and would at least give us an opportunity to be considered within the framework of a case-by-case review of entitlement.

Discrimination – Banks

Members continue to report issues with applications to banks for personal and business loans, with most banks refusing applications or refinancing requests

although members are already banking with that particular institution. There is a common response coming out of most of the major banks and Bank of Queensland that it is an internal policy that the bank does not offer services to the adult industry. Something that has not been quoted in the past, therefore must be a new policy amongst many of these banks. The work around that members have reported is to apply directly to the Branch Manager rather than through the online application format, as most members report having a little more support on a local level. The other option is to apply for finance through a broker, which seems to encourage applications to be considered on a business-model basis rather than a blanket-ban based on the type of industry the business is involved in.

As for merchant facility fee's being exorbitantly high, many members have reported this to be a continuing issue, with most banks revealing that they consider the business to be high-risk. Upon review however, members have reported a successful outcome when they have questioned this with their institution and the fees have been reduced. That is, banks have a responsibility to review fees based on a case-by-case basis if requested.

We continue to build our case against the major banks, on both a campaign level and in writing a submission for a review of the Banking Code of Practice, that is currently under review.

Vaping Campaign

With the *Tobacco Amendment Bill 2016* currently before the Victorian parliament, proposed legislation surrounding the supply and sale of personal vaporisers would be regulated in a way that would see them treated as a tobacco product. The Eros Association has been busy working with vape traders and industry professionals to lobby Victorian members of parliament to consider how these

amendments may not be in line with the best business practices for vape traders.

Specifically, although we agree with regulation around the sale of these products, we are pushing for vape traders to be able to have certain concessions around display of products in stores. These devices are electronic and require a certain level of understanding to operate. In order to provide valuable and accountable service, vape vendors need to be able to show their customers how these personal vaporisers work.

Eros' Nick Wallis has written a detailed article in this edition on the efforts and arguments surrounding the vape debate here in Victoria, including our ongoing campaigning, affiliation with medical professionals and interest groups and our rally on parliament steps.

Australian Sex Survey

The collaboration with the Queensland University of Technology and Giga Pty Ltd (Adult Matchmaker) has seen the production of the next Australian Sex Survey, and online questionnaire that captures individual perceptions and preferences on relationships and sex. With an expected 15,000 participants, this information will be of great value to the Eros Association and members as the raw data will be available and will provide a snapshot into current trends on relationships, sexual attraction and openness, as well as providing insight into sexuality and sexual preferences. We encourage all of our members to get onboard and share this survey with their audiences.

I would like to thank all of our members for your ongoing support and encouragement, and I hope you enjoy the second edition of the New Eros Journal.

Rachel



A Word from the President

I was a schoolboy in the 1970s and 1980s.

It was the time of VCRs, VFL, Xanadu & Rubix Cubes (sorry but some of you might need to google that stuff!)

For some reason that has never been made clear to me by my parents, I went to 9 different schools in 12 years.

I was an average student, I did receive, as did most students, old school discipline from time to time.

Back in those days it was not uncommon to be struck by a cane, usually 'six of the best' across the end of your fingers, not a very pleasant experience, or hit with a belt buckle or strap on the back of your legs or arse!

This treatment could be dished out liberally depending on the different schools, and the sort of teachers or policy of the school. Most times to receive the pleasure of this sort of discipline you would need to graduate from being late to class, talking too much, being a bit snappy with the teachers or not doing your homework.

Of course if your behaviour escalated, the people in power could exercise their 'rights' by expelling you out of their system. Cut you off, remove you, without any real right of reply and usually no consequences for them.

This they did, using rules they created to hold power over you - without having to explain their reasons. Hiding behind the 'rules', the rules they created - using

whatever official or unofficial means they could use to get away with their unjustified behaviours.

Maybe it is my bias, but it seemed to me, that if you didn't fit into their small box of how you should behave, you would need to be disciplined. Too bad if you were different. Too bad if your home life wasn't stable. Too bad if you felt isolated, lonely, unworthy or confused. Not ideal tools to help a child who is looking to make sense of an adult world.

For me, this was an adult world where my father sold sophisticated men's magazines for a living, you know the ones that adult's buy for the articles, not the images, to put food on the table for my sisters and I. However, I was told not to tell anyone, especially my teachers or the parents of my friends, because they might not understand.

They may not want me in the same class as their kids, or on the same sporting teams, or even share a lunch table.

Huh?

I didn't understand, for a while at least, clearly I was a bit slow to pick up on the nature of this discrimination.

It didn't help that every year, for the first nine years of my school life I had to try and make new friends due to changing schools, knowing that in the back of my mind that history could repeat itself, if I didn't manage to conceal my dirty little secret.

Well, lucky those dark days of this sort of unqualified discrimination are gone, right?

These days when someone asks me what I do for living, I proudly announce that **"I AM A DILDO SALESMAN!"**

I often follow that statement with a well-known fact, ***"That dildos, if used correctly, can bring more pleasure and happiness to the World than all the reportedly 4,200+ different religions we have available to us - and who doesn't want to be happy?"***

This outing of myself is usually met with laughter, shock or disdain.

Either way, I am free.

Free from the people of my past, present and the future who want to judge me because of my profession alone.

Sure, I am not perfect, far from it, most of my friends will attest to that, often I find myself apologising for something I said, or did, whether it was me being insensitive, stupid, or just plain rude.

Sometimes, I might get carried away with myself.

However, I am very proud to grow up in an industry that is mostly made up of very good, hardworking and honest people. We are fortunate to have many 2nd generation family businesses that have a very good future.

I was talking to one of these good families last month, they have a long term successful retail business that happens to sell dildos.

This is not an illegal profession, nor is it illegal where they are doing their business.

They employ numerous people from all walks of life, provide them with training, invest in their education, pay their GST and all the other many local, state and federal government taxes the same as any other legal retail businesses, same as any real estate agent, or the local pub!

This good family contributes positively to the community.

BUT, and this is a big but.....when the Australian Government recently announced a funding program for long term unemployed, apparently not all companies or people are equal. This good family, business applied for the subsidy, by all reports they had the perfect candidate that fit the criteria.

BUT, because the business sells dildos, that business is **NOT ELIGIBLE FOR FUNDING**. It is clear to me, that both the unemployed person and the business have been **discriminated** against.

BUT, when asked nicely, pressed a little more firmly and finally asked a bit harder, the Government representative didn't say anything definitive like "It's because you sell dildos", because that would be a clear case of **discrimination**, and that is **ILLEGAL**.

BUT, they did say, under the anonymity of an unsigned email that the retail business doesn't qualify under the wage subsidy guidelines because the business is part of the sex industry.

BUT, the Australian Government Department of Employment, and/or representatives of The Wage Subsidies Team, would not, or could define the difference between the retail business and the sex industry in terms of qualification for this subsidy.

Not, that for a minute, do I think that anyone in the sex industry (whatever that is in the eyes of the people in power) should be discriminated against, however it is reasonable they need to be able to answer such simple questions.

That simple question is.....WHY IS THIS NOT **DISCRIMINATION**!

P.S. We are going to find out!

P.P.S. Our industry often finds itself cut off, removed with no right of reply. With the benefit of time, knowledge and member support we can and will challenge the status quo and those who enforce these arbitrary rules.

P.P.P.S. Who else out there has been **discriminated** against, tells us your story

David Watt.

david@windsorwholesale.com.au



Fiona Patten MLC

MEMBER FOR NORTHERN METROPOLITAN REGION

Whether it be lobbying for the rights of the adult industry, working with governments for sensible laws around vaping and e-cigs, fighting for the decriminalisation of drugs or winding back outdated anti-discrimination laws, I'm your voice in parliament.

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Eros Partners with Adult Match Maker in National Sex Survey



The Eros Association has partnered with some of Australia's largest online dating sites to explore the role that personality, emotion, co-operation, resources (education and income) and attractiveness play for different sexualities, when they search for a potential mate on the internet.

Eros member, Maxx Black, from Newtown, NSW is also involved with the project which is being managed by a high performance research team at The Queensland University of Technology (QUT).

According to IBISWorld, the online dating services industry has estimated revenue of \$3 billion with annual growth rates of 5% between 2010 and 2015. Indeed, in 2016 around half of all single people have used online dating websites to find love and companionship, yet little is known about what motivates them in their search for a potential mate.

Stephen Whyte, Queensland Behavioural Economics Group (QuBE) researcher and project leader said:

"Understanding human behaviour in large scale decisions such as choosing a partner, is incredibly important for all social sciences, and is a currently under funded and under researched field. Independent academic research studies such as this one help to inform policy makers and wider society across a range of vitally important areas, for example; gender equity, marriage equality, income inequality, reproductive health and medicine, mental health, social psychology and education, but to name a few."

Eros General Manager, Rachel Payne, said that Eros was encouraging all its members to get involved and to send the details of the survey to as many of their lists as possible. "As an adult industry association, we need to be involved in getting the buyers and sellers of adults-only products to register their thoughts and feelings on surveys like this because ultimately they will form part of the broader public policy on sex," she said. "This survey questions sexuality and exploration, and how these

variables affect a person's openness and acceptance in relationships. This data will contribute to an overall understanding of people's sexual behaviours and desires".

Stephen Whyte is a Behavioural and Experimental Economist at QUT, Brisbane. He is part of a high performance research team known as QuBE. His research focus aims to bridge Behavioural Economics, Evolutionary Psychology and Behavioural Ecology's understanding of rational choice in large-scale settings. Stephen's most recent research focuses on the factors impacting people's decision-making process when choosing a partner. Stephen has conducted research for and worked with a diverse range of industry partners including the Queensland Electoral Commission, the Former Origin Great's (FOG's) ARTIE foundation, the Department of Education, the United Nations as well as Queensland Fertility Group.

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AMM & QUT Research Project: Online Sex Research Survey

Survey Design

Q1-Q14, Q18-Q21 & Q46 – Standard demographic capture eg. Age, occupation, height, weight, sex, education, etc

Q13 – Kinsey Scale – measures or describes people's sexual experience not as a labelled identifier but more from a behaviour perspective. It's also called the Heterosexual-Homosexual Rating Scale

Q15-Q17 – Scales (0-100) measuring individuals own perceptions of their health, happiness and attractiveness

Q22-Q24 – BIG 5 Personality test –Provides a Personality snap shot of an individual across five key traits (Extroversion, Conscientiousness, Openness to Experience, Neuroticism & Agreeableness). Has been widely used in the field of psychology as a taxonomy of personality for more than four decades.

Q25-Q23 – Scales (0-100) measuring individuals preference for different characteristics that they are attracted to in others (eg. Trust, Openness, Income, Education, Physical build, etc)

Q35-Q36 & Q47&Q48 – These are standard questions used in social psychology, and behavioural economics to measure sexual and emotional commitment and its importance in relationships for different individuals.

Q37-Q45 – Revised Sociosexual Orientation Inventory (R-SOI). This is a sexuality and evolutionary psychology measure of interindividual differences in the tendency for people to engage in sexual relationships. At its core is a focus on understanding the emotional commitment at play in sexual intimacy and people's willingness to participate based on that.

About Giga Pty Ltd

Giga Pty Ltd is an Australian owned and operated business that specialises in online dating websites with a footprint in Australia and around the world. Having been in business since 2002, their Australian Dating websites have approximately 3 million registered users and are based around communities of like-minded individuals. At the last federal election they promoted the Sex Party

Their sites include:

www.adultmatchmaker.com.au
www.gaymatchmaker.com.au
www.lesbianmatchmaker.com.au
www.theloveclub.com.au

What the survey will cover

- Demographic information; age, occupation, height, weight, sex, education, etc.
- The Kinsey Scale.
- Big 5 personality test.
- Revised Sociosexual Orientation Inventory (R-SOI).

Results

Survey results, including information about time-lines of the survey as well as release of the academic paper will all be available from: www.australiansexsurvey.com.au



Ilia Chidzey creating a new alternate universe in her studio.



'Billabong Dreaming' by Ilia Chidzey.



Bald Archy 2016 winning portrait: 'Nothing to Say' by Pat Hudson.

Eros Art Director Makes the Finals of the 2016 Bald Archy

The Bald Archy Prize is Australia's premier art prize that focuses on humour, dark satire, light comedy and caricature. It was first run in 1994 and is itself a spoof of the more formal Archibald Prize. It carries a \$10,000 first prize.

Winning subjects over the years have included Kerry Packer, Amanda Vanstone, Edmund Capon, Shane Warne, Dame Edna Everage, John Howard and Pauline Hanson, Robbie and Gai Waterhouse, Rupert Murdoch, Jeff Kennett, Tony Abbott, and Ian Thorpe.

This year's winner was a brilliant satire of Catholic Archbishop, George Pell, by Pat Hudson called 'Nothing to Say'.

Although satirising clerics who dump on the adults-only industry is important to Eros members, of more importance is that Eros' art director, Ilia Chidzey, made it to the finals this year with her caricature of Eros' lobbyist and consultant, Robbie Swan!

"I had wanted to paint Robbie for some time, and I was fortunate to catch my unsuspecting subject in Byron last year. I've always admired his involvement with Matilda Magazine and this was my opportunity to express how I saw him – a cheeky satirist and lobbyist who has proven that the pen is mightier than the sword," she said. "The use of mirror was an excellent way to illustrate how his biting satire and commentary is merely a reflection of what society dishes out. We are all participants no matter how hard we try to wriggle out of it!"

Ilia's style is instantly recognisable and is strongly conditioned by a Bachelor Degree in Industrial Design. "I like to think of my style as the colourful and slightly delirious love child of Aubrey Beardsley and Alice in Wonderland", she said.

Although she didn't take out the big prize this year, Ilia is already planning a major assault on next year's competition. "It's a secret at the moment but I will say, it's going to ruffle more than a few red feathers".



Robbie Swan, the subject of Billabong Dreaming inspecting his portrait incognito.

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The Changing Landscape of Classification in Australia

Is the government finally taking action on reform?

Joel Murray, Eros Business Manager

Classification of adult media in Australia and the enforcement by state and territory governments, has impacted on our industry significantly over the past decades. However, for the first time since the introduction of the current scheme in 1995, there are notable changes to the structure of classification within government. Along with the recent Senate Economics Reference Committee's Inquiry into Personal choice and Community Impacts, the reform our industry has been calling for may finally be adopted by government.

Machinery of government changes

Since the 1990s, there are two pieces of federal legislation that guide the classification of media in Australia. *The Broadcasting Services Act 1991* provides for television (free to air and subscription services) and online content. The responsible authority for online content is the Australian Media and Communications Authority (ACMA), while television is partially self-regulated with Free TV Australia having developed an industry code of practice. The responsible ministry is the communications portfolio.

The *Classification Act (Publications, Films and Computer Games) Act 1995* creates the National Classification Scheme and the Classification Board who are responsible for classifying all publications, films (including films on television) and computer games. The responsible ministry was the attorney-general portfolio while enforcement is the responsibility of state and territory governments (see figure 1).

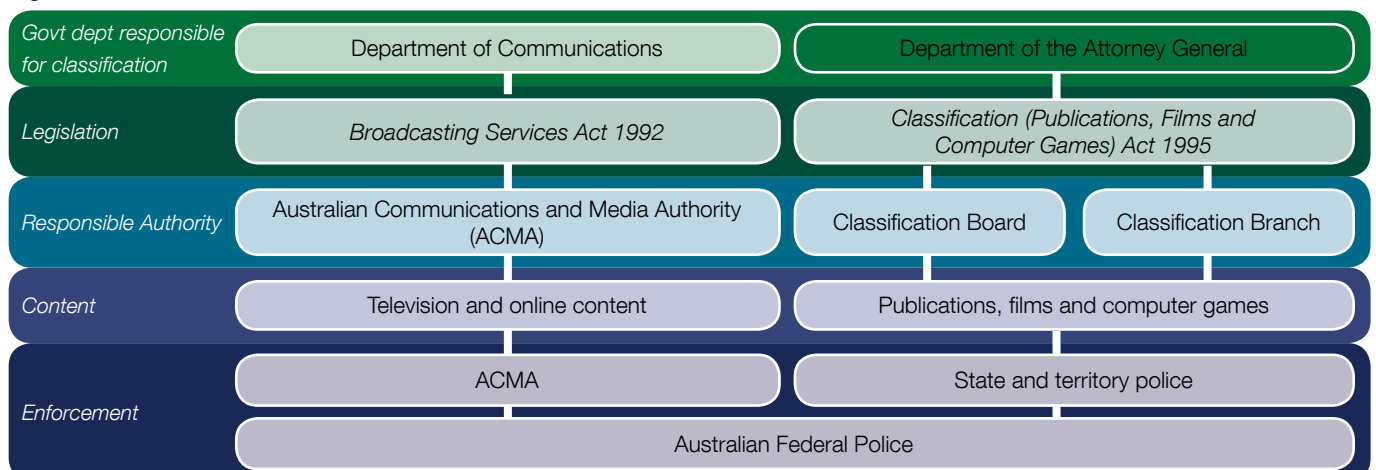
Under the Abbott/Turnbull coalition government (since 2013), we have seen a machinery of government change, moving classification to the communications portfolio. We have also seen the creation of the Office of the Children's E-Safety Commissioner, whose function is to assist in the regulation and compliance of online content alongside ACMA. While these changes signal a significant shift in focus from law and order to communications, arguably a much better fit for classification, you can see in figure 2 that it appears as though there is duplication of services or at least efficiencies that could be achieved through further reform. From analysis of the recommendations from the 2012 Australian

Law Reform Commission (ALRC) Report 118 on media convergence, specifically with respect to adult media, it appears as though the bureaucracy is slowing and quietly moving toward reform (see figure 3).

A shift from enforcement to regulation

A recent meeting between Eros and executive staff within the classification branch, revealed that since the change from attorney-general to communications portfolio, the classification branch has changed their focus from enforcement to compliance and regulation. In fact, we were told that they are no longer focusing on offline adult content at all, given the low compliance within the industry and what they perceived as higher priorities for the branch. This means that our good mates in the education and compliance unit, the classification cops, are no longer sending instructions to state and territory police to investigate adult retail stores. It begs the question how much of an impact Eros' letters to the classification cops withdrawing their common law right of entry into Eros member's stores had on this decision? We may never know!

Figure 1: Classification in Australia 2013





Appearing before the Senate committee

Senator David Leyonhjelm from New South Wales and leader of the Liberal Democrats, arguably Australia's most libertarian party, threw our industry a massive bone (pardon the pun) earlier this year. Leyonhjelm's 'nanny-state' inquiry examined a range of issues in which the government restricts personal choice. Eros provided submissions to the Senate committee on personal vaporisers (e-cigarettes), recreational cannabis and classification of adult media. Following the close of submissions, Eros was invited by the committee to present

evidence at a hearing specifically on classification.

This represented the first invitation to present evidence since former CEO Fiona Patten was elected to the Victorian Parliament. It demonstrated the interest that the committee had in hearing from our industry and further highlighted the fact that Eros remains the expert in Australia with respect to the classification of adult media.

At the hearing, Leyonhjelm (who was chair of the inquiry) asked Eros General Manager, Rachel Payne and I a series of very considered questions in order for us to

extrapolate on our submission. We tabled a longer and more detailed submission which we were able to speak to and raise some very important points as to why the classification system in Australia has turned into a system of censorship. Eros was also able to make recommendations as to a path for reform that recognises self-regulatory principles and the nature of convergent media. The committee's responses demonstrated they had a good understanding of our concerns with respect to restrictions around the depiction of fetishes. Leyonhjelm even made a joke with us:

Figure 2: Current Classification in Australia

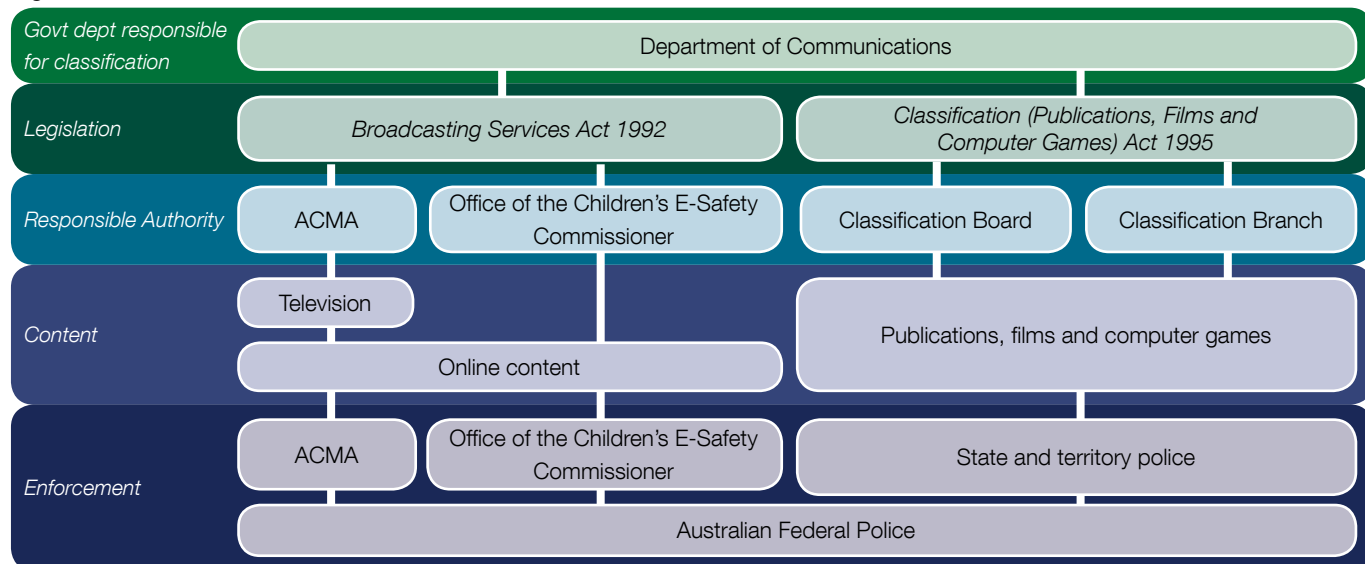
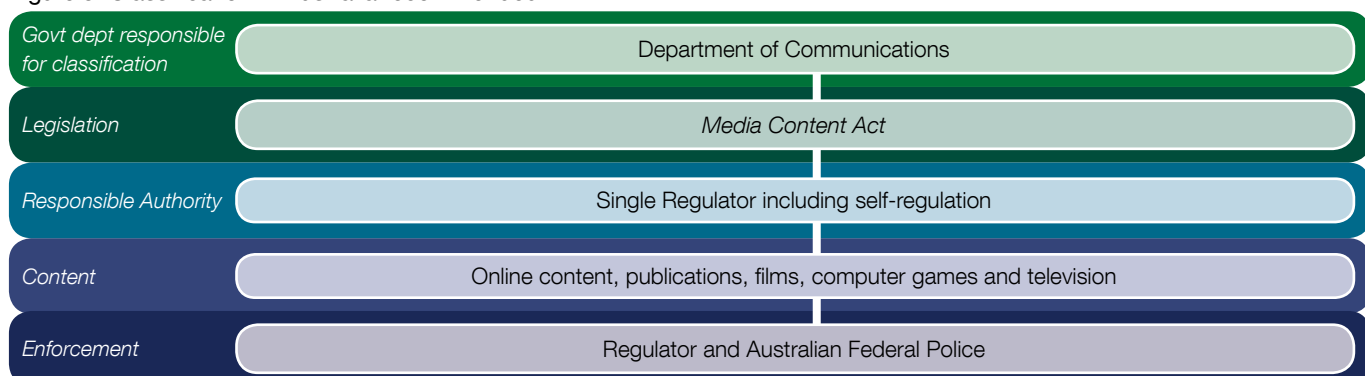


Figure 3: Classification in Australia recommended



CHAIR: So what is actually illegal? Presumably, the involvement of children, but what else?

Mr Murray: Bestiality—that is, sex with animals.

CHAIR: So New Zealand sheep shagging is illegal?

Mr Murray: Say that again.

CHAIR: New Zealand sheep shagging is illegal?

Ms Payne: Yes, sheep shagging is illegal.

Mr Murray: Yes.

CHAIR: Just to clarify. Please go ahead. What else?

Mr Murray: There is illegal content that is clearly illegal, but then there is this grey area of refused classification, which makes it (some fetishes) illegal to sell as well.¹

Both Rachel and I are very pleased with how the hearing went. But don't take our word for it, you can read the full transcript on the Parliament of Australia's website under the Economics References Committee report on Personal choice and community impacts.

Surprising the committee were able to hastily publish an interim report before the double dissolution writs were issued dissolving both houses of parliament and putting the public service into caretaker mode. The report summarises the evidence presented as well as a series of remarks recommending that the government take action on reform.

1.46 The committee recognises that there have been substantial technological and other changes across the media landscape which have brought the adequacy of the current classification regulatory framework into question.

1.47 Submitters to the committee argued that the pace of innovation, particularly in relation to personal entertainment such as on-demand streaming, has fundamentally challenged the nature of classification laws.

Questions were also raised about the role of classification in an environment where content is widely accessible regardless of the restrictions placed on it by regulatory bodies.

1.48 The committee recognises the need for government attention to this issue, particularly in light of current policy challenges such as online piracy. As highlighted in evidence to the committee, a regulatory system that meets community standards and effectively responds to current and future challenges regarding the control of content in Australia is fundamentally important.²

Leyonhjelm provided additional comments largely in support of Eros' views:

1.1 I broadly endorse the Committee's interim report and wish to add a few additional observations.

1.2 During the course of the hearing it became clear to me that Australia's classification scheme has been rendered increasingly nugatory.

1.3 There is the basic reality that any such regime must accept its reach is limited. Such is the pace of change and global content availability that anything short of North Korean or Chinese-style censorship can simply be bypassed using technological means (VPNs, for example).

1.4 At present, we have a system that not only does not work, but is expensive to maintain.

1.5 It seems to me that for any system of classification to 'work', it must recognise that the only scope for enforcement lies in drawing a clear distinction between illegality and immorality. It is neither reasonable nor practical to expect law enforcement to enforce morals, as occurs now.

1.6 The current depiction of otherwise legal acts, made illegal simply by virtue of their depiction, should not be a matter for criminal prosecution. Police and courts have better things to do than wag fingers at people who engage in consensual sexual

fetishes and then make the mistake of taking photographs or shooting video for wider distribution.

1.7 As an interim measure, the ALRC recommendations that are still technologically feasible to implement - most of which have gathered dust since 2012 - should be enacted as a matter of urgency. I realise this requires cooperation between the States and the Commonwealth, but the current system cannot be allowed to persist unchanged.

1.8 The ALRC recommendations include thoughtful policy proposals for keeping material clearly unsuitable for children away from them, while acknowledging technological limitations and the importance of parental decision-making.

1.9 More generally, the principles upon which a policy can be based irrespective of technological change are:

- Prosecute those who depict matters that are illegal.
- Warn adults of content so they have the option of avoiding exposure to it.
- Restore responsibility to parents to protect their children.³

You can read the full interim report online on the Parliament of Australia website: Interim report: the classification of publications, films and computer games (term of reference)

¹Commonwealth Committee Hansard, Senate, Economics References Committee, Personal choice and community impacts, 22 April 2016, pp. 4.

²Senate Economics References Committee, Personal choice and community impacts, 'Interim report: the classification of publications, films and computer games (term of reference e)', May 2016, pp. 12.

³Ibid, pp. 15.

Unexpected media

The afternoon following the hearing, Australian Associated Press (AAP) circulated a news story of our evidence before the committee. The story was picked up by a number of news outlets including Channel 9. But what we didn't expect was that a quote I had made with regard to the banning of depictions of female ejaculation was about to make top news story by online news sources and send Twitter into a spin for the succeeding 24 hours. Crikey, Pedestrian TV, Junkee, ABC's Triple J, SBS and SBS Comedy all made their own take on my remarks:

Nation Thrilled To Finally Know John Howard's Views On Female Ejaculation.

SBS.com.au

John Howard doesn't believe in squirting and twitter is losing its mind

pedestrian.tv

Fun Female Ejaculation Facts
[CC: John Howard]

abc.net.au/triplej

How Buck's Transsexual Adventures shaped John Howard's porn policy

Crikey.com.au

How John Howard's thoughts on female ejaculation might actually be a good thing

SBS.com.au

In Case You Were Wondering, Here Are John Howard's Thoughts On Female Ejaculation

Junkee.com

Next steps

While it is encouraging that there are some members within the federal parliament and certainly within the bureaucracy that are clearly in support of our industry self-regulating, there is still a lot of work to be undertaken. In order for the classification scheme to completely reformed into a modern and responsive system, the federal government need to dissolve the states and territories of their enforcement responsibility. Leyonhjelm went so far as to ask Cathy Rainsford, the Assistant Secretary of the Classification Branch, if it were lawful for the federal government to simply ignore the Intergovernmental Agreement on Censorship and dissolve the arrangement without the states' and territories' agreement. Rainsford was not able to provide an answer to the committee at the time but it is unlikely that neither government nor bureaucracy would choose to take this approach. Reform will need the cooperation of all state and territory governments and unfortunately will take time.

Eros will in the coming months put an action plan together to start to work on seeking the views of the attorney generals of each of the state and territory governments. Eros' complete submission to the inquiry, the official Hansard transcript of the hearing and the interim committee report provide a comprehensive package of evidence to the relevant attorney generals. It is our understanding that the classification branch aims to undertake the policy work to inform this process with their interjurisdictional counterparts.



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Poppers and Viagra

by Nick Wallis

Both of these things are often used by people to enhance their sexual experience. Did you know that using both together can be deadly?

Viagra (sildenafil) is prescription medication used by people to treat erectile dysfunction. Poppers (alkyl nitrites, such as amyl nitrite) are often used by people in sexual encounters to relax muscles (especially for anal penetration), decrease inhibitions and enhance sensations.

Both of these drugs cause a drop in blood pressure, and when used within 24

hours of each other, this can have deadly consequences.

There are a few safety tips that those who want to use poppers should follow.

Do not ingest or allow contact with your skin. Call the Poisons Hotline if either occur on 13 11 26

Poppers are highly flammable. Keep away from any ignition source, including cigarettes

If you have a suppressed immune system, avoid use. Also avoid if you are pregnant, have a heart condition, high

blood pressure, anaemia, or history of cerebral haemorrhaging.

Observe safe sex practices as poppers may impair your judgement.

Do not use with viagra.

Always be careful when mixing any drug. There are many good resources online to help you reduce risks and maximise the benefits you seek. Erowid.org provides a huge database of information on a wide variety of medicines, plants, fungi and other drugs. It is always worth arming yourself with good information before trying anything, especially for a first time.

Eros in the Media

Eros consultant Robbie Swan and Social Tonics staffer, Nick Wallis, both engage in general media through their own radio spots.

Nick's Sunday afternoon program puts evidence around drug taking into the public arena. It asks legislators to act on the facts in formulating drug policies rather than react to the ravings of News Ltd newspapers and conservative politicians trying to act all tough on drugs when they have run out of solutions.

Robbie's late night program with Mike Jeffries is a frank and often hilarious review of the week, through the prism of sex and politics. The station loses the nursing home vote while the show is on but it picks up the progressive end of FM and the ABC in this 20 minute rollick.

Listen out for them!



Victorian Vape Stakeholders Meet to

by Nick Wallis

A range of stakeholders from Victoria's vape industry, consumer advocates and health professionals met at Parliament House in late July to discuss a proposed Bill that will see personal vaporisers heavily regulated.

MP Fiona Patten, chaired the meeting, which looked into how the proposed changes will affect Victoria's vaping market. Personal vaporisers (also known as e-cigarettes) are a competitive alternative to smoked tobacco, though it is currently illegal for consumers to vape nicotine without a doctor's prescription.

Several prominent international medical organisations have pointed out that if tobacco smokers switch to vaporising, many of the negative health consequences of smoked tobacco can be eliminated. The Royal College of Physicians produced a detailed report, carefully addressing concerns raised about vaporising. Their report looked at a large section of current data and found that vaporising is unlikely to exceed 5% of the long-term health risks associated with smoked tobacco.

The Bill before the Victorian parliament will negatively affect the vape industry and make it far more difficult for smokers to find, purchase and maintain their own personal vaporisers. Many consumers use vaporisers to assist them in cutting down on smoked tobacco. The new law would mean that those who do use vaporisers will be forced to use devices in the same place as smokers, which may encourage them to smoke tobacco instead.

Vaporiser equipment would only be able to be viewed in a very limited manner in stores and people would not be allowed to encourage smokers to switch to vaping if the new laws are passed.

The legislation aims to protect the public by restricting a market that is seen as a potential health risk. The restrictions will inadvertently provide a competitive advantage to the market for smoked tobacco and undermine a significant opportunity for a large

number of people to move to personal vaporisers.

Victorian vapers held a demonstration on the steps of Parliament House in August to hear from experts and to push for better regulation of personal vaporisers.

Over one hundred vapers gathered amidst a cloud of vapour, with scents ranging from coffee and rum to cinnamon and apple. Some in the crowd had travelled from parts of regional Victoria to get there. One person had even flown over from Tasmania to be part of the rally.

Dr. Colin Mendelsohn is a tobacco treatment specialist. To him, vaporisers provide one of the most promising opportunities yet for smokers to change their habits and get better health outcomes, "We all know that e-cigarettes do not contain tobacco, they do not generate smoke, they do not burn... It's the smoke from smoking that does all the damage."

The Cancer Council, Quit Victoria, Australian Medical Association and the Heart Foundation wrote to state MPs before the rally to air their concerns about the legislation. Exploding devices, children drinking vape juice and tech-savvy folks using their vaporiser for methamphetamine were among concerns raised by these organisations.

There is a pernicious trend in regulating new technologies. A concept known as the 'Precautionary Principle' is readily applied, apparently with little consideration for current behaviours in the population. The Precautionary Principle states, "When the health of humans and the environment is at stake, it may not be necessary to wait for scientific certainty to take protective action." It is true that vaporisers are a relatively new technology, so the long term studies aren't there yet. But they exist because they had a precedent set by another product: tobacco.

Vaporisers were developed as an alternative to smoked tobacco, using

technology that allows for far more effective use of the desired material. The modern e-cigarette was developed in China by pharmacist and university lecturer Hon Lik, who was a heavy smoker. He decided to make changes to his life after his father died of lung cancer.

His solution embraced his nicotine addiction, rather than demonising it. The products were developed as an alternative to smoking, not as a way to quit. They're meant to be enjoyable, which is perhaps the main point of difference between a vaporiser and TGA-administered, doctor prescribed, sometimes invasively monitored Nicotine Replacement Therapy (NRT) products such as patches.

"Some of us started a small business. That way, starting a business, a vape shop, we could help people to quit smoking full time," Dr. Attila Danko said in a passionate speech to the rally. Dr. Danko is from the New Nicotine Alliance, a not for profit coalition of doctors, consumers and other professionals who do not receive any money from tobacco, pharmaceutical or e-cigarette companies. He understands the appeal of vaporisers to smokers.

Dr. Danko pointed out that the essence of the argument to heavily restrict vaping seems to be more about a distaste for the habit, "They want to lock vapes up behind the cupboard. You won't be able to help them out, because it's going to be treated the same as tobacco." Vaping products are sold through stores, just like tobacco, rather than prescribed by doctors and administered by the TGA as an NRT product. This is unacceptable to those who believe that moving toward abstinence is the only option for the smoker.

The public health organisations fighting for heavy restrictions on vaporisers stated in the letter to state MPs that, "The new laws proposed in the Bill will not prevent e-cigarettes being used as a quitting aid in the future if they are

Discuss Regulation of Their Industry

found to be effective and approved by the TGA.” Their position is clear. Vaporisers should not be a competitive alternative to tobacco. Even if they do help people reduce their smoking or quit altogether and even if people do have better health outcomes from them, they should only be sold as an expensively regulated and limited product through the TGA as a ‘smoking cessation’ device. Dr. Danko points out that the sale of vaporisers operates quite differently to tobacco. The device is technical with many parts and many customisable options. “Everyone knows how to smoke, but people have to learn to vape... I often wonder why all these powerful groups are against vaping. I mean it just doesn’t make sense. It’s

helping people quit smoking, it’s far safer than smoking and the evidence shows it’s not a gateway to kids taking it up.”

Two elderly ladies were chatting after the rally, in between vaping from rather fancy looking high-tech vaporisers. They spoke about their transition to vaporisers from cigarettes and how it has helped their health. Nobody wants to see an unregulated environment for vaporisers. Everyone generally agrees with sensible regulation of the industry. Lumping vaporisers into tobacco legislation is not sensible regulation and will inadvertently benefit the tobacco industry by making their biggest potential competitor much less commercially viable.

Remember that all of this discussion is happening separate from the discussion over whether or not people should be able to access nicotine for use in a vaporiser, without a prescription from their doctor. The Victorian Bill will not address that, as nicotine is scheduled by the TGA. Tobacco still has a massive competitive advantage over vaporisers. If heavy regulation of this novel industry doesn’t stop, tobacco will continue to be the default for many for years to come.



Matt Hill from Club X

Board Member Opinion Editorial

I guess like with everything new, there are people willing to embrace change and there are those who either object to change or are too scared by it.

When it comes to vaping (especially within Australia) most of the public wouldn’t know the first thing about it. I’m a vaper. If someone asks me about what I’m doing or smoking, I’m more than happy to explain how the devices work and their benefits. Generally after these conversations, most people walk away wondering why we aren’t embracing this technology.

A lot of the negative views towards vaping come from people who have seen others doing it but generally in a place they shouldn’t be - such as a train station, cinema, restaurant etc. Last week I read some comments about a Melbourne man using a vaporiser on a train, who when approached by a member of the public and asked to stop, told them to ‘fuck off’

because he ‘can smoke this wherever I want to’. Whilst technically this may have been the case, it certainly doesn’t give a positive view on people using these devices or the potential health benefits they can bestow.

I think that the example above would be indicative of the general interaction that occurs between non-smokers and vape users who are using the device where cigarette usage is forbidden, thus my views on where is appropriate to vape come into play. These views have mainly been formed as an attempt not to bring vaping into a negative spotlight as a result of our slow draconian political system that is yet to catch up on modern technology.

My view is this. If I’m inside (excluding my house and private office) I won’t vape. If I’m outside in an area that is acceptable to smoke in, then I will use the device . A quick example. I just returned from Tokyo

where in the main parts of the city, you can’t smoke in the streets. However there are small open aired ‘rooms’ that you can go and smoke in. I reference this because even during this time, when I was in open air and ‘technically’ could vape, I refused too.

My view is that we should not encourage people to use vaporisers in areas that smokers are excluded from until there is more public knowledge and understanding about them. I believe that by allowing vape users to smoke in areas that others can’t, we will only limit the potential benefit these devices can bring to the community.

Matthew Hill

Eros Board Member
E Commerce Manager, HGC.



Angela Loves Gonzo



By Angela White

It appears that the topic of pornography cannot be broached within Australian media today without a discussion of the 'dark world of "gonzo" porn', as one headline described it. There is a trend for conservative and anti-porn feminist commentators to attack the gonzo genre for being the most degrading and misogynistic type of pornography, while polemicists such as Gail Dines appear to use the term "gonzo" as shorthand for violence against women. The argument is that gonzo is rougher, harder and more aggressive than other types of pornography; that in gonzo porn women are slapped, choked, gagged and humiliated. So it may shock some to learn that I recently decided to direct and star in a new movie entitled: *Angela Loves Gonzo*.

So what is gonzo, anyway? The term was coined by Hunter S. Thompson in the 1970s to describe an experimental style of journalism that made no claims to objectivity and placed the reporter in the story. The gonzo porn genre was pioneered largely by director and

performer John Stagliano aka Buttman who "broke the fourth wall" and inserted himself into the action. Gonzo porn is usually driven by action rather than narrative and is often shot POV (point-of-view) style with the camera operator also participating in the sex acts. There is nothing in the definition of gonzo that mandates rough sex and it has only been relatively recently that the term gonzo has been associated with misogyny and violence against women.

Producing *Angela Loves Gonzo* was another step in my sexual exploration through porn, but it was also a political statement with a number of messages. Firstly, I wanted to release a movie that challenges the assumption that women cannot or should not enjoy rough sex. Properly negotiated and consensual pain play is not equivalent to violence against women. Anyone involved in the BDSM community can affirm that. Secondly, I wanted to challenge current cultural and media assumptions of what gonzo is and can be. The gonzo genre can include rough sex, and some of the scenes

I've directed and star in do. However, one thing I wanted to make absolutely clear with the release of *Angela Loves Gonzo*, and what I think most critics of the genre miss, is that gonzo can also be one of the most intimate and authentic types of pornography. By removing the professional lighting and camera crew, and eliminating the artifice of scripts and storylines, gonzo allows performers to focus on connecting with each other. In fact, I believe that authentic chemistry and genuine passion is showcased most effectively in gonzo porn because when sex is unscripted (or less scripted) it allows adult stars to do less "performing" and more expressing of their own fantasies and desires.

Angela Loves Gonzo does feature moments of consensual rough sex. But it also features an equal amount of intimacy, light-hearted jokes, kissing, tenderness, foreplay, affection and most importantly: genuine mutual pleasure. That is why I love gonzo and why you might too.

Angela White is a multi-award winning Australian porn performer, director and producer. In 2016, Angela was crowned the XBIZ Foreign Female Performer of the Year and has won another three XBIZ awards and three AVN awards for her pornographic performances and productions. Angela has done extensive academic and advocacy work; campaigning for the Australian Sex Party in the 2010 Victorian State Election and conducting qualitative research into female experiences in the Australian pornography industry at The University of Melbourne. Angela is also Australia's first and only Fleshlight Girl. You can see more of Angela on her personal website: angelawhite.com.

Contact Girlfriends Films for information about stocking Angela White's Award Winning DVDs: moose@girlfriendsfilms.com

Contact Fleshlight Distribution Australia for information about stocking Angela White's Signature Fleshlights: wholesaleau@fleshlight.com



“
In fact, I believe that authentic chemistry and genuine passion is showcased most effectively in gonzo porn because when sex is unscripted (or less scripted) it allows adult stars to do less “performing” and more expressing of their own fantasies and desires.”



Angela with Fiona Patten and Dean Beck, radio host at Joy FM.



Angela won three XBIZ Awards and three AVN awards in January including the XBIZ Foreign Female Performer of the Year. “It’s such an incredible honour to win an XBIZ or AVN award and to win six in one year is just incredible”.

“
There is nothing in the definition of gonzo that mandates rough sex and it has only been relatively recently that the term gonzo has been associated with misogyny and violence against women.”

Angela White was still in high school when she began her adult modelling career in 2003. At 18 years old, Angela became the first Australian model to pose for The Score Group in the US. Score compiled Angela's first pornographic scenes in a film dedicated to her entitled “A Day with Angela White” (2003). Angela has appeared in many Australian magazines, including Australian Penthouse, and has been featured as a multiple cover girl and centrefold for The Picture. However most of her success has occurred in North America, Europe and Japan where she has been published in over 100 magazine editions with Voluptuous, Score, Juggs, Bachelor and many others. Angela has won multiple awards for her authentic sexual performances. In 2007, Voluptuous Magazine crowned Angela their “Model of the Year”. In 2009, she was voted one of Score's “Top Ten Models of the Decade.” And in 2011, following Angela's passionate performance in her debut hardcore DVD “Angela White Finally Fucks” (2011), Angela was named Score's “Hardcore Performer of the Year.” Angela has garnered a lot of attention for her natural curves and intense performances. However, she has also received a lot of praise for her mainstream TV roles and political activism. In 2007, she appeared in four episodes of the Australian television comedy series “Pizza.” In 2008, Angela spent a year studying at the prestigious Institut d'Études Politiques de Paris (the Institute of Political Science in Paris, France).

THE RISE OF LEGAL HIGH AND MORAL PANIC



By Nick Wallis
Social Tonics Researcher

In 2012, the *International Journal of Drug Policy* published a paper by a number of leading Australian experts entitled, “*Kronic hysteria: Exploring the intersection between Australian synthetic cannabis legislation, the media, and drug-related harm.*” The researchers took a period of time in 2011 and analysed the volume of media stories published online about ‘synthetic cannabis’ and specifically the brand ‘Kronic’. They also looked at self-reported awareness of the products and month of first use. Their findings show that there is a strong correlation between the intensity of media stories on the topic and people seeking these substances.

State governments first started prohibiting many of the substances in these products, based largely off reports in the media. The intention of each piece of the over 40 separate pieces of prohibition legislation introduced since 2011 has been to reduce harm and protect the community, yet this pathway of prohibition has not been guided by evidence on harms nor has it been reflective of the unintentional harms that prohibition creates.

Over these years, the Eros Association has consistently argued that regulation, rather than prohibition, would create better outcomes for the individual and wider community. New Zealand’s *Psychoactive Substances Act* regulated the industry for a short time with some

success. Unfortunately, an election and moral panic lead to the regulation being overturned.

The rising tide of prohibition has caused many problems. Even industry self-regulation becomes difficult with legislation designed to attack an industry, rather than look after the community.

Discussion around New Psychoactive Substances (NPS) at policy level has largely ignored the voice of consumers and industry. Both of these groups also want better outcomes and would prefer not to be made into criminals where once they hadn’t been. The industry does not want to see people harmed by products they purchase to enjoy. Consumers would like better information and better regulation, to stamp out irresponsible retailers or wholesalers and encourage a better market overall.

Philip Jenkins’ 1999 book, *Synthetic Panics: The Symbolic Politics of Designer Drugs* traces America’s long history of drug panics and the many social problems that have been blamed on whichever substance is in the spotlight. Jenkins’ book illuminates the often shrouded reality of these drug panics, including the role that mass-media has in spreading this hysteria. The reporting of the many apparent problems associated with a drug often reflect public concerns around social and cultural issues, rather than the

actual physiological threats the drug may have.

Over the years we have seen many lurid accounts of people going mad on new drugs, going all the way back to the Reefer Madness days in the 1930’s and earlier panics surrounding race and drug use.

Professor Desmond Manderson of the Australian National University drew a parallel between the crime of drug possession and the sin of being possessed. Manderson argues that the inquisition of the 16th century, which lead to the murder of anywhere between tens of thousands and millions of (mostly) women, shares a common logic with the drug laws.

“The idea of devils appropriating the bodies of women was an extraordinarily powerful technology. In the first place, women could be destroyed in the guise of a cure. We are not doing this to human beings, said the Inquisition; we are doing this only to the demons that have corrupted them. Secondly, all challenges to established authority could be quelled while simultaneously denying that any such challenge ever existed. Human beings are not resisting or arguing with us, said the Inquisition; the Devil made them do it and their continuing resistance is proof of it. The attribution of all activity to the Devil and his subjects literally pacified – rendered passive – any challenge to the authority of the Church and the male order.”



Possessed: Drug Policy, Witchcraft and Belief, Desmond Manderson, ANU College of Law; ANU College of Arts and Social Sciences; McGill University - Faculty of Law 2005

Compare this to the crime of possessing a drug, where no harm has been caused to anyone, yet there is an idea that merely possessing a drug represents a danger. The message is that if you take that drug, then you too could turn into a mindless zombie, possessed by the sinister spirit of the drug.

Media reporting around 'synthetic cannabis' and other 'synthetic' drugs in Australia over the past six years has taken much the same direction. This focus has led many well-intentioned politicians to support prohibition of these substances, despite prohibition failing to reduce harms or stop the trade of the substance.

Laws are passed which are apparently intended to protect the public from the harms of drugs, despite growing calls from the experts to look at alternative policy options. Prohibition doesn't stop the trade of drugs, instead it leads to the creation of black markets that operate more like a free market than a carefully regulated one. Significant criminal activity is required to maintain the markets, including the use of violence and other crimes against the person.

There is no intrinsic reason why governments should prohibit psychoactive substances. Many are already available to the public and though they still carry a range of risks, many of these can be more sensibly managed. Professor David Nutt, former chief drugs adviser to the British government published a study which scored the harms of different drugs by a variety of measures, looking at both the user and wider society. Alcohol scored top of the list, while completely prohibited substances such as LSD and MDMA ranked as some of the least harmful. Professor Nutt's study shows that evidence relating to the proportional harms of different drugs is not the true focus of prohibition.

Matt Bowden is a New Zealand man who has come to be known as the 'Godfather of legal highs'. In the early 2000's, his company produced a drug called BZP which was unscheduled in New Zealand and made available through various retailers. BZP proved immensely popular in New Zealand and Matt Bowden did not shy away from discussing this controversial emerging market with politicians and the media. The fundamental thing that Matt Bowden understood is that there is a demand for psychoactive substances inherent in humanity. There are more and less harmful substances out there and Matt Bowden's intention was to create a substance that is safer

than others while still giving people the experience they desire.

Rather than look into the evidence of the efficacy of prohibition in protecting the public, or the need to prohibit something in the first place, we have policy that is largely written by politicians reacting to a small but vocal public movement, often driven by mass media. Earlier this year, the UK introduced a blanket ban intended to stop the supply of all NPS by creating broad legislation which means that anything with a 'psychoactive effect' is immediately prohibited, unless exempted under the legislation (alcohol, caffeine, nicotine, pharmaceuticals, etc). The UK's legislation mirrors legislation introduced into Ireland in 2010, NSW in 2013 and WA in 2015. There have been almost no prosecutions carried out anywhere with this legislation. The policy has been widely ridiculed by experts who note both the difficulty in prosecuting people and the lack of consistency in the legislation. There was also some mockery in the UK toward the fact that the legislation was largely promoted by a small number of British tabloids. One might like to speculate on the link between tabloid-driven policy here in Australia and over in the UK, especially considering the majority of tabloids are owned by the controversial Murdoch media empire.

The annual ADULTEX Awards were presented at the Pipedream and We-Vibe Haunted Party. This spectacular themed party featured a live band, Dj and roving performers. This year's awards were presented by Sexologist and author Dr. Nikki Goldstein.

Winner of "Services to the Industry" was Alexander Giebel from Pjur. Alexander is the CEO and founder of pjur, headquartered in Wasserbillig, Luxembourg. The pjur group has become an international company whose products are sold in over 60 countries across 5 continents. *"Alexander is a well deserved winner and has been an integral part of business with Calvista for the last 15 years. We look forward to further growing our partnership for many years to come"* said Roger Sheldon-Collins, General Manager.

"Alexander is a well deserved winner and has been an integral part of business with Calvista for the last 15 years."



Services To The Industry
Pjur - Alexander Giebel

"It is an honor to me to receive this year's ADULTEX award for "Services to the Industry" from Calvista. Over the many years that I have been involved in this industry, I have met so many amazing people who I have thoroughly enjoyed working with. I am grateful to every single person, for all the wonderful collaborations and the close-knit team spirit that makes this industry so unique! I have always had a special relationship to Australia. This year, we celebrate 15 years of pjur partnership with Calvista – a wonderful time and a very successful one as well. For us at pjur, it is very important that we can rely on our partners around the world who have the best knowledge of their countries, culture and clients. That is why we are so happy with having Calvista at our side. It only remains for me to say a big and heartfelt 'thank you' for everything that you have done. I look forward to my next trip to your beautiful country meeting you wonderful guys!"



Best Product Packaging
b-Vibe

Nominees
Blewit!
SHOTS - VIVE



Mia Maxx

Most Innovative Product
Mia Maxx

Nominees
womanizer Pro
b-Vibe Rimming



Most Innovative Male Product
Electrastim - Jack Socket

Nominees
Blewit
Rocks Off - Rise



Best Couples Product
Rocks Off - Feranti
Couples Fun

Nominees
Kama Sutra - Pure Heart Kit
We-Vibe - Passionate Play
Collection Black

R D W I N N E R S



Best Novelty/Game Product
KHEPER GAMES - Sex Toy Seductions

Nominees
Pipedream - Dicky Selfie Stick
SCREAMING O - OBOB



Most Innovative Female Product
We-Vibe Nova

Nominees
womanizer Pro
BMS - Swan Wand



Best Fetish/Alternate Product Range
Calexotics - Scandal

Nominees
Pipedream - Icicles Gold
Electrastim



Best Product Range
Anal Fantasy-Pipedream

Nominees
Bodywand
The Rabbit Company



Best POS
Rabbit Company

Nominees
Blewit!
Inspire by Calexotics



Best Lubrication/Lotion Product Range
pjur

Nominees
System Jo
Wet Stuff



Best LGBT Product or Range
Oxballs

Nominees
SHOTS - SONO
XR Brands - Tom of Finland



Best New Product Range
SHOTS - VIVE

Nominees
Doc Johnson - Platinum Tru
NS Novelties - Lux



Manufacturer of the Year
Doc Johnson

Nominees
Calexotics
Pipedream



Best New Product
womanizer Pro

Nominees
We-Vibe Nova
SHOTS - VIVE Shiatsu



A Note from the General Manager

By Rachel Payne

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

This quote of Margaret Mead often enters my thoughts when I am considering the challenges and triumphs faced by the adult industry, including the barriers that are directed towards something as innate as sex, and the industry that supports and enhances it. Whether legal, social, moral or ethical – they all contribute to having an effect on the adult industry.

The reactions I receive in bringing our industry into the forefront of conversation, and relativity amongst the many industries that make up our modern lives, emphasises this point. How can toys that many adults use for pleasure really be that taboo? Most people are very interested, while others dismiss it. I do believe that there is a sense of acknowledgement that the 'community' that makes up the adult industry is very much chipping away at making a difference. The industry is demanding acceptance on a public perception level, motivating the acknowledgement and legitimacy it deserves.

The ABC's Nicola Harrison recently published an article relating to the changing nature of the adult store; from back alley way entries for men in trench-coats to destination stores that women frequent in bus-loads as part of a shopping expedition. Furthermore, leading industry researcher Professor Paul Maginn emphasises that the "ever-growing presence of adult retailing in Australia would seem to suggest an increased sense of interest and participation in sexual adventure and liberation". That is, the rising interest in the adult retail sector is a clear indicator of Australia's changing attitude towards sexuality.

We are also seeing a shift in where these adult stores are located, moving away from the somewhat peripheral locations of the inner city and into the suburbs. As the ABC article highlights, not only have we seen an increase in the amount of adult stores over the last decade, and an expansion into suburbia, we have seen adult retail stores become more visible.

The changing nature of adult retail stores described in these articles, from their visibility to the clientele base, is a clear

indicator that the demographics are changing, along with the acceptance and normalisation of sexuality and pleasure. Technology has also paved the way for more openness and discussion around not only sexual pleasure but also sexual health. Products are evolving, retailers are becoming more informed and in turn offering customers more personalised and specialised advice on products and services. Conversations within the adult retail sector are about sexual health, pleasure and relationships, with product knowledge and information-sharing becoming a predominant part of trading.

So it is evident that the adult retail and entertainment 'community' is responding to the Australian public's needs and wants, and embracing this change of demographic and demand. However, let it be clear that for the adult industry, change has only evolved on a social level - the government is still lagging with its acceptance of the adult retail and entertainment industries.

This is all relative when you consider the economic and social contributions of the adult industry, compared to the lack of service provision and concessions the

industry receives from the government and other institutions such as banks. On the contrary, the majority of traders involved in legitimate, ethical and legal businesses within the adult retail sector are blatantly discriminated against.

The adult industry has been shut out of the government's innovation and job creation schemes because the definition of adult retailers falls under the banner of 'sex industry' and is thus blanket banned, rather than acknowledging that the definition itself needs to change, and reflect the actual skills and job title of those applying for such subsidies.

Furthermore, the flat out refusal of loans by financial institutions, merchant facility fees going through the roof under the guise of being 'high-risk business' or the lack of willingness to understand that these businesses are just trying to operate appropriately demonstrates that banks have jumped on the band-wagon of discriminating against an industry that they describe as 'a moral risk'.

Both the government and the financial sector fail to acknowledge the contributions the adult industry makes economically; in sales, taxes, revenue and job creation. Adult traders are

legal, tax-paying businesses, with the adult retail and entertainment industry employing roughly 20,000 Australian workers. The industry also boasts the biggest trade show in the country, Sexpo - which is clear indicator of the powerhouse that is the adult retail industry with over 200,000 consumers attending this sexuality and lifestyle event annually.

It is very difficult to operate a business properly and professionally if you cannot get access to financial service provisions or employment assistance and wage subsidies from government departments. Most importantly, it is incredibly unfair!

In moving forward, the Eros Association is going to invest in bringing economic research to the forefront of this debate. By highlighting the contribution this industry brings to the Australian economy, we will be pushing for a change in definitions of the industry, and for the government to accept that the industry as a whole is reputable and viable. Our industry should not be denied access to the job creation schemes, wage subsidies and appropriate financial provisions. This ultimately should be a right not a privilege !

“
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that a small group
of thoughtful,
committed
citizens can
change the world;
indeed, it's the
only thing that
ever has.*”



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The Eros Association

Founded in 1992, the Eros Association is Australia's longest serving adults-only industry association. Eros is an incorporated, not-for-profit membership-based organisation.

Eros' core focus is ensuring its members' success through a combination of representation, education, liaison, advocacy and service provision.

The Eros Association is the first port of call for many adults-only businesses that required assistance, referrals or advice

Australia's Adults-only Industry

The Australian adults-only industry is a growing force, expanding to a broader market of customers with a greater diversity of products. The modern Australian adults-only industry is a contemporary landscape of superstores, emporiums, industry suppliers, and web stores. Our members include adult retail stores, wholesalers and distributors, tobacconists, herbal shops, adult entertainment, tattoo parlours, body piercers and adult film producers.

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and advocacy
for australia's
adults-only industry

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Email: rachel@eros.org.au

eros the **adults only**
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Membership Benefits



- **Legislative** | a range of laws affect the adults-only industry, varying between local, state and federal jurisdictions. Eros staff can provide general advice about current laws as well as update members when changes in legislation occurs.



- **Customs** | customs issues are a stalling point for many adult businesses. The Eros approved protocol ensures that Eros Members take necessary steps to minimise the possibility of objectionable material being imported.



- **Media relations** | advice to members on how to deal with negative media, assistance with media releases and media liaison.



- **Eros member directory** | an online directory of Eros members available to the public.



- **Eros holographic sticker program** | for approved products that are compliant with legislation and the Eros Code of Practice.



- **Affiliate Partners** | access to a range of allied industry partners.



- **Industrial relations** | complimentary industrial relations advice provided by the IR Group.



- **Advocacy** | Eros provides liaison services between members and local, state and federal governments, including preparing submissions and lobbying for changes to policy and law reform.



- **Members only** | access to member's only articles on the Eros website, discounted rates on advertising in the Eros Industry Journal, discounted tickets to Annual Industry Conference, and Education and Networking Events

regulation
referrals
recognition



Sexy Cosplay to take Centre Stage at SEXPO Melbourne 2016

From May 12-15, Sydney hosted the inaugural SEXPO® Sexy Cosplay Competition which drew national and international attention. Described as offering Cosplayers who like a certain risqué nature to their costumes, SEXPO® Sydney delivered in spades.

Such was the success of the competition in Sydney, SEXPO® organisers have announced that Melbourne will also host their own version of the competition. SEXPO® Melbourne, scheduled for November 24-27 at the Melbourne Convention & Exhibition Centre, will host three heats of 10 contestants, with the grand final being held on Sunday November 27 at 5.00 PM on the SEXPO® main stage.

Original architect behind the competition and SEXPO® Event Manager Bentleigh Gibson said "...with the terrific support of the Cosplay community, media, participants and audience in Sydney, how could we not give the Melbourne Cosplay community a chance to participate as well? Since the Sydney show, we have been inundated with requests for a Melbourne version, we are simply responding to the demands of our audience."

Once again on offer will be the largest cash prize in Australian Cosplay history, according to *kotaku.com.au*. Not only will each heat contestant take home a prize bag valued at \$250, each heat winner will receive a further \$500 in cash. The grand final winner will pocket an

additional \$1500 cash, plus receive return airfares, accommodation and transfers to the next SEXPO® in Australia.

Meanwhile, on the other side of the Indian Ocean, SEXPO® South Africa will also be hosting a Sexy Cosplay Competition. According to the SEXPO® South Africa Event MD Sean Newman "...after the hype created around the Australian show we have been inundated with requests for the same to be held out here in South Africa. As proud members of the SEXPO® group we are pleased to announce that we will be holding a competition based on the one held in Australia at our show in October. We feel it is a great new element to an already fabulous concept and couldn't be happier to carry the flag on this side of the world."

Unsuccessful applicants to the Melbourne heats will receive a complimentary general admission to SEXPO®, simply for applying (as long as they come to SEXPO® in their Cosplay). Interested applicants should go to www.sexpo.com.au/attractions/sexpocosplay for more information about the competition and how to enter.

Instagram: [sexpoaustralia](https://www.instagram.com/sexpoaustralia)
Facebook: [australia.sexpo](https://www.facebook.com/australia.sexpo)
Twitter: [@SexpoAustralia](https://twitter.com/SexpoAustralia)

Media enquiries: Bentleigh Gibson
bentleigh@sexpo.com.au
P: + 61 3 9639 3104

What is Cosplay?

Japanese anime (cartoons) and manga (comics) have been popular in Australia since the late 1990s. In early 2000 Eros got involved in a legal case where a young man was busted at Customs for bringing manga comics into Australia with the Sailor Moon theme and other perfectly legal depictions in Japan. Australian Customs alleged that the cartoon illustrations showed minors having sex with demons and dragons and were therefore a form of child sexual abuse material. But they failed to understand Japanese culture. In 2006, aficionados of manga and a style of dress in Japan called 'harajuku' paraded outside Parliament House where Eros and other groups were protesting the federal government's plans to ban some of this style of dress known as 'lolita harajuku'. Events like these were the first tentative steps to what is now known as Cosplay. Its Japanese in origin without a doubt.

Interest in Cosplay is now at record levels with well over 25 anime and popular culture conventions held throughout the country over the last few years. Cosplayers pay special attention not only to the costume they wear – including detailed makeup and elaborate wigs or hair styles – but to a character's signature pose or way of speaking.

However Sexpo is the first to bring this new art into the sexual/erotic arena and it looks to be going ahead in leaps and bounds.



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Sexpo Information

In spite of its catchy name, SEXPO® is not just an exhibition about sex...it is about health, education, sexuality and adult lifestyles.

Exhibitor stands include (but are not limited to) aviation, wine tasting, marine sports, electronic home entertainment systems, holiday resorts, spa pools, hair and make-up artists, physical fitness equipment, chiropractors, photographers and more. And, of course, the event still promotes the kind of products and services that one would expect to find at an exhibition called SEXPO®

Apart from the exhibitor stands, there is a stage with rock concert lighting

and audio which is the backdrop for a variety of entertaining performances. Popular international celebrities and stage acts include the world famous 'penile artist' Pricasso (who uses his penis as a brush to paint surprisingly good portraits – really!), as well as numerous local and international adult stars. There will also be hilarious crowd participation shows, fashion parades, pole-dancing classes and free giveaways.

Since its debut in 1996, SEXPO® has now attracted over two and a half million visitors!

SEXPO® was founded in Australia in 1996 originally as a forum to allow women and couples to experience all the adult industry has to offer, in a safe

and friendly environment. In 2006 the first international licensing agreement was signed and the inaugural South African event held in 2007.

An instant success, these events produced several million Aussie dollars worth of income over three years before being on-sold by the South African licensee for more than AU\$2,000,000 in 2010. It continues to expand under the new licensee.

SEXPO® was exported to London in 2015 to rave reviews.

We specifically invite people who have never been to SEXPO®, thinking it is just a big "sex show", to come along and be pleasantly surprised by the fun and relaxed atmosphere.

France's Prostitution Ban is a Sign of a Deep Historical Shift in French politics



By Jerry Barnett - UK adult industry writer and editor of the well known Euro blog, Sex and Censorship.

A few months ago, France adopted the "Nordic Model" for attacking the sex trade, making it illegal to buy sex. As ever, supporters of the attack denied that prostitution was being outlawed - for example, in response to my tweet on the news, I received this:

@PornPanic France is not banning prostitution actually quite the contrary. We are banning the buying of sex and de-criminalising prostitutes

- Stephanie Lamy (@WCM_JustSocial)
April 6, 2016

But it takes a truly Orwellian mindset to believe that one can outlaw the buying of a service without hurting those who sell it. This is, of course, designed to hurt sex workers. The bigotry of the anti-prostitution movement is there for all to see. Sex workers are not divided on this: they are clear, whenever they are listened to, that sex work must be entirely decriminalised. Impartial observers - such as Amnesty International, who recently adopted a policy of decriminalisation - have not found this a tricky, two-sided argument. It is well known that criminalising any aspect of the trade clearly harms sex workers.

So let us not treat prohibitionists as misguided people who care, any more than we should waste breath over whether it is right or wrong to lynch black people or gas Jews. Anti-prostitution campaigners are bigots, plain and simple. They seek to attack what they hate and fear. And this bigotry born of fear and loathing, that is rising in France, is part of a far bigger historical shift. France is sinking back into fascism.

What is disconcerting is that, unlike last time around, the driving force of French fascism is the political left. A few days ago, for example, French Socialist government minister Laurence Rossignol said that women who wore veils were like "negroes who supported

slavery". The anti-veil law was presented with a thin progressive veneer, using 'secularism' as an excuse. But France's secularism is not the religious freedom of the Enlightenment. It is an opportunity to viciously abuse minorities.

And as the sex work commentator Laura Agustín wrote on Facebook yesterday, this anti-prostitution law, too, is rooted in France's deep racism: "In France where more than half those who sell sex are migrants the law is overtly anti-migration. The message is if you want to do this - Leave." France has always been one of the worst places in Europe to be an immigrant. Now the French war on immigrants is getting vicious, and the left is at the forefront of it. The job of far-right leader Marine Le Pen is done: who needs the far-right when fascism is just as comfortably at home on the left?

The collapse of the progressive left is not just a French thing. It is no coincidence that, in the UK, a Labour-led parliamentary inquiry is also trying to ban prostitution. Open anti-sex attitudes, and veiled racist attitudes are now commonplace on the political left everywhere: the recent attack on a student wearing dreadlocks - simply because the student was white - shows the rot is there on the American left too.

As someone who once felt at home on the left, this change in the political landscape is disconcerting. The left's shift towards fascist attitudes forms the heart of my new book, Porn Panic! Liberal values of equality, liberty and reason are collapsing across the political spectrum. France's prostitution ban, and that of the veil represent dark clouds rising over the western world.



Porn, Censorship, and the Rise of a New Form of Fascism

Jerry Barnett is the founder of the Sex & Censorship campaign in the UK. In many ways he runs an organisation that does similar work to Eros in Australia and the Free Speech Coalition in the US. Over the last decade there has been an undeniable shift in the way European governments have viewed the whole of the sex industry. After legalising X rated films in the early 2000s, successive UK governments have attempted to claw back on what sort of sexual material can be legally sold. But unlike the conservative campaigns of Margaret Thatcher, Ronald Reagan and John Howard, this new wave of censorious legislation is coming from the left and not from the right.

The prosecution of the clients of sex workers in Scandinavia under the misleading 'Nordic model' label has now spread to other countries with France being the latest to fall. There are now serious stirrings in the UK to adopt this model even though Amnesty International has laid all the best evidence for full legalisation on the table for all to see. So what does this say about where the new moral panic is originating from?

Porn Panic! charts the rise of a new anti-sex, pro-censorship movement. Unlike the old morality movements, this one is focused on the left of politics. Using the language of the old, liberal left - especially the feminist movement - the new conservatives have set out to rein in pornography, erotica, and free speech in general.

This book is a must read for all students of the adults-only industry in Australia because it is starting to happen here as well!

Individual copies available from
Booktopia.com.au

Wholesale enquiries for adult shops:
[Jerry Barnett jerry.barnett@gmail.com](mailto:jerry.barnett@gmail.com)



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Porndemonium

I am part of several online groups for sex professionals, which are a great source of inspiration and also discussion. Recently, a discussion erupted into a slagging match in which one member criticised some of the senior educators in our global community for not doing 'enough' about the 'crisis'. Crisis? I thought. What crisis were they referring to exactly? The crisis that leaves people feeling ashamed of their sexuality? The crisis that is the appalling state of sex education globally? The crisis that leaves people feeling broken or damaged if they find themselves enjoying porn? The crisis that means we still regard sex as a taboo topic on social media, but acts of violence and animal abuse are OK? Is that the crisis they were referring to?

No.

Apparently the crisis they were referring to is the one that we as sex therapists and sex educators don't all agree that all porn is bad. That all teens are being led astray by porn, (because they are

stupid... or because they often don't get proper sex education?). That young boys are monsters and girls are victims with no interest in sex for their own pleasure: that otherwise powerful, well-balanced men are suffering because they are incapable of knowing the difference between reality and fantasy: and that porn is to blame for compulsive (sexual) behaviour and destroying relationships (unlike smartphones, social media and the Internet which have never contributed to breakdowns in communication between loved ones...apparently).

The truth is, compulsive behaviour is a thing, and compulsive behaviour around sex and porn is also a thing. But compulsive behaviour is a thing also associated with sugar, cleanliness, food, smells and just about anything else that affects us as humans. Compulsive behaviour is seen in humans and in animals and can stem from a variety of sources, most often responses to stress and anxiety. In fact, compulsive

behaviour in many guises has been around a long time, well before the rise of internet porn. Just ask Lady Macbeth and Van Gogh.

While I agree that there is some porn around these days that is truly awful, and some people struggle in their relationship with it, I also see a lot of TV shows, music, films and blogs which are truly awful, that wield extraordinary influence on the lives of many, yet this is rightly not referred to as a 'crisis'. It's just considered garbage. Like crap porn, this too is garbage.

A crisis on the other hand is huge. Poverty. Racism. Sexism. Corruption. These are serious crises with large NGOs and global movements drawing attention to their needs. Porn and its rise is not a crisis. Porn is a response. Beyond that, smart porn (ethical, feminist, diverse and even mainstream that depicts equality, pleasure and consent) is a response to not only such crises, but to our inability to address the elephant in the room





by Cyndi Darnell

that is our sexuality. Smart porn is a way of expressing that which cannot be expressed in words. And this is what makes it powerful and necessary. Sex, intimacy and their associated complexities are not a crisis, but how we disregard that part of ourselves is. But there are no NGOs for bad sex because sex taps into our core, the parts of ourselves that leave us feeling uncomfortable at times – a vulnerability we would prefer would just go away. We so rarely get to see these parts of ourselves reflected back to us, but all porn addresses that need. The good, the bad and the ugly. This is, in my opinion, why it's so popular and making up over 25% of all internet searches (Perrin et al. 2008). Smart porn is one medium that is picking up the slack and making sex publicly accessible and a powerful

initiator of conversation and therefore change.

As consumers, the public and sexuality professionals, we do not have to agree about how we like our porn, if we like it at all. But what we do have to accept, is porn is not going away. For those who don't like it, don't watch it. And for those who do, let's strive to talk about it more, to make it better, and to see versions of ourselves we would like to see celebrated.

If you are struggling with porn consumption, compulsive behaviour and feel shame about expressing sex and pleasure, get in touch with me for a private therapeutic consultation face-to-face or via Skype.

References:

Perrin, P. C., H. N. Madanat, M. D. Barnes, A. Carolan, R. B. Clark, N. Ivins, S. R. Tuttle, H. A. Vogeler, and P. N. Williams. 2008. "Health Education's Role in Framing Pornography as a Public Health Issue: Local and National Strategies with International Implications." *Promotion and Education* 15 (1): 11–18. doi:10.1177/1025382307088093.

“ Apparently the crisis they were referring to is the one that we as sex therapists and sex educators don't all agree with, that all porn is bad. That all teens are being led astray by porn, (because they are stupid... or because they often don't get proper sex education?) That young boys are monsters and girls are victims with no interest in sex for their own pleasure... ”

Why Adult Retailers Should be Stocking Australian Adult Sex Education Materials

The Atlas of Erotic Anatomy & Arousal is an online video education series for adults designed to give you all the info you should have received at school about sex and pleasure, but most likely never did.

The truth is most of us didn't get a decent sex education, so most of us struggle with sex, pleasure and erotic expression in many ways. Week in and week out we see the impact of what this does to people from all sectors of the community.

The Atlas addresses the topics people want to know about;

- from erections to large labia
- from orgasms to the majesty of the clitoris
- from squirting to pain free anal sex
- and the secrets of being a better lover

It's all here for you in 4 downloadable video modules (plus a 5th online bonus) to watch in your own home.

Mature, informative, accurate and relevant to your erotic needs, this is online sex education that changes lives! The more you know, the more power you have to take control of your erotic wellbeing and create a sex life that is as fulfilling as it is exciting.

Orders: <http://cyndidarnell.com/atlas-of-erotic-anatomy-arousal/>



Adult Products

Research Finds Sexiest

Electorates in Australia

During the recent federal election a major research project by Lovehoney.com.au was completed that shook the foundations of the political landscape. Well, it caused them to vibrate a bit anyway. In a world first research project, Lovehoney.com.au partnered with Assoc. Prof. Paul Maginn (University of Western Australia) to analyse and map the geographical distribution of over \$10m in sales of adult product since the last election. By mapping this data at the federal electorate level the study created an “Oz Dildex Poll Rating”.

The “Oz Dildex” ranks the overall value and volume of sales of adult products by each electorate in order to identify the broad spatial patterns of sexual consumerism across Australia. This

created a league table of Australia’s sexiest electorates.

Its not unlike the survey of 1995 when Eros crunched X rated video buyers into federal electorates and sent the results back to the politicians. Many of them were surprised by how much porn was being consumed by their electorate. The top X rated buying electorate in Australia was Arch Bevis’ seat of Brisbane, which makes sense when you see that the most vibrators were sold in the inner city seats of Sydney and Melbourne. Arch had fully 11% of his electorate on the X rated mailing lists held by John Lark, Gerry Hercus, Ken Hill and Rick Vermunt in the ACT. The average percentage of each electorate that were buying X rated films back then was 7.5%. When you

consider that many electorates swing on less than 5% these figures caused alarm in some political areas.

In the ‘Top 20’ sexiest electorates many of the doyens of Australian politics were represented including the Deputy Opposition Leader, Tanya Plibersek and member for Sydney. Her electorate dominated the Oz Dildex in terms of both the overall value and volume of sales. The Honourable member for Sydney also took out the prize for highest average spend per voter. Second was the Vic seat of Melbourne, held by The Green’s Adam Bandt and third was the WA seat of Durack held by the Liberals Melissa Price.

Dildex Ranking	Party	Member	Electorate	Margin	Ave \$sales per voter #
1	Labor	Hon Tanya Plibersek	Sydney	12.9	\$2.21
2	Greens	Hon Adam Bandt	Melbourne	5.3	\$1.77
3	Liberal/LNP	Hon Melissa Price	Durack	15.2	\$1.46
4	Labor	Hon Michael Danby	Melbourne Ports	3.6	\$1.35
5	Liberal/LNP	Hon Trevor Evans	Brisbane	4.3	\$1.30
6	Labor	Hon Alannah MacTiernan	Perth	2.2	\$1.20
7	Labor	Hon Gary Gray	Brand	3.7	\$1.13
8	Liberal/LNP	Hon Christian Porter	Pearce	9.3	\$1.12
9	Liberal/LNP	Hon Trent Zimmerman	North Sydney	15.7	\$1.10
10	Liberal/LNP	Hon Natasha Griggs	Solomon	1.4	\$1.10
11	Liberal/LNP	Hon Steve Irons	Swan	7.3	\$1.10
12	Labor	Hon Kate Ellis	Adelaide	4.0	\$1.10
13	Labor	Hon Anthony Albanese	Grayndler	18.8	\$1.06
14	Labor	Hon Terri Butler	Griffith	3.0	\$1.03
15	Liberal/LNP	Hon Malcolm Turnbull	Wentworth	18.9	\$1.02
16	Liberal/LNP	Hon Jane Prentice	Ryan	8.5	\$1.00
17	Liberal/LNP	Hon Ken O’Dowd	Flynn	6.5	\$0.99
18	Liberal/LNP	Hon Kelly O’Dwyer	Higgins	9.9	\$0.94
19	Labor	Hon Matt Thistlethwaite	Kingsford Smith	2.7	\$0.93
20	Labor	Hon Melissa Parke	Fremantle	5.4	\$0.92



Tania Plibersek



Adam Bandt



Melissa Price



Michael Danby



Trevor Evans



Alannah MacTiernan



Gary Gray



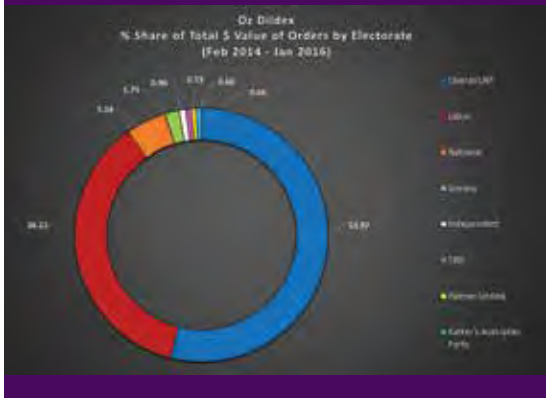
Christian Porter

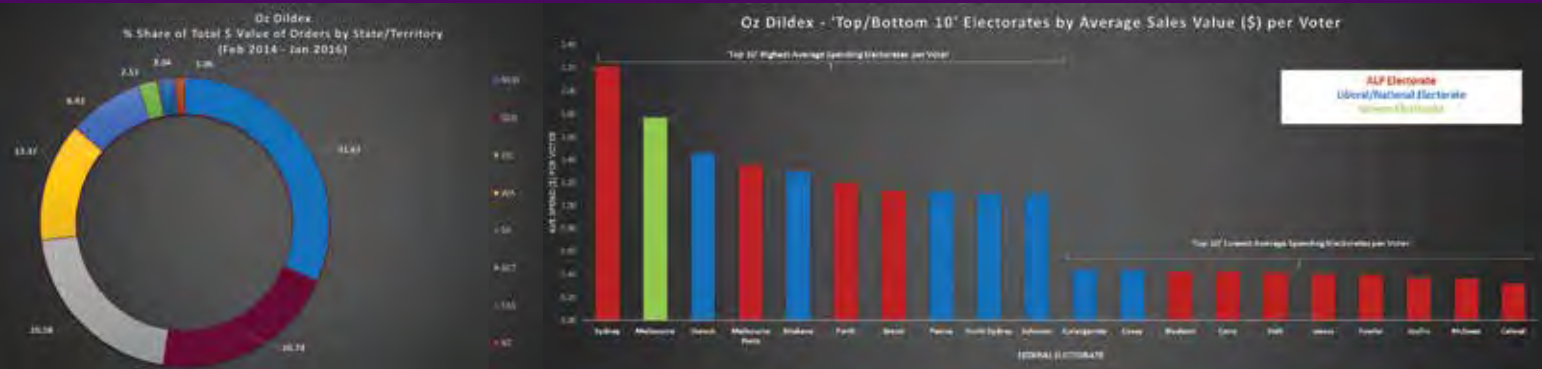


Trent Zimmerman



Natasha Griggs





As with the election race more broadly, the political make-up of 'top 20' electorates by was a tight contest. The ALP held nine places overall with five of these held by female polities. In comparison, 5 of the 10 electorates held by the Coalition were represented by female MPs.

"Adult products are about fun, enjoyment and enhancing sexual health and lifestyles and I think the Prime Minister and Opposition leader have some interesting bed-time reading with these statistics. The election campaign dragged on for weeks and there's a need to put some buzz into politics. With many of the top 20 sexiest electorates being marginal seats, the leaders could be very progressive and consider the sexual wellbeing of their voters!" says Rob Godwin Director of Lovehoney.com.au. "happy sexy voters = loyal voters!"

In terms of the rank order of overall sales value, the Prime Minister's electorate,

Wentworth, came in at a respectable 15th. In comparison, Bill Shorten's electorate of Maribyrnong came in at a very disappointing 131st!

Dr. Maginn said "Adult retailing is big business in terms of sales and revenue. The growth in the adult retail sector, especially online stores, plus the consumption of sex toys, lingerie and fetish-related products is a useful indicator not only of the state of our sexual consumerism but also our sexual citizenship. The data from Lovehoney.com.au basically shows that adult products are being purchased by people across urban, suburban and regional Australia".

"I think what we are seeing here is the economic, social and cultural mainstreaming of adult retailing and sex toys. We are becoming more sexually curious and adventurous. This will invariably raise policy questions in relation to adult retailing, sexuality and

commercial forms of consensual sex", Dr Maginn said.

Lovehoney's top selling products in this nationwide survey were;

- 1 Happy Rabbit 2 G-Spot USB Rechargeable Rabbit Vibrator
- 2 Womanizer Rechargeable Clitoral Stimulator
- 3 Lovehoney Jessica Rabbit 10 Function Rabbit Vibrator
- 4 Lovehoney Magic Wand
- 5 Tracey Cox Supersex USB Rechargeable Rabbit Vibrator
- 6 Fifty Shades of Grey Greedy Girl G-Spot Rabbit Vibrator
- 7 Doxy Wand
- 8 We-Vibe 4 Plus Couples Vibrator
- 9 Tracey Cox Supersex Bullet Vibrator
- 10 Lovehoney Enjoy Water-Based Lube 100ml

Lovehoney

Founded in 2002, Lovehoney is a multi award winning manufacturer and distributor of pleasure products. Its focus on exceptional customer service, product innovation, and creative marketing has placed them at the forefront of developments in the sexual wellbeing market. In 2012, Lovehoney landed the exclusive rights to create pleasure products based on the best selling erotic trilogy 'Fifty Shades of Grey'. Developed with author E L James, 'Fifty Shades of Grey - The Official Pleasure Collection' has sold over 2 million units to date. Lovehoney has over 200 staff, with offices in the UK, US, Australia and Hong Kong.

Lovehoney has been ranked at number 51 in the seventh annual Sunday Times HSBC International Track 200. The Sunday Times HSBC International Track 200 ranks Britain's mid-market private companies with the fastest-growing international sales, measured

over the last two years of available accounts. Lovehoney is ranked at number 51 nationally and number 6 for the South West region after overseas sales grew 60% pa to £12.1m over the last two years

In July the owners of Lovehoney Neal Slateford and Richard Longhurst received The Queen's Award for Enterprise in International Trade for outstanding growth in overseas markets. The Queen's award, described as 'the highest accolade for business success' will mean all Lovehoney products will carry the royal crest for the next 5 years. Due to the resounding success of the Australian marketplace, Lovehoney opens its first Australian distribution centre on July 4th in Eagle Farm QLD.

www.lovehoney.com.au
www.lovehoneygroup.com

Assoc Prof. Paul Maginn

Assoc. Prof. Paul J. Maginn is a geographer-planner and Program Co-ordinator for the Masters in Urban and Regional Planning at The University of Western Australia. He is the co-editor/ contributor of (Sub)Urban Sexscapes: Geographies and Regulation of the Sex Industry (Routledge, 2015) which recently won the Planning Institute of Australia's National Award for Excellence in Cutting Edge Research and Teaching. The idea for this research project was initiated by Dr Maginn as part of his ongoing academic research into various aspects of the 'sex industry'.

Contact
 0421 545 190
paul.maginn@uwa.edu.au



Eva Sless is an Australian writer who specialises in sex with a focus on education and pleasure. For over fifteen years her words, thoughts, and insights into the amazing world of sex and sexuality have been educating and entertaining audiences from around the world. She is currently the resident sexpert at adultmatchmaker.com.au and will be releasing a sex and pleasure education book for young women titled "A Girl's Guide to Getting Off, and other things you won't learn in high school sex ed" by the end of 2016.

From sex toy reviews and personal anecdotes to researched advice and education for women in publications throughout Australia, including Penthouse, People, Mother and Baby magazine and Birdee Magazine, Eva is often referred to as the Indiana Jones of sex: Wild and exploratory and a little bit silly... With a classroom element.

The Womanizer

The first thing I noticed about this toy was the fact that it doesn't look like any vibrator I've ever come across before. The only way to describe what it looks like is to compare it to those lights doctors use to check your ears, albeit one that Barbie has got to with her Bedazzler and trusty "what chicks like" handbook.

It comes in a variety of pretty colours and patterns, incorporating pinks and blues and leopard print and even Swarovski crystals on one of them. It has a super sturdy and discreet case to store it in (imagine a heavy duty, zippered sunglasses case), and comes with the handbook, a USB charger and a spare "tip".

The tip bit is like a little cap you place over your clitoris, and then, when the toy is on, it works with this sort of gently humming and sucking mechanism that stimulates the nerves and the area around the clitoris and thus brings you to orgasm.

This thing is deceptively strong. But in a totally different way! It's hard to really explain how, but I'll try it with one of my famous analogies. Have you ever had a mozzie bite that you can't itch directly because it kind of hurts, but if you itch around it, it feels better? This is kind of

like that, without the hurt. To every girl who has ever written me a letter asking me how they can get that super buzz feeling without the pressure or direct contact with an over-sensitive clitoris... This is for you. I was able to bring myself to orgasm every time I used it, and yes, even made myself have a couple of multiples as well.

It has six speed settings, but no rhythms or pulses and it's so easy to use with a little "on" button and a big jewelled button to push through the speeds. It's also pretty easy to clean too. The silicone tip is removable for easy cleaning and it comes with a spare just in case. The toy itself isn't waterproof so don't run it under water to clean it.

I will say, however, there are a few things I'm not loving about this toy.

Firstly the way it looks. This is just personal and of course everyone is different, but I just think it looks tacky. I'm not into bling or pink or things that look like they came from the Barbie Dreamhouse and this is all those things wrapped up in one.

Secondly I don't like the name. Not only because every time I read it I start singing Britney in my head, but because of the negative connotations around the word "womanizer".

The final thing I'm not a big fan of is the fact that once it's in place and sealed and the buzz is going you can't move it. If you do you break the seal and the intensity goes away. I felt a little bit stiff using it for the first few times and I really can't imagine using it as a clitoral stimulator during sex as there would be far too much concentration on keeping it in place and not enough on the actual enjoyment. But again, that's just me.

Quite a few people have mentioned the price to me, as it is one of the most expensive toys on the market right now and have asked if I think it's worth it. To that I say, for the right person, yes, for a number of reasons. The main one being the amazing ability it has to stimulate you quite vigorously without being vigorous itself. If you feel like you're too sensitive for direct clit stimulation, but really want to experience the tingling sensations of a good clitoral orgasm, then I definitely would suggest giving this one a go. Yes it's expensive, but I don't think it's a rip-off.

For its innovation, uniqueness and what I believe could be a revolution in more women learning how to pleasure themselves, I give this toy a 7/10. It loses points for tackiness and not being able to be taken into water.



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A classic rabbit shape meets powerful motors and silky smooth body-safe silicone in this multi-function experience that will keep users energised day and night. This rabbit features easy to use controls on a sturdy base with light-up indicators that add vibrant colours to the experience. Forget about fiddling around for batteries as the Bunny can be conveniently recharged at anytime with the USB cable provided.

Evolved Novelties' International Education Director Meghan Dunkel has been pleasantly surprised with the positive feedback she received for the Disco Bunny during her recent Australian visit, "Retailers loved the bright look, but also the high quality finish of the materials and functionality of the product. It's that attention to detail that makes it stand out from the rest of the market."

The Disco Bunny comes with an industry leading, 5-year warranty, is waterproof, phthalate free and latex free.

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Adult Industry Real Estate Buy of the Month

Melanie Bryan owns the Love & Lust Adult Shop in downtown Gosford (NSW). Only a stone's throw from the Central Coast Stadium, the shop has been independently owned and operated for 35 years. It's a go ahead area with a lot of potential to attract trade from the neighbouring towns of Toukley, Avoca Beach, Terrigal and even as far north as Wyong and Wyee. "A high percentage of our sales are repeat customers and/or referrals," said Melanie. "We also operate in house parties and maintain a well-designed web site."

Parking is easy and more than adequate at the rear of the building. Inside it is light and breezy with a wide range of products and a distinct accent on woman and couples. This shop ticks all the boxes

for someone looking to invest their superannuation into a business that is as solid as a pharmacy and way better than a newsagent. The shop is sold with its Eros membership which means prospective buyers have an independent source for clear and honest information about what to look for and current trends in the industry.

The shop is reluctantly being sold due to a death in the family.

Price range: \$70,000 - \$80,000 neg.
Includes stock.

Contact Melanie at
loveandlust@live.com.au,
phone (02) 4324 5569 or
contact Rachel at Eros.

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The Relationship Between Sex Toys and Porn

By Robbie Swan

This topic has been the subject of much soul searching and hand-wringing for adults-only retailers since the advent of 'sensuality' shops like Honey Birdette, Bras 'n Things and even Chemist Warehouse. The fact that these shops can set up in Westfield Plazas and the like, without having to jump through the hoops and pay the big money for an adult shop permit, has angered many in the industry. By the same token, there are now plenty of adult wholesalers who are selling to these same outlets and some retailers who claim that they offer an entry into adult retailing that means virgin newbies will start coming to adult shops a year after they first go into a Honey Birdette shop. In a survey of our members a couple of years ago, Eros found them equally divided on the issue.

The University of California (Berkeley) has hosted a major conference by the Society for the Advancement of Socio-Economics, called Moral Economies,

Economic Moralities, which should be of interest to all of us here.

Under the title of, *Economic Shifts, Moral Values, and Political Boundaries: The Symbolic Relationship Between Sex Toys and Pornography*, Shelly Ronen, from New York University and Lynn Comella, from the University of Nevada, discussed statements like those of Michael Guilfoyle from Sportsheets, that, 'Sex toys used to be an industry you avoided as an entrepreneur, but now it's no longer porn-associated, there's a new generation in the business'.

Their opening paper positions the conference thus:

The adult industry encompasses a variety of different sectors and forms of economic production, but "adult" material goods—setting aside services such as prostitution or stripping—fall largely into two groups: adult film, also referred to as "porn" or adult novelties,

or "sex toys." Companies across these two groups share the "adult" umbrella and its suggestion of the immoral and sometimes illegal (Harvey 2001). But despite their shared focus and intertwining histories, pornographers and sex toy manufacturers have independent symbolic and moral statuses. From the perspective of sex toy designers, the border with pornography is contested and changing. And what's more, manufacturers and retailers, two distinct groups of stakeholders in the novelty industry have different relationships to pornography.



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- > Rechargeable
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In the last edition of the Eros Journal we began a serialisation of a book by Eros consultant and writer, Robbie Swan. It was a catalogue of erotic art, craft and memorabilia that had been classified by the Australian Classification Board in 2014, amidst some controversy over the use of some usually banned images. Here we continue the excerpt with a look at some of the 'small erotic objects' that the Museum of Erotica collected.

The Most Explicit Book Ever Classified - Part 2

This catalogue is an attempt to outline the great sex and censorship issues of the last 20 years using the images of the Museum's collection. Sometimes this will mean using a 100-year-old copperplate etching to throw some light on a censorship issue on the Internet. Without historical perspective, debate falls into the fundamentalist's rigid stare. And proper debate means that the issues being debated are actually seen and not just talked about from an academic perspective. How many times have we seen politicians and public figures calling for bans on material that they have never seen but merely 'heard' about?

Where images have been taken from the public domain for comment and review, the Museum has tried to purchase the book or newspaper or TV program that

it was taken from. Email and websites pose a distinct problem in this area.

As well as being a record of the Museum's collection this catalogue may also serve as a reference book for students of censorship and classification. It will assist journalists and policy-makers when researching sexual themes. It will no doubt be called 'pornographic' by some who will be offended by some of the 'pornographic' images contained in it. However the purpose of this book is not to titillate the genitals but to stimulate the mind. The study of erotica and sexualised imagery will become one of the defining streams of social history for the remainder of this millennium so we better get used to it.





53





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From AVIA to Eros

A Short History of the Eros Association | Part 2

The Adult Video Industry Association's (AVIA) initial success in overturning the first proposed ban on X rated films in 1988, (see page 54, Issue #1, New Eros Journal), was essentially a battle to stop the Labor Caucus from simply deciding to delete the X classification from an ACT Ordinance. After that battle had been won, the industry popped the champagne corks and thought it would be all smooth sailing from then on. Little did anyone realise that what would follow would be 20 years of endless debate and legislation about the rights of the public to engage in sexually explicit media. It was a debate that should have been carried by civil libertarians, film critics and free speech groups. But they all dodged it, believing that sexual free speech was intrinsically inferior to political or other types of free speech. The right to watch an X rated video, that had been established by these same civil liberty groups in Europe, Scandinavia and the US in the late 1960s, was defended in Australia almost entirely by a small group of adult industry traders using their own resources and political skills.

After having legalised X rated videos in 1983, the Hawke government's move to ban them in 1988 was given momentum by two Senate Committees who were intent on sinking porn. In October 1984 a Senate Select Committee on Video Material had been established. It reported in March 1985 recommending, among other things, a moratorium on the sale and hire of 'X' rated videos within the ACT. If the Senate Committee was like a dog with a bone, the Joint Select Committee on Video Material that immediately followed it, was like a pack of wolves in an abattoir. This second committee was established to inquire into the effectiveness of the censorship legislation, the adequacy of the classification system and the ACT trade in X rated material. Leading the pack were two of the loudest conservative political voices in the country - both from Tasmania. The Liberal Senator, Shirley Walters and the old Shop Distributive and Allied steward, Senator Brian Harradine. Together this toothless and wrinkled old couple pulled out every trick in the book to try and ban porn.

The Committee reported in 1988, recommending by a majority of seven to six that a new classification called non-violent erotica (NVE), replace the 'X' classification. However a majority did not support Recommendation 2, which said that the proposed NVE category contain the same material as was currently defined in the X classification. In this respect, the NSW Liberal Senator, David Jull almost appeared to say that he wanted to see wedding rings on the fingers of couples in X rated videos! He agreed to vote for a non violent erotica category, provided it depicted explicit sexual acts only in a 'loving and caring' situation.

The NVE recommendation was formally rejected in June 1988 at a meeting of Commonwealth and State ministers, where the States instead continued to support the outright banning of X-rated material - a position they had maintained for a number of years.

In November 1988, following AVIA's intense lobbying of the ALP Caucus, it voted not to ban X.





In the time between the 'Morals Committee' handing down its recommendations and Bob Hawke's Labor Caucus meeting, AVIA decided to bring some style to the debate as well as some substance. John Lark invited the USA's top porn actress of the day, Ginger Lynn, to come to Australia and spruik on behalf of the industry. Not only was she an attractive and intelligent actress, she was also an astute judge of character and knew how to play media. On arriving in Australia, AVIA mapped out a tour schedule for her that included media opportunities with her patting kangaroos at tourist parks, meeting with politicians and senior bureaucrats and culminated in a major press conference on the steps of Parliament House. She had been given a copy of the Committee's report and other supportive findings from the Australian Institute of Criminology. She was to prove a formidable adversary and a thorn in the side of Brian Harradine and Shirley Walters. These two thought they had the cat in the bag following the

united and reinvigorated ban on X put forward by the state Premiers and the shelving of the NVE proposal from the Senate Committee.

Ginger's four day media tour saw her appear on 60 Minutes and articles about her views appeared in most of the major newspapers. Phillip Adams interviewed her on 2UE for over an hour and drew comparisons between her and Marilyn Monroe. Pru Goward (now a Minister in the NSW government) interviewed her on 2CN. As a nursing mother at the time, Pru was later heard discussing motherhood with Ginger in the foyer of the ABC. TV host, Don Lane, told her he didn't know how to express his feelings for her!

Her press conference on the steps of Parliament House was billed by the Daily Telegraph as the largest press gallery event since Gough Whitlam had been sacked in 1972. On the TEN Network, Larry Emdur said that Ginger had been treated more seriously than Ronald Reagan's old Secretary of Defence, Casper Weinberger. The Age


newspaper said it rated bigger and better than Andrew Peacock's dumping as Liberal leader.

Most importantly, all of Labor's Caucus caught the media and no doubt it had an effect on their thinking later in the year to not ban X rated videos.

Ginger's most endearing memory of Australia was the Kangaroos at Rehwick's Animal Park. When later on, she saw kangaroo scrotums turned into coin purses for sale at the Regatta Point kiosk – she broke down in disbelief. "How can you sell the scrotums of your national emblem to Japanese tourists and at the same time ban sexual depictions of consenting adults on video? That's seriously fucked up!" she was heard to say.

On her return to the US, she ditched her partner she had toured with - Penthouse photographer Eddie Holzman – and not long after began a relationship with actor Charlie Sheen.



A background image featuring a dark blue sky with out-of-focus, colorful bokeh lights in shades of white, yellow, orange, and blue, suggesting a city skyline at night.

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Property Cover

Are your business assets fully insured?

When were the replacement values of your buildings and contents last reviewed?

These are questions every business should ask itself.

Implementing an effective risk mitigation strategy that includes steps to protect your assets as well as an annual review of your insurance cover is key. As explained below, failure to do so could have significant financial consequences if a claim occurs.

Should I suffer a loss, how much can I claim under my insurance policy?

When asked the question, your answer would naturally be that as long as the amount of any loss is less than the level of insurance cover I have selected, that I can claim up to this amount in full from the insurer. You would be right in the event you suffer a total loss, with both your building and contents destroyed, which is a good reason to ensure you have adequate insurance covering the total replacement value of your buildings and content. However...

If you are underinsured the answer is generally "no". The insurer will only pay a proportion of the amount claimed, as co-insurance/underinsurance applies, and thus the importance of arriving at an adequate sum insured.

Theft Cover

Will you be fully covered in the event you are the victim of a burglary?

When you ask this question you need to consider not only the cost of replacing your stock and contents. Replacing locks and keys, fittings, repairing damage to your premises can all be additional costs in the event of a theft.

Do you have the correct cover in place for theft of money?

When insuring your business, it is important to ask yourself how much 'cash' you keep on the premises? Theft of money will cover you for money kept on the premises during business hours, in transit from your business premises to the bank or kept on the premises after business hours in a locked safe. This section of the policy will also cover any damage to your safe during a theft.

If you are to suffer a loss, AIBI will be there to provide advice on how best to assist you in finalising with the insurer.

The above are only one example of the covers available under the Adult Industry Business Insurance.

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- 3 **FingO's®**
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- 4 **Ohare®**
Ohare® XL
- 5 **My Secret Panties**
- 6 **Vooom!™** Bullets
- 7 **1-Touch Bullets**
ColorPoP® Bullets
Soft-Touch Bullets
- 8 **RingO's**
RingO XL
RingO 2
- 9 **O Wow!®**
ColorPoP® O Wow!®
- 10 **Two-O®**
ColorPoP® Two-O®
- 11 **My Secret Lipstick**
- 12 **OYeah!**
- 13 **VibrOman®**
- 14 **PrimO® Tux**
PrimO® Apex
- 15 **The Big O 2**
ColorPoP® Big O2
- 16 **RingO x3**
- 17 **FingO Tips**
Color PoP® FingO Tips
- 18 **RingO Pro LG**
RingO Pro XL
RingO Pro XXL
- 19 **DoubleO® 6**
- 20 **PoP Vibe™**
- 21 **Opium®**
Vibrating
Pleasure Ring
- 22 **Tri-O®**
- 23 **Screaming O® Plus**
ColorPoP® Screaming O® Plus
- 24 **GO Vibe**
Ring®
- 25 **SlingO™**



Bodypolitics with Fiona Patten

End of life choices

Well what a few months it's been. Back in Feb last year I moved a motion to set up a parliamentary enquiry into 'End of Life Choices' to be held by the Social Policy Committee - of which I was a member. The Committee tabled its 600 page report in June and recommended that Victoria be the first state in Australia to legalise physician assisted dying. Quite a few of us on the Committee went overseas and visited a number of countries where various forms of voluntary euthanasia were legal. We looked at all the research that was available and talked to doctors, patients and politicians. I actually moved more to the centre of the debate as a result of hearing all the evidence rather than ending on the libertarian end of things, where I started. I'm really proud of the work that we did on this committee as it was incredibly sensitive and often emotionally traumatic talking to some of the people at the heart of this debate. Hopefully the government will heed the call the Committee's call and introduce laws in the near future. I was interviewed on ABC TV's, The Drum, the day the report was tabled and later that week, wrote an opinion editorial for the Herald Sun on the issue.

Sorry

Recently the Victorian Parliament offered a public apology to all gay and lesbian people who had been vilified or discriminated against in the past. The government offered representatives of all parties the opportunity to respond in their own way and I was honoured to do that for the Sex Party. The really interesting thing is that it happened in the Lower House which is not the house that I normally sit in. So it was an opportunity to get on my feet in the Legislative Assembly and to test the 'green' leather as opposed to the 'red leather' of the Legislative Council.



Drugs Inquiry

In November last year, I initiated a Legal and The Law Reform, Road and Community Safety Committee enquiry into the regulation of illicit drugs. This enquiry will start at the end of July and will likely run to the end of the year and possibly into 2017. In moving this committee I felt it was extremely important for the Victorian Parliament to understand the terrible consequences of prohibition and the fact that it has been a total failure in halting the use of illicit drugs or in lessening the harms that can come from them. I want the Parliamentarians to understand that in the same way that they get relatively harmless pleasure from a glass of Scotch or a good red wine, millions of Australians get similar harmless pleasure with cannabis. Possibly even with Ecstasy and some synthetic substances. We need to sift through all the latest scientific evidence on cannabis that has surfaced since it became legal to research in states like Colorado and Washington a few years ago. We need to see all the apparently positive research that has been done on using Ecstasy instead of Zoloft to treat depression. And we need to look at what came out of the New Zealand government's six month experiment in legalising some low risk synthetic cannabinoids. I especially want them to see that the first one of these drugs was produced by Pfizer in 2005 while looking to create a more natural alternative to Paracetamol.

We also need to look at the appalling number of deaths and overdoses at music festivals due to the presence of sniffer dogs but more importantly, due to people not being able to test their pills before they take them. The Herald Sun reported my thoughts on this by saying:

Victorian Sex Party MP Fiona Patten, who also supports the push for pill-testing in Victoria, said a trial could provide police with valuable information about the drugs in circulation. "The most sensible way would be to test it at one festival and for the police to allow it happen," she said. "One of the great things about pill-testing is the data it can provide to the police about what types of substances are out there in the marketplace."

Discrimination laws

The Victorian government is considering a range of amendments to the Equal Opportunity Act in the near future. I met with the Attorney General a few weeks ago about introducing amendments to stop people from discriminating against others simply because of their job or occupation. This affects a wide range of workers from police, parking inspectors, journalists, tax officers, taxi and ride-sharing drivers, sex workers and even politicians! We are now waiting for them to bring on a Bill and to bring on the debate.

“

We also need to look at the appalling number of deaths and overdoses at music festivals due to the presence of sniffer dogs but more importantly, due to people not being able to test their pills before they take them.

”



Uber

My Private Member's Bill to legalise Uber and to look at fair compensation for the taxi industry has been taken up by the government and we expect to see a Bill before the Victorian Parliament very soon.

The Age ran an editorial which outlined my role in the ongoing push to regulate the industry which said in part:

"Victoria owes thanks to Sex Party leader Fiona Patten, a member of the upper house. Ms Patten has long pushed to regulate this market, and had introduced a bill to provide the necessary legislative framework. But the political reality was always that regulation would require support from the Andrews government, and a deal appears to have been done whereby Ms Patten shelves her bill to give the government a few months to shape it into a proposal that will pass both houses of the State Parliament".

Well who would have ever thought that we'd see an editorial like this in The Age or a headline in the Herald Sun? The really good thing about it is that it has opened up a discussion about the Sex Party being an effective pro-business party. The message behind this is that the party's parent (Eros) is also a pretty good business grouping as well!

Citizenship Ceremonies

I attend a couple of these each month where new citizens swear their oath of allegiance to Australia and become Australian citizens. You hardly ever see important or long-standing MPs at these events but I love them. The enthusiasm that many of these people have for a new life in Australia is contagious and I find myself engaging with many of them and hearing about the most appalling tales of violence and strife in their former lives. A little while ago I was joined by the ALP's David Feeney on stage where he gave out the flags and I gave out the native plants for their front lawns.



The Premier

Daniel Andrews recently set out to show the media all the benefits that living in Victoria had over New South Wales. When it got to the topic of state politics his message was spot on!



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THE MEN'S GALLERY PRESENTS

MISS NUDE WORLD INTERNATIONAL



THE MEN'S GALLERY MELBOURNE WINS THE RIGHTS TO HOLD THE WORLD'S BIGGEST SHOWGIRL COMPETITION THIS JULY

The Men's Gallery in Melbourne has long built a reputation for providing world-class entertainment within the Adult Entertainment Industry. Resident showgirls at the club have gone on to win some of the most prestigious competitions in the world.

It is by this reputation that The Men's Gallery was contracted by The Worlds Pageant Series based in the U.S.A to host its most prestigious competition outside of America this coming July, Miss Nude World International. Showgirls who will be competing are able to count themselves amongst the best erotic performers in the world giving them both a platform to develop and refine their skills as well as a highly valuable marketing platform for their daily work.

The winner and titleholder of Miss Nude World International will receive the most prestigious International Showgirl title in the world as well as having an automatic entry into the 53rd Miss Nude World finals in the USA held in November. This is the only title that will permit automatic entry into the competition.

With a contingent of international guests such as the current Miss Nude World 2016 JayCee Lane, Rebecca Cleo - 3x Miss Exotic World, Lacey Steele Miss Fetish World 2016, world-renowned showgirls and the best Australian talent competing including Frankie J Blaze Miss Nude Australia 2016, Shae DeLain Miss Nude Victoria 2016, this will be a competition on the scale of which Australia has never seen before. All entrants will compete over 2 heats held on Wednesday the 20th of July and Thursday the 21st of July with the highest scorers earning a place in the finals on Friday the 22nd of July.

Eros Membership Services

The *Members Services* page on the Eros Association website aims to provide members with an easy to navigate menu of services that assist with best business practices. Whether it be legal assistance, Industrial Relations advice on award wages and staffing or ethical business practices, the Members Services page is tailored to assist with adult industry specific information and advice.



Legal

Know your rights and protect your business interests.

Advice on Customs, Legislation and Compliance within the Adult Industry.

- It is important that members are informed on best business practices when dealing with government departments, such as Customs. .
- Legislation is often changing and can have an affect on your business practices. Ensure that you are operating within the law.



Social Tonics

Legislative information and advice associated with Social Tonics, TGA product information & the Eros Holographic Sticker Program.

- Ensure that you are complying with legislation and best business practices by being part of the Eros Holographic Sticker Program.



Adult Retail

Industry specific information and advice for Adult Retailers including planning and development applications to council, staff training modules and Eros affiliated wholesalers and distributors.



Affiliates

Eros Association members enjoy a supportive business relationship with many Eros Association allied industry affiliates.



Industrial Relations

Assistance with navigating awards, staffing, recruitment and dispute resolution.

- Eros members have the benefit of consulting with Employer Assist on a range of staffing and recruitment issues.
- Linking members to up to date award wages and industrial relations information.



Ethics

The Eros Association Code of Practice and Code of Ethics provide retailers and industry professionals with guidelines for responsible business practices that set Eros members apart.



Calendar

A comprehensive calendar of industry specific events, including networking events, educational forums and events hosted by Eros members.

- Industry Specific Events
- Members Events including sale periods



Education and Networking Events

The Eros Association hosts regular industry Education and Networking Events around Australia, and provides online training modules for members and their staff.

- Calendar of Events
- Education and Training modules for both industry professionals and their staff. Include these training modules as part of your staff induction process.
- Networking Events



Contact Eros

Need further assistance or have a question? Feel free to contact your Eros representative here.

PATRICE CATANZARO

FRANCE



Famous for his fetish creations throughout Europe, America and Japan, Patrice Catanzaro is now available for the first time ever in Australia.

Great attention to detail and with a demand for top quality finishing, Patrice Catanzaro incorporates corsetry, lace, sequins and metal work into his designs, as well as combining different fabrics to achieve highly unusual detail.

Using a fabric called laqué, a bespoke polyester and elastane blend, this material is exclusively made for Patrice Catanzaro's

designs. Laqué is hugely versatile, offering superb drape and breathability; it's washable, crease resistant and can be used in many different styles.

Aesthetically intriguing, with superior finishing and unique design; Patrice Catanzaro is an icon of fetish wear.

AAPD is the proud exclusive Australian and New Zealand distributor of Patrice Catanzaro and currently looking for retailers to showcase his current and up and coming collections.

Please contact Linda or Kylie for more information
(08) 8244 5558 | linda@aapd.com.au or kylie@aapd.com.au

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Available in a range of styles including classic, blood tip, glow in the dark, Werewolf and more. As seen on CSI Las Vegas, America's top model, Dancing with the Stars and many more.



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Get ahead of the costume curve with horrifyingly unique Primal contact lenses. The range of designs is wide and includes high quality colours and designs that provide a dramatic and striking appearance.

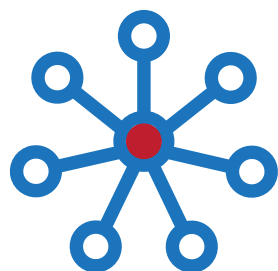
Primal contact lenses are certified to the highest quality standards and are compliant with Canadian and EU standards. All Primal contact lenses are beautifully packaged and ideal for counter displays. Each pair comes with a free lens case.

Wigs & robes are our thing too.

Call 1300 331 331 for expert legal advice.

ADLA are an Australia-wide alliance of criminal defence lawyers providing advice to the Eros Association.

ADLA lawyers have decades of experience in defending clients and will provide free initial advice to all Eros members. In the ever-changing climate of the adult industry, it helps to be on top of things.



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