

eros

the new

JOURNAL

Adult's Only Retailing in Australia
ISSUE 5 | 2017



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With 25 years experience in providing services and advocacy to adults-only businesses, the Eros Association is Australia's longest serving adult industry association.
Eros is an incorporated, not-for-profit membership-based organisation.

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

Our Mission is to :

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

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A Word from the President

It was the great Gordon Sumner, known to us mortals as STING, who in 1985 released his first solo smash hit 'If You Love Someone Set Them Free!'

*If you need somebody, call my name.
If you want someone, you can do the same.
If you want to keep something precious,
Got to lock it up and throw away the key.
You want to hold on to your possessions,
don't even think about me.*

So it has come to pass, it is time to let The Australian Sex Party lead by Fiona Patten and Robbie Swan grow out from under the wings of Eros.

Born out of continued frustration with Australian politicians and their broken promises, the final straw came when the Labor Party's Stephen Conroy lead a charge to introduce mandatory internet censorship in 2009.

At the time Fiona said...

"One of the reasons for establishing the party was to provide a positive platform for sexual issues amongst the negative notions of sex that most politicians and political parties have".

The official date of birth was 5th August, 2009.

On forming the ASXP, Robbie said to The Age newspaper on 20th August, 2009...

"After discussions with the Eros Committee members and major stakeholders in the industry, the Eros Association announced last November that it would set up a new political party to try and further its objectives."

Fiona went on to say...

"The fact that the Australian Electoral Commission (AEC) spent so much time considering the word 'sex' further exhibits our need for honest and open discussion about sexual matters – be they censorship, education, health or discrimination".

Fast forward to 13th February 2016 to an article in the Good Weekend magazine section of The Age "Now That Sex Party MP Fiona Patten Has Your Attention" from journalist and author Mark Dapin...

"Somehow the Australian Sex Party seems to have turned into something else as well. Since she was elected in 2014, Patten has done little tangible for porn-ographers and lap-dancing clubs, but instead drafted the abortion buffer-zone legislation, and instigated two parliamentary inquiries: into end-of-life choices - that is, voluntary euthanasia - and drugs. The party's surprising success seems largely due to the drive, charisma and political intelligence of Patten herself".

It was mutually agreed in June 2017 that the Eros members of The Australian Sex Party Federal Executive Committee resign to allow the party to move forward, giving them the ability to attract new members, new contributors and possibly a new name.



As one of those members, I wish the party many years of continued success in their drive to change and add value and common sense to our society.

Even though I don't consider myself a pornographer, (I'm more of a dildo salesperson), I support the anti-discrimination policies of the party which is very much in line with that of Eros and our members.

On a personal level, I am proud of the success Fiona and the party have achieved whilst we were on the ASXP board.

The buffer zone legislation was simply an astonishing beginning in our first year of being elected. Our continued push for a Royal Commission into Sexual Abuse and the churches was started many years ago by Eros. This will be remembered for a long time.

Most importantly, it is good for the community, and ironically it was so-called pornographers that have been calling for this investigation, and the churches have been opposed for obvious reasons. It was time for them to come out of the closet!

I have no doubt that the Australian Sex Party will continue to fight for the rights of Eros members in this day and age where the conservative right wing politicians seem to be getting more desperate to take us back to the bad old days of Sunday schools and six o'clock swills (a reference to the lock out laws in NSW).

To continue to support Fiona and Robbie in their quest to keep the bastards honest, you can help set them FREE by donating at supportfionapatten.org.au

David Watt is co-founder of the multi-award winning distributor Windsor Wholesale Australasia and has been Eros President since 2014. Despite his youthful looks he has more than 30 years industry experience and holds an MEI (Masters of Entrepreneurship and Innovation) from Swinburne University which he completed in 2011



David

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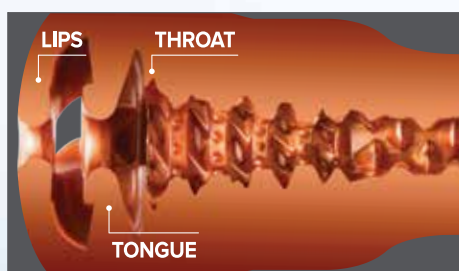


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The Latest from the Eros Association

By Rachel Payne



Campaigns and Advocacy An update from the General Manager

BANKING DISCRIMINATION

Eros continues to receive complaints from members regarding discrimination from banks, whether it be flat out denial of services or policy changes resulting in the banks removing services. We have seen diversity on what service provisions are being denied, however interestingly all of the banks continue to use the same reasons for refusal - they do not provide services to the adult industry.

Most recently, an Eros member was given less than 24-hours notice that merchant facilities would no longer be offered to their adults-only business as part of a 'merchant services review' by National Australia Bank. These services were cancelled, with notification provided via email, after 20 years of being a customer. Eros issued an objection to the NAB highlighting their lack of sound management of financial risk:

"Broad cancellation of services against members – in some cases with less than 24 hours notice – on the basis of industry-type is not in keeping with sound management of financial risk. Moreover, such behaviour constitutes unfair discrimination against legal Australian businesses".

To date, we have not received a response from NAB.

Complaints from members are being collated into case studies that will inform a wider-review of banking discrimination of adults-only businesses, and will be used to make official complaints to all relevant government agencies and the media.

In addition, we have had regular contact with the ACT Human Rights Commissioner and will be submitting a formal complaint for investigation. The Commissioner has reiterated that the ACT Discrimination Act provides protection from discrimination on the grounds of 'occupation, trade and calling', however this must apply to an individual being discriminated, not a business. We continue to work with our ACT members on putting a case forward, therefore if any member based in the ACT has experienced discrimination personally due to their employment, we would like to hear from you.

In this edition of the New Eros Journal information is provided on how to request a review and advice on dealing with banking discrimination more broadly. If you have experienced discrimination from a bank because you work in the adult industry get in contact with Eros.

CLASSIFICATION

Lobbying state Attorney General's & Classification Branch

You may recall at the end of last year Eros appeared before a Senate committee regarding the outdated classification system, particularly around X-Classification and Refused Classification (RC).

In their report, the committee agreed with Eros and recommended that reform of the classification system needs to occur to bring the system up to date with technology, including adopting the Australian Law Reform Commission Report No 118 recommendations (that are still technologically sound given the report was made in 2012).

The committee also acknowledged that the classification system is a cooperative arrangement between federal and state governments, and to achieve reform will require a collaborative approach.

Subsequent to the recommendations made by the Senate Committee and following on from meetings with the Classification Branch, it was determined that Eros work with the various state Attorney-General's to ascertain their position on classification reform, and provide any industry insight in moving forward. Recently, I have met with both the VIC and NSW Attorney General's departments, and the response has been positive. I am still waiting to hear from QLD, SA and WA.

The Classification Branch (within the Department of Communications) are set to produce a report at the end of the year detailing their proposal for classification reform. It is anticipated that the report will focus on moving towards a centralised federal model and co-regulatory approach with industry consultation.

I will be discussing with members their experiences with the current system, and input on how members may envisage an industry-based regulatory model. This information will be used to inform the state AG's departments and the Classification Branch, and detail how the industry will approach self-regulation and co-regulation. Feel free to get in contact with your feedback.

Review into Classification Fee Structures

In March the Eros Association was invited to make a submission in response to the Department of Communications and the Arts undertaking a review of the fees charged for classification services under the Classification (Publications, Films and Computer Games) Act 1995. The review will include fees charged for the provision of classification training and other services.

Specifically, the department sort industry views on 'future demand for classification services, technological change and its impacts, and the current fee structure including quantum of fees'.

In our submission, we reiterated our position on industry self-regulation and moving forward with the Australian Law Reform Commission's 2012 recommendations. Ideally, Eros would be the single industry association that works with the relevant branch in the classification of content. As detailed in the submission:

There is potential for returned support for the classification scheme by our industry if future reforms of the classification scheme adopts:

- Single media classification act;
- The homogenisation of classification markers and extension of the X18+ classification to include some consensual fetish content that is currently refused classification;

- The legalisation of the sale of X18+ at a state level (through the federal government subsuming the responsibility for enforcement); and
- Industry self regulation model.

EDUCATION AND PORN

The Burnet Institute recently released a landmark study into the use of pornography by young Australians, the first of its kind in the digital-smart-phone era. This study recommended that pornography be addressed in comprehensive sex education for secondary school students. In response, Eros agreed that education is desperately needed, emphasising that adult entertainment is made for adults and should only be viewed by adults: "Porn is adult fantasy, not everyday reality. Has sex education kept up with modernity?"

The growth of online video sharing websites such as 'PornHub' and 'XTube' has increased the accessibility of pornography to young people. Material shared on these websites is often done so in violation of the rights of copyright holders and without consideration of the performers involved. As such we encourage adult users to pay for pornography to provide a barrier of access to young people as well as to deter the spread of unlawful and nonconsensual images online.

In response, Eros emphasised that in regard to adult use, no peer-reviewed study has found a causal link between adult pornography use and social harm. Viewing pornography either by oneself or as a couple is a healthy feature of modern sexuality and should not be stigmatised. The adult industry does not want to be, and should not be expected to be, the primary sex educator for young people.

WAGE SUBSIDIES EXCLUSION

There is a long history of adults-only businesses being excluded from government supported employment incentives and job creation schemes. So with the government's recent funding announcement of incentives

offered towards 10,000 retail jobs, Eros has again approached the Minister of Employment, Michaelia Cash, requesting a review of adult industry eligibility. Exclusions currently apply to 'a position, including a retail position, involving nudity or in the sex industry'.

This is a broad exclusion that encompasses positions far removed from sex work or work within an adult entertainment venue. As highlighted to the Minister:

A snapshot of some employment types excluded under current policies include:

- Warehouse and logistics workers managing packaged adult goods.
- Customer service representatives within lingerie, party-supply and adult novelty retail stores.
- Web design and marketing employees for online adult retailers.
- Customer service representatives within sex-positive or LGBT bookstores.

Many adult goods are sold at chemists, service stations, newsagents, clothing outlets and supermarkets but are not subject to exclusion. This is an inconsistent approach stemming from the Department's concerns in regard to employment benefit schemes incentivising job seekers to enter sex work or work within an adult entertainment venue. However, workers within such industries act as independent contractors, not employees, and therefore would not be eligible. The current scheme appears overly broad and excludes job seekers from many promising employment opportunities within the adult industry.

Rachel

Contact Rachel via email at rachel@eros.org.au

OPAL – The Wonders of Vibrating Glass

By Robin Stewart, Brand Manager for JOPEN

JOPEN®

JOPEN, as a manufacturer of luxury pleasure products, sets the bar high when releasing new products to market. We strive to be unique and excel at features and benefits with our adult toys that will bring excitement to everyone who uses them. We entered the incredible world of vibrating glass when we launched OPAL, and the response has been unbelievable.

Form and function meet artistry. Glass dildo's have a long history dating back to the 1600's when they were filled with warm water and commonly used as a means of self-satisfaction by Italian nuns. In 1915 Corning Incorporated patented Pyrex glass in kitchenware making it safe, extremely durable and cost effective. This innovation had the entire world looking at glass in a new light, especially the adult industry.

Since then, many companies have created glass sex toys, but JOPEN perfected that with its Opal collection. OPAL is a true UNICORN! There is

nothing else like it on the market. It is a tempered, shatterproof glass and silicone pleasure product with ten functions of intense vibration. OPAL is the best of both worlds, not only in its high-quality materials but also sturdy and soft. The rigidity of glass can aid in enhancing the intensity of an orgasm- because it is a hard, inflexible material, making it perfect for stimulating the G-Spot.

This truly one of a kind piece is not like other vibrating glass pleasure products that use AA or AAA batteries within a small bullet. No, not OPAL, it is rechargeable! Customers who love glass or those who are curious about the incredible sensation glass offers are going to be highly impressed with the power OPAL produces. Products that are motorised with a bullet only vibrate

in the area of the bullet. Opal's power reverberates throughout the entire sex toy with over 10,000 rpm of intensity.

Can it be used for temperature play... absolutely! Opal is completely waterproof, but don't boil or freeze the product due to the non-removable motor! Instead, submerge the toy in the water temperature of your choosing for just a few minutes for a different kind of fun. Warmth brings blood flow to the area making the area more sensitive, more quickly. Cool temperatures will constrict the blood vessels heightening awareness and sensitivity.

As a bonus, in case you need another reason to love OPAL, it is backed by a one-year warranty. Customers must register the item on jopen.com and uploaded a proof of purchase.

Now, what are you waiting for? Pick up OPAL by JOPEN today so your store can be on the cutting edge of the newest technology to hit the adult retail market- rechargeable vibrating glass!



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Vale: Eric Hill

Eric Hill passed away in March but he will leave his stamp on the industry for many years to come.

Known by many in the industry as one of the genuine pioneers of adult retailing in Australia, Eric and his brother Ken, moved from drive in theatres to adult cinemas like the Shaft cinema in the early 1970s. Situated on Swanston street in Melbourne's CBD it was legendary for showing National Geographic type films of bare-breasted native women, at a time when censorship laws banned the latest European adult films from coming into Australia. The Shaft pioneered adult cinema in Australia and like most pioneers it sometimes fell foul of the law. In one celebrated case they even had a judge sit through a show to adjudicate the alleged obscenity involved. The most popular show was where a naked woman would swing wildly across the heads of the patrons in a swing that was attached to the roof of the theatre! After 40 years of continuous operation, the nation's oldest adult cinema, the Shaft Cinema in the Melbourne CBD, closed its doors in 2009.

On the back of adult cinema Eric and Ken's company, HGC, then launched what is probably Australia's best known adult shop brand – Club X.

In the late 1980s, during the golden era of adult retailing, they opened Pricebusters which became one of the largest X rated video companies in the ACT. At the same time they joined forces with John Lark and Gerry Hercus to form Australia's first adult lobby group – the Adult Video Industry Association.

John Lark commented, 'Eric Hill's passing is a sad time for the industry as he and his brother Ken were leaders in the field. Never afraid to face legal challenges, they took on the best and with help from others in the industry managed to keep the industry alive. Eric was a quiet achiever and loved his red wine and was always a great host at lunch or occasionally a dinner. He will be missed but always remembered and may he rest in peace.'

In the mid 1990s HGC launched Sexpo, which was to become Australia's largest adult expo, attracting football stadium crowds and helping to build a more professional image for adult traders.

Eric was always on the lookout for new ideas and new businesses to move into. Sue Raye from Video Ray remembers Eric well. 'I was deeply saddened to hear of Eric's passing. I first met Eric around 1982 when he and Ken were thinking of branching out into videos. They invited my colleague and I at Electric Blue, to their offices so we could give them a run-down on the industry as it was then. Fast forward to 1998 when they purchased the remnants of Electric Blue from me to add to their, by then, large portfolio of video titles. Eric was always an absolute gentleman in every way and it was always a pleasure to catch up with him through the years. Gone too soon, he will be sadly missed by family, friends and the industry'.

Eric was a quietly spoken man who enjoyed doing business. He had a keen mind for figures and was diplomatic in his dealings although not known to suffer fools gladly. He was an excellent listener who held off on running to judgements too quickly. He could spit the dummy when really pushed but most people knew him as a moderate and considered person. His passions outside of work and family were red wine and classic cars.

Hui Newnham, who ran Calvista for Eric and Ken in the 1990s and now works for The Screaming O in the US, remembered Eric as a teacher and a friend. 'My most salient observation about Eric was that he was able to develop and maintain long and enduring friendships over many years. It's close on two decades since I worked for him but he has always been a good friend, mentor and all round nice guy to be with. I saw Susan Colvin just yesterday and she fondly recollected one of our early meetings at Jimmy King's Fortuna Village Chinese restaurant. It was fun to recall how quaint the occasion was but it was telling how she noted that this was the start of a long relationship driven more by friendship than business. Eric was widely known and respected. He will be sorely missed. Vale old friend.'

Michael Macgregor from Metro echoed these thoughts. 'Eric was a friend of 30 years. I teared up when I heard the news of his passing and I don't do that often. I will miss sharing a bottle of red with him and the many wine stories we shared. He had an app on his phone where he recorded every wine he had consumed. It was a great reference base. A huge loss of a kind and wise man. I will miss him.'

Industry lobbyist, Robbie Swan, said he was unique. 'Eric was the original bodgie-gentleman', he said. 'I never knew anyone who so embodied these seemingly paradoxical qualities like he did. On the one hand he could wear a Zegna suit to dinner and offer detailed dissertations about the limestone soils of Coonawarra. And then the next day he would run Brylcreem through his ample head of dark wavy hair and take his '65 Caddy for a hoon in the country. He was a highly original man who brought genuine style and grace to the adult industry'.

George Sobota who with his brother, Jo, also ran Calvista in its early days as part of the HGC empire, remembered Eric as a generous and genteel man. 'A couple of years ago he took me out to a little café at Warrandyte somewhere, where he ordered hamburgers but then pulled out a bottle of Grange to drink with them. He was that sort of guy.'

Former Eros CEO, Fiona Patten, told a similar story. 'I had arranged lunch with Eric and a member of parliament and we all met at Eric's house first. Eric insisted that we all go in his Roller but before we

left he typed 'Rolls Royce', 'politician' and 'restaurant' into his wine cellar software management system and it told him to go to a particular row and number in the cellar. He eventually pulled out a bottle of Dom Perignon and a fine red and we all piled into the roller and set off for lunch. The MP was flabbergasted'.

Current Eros President and Windsor Wholesale co-founder, David Watt, also paid tribute. 'I had the pleasure of knowing Eric Hill all my adult life and I recall with gratitude the time he and his brother Ken used their voting power to include me onto the very first Eros board exactly 25 years ago. Everyone loved catching up with Eric, and Eric loved a red. The last time we were together we reminisced and dissected the great days of the adult magazine wars in Australia, a passion of his and mine. Fittingly our last laugh was shared with a lovely glass of Grange. Today I'll raise my glass to a true industry pioneer, a modern day entrepreneur and a man of real class. RIP mate'.

And finally from the elder statesman of the industry - John Conroy at Claredale.....

'My first contact with Eric and his brother Ken goes back to the early 1980's when they commenced the retail business of Club X. In a short space of time under the watchful eyes of both Eric and Ken the business they established grew to become a national chain of retail stores and the largest industry specific retailers in the country. During this period of expansion they established the wholesale division which became known as Calvista. My dealings with Eric over many years were both personal and business in nature. They were always very pleasurable even though we were competitors in a very competitive market. My fondest memory of Eric was the time Jan and I spent with Eric and Gwen in India a few years ago which greatly added to the excitement of the trip.

I appreciate the opportunity to be able to acknowledge a true gentleman, friend and business associate. Condolences to Gwen and family from all of us.'



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No Education Harms Kids - Sex Education and Porn



Eva Sless is an Australian writer who specialises in sex with a focus on education and pleasure. Her latest release 'A Teen Girl's Guide To Getting Off' is a guidebook for teens and parents alike

Porn Harms Kids is a war cry (are hashtags the new war cry?) gaining strength and volume among the anti sex league and it's easy to see why. I mean, on the surface, it's a sentiment I, and probably all members of society whether they work in the industry or not, agree with: Pornography, to an immature mind without the skills, tools, and information needed to process it, can definitely lead to some mixed up ideas about what sex is, and what is expected of them during sex.

With pornography of almost everything imaginable available freely on the internet, and with the internet being a pocket reach away from anyone with a smartphone, it's understandable that parents are concerned about what their kids are seeing and how it affects them.

The general consensus with the Porn Harms Kids gang is that all porn is terrible and violent and harmful to women and, because of its existence, our kids are all creeping off to dark corners to watch "anal gaping" and "rape" and learning how to hate women (or be hated) and therefore it must be banned from our shelves and internet and the entire industry shut down.

As someone who has worked in the industry for over 20 years, I've seen my fair share of porn. I've seen the porn trends, frequency, and intensity change as the internet became more popular and I've seen some pretty full on and confronting stuff as well as some beautifully erotic and sensual stuff, and every single boob, bum, and bit in between. Porn has changed as the world changes, and therefore so must our attitudes towards education and the information we give to young people.

Yes, some porn can be pretty messed up for a young kid to watch, no-one has ever disagreed with that, but the thing is (and it's actually THE most important

thing to remember when discussing this topic but the one the anti porn crew always seem to forget) porn isn't made for kids.

I know, right? Revelation!

Pornography and all its offshoots is made for adults. Adults enjoy it! Adults make it. Adults purchase it. It actually has nothing whatsoever to do with children, and yet we let that be the basis of the argument against it.

Let me put it another way. Alcohol harms kids. It can cause so many problems to growing brains and immature mindsets and future prospects, and underage drinking is (and has been since I was underage) a real issue in Australia and yet I cannot fathom there ever being a debate about banning it.

We make sure it's only available in places adults can go, and that only adults can purchase it. We have changed advertising laws so there are certain places it can't be marketed. We set up school programs and government initiatives to educate, inform and explain to children (and adults) the dangers and risks involved, and we talk to them openly about it. We understand that not only would banning it be a ridiculous idea (prohibition never works), but that banning it because kids can't have it is just laughably stupid.





However, when it comes to pornography, because of the ingrained shame, fear and overall ickiness so many adults have towards sex in general (I mean, we struggle to teach our kids how to use condoms, let alone how to explain to them the very real differences between porn and sex) we fail our kids in one of the most important educational topics they need - Sex Education.

It's not porn that's the problem. It's not "anal gaping". It's not that so much porn is an unrealistic representation of actual sex. It's that we give our kids such shitty, ineffective, glossed over sex education that they have absolutely no idea what is real, what is not, what is expected of them, and how to even have sex!

We still live in an age where young women are sent home from school for having a bra strap showing, and young men are forgiven sexual assault if they

can play sport. Where every little thing is advertised using sexual innuendo. Where the leader of the free world can joke about "grabbing the pussies" of women who don't want him to. We live in a world where sex takes over almost every aspect of it, except our education system. We ignore abuse, we shame young women, we celebrate sex offenders, we stick boobs on everything we want to sell, and we give off the impression that sex is cool and "for the beautiful"... But we don't tell these young, maturing brains much else other than "don't do it." and then blame porn when our kids go exploring to find out all about this secret that is everywhere and nowhere at the same time.

It's utterly ridiculous and a real modern take on shutting the gate after the horse has bolted. Pornography and the conversations around it are absolutely necessary to a modern and inclusive

sex education, and you never have to watch an anal gaping scene to do it. You don't even need to watch or show any pornography in a sex education class to be able to teach about it, discuss it, explain what it is, what it isn't and how to deal with what you see.

When I was a kid and went to the Life Education Van and learnt about alcohol and drugs and peer pressure, they didn't pour me shots or pass me a doobie to make their points. They didn't need to. Yet I learnt quite a bit about moderation, and social expectations and all those things a pre-teenager should know before heading off into the world of "wanna be in my gang?" peer pressure.

Porn can harm kids, yes. But not because it's porn. Porn harms kids (and some adults too) because there is no education about it. Change the way we teach, and we'll change the world.



Are you on Twitter?

@Eros_Assoc conducts regular Twitter polls to gauge our members issues and needs.

Please keep in touch.

Eros Association
@Eros_Assoc

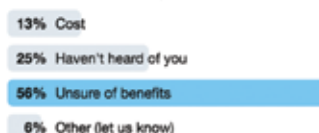
Which of the following is having the biggest negative impact on your adult business?

#auspol #adultindustry #sex



Eros Association
@Eros_Assoc

This week's poll: are you or somebody you know in the adult industry but not a member of Eros? Why?



Eros Association
@Eros_Assoc

Eros Association @Eros_Assoc · Jun 5

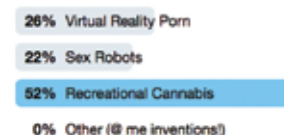
This week's poll, which of the following professional development programs would be most beneficial for your career?



Eros Association
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Eros Association @Eros_Assoc · Jun 6

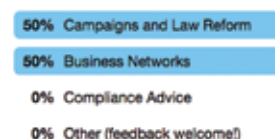
Alright, NEW this week's poll (long story): "What do you think is the next big seller in adult goods and services?"



Eros Association
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Eros Association @Eros_Assoc · Jun 12

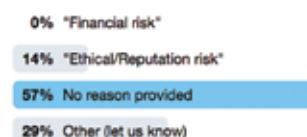
This week's poll, for "MEMBERS ONLY": what services of Eros are the most important to you?



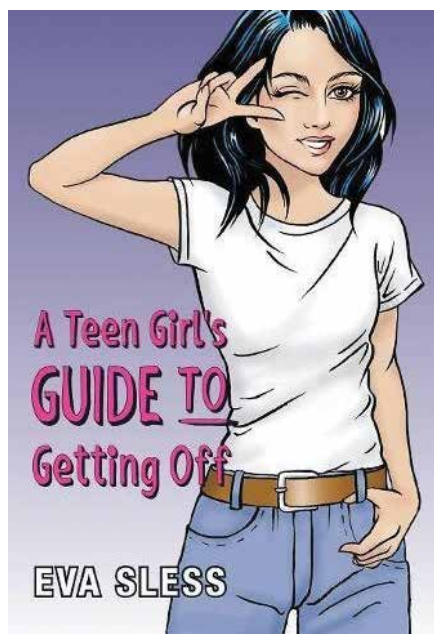
Eros Association
@Eros_Assoc

Eros Association @Eros_Assoc · Jun 19

This week's poll, if you have been rejected financial services because you run an adult business, what reason did the provider give?



Book Review: **A Teen Girl's GUIDE To Getting Off**



A Teen Girls Guide To Getting Off is a ground breaking new sex education book aimed at young women and their parents.

Covering topics that are rarely spoken about in school sex ed classes, Eva is determined to create a generation of strong, healthy, sex positive women. From peer pressure and consent to rape culture and slut shaming, Eva tackles all the big questions and offers solid advice and guidance to help both teenagers and their parents navigate the journey into their sexual futures.

With a focus on pleasure and consent, the Teen Girls Guide is a unique and sorely needed addition to the conversations we should all be having about sex.

What the public is saying:

"Not only does it reaffirm things I already have in my own mind but it clarifies and explains in easy to relate and understandable terms. It's real, broken down and wonderfully instructive. This book has helped me have real, honest conversations with people in a way I didn't think possible."

"I've shared the book with fellow teachers at my workplace, and the response has been overwhelmingly positive, with those who've read it talking positively about how they wish it had been available when they first became sexually aware. Plus the librarians have expressed an interest in securing the book for the school library."

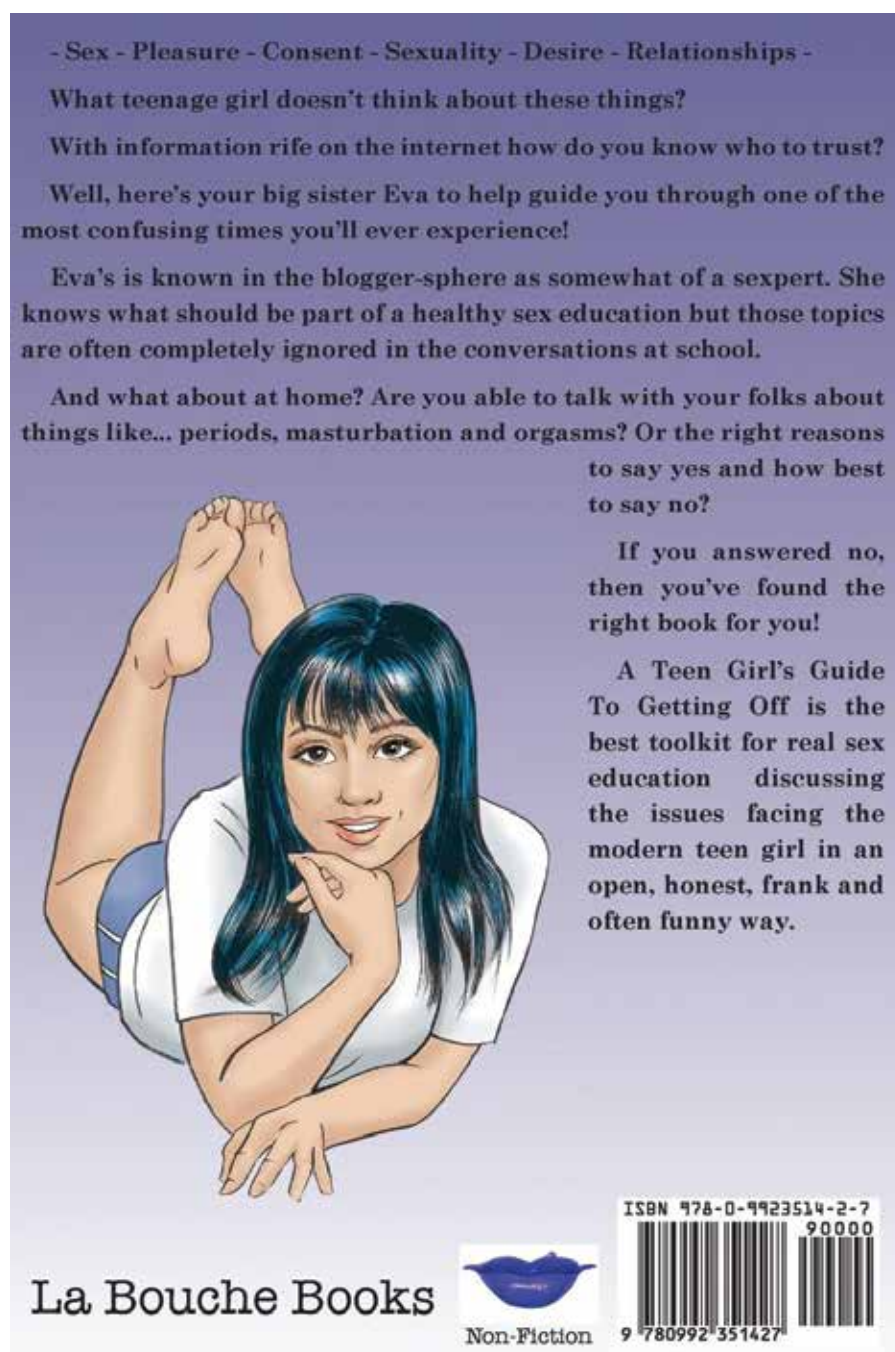
"This book will revolutionize the way teen girls look at and discuss sex and desire within their friendship groups and family. Its a wealth of information and would be suitable for teen boys to read

to understand more about young women too, especially the section on consent!"

"I must admit I was a bit sceptical, but this has really opened up communication with my daughter and how things are in the world. Full of useful tips for young girls, especially in regards to being pressured by others."

Available from Amazon.com, Google Books and leading bookstores.

Book illustrations: Cathy Larsen



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WELCOME TO THE PLEASURE ZONE

SEX TOYS IN AUSTRALIA



Assoc. Prof. Paul J. Maginn is Programme Co-ordinator of the Masters of Urban and Regional Planning at the University of Western Australia. His co-edited book, *(Sub)Urban Sexscapes* (Routledge), won the Planning Institute of Australia (National) Cutting Edge Research and Teaching Award in 2016.

 @planographer

The ongoing growth and diversification of sex shops - bricks and mortar and online - is a clear sign of a strong market demand for adult products such as vibrators, dildos, cock-rings, butt-plugs, lingerie, lubricants and BDSM/fetish-related products such as ball-gags, floggers, collars and rubber/leather clothing.

Sex toys and adult retailing are BIG business!

It is estimated that the global adult retail market is worth about \$US15 billion and by the end of this decade it will have more than tripled to \$US50 billion.

From counter-cultural sexual revolution to sextech revolution

It seems clear that we have become increasingly sexually curious, liberated and experimental. The counter-cultural sexual revolution of the late 1960s which many see as the last great sexual revolution has arguably been overtaken by the sextech revolution of the noughties – or should that be the naughties?

Casual dating or hook-ups apps such as Tinder, Blendr, and Tingle, websites such as Ashley Madison and SeekingArrangement and online BDSM, fetish and kinkster communities such as Fetlife allow people to explore their sexuality and pursue risqué sexual behaviours.

Pornography is now much more easily accessible thanks to the internet. Millions of people from all around the globe are viewing mainstream heteronormative porn from so-called tube sites. Pornhub, for example, had 23 billion visits to their sites in 2016 – Australia ranked 8th in terms of 'top 20' traffic countries. And as with the growth of the craft beer industry there are burgeoning indie-, alt- and feminist adult entertainment industries.

The '50 Shades' effect

In terms of the mass consumption of adult products it is impossible to overlook the impact of E.L. James' *50 Shades of Grey* trilogy. Whilst *50 Shades* has been criticised for offering a naïve and vanilla portrayal of BDSM practices and the importance of consent, there can be no denying that it has been a phenomenal cultural and commercial success story.

The *50 Shades* books have sold over 100 million copies worldwide! And, the first two movies, *50 Shades of Grey* (2015) and *Fifty Shades Darker* (2017) have grossed US\$571m and \$US379m respectively. Invariably, the *50 Shades* franchise has spawned a range of BDSM-related sex toys and has been

a key factor in the surge of demand for sex toys and fetish-related products since 2011/12 when the books were published.

Celebritization of sex toys

In terms of the wider cultural and commercial mainstreaming of sex toys, women's magazines such as *Cosmopolitan*, *Women's Health* and *Marie Claire* play a regular role in "educating" their readers about sex toys. And, then there has been the celebritization of sex toys. This process arguably commenced with the now infamous 1998 episode – the Turtle and the Hare – in the US show *Sex and the City* where the eponymous rabbit vibrator had its "going in-coming out-going in-coming out party" so to speak.

Since then a gaggle of female Hollywood celebrities have come out proclaiming their favourite sex toys. Pop star Rhianna has extolled the joys of BDSM in her song 'S&M' proclaiming that 'whips and chains excite [her]' and been photographed by the paparazzi coming out of sex shops in Sydney and Paris.



Rapper Missy Elliot penned a whole song, *Toyz*, about pleasure products asserting that “I gotta bag full of toys and I don’t need none of your boys”. Oprah Winfrey and Gwyneth Paltrow have reviewed or endorsed high-end sex toys on their websites.

Most recently, rock ‘n’ roll bands Motorhead and Motley Crue have recently launched their own brand of pleasure tools. It’s arguably a matter of time before other bands follow suit. Sex Pistols? Coldplay? I wonder who might be next – suggestions on a postcard please!

Despite the apparent social, cultural and economic mainstreaming of adult retailing and sex toys, there is little hard and fast data on trends – temporal, geographical and preferences - in the consumption of sex toys.

As a ‘sexademic’ and part of my ongoing research into the geographies of the sex industry I was granted access to an anonymised sales dataset from two co-owned online adult retailers - SexToys247 and Frisky - based in Melbourne.

The sales dataset covered a total 66,500 orders over a 38 month period from March 2012 through to May 2015. The dataset provided basic information on volume, value and type of products ordered as well as the date of purchase and destination of orders.

It is important to note that no information whatsoever about the specific identity or addresses of individual consumers was provided.

So where are Australia’s pleasure zones? What types of adult products are Australians into? And, what are the hottest seasons for sex toy consumption?

Australia’s Pleasure Zones

The data shows that online retailers SexToys247 and Frisky have a large market reach in that their customer base is spread across all states and territories, the inner and outer suburbs and regional towns. The two biggest markets in terms of volume and value of sales were NSW and Queensland. Interestingly, despite

being based in Melbourne, Victoria only ranked as the third largest market although the volume and value of sales were significantly less than in NSW and Queensland.

Western Australia and the Northern Territory were the biggest spenders, spending an average of \$83.80 and \$83.43 per order respectively. Consumers in Western Australia also purchased more items per order with an average of 2.9 items. This was followed by 2.7 items per order in Queensland and the Northern Territory and 2.6 items per order in NSW and the ACT.

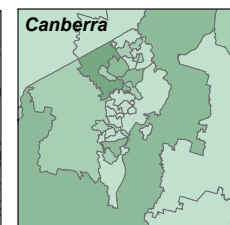
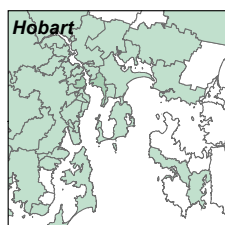
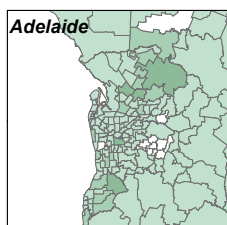
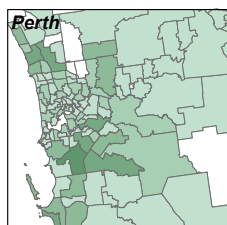
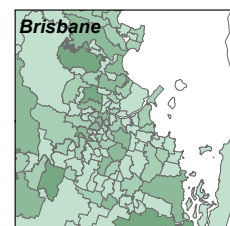
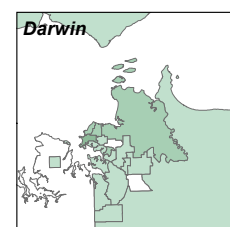
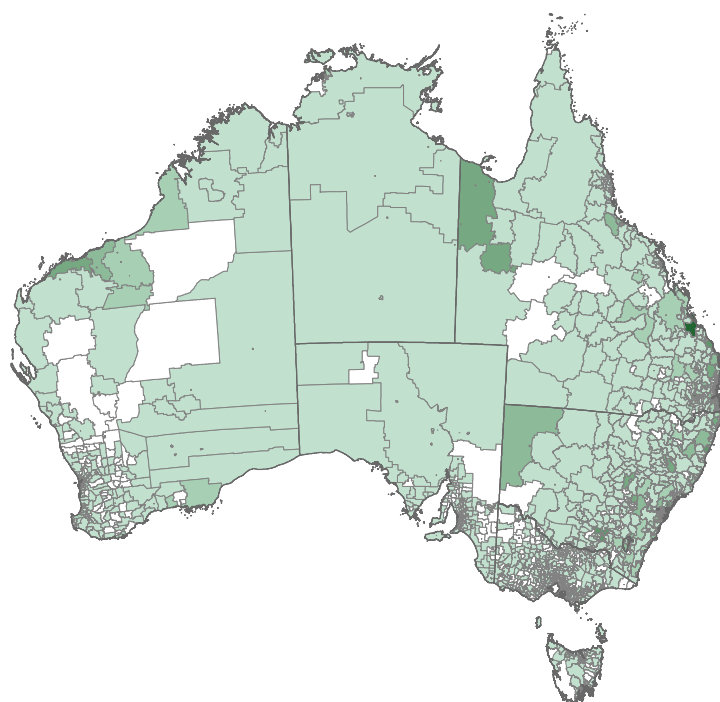
Drilling deeper into the sales data reveals that regional Australians are far from sexually uptight and repressed with six of the ‘top 10’ pleasure zones located within regional Queensland: Mackay (1st); Toowoomba (2nd); Gladstone (3rd); Cairns (4th); Ipswich (9th); and Townsville (10th).

Other areas within the ‘top 10’ included: Sydney (5th); Mandurah, WA (6th); Gosford, NSW (7th); and Melbourne (8th).

Number of orders for postal areas

0 400

Total number of orders, March 2012 to May 2015



Map created by Alistair Sisson

Source: sextoys247.net.au frisky.com.au



Photo credit: Paul J. Maginn

Simultaneously, that other space of stereotypical sexual conformity, the outer suburbs, were also found to be hotspots for sex toy consumption at the metropolitan level. In Adelaide, for example, the biggest consumers were located in outer suburban areas such as Salisbury, Smithfield and the rather aptly named, Happy Valley.

Pulling a rabbit out of your sleeve

Nationally, the most popular sex toy was a male masturbator or sleeve – the Tenga deep throat cup to be exact. This was the number one seller in NSW and Victoria. In fact, half of the ‘top 10’ best selling products were male masturbators/sleeves with adult performer endorsed masturbators by Fleshlight also proving popular.

The we-vibe 2 and we-vibe 3, a sex toy specifically designed for coupled pleasure, ranked 2nd and 4th nationally. The we-vibe 2 was the most popular toy in WA whereas the we-vibe 3 was the number 1 toy in the NT.

Despite having been around the block for quite some time, the eponymous rabbit- styled vibrator is still going strong, “cumming” in as the third most popular item. The rabbit vibrator was the No.1 toy of choice in South Australia.

Tis the Season to be Pleasured

The data shows that there was significant month-on-month growth in the number of orders for sex toys and adult products between March 2012 and January 2013. This upward trend happened to coincide with the release of the *50 Shades of Grey* books! It would be fascinating to see if the release of the movies provided another shot in the arm for sales!

One might also expect that sex toys would make for “exciting” Christmas presents or “romantic” Valentine’s Day gifts. In overall terms, sales of adult products were high during December, especially in 2012; and during January and February 2013. So there would seem to be some kind of correlation between sales and key gift giving seasons.

Ultimately, however, August and May proved to be the two most popular months to buy sex toys. Why might this be? Well, these months coincide with the winter and autumn seasons – at least here in Australia. So, it might just be that Australians are snuggling under their blankets – alone, with a partner...or two or more partners – or getting tied to the bed posts and blind-folded and getting it on with their favourite sex toys.

From sexual consumership to sexual citizenship

When it comes to adult retailing in countries such as Australia, the UK and the USA, policymakers – planners and elected officials – often adopt a negative or cautionary stance towards this type of retailing. Sex shops, particularly those that sell pornographic materials, tend to be branded as immoral, polluting and even criminogenic spaces.

As such, policymakers have sought to prohibit their establishment or render them hidden or invisible via regulations governing signage, window displays, opening hours and zoning. This is why, until fairly recently, many established adult stores are to be found in marginal or transitional locations within the city

and co-located with other so-called vice land uses such as tattoo studios, TABs and fast food outlets...at least in Melbourne!

It is implicit in the political rhetoric and policy regulation towards adult retailing that those who purchase sex toys are also deemed immoral and abnormal.

The geography of sex toys sales are not merely an indication of the level of our sexual consumership. Rather, the consumption of adult products may also be seen as a bell-weather of our exploration of sexuality and, ultimately, an assertion of sexual citizenship.

According to the second Australian Sexual Health Survey, conducted in 2012, 15% of men and 21% of women had used a sex toy in the previous year. I suspect these figures have grown since then and we might be looking at well over 25% for men and women.

Sexonomics 101

It is important to recognise that in addition to bringing pleasure to millions of Australian every year, the adult retail sector (including distributors and wholesalers) makes a significant contribution to the Australian economy. The multitude of adult stores across metropolitan and regional Australia employ hundreds, if not thousands, of people on a part-time and full-time basis. Hence, these stores add millions of dollars to local, state and federal government coffers through GST receipts, rates, corporation tax, payroll taxes and income tax paid by their employees.

It is arguably time to accept the simple fact that sex shops and sex toys are a *normal* part of the retail landscape and our shopping baskets in the 21st century. The pursuit of sexual pleasure should not be seen as a sinful activity. Rather, it should be seen as a contributor to the sexual health, happiness and well-being of society and the economy.



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After gaining thirteen years experience in the adult retail sector and building a very successful company, Cheryl & Dean launched Twisted Angel Pty Ltd and entered into the adult wholesale market in 2015. The retail experience proved to be invaluable when they entered into the wholesale industry as it gave them the insight into what the retailer requires from their suppliers.

They understand the margins a brick and mortar store requires to not only survive the competitive market, but evolve and exceed such margins. They also offer high turnover of core stock to avoid product collecting dust on store shelves.

Testimonial

“ Nice & Norty Adult Shop in Geraldton WA, *LOVES* Twisted Angel, the products and the people. Not only, do we receive quality one on one care, and support, we also have the feeling we're always welcome at the show room to touch, feel, smell & explore their fantastic reliable, beautifully packaged products.

We felt so confident with Twisted Angel; we started party planning again after many years of unreliable stockists and searching. This has increased our intake as a whole, and we believe it has a lot to do with the attractive product we now get to sell. Nice & Norty has nothing but good vibes for Twisted Angel. ”

Danica Williams - Manager at Nice & Norty, Geraldton WA

In recent years, the consumer has become much more informed about adult products and retailers need to cater to this by providing modern products that meet the customer's expectations. With fresh new products, Twisted Angel are providing the

opportunity for stores to stock brands and designs not seen in the Australian market before.

Exceptional customer service is one of the most important things in any industry. This is something that Twisted Angel strives to accomplish, with most orders dispatched within 24 hours of the order date. They also provide several methods of payment including fee free credit card payments. Twisted Angel offer flat rate shipping and resolve warranty issues quickly and efficiently.

A major source of frustration among retailers is suppliers running out of stock. Twisted Angel has strived to address this issue with 100% fill rate achieved in their first year of opening and 99% in their second year.

Testimonial

“ Since we started using Twisted Angel 12 months ago we have found their ordering system to be easy to navigate and very user friendly, our orders are picked and packed the same day and we receive the delivery the very next day, excellent service.

Twisted Angel staff are very friendly and helpful when we have interacted with them in the showroom or over the phone and are very quick to resolve any unforeseen issues or queries. They have a great price point with all their products allowing for good margins.

The feedback we have received from our customers has been excellent, “Quality products at the right price”. We have found that we are selling their brand over others on a regular basis due to the quality and price. We highly recommend Twisted Angel. ”

Sheryl Aurisch & Shawn Kelly - Owners at Nawty Secrets, Perth WA

With the high success of Twisted Angel, Cheryl and Dean felt that there was another service that could be provided. Therefore in March this year they co-founded The Australian Wholesale Expo (AWE) Trade Show.

With their first Australian show this year being a huge success, there is nothing that can keep this power couple down!

Keep an eye out for the next AWE Trade Show in your state, come and say hello to Dean and Cheryl, along with several other wholesalers. For more information about Twisted Angel or the AWE Trade Show please visit our facebook page to keep up to date with show dates and new products.

Testimonial

“ We met the team from Twisted Angel at the AWE trade show in Adelaide. They are the most friendly and helpful supplier to deal with. Adult Worxxx is very impressed with their professional customer service and the quality and large variety of their products, at great prices. We are lucky to have their awesome products for sale in our store. We highly recommend Twisted Angel as a supplier as our experience with them has been great. Twisted Angel are really easy to work with and they really appreciate their customers. **”**

Leanne and Jason - Owners at Adult Worxxx, Christies Beach SA



PHOTO: Dean & Cheryl Hammond, Twisted Angel Pty Ltd CEO's & AWE Trade Show Co-Founders

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Vantablack is the New Black Market

Editorial

However not everyone agrees on this. Quit Victoria and the Cancer Council Victoria drew up a report on the use of illegal tobacco back in 2011 which they say supports the notion that only 2-3 % of the tobacco smoked in Australia is black market. British American Tobacco commissioned Deloitte's to do their own survey in 2011 and they came up with a figure of 15.9%. The Cancer Council strongly disputes this figure and puts forward figures from the Australian Government's National Drug Strategy Household Survey from 2001 to 2010 to back them up. They claim these figures show that only .3% of tobacco smokers use black market products – notwithstanding the fact that the cost of tobacco skyrocketed in 2010, following large increases in excise and customs duty. Even more ridiculous is the Council's claim that, 'The National Drug Strategy Household Survey shows definitively that the vast majority of smokers who have ever used illicit tobacco no longer use it, and—of those who do still use it—most used it only occasionally'.

So why would tobacco users who have been used to paying around \$15 for 100g of illegal tobacco, suddenly ditch it and start paying the recommended retail price for the equivalent legal product, of about \$38? Are they saying that the chop chop dealers just packed up their bags and went home? Or are they saying that suddenly all the people buying illegal smokes decided that they better do the right thing by the government and pay all the taxes and levies on legal smokes? It just doesn't make sense and the Cancer Council doesn't offer any explanations either. They just stick to that as their official line and deride anyone who dares to suggest that the illegal market in tobacco is the elephant in the room

Vantablack is the blackest thing or colour you can get. It's a substance made of vertically aligned carbon nanotubes and it absorbs up to 99.965% of radiation in the visible spectrum. So if you're wearing a dress made of this substance, all you'd see is your arms and legs protruding from a black space. It's the black hole into which all light disappears and nothing comes back to you.

People in the adult industry are very aware of how 'grey' and 'black' markets operate. But how about a 'Vantablack market'? A market so black that everything goes into it and nothing comes out. Sounds scary but this is exactly what the Australian government authorities and a few of their health agencies risk creating if the war on tobacco doesn't get a little more enlightened soon.

The recent discovery of a \$12 million crop of illegal tobacco in bushland just south of Canberra, has law enforcement extremely worried. And so it should.

Anyone who knows anything about black markets knows that where there's smoke there's generally a raging bushfire not far away. If they found one of these crops, then there are likely dozens more out there that the cops didn't find. Do the math. Australia now has a multi million dollar illegal industry in 'chop chop' or illegal tobacco.

whenever taxation, packaging or other regulation of the market is discussed.

The reason is that the Cancer Council, along with the hordes of academics who trade off the anti-smoking movement, want governments to believe that all the work they are funded to do on anti-smoking, is bringing down smoking rates just nicely thanks with no unintended consequences. The huge price rises in tobacco over the past decade and the amount of public education about smoking have caused a lot of people to stop. There is no doubt about that. And that is a good thing. Smoking commercial tobacco, which is so laden with chemicals, preservatives, flavour enhancers and other substances that keep you coming back for more, is about the worst thing you can do for your health. However when it comes to the health of society, things get a little more complicated. Despite what the Cancer Council says, increasing government regulation on tobacco is causing us to draw near to a tipping point where we are about to send potentially millions of smokers into the abyss of the black market just so they can afford to feed their habits.

There's good reason to question the Cancer Council's views on lots of things to do with tobacco because they live in an academic world where the realities of the market place do not affect them. They are ideologues who cannot see past research and regulation to the real world. Coles is their largest sponsor, having raised in excess of \$10 million for the Council through their Daffodil Day appeal. But Coles is also arguably the nation's largest retailer of legal tobacco. No one is impugning anything illegal or underhanded in this relationship but the Cancer Council never declares this part of their relationship with the big retailer. Many people see a huge conflict of interest here and yet the Cancer Council with its head up its arse doesn't get this.

In January this year, an IRI MarketEdge Grocery survey published in the Fairfax press showed that cigarette sales in the last financial year were the top growth category of all products sold in the major supermarket chains. IRI-Aztec data on Australian grocery sales for the 2013-14 financial year showed that Australians

spent \$8.5 billion on cigarettes and rolling tobacco with the major supermarkets. Commenting on the data, Kos Sclavos, former Pharmacy Guild of Australia national president, said "no wonder the IRI-Aztec data on Australian grocery sales is kept under wraps. It shows cash register data from every Coles, Woolworths, IGA and FoodWorks supermarket in the country and their approach to health is clear. They have no interest in health and indeed the increased health costs in Australia." Professor Heather Yeatman, president of the Public Health Association of Australia described the data as "very depressing".

So why is the Cancer Council taking millions of dollars from sponsors who 'have no interest in health or health costs'?

The Cancer Council relies on a report for the Department of Health and Ageing, by two researchers (Collins and Lapsley) to gauge the total cost to the community from smoking.

They estimated that the social cost of tobacco abuse in 2004-05 was \$31 billion. Twelve billion dollars (38%) in tangible costs and about \$19.5 billion (62%) in intangible costs.

They defined tangible costs as, 'lost productive capacity due to premature death or smoking-associated illness (labour costs), health care for smoking-associated illness, fires attributable to smoking, and abusive consumption (i.e. the cost of purchasing tobacco, estimated at market prices, less taxes)'. They defined the intangible costs, 'as the sum of the psychological costs of premature death (incurred by family and friends) and the loss of enjoyment of life (incurred by the smoker) as a consequence of smoking-associated illness'. Further, they defined the cost of a life using a Bureau of Transport Economics' estimate of '\$2 million as a reasonable valuation of a lost life'.

Leaving aside the very vexed issue of valuing a life like this anyway (we can only be thankful they didn't ask the Catholic Church for a valuation) let's assume for the moment that that figure is reasonable. The next question is what is the cost to the community of a developing black market in tobacco caused by inflating

the cost of legal tobacco and other regulatory measures which push smokers out of the legal market? They don't want to hear this question and brush it off with yet more statistics from the Cancer Council's website.

Australia's most believable drug statistician, Dr John Jiggins, estimates that the Australian illicit drug trade in 2010 consisted of a market of about three million Australians. This is about the same number of Australians who smoke tobacco. In total he estimated its worth to be about \$17 billion; composed of a cannabis market, worth about \$6 billion, a heroin market of \$2 billion, a cocaine market of \$2.5 billion, 40 million ecstasy tablets worth about \$1.4 billion, and 6.8 tonnes of methamphetamine, worth about \$5 billion. Illicit tobacco is not included in this figure. The cost of drug law enforcement he estimated at \$1.5 billion. That's a total of \$18.5 billion in what the Cancer Council would say are the tangible costs of a black market. That's \$6.5 billion more than the tangible costs of smoking. The intangibles, like the number of lives lost through black market structures, is anybody's guess. So is the cost to the community that is incurred in the way in which crime gangs who trade in illicit drugs spend their money. Weapons, more drugs, terrorism etc etc. In many ways it is this spend that probably wreaks the most havoc on society but it is impossible to quantify.

The real point that these figures make is that it is not out of the question that a developing black market in tobacco could soon join up with the black market in illicit drugs to form a super black or 'Vantablack' market of up to six million Australians and worth many billions of dollars. If only a small portion of this goes to terrorist organisations, or to strengthening already existing crime gangs the nation is in serious trouble. Australian governments and their health agencies need to allow tobacco addicts to buy their products at high but affordable prices, get tobacco out of supermarkets and into age-restricted premises where children cannot see tobacco transactions being made and to come up with ever more creative educational campaigns about the dangers of smoking.

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3.3% WAGE INCREASE ANNOUNCED ALONG WITH NEW PENALTY RATES

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The Fair Work Commission (FWC) has announced a 3.3% increase to minimum wages. The increase will apply from the first full pay period starting on or after 1 July 2017.

The 3.3% increase is the highest increase since 2011 and a significant jump compared to last year's 2.4% increase.

What do I need to do?

Employer Assist is in the process of preparing updated pay scale summaries for EROS members. Once prepared, we will email members a copy of the new rates.

In the meantime, employers should start reviewing their employee's current pay rates and preparing for the increase. Now is a perfect time for employers to roll out new employment contracts or review and update existing employment contracts.

Who does the increase apply to?

The increase only applies to employees that get their pay rates from the national minimum wage, a modern award or in some cases a registered agreement.

Award Free Employees

The new national minimum wage will be \$694.90 per week or \$18.29 per hour. The national minimum wage applies to employees who aren't covered by a modern award or registered agreement.

Employer Assist is proud to partner with the Eros Association to provide all Eros members with workplace relations advice and services via the **FREE Eros Employer Assist hotline. 1300 054 542 or eros@employerassist.com.au**

Award Covered Employees

Most employees are covered by a modern award. Modern award rates will increase by 3.3%. As mentioned, Employer Assist is preparing updated pay scale summaries which will be emailed to members once completed.

If an employee is already paid above the modern award, employers may be able to absorb the increase. However, employers will need to ensure that the employee's wage is at least equal to or better off overall compared to the employee's minimum entitlements under the modern award. Contact Employer Assist for assistance with these calculations.

Enterprise Agreements

If a registered agreement applies to the workplace, employers will need to ensure the minimum base rates in the agreement remain at least equal to the modern award rates. If not, the agreement rates will need to be increased to match the new modern award rates.

General Retail Industry Award New Penalty Rates

Sunday Penalty Rates

Full-time and part-time employees

1 July 2017 - 195%

1 July 2018 - 180%

1 July 2019 - 165%

1 July 2020 - 150%

Casual employees (inclusive of casual loading)

1 July 2017 - 195%

1 July 2018 - 185%

1 July 2019 - 175%

Public Holiday Penalty Rates

Full-time and part-time employees - 225%

Casual employees - 250%

Questions?

EROS members can contact Employer Assist on

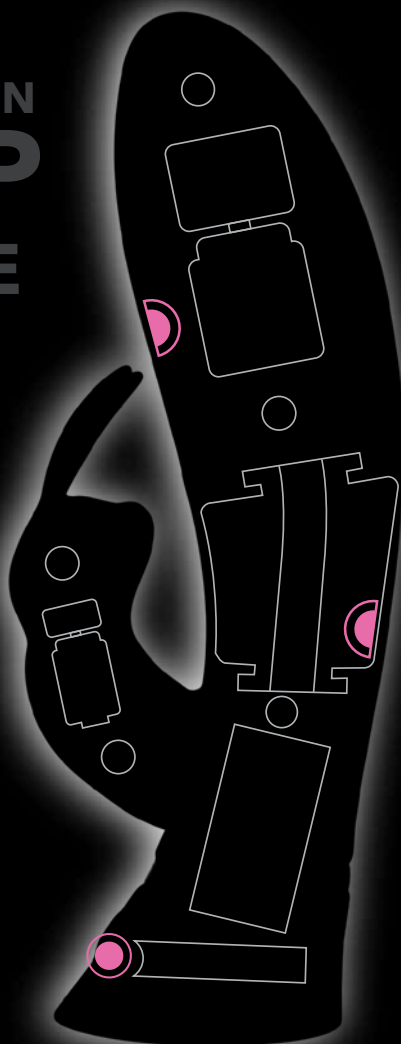
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for information and advice on the wage increase.

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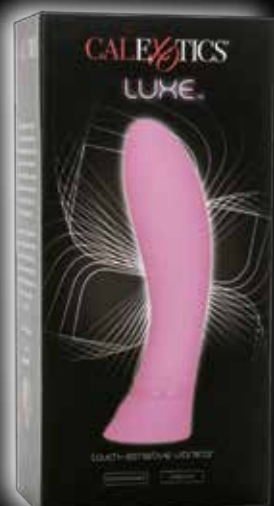
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CALEXOTICS®

CalExotics opened its doors in 1994. The company's founder, Susan Colvin, envisioned helping people find pleasure through creating a female-friendly intimate product, in an industry largely dominated by men. Susan saw so much potential in the market and knew she could do things differently. "I wanted to make packaging with personality. I wanted to create toys that were reliable, quiet and more powerful. I knew the market was ripe for something better, and I wanted to make that happen," says Colvin. This was the inspiration for CalExotics and is still a core value for the company today.

As the first major novelty company to be owned by a woman, CalExotics put a feminine touch on every aspect of the business. CalExotics made women its target market, creating products specifically designed for the female body. Susan and her team introduced reliable products with powerful motors backed by an industry-leading warranty. The packing was also upscale, with features and colors that appealed to women.

As an innovator, CalExotics has an extensive list of famous first, many of which can be seen on the market today. CalExotics was the first to...

- Introduce feminine colours to intimate massagers
- Release a waterproof line of toys
- Introduce remote-control egg-style intimate massager
- Offer manufacturer warranties for intimate products
- Have an all-women product development team
- Create 100% premium silicone intimate products
- Introduce rechargeable rabbit-style vibrators
- Create pulsating intimate massager made in the USA
- Bring an eco-friendly, solar-powered intimate toy to market
- Design butterfly-style intimate massagers

And much more...



Founder: Susan Colvin

Today...

Today, CalExotics produces a wide variety of the best quality products in every price range. Each product is designed, tested and manufactured to provide an exceptional experience each and every time. CalExotics is a world of pleasure, with products that embrace the spirit of self-fulfillment and help people find more





joy in their lives. "I believe the sexual health products we create can help cultivate a happier you," adds Colvin. With CalExotics, users can expect more passion, expect more romance and expect more fun.

As we look to the future, CalExotics' goal is simple, to continue to be the leading manufacturer in the industry. This means staying at the forefront of research and development and creating better intimate products. The company will continue to service the needs of intimate product users, as well as retailers worldwide.

The Australian Market

CalExotics was the first major novelty company to make the Australian market a priority. Susan Colvin personally flew to the country in hopes of familiarizing herself with the marketplace and building new relationships. On her first trip, she met with key distributors and retailers; introducing CalExotics and also learning how the company could help shape the market. "Susan was the first person who had vision about a market, and although small compared to the US, was just waiting to be awoken. Exposing Australian retailers to products that were unseen and so popular created a demand exceeding expectations and adult shops flourished into a golden era," adds Con Ange from Everything Adult.

The first trip was a complete success, and soon after Colvin was traveling to Australia several times a year. The company was helping build the foundation for the novelty industry we see today. "Australia was booming, and I wanted to ensure CalExotics was there to help it grow," says Colvin.

CalExotics quickly became a major supplier in Australia and needed a dedicated employee to focus on the region. The company appointed Lupe Martinez, its senior sales consultant for the job. Her goal was to continue to service the CalExotics existing partners and establish new ways to grow the market. Martinez quickly became CalExotics resident Australian, servicing the entire country and calling it her home for several weeks out of the year. "Australia is my second home. I love the country and all of my customers. They are truly the best, and I am so happy to be their partner and friend," says Martinez.

CalExotics is also a big supporter of events, playing a significant role in the creation of one of the country's largest consumer events, Sexpo. David Ross, from HGC Administrative Services, credits the idea of Sexpo to Colvin. Ross states, "In early 1996 I went to a Trade Lunch, held at a Chinatown restaurant, by Susan Colvin of CalExotics. At this lunch meeting I noticed the ease in which those in attendance were dealing with the product

that would normally cause embarrassment. I put their ease of mind down to the matter-of-fact way Susan presented the products and the non-threatening atmosphere the restaurant provided. Directly after this day, I reasoned that it would be better to take the product out of the shops and into an area that people were already comfortable with." And this is where Sexpo was born. The event "has grown into one of the largest consumer events in the world, with over 30,000 people attending every event," according to Sexpo Australia Event Director Bentleigh Gibson.

With so much history in Australia, CalExotics works diligently to stay on top. The company does its best to provide innovative products, new and inventive sales techniques and the highest level of service and support. The company continues to make the Australian market a priority. "We've been servicing our Australian partners for over 23 years, and I am hopeful for our continued success together in the future," says Colvin.

For more information on CalExotics, visit www.calexotics.com.



Lupe Martinez, Robin Stewart >>





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Industry Profile: -

Realities of Sex Work

Sex Workers Comment on their Industry and Workplace
Interviews by Nick Wallis.

When it comes to people using their genitals and sexual prowess for work, the discussion turns a bit strange. The regulation of the adult industry has been marred by various prohibitions, aggressive agendas and a lack of mature discourse.

There is a growing movement of grassroots organisations from within feminist and religious backgrounds claiming to speak on behalf of all sex workers while also suggesting that sex work is inherently a bad thing. This has led to many voices being silenced. Women and men across the adult industry who are intelligent, hard working and enjoy what they do, are silenced and spoken on behalf of by people who fundamentally misrepresent them and what they do.

When people use their brain or brawn for paid work, nobody bats an eyelid. If someone uses their hands and muscles to cut down a tree, it is a positive, productive contribution to the economy. This is the way we understand work. Someone has a skill and they exchange the use of their skill, using their body, to produce a good or service for someone else.

To this end I thought it might be a refreshing change to actually hear from some of the people doing this work. My work at radio station 3CR recently brought me into contact with a range of sex workers who agreed to a series of short interviews. I have changed their names for the sake of anonymity because most sex workers will tell you that the job is not hard but telling people about it can be.

...

Why did you choose to become a sex worker?

JANE

"I had choices. One of them was a \$16 per hour job. The other was a \$400 per hour job. One entailed paper work and the other, orgasms. For me, it was a no brainer."

MARY

"Because I have depression and anxiety I become very, VERY easily stressed and depressed when working a straight job.

I was honestly considering suicide when I was working six days a week for 8-10 hours a day for shit money. I started doing sex work on the weekends and eventually quit my straight job in 2012. The second I quit, it felt like a weight had been lifted off my shoulders. I had more time and freedom to look after myself and do things I enjoy."

LUCY

"The hours and the money. It's also just something I wanted to do. It's a complete myth that someone could never want to be a sex worker when they grow up."

KATIE

"Intrigue, leading to deep emotional satisfaction. I have always been a very sexual person, and my specific area of the sex industry is very conducive to playful, intimate, and sometimes quite moving experiences. It is an area where all of my natural talents are utilised - and my bills paid."

SILVIA

"I've actually always wanted to be a sex worker, since I was a teenager. It took me until I was 25 to figure out exactly which area of sex work I wanted to get into. Luckily for me, I had (and still have) the full support of my friends, my partner and my family. When everything fell into the right place at the right time, I was finally ready to pluck up the courage and give it a go. I'm so incredibly glad I did, because I have now been a sex worker for over three years and I have never loved a job more! It gives me so much flexibility, freedom, satisfaction and fun."

Conclusion

Job satisfaction, flexibility of working hours and the money were top of the list for nearly everyone I spoke to. Almost every person I spoke to entered sex work positively, with just one person mentioning abandonment by an ex-partner and ensuing financial pressures being key motivators.

...

What do you think of the claim that culture has been 'pornified', presenting distorted and dishonest ideas about women and girls, sexuality and relationships?

JANE

"I don't think it's porn that causes distortions. Women have always been told to look as skinny as possible, do certain things and be a certain way. There's all kinds of porn out there and certainly all body types represented. Relationships in the media could use some work but again, not related to porn."

MARY

"Well misogyny and rape culture have existed LONG before porn did, so it doesn't really make sense. Women and girls sexuality and relationships have always been objectified."

LUCY

"Women are frequently portrayed as a prize that is won by the leading men in movies and television. Female characters are rarely fleshed out and human in the way male characters are. They are required to be beautiful or comedic relief, and often both. This has been going on for decades. Women, girls, romance and sex have been portrayed in distorted, dishonest and damaging ways on film for decades. Porn merely follows this trend and is hardly the main issue."

KATIE

"Our culture is very diverse and I couldn't say all the messages out there are overwhelmingly negative or positive. Porn has had a range of effects on our culture, some good and some bad. It's not possible to make this issue black and white."

SILVIA

"Pornified and puritanical are two sides of the same coin that is 'performance'. We all have 'porn' within us, and in some instances it is a very honest way of being - however it is not the ONLY

way of being, and it is the pressure to be PERPETUALLY pornified (or 'pure') that is the real issue here."

DELILAH

"To be honest I think that women have been more 'pornified' by general media and patriarchal society than by actual porn. I feel like I'm treated more like a sexual object walking down the street minding my own business sometimes than at my job as a sex worker. In my opinion, it isn't any form of sex work, including porn, that has created or increased this, and it is more wrapped up in how we behave as a society as a whole. Issues of consent, entitlement and respect need to be more openly discussed and understood."

Conclusion:

This question sparked a range of responses. Most people said that they felt there had been some sexualisation within our culture, especially of girls and women but they also said they felt this is something that has happened for a long time. Several respondents said that they felt they were more sexualised and objectified in everyday life than they feel working in the sex industry, reflecting a problem not inherent or borne out of the adult industry.

...

Collective Shout is one organisation claiming feminist values, which aims to, "Challenge all forms of sexual trade and commerce in women's bodies, including pornography, prostitution and trafficking." What are your thoughts?

JANE

"Men tell me all the time they would do this job if they could. And if that was possible society would be more likely to accept and not judge men choosing to sell sex. I should be allowed to do what I want with my own body. Is this not true equality? Are gay men who sell sex stigmatised at the level women are? No."



MARY

"Ah yes. Them.

Save us from our saviours.

Feminism is a movement with a focus on equality of the sexes/genders, to be achieved by releasing women and men from oppressive/patriarchal social structures. The desire to fuck and be fucked is not an oppressive/patriarchal social structure, it is a biological, natural and healthy human desire. You cannot liberate people from nature.

To attempt to conflate consensual, enjoyable expression of human sexuality (porn, sex work which is consensual by nature) with trafficking, is a waste of resources at best, and an insult to genuine victims of crime at its worst."

LUCY

"To me, being a feminist means supporting what each individual person chooses for themselves (as long as it isn't harmful to others) - whether you personally like and agree with what they are choosing or whether you don't. One important definition to make when talking about these issues is the HUGE difference between sex work and sex trafficking. Sex workers choose their jobs, for many reasons, all of which are valid. Sex trafficking is slavery and exploitation.

Someone who is trafficked for sex is therefore not a sex worker since they have not chosen for themselves and have instead been forced and/or coerced. Sex trafficking and sex work are not the same thing, and cannot be lumped in together.

Unfortunately, many people still do, and instead of supporting sex work and fighting sex trafficking, they just fight all of it at once. This attitude is actually harmful, unhelpful, dangerous and disrespectful. Sex work is a legitimate and valid job, and should be viewed as such."

KATIE

"Telling women what they can and can't do with their bodies is abusive regardless of who is doing the telling. We don't want our bodies controlled by the left any more than we do by the right. The idea that some women need this done 'for their own good' robs them of their agency and self-respect."

SILVIA

"It's condescending and completely out of touch with the reality of the lived experiences of sex workers. That they lump consensual sex work in with human trafficking speaks volumes. The trading of physical and emotional labour for pay is the basis for the capitalist society in which we live. If they actually cared about helping the women they claim to be trying to "save" then they'd listen to us, but they don't listen, because they don't actually care."

DELILAH

"Collective Shout is a faux-feminist organisation working towards making sex work more dangerous. It makes no sense to claim to be feminist while actively oppressing women and making their lives more dangerous."

ROSE

"Collective Idiots like to take away people's agency and proclaim it does them good. I'll throw my keyboard out the window if I have to talk about the harm they do."

Conclusion:

The responses to this question were overwhelmingly negative. It seems pretty clear that sex workers are not oppressed people who need moral crusaders speaking on their behalf, often silencing them in the process.

...

Are there many individuals / groups who reach out to you, offering help, without you ever asking for or needing it?

JANE

"Yeah so many! I have a great support of fellow sex workers, as well as my state organisation (rHed) and national organisations. I am lucky in that I am open with my friends about my work, so I also have my immediate friends support if i need it. Many of my close friends are also sex workers so they have a good insight into things I may be going through."

MARY

"Most people in the sex industry are the most useful, kind and pragmatic people I've ever met."

LUCY

"Yes, I have many friends and a wonderful girlfriend."

KATIE

"I'm a white, cis, middle class woman who isn't perceived to be an addict. I have the great privilege of being able to work where and how I'd like to. So no, I don't encounter many people like this."

SILVIA

"Nope. I'm invisible. All sex workers are."

DELILAH

"Yes, unfortunately because of the negative social stigma that can be attached to sex work sometimes people (both individuals and organisations) will try to 'save' me, which always seems extremely patronising, stigmatising, unhelpful and, in a twisted way, kind of hilarious to me.

You wouldn't walk into an office building and try to 'save' the receptionist sitting behind the desk; or into a coffee shop and try to 'save' the barista. Recently Project Respect came into my workplace and offered 'gifts' for each of the workers.

They were small bags containing personal hygiene products and one of their pamphlets containing information about how they help support you as a worker (despite their policies and treatment of sex workers actually being very anti-sex work). This move seemed both deceptive and passive aggressive to me."

Conclusion:

Along the same lines as the previous question, I was interested to hear about the sort of organisations and individuals that reach out to and speak to sex workers. This time I heard a much more positive response, with sex workers

talking about their colleagues in the industry and some positive grassroots organisations that have been helpful along the way. Although it seems that privileges have a strong role in how this question turns out, and those who find it more difficult to talk about their work often feel silenced or invisible.

...

Do you experience a culture of oppression and exploitation within your workplace?

JANE

"I've always found sex work in an establishment to be the same as, or less, exploitative than every other 'normal' job I've had."

MARY

"Within the workplace? No, because I work independently thus have no boss or manager. Within society? Yes.

Working in brothels and strip clubs often meant dealing with management who cared more about money than our safety and wellbeing though."

LUCY

"Not at all. In fact, I have found that I am more empowered in my workplace to take a stand for my right to expression than in my everyday life.

A significant portion of this support comes from my clients and the owner of my establishment."

KATIE

"NO! This is honestly I think the main reason that organisations want to 'save us' and it's SO false. While there are humans that are trafficked and feel trapped by the industry, so few of us in Australia experience this.

I think the only culture of oppression some of us experience is discrimination from other sex workers, and some support staff. For examples some parlours do not always have open minded receptionists/hostesses and that can really affect work conditions/situations."

SILVIA

"I work for myself Independently. I'm the best boss I've ever had! I love my work place and my hours and my pay! I make \$1.3 million a year! Working part time! Tell me again how I'm oppressed? Marginalised and stigmatised yes. Oppressed? Never!"

DELILAH

"I have never personally experienced oppression and exploitation within my workplace. Where I work I am 100% in control of everything that happens, including which clients I choose, which services I provide and my rates for those services, my hours and which days I work. I can pull the plug on a booking at any time if there is any behaviour I'm not comfortable with (luckily this is an extremely rare occurrence), and the management back me up 100% on all of my choices."

DIMITRI

"In my experience, the culture of oppression that many sex workers face is actually from outside of the industry itself due to the harmful attitudes, opinions and negative social stigma the general population views sex work with, rather than anything that actually happens to them on the job. Plus many workers also feel that any negative experiences that might happen to them on the job are usually also caused by, or made worse by, this negative social stigma."

Conclusion:

None of the people I spoke with had experienced this in any way that they would describe as worse than any other industry. Complaints were the sort of thing that might be said about any industry. Many of the respondents work for themselves and only experience oppression from society more broadly, which they say is disappointing and disheartening.

...

If you could suggest some fixes for the industry, what would they be?

JANE

"National laws! Rather than on a state basis. or at least CONSISTENCY in

the laws from state to state. The last legislation was written in the 1980's? Uh what? How is that still relevant in today's day and age? In Victoria, workers should be able to allow in-calls, that is, to allow clients to visit them at a location. This is imperative for safety! It is ridiculous that we are not able to offer these things, or even face eviction from buildings for working out of our residences (for example, a two bedroom apartment)."

MARY

"Full decriminalisation. NOW."

LUCY

"Decriminalisation. An effort to properly train police officers to deal with crimes against sex workers, or even threats towards them. General retraining on how to treat reports of sexual violence and how not to be disgusting victims blaming sexists in general would be a decent start."

KATIE

"That any decision relating to sex work or sex workers only be made BY sex workers. The condescension by politicians, police and organisations made up by non-sex workers making decisions for this industry is destructive. We are capable of voicing our own problems and needs"

SILVIA

"More peer-based programs and organisations run by sex workers."

Conclusion:

Finally, I wanted to know what sex workers would do to improve their industry if they could. It had become quite clear by this point that stigma against sex workers and the attitudes that come from broader society are two huge hurdles. Many respondents are concerned about discrimination for themselves and their colleagues working in the industry, as well as inconsistent laws around Australia. Many of the sex workers wanted to make it quite clear that they are not victims and instead, see themselves as warriors for a more broadly sex-positive society.

FEDERAL INCENTIVES TO CUT LOCAL RED TAPE: WHERE TO START?

The Federal budget has included an incentive scheme for States and Territories to cut red tape at a local level, but will they consider adult businesses?

The National Partnership on Regulatory Reform provides \$300 million to States and Territory governments to remove unnecessary regulatory barriers for small businesses. The Budget website

specifically notes removal of unnecessary land-use planning restrictions as one of its key policy goals.

It is unclear whether and to what extent State and Territory governments are likely to sign up to the scheme. Eros encourages incentives to cut the regulatory burden on small businesses and has a list of ideas of where to start.

Adult stores and entertainment venues need to navigate stringent (and inconsistent) local planning and signage bylaws. SWA licensees pay exorbitant fees for licenses tied to stringent conditions. Unnecessary red tape is a

continued burden for many kinds of adult businesses and it is hoped that Federal incentives will be utilised to loosen the ties.

In particular, Eros will be lobbying governments to consider whether 'specialist regulation' of adult goods and services is required and, if it is, how current restrictions can become simplified and more consistent.

Moreover, we encourage the Federal government to consider some of its own unnecessary red tape on business within the context of classification laws as well as the import/export of adult goods.



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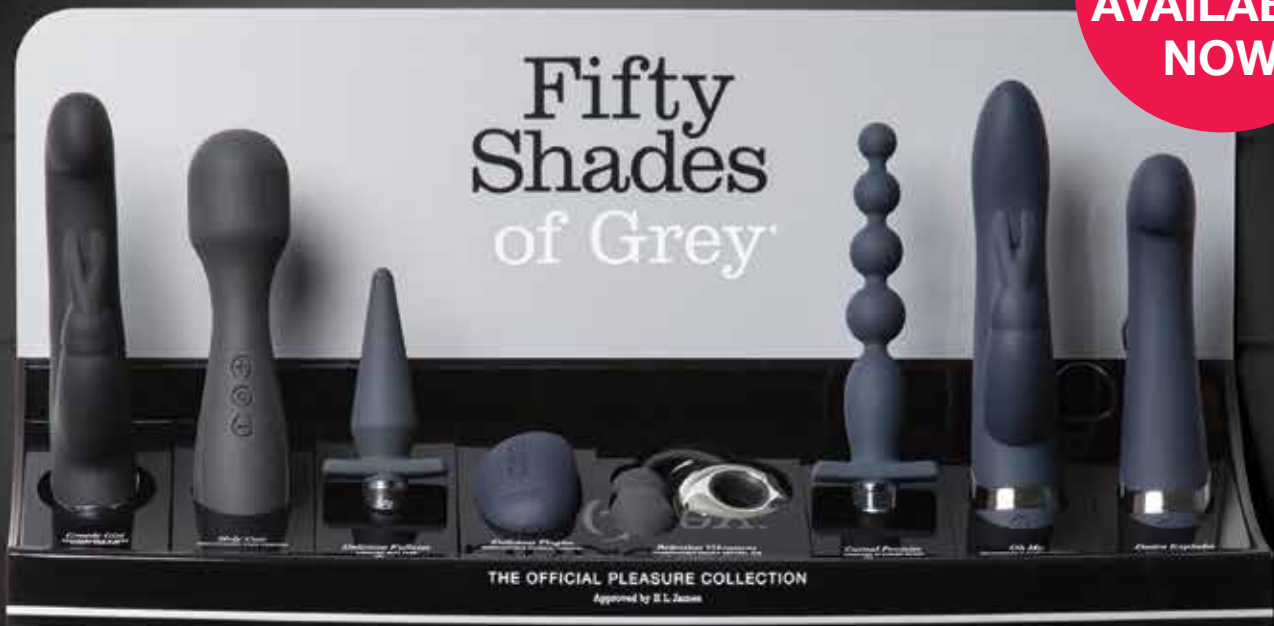
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Lovehoney
the sexual happiness people™

Lovehoney celebrates 15 years of *Sexual Happiness*

Lovehoney are delighted to be celebrating their 15th anniversary this year
15 years of Sexual Happiness.

Set up in 2002 by Richard Longhurst and Neal Slateford, essentially using Richard's bedroom as their warehouse, the first order was placed on the 21st April 2002 (for an Ecstasy Hi-Tech Rabbit Vibrator, no less). Fast forward 15 years and Lovehoney have been awarded the Queen's Award for Enterprise in International Trade, one of the highest accolades of British Business, a multitude of Licensing and customer service awards and have 8 websites serving customers all over the world.

It has been an incredible journey for Lovehoney Australia, too. July 2017 sees the first year anniversary of the retail fulfilment centre in Brisbane, as well as a push on mainstream TV for Lovehoney's fun and cheeky award-winning TV advert. 2017 is also the year in which a designated Lovehoney Trade Team member, Jade Bawa, took her first trip Down Under to spread the Lovehoney message.

Here we take a look back on some pinnacle moments for the Lovehoney team.

2001

Neal Slateford and Richard Longhurst met in 2001 and become friends. One day at the pub while talking about the internet, they decided to set up an eCommerce business. But what would they sell?

They decided to explore three different areas. First they went to a cross-stitch and needlecraft trade show, but that didn't really get them excited. Kids toys, perhaps? Hmm, a company called Amazon were already doing pretty well selling those.

Next they attended Erotica, consumer show in London for sex toys and erotica. "Hello," they thought. "This looks like a good opportunity..."

With a little help from some friends - a programmer, a graphic designer and a photographer - they started to build a website. And so in 2002, Lovehoney was born and a new era of sex toy shopping began

2005

In 2005, Lovehoney struck a deal with sex expert, writer and TV personality Tracey Cox to make sex toy products carrying her name. Tracey helped to develop the products and the extremely successful partnership continues to this day. (In fact, Good Housekeeping UK has just awarded her Supersex Rabbit Ears Clitoral Vibrator as the 'best for beginners').



2007

Rabbit Amnesty was born. This was the first time a sex toy recycling service was made available and is still very

popular and ethically resourceful way for customers to dispose of their vibrators. It received a tonne of press coverage.

2011

In 2011 Lovehoney was no longer just about sexy and secure adult shopping but officially became 'The Sexual Happiness People' – proud to make a fun and fulfilling sex life available to everyone. This was also the year that Lovehoney first created a TV advert and became the first sex toy company to advertise on British TV.



2012

Lovehoney secured the exclusive rights to manufacture Fifty Shades of Grey pleasure products. The range was a worldwide success, with the sex toy industry the world over noticing the impact and the infiltration of the range into the mainstream, especially amongst first-time customers.

Lovehoney has since become the world leader in manufacturing licensed ranges including Motörhead, Mötley Crüe and tokidoki.

2012 was also the year the first TV programme was made about Lovehoney. The behind-the-scenes documentary called *More Sex Please, We're British*

Everyone at Lovehoney is proud of what they do.

The company mottos are:

- Be proud of what you do. • We don't judge.
- Don't be afraid to have a go. • It's nice to be nice.
- Always go the extra inch. • You can't know enough about sex.



was shown on Channel 4. Viewers got an inside view on what it's like to work for a sex toy company, and the part that caused by far the most interest was the Returns Department....

The documentary was such a hit that two years later a new six-part series was made called *The Joy of Sex Toys*. It aired on Lifetime TV in 2014 and gave viewers the chance to get to know some of Lovehoney's characterful employees, and then in 2016 it was adapted for Australian TV.

The show was so successful that a second series was commissioned, which was also shown in Australia.

2016

This global success even got noticed by the Queen! Last year Lovehoney received the *Queen's Award for Enterprise in International Trade*. Lovehoney founders Richard Longhurst and Neal Slateford attended a reception - held by the Queen herself at Buckingham Palace - to receive the award. Official recognition from the Queen to win the 'highest accolade for business success' was a huge privilege for Lovehoney.



Three months later, the Lord-Lieutenant (the official representative for the Queen when her Majesty is otherwise engaged) for the county of Somerset, South West England and home of Lovehoney, officially presented Longhurst and Slateford with a crystal chalice and scroll.

2016 was also the year in which the iconic tokidoki X Lovehoney collaboration was announced. The lifestyle brand is based in Rome but find inspiration for their designs from Japanese 'kawaii' culture and the result of the partnership was a unique range of collectible designer pleasure toys. The range has proved extremely successful globally in reaching a mainstream audience, and was nominated for the reputable LIMA award in the Health and Beauty Aids category.

And of course, the phenomenon that is *Fifty Shades Darker's* PR drive was in full flow, with the new pleasure products range being launched in advance of the movie premiere. The second range did not disappoint both customers and the world's media alike.

2017

Lovehoney relaunch their Trade offering in Australia with the appointment of Jade Bawa as Sales Executive and the main point of contact for Lovehoney Trade Customers in

Australia & New Zealand. A seasoned distribution professional, Bawa has rekindled Lovehoney's excellent partnerships with key distributors, including Calvista and AAPD, while Windsor & Sugar and Sas have come on board more recently.

"The response has been incredible thus far," states Jade. "At Lovehoney we pride ourselves on having created our own special brand of Sexual Happiness, and customers and retailers have embraced our ethos wholeheartedly. There's so many more great things to come."



The Lovehoney Trade Team in Australia is headed up by Jim Primrose and Jade Bawa.

To get in touch contact
enquiries@lovehoneytrade.com





It's a very good question.

This resurgence in old physical 'I'm a human and prefer to touch' items over digital things that bad people can hack, won't change the World as we know it.

However, I've been thinking this is an opportunity to go back in time and create a couple of niche sections for Eros members in their bricks and mortar stores.

Call me old (fashioned), I must tell you that I still buy physical books, and was heartbroken when Borders (it was a book shop) closed. I still give books to friends for their birthdays, and I found that the bookshops that still exist, are doing a roaring business.

Anytime I visit my local bookshop, there are other similar book people of all ages filtering through, some even buy a book.

Still, despite my love for books, I know that it will only ever be a niche category, similar to the vinyl record, but if managed well, it can be a very profitable section in store.

This brings me to the Eros equivalent to books, 'The Adult Magazine'.

Although the great golden days of the adult magazine are long gone, the profits are not. We have seen a mini resurgence in this category for the last few years.

Eros members AAPD and Claredale have been doing an excellent job keeping the mini profit fires burning with regular offerings of adult titles.

We at Windsor Wholesale continue to grow our range of titles due to renewed customer demand (This is a shameless self-promotion, for those of you who don't know, I am co-founder of said company above!).

I think it can be the classic 'You don't know what you've got, until it's gone' cliché, but there was a drought of quality magazines over the past half-decade in Australia. Some great titles of the past

So Sony Music announced they are going to restart pressing vinyl records for the first time in 30 years.

We've all heard that 'video killed the radio star', but Sony, who helped play a major role in developing Compact Discs (CD's for those young adults in the audience), thought they had all but killed off the vinyl record.

It was in 1989 that they stopped producing the big shiny disc with the odd grooves.

In a sign of people power, and counter-intuitive behaviour we have been spending more over the counter for these once upon a time nostalgic relics of the past.

Global vinyl revenue is expected to hit \$1 billion this year, and it's been growing for the past decade.

Sony are searching the world for older engineers who still know how to make these old-fashioned black plastic album records.

Sure this is good news for the handful of stores that still sell music, in Australia JB Hi Fi comes to mind, but I hear you asking what the F... has this got to do with Eros members?





The key to this category is to have a good range of titles, don't just stock what appeals to you, and re-stock regularly. You'll find once a magazine customer discovers you are serious about his section they will visit more often to search for their next golden treasure.

In a maturing industry such as ours, managing these niche categories with excellent service can equal quality relationships and profitable customers.

David Watt is co-founder of the multi-award winning distributor Windsor Wholesale Australasia and has been Eros President since 2014. Despite his youthful looks he has more than 30 years industry experience and holds an MEI (Masters of Entrepreneurship and Innovation) from Swinburne University which he completed in 2011.

David can be contacted via email at: david@windsorwholesale.com.au

have gone to that big printing press in the sky, and the ones that survived may be a little thinner these days, mainly because the advertising that once filled half their pages have also gone digital.

However, the publishers that have 'pressed on' (sorry, again I couldn't help myself) are still producing surprising quality print.

The Score Group, Paul Raymond and our old mate Larry Flynt Publishing are still pumping out worthy product that still entice that regular customer to visit the brick and mortar store every month.

Most magazine buyers are collectors, once they like a title, they search high and low for past and future issues.

And...if they like a girl, like our Eros and Windsor favourite star Angela White (she was a former 'Score' girl), they will buy everything Angela...her ever expanding catalogue includes magazines, assorted DVDs and she is a famous Fleshlight model.

Potentially a customer could visit for the latest Score magazine and leave very happy with hundreds of dollars of upsell.

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 Orange Is The New Black • Spanky Junior • IC2317-2
 Orange Is The New Black • Tie Me Up • IC2322-2

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icon brands

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Bodypolitics with Fiona Patten

The pace of parliamentary life has certainly not slowed over the past year. Who would have thought that in our first term in parliament we would introduce three bills and see the results of our actions so quickly.

As a result of our efforts:

- The Parliament will vote on physician assisted dying later this year
- There are now buffer zones around abortion clinics so that women are not harassed by anti-abortionists (mainly called the HOGPIs (helpers of god's precious infants)
- Ridesharing (Uber) is being legalised
- There is an inquiry underway and a Bill in the pipeline to have a pilot medically supervised injecting centre in North Richmond
- A committee of MPs from both houses of parliament are heading on a drug law reform international fact finding tour
- The Legislative Council entered the 21st century and allowed online e-petitions to be tabled in parliament.
- Schools in Docklands and Coburg will be built or extended.

I also take part in lots of Committee work, ask lots of questions, speak on lots of Bills and sometimes run amok!

My most recent appointment though, has been to the Public Accounts and Estimates Committee (PAEC). The main show for this Committee is the state budget. Every minister and department head appears before the committee to 'answer' our questions. I was generally given slots of somewhere between 4-6 minutes to ask questions. To prepare, we must get our heads around the budget that is made up of five

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books. Once we have made sense of the \$64 billion dollar budget, the revenue, the expenditure, the performance measures and new government initiatives, then we work out questions to ask.

Of course this all takes an incredible amount of time and then there are the hours on hours, days upon days of sitting in the committee room listening to ministers and public servants NOT answer questions while the ALP and Liberal Committee members scream insults at each other across the table. I did ask a few questions about sex work in this Committee and the answers show how hard it is at times:

Ms PATTEN— Not surprisingly, following on from a number of Ms Staley's questions, I take note that no CAV money is spent on compliance regulation of the illegal industry. It is only spent on compliance of the legal and registered industry. I would just like to make a comment that if reducing social harm is part of the objective of the act, then addressing the illegal industry, I would have thought, would have been within the remit of that. However, the Sex Work Regulation Fund raised about \$1.9 million in 15-16 and 1.5 million of that was spent.



The line items are, I would say, kind of unclear. It says \$166 000 was spent on contractors, consultants and professional services, and then there was \$225 000 spent—although it was listed as \$2.25 million I know it is \$225 000—on other operating costs. I guess it would—

Ms KAIROUZ (Minister)—Ms Patten, can I just interrupt you for a second. Where are you getting those from?

Ms PATTEN—I am referring to the consumer affairs annual report that forms part of the budget. I suppose it is a somewhat general question as to the money that you raise through the licensing of legal brothels and escort agencies. What do you spend that money on? As I mentioned, there are line items saying ‘contractors, consultants and professional services’ and line items just saying ‘other operating costs’, which is a quarter of a million dollars.

Ms KAIROUZ—I might get the Deputy Secretary to respond.

Mr COHEN—Thank you for the question. When you think about consumer affairs in the context of the Sex Work Act, I think that there are probably four main areas where we have a role. The first is we provide information to the community about the Sex Work Act through our website and through our contact centre. The second is that we support the Business Licensing Authority in undertaking the licensing of brothels and managers and the recording of exempt providers. In that respect, I think particularly for the licensed part of the sector, there is a great deal of rigour that is applied in relation to making decisions about whether people should be permitted to own brothels or should

be permitted to manage them, so extensive background checks, extensive criminal record checking and the like, to make sure that those are appropriate people to be involved in that area. The third, then, is an inspection function that we have in relation to the licence sector, and that inspection function focuses in particular on compliance with the health and safety matters set out in the act and in the regulations. We often do those inspections in conjunction with police, sometimes in conjunction with immigration, sometimes in conjunction with WorkSafe—

Ms PATTEN—Thank you. I appreciate that information. When we talk about \$225 000 being spent in other operating costs or \$166 992 spent on contractors and consultants, is that people that you contract to do these inspections or people you—

Mr COHEN—I must say, Ms Patten, I am not entirely familiar with the figures that you have got—

Ms PATTEN—Maybe I could take that on notice, then.

Mr COHEN—Perhaps I can take that on notice.

Ms PATTEN—Thank you.

Mr COHEN—I would also note that we have an extensive monitoring function, so we do look to see if we can identify that people who are advertising, for example, have the correct requirements in relation to—

Ms PATTEN—And what do you do when they are not, because I can tell you now I could find you 900 ads of people who are not complying, quite a few of them in Bourke Street?

Mr COHEN—We would work in conjunction with VicPol in those matters—

Ms PATTEN—So you would have a reporting to VicPol on that?

Mr COHEN—We have regular meetings with VicPol in relation to our shared and distinct responsibilities in relation to the Sex Work Act. I suppose the other part of our service is that we do provide policy advice to the minister. For example, in

relation to the remaking of the regulations last year we undertook the RIS requirements in relation to that and did the relevant policy work in relation to that.

Ms PATTEN—Just turning to budget paper 3, page 78, which looks at the \$1 million being put in per annum—so \$4 million in this budget—for Pathways to Exit. This is funding to support assertive outreach. This is money to be spent, \$1 million to be spent, on assertively—your word—assisting sex workers to stop working. I have to say that is fairly loaded. I would be flummoxed to know of any other business, any other industry or worker, that gets that sort of assertive outreach attention. What I want to know is: who is doing that assertive outreach program to exit these women out of sex work—you are spending \$1 million a year on it— and is any of that money going to Project Respect, which is a vehemently anti-sex worker organisation?

Ms KAIROUZ—Thank you for that question, Ms Patten. The output initiatives relating to the project that you just mentioned—the Department of Health and Human Services are responsible for that project, so I do not have the details available to me.

Mr WILSON—I can chase that up, if you like, through my colleague at DHHS and come back to you with the details.

Ms PATTEN—Thank you. If we could have that on notice, that would be really appreciated. Going back to some of the questions that Ms Staley mentioned—that CAV does not do any compliance work apart from, as you say, looking at advertising and reporting on advertising of illegal establishments—the illegal operators far outweigh the legal operators, and I am wondering if CAV has given any consideration to lost earnings from not licensing the illegal operators.

Mr COHEN—We really do focus our activities in relation to the licensed sector. If we come across intelligence that indicates a premises may not be licensed, we would refer that to the appropriate regulatory authority, VicPol—

Honoured to attend a citizenship ceremony

Ms PATTEN—How often would you do that?

Mr COHEN—I know that we meet with—when I say ‘we’, I mean both consumer affairs and the Business Licensing Authority—the sex industry part of VicPol—

The CHAIR—Order! Ms Ward until 3.37 p.m.

Ms WARD—Sorry; if you wanted to finish your sentence, please do so.

Mr COHEN—Thank you, MsWard. Often—and I can take perhaps on notice the precise number of meetings that we have had.

Ms PATTEN—Thank you very much.

All in all it was an interesting but not a terribly satisfying experience.

More satisfying was finally seeing law reform in regards to ridesharing. I introduced my Ridesharing Bill last year and agreed to put it on hold if the government committed to introducing their own Bill early this year. Well it took a while and that gave the taxi license owners plenty of time to write, ring, threaten, insult and campaign.

After considerable behind the scenes negotiations I was successful in getting support for my amendments to lower the levy from \$2 to \$1 and an audit system to ensure that the levy is only used to pay the compensation agreed upon to taxi licence owners. For the first time in my parliamentary career, I had unanimous support!

What I am most happy about is the Drug Law Reform Committee (official name is Law Reform Road and



Community Safety Committee) and its upcoming international trip. I moved this Committee in the first place and am on the committee. I will be on the tour as well and I can tell you at great personal expense. Don't believe the hype that all parliamentary overseas trips are paid for by the taxpayer!

The committee has been hearing from a range of experts who are almost all in furious agreement that the prohibition on drug use does not work. It doesn't stop people taking drugs, it doesn't stop crime and it makes no one safer.

Five of the seven members of the committee are travelling to Europe and North America to research other models for the regulation of drugs. This will include meeting with experts, international agencies such as the UN, politicians and police. As far as I am aware this is the first time that a tour such as this has happened.

I don't want to get too optimistic but I hope seeing how legalising and regulating drugs, especially cannabis, can have positive outcomes, for communities, police and business alike.

These next few months I will be busy lobbying for dying with dignity and the safe injecting centre trial in North Richmond, where about 30 people die each year from overdoses.

A few facts and figures from my parliamentary office shows the spread of my workload.

We average about 15 meetings with constituents, industry lobby groups and community organisations each week.

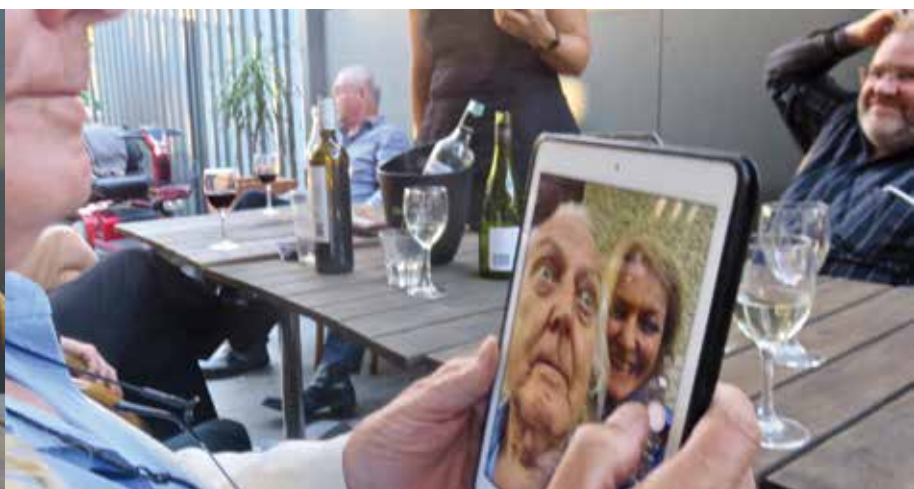
I get to attend all sorts of events each week including officiating over citizenship ceremonies to attending local football matches. We receive about 500 emails each week - that increases substantially when issues such as the CFA or ridesharing are being debated. We prepare work for an average of five Bills each week. They will be as diverse as state taxation Bills to bail legislation.

And then there is reading and preparing committee work for the White Ribbon taskforce, Electoral Matters, Legal and Social issues inquiries into Juvenile Justice, Supervised injecting centre, PAEC budget report and of course drug law reform.

I am very fortunate to have a great and dedicated team in the office.

We do long nights, long days and work weekends. Some days parliament seems like kindergarten and I yearn for the company of adults, particularly those who work in the adult industry but I think we are making a difference and providing a sensible voice. Please come visit me or sign up to the newsletter.

Fiona.





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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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Financial Discrimination Against the Adult Industry

Jarryd Bartle is a former lawyer turned adult industry consultant. He is assisting Eros in its continued campaign against adult industry discrimination.



The Eros Association continues to receive complaints regarding discrimination against the adult industry. The refusal of services by banks and other financial service providers is a common, completely unacceptable practice that continues to impact adult businesses.

What should I do if I've been refused financial services?

The first thing you should do if a financial service provider has refused services on the basis of industry-type is to **request your rejection in writing**. This ensures a clear paper trail of what has occurred, and gives a clear impression of the reasons why your service was rejected.

The next step is to formally request a

review of the decision by contacting the relevant consumer complaints person for your financial institution. Relevant contacts can be found by searching your bank within the 'Members' section of the Financial Ombudsman website (<https://fos.org.au/members>).

In your request, make it explicit that you believe you were discriminated against on the basis that you 'belong to the adult industry'. As with the first step, ensure you request the response **in writing**.

If your review is again rejected, the next step is to make a formal complaint against the financial institution to the Financial Services Ombudsman (FSO). The FSO's Small Business Jurisdiction can consider disputes between financial institutions and:

- Businesses with less than 20 employees; or
- Manufacturers with less than 100 employees.

In your complaint you should note that the financial institution has discriminated against you on the basis that you belong to an adult industry and is '*not following best practice*'.

If your business is based in the Australian Capital Territory, please get in touch with

Jarryd Bartle from Eros (jarryd@eros.org.au) as we are exploring our options under anti-discrimination legislation in the ACT.

What is the Eros Association doing to tackle financial discrimination?

Eros is currently undertaking the following to tackle financial discrimination against the adult industry:

- Speaking directly to financial institutions to counter generalised assessments that the adult industry is 'high risk' or connected with illicit activity.
- Lobbying politicians to reform current anti-discrimination laws to protect against discrimination on the basis of industry-type.
- Assisting members to make formal complaints against financial institutions.
- Raising awareness of financial discrimination through engagement with key stakeholders.
- Exploring options to file a formal complain to the ACT Human Rights Commission that financial discrimination against the adult industry constitutes ill treatment on the basis of '*trade, occupation or calling*'.



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The State of Vape Across the World. The War on Nicotine and Tobacco Harm Reduction.

Dr. Attila Danko

I just attended the Global Forum on Nicotine in Warsaw (GFN 17), the premier annual conference for tobacco harm reduction from 15 - 17 June, bringing together all the top scientists, doctors, public health, policy wonks, industry and citizen advocates from across the world.

Tobacco harm reduction is the exciting idea that combustion, or smoking, is what kills people, not nicotine, and if the combustion is taken out, novel recreational nicotine products could make smoking obsolete, potentially saving a billion lives and possibly being the greatest single public health innovation in history.

The GFN 17 conference is an unashamedly nicotine positive space for those defending the human rights of safer nicotine consumers from the powerful global forces of prohibition and abstinence, fanatically wedded to the ideology of "Quit or Die". We learned of new developments in the science, policy and advocacy movements and in the technology itself.

We heard of the increasing evidence base of our movement, with the proof of concept country, Sweden, now with a smoking rate of just 5%, far lower than the poster-boy of tobacco control orthodoxy, Australia, which has almost

triple the smoking rate. Unfortunately, traditional tobacco control is not a results driven enterprise; authoritarian control is much more important to them than people's lives. Sweden shows us that tobacco harm reduction works, with one of the highest rates of tobacco use in Europe but also enjoying by far the lowest rates of tobacco related illness and death. This is because Swedish nicotine users have the option to separate combustion from recreational nicotine, through the widely used smokeless tobacco product called snus.

Many other countries have another option, vaping, otherwise known as "E-cigarettes". Likewise we heard at the conference how countries such as the UK and the US are now having significant disruption to their nicotine markets with smoking rates falling faster than ever before with the replacement of smoking by vaping due to consumer choice. The tobacco control establishment tries to ignore the fact that smoking rates in their poster boy country Australia have remained stagnant in recent times while now the UK and the US have caught up, and threaten to overtake Australia, because harm reduction is allowed and even encouraged in the case of the UK.

New Zealand and Canada have accepted the growing evidence base on the benefits of the disruptive displacement of smoking, and are in the process of legalising vaping and other harm reduction products. Unfortunately, many other countries led by Australia and the World Health Organisation are bullied into adopting the "Quit or Die" war on drugs approach despite the moral bankruptcy of their ideology and it's obvious failure. In Australia and some other countries it is still illegal to give up smoking by

replacing it by vaping. The US faces the threat of outrageous regulations that only tobacco companies have any hope of complying with, this will potentially destroy 99% of the vaping industry if they are not stopped. Over-regulation via the TPD in Europe threatens to stall falling smoking rates there. All these efforts by a powerful global anti-nicotine cabal ironically protect the most harmful nicotine delivery system, the traditional combusted cigarette.

We also heard from a proponent of the only new idea in decades of standard tobacco control, the idea of mandating extremely low levels of nicotine in cigarettes to eliminate addiction. It was valuable to hear from the other side, and the ideas were listened to and debated respectfully. I hope there will be more of this in future. I could not resist however politely pointing out that such a strategy, which aims to keep all the harms of cigarettes, with none of the pleasure, is akin to fighting STD's and HIV by mandating orgasm blocking technology, so that people would have all the harms of sex, with little of the pleasure. It appears that the medieval tobacco control establishment is so morally outraged by people enjoying recreational nicotine that they want to make sure that if they sin, they will be punished by death and disease.

GFN 17 also saw the first general meeting of INNCO, the International Network of Nicotine Consumer Organisations, with advocates around the world connecting to create a body that can make the consumer's voice heard at the international level, and also to support new consumer groups developing around the world. The voice of the users whose very lives are at stake will not be silenced!



power of a people's movement against entrenched vested interests. He taught us lessons from decades of experience in fighting the dinosaurs of ideology, and the power of building coalitions with the wider harm reduction community.

Over three days of exciting, provocative speakers and networking, we go home energised with new knowledge, hope, passion and international allies. Tobacco harm reduction is an idea whose time has come; with new technology developing alongside the increasing power of our human rights movement. We know we are on the right side of history, and this disruptive technology cannot be stopped, but how long will it take and how many people have to die? We know that the battle is urgent, because even one more death is too many.

*Dr Attila Danko
President, New Nicotine Alliance
Australia.*

*Consumer advocacy group for users of
low risk alternative nicotine products.*

Finally I want to mention the keynote speech and speaker of the conference. We were privileged to hear from Ethan Nadelman, a giant in the drug harm reduction space. He inspired and educated us with the obvious parallels of

the war on nicotine with the wider war on drugs. He emphasised the importance of the story of the ordinary person to provide emotional impact of our advocacy, anchoring it in the wider battle for human rights. He inspired us with the

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THE LOVE BUS: 1994 - 2000

A Short History of the Eros Association | Part 4

Over the years, Eros has not just been a lobby group and an industry association but also a think tank and breeding ground for many interesting and commercially viable adult industry projects. These include, Sexpo, The Love Bus, the Adult Industry Awards and of course, the Sex Party. All of these ventures started as ideas generated within the Eros office and were later developed by Eros members.

The Love Bus was Australia's first attempt at a behind the scenes tour of the adult goods and services industry. It ran for a decade and in that time gave over 6,000 people an insight into the day to day operation of brothels, strip clubs, adult shops, wholesalers and duplicators who were all trading in Canberra's industrial 'red light' suburb of Fyshwick.

It kicked off in 1995 when former CEO Fiona Patten was asked to be a guest speaker at a Fyshwick businesswomen's luncheon. She talked about the nature



of the adult industry in Canberra and dispelled many of the stereotypical images that many of them had formed about it. Some of them admitted that they had husbands and sons that they were sure had visited adult shops. After the meeting was over, many of the women approached Fiona about taking them on a tour of a couple of adult shops so they wouldn't feel out of their depth. She agreed and the following week about a dozen women from the meeting piled into three cars and set off for a guided tour of the Club X shop and erotic theatre in the city and Hello Sexy out in Fyshwick. It was a huge success.

A few weeks later a group of Qld politicians descended on Canberra for a discreet tour of the national capital's recently legalised brothels. At that time Qld was wrestling with the issue of how to regulate prostitution and they wanted to see how the newly regulated ACT model was working.

So they contacted the ACT MP Michael Moore who had tabled the ACT Prostitution Bill and asked him if he could arrange it. Not knowing any of the brothel owners and thinking that it might look a little odd for a politician to be organising a tour of brothels for other MPs, he turned to Fiona who was on the ACT Attorney General's Prostitution Advisory Board and who had worked with him in the preparation of his Bill.

Fiona called a few brothel owners and organised an afternoon of information for them but with eight MPs on board she told Moore to hire them a mini bus as it would be much easier to keep control over them all. The bus headed off from the city and took in the Executive Studios, the Parlour-Ment House and Fiona's old haunt, Tiffany's. Standing at the front of the bus, she gave the MPs a running commentary on the details of the ACT legislation as they plied the well-worn route up Canberra Ave, left into Ipswich st and then into the myriad of smaller streets that housed the ACT's brothels.

They saw theme rooms and dungeons, talked to brothel owners and sex workers alike and she gave them an information pack at the end of it. The tour lasted for three hours and when the bus pulled up outside the ACT Legislative Assembly to let them off, many commented that they 'didn't think it would be like that'.. and ... 'wow that was very enlightening'..

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The logo for 'The Love Bus' is set against a dark blue rectangular background. The words 'The Love Bus' are written in a large, white, stylized script font. A large, bright yellow crescent moon curves around the word 'Love'. To the left of the text is a green martini glass with a yellow star above it. To the right is a pink heart with a yellow star above it. Below the main text, the word 'Erotic' is written in a white, serif font, and 'Canberra' is written in a white, sans-serif font. Several small yellow stars are scattered around the central elements.



Judith Lucy and Helen Razer up close with the Gerry Hercus' old X rated video duplication plant

Meanwhile, Fiona was still getting women who had heard of the businesswomen's lunch, asking her if she would take them on a similar tour. With the mini bus tour of MPs still in her mind she thought that if she hired the same mini bus and extended the tour to include brothels as well as adult shops, she might be able to charge a small fee to cover the costs. It worked. Within a week there were more than 30 women who had registered for the tour and it was time to get a bigger bus. A quick call to the local Action government bus service secured a 45 seater and they'd even light up Route 69 on the destination window at the front. And lo! ...the Love Bus was born.

The champagne flowed and the 'showbags' were stuffed full of vibrators and condoms. It was run as a non-profit venture with tickets selling at about \$40 for the four-hour tour. It was an instant hit and the bus was booked out for weeks. Hen's nights were by far the major demographic but birthdays, weddings and other milestones were also part of the clientele. The wildest one was when the bus was booked by the local Rebels motorcycle club. Hearing Fiona's full-throated husky voice up the front convinced a couple of the Rebels to insist that she was in fact a transsexual. Nothing could dissuade them of this notion. There was much loud heckling for her to prove that she wasn't! Apart from that they were surprisingly well behaved.

News of the bus soon leaked out to journalists and soon we were getting requests from celebrities wanting to take the tour on a personal level. We trialled this with well-known comedienne Judith Lucy and the equally well-known writer and commentator, Helen Razer. Fiona and Robbie packed them in the back of Fiona's old cream and red 1961 Mercedes 220SE and headed off to Gerry Hercus' and Peter Chan's new venue Champions and the Suckatorium. I think it was the first and last time that anyone would ever see Helen Razer and Judith Lucy at a loss for words, as naked male dancers swooned around them and got in their faces!

When the bus closed six years after it had started it was only because it destroyed Robbie's and Fiona's weekends for that period of time. It was taken over by a few people after that but without direct support of Eros, traders also grew tired of touring people through their private businesses after hours for no public relations benefit to the industry as a whole.

Helen Razer ducks for cover while Judith Lucy attempts a brave interview with Triple JJJ as the Champions' dancer leaps into their laps



Robbie Swan is a consultant to Eros and is currently writing a book that looks at the history of the Eros Association

However Eros still received calls from members of the public to go on the tour a decade after it had folded with many international tourists having heard of it.

There's a lot of the old media (60 Mins, ACA, etc) archived at the Eros Association Collection at Flinders University Central Library in Adelaide, if ever Eros members want to find out more.



Product Reviews: **Fleshlight Quickshot Vantage**

From a woman's perspective



QUICKSHOT

I had heard of Fleshlight male-masturbators, so when asked to review a product that is for male pleasure, I was curious to see what my experience would be? The Quickshot was different to other Fleshlight's that I had seen or heard of (I had only seen the products that looked like torches) in the way in which it is half the size of the original, has a clear

body and material, and can be opened / entered at both ends. This means it can be used as supplementary stimulation during blowjobs/fellatio/oral sex, or as a solo masturbation aid (for men).

So off I went with my male lover, to give this a go, and I am pleased to say it was a lot of fun! I thoroughly enjoyed the product visually as it's case and sleeve are clear - so I could see all movements which was a real turn-on. I also really enjoyed using this product when giving a blow-job as it gave me plenty to play with and allowed me to stay in control of depth. The Quickshot added an element of adventure, as the sleeve is stimulating and the case hand-held size, I found it easy to maneuver, cork-screwing my hands at the base while allowing the rest to be exposed. As someone who has trouble with blow-jobs, this product was ideal in making sure I had control over depth and movement. I actually found it easier to perform with this product. It was a great addition to foreplay, and as a

woman I got quite a lot out of it visually. My advice, make sure you use a nice light lube, as anything too heavy made it too sticky. It could be fun to use flavoured lube to add something different to a blow-job.

With the open-ended sleeve of the Quickshot, cleaning up was easy. Simply remove the sleeve from its compact case after use and rinse it with warm water.

I would definitely use this product again.

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