

EROS

THE NEW

JOURNAL

Valentine's Day Edition

THE NEW EROS JOURNAL
ISSUE 7 • 2018
ADULTS ONLY RETAILING IN AUSTRALIA



PRIVATE ESCORT FINDER

Begin your search today...

Search by Location, Age, Name, Services



>> SIGN UP NOW
FOR A FREE
STANDARD PLAN

private escort finder .com

male escorts, female escorts, trans escorts, couples



eros^{the adults only} association

CONTENTS

A WORD FROM THE PRESIDENT.....	2
A NOTE FROM THE GENERAL MANAGER.....	6
THE TROUBLE WITH SEX TOYS: MARKETING AGAINST THE GRAIN	10
YOUR SAY – MEMBERS’ SURVEY 2017	14
CLUB X ROBBERY AND INDUSTRY COMRADERY	16
FLESHLIGHT OWNER WINS CHINESE LITIGATION.....	16
THE PLEASURE PRINCIPLE AND FEMINIST ADULT RETAILING	18
LEGALISE IT: THE PATH TO RECREATIONAL CANNABIS IN AUSTRALIA	24
MEMBER PROFILE	28
CHANGES TO THE GENERAL RETAIL INDUSTRY AWARD 2010	32
INDUSTRY AMBASSADOR PROGRAM.....	36
BODYPOLITICS	38
EROS IN THE MEDIA	44
VALENTINE’S DAY: IS THERE AN OPPORTUNITY FOR ADULT INDUSTRY TAKE OVER?.....	48
IS PORN LEGAL IN AUSTRALIA?	54
DEVELOPING STANDARDS FOR ADULT MEDIA IN AUSTRALIA	58
PRODUCT REVIEWS BY CLEO xx.....	62
EROS ASSOCIATION AFFILIATE PROGRAM	63
OUR SPONSORS.....	64

A WORD FROM THE PRESIDENT

BY DAVID WATT

#METOO



DAVID WATT

DAVID
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.

Fifty Shades Freed[®]

THE OFFICIAL
PLEASURE COLLECTION

*“So you want to play?”
he murmurs. ‘Yes.’”*

Take fantasies to new heights with the official Fifty Shades Freed collection. The addictively seductive trilogy comes to a climax with our most decadent range yet. Order yours now in time for Valentine's.

Created with and approved by
author E L James.

View the full collection at
www.lovehoneytrade.com



Available to order from Calvista, AAPD and M Distribution

A NOTE FROM THE GENERAL MANAGER

BY RACHEL PAYNE

TO SAY THAT 2017 HAS BEEN A SUCCESSFUL YEAR OF LOBBYING AND ACTION WOULD BE AN UNDERSTATEMENT.

For an organisation that has been operating on the bare minimum, we've had a stellar year. We are also at a point where membership is at its lowest, yet we push on. I personally have also hit a milestone in January 2018 having completed two years in the position of General Manager. A role where I have been required to find a balance between having a vision of future direction, as well as clear and concise planning of projects that produce results.

AND HERE WE ARE

The campaign against discrimination of the industry by financial institutions is definitely something we can all be proud of. Not only did we produce a well-formatted and considered report on the issue but the mainstream media strongly supported our position. From the *Financial Review* exclusive many other media outlets picked up on the story including ABC Radio National who interviewed the Small Business Ombudsman, Kate Carnell who we had earlier lobbied for her support. We could not have asked for a better result from the media — often a forum which is more of a hindrance than any kind of help to the adult industry.

Throughout 2017, you saw us report in on the progress we were making on discrimination issues and, little by little, it actually became a campaign with substance.

This is exactly the way we will operate in 2018. Timeframes are set, projects have a clear direction and a hopeful outcome.

But we need our members and friends who are most affected by these industry issues to work with us on making our campaign evolve from an idea to a movement.

Next on the agenda is our exclusion from job promotion and government incentives. Why should every other retail store be encouraged and supported to take on long-term unemployed people yet an adults-only business doesn't even get a look in? As a regulated industry with legal tax-paying businesses we should not be excluded, just because the government has decided it is too difficult to support us. Using the same campaign strategy as that of financial discrimination, we will be calling on members to come forward with their stories of being excluded from wage subsidies when employing new staff, and even worse, those new to getting a job being denied the financial support during such a transition.

It is also a major priority for me to spend more time personally with members and I will be hosting industry events quarterly in each state, offering members an opportunity to network, meet local affiliate service providers and voice your concerns to your industry representatives.

I recognise the importance of touching base with you all in person, spending time in your business environment and listening to your individual needs — but I need all of you to be receptive and open to me doing so.

As I mentioned earlier, I've hit my two-year mark, and many of you have been so supportive through my induction into the unique world of adult industry lobbying. However I still haven't met all of our members and I will be making a point of doing this in 2018.

In this edition of the Eros Journal we discuss many of the triumphs and tribulations of 2017, from lobbying efforts and campaigns to member responses to the industry survey. Responses to the survey show that majority of members want more networking and industry events and I will ensure that 2018 provides that to you. The survey also showed that the majority of members would like an industry-led trade show and business conference, followed by a desire to bring back the Eros Shine Awards. Our industry has been through a lot in the last few years, we have had quite a few setbacks but equally as many wins, and this should be celebrated — we need to blow off some steam, re-calibrate the troops and suit up for the next battle, knowing that each one is getting a little easier.

Our relationship with the classification branch is at an all time best and in this edition of the Journal we discuss the archaic and often confusing laws surrounding classification. Progress is of course slow on this front, but interestingly the classification branch is willing to take notice of the emerging adult media market in Australia — a market that because of the current laws encourages producers to host their production companies overseas.

The government are taking notice not only of the lost revenue this sparks but the lack of control and ultimately the redundancy of the classification scheme itself.

Finally, I would like to make special mention to all in the industry who supported and shared the statement that I released in light of the issues of sexual assault and harassment many women have come forward with. Something we can all continue to reflect on and embrace wholeheartedly as an industry.

“
WITH THOUSANDS OF WOMEN COMING FORWARD WITH THEIR STORIES OF SEXUAL ASSAULT AND HARASSMENT FOLLOWING THE HARVEY WEINSTEIN REVELATIONS IT'S WORTH RESTATING SOME (HOPEFULLY OBVIOUS) FACTS ABOUT THE INDUSTRY.

INVOLVEMENT IN A SEX RELATED INDUSTRY — AS A WORKER OR AS BUSINESS OWNER — DOES NOT GIVE ANOTHER PERSON ENTITLEMENT OVER A WOMAN'S BODY. IT DOES NOT EXCUSE ASSAULT, IT DOES NOT EXCUSE HARASSMENT NOR DOES IT EXCUSE 'PUSHING BOUNDARIES' OR OTHER MISOGYNISTIC BEHAVIOUR TOWARDS WOMEN IN THE INDUSTRY.

SEXUALITY IS WONDERFUL AND DIVERSE. NONE OF THE STATEMENTS ABOVE ARE DESIGNED TO KINK-SHAME OR LIMIT SOMEONE EXPLORING THEIR DESIRES. BUT THE HEART OF OUR INDUSTRY MUST BE CLEAR, AFFIRMATIVE CONSENT. ANYTHING LESS WILL NOT BE TOLERATED.

”
Here is to moving onward and upward in 2018.

RACHEL



PHOTO BY TOM GREEN • MARIE STOPES AUSTRALIA 'VOICE YOUR CHOICE' CAMPAIGN

EROS

ARE YOU A MEMBER OF
THE EROS ASSOCIATION?

RESPECT
REPRESENTATION
REGULATION
REFERRALS
RECOGNITION

SUPPORT THE INDUSTRY ASSOCIATION
THAT SUPPORTS YOU

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.

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

EMAIL
RACHEL@EROS.ORG.AU

PHONE
03 9670 7345

WWW.EROS.ORG.AU

eros the **adults only**
association



THE NEXT SEXUAL REVOLUTION.

Satisfyer^{PRO}
G-SPOT RABBIT



THE FIRST TRUE PUSSY LOVER.

Satisfyer^{PRO}
PLUS VIBRATION

Experience the new products with revolutionary air pulse technology.

Phone: 03 9464 3622

Email: sales@windsorwholesale.com.au

www.windsorwholesale.com.au

THE TROUBLE WITH SEX TOYS: MARKETING AGAINST THE GRAIN

OPINION PIECE

BY MISS SMUT BUTTONS

**I FUCKING LOVE SEX TOYS.
AND I LOVE FUCKING SEX TOYS!**

**WHICH IS KIND OF IMPORTANT,
SINCE I'VE MODELLED A LARGE
AMOUNT OF MY CAREER AROUND
WORKING IN THE SEX INDUSTRY.**

But here's the thing; I have no issue with loving something and still acknowledging that it's problematic. I do this with the media I consume, the products I buy and even the social circles I engage with.

Just because you love something, doesn't mean you have to stick your head in the sand and loudly declare that it's perfect. Nothing is.

And the first step to getting something closer to perfect is acknowledging what's wrong with it and trying to fix it. The sex industry and the sex toy industry especially, is very problematic.

As a sex toy store manager, part of my job was training new staff. Every store manager was responsible for the knowledge of their shop's staff members. The only problem was, there was no real hard and fast rule about what was 'enough knowledge'.

You know when you go into a supermarket and you're like, "Where is that gluten free, hypoallergenic, vegan bacon that I feed to my cat?", and the shelf stacker looks at you blankly before shrugging and saying, "I dunno".

You know that frustration you feel at the incompetence of this prepubescent grocery anarchist? Now imagine that you're asking whether something is going to give you cancer.

Or whether something is going to make your genitals explode in an allergic rash.

Knowledge of sex toy products is really important, but most retailers don't have the time or the inclination to train their staff properly. This can have dire consequences for customers.

Not knowing that anal toys need a flared base or that clitoral vibes aren't designed to go inside a vagina, can mean not just embarrassment for a customer, but potentially an ER visit, or even surgery.

There's also the issue of ethical accountability for the kinds of products that they sell. Things like clitoral stimulation gel, anal ease lubricants and toys containing phthalates are all pretty dangerous products.

Because sex toys aren't held to the same kinds of manufacturing standards as pretty much everything else in the world, it means that stores can legally get away with selling things that can give you genital burns, rupture your internal organs or give you cancer (and because I love you, I'm not linking out to the articles behind those stories).



Because there's no government body holding them directly responsible, sex toy stores are really only accountable to themselves.

Sex toys are really popular in the LGBTIQ community. LGBTIQ people are fairly sex positive. We kind of have to be, since the rest of the world is determined to be pretty sex negative on our behalf.

So, many of us revolt by embracing our sexuality, by exploring it in all the myriad ways that we can. And a very large part of that exploration involves toys.

Whether it's strap ons, bondage gear, masturbators or latex wear, the LGBTIQ community represents a large share of the market.

Given the percentage of the toy-buying population that comes from the LGBTIQ community, you would have thought that toy manufacturers and stores would be bending over backwards to accommodate our sensibilities and identities. Sadly, this is so far from the truth.

Penis masturbators are still, inexplicably called "male masturbators" or some variation on that. Even manufacturers who make the effort to have inclusive language on their packaging might still end up on a shelf where the signage reads "men's toys".

Why do they do this when there are so many inclusive alternatives? Dick toys. Cock socks. Penis pleasers. Phallus Handlers. Even just Fuck Toys?!

But the insistence on gendering these toys means that the manufacturers and stores are excluding every person that isn't a cis-man, and usually a straight cis-man at that.

Despite a very large corner of the masturbation sleeve market going to gay men, manufacturers are still determined to make their products hetero-centric.

Even masturbators that feature an asshole or a mouth instead of a vagina, almost always come in packaging with a naked cis-woman.

“

*SO, IF YOU'RE A PENIS
OWNER WHO DOESN'T
IDENTIFY AS A "MALE"
AND/OR IS INTO MEN,
YOU'RE SHIT OUT
OF LUCK ON THE
REPRESENTATION FRONT.*

”

Similarly, almost all strap-on packaging and marketing is targeted towards hetero couples who are interested in pegging.

Don't get me wrong, I think it's great that a hetero couple can explore an alternative to the more socially acceptable penis-in-vagina sex model.



But as a woman who likes pretending to have a penis and putting it in other women who also enjoy my pretend penis, I feel pretty fucking excluded from this hetero love-in.

Even double-ended dildos (dick-dicks) usually only feature images of a lone, cis-woman, as though the purpose of a dick-dick is to just shove as much of it up inside you as you can before pulling it out and checking the high tide mark, like you're testing the oil level on your car.

I'm not even mentioning the issue of race or gender nonconformity.

In the time I worked in a sex store, ordering stock, going to sales seminars, and browsing product catalogues, the only time I ever saw a person of colour was when it was a gimmick. And when I say gimmick, understand that what I actually mean is "racist on the level of a southern American grandmother who got stuck into the mint juleps and now won't shut up about how 'ni**er' used to be an acceptable word and hasn't political correctness gone mad".

I've seen blow up dolls of an indiscriminate shade of brown, marketed as "jungle beast woman". I've seen masturbation toys in colours other than "pasty white person" promoted as, "fuck the exotic foreign treasure".

The only time I've ever seen a toy with a person of colour on it, that wasn't spectacularly, soul-shrivellingly racist, was when it was modelled on a famous porn star (and even then they photoshopped her to be less brown).

There seems to be an attitude in the sex toy industry, that because you're dealing with sex, you can therefore throw the rules of good taste and human decency out the window.

Because the rest of the world treats sex like a joke, a lot of manufacturers think that their target market is the lowest common denominator. They think they're dealing with hillbillies and bogans who only ever buy sex toys as a joke for a bucks party. And so that's how they treat their consumers. They resort to using offensive language, because they assume their customers will relate to it. They market porn and toys with transphobic language. Imagine that you are a trans person, looking for porn that represents your sexual experience, and you are forced to type in hateful slurs just to find it.

And let's not forget that almost without fail, every representation in every bit of marketing, packaging or promotional material, will feature young, skinny, able bodied people.

The only time you see fat people, old people, or people with disabilities is when it's a gimmick. And by gimmick I mean "soul crushingly incontrovertible proof that the world is a cruel and heartless place with no hope for redemption."

When I took over the sex toy store I was managing, I found that it stocked a blow up doll called "Fatty Patty" that helpfully encouraged you to "Fuck her until her rolls jiggle" and "Get your dick inside those folds".

It was in the novelty toy section and before I'd had a chance to transfer the stock to another store, we'd sold out of them to customers who wanted Kris Kringle and bucks night gifts. There were other blow-up dolls called "Midget Mike" and "Old Granny Fanny" and I'm not even going to repeat the promotional text on that packaging, despite it being seared into my retinas for all time.

••

PEOPLE FORGET THAT FAT PEOPLE ALSO LIKE SEX. PEOPLE WITH DISABILITIES ALSO LIKE SEX. TRANS PEOPLE LIKE SEX. OLD PEOPLE LIKE SEX. PEOPLE OF COLOUR LIKE SEX. PEOPLE WHO AREN'T STRAIGHT LIKE SEX. OR TO MAKE IT SIMPLER, LET'S STOP ASSUMING THAT THE ONLY PEOPLE WHO LIKE, OR WHO ARE ALLOWED TO ENJOY SEX ARE YOUNG, SKINNY, ABLE BODIED, STRAIGHT, WHITE PEOPLE.

••

There is a great big market out there, a market that's waiting for a supportive business to come along that works to include a diverse range of people. It's time retailers stopped stocking products that use hateful or exclusionary language. The industry should demand better. We all deserve better. That is all. You may go now.



FLESHLIGHT® + KIIROO®

NEW PRODUCTS!

Who wouldn't like to feel their lovers intimate touch when they are away?

Pearl2 is a technologically advanced G-spot vibrator enabled with touch-sensitive technology. It can be used for solo or couples play from a distance or you can connect it to your favorite erotica.

Pearl2 is compatible with all existing and future Kiiroo devices, as well as with content sites and existing video, VR, 3D gaming and device partners of Kiiroo.



Kiiroo Onyx2 brings a whole new sensory experience to the internet: Intimate touch. This light-weight male masturbator is powerful, discreet, and perfect as a travel companion.

Onyx2 can reach up to 140 strokes per minute while still maintaining a more silent motor than its predecessor, making the experience all the more exciting. Inside Onyx2 are 10 contracting rings that work together to simulate intercourse in real-time.

When the Pearl2 is inserted into the body, the touch sensors send a signal to Onyx2 mimicking intercourse in real-time.



With a swipe of the touchpad on Onyx2, control her vibrations and make her pleasure yours.



WWW.FLESHLIGHTDISTRIBUTION.COM
For orders email wholesaleAU@fleshlight.com

FLESHLIGHT®
THE #1 SELLING MALE SEX TOY IN THE WORLD!

YOUR SAY – MEMBERS’ SURVEY 2017

THE RESULTS ARE IN

LATE LAST YEAR EROS PUT OUT A CALL FOR MEMBERS TO ASSIST IN PLANNING OUR PRIORITIES FOR 2018. WE HAVE RECEIVED RESPONSES FROM JUST UNDER HALF OF OUR MEMBERSHIP BASE SO FAR AND ARE INCREDIBLY GRATEFUL TO ALL THOSE WHO CONTRIBUTED TO THE SURVEY. FOLLOWING IS A SUMMARY OF THE KEY FINDINGS OF THIS SURVEY

QUESTION 1

Members rated current satisfaction levels with Eros an average of ‘3.82 out of 5’ – we will aim for a ‘5 out of 5’ by the year’s end!

QUESTION 2

The majority of respondents indicated that ‘Restrictions on Sale of Goods’ was having the biggest negative impact on their business, followed by ‘Social Stigma’ and ‘Financial Discrimination’.

QUESTION 3

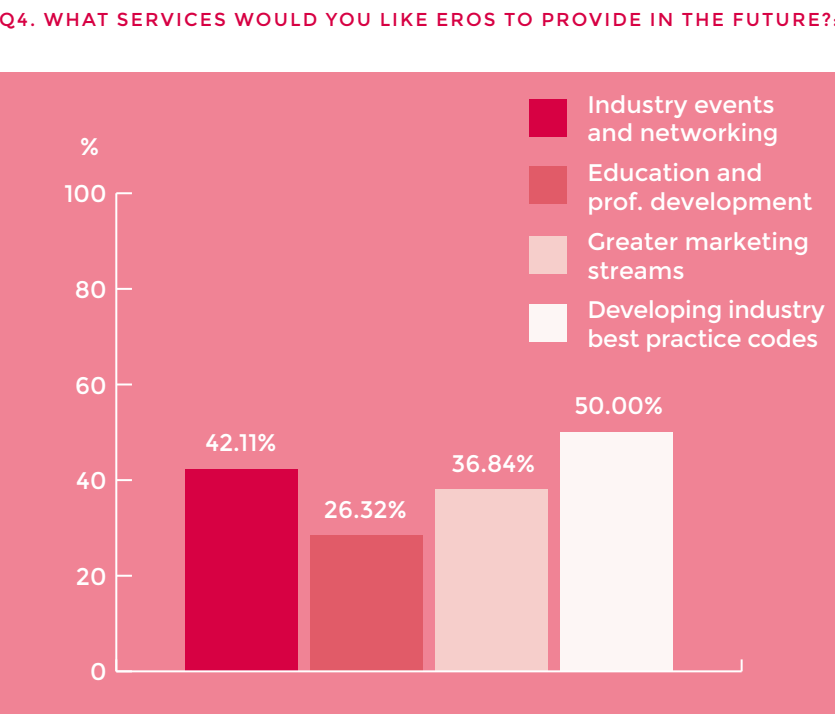
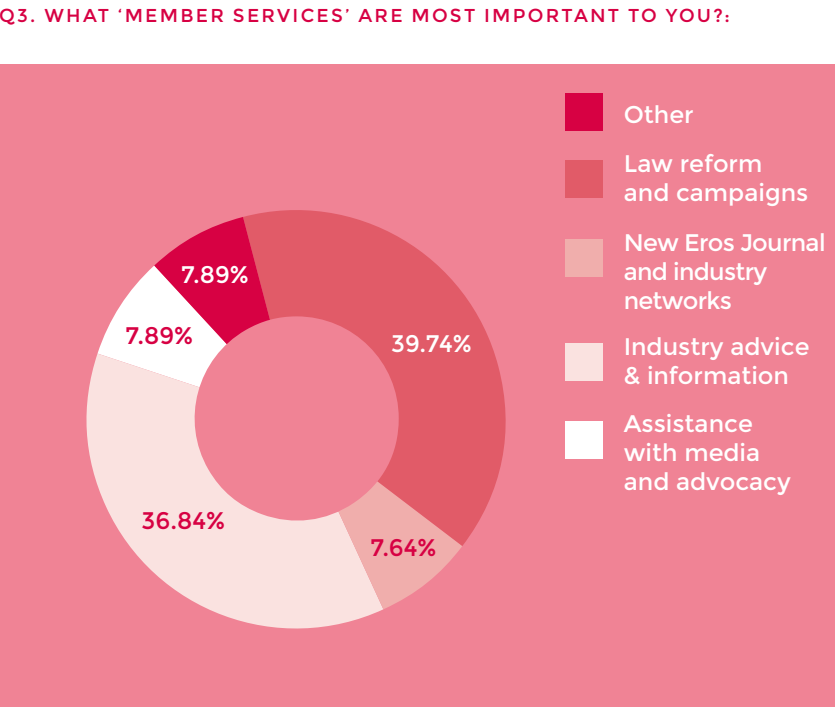
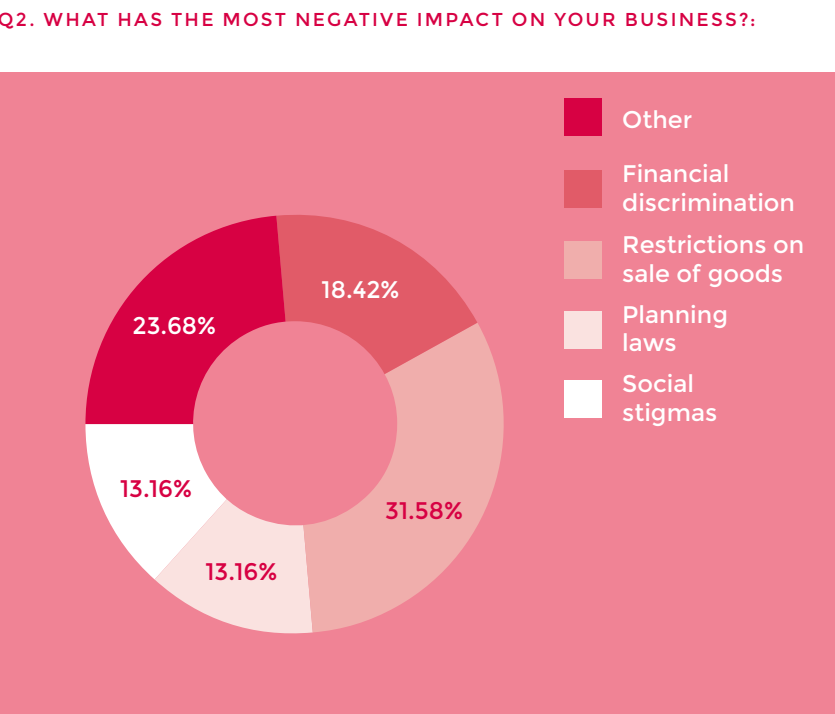
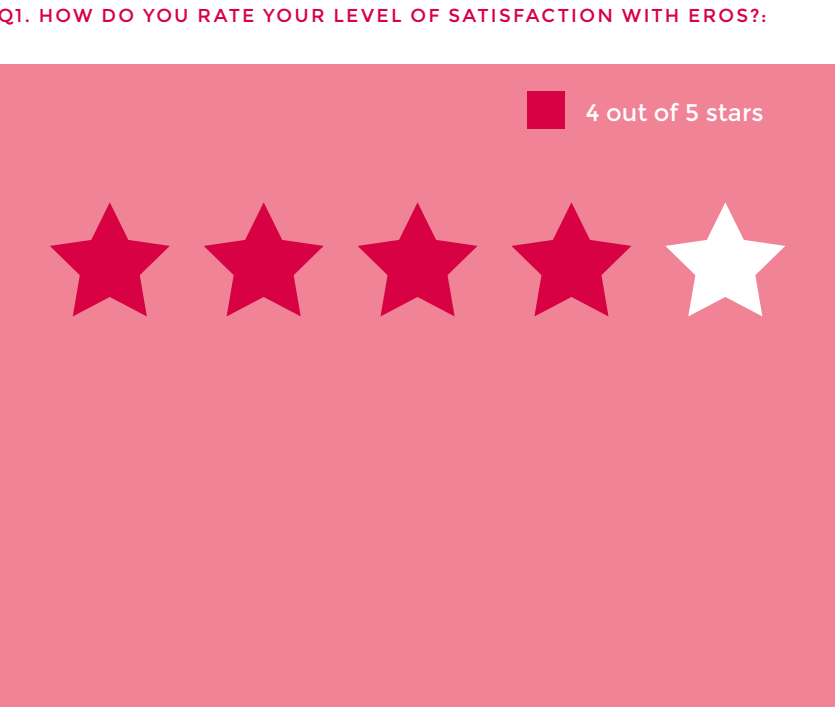
Most respondents rated ‘Industry Advice and Information’ as the most important member service provided by Eros followed by ‘Law Reform and Campaigns’.

QUESTION 4

When asked what services Eros should provide in future, respondents were keen on more ‘Industry Events and Networking Opportunities’ as well as more ‘Industry Best Practice Codes’.

However, respondents were also fond of ‘Education and Professional Development Opportunities’ and ‘Greater Marketing Streams’.

The comments to this question were also very interesting, with respondents suggesting Eros put on an Annual Trade Show for the industry as well as provide greater industry statistics.



••

THANK YOU TO ALL WHO RESPONDED! WE WILL BE CONTINUING TO LOOK AT YOUR FEEDBACK, AND THE SURVEY WILL REMAIN OPEN FOR ANOTHER COUPLE OF MONTHS VIA THE FOLLOWING WEB ADDRESS

••

www.surveymonkey.com/r/ErosMembersSurvey

CLUB X ROBBERY AND INDUSTRY COMRADERY

MEDIA RELEASE

Many of you would have seen the media release that was circulated in early December, where Club X put forward a \$10,000 reward in response to a robbery where a valued staff member was horrifically doused in petrol and threatened by the intruders.

The reward was offered for capture and conviction of the perpetrators of this horrific and malicious crime. Eros released an official statement in an effort to get the media and the adults-industry community to share far and wide — and that you did. On Facebook alone, this media release was shared (by mainly others in the industry) an astounding 46 times, with a reach of 5,561 views. The media were also supportive of our plight, with major television channels broadcasting the story, as well as regular radio news blasts and newspaper coverage.

It really did show that although our industry is small and often private, when push comes to shove we band together to protect our own. This horrendous act of dousing someone in petrol really shocked our community, and it showed in the passion and conviction of comments and circulation of the media release in an effort to catch these criminals.

FLESHLIGHT OWNER WINS CHINESE LITIGATION

INTERNATIONAL NEWS

After a lengthy litigation process in China against Chinese Manufacturer Lemei, the Chinese courts have ruled in favour of Interactive Life Forms, LLC, owner of the number one selling male sex toy, Fleshlight.

Despite facing an uphill battle, the court recognised that the counterfeits Lemei manufactured and were seized, constituted as unfair competition against Interactive Life Forms.

The courts also indicated that Lemei's use of Interactive Life Forms' name, address and information amounted to 'false propaganda'. In a statement from Matthew Esber, Interactive Life Forms' legal counsel:

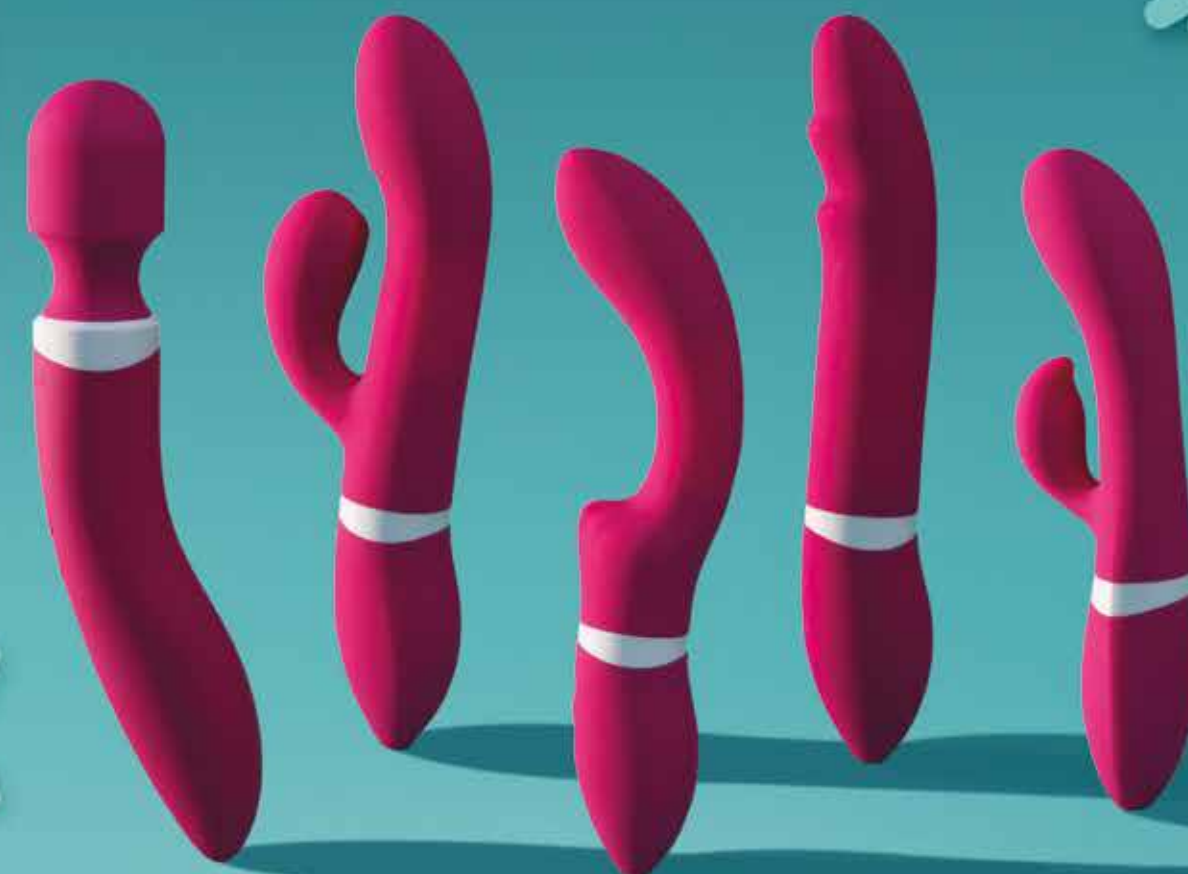
“

THIS IS PRECEDENT FOR ESTABLISHING THAT INTERACTIVE LIFE FORMS HAS BEEN USED IN CHINA SINCE AT LEAST 2012 AND CONFIRMS THAT USE OF OUR PRODUCTS INFORMATION IS UNFAIR COMPETITION.

”



iVibe™ select



CLAREDALE / DOC JOHNSON
DISTRIBUTORS P/L est. 1978

Holiday Promo

SPEND \$1000 Receive a FREE


Google Home



Receive a free Google Home (valued at \$199 RRP) with your purchase of \$1000 or more on the new iVibe Select Rechargeable Massagers. *All styles available in pink & purple. Contact Claredale Distributors for more information.

Offer valid through 03/01/2018. Must fill minimum of \$1000 per submission.

THE PLEASURE PRINCIPLE AND FEMINIST ADULT RETAILING

Q&A WITH PROFESSOR LYNN COMELLA

INTERVIEW BY PROFESSOR PAUL MAGINN, UNIVERSITY OF WA

IN HER NEW BOOK, *VIBRATOR NATION, SEXADEMIC EXTRAORDINAIRE*, PROFESSOR LYNN COMELLA FROM THE UNIVERSITY OF NEVADA, LAS VEGAS, TELLS THE STORY OF THE RISE OF FEMINIST SEX-TOY STORES IN THE UNITED STATES AND THE WOMEN WHO PIONEERED THEM. HER BOOK HIGHLIGHTS THE STRUGGLES AND CHALLENGES FACED BY THOSE EARLY SEX-POSITIVE PIONEERS IN THE 1970S AND THEIR ENDURING LEGACY NOT ONLY ON ADULT RETAILING BUT ALSO FEMALE SEXUALITY AND PLEASURE.

Vibrator Nation is a labour of love — personally and professionally — for Comella. She reframes adult retailing and sexual pleasure by taking us on a journey using feminist-tinted glasses, bringing to life a world where sex-positive retailers double as social activists, where products are framed as tools of liberation, and where consumers are willing to pay for the promise of better living — one conversation, vibrator, and orgasm at a time.

Comella is bringing her *Vibrator Nation* book tour to Melbourne in February. We recently chatted with her about studying the sex-toy industry, the future of brick-and-mortar stores, and what lessons women-friendly sex-toy stores can offer adult retailers.

PM: YOUR NEW BOOK, VIBRATOR NATION, HAS OBVIOUSLY BEEN A LABOUR OF LOVE, HOW DOES IT FEEL NOW THAT IT'S FINALLY PUBLISHED AND UNLEASHED ON THE WORLD?

LC: It's amazing, for sure, but it still feels a little surreal that it's out and people are buying it and sharing photos of it on social media. I'm honestly still pinching myself.

I spent more than 15 years researching and writing *Vibrator Nation*, which is a long time to live with a book project. I've jokingly said that if I had known in advance how much work it would take to tell the story I wanted to tell about the history of feminist sex-toy stores, I might have been too intimidated to keep going after the first few interviews.

To finally see the book on the shelves of the sex shops I write about, and to see it embraced so enthusiastically, is beyond gratifying.

PM: WHAT MOTIVATED YOU TO WANT TO RESEARCH SEX TOYS AND THE ADULT RETAIL INDUSTRY IN THE FIRST PLACE?

LC: When I began studying women-run sex-toy shops in the late 1990s, I was still in graduate school and there wasn't a lot of research on the adult industry. I was fascinated by the history and retail culture of feminist sex stores, such as Good Vibrations and Babeland, and thought they had a lot to teach us about feminist entrepreneurship, the relationship between sexual politics and commerce, and the growth of the women's market for sex toys and pornography.

In the early to mid-1970s, when businesses like Eve's Garden and Good Vibrations were founded, there was no model — at least in the U.S. — for how to sell vibrators to women. These were, in many ways, groundbreaking, DIY feminist enterprises led by some pretty audacious women who would eventually inspire future generations of women to open sex-toy businesses of their own. I wanted to document the history of these businesses, including their successes, challenges, and failures.

I also wanted to pay homage to them. Feminist history is frequently overlooked and research on the sex industry often misses the mark. I wanted to write a book that could do justice to both of these things.

PM: IN CONDUCTING YOUR RESEARCH ON SEX TOYS/ADULT RETAILING OVER THE YEARS WAS THERE ANYTHING THAT PARTICULARLY SURPRISED AND/OR SHOCKED YOU?

LC: One of the things that surprised me early on in my research was that many of the retailers I spoke with hated to think of themselves as businesswomen.

Here I was, studying women-run businesses and many of the women who ran these businesses were uncomfortable running businesses—which was fascinating! They instead preferred to see themselves as sex educators and activists who were providing a much-needed service, which was to get vibrators into the hands of as many women as possible in an effort to make the world a better, more sex-positive place.

This belief also trickled down to sales staff. I had more than one retail employee tell me that if their job ever became just about selling things, they would quit. They were sex educators first and vibrator clerks second. There were very real and persistent tensions between feminism and capitalism on the one hand, and women and money on the other.

In fact, I had one business owner tell me that if she could figure out how to run a not-for-profit sex shop, she'd happily do it. Another told me that she used to feel badly when people would spend money in her store. It was really fascinating and complicated stuff to disentangle.

PM: WHAT LESSONS CAN THE FEMINIST SEX TOY INDUSTRY OFFER OTHER ADULT RETAILERS AND RETAILERS MORE BROADLY IN TERMS OF THINGS LIKE MARKETING, BRANDING, CUSTOMER SERVICE AND LOYALTY?

LC: That's a great question. I think the women's sex store revolution shows us that women have been at the forefront of sex-toy innovation and entrepreneurship for decades. Businesses like Good Vibrations, for example, created the welcoming and well-lighted sex shop and helped revolutionize sex-toy merchandising and display.

They fashioned an interactive model of retailing where products were displayed outside of their packaging and customers were encouraged to pick items up, turn them on, and feel the material they were made from. They also prioritised customer service and emphasized experiential retailing.

At Good Vibrations, and the businesses that followed in its footsteps, you could get your vibrator and have an encounter with a well-trained staff sex educator whose job it was to support customers on their

sexual journeys. By placing women at the centre, and making their business about more than just sales, they created a brand loyalty among customers that had real staying power.

And finally, and I think this is a big one, businesses like Good Vibrations created an important feedback loop in which they took customer input seriously, pushing the larger adult industry to be more responsive to the desires of an increasingly diverse customer base. Better designed sex toys? Here you go. Porn for women? We're on it. Educational books and videos about prostate play and pegging? Of course! More products for trans folks? Absolutely.

Good Vibrations also served as an important launching pad for sex-positive manufacturers, writers, and pornographers who would go on to leave their mark on the industry. It's easy to take all of these things for granted, but it's really the case that businesses like Eve's Garden, Good Vibrations, and Babeland changed the business of pleasure — and the broader culture around sex — in some very significant ways.

PM: WE HEAR A LOT IN THE MEDIA ABOUT THE RISE OF ONLINE RETAILING IN ALL SECTORS OF RETAIL, INCLUDING ADULT RETAILING. WHAT DO YOU THINK IS THE FUTURE OF BRICK-AND-MORTAR ADULT STORES, FEMINIST AND MAINSTREAM?

LC: It remains to be seen what the future holds for brick-and-mortar sex-toy stores, which is something I discuss in the book's conclusion. The rise of online retailing, and the fact that even Amazon now sells sex toys, has certainly presented challenges for small brick-and-mortar retailers.

The educationally focused retail model that I discuss in Vibrator Nation is an expensive businesses model to implement. It's costly to train a well-rounded and knowledgeable sales staff. It's also pricey to pay your employees well and offer them health benefits and vacation time. It's not cheap to run a progressive sex-toy business based on feminist principles of social justice. And yet, at the same time, brick-and-mortar stores are able to offer their customers something that online retailers can't, which is a highly personalised, in-store shopping experience.

The sex-positive retailers that I write about in Vibrator Nation are committed to offering their customers the best in-store shopping experiences they can and pride themselves on doing so.

That said, it's also the case that we've seen some significant changes in the sex-toy retailing sector in the past six months. In late summer 2017, news broke that Good Vibrations had purchased feminist retailer Babeland, which took many people, including myself, by surprise. And in December, German retailer Beate Uhse announced that it was filing for insolvency, blaming its business woes on the rise of online retailing.

While I certainly don't think we are looking at the demise of sex shops, I do think we'll continue to see more shifts and realignments as brick-and-mortar stores figure out how to stay afloat and remain profitable in a rapidly changing marketplace.

PM: YOU'VE BEEN ON AN AMAZING BOOK TOUR SINCE VIBRATOR NATION CAME OUT. I MEAN, MOST ACADEMIC BOOKS GET PUBLISHED AND THAT'S THE END OF THINGS. YOUR BOOK HAS ALSO RECEIVED ATTENTION FROM ADULT INDUSTRY MEDIA OUTLETS SUCH AS AVN AND XBIZ, MAINSTREAM MEDIA AND EVEN ROLLING STONE – JEALOUS!

NOW, THAT'S ACADEMIC IMPACT. YOU'RE THE "SEXADEMIC JK ROWLING". WHAT HAS THE WHOLE BOOK TOUR AND MEDIA EXPERIENCE BEEN LIKE SO FAR FOR YOU PERSONALLY AND PROFESSIONALLY?

The book's rollout and reception exceeded my wildest expectations, and its embrace by mainstream media outlets was especially gratifying. I thought there would be an interest in the book, but I didn't anticipate just how much interest there would be—which I think is a real testament to the reach and impact of the businesses that I write about in Vibrator Nation.

I also worked really hard to write a book that was lively and engaging, and I think that's been a big part of its crossover success. While the book is rigorously researched, it's also accessible, which is not the case with a lot of academic books.

I wanted the book to appeal to industry folks and academic researchers and the general reader, so I wrote it with all those audiences in mind. Jiz Lee, who wrote a blurb for the back of the book, described it as a "love letter to those who call these sex shops home," which is really true.

The book tour comes from a similar place — it's my way of giving back to the people who helped make the book possible by sharing their expertise and insights. It's been a lot of fun to talk about the book at the very stores that have a starring role in the book. It's so meta! And at every stop along the way, I've met aspiring sex educators, therapists, and academics who are inspired by the book and the story it tells, which in turn, inspires me. It's been a lot of fun.

PM: WHAT CAN WE EXPECT NEXT FROM YOU?

LC: I'm really drawn to the business side of sex and the people who make the industry tick. My next book will likely be another deep dive into some under-examined aspect of the adult industry, but I haven't narrowed it down yet. I think I'm waiting for another "a-ha" moment like I had when I started working on Vibrator Nation. When that happens, I'll know I have an idea that's worth sinking my teeth into.

PM: FINALLY, YOU'RE COMING TO MELBOURNE IN FEBRUARY 2018. IS THIS YOUR FIRST TIME TO AUSTRALIAN? AS PART OF YOUR BOOK TOUR, WHAT CAN AUSTRALIANS EXPECT TO SEE AND HEAR FROM YOU AND WHERE AND HOW DO THEY GET TICKETS?

LC: It will be my first trip to Australia, and I'm really excited. I've teamed up with Aussie sexpert Cyndi Darnell and retailer Nikki Darling in what promises to be a fun-filled evening of vibrators and vino. We'll dish about the history of sex toys, the women's sex shop movement, the state of sex education, and more.

••

EVENT

VIBRATOR NATION – AN EVENING WITH LYNN COMELLA

DATE

WEDNESDAY, 21 FEBRUARY 2018

TICKETS

www.trybooking.com/book/event?eid=330557

••

SCANDAL®

IGNITE YOUR PASSION



LACE BODY SUIT • 2712-07-3



BDSM ROPE • 2712-00-2



WIDE TIP CROP • 2712-27-1



BEGINNER'S FETISH KIT • 2712-04-3



SILICONE STOPPER GAG • 2712-09-3

CALEXOTICS®
ETC...

Jackie White • jackiew@calexotics.com • 909-465-4949

calexotics.com

© 2017 Calexotics is a registered trademark of California Exotic Novelties, LLC.

LEGALISE IT: THE PATH TO RECREATIONAL CANNABIS IN AUSTRALIA

BY JARRYD BARTLE

POLICY AND CAMPAIGNS ADVISOR

THE ELECTION OF JACINDA ARDERN AS NEW ZEALAND'S PRIME MINISTER, HAS BROUGHT WITH IT A RAY OF HOPE FOR MARIJUANA ENTHUSIASTS IN THE COUNTRY, WITH THE NEW ZEALAND PM HINTING AT A LIKELY REFERENDUM ON THE ISSUE OF CANNABIS LEGALISATION IN 2020.

As a close neighbour with similar political sentiments, this raises the issue of whether Australia is likely to legalise cannabis products down under. Indeed, there are good reasons why — now more than ever — Australia is likely to legalise cannabis.

A GLOBAL TREND

Decriminalisation and legalisation of recreational cannabis is a continuing trend overseas, providing a variety of comparative models for legalisation at home.

Cannabis is legal for consumption (under diverse regulatory schemes) in California, Colorado, Maine, Massachusetts, Nevada, Oregon and Washington in the US, Alaska, Uruguay, Spain, Slovenia, Netherlands, Jamaica, Columbia and Chile.

Canada is well on its way to joining the club, with a proposed legalisation scheme to be implemented later this year.

Looking on a global scale, Australia appears to be falling behind similar Western countries on the issue of cannabis. We have began a (very slow and protracted) journey toward legalisation of medicinal cannabis.

Moreover, limited decriminalisation of possession and use has been implement in the Australian Capital Territory and Western Australia.

Overall, Australia is trailing a global trend and is primed to follow suit as long as a few key hurdles can be overcome.

A POPULAR DRUG

Although opinion polls on cannabis legalisation put acceptance of medicinal legalisation at 91%, and recreational legalisation at 31%, social positions may be better gauged through rates of usage.

“AUSTRALIA HAS ONE OF THE HIGHEST RATES OF CANNABIS USE IN THE WORLD. OVER A THIRD OF AUSTRALIANS WILL TRY CANNABIS IN THEIR LIFETIME, WITH ABOUT 1 IN 10 SMOKING AT LEAST ONCE ANNUALLY.

This rate of use is higher than areas where cannabis is decriminalised and even higher than areas where there are legal cannabis markets. Aussies really, really like pot.

The de-stigmatisation of recreational cannabis through overseas legal markets is also likely to increase acceptance locally. With such popular demand for cannabis products, it is difficult to see current criminalisation remaining unchallenged.

FEARS ABOUT LEGALISATION ARE UNFOUNDED

Concerns regarding recreational cannabis focus heavily on concerns regarding increased usage by young people, impacts on mental health and outdated 'gateway drug' myths.

Luckily, these fears have not come to pass in countries that have legalised the product.

Reviews of legalisation schemes have found decreasing or steady rates of teen usage, lower rates of addiction and no evidence supporting the 'gateway' hypothesis. This is a consistent result found in review, after review, after review of overseas legalisation models.

Moreover, concerns regarding rising mental health—although valid for a tiny minority of users—have not been borne out by evidence. Although evidence is still limited in some jurisdictions, one key advantage of proposing cannabis legalisation in Australia is that there are a variety of comparative countries to point to as an example of success.

MONEY TALKS

Like it or not, economic analysis holds a tremendous amount of sway when it comes to questions of policy. Luckily, in this area, cannabis legalisation has an overwhelming advantage.

Even conservative economic assessments of the impacts of cannabis legalisation calculate the net social benefit of legalisation at A\$727.5 million, largely as a result of increased revenue through taxation.

Unfortunately, from a law-makers perspective, this is likely to be the best argument for legalisation yet.

A SOCIAL JUSTICE ISSUE

Although the discourse regarding cannabis legalisation tends to be framed by enthusiasts, keen to buy their favourite product at home, current criminalisation of cannabis also raises serious issues of social justice.

Although a full assessment of the impact of the 'war of drugs' globally is beyond the scope of this article, suffice to say: it has failed...miserably. Existing drug policies have increased drug-related harm, punished the vulnerable and the addicted and bolstered organised criminal networks.

Shifting the message surrounding recreational (even problematic) drug use away from moral stigmatisation towards harm reduction and health, provides tremendous benefits in terms of individual and social wellbeing.

“CANNABIS LEGALISATION IS JUST ONE STEP TOWARD SMARTER DRUG POLICIES THAT FOCUS ON HEALTH RATHER THAN CRIMINALISATION, A STEP WHICH ANYONE CONCERNED ABOUT SOCIAL JUSTICE SHOULD SUPPORT.

MOVING FORWARD

Current estimates of the time required for recreational cannabis in Australia usually speak in terms of five to 10 year windows. This seems apt, given our tendency to follow rather than lead on drug-related issues.

But there are more than a few things that need to happen before legalisation is likely to become a reality.

Firstly, conversations regarding cannabis legalisation need to move beyond narrow civil libertarian accounts about 'personal choice'. Instead, cannabis legalisation must be presented as an issue of health and justice, as well as an issue of civil liberties.

Secondly, legalisation advocates must formalise and professionalise their advocacy. As interesting as grassroots groups such as the HEMP Party are, they are not an ideal face for a burgeoning marijuana industry. Lessons from the United States and Canada demonstrate that a formalised cannabis lobby is key for legalisation.

So, time to slap on a suit and tie!

Finally, concerns regarding legalisation need to be tackled earnestly, particularly considering some of them have merit. Experts need to patiently ease community concerns regarding impacts on mental health, use by young people and 'gateway' effects by referring to the evidence (when available) and admitted 'unknowns' when they exist.

Overall, by following some key lessons from overseas, Australia is likely to join many other countries in legalising recreational cannabis at home.

medi vape+

NEW & EXCLUSIVE TO THENDRO

THE MEDIVAPE+ IS A
COMPACT DRY HERB
VAPORISER THAT FITS
DISCREETLY INTO THE
PALM OF YOUR HAND.



THENDRO
PTY LTD

FOR WHOLESALE ENQUIRIES

Contact our Wholesale Account
Manager for a product catalogue:

Aaron Jenkins:
e. aaronj@thendro.com.au
p. 03 9388 8090 m. 0417 139 227



MEMBER PROFILE

BECOMING A PORN STAR | JESSIE LEE'S JOURNAL (PART TWO)

BY JESSIE-LEE PIERCE

IN THE LAST EDITION OF THE NEW EROS JOURNAL, AUSTRALIAN PORN PERFORMER JESSIE-LEE PIERCE PROVIDED A FRANK AND INSIGHTFUL DISCUSSION ON HOW SHE GOT INTO THE INDUSTRY, HER EXPERIENCES OF STARTING OUT AS A PERFORMER AND BEING ON-SET. IN THIS FOLLOW UP, JESSIE-LEE DISCUSSES THE ASSUMPTIONS AND GENERALISATIONS MADE ABOUT WORKING IN THE INDUSTRY.

ON STIGMA

I fail to see any justification for the general views of society towards porn. Where is the mistreatment, what implies I don't respect myself, what is it about making adult entertainment, as essentially a character, makes me such a bad person that I could possibly be unemployable in mainstream work? That's just ridiculous to me.

When I went to the casting for Underbelly, I was open about being in porn as I was concerned that it may come out at a later date and I would lose the role, as they may not want the association. Luckily, it was fine but this disclosure also could have gone the other direction for me and lost me the part.

So why the stigma, why the judgement, why the 'rest of your life' impact for making entertainment? Realistically why the questioning of my personal decisions, I don't have a problem with shining light on an issue but I felt a sense of entitlement to my actions in some of the questions I've been asked, which baffles me. I've had questions where the pay has been questioned, since it's less than my escorting rates and I'm having natural sex and I've even been asked why I've met the male performers for coffee without payment when I wouldn't do the same for clients - shocking when you consider the males are my colleagues as well as escorts themselves.

Perhaps because of my study goals, people expected 'different' from me. Porn performers are healthy and happy (and if they aren't happy it's due to circumstances outside of porn production). I can't make sense of the situation, other than a massive misconception about the industry.

IS IT SEXISM?

Many men, on Instagram in particular, have sent me messages about their life dream of wanting to work in porn, yet many females shy away from the idea and tell me they could never do it. Regardless of where these views come from, they need to change, because they aren't accurate and they are harmful. I think it would be a great idea if a 'Porn: behind the scenes' documentary were to be made in Australia.

In general terms, I'm in a very interesting situation when I meet someone in 'real life' outside the industry.

“
I CAN BE PERCEIVED AS A CLEAN CUT, INTELLIGENT, PRE-MED STUDENT THAT GARNERS A CERTAIN TREATMENT AND WITHIN SECONDS, IF I DISCLOSE MY WORK, THE AIR OF THE CONVERSATION CHANGES. THERE CAN BE A SEXUAL UNDERTONE TO THE WAY I AM SPOKEN TO, OR A SENSE OF DISRESPECT AND SUPERIORITY FROM THE OTHER PERSON.
”

It is relatable to morphing into a different human being and more than anything. It's interesting to observe. I know who I am and I don't have a thing to prove to anyone.

When I started stripping around 2006, it was considered fairly taboo and nowhere near as glamourised and socially accepted as it today. Even when I left dancing in 2010 there had been a giant leap in the number of girls starting dancing and overall societal views. I'm deeply pleased to have observed this change. I hope to watch the entire sex industry become completely accepted, with people free to work without stigma, in my lifetime.

..
Jessie Lee Pierce is a Melbourne based private escort, porn star and former exotic dancer with close to 10 years experience.

Landing an acting role in 2017 as a pole dancer in the upcoming, *Underbelly Files: Chopper* telemovie 2018, led to a revival of her teenage passion for the performing arts.

As well as being trained in the performing arts, Jessie is a fully qualified counsellor, and is close to completing her Bachelor of Biomedical Science. She is currently looking at a transition into mainstream entertainment in 2018.

WWW.TWITTER.COM/JESSIEMELB
WWW.ONLYFANS.COM/JESSIEMELB
WWW.INSTAGRAM.COM/JESSIELEEMELB
WWW.SCARLETBLUE.COM.AU/JESSIE-LEE
WWW.YOUTUBE.COM/C/JESSIELEEPERCE
WWW.TUMBLR.COM/JESSIELEEPERCE

..



JESSIE-LEE PIERCE

ASS MONKEY TOYS®

The B.Jewelled Collection.

Ergonomically shaped butt plugs, with a dazzling jewel base.

Available in 3 sizes & 3 silicone colours or a metal alloy.

*Silicone plugs have removable jewel for easy cleaning.

beGLOSS

THE CLEAN AND CARE EXPERTS

LATEX CARE PRODUCTS



EXCLUSIVE TO AAPD

www.aapd.com.au

7 Butler Drive Hendon SA 5014

(08) 8244 5558

aapd

AUSTRALASIAN
ADULT PRODUCT DISTRIBUTORS

CHANGES TO THE GENERAL RETAIL INDUSTRY AWARD 2010

BY EMPLOYER ASSIST

EROS AFFILIATE

AS PART OF ITS FOUR-YEARLY REVIEW OF ALL AWARDS, THE FAIR WORK COMMISSION HAS MADE THE FOLLOWING CHANGES TO THE GENERAL RETAIL INDUSTRY AWARD 2010.

CASUAL EMPLOYEES ARE ENTITLED TO OVERTIME PENALTY RATES IF THEY UNDERTAKE WORK:

- in excess of 38 hours per week (or if on a roster cycle, 38 hours averaged over a roster cycle);
- outside the spread of normal hours for each day or more than nine hours per day provided that one day per week, 11 hours may be worked without being entitled to overtime penalties.

OVERTIME PENALTY RATES ARE CALCULATED AS FOLLOWS:

- first 3 hours — 175% of the ordinary hourly rate;
- all time thereafter — 225% of the ordinary hourly rate.

EXCEPT FOR SUNDAYS AND PUBLIC HOLIDAYS WHICH ARE CALCULATED AS FOLLOWS:

- Sundays — 225% of the ordinary hourly rate; and
- Public holidays — 275% of the ordinary hourly rate.

Employers and employees governed by this award will be affected by these changes from the first full pay period on or after 1 January 2018.

For further information, please see the Fair Work Commission Summary of Decision at <https://www.fwc.gov.au/documents/documents/summaries/2017fwcfb3541-summary.pdf>

NEED ASSISTANCE?

Employer Assist provides all Eros members with advice in regards to all aspects of employment law.

Please contact Employer Assist on phone **1300 054 542** or email eros@employerassist.com.au if you require any assistance with the above.

© Industry Legal Group
industrylegalgroup.com.au

**EMPLOYER
ASSIST** ilg INDUSTRY
LEGAL
GROUP

JO

FOR HER



LMAX NOW



A FAST ACTING,
MAXIMUM
STRENGTH,
SENSUAL
SUPPLEMENT

TAKE ONE SERVING
30-60 MINUTES
PRIOR TO INTIMACY

NO JITTERS OR
DROPS, CAFFEINE
AND TAURINE FREE



AVAILABLE AT
Metro Distribution Pty Ltd
+61 755221950
www.metrointeractive.net.au

MyFreeCams.com PRESENTS

sexpo

Health, Sexuality & Lifestyle Expo

FEEL
THE FUTURE



SYDNEY, OVER 40% SOLD ALREADY

WHY EXHIBIT?

- SEXPO SYDNEY DARLING HARBOUR 2012: 54,300 PATRONS
- SEXPO SYDNEY DARLING HARBOUR 2013: 45,000 PATRONS
- REACH YOUR TARGET AUDIENCE FROM AS LITTLE AS 10 CENTS PER PERSON
- BRAND NEW EXHIBITION CENTRE IN THE HEART OF DARLING HARBOUR
- LAST TIME SEXPO WAS IN SYDNEY WAS 2016
- SEXPO PERTH AND BRISBANE 2017 DEMONSTRATED THE SUCCESS OF THE FUTURE THEME.

This is your chance to be a part of a technological revolution and reach 30,000 young, ready-to-spend adults all under one roof. **Contact us today on (03) 9639 3104 or sales@sexpo.com.au.**

Over
80%
of patrons
say **SEXPO**
met their
expectations

Over
55%
of patrons find
interacting with
exhibitors as the most
satisfying part of their
SEXPO experience

80%
would
recommend
SEXPO to
a friend or
relative

SYDNEY 14-17 JUNE, 2018 | INTERNATIONAL CONVENTION CENTRE, DARLING HARBOUR

SEXPO.COM.AU



“ THANKS TO THE SEXPO STAFF FOR PUTTING ON A GREAT SEXPO MELBOURNE 2016. THE SEXPO TEAM HAVE CREATED AN EVENT WORTH COMING TO FOR EXHIBITORS AND PATRONS ALIKE, WELL DONE. WE HAVE ATTENDED EVERY SEXPO FOR 19 YEARS AND MELBOURNE 2016 WAS OUR BEST ONE YET. ”

- John Buckland, Metro

“ SEXPO IS A GREAT CHANNEL FOR MEETING POTENTIAL CUSTOMERS, AND SHOWCASING THE LATEST PRODUCTS AND TECHNOLOGY. NO OTHER EVENT IN AUSTRALIA CAN CONNECT ME WITH OVER 30,000 PEOPLE IN SUCH A HIGH ENERGY, FUN ENVIRONMENT. I EXHIBIT AT EVERY SEXPO BECAUSE I ALWAYS ENJOY A HIGH RETURN ON MY INVESTMENT. ”

- Joe Panzera, Daicy Delights

INDUSTRY AMBASSADOR PROGRAM

BY THE EROS ASSOCIATION

ARE YOU A KEY PLAYER IN THE AUSTRALIAN ADULT INDUSTRY?

WOULD YOU LIKE TO BE AN INDUSTRY AMBASSADOR?

As Australia's adults-only industry association, Eros seeks to provide professional representation for adults-only businesses.

As part of this role, Eros frequently engages with the media on topics relevant to the industry as well as hosts business networking events throughout the year.

Eros' Ambassador Program, set to launch in 2018, is looking to shine a light on the best and brightest in the industry.

WE ARE SEEKING AMBASSADORS FROM DIFFERENT FACETS OF THE ADULT INDUSTRY WHO CAN ASSIST OUR WORK THROUGH:

- undertaking media interviews on topics relevant to the industry,
- hosting events organised by Eros for its members,
- providing opinion pieces for the New Eros Journal and other publications as required on different facets of the industry, and/or
- promoting Eros campaigns through social media.

Ambassadors will be rewarded for their role with a free annual membership to the Eros Association as well as publicity of their work through Eros' media channels.

ELIGIBILITY

Eros Ambassadors must be currently working within the 'adult industry' broadly defined.

WE ARE SEEKING AMBASSADORS ACROSS THE INDUSTRY INCLUDING:

- adult media producers and performers
- adult retailers and wholesalers
- adult entertainment venue operators
- individual sex workers and performers
- escort agency operators and brothel licensees
- pioneers in 'sex tech' and adult toy manufacturing.

AMBASSADORS MUST BE ABLE TO COMMIT TO:

- at least one media interview per year,
- hosting at least one Eros event each year,
- regular engagement on social media with Eros campaigns, and
- an opinion piece / article for the New Eros Journal.

Find out more about Eros' Ambassador Program by contacting Rachel Payne, Eros' General Manager:

RACHEL@EROS.ORG.AU
03 9670 7345

WICKED
sensual care

INTRODUCING
YOUR PERFECT SUMMERTIME INDULGENCE
AQUA SWEET PEACH
AQUA PINK LEMONADE

NOW AVAILABLE IN A 120 ml AND A TSA APPROVED 60 ml TRAVEL SIZE



**Eat
Sleep
Lube
Repeat**

www.windsorwholesale.com.au

Phone: 03 9464 3622

Email: sales@windsorwholesale.com.au

BODYPOLITICS

WITH FIONA PATTEN MP

WELL THEY SAID IT WOULD NEVER HAPPEN BUT THE ANDREW’S LABOR GOVERNMENT HAS FINALLY SEEN THE LIGHT AND APPROVED A PILOT PROGRAM FOR VICTORIA’S FIRST MEDICALLY SUPERVISED INJECTING CENTRE. THIS WILL UNDOUBTEDLY SAVE LIVES AND I BELIEVE IT WILL HELP REINVIGORATE ONE OF VICTORIA’S MOST RECOGNISED CULTURAL ATTRACTIONS – THE VICTORIA STREET PRECINCT IN RICHMOND.

INJECTING ROOM SUCCESS

With the support of the residents, schools, traders, emergency services and affected families, everyone is on-board to ensure the trial’s success.

The government’s go-ahead was hard won. The process started with my Bill to set up a centre which was originally moved in December 2016.

Following that, I gathered a group of experts around me to advise on how we would lobby the government to vote for it, because they had steadfastly refused to consider it.

“

ONE BY ONE WE GOT ALL THE MAJOR PLAYERS TO BACK IT — THE AMA, THE AMBULANCE DRIVERS, FIREFIGHTERS, LOCAL RESIDENTS, LOCAL BUSINESS ASSOCIATIONS — AND IN THE END, WE EVEN GOT THE POLICE ASSOCIATION TO BACK IT.

”

When the Coroner finally backed it, the government couldn’t resist the pressure anymore and said they would introduce their own Bill along the lines of mine. It was a great victory for common sense.

END OF LIFE CHOICES

Ensuring Victorian’s end-of-life choices include the ability to die with a degree of dignity has been my greatest policy victory and I believe the most important policy initiative to challenge this State in decades. The passing of this legislation started off when I moved a motion to refer the issue to a Parliamentary Committee in early 2015.

While the passing of the Voluntary Assisted Dying Legislation saw marathon debates, overnight sittings and some politicians performing at their worst, it also brought out the best in some of my Parliamentary colleagues. Although it was always going to be a contentious debate, the landmark approval of this legislation will ease the pain and suffering for a small number of terminally ill individuals and their families, restoring dignity at a time when they need it most.

A very big THANK YOU to the thousands of people who emailed and wrote to their MP’s and to all of the individuals and organisations who played their role — many of whom have been lobbying for decades — for the right to choose how they exit this life. 1101 people signed the ‘Support Voluntary Assisted Dying Bill’ e-petition. Your vote is your voice in action, and I hope everyone involved feels vindicated by the bill becoming law.

RIDE SHARING FEES

More than a year after my original Private Member’s Bill kick-started reform to regulate ridesharing, the government finally unveiled legislation to reform the Commercial Passenger Vehicle industry. The debate focused on the government’s \$2 levy, which would have raised hundreds of millions more than needed to for the government’s taxi compensation package.

To stop the government gouging rideshare and taxi users and to make sure there wasn’t a black hole in the budget, I introduced amendments to cut the ‘taxi tax’ in half. I worked hard and got the support of the government, opposition and every single minor party in a historic vote. This was a huge win for consumers, particularly those taking short trips.

MEDIA

The opportunity to connect with constituents and the broader electorate via my regular appearances on 3AW’s Mornings with Neil Mitchell and as a fill-in on Jon Faine’s Friday Wrap segment on ABC774, has been a real honour.

My regular segments on Sky News Paul Murray Live and Politics HQ have been lots of fun, as have the on-air stoushes that Tom Elliott and I have engaged in during drive on 3AW. I love my weekend chats with Macca and Tass on JOY 94.9’s Saturday Magazine, a station with loyal listeners have been so good to me since I entered politics.

MY ABORTION REFORMS CHALLENGED

My first major win after being elected was the Safe Access Zone Legislation which ensured women accessing abortion clinics were not harassed.

The law came into effect in May 2016 and it didn’t take long before one of the long-term protesters chose to challenge the legislations effectiveness. A mother of 13, who refused to adhere to police requests to stop harassing young vulnerable women, was charged and subsequently lost her appeal this year.

The first time any legislation is challenged in court is an anxious time for we lawmakers. Securing a conviction validates the legislations effectiveness, setting a legal precedent and hopefully a deterrent to others who wish to break the law.

Magistrate Bazzani found the accused guilty of breaching the legislation, imposed a conviction and issued a fine of \$5000.



VICTORIAN PREMIER DANIEL ANDREWS ANNOUNCING THE MEDICALLY SUPERVISED INJECTING CENTRE, ALONGSIDE MENTAL HEALTH MINISTER, MARTIN FOLEY AND THE FIONA WHO INITIATED THE LEGISLATION.

‘WE DID IT!’
A VERY BIG THANK YOU TO ALL

Her Honour detailed in her findings that the woman had engaged in a planned and deliberate act with the intention of breaking the law, stating that the woman had imposed herself on strangers, including people likely to be quite vulnerable and shown no remorse.

This saga is not finished yet. A High Court challenge is still to come.

A NEW OFFICE

In 2018 our Parliamentary office will move with the unveiling of a brand new purpose built, double-storey annexe, located in the gardens behind Spring Street. My staff and I are looking forward to a little more arm and leg room.

VIOLENCE AGAINST WOMEN

As a member of the White Ribbon working group, it was a very proud moment when Victoria’s Parliament became the first in the world to receive the White Ribbon accreditation.

Such accreditation is so comprehensive, it has taken two years to achieve. This means that changes have been made to the physical workplace conditions, parliament’s operational procedures and the education and conduct of all Parliamentary Services and Electoral Office staff.



FIONA PATTEN MP

The aim of White Ribbon is to eliminate violence against women and Victoria's Parliament is a safer, better place to work because of it. I would encourage all major corporations and businesses to undertake the accreditation process and deliver a happier working environment to all employees.

REASON FOR DISSOLVING SEX PARTY

The decision to dissolve the Australian Sex Party and relaunch it as simply 'reason' was a difficult one to make. However, I have been very encouraged by how well reason has been accepted. The media coverage we gained was amazing and universally welcomed.

It has been very interesting to see the ease with which media organisations now refer to: "Reason — formally the Sex Party", when the mere utterance of those two words previously conjured such hesitation.

The party is blessed to have as its Secretary, Dr Meredith Doig OAM, who ran as our Senate Candidate in the last Federal Election.

As President of the Rationalist Society of Australia, Meredith's approach to the political debate is steadfastly based on evidence. That, coupled with her extensive background in guiding corporate boards, university councils and federal government advisory groups, ensures reason's governance is in the safest hands.

“

IT HAS BEEN INTERESTING TO SEE THE EASE WITH WHICH MEDIA ORGANISATIONS NOW REFER TO: 'REASON' — FORMALLY THE 'SEX PARTY', WHEN THE MERE UTTERANCE OF THOSE TWO WORDS PREVIOUSLY CONJURED SUCH HESITATION.

”

What better way to launch a new party, than with a stellar candidate in a by-election?

A massive thank you to Laura Chipp and her loyal band of reason volunteers who did a sensational job at representing reason with dignity and poise.

Laura did an amazing job at driving the media, often out-doing the two major candidates. While few would have predicted the outcome of the Northcote by-election, the exercise was a fantastic rehearsal for what lies ahead in November 2018 with Victoria's State election.

OUT AND ABOUT

Sexpo came to Melbourne again this time in the middle of the Northcote by-election. With the chance to get back to my roots, I unveiled the reason brand to my loyal band of supporters and, as is the case each year at Sexpo, a whole bunch of young first-timers.

Exhibiting at Melbourne's inaugural Hemp Health and Innovation Expo was a wonderful experience. Far from what many might imagine, those attending the expo were seriously focused on the medical benefits of cannabis, the economic viability and the environmental sustainability of hemp-based industries and the future prospects of law reforms in Victoria.

FIONA

THE NEW JIMMYJANE®



EXCLUSIVELY DISTRIBUTED BY
CALVISTA®

INTRODUCING THREE NEW REVOLUTIONARY COLLECTIONS

evoke®

VIBRATING MESSAGE WHEELS

evoke's sol-o, du-o, and rol-o were meticulously developed to offer stimulation in an entirely new way with the motors inside of their smooth moving wheels.

LOVE PODS®
WATERPROOF VIBRATORS

Our trio of Love Pods; Om, Halo and Coral, introduce ergonomic and ingenious new shapes each with unique revolutionary vibrational options that have to be experienced to be believed.

Rabbits®

FLEXIBLE RABBIT VIBRATORS

We decided that Rabbits needed a modernized face-lift so our in-house design team created three entirely new designs that are as refreshing as they are

WWW.JIMMYJANE.COM

JO

H2O JELLY

WATER-BASED PERSONAL LUBRICANT

- PH BALANCED
- THICKER VISCOSITY FOR ADVENTUROUS PLAY
- CLEANS EASILY WITH WATER
- PARABEN FREE
- PROPYLENE GLYCOL FREE



EXCLUSIVE TO

www.metrointeractive.net.au
07 5522 1950

Bella Lane

LINGERIE®



Visit our website to view the range:
www.twistedangel.com.au



Twisted Angel Pty Ltd | Wangara, Western Australia | (08) 93034898
www.twistedangel.com.au | admin@twistedangel.com.au

EROS IN THE MEDIA MEDIA MEDIA MEDIA MEDIA
MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA
MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA
MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA MEDIA

FINANCIAL DISCRIMINATION UPDATE

IN OCTOBER THE FINANCIAL REVIEW PUT THEIR HAND UP TO RUN AN EXCLUSIVE STORY ON THE DISCRIMINATION FACED BY THE INDUSTRY, FOLLOWING THE RELEASE OF EROS' REPORT 'FINANCIAL DISCRIMINATION AGAINST ADULTS-ONLY BUSINESSES'. THIS EXCLUSIVE SPARKED WIDESPREAD MEDIA SUPPORT, WITH 52 OTHER SOURCES PRODUCING ARTICLES ON INDUSTRY-BASED DISCRIMINATION BY FINANCIAL SERVICE PROVIDERS.

FINANCIAL REVIEW EXCLUSIVE

The Financial Review is the most highly regarded media source in Australia, and this coverage not only ensured that banks were being put on notice, it further encouraged our issue to be taken seriously by key stakeholders, politicians and the community.

This is a great win for not only the industry association but Eros members, who were encouraged to come forward and contribute their stories. A big thank you must go out to Be Daring Director Keith Boswell and Manager Jayme Boswell, as well as Rick Vermunt of XSales.com for providing professional and insightful accounts of their experiences. Furthermore, thank you to all those who told their stories, provided evidence, requested a review — all of which made the report and subsequent media coverage possible.

SMALL BUSINESS OMBUDSMAN KATE CARNELL COMES OUT IN SUPPORT OF ADULTS-ONLY BUSINESSES

After consultation with Eros and following the launch of Eros' *Financial Discrimination Against Adults-Only Businesses* report, Small Business and Family Enterprise Ombudsman Kate Carnell came out in support of the adult industry's fight against Australia's largest banks.

Carnell called out the banks on their hypocrisy in not providing services to adults-only businesses stating that these businesses are 'appropriately registered and regulated'.

"IT'S A BIT RICH FOR THE BANKS TO DECIDE WHICH INDUSTRIES ARE MORAL AND WHICH AREN'T. I THINK THERE WOULD BE LOTS OF AUSTRALIANS THAT BELIEVE THE BANKS ARE THE LAST PEOPLE THAT SHOULD BE DOING THAT."

In a January media release, the Ombudsman raised concerns that the banks actions were undermining efforts to combat the black economy, and may even encourage more cash-only transactions.

"ACCESS TO BANKING SERVICES IS ESSENTIAL FOR A LEGITIMATE BUSINESS TO OPERATE".

The Ombudsman has written to the Australian Bankers Association, voicing concern over Eros' findings that an overwhelming majority of industry participants experienced discrimination while applying for financial services.

ABC RADIO NATIONAL INTERVIEW

The Ombudsman's January statement sparked another round of widespread media interest of industry-based discrimination, and most notably saw Eros General Manager Rachel Payne, Be Daring Director Keith Boswell and Ombudsman Kate Carnell interviewed on ABC Radio National program 'Drive'.

The program highlighted the industry findings from the report, and discussed the moral positioning of banks:

"BANKS SHOULDN'T HAVE THE ABILITY TO HAVE A MORAL OBJECTION TO BUSINESSES THAT ARE LEGAL, THAT ARE PART OF A REGULATED INDUSTRY, AND THEY'RE TAX-PAYING BUSINESSES."

EROS GENERAL MANAGER, RACHEL PAYNE

Retail store owner Keith Boswell provided a first-hand account of discrimination not only experienced in his business, but the denial of a personal loan to his daughter and store manager, simply because she works in adult retail. Boswell further raised the issue of concerns for staff having access to financial services, and how this is often a deterrent for gaining new employees into the industry.

Ombudsman Kate Carnell reiterated the evidence presented by Eros — that it is pretty clear that the banks are making a moral judgment on a legal industry.

"IT'S JUST A BIT RICH FOR THE BANKS TO BECOME MORAL ARBITERS OF LEGAL INDUSTRIES IN AUSTRALIA."

The Ombudsman would like to see banks recognised as an essential service in this space.

"YOU WOULDN'T ALLOW AN ELECTRICITY COMPANY TO SAY WE DON'T LIKE THE SEX INDUSTRY SO WE WON'T TURN ON THEIR POWER."

The Ombudsman is pushing for the banks to come out clearly and say they will treat all legal businesses fairly. Banks should be seen as essential services and shouldn't have the right to treat any legal industry differently.

DIVERSIONS, DENIALS AND DELAYS

BANKS RESPOND TO OUR FINANCIAL DISCRIMINATION REPORT

Following the launch of our report, *Financial Discrimination Against Adults-Only Businesses*, there was widespread public surprise of the unfair treatment against our industry. However, the responses by financial service providers were a mix of diversions, denials and excessive delay in responding to our letters of concern.

RESPONSES

At the time of writing ANZ, Westpac and ZipPay all deny any broad brush discrimination against the industry — stating that they assess all claims on a 'case-by-case' basis. We will be holding them to their words on this and will be assisting members if they are unfairly treated.

Bank of Queensland has been upfront in its refusal to work with the industry stating that adults-only businesses do not fall within their 'risk appetite' (along with arms manufacturing). AfterPay have stated that existing policies are 'under review'.

The Commonwealth Bank and NAB have been notably silent despite inquiries from Eros and various media organisations, relying on vague statements regarding 'social and environmental responsibility'.

Ultimately though, this has been an important leap forward in our campaign against discrimination.

NEXT STEPS

Our next steps are vital to ensure structural change becomes a reality. We have many avenues for advocacy this year including the federal government's upcoming Royal Commission into banks and other financial service entities, to which we will be making a formal submission.

The Terms of Reference of the Royal Commission's inquiry that are of particular interest to adults-only industry discrimination are:

1. The Commission must inquire into the following matters;
 - a) the nature, extent and effect of misconduct by a financial services entity (including by its directors, officers or employees, or by anyone acting on its behalf);
 - b) any conduct, practices, behaviour or business activity by a financial services entity that falls below community standards and expectations;

We have maintained ongoing productive discussions with the Australian Small Business and Family Enterprise Ombudsman and have confidence that they will continue to assist with putting pressure on the banks and the Australian Bankers Association.

Meanwhile, we will continue to advocate for Eros members who have issues with financial service providers in order to request a review and fight against discrimination. We have made claim to each of the banks customer advocates, and have gained a working-relationship for our members that will see Eros be able to refer complaints onto the relevant investigator. If you have an issue with a financial service provider, get in touch.

CENTREFOLD
LOUNGE

AUSTRALIA'S NUMBER 1 ULTRA CLUB
22 KING ST, MELBOURNE | www.centrefoldlounge.com.au



THE MEN'S GALLERY

THE WORLD'S BEST SHOWGIRLS
601 LONSDALE ST, MELBOURNE | www.mensgallery.com.au



NEW
FLESHJACK BOYS
NOW AVAILABLE!

BOOMER BANKS
— SONIC BOOM —

LEVI KARTER
— EXPLOSIVE —

TRENTON DUCATI
— TITANIUM —

LIAM RILEY
— FOREVER —



WWW.FLESHLIGHTDISTRIBUTION.COM // FOR ORDERS EMAIL WHOLESALEAU@FLESHLIGHT.COM

FLESHJACK
THE #1 GAY MALE SEX TOY IN THE WORLD

VALENTINE’S DAY: IS THERE AN OPPORTUNITY FOR ADULT INDUSTRY TAKE OVER?

BY ROBBIE SWAN

THERE ARE FEW DAYS IN THE MAINSTREAM RETAIL CALENDAR THAT THE ADULT INDUSTRY CAN CLAIM TO OWN OR EVEN PARTIALLY OWN. VALENTINE’S DAY IS ABOUT AS GOOD AS IT GETS AND YET IT IS STILL NOWHERE NEAR THE TOTAL TAKEOVER OF CHRISTMAS THAT THE DEPARTMENT STORES HAVE MANAGED OVER THE LAST 50 YEARS. SUPERMARKETS ARE INCREASINGLY TAKING OVER THE OTHER CHRISTIAN FESTIVAL, EASTER, AND ONE WONDERS HOW LONG IT WILL BE BEFORE OTHER RELIGIOUS FESTIVALS LIKE RAMADAN AND HANEKE ARE CORPORATIZED BY THE RETAIL JUGGERNAUT.

Valentine’s Day is the adult retail industry’s dream and yet we have failed to properly exploit it. It has the potential to be for the adult world what Christmas is (or used to be) to David Jones and Myer. A few Valentine’s Day specials and maybe an ad or two on TV with a few hearts around a lingerie mannequin, is about as close as we get to milking it. But we should be building toward this day for months, even years in ramping up the connection between the adult industry and Valentine’s Day because it is potentially our biggest money spinner. In other countries it’s worth a lot.

In the US, the average Valentine’s Day spend has increased every year from \$108 per person in 2010, to \$131 in 2013. Currently it’s sitting at around \$150 per person. The U.S. Greeting Card Association estimates that approximately 190 million valentines are sent each year. There’s only 323 million people in the country so it strikes a chord.

Singapore residents are among the biggest spenders on Valentine’s Day, with 60% of them spending between \$100 and \$500 during the season leading up to the holiday. In the UK, just under half of the population spend money on their Valentines and around £1.3 billion is spent yearly on cards, flowers, chocolates and other gifts, with an estimated 25 million cards being sent.

In Australia, spending figures are all over the place and the only thing you can say is that it is increasing. IBIS World estimated that Australians spent \$936 million on Valentine’s Day in 2013. However a Sydney-based personal finance management app maker, Pocketbook, looked at the spending habits of 135,449 Australians from 2013 to 2016, specifically focusing on

Valentine’s Day and the two-week period leading up February 14.

The gifts they canvassed in the study came from jewellery stores, ticketing retailers, florists, restaurants and movies but adult gifts were not even mentioned!

They found that men, on average, spend \$123.10 compared to \$90.54 for women during the Valentine’s Day period from February 1 to 14.

These figures were sharply contrasted by finder.com.au who did a survey of Australian men and women’s spend on Valentine’s Day in 2017 and found that overall, Australians spent \$253 million with men spending \$386 on their gifts for women. Victorians spent the most with an average spend of \$483, while Tasmanians were lowest, spending a measly \$94.

Gen-Y gift givers spent a third more than Gen-X but baby-boomers weren’t asked it seems.

The 2017 Valentine’s Day Survey found that 80% of couples thought the day was special and would be celebrating it in some way. 38% said they would buy a gift. The majority of those (68%) celebrating Valentine’s Day say their relationship is getting better than ever. This compares to only half (50%) who are not celebrating the day saying their relationship is improving.

However, of the top ten gifts, adult was not amongst them.

It’s possible, however, that people did buy an adult gift but were too embarrassed to tell the pollster — another Valentine’s Day problem to solve.

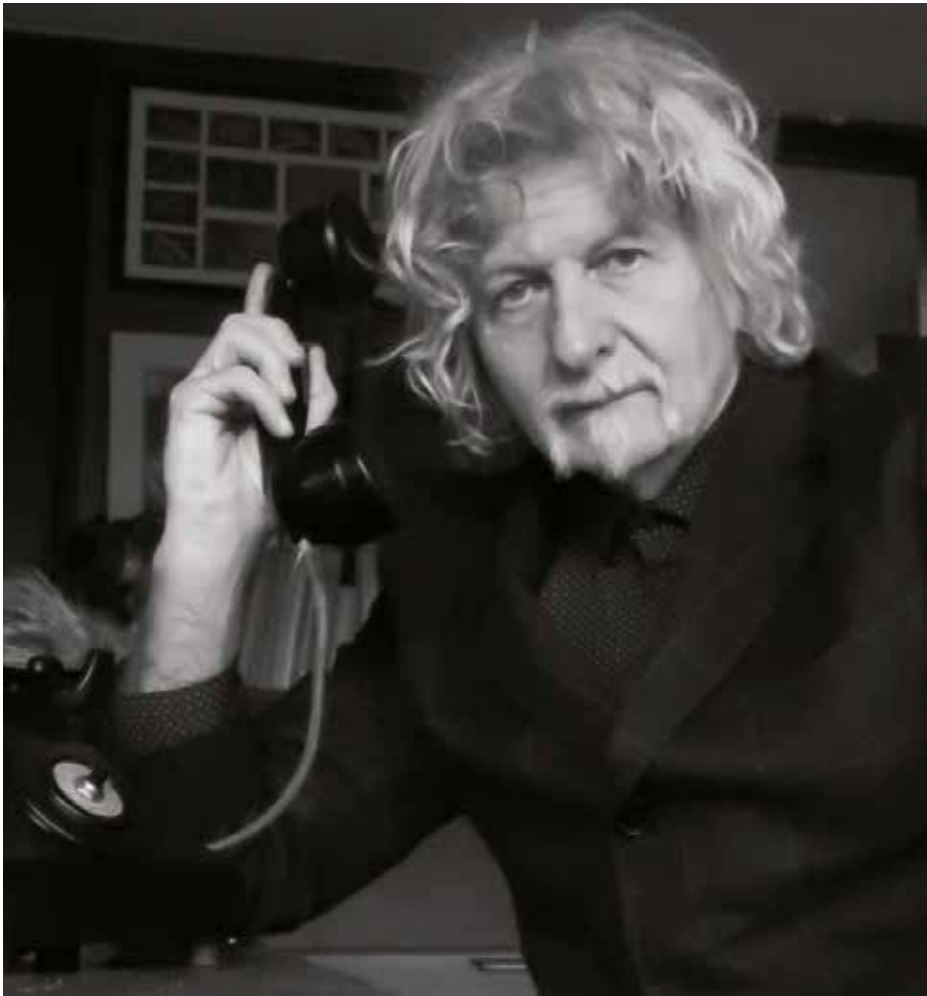
“THE GENIE BEGAN TO RISE BUT IT DIDN’T LEAVE THE BOTTLE UNTIL THE MID 1700s IN ENGLAND WHEN THE NEW PRINTING PRESSES STARTED HAMMERING OUT VALENTINE’S DAY CARDS AND IT HAS SLOWLY CREPT INTO MODERN SOCIETY SINCE THEN.”

Like Christmas and Easter, Valentines Day has its roots in organised religion and is named after a martyred Christian saint — Valentine of Rome. He was thrown in the slammer during the days of the Roman Empire for performing weddings for soldiers who were forbidden to marry and for ministering to Christians who were persecuted under the Roman Emperors. The story goes, that during his imprisonment, Saint Valentine healed the daughter of his jailer, Asterius and before his execution, he wrote her a letter signed, “Your Valentine” as a farewell.

When the bawdy bard, Geoffrey Chaucer started to mention the day in his writings, the genie began to rise but it didn’t leave the bottle until the mid 1700s in England when the new printing presses started hammering out Valentine’s Day cards and it has slowly crept into modern society since then.

The day is perfect for a takeover by the adult industry.

There are so many aspects of the tradition that intersect with the modern adult industry and if there’s not, it would be easy to make them up. Most of the



ROBBIE SWAN

Valentine’s Day myth is made up anyway and marketing mistakes abound.

A marketing translation mistake started a unique Valentine’s Day tradition in Japan. A confectionary and cake company in Kobe, marketed a Valentine’s Day advertisement in 1936 that featured people giving each other chocolate on Valentine’s Day. In translating the advertisement, the company portrayed women giving chocolate and gifts to men, instead of men giving the items to women.

Fast forward to 2018, and it is considered the customary tradition for women to give chocolate to men, specifically all of their co-workers, due to this mistranslation in the original advertisement. Indeed, Japanese society now expects women to give these gifts of chocolate to every male friend or co-worker.

But the Japanese, always on the lookout for a further marketing opportunity, went a step further. In the 1980s, the Japanese National Confectionery Industry Association launched a successful campaign to make March 14 a “reply day”, where men are expected to return the favour to those who gave them chocolates on Valentine’s Day, calling it White Day for the colour of the chocolates being offered.

A previous failed attempt to popularise this celebration had been done by a marshmallow manufacturer who wanted men to return marshmallows to women.

“
WHAT MAKES THE DAY EVEN MORE APPEALING TO ADULT BUSINESSES IS THAT IN MANY PARTS OF THE WORLD, THE FORBIDDEN FRUIT SYNDROME APPLIES TO THE TRADITION GIVING IT A REAL ‘NAUGHTINESS’ QUOTIENT.
”

In 2011, the Iranian printing works owners’ union issued a directive banning the printing and distribution of any goods promoting the holiday, including cards, gifts and teddy bears: “Printing and producing any goods related to this day including posters, boxes and cards emblazoned with hearts or half-hearts, red roses and any activities promoting this day are banned ... Outlets that violate this will be legally dealt with”, the union warned.

Islamic officials in West Malaysia warned Muslims against celebrating Valentine’s Day, linking it with vice activities. Deputy Prime Minister Muhyiddin Yassin said the celebration of romantic love was “not suitable” for Muslims.

Jakim officials planned to carry out a nationwide campaign called “Awat Jerat Valentine’s Day” (“Mind the Valentine’s Day Trap”), aimed at preventing Muslims from celebrating the day on February 14, 2011.

Activities include conducting raids in hotels to stop young couples from having unlawful sex and distributing leaflets to Muslim university students warning them against the day. On Valentine’s Day 2011, West Malaysian religious authorities arrested more than 100 Muslim couples concerning the celebration ban.

In Saudi Arabia, in 2002 and 2008, religious police banned the sale of all Valentine’s Day items, telling shop workers to remove any red items, because the day is considered a Christian holiday. The ban created a black market for roses and wrapping paper. In 2012, the religious police arrested more than 140 Muslims for celebrating the holiday, and confiscated all red roses from flower shops.

Valentine’s Day has all the elements necessary for a takeover by the adult industry which could turn it into the industry’s major retail day of the year.

If people are prepared to spend hundreds of dollars on chocolate, movies, restaurants and flowers because it has become a romantic day to celebrate think about how far this could go if the narrative suddenly switched to a ‘50 Shades of Grey’ meets Michael Nin theme.

I’M ALREADY HEARING THE CHORUS OF KA-CHINGS!

..
VALENTINE’S DAY HAS ALL THE ELEMENTS NECESSARY FOR A TAKEOVER BY THE ADULT INDUSTRY WHICH COULD TURN IT INTO THE INDUSTRY’S MAJOR RETAIL DAY OF THE YEAR.
..

INTRODUCING THE Pornhub COLLECTION



THEIR MISSION
To bring fantasy to reality and deliver mind-blowing sexual experiences, creating a range of innovative, quality and market leading toys & accessories aimed at men and couples.



OVER 80 MILLION PEOPLE VISIT PORNHUB PER DAY

EXCLUSIVELY DISTRIBUTED BY
CALVISTA®

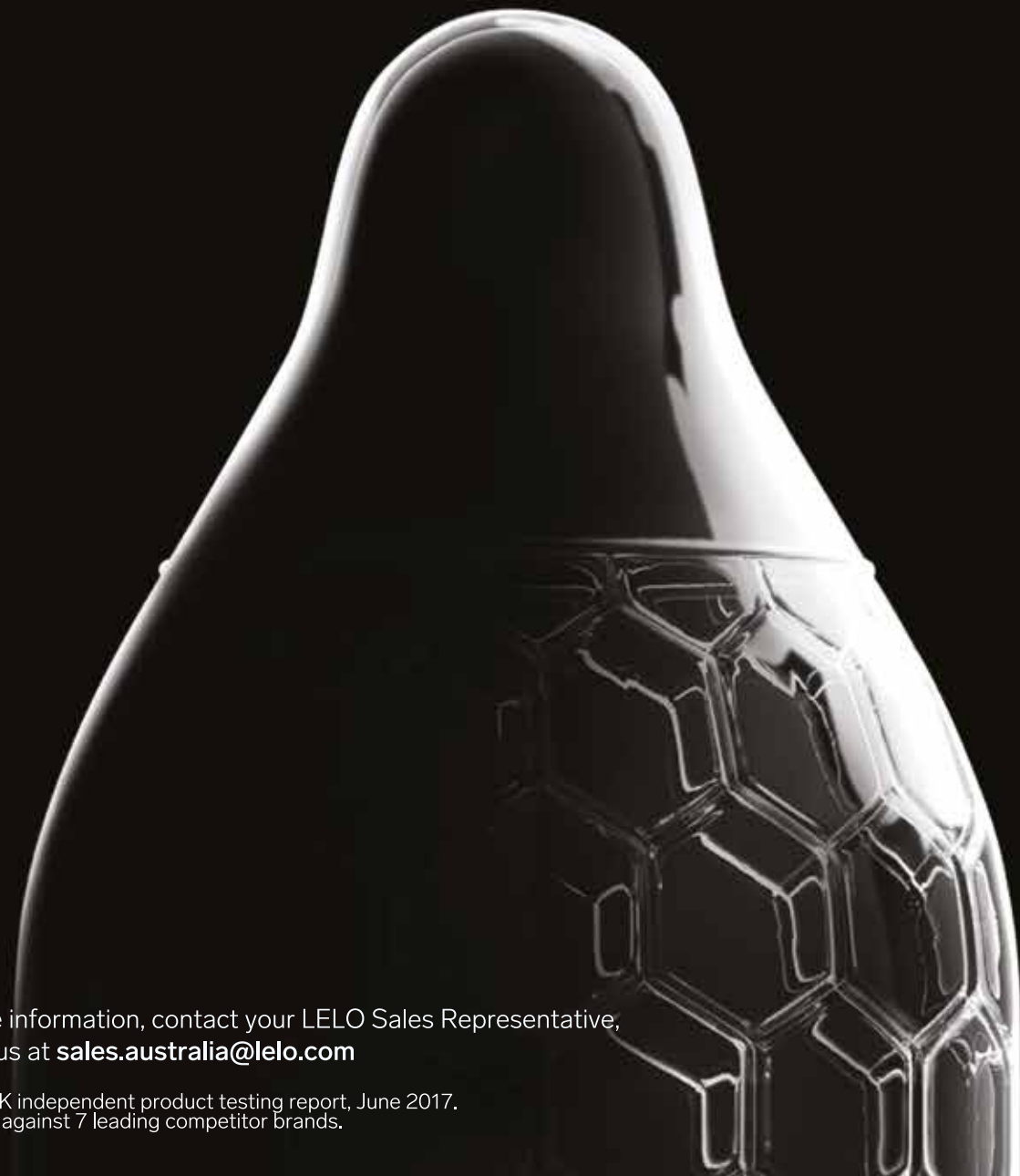
LELO
HEX

The Condom Re-Engineered

Be the bigger man.

By customer demand, HEX condoms are
now available in XL size.

76% of condom users said HEX is "more pleasurable" than competitors.
91% of condom users said they are "completely satisfied" with HEX.

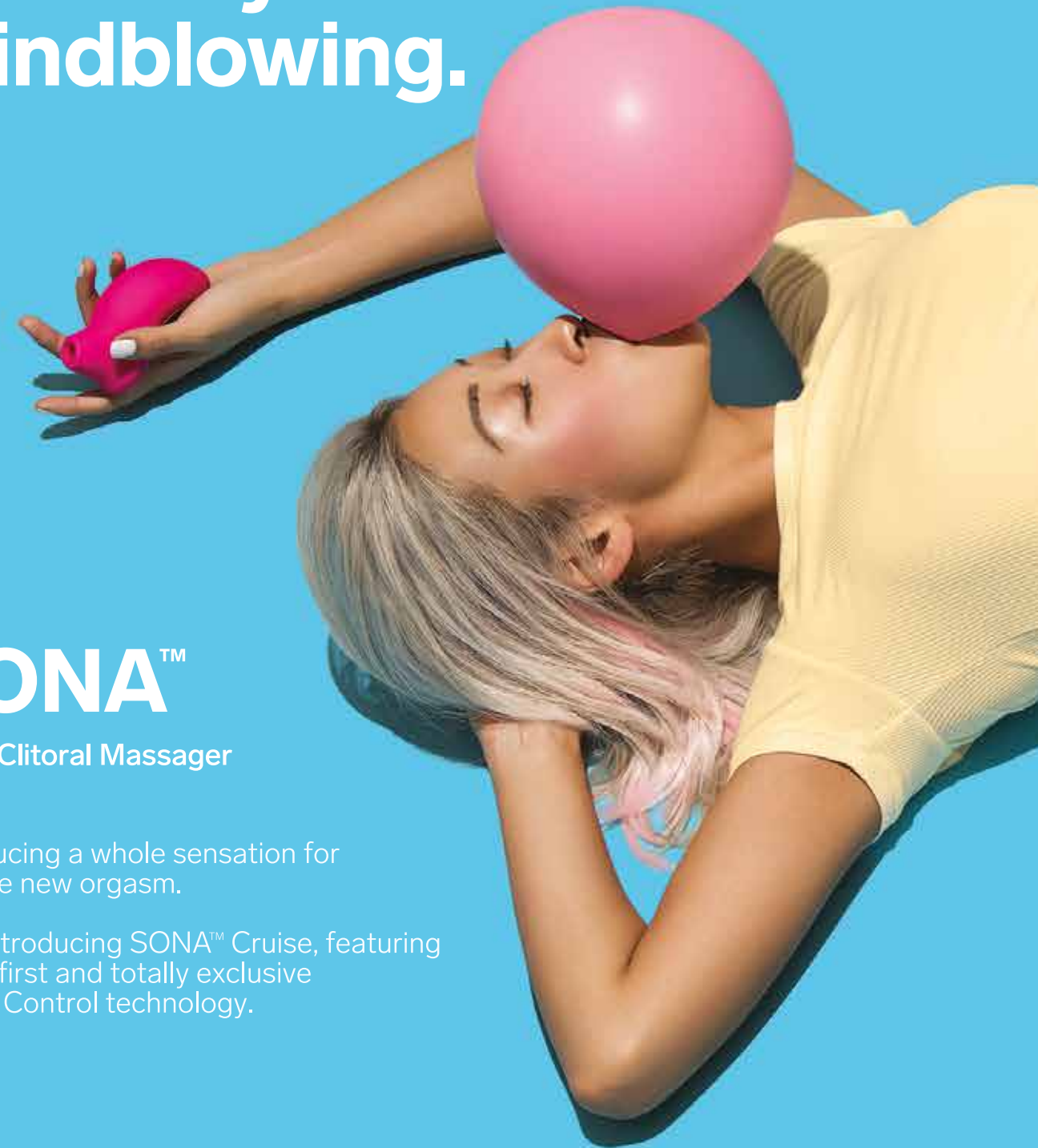


For more information, contact your LELO Sales Representative,
or email us at sales.australia@lelo.com

Source: GfK independent product testing report, June 2017.
Compared against 7 leading competitor brands.

LELO

Clitorally mindblowing.



SONA™

Sonic Clitoral Massager

Introducing a whole sensation for
a whole new orgasm.

Also introducing SONA™ Cruise, featuring
world-first and totally exclusive
Cruise Control technology.

For more information, contact your LELO Sales Representative,
or email us at sales.australia@lelo.com

IS PORN LEGAL IN AUSTRALIA?

BY JARRYD BARTLE

AT EROS, NOT A WEEK GOES BY WITHOUT SOME BUDDING YOUNG MAN ASKING US ABOUT ENTERING THE PORN INDUSTRY. IF THEY DON'T THINK THEY'LL GET IN AS A PERFORMER, THE NEXT BIG IDEA IS TO START THEIR OWN PRODUCTION COMPANY.

BUT WHAT IS THE LEGAL STATUS OF PORNOGRAPHY IN AUSTRALIA? UNFORTUNATELY, THE ANSWER IS QUITE OUT OF STEP WITH COMMUNITY EXPECTATIONS.

THE AUSTRALIAN CLASSIFICATION REGIME

Let's start with the basics - most forms of media that are to be sold, exhibited or distributed in Australia (publications, films and games) must first be classified by the Australian Classification Board. 'Films' are classified as either G, PG, M, MA15+, R18+ or X18+ and 'Publications' such as magazines are classified as either Unrestricted, Category 1 (restricted) or Category 2 (restricted).

If a film or publication does not fit a classification criteria, it gets labelled as 'Refused Classification' or 'RC'.

If a piece of media is RC it is illegal to sell, exhibit or distribute the media in Australia. Even if the Australian Classification Board hasn't formally rejected a piece of media, if something is 'likely' to be labelled RC it is still illegal to commercialise the media. A variety of Federal, State and Territory regulatory offences apply for not complying with the classification regime.

CLASSIFICATION AND SEXUALLY EXPLICIT MATERIAL

So how is pornography classified? If we take 'pornography' to mean 'depictions of actual sexual activity' then such media can only be classified as either 'Category 2 (restricted)' if a publication, or 'X18+' if a film.

Category 2 (restricted) publications must only be sold in age-restricted sections of premises, with various State and Territory laws applying to display, packaging and advertising.

Films classified X18+ cannot have wide release in Australia and can only be sold and exhibited in the Northern Territory and the Australian Capital Territory under compliance with strict local laws.

Nevertheless, under the current wording of the Classification Guidelines many forms of pornography depicting non-violent, consensual sex are likely to be Refused Classification by the Classification Board.

REFUSED CLASSIFICATION, SEXUAL MINORITIES AND CAUSING 'OFFENCE'

Under the Publication Guidelines a publication will be Refused Classification (RC) if it depicts:

'REVOLTING OR ABHORRENT PHENOMENA IN SUCH A WAY THAT THEY OFFEND AGAINST THE STANDARDS OF MORALITY, DECENCY AND PROPRIETY GENERALLY ACCEPTED BY REASONABLE ADULTS.'

Where 'revolting or abhorrent phenomena' is defined as 'fetishes or practices, sometimes accompanied by sexual activity, which are considered offensive'. Furthermore, 'fetish' is defined under the Publication Guidelines as:

[A]n object, an action, or a non-sexual part of the body which gives sexual gratification. Mild fetishes include stylised domination and rubberwear. Stronger fetishes include bondage and discipline.

A ban on 'fetishes' also exists under the Film Classification Guidelines, which has a much broader definition including 'body piercing, application of substances such as candle wax, 'golden showers', bondage, spanking or fisting'.

Films will also be RC if they 'demean' any person depicted which refers to 'a depiction or description, directly or indirectly sexual in nature, which debases or appears to debase the person or the character depicted'.

The broad terms used in the Classification Guidelines are arguably discriminatory against queer or otherwise sexually adventurous communities whose fantasies do not fit the social mores of "reasonable adults".

The Classification Guidelines have also been used to refuse classification or censor pioneering art-house films that depict real sexual activity or transgress social norms. These include works by notable queer and transgressive filmmakers such as Bruce LaBruce (LA Zombie), Greg Araki (Mysterious Skin), John Waters (Pink Flamingos) and Larry Clark (Ken Park).

PORNOGRAPHY PRODUCTION

There are a handful of adult media production companies currently operating in Australia. However, budding porn producers have to manoeuvre within a stringent and confusing regulatory framework.

It is prohibited to produce material likely to be classified as X18+ or Refused Classification in all States and Territories except the Australian Capital Territory, where X18+ production isn't formally banned.

The ACT has never formally legalised production. Instead, a licensing scheme exists for the copying and distribution for X18+ classified material.

Furthermore, there is a lot of ambiguity regarding adult media production in the ACT, including its relationship to laws covering sex work.

Due to the stringency of existing production laws many adult media producers either choose to film their material overseas or act in non-compliance with existing laws.

ONLINE REGULATION

Unsurprisingly, Australia's classification regime is having a difficult time managing the rise of online pornographic content.

The eSafety Commissioner is the central agency for regulating internet content in Australia. The Commissioner receives complaints regarding internet content and requests Australian-based internet service providers (ISPs) to remove content that does not comply with their standards.

Websites which depict media that could be classified as X18+ or RC can be subject of a complaint to the Commissioner and therefore run the risk of having an Australian ISP de-list their website. The Commissioner can also remove R18+ classifiable material in some circumstances.

As a result, many Australian production companies wishing to start an adult website do so via an international server that is not within the jurisdiction of the Commissioner.

IN CONCLUSION

Despite the proliferation of pornography on the internet, Australian laws still appear to be trying to outlaw and shelter the public from depictions of non-violent, consensual sex between adults.

The current legal landscape poses troubling questions regarding State censorship, sexual minority rights and free expression that should be more openly discussed by lawmakers and the general public alike.

Depictions of actual sexual activity between consenting adults are not inherently 'offensive' or 'obscene' and its time our classification laws reflected the expectations of the community more broadly.

When it comes to you and your business, trust the insurance experts.

Aibi, specialist broker to the adult industry for over 20 years.

At AIBI we specialise in providing cover for businesses and individuals within the adult entertainment industry.

Our policies are designed to protect property owners, business operators and workers within the adult entertainment industry, including escorts, exotic dancers, strippers and sex workers.

We can help you protect your business should you incur a loss or damage from fire, storm, flood, theft or from claims made against you by clients or other third parties (public liability).

So if you run your own business, or want to get your own individual cover, get in touch with our team of experts.

Visit aibi.com.au or call 1300 558 158

At AIBI, we've got you covered.



aibi.com.au
1300 558 158

DEVELOPING STANDARDS FOR ADULT MEDIA IN AUSTRALIA

AS PART OF ITS ROLE IN DEVELOPING BEST PRACTICE STANDARDS FOR THE AUSTRALIAN ADULT INDUSTRY, THE EROS ASSOCIATION HAS DEVELOPED A SERIES OF PRODUCTION STANDARDS FOR ADULT MEDIA.

DEVELOPING THE STANDARDS

The standards were developed through consultation with members of Australia’s small but award-winning adult media industry.

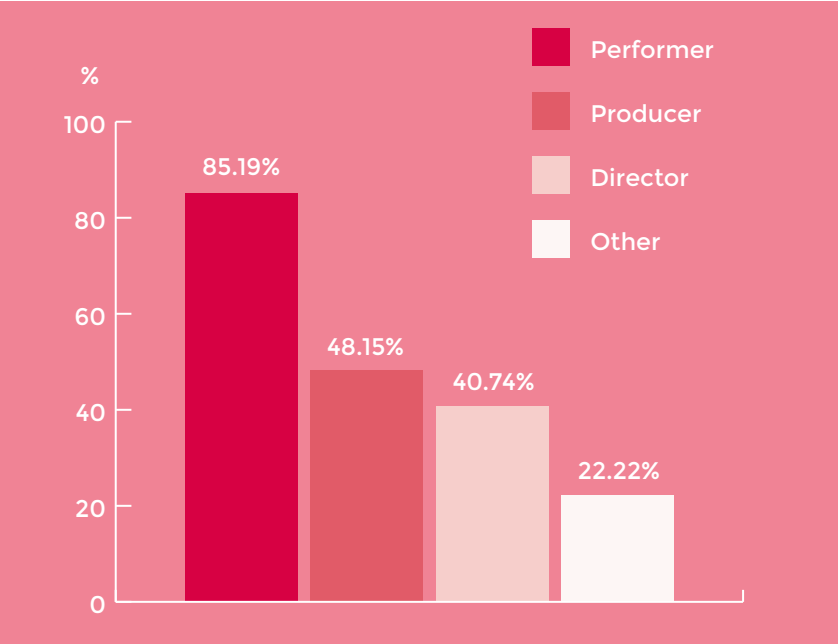
The bulk of consultations occurred via an online survey where standards were put to producers, directors and performers in the industry for comment. Twenty-nine members of the industry participated in the survey.

Template wording for adult media standards were developed taking inspiration from overseas production codes including those put forward by the US Adult Performer Advocacy Committee’s Performer Bill of Rights. These template standards were then fleshed out further through collaboration with a small team of industry representatives.

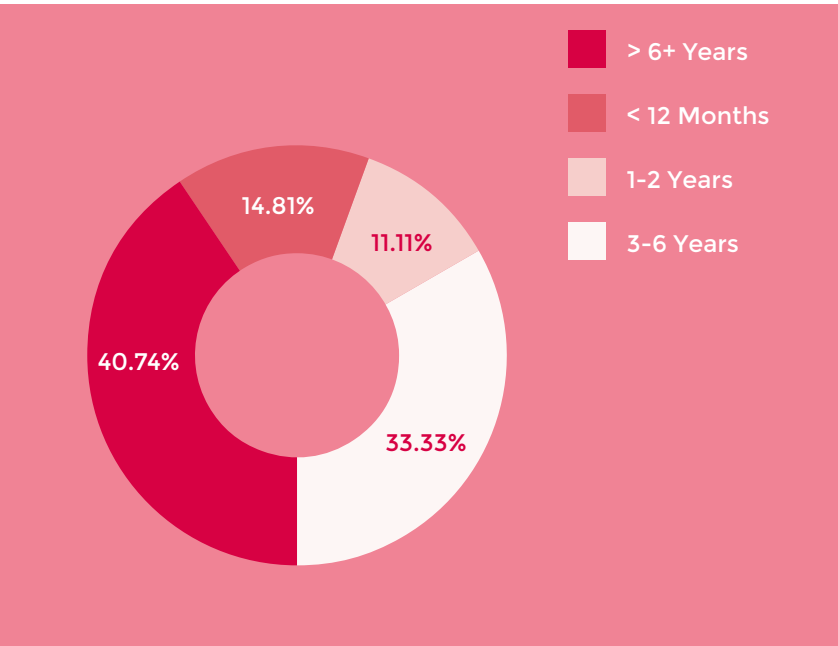
DEMOGRAPHICS OF THE ADULT MEDIA INDUSTRY

As this was a unique opportunity to survey the Australian adult media industry, the online survey approving the standards contained certain demographic questions which are outlined here.

Q1. ARE YOU A ... ? (SELECT MULTIPLE IF APPLICABLE):



Q2. HOW LONG HAVE YOU BEEN WORKING IN ADULT MEDIA?:



ROLE IN INDUSTRY

The majority of survey participants identified as ‘performers’ in the industry. However, as has been documented elsewhere, many performers in the adult media industry were also directors or producers as well. Some of the ‘other’ roles noted included ‘social media manager’ and ‘production assistant’.

TIME IN INDUSTRY

A majority of participants had over six years experience in the industry, ensuring that our standards were approved by those most knowledgeable of the needs of the industry.

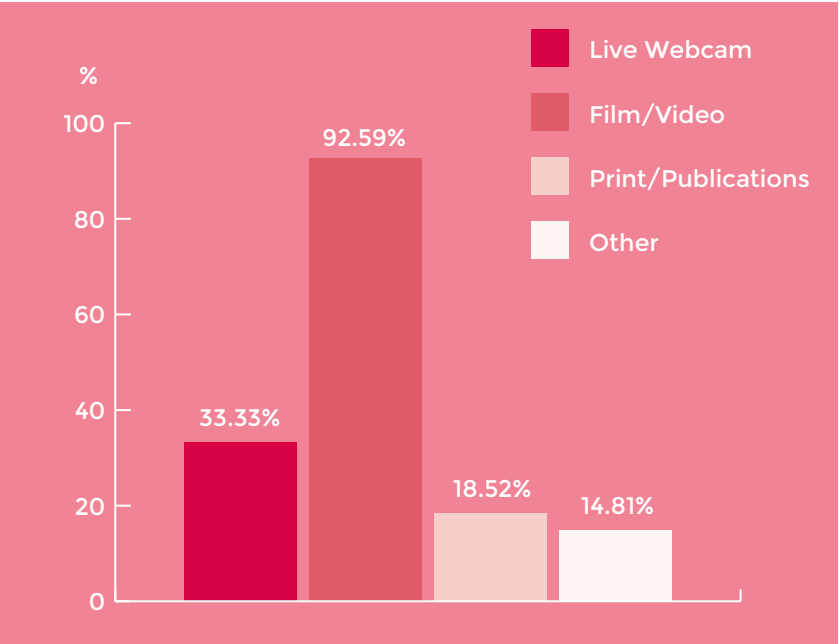
MEDIUM OF WORK

The majority of survey participants stated they worked in the film/video medium. Some of the ‘other’ mediums noted included virtual reality and social media.

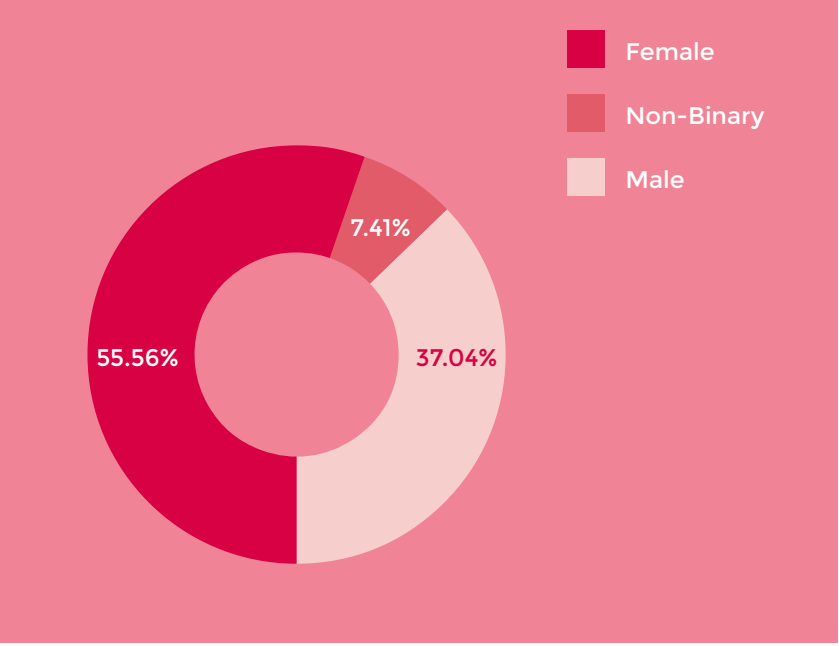
GENDER

A question on gender identity revealed the majority of survey participants to be female, followed by male and non-binary identity.

Q3. WHAT MEDIUM DO YOU WORK IN? (SELECT MULTIPLE IF APPLICABLE):



Q4. HOW DO YOU IDENTIFY? (OPTIONAL):



THE MOST CONTENTIOUS OF STANDARDS PUT FORWARD WAS IN RELATION TO PAYMENT.

GENDER IN INDUSTRY ROLES

When broken down by role in the industry, females appear to dominate production and directorial roles — of the 14 participants who identified as playing a production or directorial role, 11 (or 78%) identified as female.

LGBTIQ

Of the twenty-six participants who answered a question of LGBTIQ status, half identified as being members of the LGBTIQ community.

APPROVAL OF STANDARDS

For each of the standards put to the survey participants, the overwhelming majority supported the rights proposed. Below is a summary of the percentage approval for each standard.

The majority of standards put forward were not contentious. Key comments and critiques of standards tended to focus on language used and the avoidance of US jargon. These critiques were incorporated into the final draft.

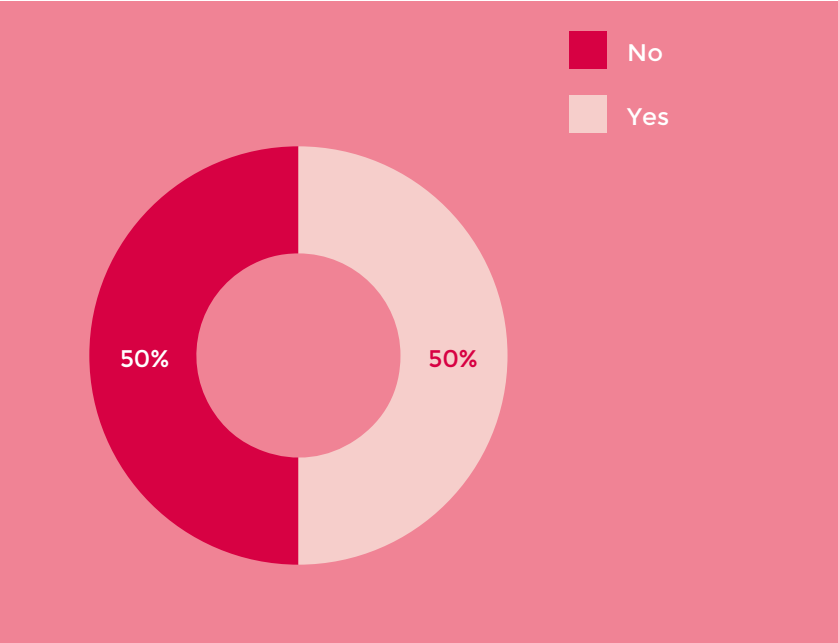
The most contentious of standards put forward was in relation to payment.

An original version of the Payment standard attempted to deal with the situation of cancelled shoots and entitlement to payment. However, attempting to word a standard that could encompass all potential reasons for cancelled shoot: poor weather, performer dropping out, technical difficulties etc proved too contentious.

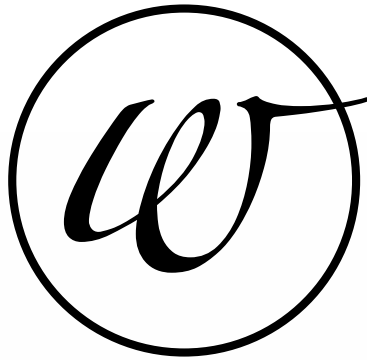
To avoid controversy, the final Payment standard simply rests on the assumption that performers should be paid for all 'work performed' leaving open arrangements in regard to cancelled shoots to individual negotiations between performers and producers.

ROLE IN INDUSTRY	MALE	FEMALE	NON-BINARY
Performer only	5	5	0
Performer/Producer	0	3	1
Performer/Director	2	0	0
Performer/Producer/Director	1	6	1
Producer/Director	0	2	0
Other	2	0	0
TOTAL	10	16	2

Q5. DO YOU IDENTIFY AS LGBTIQ? (OPTIONAL):



STANDARD	APPROVE	DISAPPROVE
Expectations Prior to Adult Media Shoot	96%	5%
Minimum Performer Obligations	91%	9%
Right to Decline Sexual Acts and Partners	96%	5%
Professional Standards on Set	100%	0%
Amenities on Set	96%	5%
Payment	78%	22%



2GO Womanizer



womanizer®
your private delight

EXCLUSIVELY DISTRIBUTED BY
CALVISTA®

PRODUCT REVIEWS BY CLEO xx

2GO WOMANIZER

THE NEW PRODUCT FROM
WOMANIZER – THE 2GO – IS
IMPRESSIVE IN SO MANY WAYS

- Sleek, Sophisticated ‘Lipstick’ design
- Small, portable and discreet
- 2 interchangeable heads
- Completely waterproof
- USB Rechargeable

What impressed me initially was its sleek, sophisticated — and as a lover of lipstick — beautiful design. It is well crafted, made from the highest quality materials and is absolutely adorable and feminine.

There are quite a few clitoral stimulators on the market now, however this one really does stand-out to me, as it is small and discreet — a must-have handbag addition for any clit owner. The design and casing allows for this product to pass airport security unsuspected.

Although definitely much larger than a regular lipstick, the casing is nondescript and would probably be assumed to be a perfume bottle. Genius product design if you ask me. And did I mention beautiful?!

Secondly, the fact that this product comes with two different silicone heads is a real plus in my book. All clits are unique and it allows opportunity to have a play with the different sizing to ensure that you have your preferred fit.

It is also intuitive to use and fits into the palm nicely, with the lipstick tip easy to navigate in finding that WOW spot. And it did make me go WOW! I actually enjoyed moving this device all over my vulva as well because, obviously it felt good, but also because it vibrates, proving to offer more than just a sucking sensation.

Womanizer pride themselves on their development of ‘Pleasure Air Technology’ which basically means ‘providing suction over the clitoris and stimulating with blasts of air’. The intention is to not over stimulate the clitoris, which can often occur with

traditional vibrators. Ultimately this ensures incredibly intense orgasms.

Having the option for water play with this toy is a definite plus — I love the idea of having an extra special bubble bath or playing in the shower. As the Womanizer 2GO has six settings increasing in intensity, I found that it often made me gush on climax — so having the option to play in the shower ensures that you are less likely to worry about any sort of tidy-up.

I really like that the Womanizer 2GO has the one button on the base to increase intensity and turn on/off. As someone who doesn’t want to fiddle with several buttons whilst having a fiddle, this product suited me in achieving success. I also found I was able to use it several times as it didn’t make me oversensitive though was still super stimulating.

I highly recommend this product — it’s sophisticated, sleek and sexy, and made me oh so satisfied.

Happy playing!

• •

FLESHLIGHT QUICKSHOT VANTAGE

I'D 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 AS
A WOMAN WOULD BE?

The Quickshot was noticeably different to other Fleshlight products in the way in which it is half the size of the original, has a clear body and material, and can be opened and entered from both ends — I had only ever seen the products that looked like torches.

This means it can be used as supplementary stimulation during blowjobs/fellatio/oral sex, or as a solo masturbation aid (for men).

I also gave it a go using it as an addition to penetrative sex. Using the Quickshot with my male lover — I am pleased to say it was a lot of fun!

I thoroughly enjoyed the product visually, as its case and sleeve are clear, so I could see all movements which was a turn-on. I 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 in size. I found it easy to manoeuvre, cork-screwing my hands at the base while allowing the head of the penis to be exposed.

The Quickshot was ideal for making sure I had control over depth and movement. I actually found it easier to perform with this product. It is 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, affecting friction. It could be fun to use flavoured lube to add something different to a blow-job.

By placing the Quickshot on the base of the penis I was able to bounce my sensitive bits on the sleeve — it created a different sensation and was a fun accompaniment.

I would definitely use this product again — Enjoy the ride!

“

USING THE QUICKSHOT WITH
MY MALE LOVER, I AM VERY
PLEASED TO SAY — IT WAS A
LOT OF FUN! XX

”

EROS ASSOCIATION AFFILIATE PROGRAM

CAN YOUR BUSINESS SERVICE THE ADULTS INDUSTRY?

JOIN THE EROS ASSOCIATION AFFILIATE PROGRAM

OUR MEMBERS

Our members are adults-only businesses and sole traders from a variety of sectors including adult retailers and wholesalers, adult entertainment venues, licensed brothels, online retail stores, adult websites and media, production companies, adult entertainers, sex-on-premise venues, vape traders, smoke product traders and head shops.

WHY BECOME AN AFFILIATE

Our members rely on the Eros Association to refer them to service providers who do not make assumptions or discriminate against their businesses.

The Eros Association is the first port of call for many adult businesses that require assistance, referrals or advice.

Through partnerships with allied industries, the Eros Association provides point-of-contact, linking industry members and service providers.

These valued affiliate relationships provide a mutually beneficial service for Eros members and Eros affiliates alike.

An Affiliation with Eros provides your business with the excellent opportunity of a personal introduction to a booming industry, whose growth necessitates the provision of a variety of industry-friendly services.

BASIC AFFILIATE

- Listing on the Eros Association website as an allied service provider
- Listing in the New Eros Journal directory and online directory.
- Referral based service.
- Opportunity to attend and present at Adult Industry Networking Events.
- Discount offered to Eros Members
- Annual Membership to the Eros Association (Newsletters and New Eros Journal subscription).

SPONSOR AFFILIATE

- Single-page advertisement in each quarterly edition of the New Eros Journal.
- Annual editorial in the New Eros Journal (single-page).
- Opportunity to contribute to newsletter and latest news on the Eros website.
- Listing on the Eros Association website as an allied service provider (including basic summary of services).
- Listing in the New Eros Journal directory and online directory.
- Referral based service.
- Opportunity to attend and present at Adult Industry Networking Events.
- Discount offered to Eros Members.
- Annual Membership to the Eros Association (Newsletters and the New Eros Journal subscription).

DISCUSS RATES AND THE BENEFITS OF BEING AN ADULT INDUSTRY AFFILIATE

PHONE 03 9670 7345
EMAIL ADMIN@EROS.ORG.AU

FOR SALE GLASS DISPLAY CABINETS

CONTACT SIMON

MOBILE +61 401 749 152
SIMON.SEMPHA@GMAIL.COM

OR VISIT OUR SHOWROOM

4/52 Corporate Boulevard
Bayswater VIC 3153

SEMPHA
CONSTRUCTIONS

OUR SPONSORS

“

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

”

PLATINUM



GOLD



CLAREDALE
DISTRIBUTORS
WHOLESALE DISTRIBUTORS & IMPORTERS



CALVISTA
AUSTRALIA PTY. LTD.

OFF YA TREE

SILVER



FLESHLIGHT.com

BRONZE



CALEXTICS

LELO

**PROVIDING PROFESSIONAL
CONSTRUCTION SERVICES
AUSTRALIA-WIDE TO
ADULTS-ONLY BUSINESSES
SINCE 2008**

Australia wide

Complete building services –
ensuring peace of mind

Free quote for Eros members:

- Construction
- Shop fitouts
- External signage
- Office fitouts
- Sex-on-premise licensed work
- Complete building service
- Plumbing services
- Electrical services
- Painting and artwork

MOBILE +61 401 749 152
SIMON.SEMPHA@GMAIL.COM

SEMPHA
CONSTRUCTIONS

OVER 50 TOP BRANDS IN ONE PLACE

EVOLVED
Love is Back

WICKED
sensual care
collection

**Adam
& Eve**

Satisfyer

FLESHLIGHT ANGELAWHITE

bathmate
JUST ADD WATER

Fantasy
LINGERIE

i icon brands

ZERO TOLERANCE

Earthly  Body

blush

g'c

lorelle

lovetoy
JUST FUN FOR ADULTS

little genie

FALCON


BODCARE

pipedream

mystim
THE WAY I LIKE IT

ANEROS

HOT

London - Miami - Tokyo

The Stockroom

SHOTS TOYS

nsnovelties


Excellent Power


TOPCO SALES
SINCE 1972

CALEXOTICS


Creative
conceptions

Hey 19!
teen pussy
STROKER

DOC JOHNSON
AMERICAN PLEASURE PRODUCTS

GOZZE

sevencreations

**FEATURED
NATIONALLY ON TV BY**



THE FEED
NEWS PEOPLE CULTURE DAILY



VICELAND



www.windsorwholesale.com.au

Phone: 03 9464 3622 | Email: sales@windsorwholesale.com.au

Address: 12 Brand Drv, Thomastown VIC 3074

