

# EROS

THE NEW

JOURNAL

*Summer Time Edition*

THE NEW EROS JOURNAL  
ISSUE 9 • 2018  
ADULTS ONLY RETAILING IN AUSTRALIA



TALK TO US ABOUT AFTERPAY

# A WIN FOR THE INDUSTRY IS A WIN FOR YOUR BUSINESS

EXCLUSIVELY FOR EROS MEMBERS



erOS<sup>the adults only</sup>  
association

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# A NOTE FROM THE GENERAL MANAGER

BY RACHEL PAYNE

## 2018 – A REFLECTION OF ACHIEVEMENTS

THIS YEAR HAS CERTAINLY GONE BY QUICKLY, WHICH IS INDICATIVE OF A BUSY YEAR FOR THE EROS OFFICE. UPON REFLECTION OF OUR 'WINS', I CAN CONFIDENTLY SAY THAT WE HAVE MANAGED TO GAIN SOME TANGIBLE BENEFITS FOR MEMBERS, AS WELL AS POSITIVE OUTCOMES ON MANY OF OUR CAMPAIGNS. SO TO REFLECT, OVER THE LAST YEAR EROS HAS...

### ACHIEVED HIGH RANKING SUPPORT IN THE FIGHT AGAINST FINANCIAL DISCRIMINATION

Do you remember back in January when I was on ABC Radio National program 'Drive' with Small Business Ombudsman Kate Carnell and long-time Eros member Be Daring's Keith Boswell? It certainly continued the trajectory of a very successful campaign in the fight against financial discrimination — still largely the biggest problem members report experiencing today.

This followed on from the release of Eros' financial discrimination report detailing the broad brush discrimination inflicted on adults-only businesses, and led to a plethora of supportive media calling out the banks on their behaviour.

Having the Ombudsman as well as reputable media on-side really built momentum for this campaign, and resulted in a handful of banks reviewing their discriminatory policies, as well as paved the way for the likes of Afterpay and Zippay to reconsider offering service provisions to our industry.

### SECURED AFTERPAY AND ZIPPAY FOR ADULT RETAILERS

It may have taken a little over six months of negotiation and providing proof that adults-only retail businesses are just like any other retailer, however we managed to secure Afterpay, and more recently Zippay, for members.

This service has been received positively, with members reporting it is of real benefit to their businesses and bottom line sales. Exclusively offered to Eros members, it shows the financial service provider that you are a professional business who is represented by an industry association, as well as providing customers with flexible payment options.

### DEVELOPED ETHICAL STANDARDS FOR ADULT MEDIA

As part of its role in developing best practice standards for the Australian adult industry, in 2018 the Eros Association developed a series of production standards for adult media. The standards were developed through consultation with members of Australia's small but award-winning adult media industry, with data collected 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 this process.

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 standards were then fleshed out further through collaboration with a small team of industry representatives.

This was a conscious move on Eros' part to work more closely with adult media performers and producers in outlining the ethical practices of the vibrant Australian industry as well as creating positive working relationships in an effort to one day encourage reform of adult media content and creation.

### FOUGHT UNFAIR TGA BANS

With the shocking announcement of the TGA proposal to reschedule alkyl nitrates as a prohibited Schedule 9, Eros has worked closely with gay activist groups, the media and adult retailers to inform a submission for consideration. The proposed rescheduling would place alkyl nitrates in the same category of drugs of dependence, such as heroin, and would severely increase criminal penalties for sale and possession.

In this edition of the New Eros Journal you will find Eros' position on this proposal as well as the detailed submission.

### DRAFTED AUSTRALIA'S FIRST RECREATIONAL CANNABIS POLICY

Preparing for the potential emerging recreational cannabis market in Australia, it made sense that Eros would be at the forefront of what that may look like for adults-only businesses. As such Eros created a recreational cannabis policy that took into consideration best practice guidelines from overseas models, as well as what would be of most benefit to small businesses locally. We would like to continue to develop and grow our understanding of this market, and what benefit it may be to the adult industry.

### CREATED WORKING GROUPS

Over the last year Eros has created three working groups made up of Eros board members, staff, industry professionals and members — focusing on developing ideas for campaigns and policy, industry events and forums, and member engagement. I would like to thank those who are part of these working groups for your continued time and effort, and look forward to reporting to members what discussions, campaigns and events are emerging from these groups.

### SUPPORTED THE REGULATED SEX INDUSTRY

Eros began to represent a new membership base in 2018 and continuing into 2019, the regulated sex industry, namely licensed brothel owners in Victoria. The aim is to be prepared for a review of the current laws, and ensure the licensed brothel industry has a voice, and representation, when it comes to the anticipated reform of sex work legislation in Victoria.

Eros was also a key stakeholder in consultation with the ACT government in reforming sex work laws this year in the ACT.

### AS FOR PLANS FOR 2019:

#### Afterpay : allow in-store and online :

Currently we have Afterpay accessible to online retail stores, so the next faze would be to get this service into brick and mortar stores. Zippay (the alternative service provider) have gone one step further and allowed Eros members to apply for this service in-store, however as Afterpay is the preferred option for consumers, it would be of real value to members to be able to offer both Afterpay and Zippay in-store as well as online.

#### Financial Discrimination continued :

Some banks have not been consistent with their support of the industry, or have shifted their position, so it is important we keep in regular contact with them and influence their policy position. We would like to see that banks (such as ANZ and Westpac) maintain their position and not discriminate against adults-only businesses.

#### TGA and Industry Discrimination :

This idea has been flagged with the Policy and Campaigns Working Group and would entail reviewing the TGA ban on many products sold in adult retail stores, and if there is a case for formal review with the assistance of a specialised consultant.

In recent weeks, it has been amyl nitrates and previously, enhancement supplements, lubricants and topical applications. Many of these products are sold over the counter (no longer requiring prescriptions etc.)

There may be a case to put here that an adult retailer could receive certified



“ I WOULD LIKE TO THANK ALL EROS MEMBERS FOR YOUR CONTINUED SUPPORT AND ENCOURAGEMENT OVER THE LAST TWELVE MONTHS, AND I LOOK FORWARD TO GROWING AND DEVELOPING FURTHER WITH YOU ALL IN 2019 ”

training to sell these products — much like a responsible service of alcohol certification for a bartender. The TGA has extended its review, so the push back may have had impact?

#### Access to Job Service Provisions and Employment Discrimination :

We will continue to work on this campaign, however in early 2019 we aim to formulate a report (like we did with the financial discrimination campaign), that outlines specific case studies, including long-term unemployed, people with disabilities,

and community consultation/responses (as the government claims it is against community standards to allow adults-only businesses access to services). This will allow us to be informed, and evidence-based when approaching MPs and the media.

I would like to thank all Eros members for their continued support and encouragement over the last twelve months, and I look forward to growing and developing further with you all.

RACHEL



eros <sup>the adults only</sup> association

2012

this year eros...

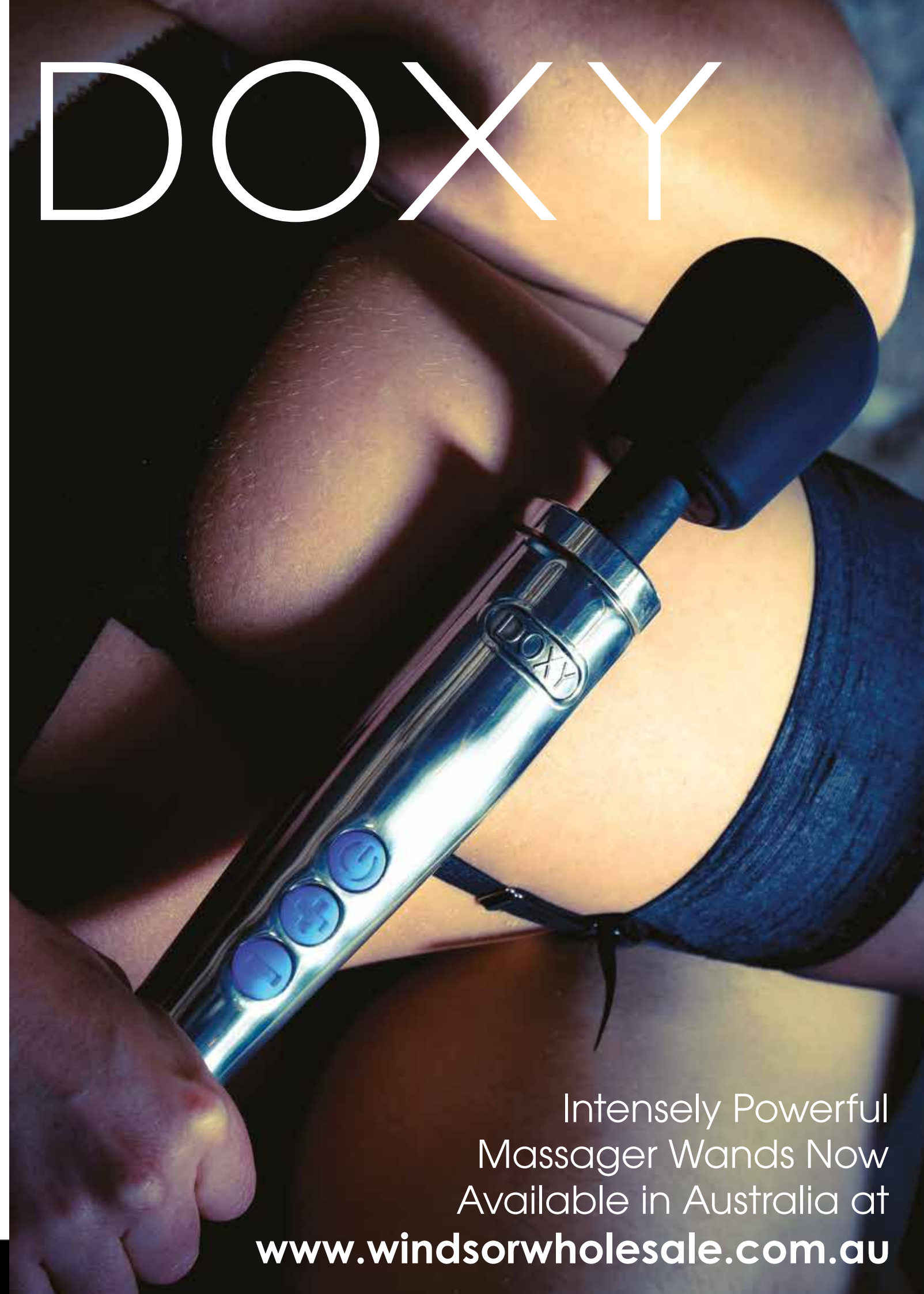
- > Secured Zippay and Afterpay for Adult Retailers
- > Developed Ethical Standards for Adult Media
- > Obtained High Ranking Support in the Fight Against Financial Discrimination
- > Fought Unfair TGA Bans
- > Drafted Australia's First Comprehensive Recreational Cannabis Retail Policy
- > Supported dozens of members in disputes with banks, local councils and job service providers.
- > Provided a public face for the industry
- > Created working groups with industry professionals and members, developing ideas for campaigns and policy, industry events and forums, and member engagement.
- > Supported the regulated sex industry.

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that supports  
YOU

Contact with the Eros office on 03 9670 7345 or email General Manager at [rachel@eros.org.au](mailto:rachel@eros.org.au)

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# ENGAGEMENT WITH ALLIED SERVICE PROVIDERS AND STAKEHOLDERS

A FUNDAMENTAL MISSION OF THE EROS ASSOCIATION IS TO CONNECT MEMBERS WITH ALLIED SERVICE PROVIDERS THAT UNDERSTAND THE INDUSTRY, AND CAN ASSIST MEMBERS IN BEST BUSINESS PRACTICES WITHOUT PREJUDICE OR JUDGMENT.

THIS HAS BEEN A PRIORITY OVER THE LAST YEAR, AND I AM PLEASED TO ANNOUNCE THAT WE ARE CONTINUING TO HARNESS BUSINESS RELATIONSHIPS BETWEEN MEMBERS AND INDUSTRY AFFILIATES SUCH AS AIBI FOR INSURANCE ADVICE AND COVER, EMPLOYER ASSIST FOR INDUSTRIAL RELATIONS ASSISTANCE, EMPIRE INDUSTRY FINANCE SERVICES FOR INDUSTRY-SPECIFIC ACCOUNTING SERVICES, AND FIRST MOVE DIGITAL AGENCY THAT CAN ASSIST MEMBERS WITH ANYTHING FROM WEBSITE HOSTING, TO SEO CAMPAIGNS, SOCIAL MEDIA MARKETING AND STRATEGIES.

Similarly, forming positive working relationships with stakeholders from other sectors to break down barriers between industries and service providers is an integral part of informing and empowering both members and the wider community.

Eros is working with the board and members in establishing connections with key stakeholders across a range of industries, organisations and advocacy groups to better link members with service providers and organisations. We are looking to establish working relationships with disability advocacy groups and service providers to work on accessibility and sexuality, as well as aged-care service providers to better understand the sexual health of our aging population.

If members would like to be a part of these working groups or can refer Eros onto a service provider that you have had positive experiences with, please get in touch with the Eros office.

## 2018 WELCOMED NEW ALLIED SERVICE PROVIDERS

Eros welcomed Empire Financial Services and First Move in 2018 who have joined as sponsor allied service providers to offer special discounted rates and specialised service to Eros members.

### FIRST MOVE

First Move are a subscription-based digital agency that can assist small to medium businesses with anything from domain registration and hosting, to SEO campaigns, social media marketing and strategies.

### EMPIRE FINANCIAL SERVICES

Empire Financial Services can assist members with bookkeeping and accounting services, including tax returns and BAS lodgements. Empire Financial Services are also able to assist with insurance, financial and web hosting needs, partnering up with First Move to offer members a complete business solutions package.

### INTIMATE

Similarly, we have seen the emergence of cryptocurrency, and more specifically intimate launched in Australia as a cryptocurrency that facilitates payments specifically for the adult industry, and provides a verification system that ensures a safe and secure means of transactions.

Tokens have gone on sale in Australia and the response has been very positive, both locally and internationally.

It is refreshing to see a new means of facilitating payments and transactions come into the industry, particularly where banking discrimination is rife towards adults-only businesses and sole-traders.

“

INTIMATE (ITM) IS A TOKEN FOR PAYMENTS, PRIVACY, AND REPUTATION ACROSS THE ADULT INDUSTRY. INTIMATE ALLOWS ACCESS TO HIGH QUALITY CONTENT AND INTERACTIONS WITHOUT HAVING TO DISCLOSE PERSONAL INFORMATION, BUT STILL ENJOYING THE BENEFITS OF REPUTATION AND REWARD INDUSTRY WIDE — INTIMATE

”

If you would like to learn more about intimate tokens, visit their website and find out how cryptocurrency can benefit your business.

For more information on intimate, First Move and Empire Financial Services, see their respective articles in this edition of the New Eros Journal or call the Eros office for a referral.



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- Humanised Design •
- 8 EQ Sounds •





BY PROF. PAUL MAGINN • PART 1



LIKE MOST PEOPLE,  
I AM INTERESTED IN PORN.  
MY INTERESTS ARE NICHE.  
IN SHORT, I'M INTERESTED  
IN THE GEOGRAPHIES OF PORN.

I know, I know! You're probably sitting there scratching your head with a bewildered look on your face and asking, 'He's into the fucking geographies of porn?' — Is that some kind of new porn category? — Why is he not into normal porn like anal, big tits, or MILFs?' Let me explain. I'm what you might call a 'sexademic'. Stop sniggering at the back please...

**GEOGRAPHIES OF PORN**  
Put simply, I'm an academic geographer/urban planner that studies the sex industry! To elaborate a little further, I am interested in the social, political and economic production, consumption and regulation that surrounds commercial sex venues and activities such as retail sex shops, strip clubs, BDSM venues, brothels, sex/porn expos and online porn consumption.

In a sense, then, I am into anal, big tits, MILF, gay and any other category of (legal) porn you can shake a stick at. It's just that I am interested in the where, what, when, how, how much and how long WE view online porn!

**PORN PERFORMERS:  
HUMANS NOT SEXBOTS!**  
My research interests on the geographies of porn are about breaking down society's stereotypical perceptions of porn performers as nothing more than just a porn performer. Just as Tom Cruise is not Ethan Hunt, or Jennifer Lawrence is not Katniss Everdeen 24/7, the same applies to porn performers.



Despite society's stereotypical idealised bodies of female porn performers, the above average appendages of male performers and the sexual athleticism portrayed in porn movies, porn performers are not some unique species from a far off galaxy called Pornutopia. Nor are they life-sized sexbots manufactured by some sex-tech firm in Silicon Valley. Although, as many of you might know it is now possible to purchase a life-sized doll of performers such as Stormy Daniels, Jessica Drake and Asa Akira; replica vulvas of performers such as Joanna Angel, Angela White, Ana Foxxx and Stoya, and replica penises of John Holmes, James Deen and Lexington Steele. Ultimately, porn performers are just like the rest of us – sexual, human beings!

**MOVING BEYOND  
STEREOTYPES**

It is impossible to get a handle on the exact demographic profile of the porn community – there's no tick box in the census that says "porn star". Nevertheless, it is safe to say that the porn community is diverse in terms of age, gender, ethnicity/race, sexuality and body type. This is evident, for example, from the categories of porn magazines and DVDs in adult stores and online, the wonderfully rich mix of people who webcam, and when you see performers working their booths at events such as the AVN Expo.

Despite this diversity, the porn stereotype, especially of female performers — 'platinum blonde with surgically enhanced breasts' — seems to persist within our collective imagination. However, analysis of the Internet Adult Film Database (IAFD) by John Milward, a big data journalist, showed that blondes only accounted for one-third of female performers, and 34B, as opposed to the stereotypical 34DD, was the most common bust size. **PORN PERFORMERS AS A MIGRANT COMMUNITY** Geographical studies of migrant communities tend to focus on minority ethnic, cultural or religious communities and seek to explore the when, why and how of their migration and resettlement experiences.



California has long been the epicentre of U.S. and global porn production. Hence, it should come as no real surprise that the many thousands of women, men and trans folks who have worked in the porn industry over the last 40 years in LA, as well as San Francisco and Las Vegas, have

migrated there from other parts of the US and the world. For example, Stormy Daniels is from Baton Rouge, Louisiana; Jessica Drake is from San Antonio, Texas; Asa Akira is from New York; Tanya Tate is from Liverpool, England; and, Angela White is from Sydney, Australia. In terms of male performers, Johnny Sins is from Pittsburgh, Pennsylvania; Lexington Steele is from Atlantic City; Manuel Ferrera hails from Le Raincy, France; Tommy Pistol is from Queens, New York; and Keiran Lee is from Derby, England — yes, Derby! An industrial town in the middle of England.

The porn community — performers, producers, directors, agents and so on — arguably constitute a minority migrant community. First, porn is a unique form of labour with only a small number of people engaged in the adult industry. Next, most people in the porn industry in LA have migrated from elsewhere in the US or internationally. Finally, the porn community, especially performers since they are the public face of adult entertainment, are 'othered', stigmatised and often portrayed as abnormal or deviant because of their labour.





When migrant communities resettle in a new city it is fairly common for particular groups to live and/or work in certain neighbourhoods and for those neighbourhoods to be associated with that group. In geography such places are referred to as ethnic enclaves or ethnoburbs. 'Chinatowns', which are found in all Australian capital cities, are a classic example of an ethnoburb. Other examples include, 'Koreatown' in Los Angeles; 'Little Italy' and 'Little Odessa' in New York; and 'Kangaroo Valley' (i.e. Earls Court) in London.

“

*MIGRANT COMMUNITIES ALSO OFTEN FACE DISCRIMINATION IN THEIR RESETTLEMENT JOURNEY WHEN IT COMES TO ACCESSING HOUSING, EMPLOYMENT OPPORTUNITIES AND BEING ACCEPTED AS PART OF THE SO-CALLED HOST COMMUNITY OR NATION.*

”

All of this got me thinking about whether or not the migration and resettlement experiences resonated with more traditional migration stories.

### **CARPPOOLXXX: A PORNCAST**

As part of my podcast, The (Sub) Urbanista Podcast, and partly inspired by James Corden's Carpool Karaoke, I initiated a special series — CarpoolXXX: Porn Performers as a Migrant Community — in an effort to explore the migration and resettlement experiences of adult performers.

The basic plan was to drive around LA and Las Vegas and chat with performers about their migration stories. Easier said than done!

But thanks to a friend, Ari Bass, networking, tweeting and a sprinkling of luck, I managed to set up a bunch of podcasts.

In January 2018, whilst working with two other sexademic colleagues — Prof. Barb Brents (UNLV) and Prof. Crystal Jackson (John Jay College, NY) — on another project on porn consumption, I conducted a number of podcasts with former and current porn performers.

In LA, I drove around Venice Beach for 1.5 hours with former porn actress, writer and director Melissa Monet. A few days later in Las Vegas, at the 2018 AVN Expo, I did podcasts at the Hard Rock Casino and Hotel with: Kiki Daire; Ela Darling; Charlotte Cross; Alana Cruise; and a young married couple, Lyndsey Love and Michael Scott, who shoot amateur porn.

Then, in April, on my way to New Orleans for a geography conference, I stopped off in LA and conducted podcasts driving around the San Fernando Valley with Kira Noir (thanks to Mark Speigler), Dana Vespoli (thanks to Ari Bass) and Mike Quasar, who I had met at the Circle Bar at the AVN Expo back in January.

### **DEEP INSIDE THE SAN PORNANDO VALLEY**

All those that took part were friendly, candid, and totally down to earth. A fascinating array of issues were explored. These included: city/town migrated from; family backgrounds; employment histories; educational attainment and aspirations; accessing and sharing housing in LA; social networks within and outside of the porn community; places of social and community significance for porn performers; raising family; coming out as a porn performer; and negotiating stigma and discrimination.

More insights and reflections on the CarpoolXXX podcast series will be revealed in the next issue of the new EROS journal.

For a taste of things, you can check out the following CarPoolXXX podcasts on my Soundcloud page or on YouTube:

- Melissa Monet 'Show Me the Monet'
- Kika Daire 'She Who Daires Wins', and
- Ela Darling 'VR Porn Queen'

[soundcloud.com/user-954459790](https://soundcloud.com/user-954459790)

[youtube.com/channel/UCqFwVHzxSoreGXVBEq3f8lw](https://youtube.com/channel/UCqFwVHzxSoreGXVBEq3f8lw)

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# NEW TO LOVEHONEY: UPRIZE AND HAPPY RABBIT

## LOVEHONEY'S UPRIZE IS RISING TO THE OCCASION

EARLIER THIS YEAR, LOVEHONEY DEBUTED THE WORLD'S FIRST BIONIC VIBRATING DILDO, UPRIZE

Uprize showcases the very latest in innovation in the sex toy industry, introducing patented Remote Control AutoErect™ technology, which automatically powers the rise and fall of the Uprize dildo shaft.

When erect, Uprize is completely rigid and has a strong suction base so it can be attached to flat surfaces or fit into a harness for couple's play. With a motor in the tip and 10 vibration functions that range from intense to off-the-scale, Uprize is designed to pack in the pleasure.

The product also provides superior comfort with its signature curve and coat of soft silicone which can be used for G-Spot, prostate or other methods of stimulation.

With its advanced technology, Uprize is best suited for those who are well-versed with a variety of sex toys and want to try something more advanced.

Uprize is available in a 6-inch purple and 6-inch pink style; and an 8-inch pink and 8-inch black style. The dildos also come with a remote control and are harness compatible. An Uprize strap-on harness is also available to purchase.

The product has been gathering plenty of attention in the mainstream press in the UK news outlets such as Metro, Daily Star and The Sun covering it. It has also had coverage in Lifehacker in Australia.

POS is also available for UPRIZE® including a header card, two x bus stop cards and a footer card. Additionally, an acrylic tester unit can be used on a counter or slat wall.

## HAPPY RABBIT IS BACK!

LOVEHONEY IS DELIGHTED TO ANNOUNCE THAT ITS HAPPY RABBIT IS BACK – AND IT'S BIGGER, BETTER AND HAPPIER THAN EVER BEFORE.

As seen at ANME and Adultex earlier this year, the Happy Rabbit has been reintroduced into the Lovehoney brand portfolio. A colourful addition to the Lovehoney sex toy family, the Happy Rabbit range features a G-Spot Vibrator, a Curve vibrator and Realistic Vibrator.

Happy Rabbit has been designed in-house and has a unique clitoral rabbit shape as well as the iconic exclamation point buttons. The combination of the high quality silicone material, powerful dual motors and fun modern branding is unique in the category.

The new Happy Rabbit has been designed and developed based on thousands of reviews from Lovehoney

customers. Lovehoney saw a gap in the market based on its informative customer reviews which helped in decisions behind the design, material, function and power of the revamped Happy Rabbit.

It has also amped up the two powerful motors, added a worry-free travel lock feature, and made the best-selling Happy Rabbit vibrator waterproof and USB-rechargeable.

The price point offers customers a high quality product at a very competitive price.

Eye-catching, inviting and informative POS is also available, appealing to sex toy newbies and experts alike. The pack consists of a header board, bus stop sides, six different wobbler designs and a product holder.

To get your free\* sample of Happy Rabbit please email [enquiries@lovehoneytrade.com](mailto:enquiries@lovehoneytrade.com) (\*T&C's apply.)

For further information about any of the brands mentioned in this article, contact: [enquiries@lovehoneytrade.com](mailto:enquiries@lovehoneytrade.com) or [www.lovehoneytrade.com](http://www.lovehoneytrade.com)



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# ADULT INDUSTRY GIVES NEW MEANING TO DROUGHT RELIEF

'ROLLING IN THE HAY' WITH DEBORAH AVERY

**SAVE THE MOOS!**

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will be donated to the Rolling in the Hay fundraiser to help a dairy farmer in Felton, QLD

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LONG TIME EROS MEMBER, DEBORAH AVERY HAS DEVISED AN UNUSUAL WAY TO HELP DROUGHT-STRICKEN DAIRY FARMERS, AND NO, IT HAS NOTHING TO DO WITH MILK-MAIDS, ANIMAL HUSBANDRY OR UDDER UNTOWARD PRACTICES EITHER!

Rolling In The Hay is the brainchild of Deborah Avery owner of the online adult store, The Pleasurebox.

"After seeing large numbers of dairy farmers about to go to the wall, I asked myself what I could do to help — using the tools of my own trade", Ms Avery said.

I FOUND A STRUGGLING COUPLE WHO OWNED A DAIRY FARM IN FELTON ON THE DARLING DOWNS, ISABELLE AND ROWAN, THEN I SOURCED A LARGE NUMBER OF BOVINE-THEMED VIBRATORS AND PLEDGED TO BUY A LARGE BALE OF HAY WITH THE PROFITS OF EVERY VIBRATOR I SOLD.

Despite promoting Barnaby Joyce as a 'drought ambassador', government aid of any kind was not forthcoming to the farm in question.

In her first few weeks, her aptly titled Rolling in the Hay project raised almost \$50,000. "But that's only a few truckloads of feed which will last a few weeks. I need to raise \$100,000 to stop the cows being sent to the meatworks".

Australia imports one million vibrators a year, so basing a fund-raising campaign on sales is not such a silly idea.

"My goal is to sell 10,000 'Mooo-vibes' to raise \$200,000. This would secure Isabelle and Rowan's third generation dairy farm, save the cows and keep their staff employed. It might also improve mental health in rural areas — resulting from all the extra orgasms in the bush!"

Ms Avery is running the project through her online company, The Pleasure Box. Never short of a good idea, the 34-year old Libran entrepreneur was the first and only person to trademark a name with 'fuck' in it — Fuckerware.

EROS General Manager, Rachel Payne, said she was promoting the idea to all members and that the moisture in metropolitan regions of Australia might go some way to helping the dryness in the bush. "Deb's idea could rival government drought aid if it was really followed through by the entire adult industry," she said.

Eros donations in the past have had a chequered history. At the time of the Ache tsunami, Eros raised \$25,000 for victims, only to have the donation refused by the upstanding Reverend Tim Costello on behalf of his World Vision charity. Not sure what 'world' that is, but he called Eros money 'tainted' — because it had been in the Eros bank account for a week.

No such faux moral outrage from the destitute dairy farmers, even though they were Christian folk as well.

FOR MORE INFORMATION ON DEB'S FUNDRAISING EFFORTS, OR TO GET INVOLVED, GET IN TOUCH AT THE PLEASURE BOX: [info@pleasurebox.com.au](mailto:info@pleasurebox.com.au)

## THE ELEVATOR



### Business Opportunity

The Elevator is a registered online adult boutique based in Australia, specialising in personal pleasure accessories and high quality sex toys for couples and adventurous singles.

A unique opportunity has become available to purchase The Elevator.

The Elevator has huge potential for the right investor with the ability to expand internationally.



If you would like to receive a Business Proposal, please contact Anastasia via email on [info@theelevatorboutique](mailto:info@theelevatorboutique.com) or call 0455 044 002.

## UPDATES FOR EROS MEMBERS

### ONLINE NEWSLETTER

THIS YEAR, THE MONTHLY EROS NEWSLETTER HAS EVOLVED INTO AN ONLINE EBOOK PUBLICATION.

The new eBook design has been well received, and members reported its practical application.

Overall, feedback has been really positive and productive, particularly with regard to the eBook's structure, layout and readability. And the results support this — showing an increase in read rates from 44% to 68% since its introduction.

Included in the newsletter are updates from the General Manager, campaigns and policy updates, political news, TGA alerts, media releases, and of course, the latest product advertisements from our sponsors.

Thank you to all who have responded — and we encourage Members to continue to provide feedback on what else you would like included in your newsletter.

### WEBSITE UPGRADE

THE LONG OVERDUE EROS WEBSITE UPGRADE HAS FINALLY BEEN COMPLETED.

Members will be pleased to see a new layout — creating a more user-friendly and interactive website.

The homepage showcases rotating featured New Eros Journal articles, as well as providing advertising space for sponsors.

The toolbar allows members to quickly locate the resources they are seeking — be it information about the association, industry or publications.

Some of the new features include:

- Find a store locator — linking members of the public to adult retail stores, entertainment venues and licensed brothels; as well as a Members Directory, linking directly to your website.

“ READ RATES HAVE ALREADY INCREASED FROM 44% TO 68% SINCE THE ONLINE NEWSLETTER WAS LAUNCHED THIS YEAR ”

- Industry calendar — keeping you up-to-date with all industry events.
- Industry-relevant articles — New Eros Journal articles can now be shared widely through social media, promoting the industry and the work of Eros.
- Members-only section — linking members to legal and business resources and advice; Allied Service Providers, Legal, Policy and Regulatory Information, Business Advice, Industry Standards, Governance, Education and Training and Industry News.



# EROTIC ALPHABET\*

BY EVA SLESS

**A** IS FOR AROUSAL THE PLACE WHERE IT STARTS  
WITH BLOOD-FLOW AND TINGLES, AND FLUTTERS OF HEART

**B** IS FOR BOOTY CALL A LAST-MINUTE THRILL  
MY HOUSEMATES AREN'T HOME, WANNA NETFLIX AND CHILL?

**C** IS FOR CONSENT ALWAYS WAIT FOR A YES  
MAKE SURE THAT YOU HAVE IT, DON'T HAZARD A GUESS

**D** IS FOR DICK-PICS PLEASE PUT THEM AWAY  
IF SHE WANTS TO SEE IT, I PROMISE SHE'LL SAY

**E** IS FOR EROTICA GO HAVE A LOOK  
IT'S BASICALLY PORN, BUT IT'S ALL IN A BOOK

**F** IS FOR FUCKING JUST PRIMAL AND RAW  
IT IS BASICALLY WHAT, ALL OUR BODIES ARE FOR

**G** IS FOR THE G-SPOT THAT IS HIDDEN AWAY  
BUT WELL WORTH FINDING, IT'LL CHANGE HOW YOU PLAY

**H** IS FOR HEAD-JOB ALL SLURPY AND FUN  
BUT PLEASE BE CONSIDERATE, AND SAY WHEN YOU COME

**I** IS FOR INTIMACY THAT SEX CAN BRING  
A DEEPER CONNECTION, MUCH MORE THAN A FLING

**J** IS FOR JUICES THAT GIVE HER HER TASTE  
EACH DROP LIKE NECTAR, YOU WON'T WANT TO WASTE

**K** IS FOR THE KINKSTERS THE PLEASURE AND PAIN  
THE DOMS AND SUBS, WITH THEIR WHIPS AND THEIR CHAINS

**L** IS FOR LUBRICANT ALL SLIPPERY AND WET  
A VITAL SEX-ESSORY, PLEASE DON'T FORGET!

**M** IS FOR MENAGE-A-TROIS THREE IN THE BED  
A TANGLE OF BODIES, AND LIBIDOS WELL FED

**N** IS FOR NYMPHO THE INSATIABLE ONE  
WHO IS NEVER QUITE SATISFIED, BUT IS ALWAYS FUN

**O** IS FOR ORGASMS MOANING AND LOUD  
SHOW HOW MUCH YOU LIKE IT, MAKE YOUR LOVER PROUD

**P** IS FOR PEGGING THE ULTIMATE WAY  
TO GET TO HIS PROSTATE – IT WON'T MAKE YOU GAY!

**Q** IS FOR QUICKIE GOT FIVE MINUTES TO SPARE?  
A RUSHED AND SEXY, HIGHLY EROTIC AFFAIR

**R** IS FOR RUBBERS IT'S THE EASIEST WAY  
TO PRACTICE SAFE SEX, EACH AND EVERY DAY

**S** IS FOR ALL SEXUALITY WHICHEVER IT MAY BE  
'HETERO' – 'L' – 'G' – 'B' AND 'T'

**T** IS TO TITILLATE TO TEMPT AND TO TEASE  
DO YOU WANT MORE? YOU ONLY NEED SAY, 'PLEASE'

**U** IS FOR UNICORN SINGLE AND FREE  
WHO'S UP FOR A GOOD TIME, WITH A COUPLE OR THREE?

**V** IS FOR VIBRATOR A GIRL'S SPECIAL FRIEND  
LOVERS COME AND GO – BUT IT'S THERE 'TIL THE END

**W** IS FOR WANKING SOMETHING WE ALL DO  
AND WHY NOT – IT'S FUN, AND GOOD FOR YOU TOO!

**X** FOR X-RATED THE SMUT WE CONSUME  
HIDDEN AWAY, IN OUR DARKENED BEDROOMS

**Y** IS FOR THE 'YESES' THE 'YIPPEES' AND 'YUM'  
THE DELICIOUSNESS OF HEARING AND FEELING THEM COME

**Z** FOR THE ZNUGGLES THE COMFORT THE FLOW  
THE SATISFIED SNOOZE, IN THE SWEET AFTERGLOW

EVA SLESS

Eva Sless is an award-winning Australian writer who specialises in sex with a focus on education and pleasure.

\*Originally published for Adult Matchmaker in 2018.



# EROS

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- Support, educate, inform and empower our members.
- Provide referrals to a wide range of services required by our members, both general and industry specific.

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# A TIMELY MESSAGE FROM EROS ASSOCIATION'S AFFILIATE SERVICE PROVIDER AIBI

## INSURING THE ADULT INDUSTRY AND WHY YOU NEED TO WATCH OUT FOR SANTA!

HERE AT ADULT INDUSTRY BUSINESS INSURANCE (AIBI) AND EROS, WE RECEIVE A LOT OF QUESTIONS ON THE SUBJECT OF INSURANCE.

There are not many options available to the Adult Industry and currently insurers are being even more sensitive than usual. This means you need to know what insurers want and the best way to present your business.

AIBI are your Adult Industry insurance specialists and so are well accustomed to arranging insurance for all areas of the industry from individual sex workers and brothels to chains of adult retail stores.

Losses are more common than you may think — and the hassle and issues they cause are always more extreme than people expect — even when insurance pays the bill.

Few businesses take the need for the right level of insurance as seriously as they should. Just one claim against an uninsured, or underinsured, business can lead to severe financial hardship for the business and its owners personally.

### THERE ARE TWO QUESTIONS WE HEAR REPEATEDLY FROM EROS MEMBERS:

1. What do I need to do to get the right insurance?
2. What can I do to reduce the chance of damage to my premises/business?

### FIVE THINGS YOU CAN DO TO IMPROVE YOUR BUSINESS' INSURANCE COVER AND PRICE

1. Full disclosure — do your best to go above and beyond with your honesty when answering questions about your business. This not only helps ensure the best price and cover, but also means any claims should be paid more painlessly.
2. Not directly related to insurance, but if you can be a good neighbour to businesses and people in your area they will have more respect for your business. This will reduce your operational 'hassle factor' significantly.
3. Highlight your business practices, not just the facts and figures. For example, what is your process for dealing with unhappy and/ or alcohol/drug affected clients.
4. Reduce your risks as much as possible. Do you have premises monitoring and use an off-site commercial laundry?
5. Above all, come across as a professionally run business that is doing everything it can to reduce its risks and stand above the stereotypical image of the industry.

Don't forget to document everything you have that portrays your business as a well-run organisation. All these things help when we have to argue on your behalf with insurers.

### 5 STEPS TO REDUCE THE RISK OF A FIRE OR MALICIOUS DAMAGE BADLY AFFECTING YOUR BUSINESS

1. Use an external laundry company. Most businesses use domestic equipment based onsite to clean items like towels. The build-up of flammable residue on washers/dryers is one of the top causes of fires.
2. Check rooms on a regular basis, especially at the end of each night. Fires often start when the premises are unoccupied.
3. If you can find a premises with automatic sprinklers, this is your best defence against a building being completely gutted by fire.
4. Install good security, preferably with outside monitoring. This should reduce the impact of any event and your insurer will like it too!
5. Set up and enforce security procedures, particularly for handling disaffected clients. Do you have a panic button for employees, how far can someone get before being removed from the building etc.?

Unfortunately, malicious damage is all too common in the industry and so devoting resources to being properly prepared for, and dealing with issues, is so important.

### REAL LIFE STORIES

#### DISCLOSING INFORMATION

Not disclosing that its management were members of a bikie gang, resulted in lengthy court proceedings for a Canberra brothel following a fire. While the court of appeal did rule that the insurer should pay, it is likely they will tighten their policy wordings and make it even more important for you to disclose possibly relevant information to the insurer.

#### REDUCE YOUR FLAMMABLE MATERIAL

A South Melbourne brothel suffered \$500,000 of damage when foam bedding and 'other rubber items' fuelled a fire. Even if your insurance policy pays out for everything lost, a devastating fire like this always causes big headaches for the business owners.

#### AND FINALLY, BE AWARE OF PEOPLE DRESSED AS SANTA!

A man dressed as Santa tried to set light to a Sydney brothel but fortunately the flames were able to be extinguished quickly, causing little damage. There are two morals to this story. One, it pays to have a security system monitoring the outside of the building so you can respond to an incident quickly and two, not all Santas are good — sorry kids!

••

AIBI AND EROS HAVE WORKED TOGETHER FOR A NUMBER OF YEARS TO PROVIDE INSURANCE SUPPORT TO THE ADULT INDUSTRY.

WE UNDERSTAND INSURANCE MAY NOT BE YOUR TOP PRIORITY – THAT'S WHY WE DO OUR BEST TO GET YOU THE RIGHT INSURANCE AT THE RIGHT COVER AS QUICKLY AND PAINLESSLY AS POSSIBLE.

IF YOU HAVE ANY QUESTIONS, CONTACT US ON **1300 558 158** OR AT **INFO@AIBI.COM.AU** AND WE'LL BE THERE TO HELP.

••







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# WHY THE TGA HAS IT WRONG ON ALKYL NITRITES

BY JARRYD BARTLE

CAMPAIGNS AND POLICY ADVISOR, EROS ASSOCIATION

BY THE END OF THIS YEAR, THE THERAPEUTIC GOODS ADMINISTRATION (TGA) WILL HAVE DECIDED ON THE LEGAL STATUS OF AMYL, BUTYL AND OTHER ALKYL NITRITES.

In an interim decision to be finalised in November, the TGA aims to ‘reduce the misuse and abuse of alkyl nitrites in lubricants and inhalants/‘poppers’ for recreational use’ by scheduled all alkyl nitrites, except for use as ‘machinery lubricant’, as Schedule 9 prohibited poisons.

This places alkyl nitrites in the same category as heroin and other drugs of dependence and severely increases the criminal penalties for sale, as well as possession, of alkyl nitrites.

Alkyl nitrites are a common ingredient in leather cleaners and some sexual lubricants. This decision will therefore have a major impact on adults-only retailers. Moreover, the ban is likely to have many adverse impacts on public health.

The deliberate misuse of alkyl nitrite products recreationally (colloquially known as ‘poppers’) is relatively common, particularly among gay and bisexual men. According to one study, 32.1% of Australian gay and bisexual men in Australia have used alkyl nitrites as a recreational drug within the last six months.<sup>1</sup>

The use of ‘poppers’ by gay and bisexual men has generally been motivated by enhanced sexual effects.<sup>2</sup> Despite what the TGA may argue, current unintended use of alkyl nitrite containing products is not a notable public health concern.

Inhalation of alkyl nitrites is widely recognised as carrying very low health risks,<sup>3</sup> with serious health complications and fatalities the result of accidental or deliberate ingestion of contents (something recreational users don’t do).

Bans of domestic retail sale of alkyl nitrite containing products will not decrease consumption of these products, but

simply increase demand for overseas suppliers of questionable quality.

In the UK, when New Psychoactive Substances bans were potentially going to impact sales of amyl nitrites, Stonewall UK, one of the most prominent LGBT rights organisations in Europe — argued that the move would cause significant harm to the queer community, noting:

*PEOPLE WHO USE POPPERS WILL BE FORCED TO TURN TO ILLEGAL SUPPLIERS WHO COULD SUPPLY POPPERS CONTAINING UNKNOWN HARMFUL SUBSTANCES OR INDEED MORE HARMFUL ILLEGAL DRUGS. THIS IS NOT ACCEPTABLE AND PUTS GAY AND BI MEN AT RISK.*

Speaking to the Canberra Times, gay rights activist Stephen Smith called the proposed TGA ban ‘moralising and perhaps even homophobic’ and noted that community education was a better strategy than an outright ban.

Clearly a top-down ban is not going to stop the misuse of alkyl nitrite containing products and will only serve to increase the harms caused by overseas suppliers. It is within the interests of public health to resist broad brush attempts to restrict sales.

Eros has made a submission to the TGA opposing the proposed rescheduling and is outlined as follows.

1 Hammoud et al, ‘Following Lives Undergoing Change (Flux) study: Implementation and baseline prevalence of drug use in an online cohort study of gay and bisexual men in Australia’ (2017), 41 International Journal of Drug Policy 41–50

2 Rommanelli F et al, ‘Poppers: epidemiology and clinical management of inhaled nitrite abuse’ 24(1) Pharmacotherapy 69–78

3 Williams, J. F., Storck, M., Committee on Substance Abuse, and Committee on Native American Child Health. (2007). Inhalant Abuse. American Academy of Paediatrics, 119(5), 1009–1017.



# eros<sup>the adults only association</sup>

3 OCTOBER 2018

DEAR COMMITTEE

## SUBMISSION ON TGA INTERIM DECISION ON ALKYL NITRITES (ACMS #24)

The Eros Association is Australia's industry association for adults-only retail, wholesale, media and entertainment.

We are writing to note our opposition to the following changes to the Poisons Standard:

- Rescheduling of 'Alkyl Nitrites' as Schedule 9 poisons;
- Amending Appendix A to restrict the exemption of 'lubricants' from the Poisons Standard to 'in preparations that provide lubricating action between machinery parts'.

## RESCHEDULING OF ALKYL NITRITES

Alkyl nitrites such as isopropyl nitrite, propyl nitrite and cyclohexane nitrite are common components of leather and toy cleaner sold within adult retail stores.

In order to tackle misuse, the TGA has in the past scheduled certain forms of alkyl nitrites such as amyl nitrite and butyl nitrite, as Schedule 4 poisons.

The proposed rescheduling not only expands the number of alkyl nitrite products that are scheduled poisons but shifts this scheduling to Schedule 9, essentially putting alkyl nitrite products on par with prohibited drugs such as heroin and cannabis.

The proposed rescheduling is misplaced for the following reasons:

- It fails to acknowledge the valid commercial use of alkyl nitrites as a cleaning agent.
- It penalises adult retail stores for the misuse of product sold, a measure which has not been extended to other misused inhalants (e.g. nitrous oxide gas canisters which are commonly sold in supermarkets but recreationally misused as 'nangs').
- It will do little to change the misuse of alkyl nitrites recreationally, simply shifting the market to online vendors likely to sell product of poorer quality.

Eros also acknowledges the criticism of this rescheduling proposal raised by the LGBT community: that misuse of alkyl nitrites is common amongst gay and bisexual men, that the rescheduling will criminally penalise possession of alkyl nitrites in some States and that the proposal will likely cause more health-related harms.<sup>1</sup>

## AMENDING APPENDIX A

The proposal to amend the definition of 'lubricants' under Appendix A to apply only to machinery preparations appears unrelated to the concerns raised regarding the misuse of Alkyl Nitrites. Moreover, this amendment will have far reaching effects that the Committee likely has not considered.

Sexual lubricants are an important component of sexual health, and this measure will severely limit the scope of the sexual lubricant market in Australia.

Lubricants are topical and therefore are not likely to have adverse systemic effects when applied to the body. Amending Appendix A could have an impact on the sale of lubricants containing:

- Numbing agents
- Moisturisers
- 'Warming' or 'cooling' ingredients.

It is recommended that the TGA adequately consult with the industry before this change occurs in order to understand the full scope and impact of such an amendment on the sexual lubricant market in Australia.

Overall, the Eros Association does not support the interim decision (ACMS #24). It is hoped that great consultation with industry and the LGBT community will occur before this decision is finalised.

## KIND REGARDS

RACHEL PAYNE

General Manager  
The Eros Association

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<sup>1</sup> www.starobserver.com.au/news/national-news/war-bottoms-poppers-may-soonbanned-australia-pending-tga-decision/171262

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2018 was an exciting year for SEXPO. In June, SEXPO returned to Sydney after a two year absence, held at the brand new International Convention Centre, Darling Harbour (having moved from it's old location at the Royal Hall of Industries, Moore Park). The change in venue contributed to an increase of 15% visitation, taking the total number of attendance to over 25,000.

In August, SEXPO returned to Adelaide after a four year absence. Held at the recently renovated Adelaide Convention Centre, SEXPO attracted over 12,500 visitors.

By all accounts, both Sydney and Adelaide SEXPOs generated significant returns for exhibitors and sponsors.

We are now busy planning for 2019 and will be releasing more information over the coming weeks.

In the mean time, to register your interest as an exhibitor or sponsor for 2019, please contact SEXPO at [sales@sexpo.com.au](mailto:sales@sexpo.com.au) or via the website, [www.sexpo.com.au/exhibit](http://www.sexpo.com.au/exhibit).





# STARBUCKS BLOCKS CUSTOMERS FROM WATCHING PORN

BY ROBBIE SWAN

STARBUCKS HAS JUST ANNOUNCED THAT IT WILL FILTER ITS PUBLIC WIFI SO CUSTOMERS CAN'T WATCH PORN WHILE THEY CONSUME THEIR DAILY FIX OF CAFFEINE.

I'm not sure how many people feel the need to watch porn while they drink coffee and eat, but I can't imagine that it's a huge problem.

Most of my friends over the years have reported that sexual arousal and hunger are not good bedfellows. Getting horny almost always trumps hunger and thirst, so going to a food and beverage house to watch porn just doesn't make a lot of sense.

If you want to watch porn in a public place there are still adult cinemas that cater for this taste although these days you'd be better to sit on a park bench and watch it on your phone.

Still, there's always an exception to the rule and no doubt Starbucks, like all cafes, has had the odd one or two social misfits come into the shop for a coffee and cake who pull out their MacBook Air and log in the latest eFukt offerings.

For those sitting close by who are not into porn it could be disconcerting. The manager would be quite within their rights to ask the misfit to close the computer or leave.

But does it require that they install filtering software and that they make a big song and dance about it? There's something not quite right about that.

Starbucks started out in Seattle in the US and quickly opened thousands of stores around the world. When the company first launched in Australia in 2000 they had big plans, but in 2008 they closed 61 of their 87 stores because, unlike the rest of the world, we just didn't like what was on offer — second rate coffee from a shop that had as much personality as a laundromat.

They didn't get the fact that in Australia, like in Italy and many other countries, coffee houses are places for people to meet and talk. You get to know your local barista and form a relationship with that person.

In the same way, this anti-porn policy could come back to haunt them.

## HOW ARE THEY GOING TO DEFINE PORN IN ORDER TO SET THEIR FILTERS?

When the Sex Party first developed an online presence in Australia it was universally blocked by corporate and government servers around the nation.

“  
*EVEN STEPHEN CONROY'S DEPARTMENT OF COMMUNICATIONS, WHICH IMPLEMENTED ONLINE POLICY, COULDN'T TELL THE DIFFERENCE BETWEEN A POLITICAL PARTY AND A SWINGERS' NIGHT.*  
”

I guess this is what I'm getting at here...

No doubt many of Starbucks' customers who have done an hour's work on their computer while they have a quick coffee on the way to the office will now be locked out when they try to access public health sites, law and order sites and even public morality sites — all of which refer to porn in some way, without hosting it — but will nonetheless be caught by increasingly sensitive filters.

So what will they do then?

It's probably best to find a new coffee house and leave Starbucks to stick with their politically correct and formulaic notions of the world.

The adult industry has hit back in a number of ways. You Porn went for the jugular and immediately banned Starbucks' products from all You Porn offices. Wow...that would have really hurt them.

Pornhub on the other hand came back at Starbucks with what appeared to be a challenging solution. They created a 'Safe for Work' channel which had no nudity or sex yet spoke to Pornhub's ethos.

However, the mix they went for was appalling — some R rated 'blow 'em up' movie scenes; R rated violent computer game scenes without sex; US style food clips and the entire 1974 *Red Album* by King Crimson. WTF?!

...It was a pretty good album but not exactly something you'd put on with your first caffeine of the day.

Why didn't they do a deal with our little Aussie production companies to use selected scenes from *Beautiful Agony* for example? Or maybe even some of the Kinsey Institute's bulletins?

Left field guys...that's the way ahead!

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# MEMOIRS OF AN ADULT RETAILER: FROM INDUSTRY NOVICE TO A CAREER CALLING

BY KERRIE MCKINNON

FORMER STORE MANAGER – FLIRT ADULT STORES

WHEN I WAS ASKED TO REFLECT ON MY LIFE IN THE ADULT INDUSTRY, I HONESTLY DIDN'T KNOW WHERE TO START. SO NATURALLY, I TOOK MY THOUGHTS BACK TO WHERE IT ALL STARTED.

In 2007 I walked into an adult store in Orange NSW for the first time. Little did I know that the experience would shape the rest of my career. I saw an advertisement on the wall for a shop assistant — and the rest is history.

At the time I was working as a cake decorator and not pursuing any particular career goals but I knew that I had the personality to converse with many types of people — so without hesitation I submitted my application and thus began my journey with Flirt Adult Stores.

In the beginning, the two Flirt stores represented a vast array of lower priced adult products but also a wide variety of toys. The majority of customers regularly stocked up on DVDs and magazines which were the bread and butter of the adult stores at that time. Those were the days — when you couldn't stock them fast enough, a sale of an \$80 toy was a great day, and talk of 'anal play' made folks giggle with embarrassment. And of course, the question — 'would your friends and family have a problem with you working here?', was always one of the first asked before a job interview.

Within the first few months of working in this environment, I knew that the adult industry was where I wanted to be. Meeting people from all walks of life and talking with them about the most sensitive of subjects, knowing that the non-judgemental environment allowed them to open up about their deepest feelings as well as their darkest indiscretions.

I took it upon myself to learn more about every unique and intriguing subject that was introduced to me and I took pride in researching them and being ready and able to assist the next person that shared the same views and needs.

Like most adult stores, we offered no judgement toward sexual preferences or people who shared bizarre fetishes and values. Yet the social acceptance of the adult industry was still pathetically low. Most people would have been shocked to see an advertisement for a vibrator in a magazine, but this was also the era of industry innovation, where the promotion of sexual health rapidly expanded.

I believe that in earlier years, a lack of knowledge about what the adult industry stood for was its major PR problem. Yet there were some defining moments. Think back to the late 90s when *Sex in the City* featured 'the rabbit' vibrator and women around the world responded — and in enormous numbers!

“  
*THIS WAS A DEFINING MOMENT FOR THE INDUSTRY AND HELPED SHAPE THE OPINION THAT WOMEN WERE INCREASINGLY SELF-SUFFICIENT AND IN CONTROL OF THEIR LIVES... ALL THE WAY INTO THE BEDROOM.*  
”

I think back to the arrival of a toy promoting 'couples play' using the most innovative design. 2003 was the founding year for the We-Vibe. It took a few years to trickle into the retail stores of Australia but this little purple gem would go on to become one of the largest names in the history of sex toys. The vibrating panty blasted its way into suburban homes thanks to Catherine Segal and *The Ugly Truth* in 2009.

Every second person walking into stores would ask for the ability to squirm and moan submissively under the remote control of their partners...hands free.

The 2011 book release of *Fifty Shades of Grey* opened the minds of mothers, housewives and the like, to the world of domination and submission. The phrase 'mummy porn' was peppered into polite conversations and we saw a surge in bondage products across the world.

The social acceptance of this risqué sexual play finally emerged. But let us not forget the game changers, *Womanizer* and *Satisfyer* flooding into the market within 2014–2016, changing the minds of so many women who had previously believed that 'it has to have the vibration of a jackhammer to make me orgasm'.

Seeing all of these moments flow into the market and alter people's thoughts about adult play was key to my developing obsession with the adult industry.

Within three short years, of my joining the Flirt team we opened another store on the mid-north coast of NSW at Port Macquarie. Being a part of this transition really taught me that this industry wasn't just about products, or sales, or marketing.

This industry thrives on knowledge! Any store can have an array of products, but to have your staff truly understand why a product was designed and manufactured was what stood any store above the rest.

I would spend many days and nights reading everything there was available to learn about the innovation and technology that was changing our industry from 'sticky floor stores' to sexual wellness stores — stores where we were helping other people's lives — and this is no exaggeration, we were changing people's sex lives. Before the end of 2017 a further four stores were proudly opened and the presence of high quality adult stores in rural/country NSW was fierce.

Reflecting on my 10 years within the Adult industry, changes in product preference and trends stood out.

Internet and accessibility made the bread winning DVDs become obsolete. This left the only customers stocking up to be the dedicated fans of hard covers...and the customers that were scared of the dreaded search history... and of course, the good old chaps that didn't spring for an internet connection, just yet.



“

*MEETING PEOPLE FROM ALL WALKS OF LIFE — TALKING WITH THEM ABOUT THE MOST SENSITIVE OF SUBJECTS — KNOWING THAT THE NON-JUDGEMENTAL ENVIRONMENT ALLOWED THEM TO OPEN UP ABOUT THEIR DEEPEST FEELINGS AS WELL AS THEIR DARKEST INDISCRETIONS*

”



KERRIE MCKINNON (RIGHT) MEETING ANGELA WHITE

We jumped from \$80 high end toys to \$300+ products that interacted from across the world. Masturbators that were simulating visual and physical penetration, vibrators that remembered our favourite settings and Kegels that told us when to ‘squeeze’.

It was a new age, and even two years beyond that, the technology is still evolving!

This is where my passion lies: how far can we go and where will this industry be in another 10 years?

I strive to see 100 per cent acceptance and respect that sex is life — without it we wouldn’t be breathing! Rid the stores of snide remarks and complaints from strangers of our destruction to their communities!

This change can only come from presence and knowledge within said communities. Hiding stores, hiding passion and the importance of sexual pleasure will not change conservative people’s views, it will only make them believe it is where we belong — hidden.

The magnitude of that transgression is damaging to everything the industry stands for.

The hardest truth whilst working within adult retail was that although you adapt your personality and the false status of a counsellor with many of your customers, you do not have the credentials to back it entirely.

It was many years of helping people on the surface but wanting to delve deeper into the biological meanings of their needs, fetishes and feelings of acceptance or inadequacy, that lead me to my decision to study Psychology and Sexology.

To become a certified sexologist meant that I could help clients on the utmost professional manner, to study further the nooks and crannies of the industry; to find out what is needed, what hasn’t been designed yet, and is there a missing area that needs to be addressed when it comes to sexual health, acceptance and more importantly education?

Being a part of this change is so important to me, and we as a country still have plentiful years of change to work on.

With the constant fight against the social norms in the topic of sex, change takes four times as long for us so we need to keep pushing and not let the fighting current wash it away.

So, I have now taken the leap from my ever-loved security blanket of in-store retail and I stand strong on my professional path within the most amazing industry I have ever known. I am proud of the last 11 years that have brought me to this point. I see my future standing before vendors, store-owners, staff and community, educating further on the benefits on sexual health and pleasure.

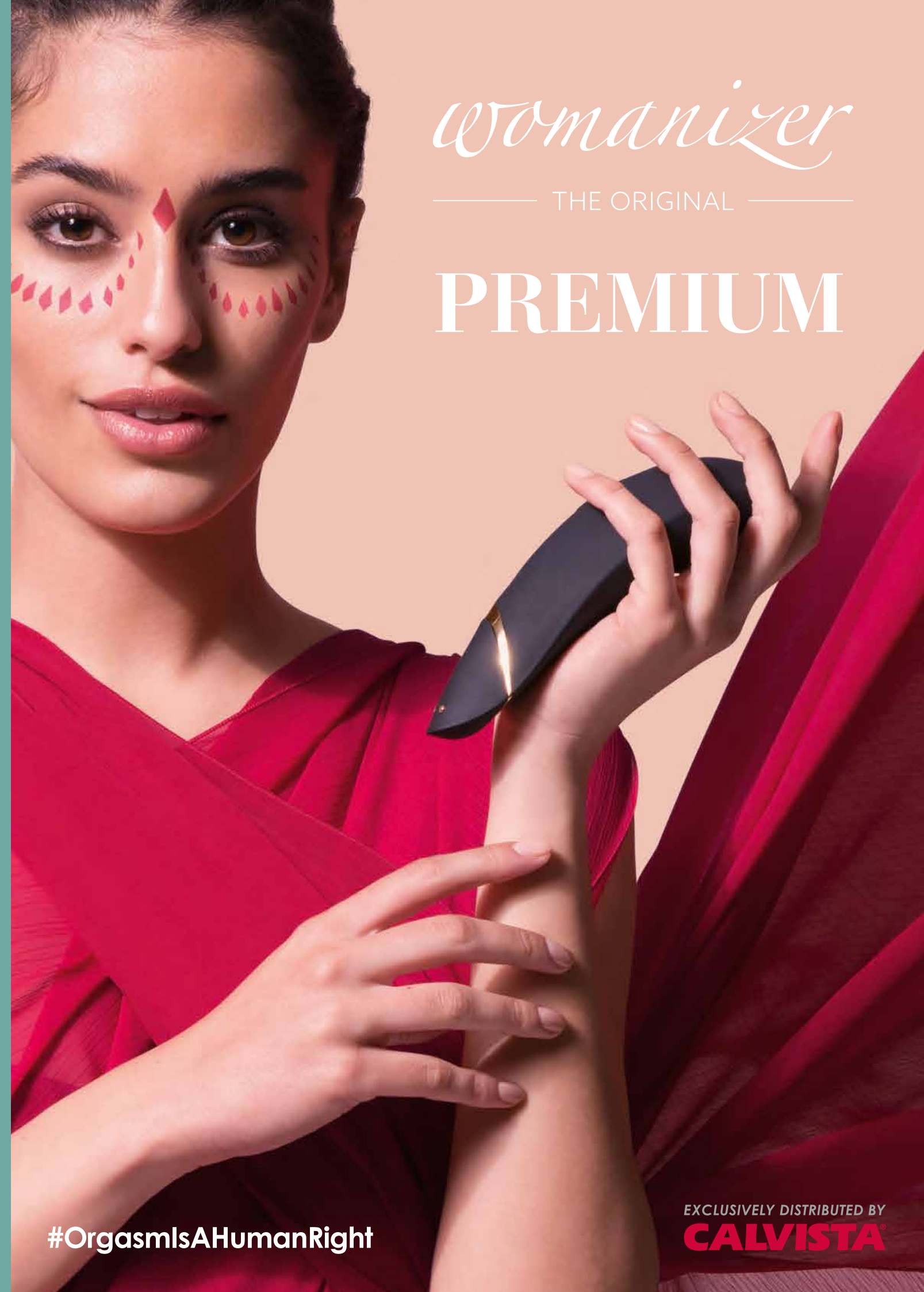
I have had the honour of meeting world renowned sexologists, manufacturing toy giants and powerhouse distributors within my years and I have been given the opportunity to continue to work with them as an ambassador.

The future to travel further delving into the inner workings of what will make this industry excel even more would be nothing short of a perfect profession for me.

“

*AS I HAVE QUOTED TO MANY: 'NEVER TURN YOUR NOSE UP AT AN INDUSTRY SIMPLY BECAUSE YOU DON'T UNDERSTAND ITS PRESENCE — IF IT WAS SIMPLE AND FINITE, IT WOULDN'T BE ENOUGH TO CHANGE PEOPLE'S LIVES'*

”



*womanizer*

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# AN INTERVIEW WITH JOHANNA RIEF

## WOMANIZER

ORGASMS FOR EVERY WOMAN: THAT'S THE OVERALL GOAL OF WOMANIZER. FOR GOOD REASON, THE GERMAN BRAND IS CONSTANTLY LAUNCHING NEW, INNOVATIVE PRODUCTS. RECENTLY, THE LAUNCH OF THE "PREMIUM" TOOK PLACE WITH TWO UNIQUE FEATURES. WE TALKED TO JOHANNA RIEF, HEAD OF COMMUNICATIONS WOMANIZER, ABOUT THE NEW 'PREMIUM' – AND OTHER UPCOMING EXCITING PROJECTS.

WHAT CAN YOU TELL US ABOUT THE NEW PRODUCT?

The novelty in our range is the Premium. We developed the model together with selected customers, evaluated worldwide feedback and implemented novel ideas. Innovative products are an important pillar to set new standards in the industry — that's what Womanizer is known for. The Womanizer Premium has two new and innovative features.

The most important innovation is the 'Autopilot' function. This technology allows that the device itself randomly selects the stimulation. The orgasm is achieved without any need to change settings during stimulation.

'How does the Autopilot feel?' We compare the experience to the feeling or state of weightlessness. You surrender, give up control, your own body floats up and down, sometimes with open eyes, sometimes with closed eyes — moments of complete joy and freedom.

The Autopilot has three different modes: Soft, Medium and Intense. Each mode has different patterns that consist of a combination of various intensity levels, which alternate at different time intervals.

As a second innovation, the Womanizer Premium has a feature we have developed — a world first. It is the function 'Smart Silence'. With this we have invented a solution for the noise problem. The Pleasure Air Technology is enabled, but only starts when coming in contact with skin. The motor automatically turns off when you remove the Premium from the body.

Women have the chance to enjoy the orgasm completely — in perfect silence, without having to turn off the device. A positive side effect of silent usage is extended battery life because the product is only running when actually being used.

TELL US A BIT MORE ABOUT THE PHILOSOPHY OF WOMANIZER

Womanizer stands for Innovation. It is our core that we use to keep inventing the future of pleasure products. As such every Womanizer product that ends up in a customer's hand meets the highest level of technology, quality, and perception.

An orgasm is a beautiful, unique event, and every woman (and every man) has the right to it, at any time — regardless of age, background, sexual orientation or physical disability, whether merely curious or highly experienced.

FOR WHICH CUSTOMERS AND FOR WHAT PREFERENCES ARE THESE SEX TOYS INTENDED?

Our products are designed for anyone with a taste for orgasms. That may sound very generic at first and does not preclude anyone, but that's exactly what we are aiming for: orgasms for every woman.

But men are also an important target group for us. Although they do not belong to the active user group, we know that the percentage of men in the buyer-base is around 40 per cent. They give away our products and, according to our surveys, use them regularly together with a partner.

A feature that all our customers have in common and thus gives us a possibility to narrow down? The desire for the original technology, an awareness for high quality materials and a high demand for a good design.

WHAT IS THE RESPONSE OF YOUR CUSTOMERS?

Nowadays, we constantly receive notes of positive feedback from customers around the world.

These women express their gratitude for the Womanizer products for experiencing emotions and feelings they have never experienced before.

They send us messages with quotes like, "It's the best sex toy ever", "Often copied — never reached", and "The Womanizer changed my sex life completely".

IN GENERAL, DO YOU THINK THAT TODAY'S CUSTOMERS WANT CONSTANTLY EVOLVING TECHNOLOGY WHEN IT COMES TO THEIR PLEASURE PRODUCTS?

We are seeing a general trend towards higher awareness with regards to quality, workmanship and technological advantages. Also, with time and experience in using sex toys customers adapt, change and grow their habits and preferences.

For those reasons, we believe that evolving, finding new trends, coming up with new features and constantly improving our portfolio is the right way. That is also what we expect from ourselves. That is why a premium brand like Womanizer with its value proposition will be best positioned and be the ideal partner for the distributor and retailers within our industry.

HOW DO YOU CURRENTLY RATE THE INTERNATIONAL MARKET FOR LOVE TOYS? HOW WILL IT CHANGE IN THE FUTURE AND WHAT UNTAPPED POTENTIAL IS STILL AVAILABLE?

The market is far from having reached its full potential, and we see much growth ahead in the near future.

We are only beginning to see an opening up to broader acceptance in key markets and anticipate continued growth as our industry matures and enters its next phase, supported by an increasingly open-minded and self-confident society.



JOHANNA RIEF





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## 2018 SHOWGIRL WORLD CHAMPIONSHIPS

24 OF THE WORLD'S TOP SHOWGIRL TALENT COMPETED AT THE MEN'S GALLERY  
IN MELBOURNE FOR THE INAUGURAL SHOWGIRL WORLD CHAMPIONSHIPS

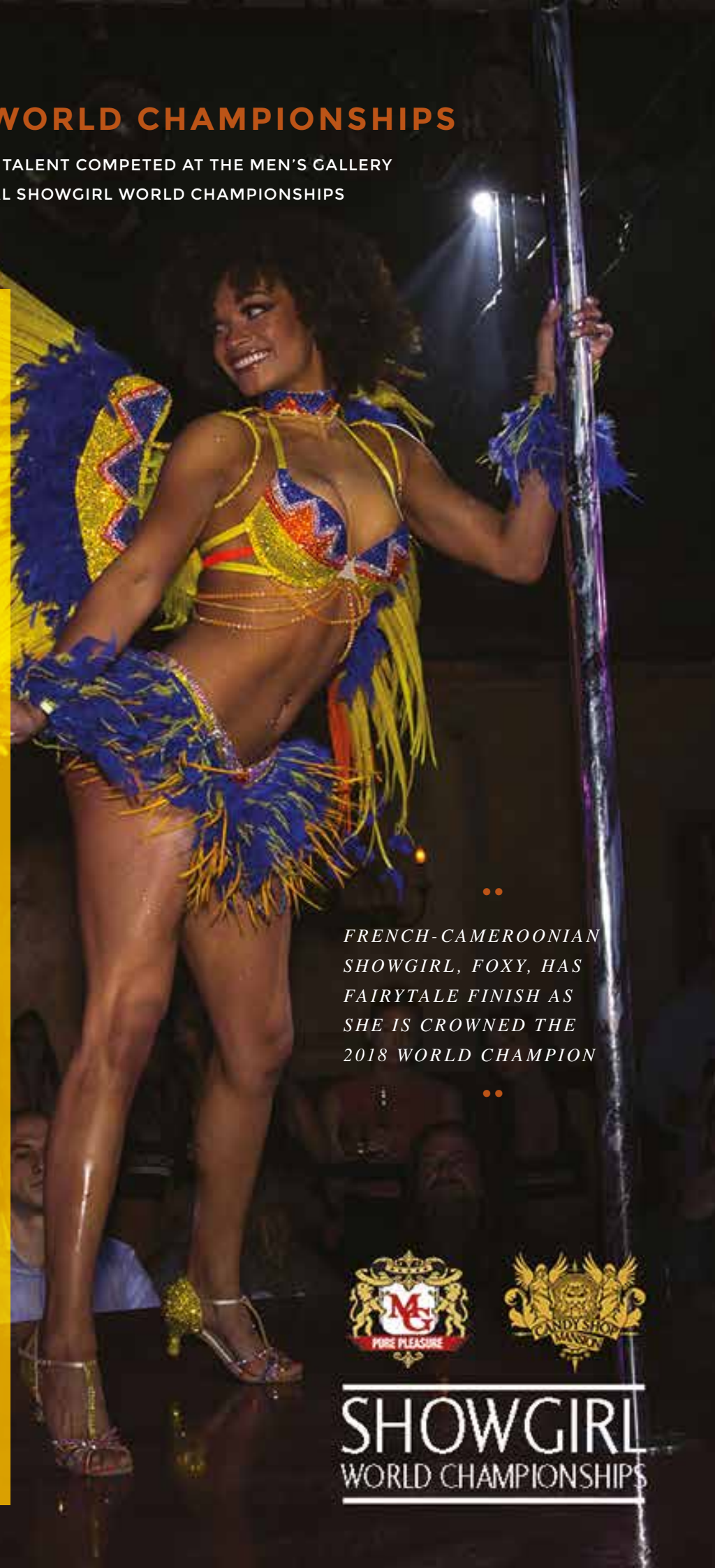
The event was sponsored by Travers Beynon, AKA 'The Candyman' — a playboy millionaire known for his lavish parties in his Gold Coast Mansion, dubbed 'The Candy Shop Mansion'. Travers put forward \$15,000 cash and a number of other prizes and experiences for the winner of the competition. He also flew to Melbourne to sit as a celebrity judge for the World Final.

The prospect of a 'World' title, celebrity sponsorship and a huge prize pool, drew performers from all around the world with Showgirls entering from Andorra, Australia, England, France, Israel, New Zealand, and Russia. The event attracted one of the largest public interest responses in recent years for an Australian adult entertainment industry event, with mainstream media outlets from around the nation picking up the story as well as Russian news site, Life.ru.

There were a number of strong competitors — we saw former *Miss Nude World International* Jewel Stone, *Miss Nude World 2019* Cherry Pop, *Exotic Entertainer Australia* April Hart, *Miss Nude Universe* Frenchie Love, *Miss Exotica Australia* Tia Carrera — to name but a few. Throughout the competition we saw daring acrobatics, enchanting aerial performances, and a host of other tricks in what was one hell of a sexed-up showdown.

In the end, it came down to Paris born French-Cameroonian performer, Foxy, who dazzled the audience with an upbeat carnival Samba routine. Foxy brought ferocious energy and brazen sex appeal in a show that saw her hold up the championship belt at the end of a hard fought final showdown.

The event, hosted by The Men's Gallery in Melbourne was a huge success with the showroom overflowing on all three nights.



FRENCH-CAMEROONIAN  
SHOWGIRL, FOXY, HAS  
FAIRYTALE FINISH AS  
SHE IS CROWNED THE  
2018 WORLD CHAMPION



SHOWGIRL  
WORLD CHAMPIONSHIPS



# MEET MORGANA MUSES

HELLO, I AM MORGANA MUSES. I WAS BORN IN SYDNEY AND I HAVE LIVED A CONVENTIONAL LIFE FILLED WITH EXTRAORDINARY EXPERIENCES:

As a first generation Australian female born to European parents, my upbringing focused strongly on how a 'good woman' should behave in private and in public. Becoming a wife and mother was considered to be the ultimate achievement for a woman. Sex and all related pleasures were never discussed. In 2012 at the age of 47, and two years after leaving my sexless marriage, I decided to embark on my belated journey of sexual exploration and learning.

It was in 2012 that I first read about *The Petra Joy Awards*. A competition for first-time female erotic film makers. I wrote, produced, performed and entered my first short film *Duty Bound* into the competition and much to my surprise, my film was judged the winning entry.

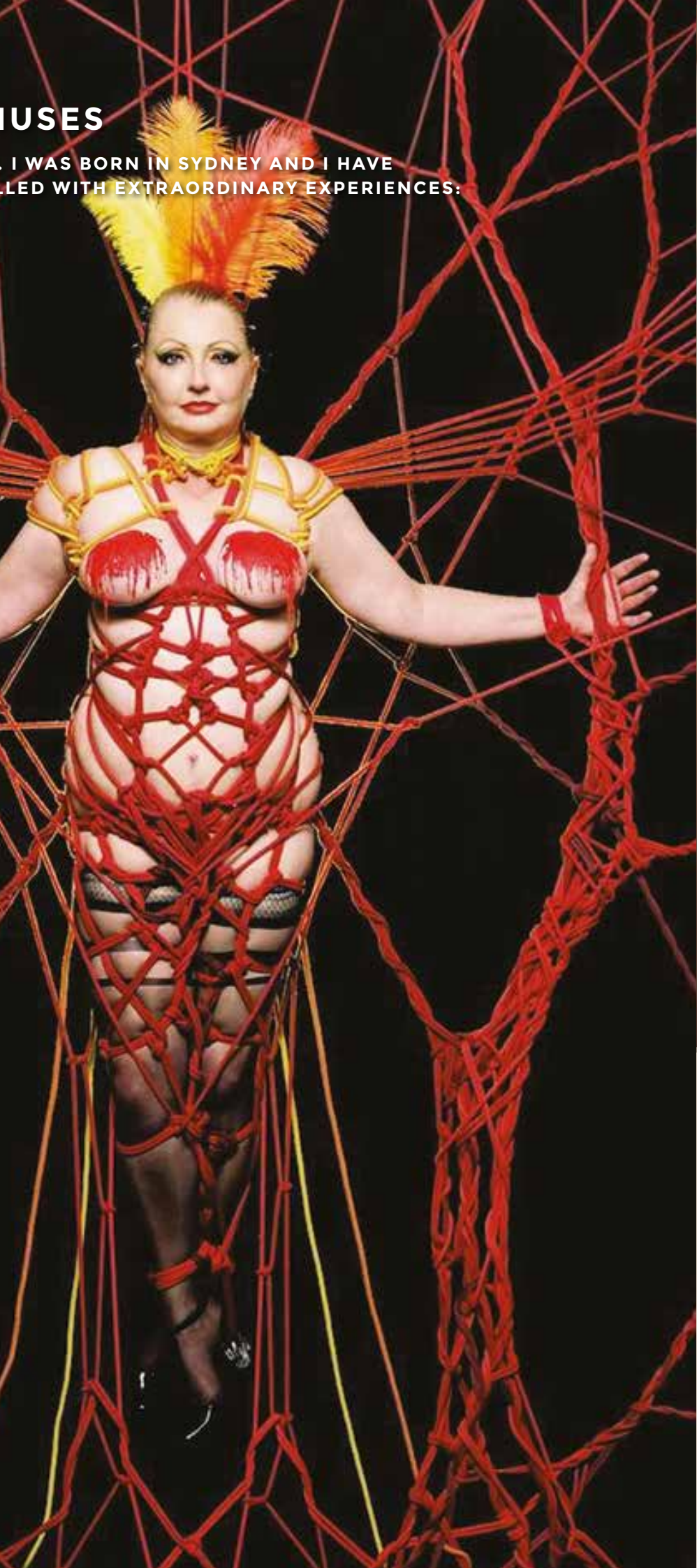
I found the whole experience to be liberating and empowering. Winning the award and the overwhelming positive response I received gave me further motivation and inspiration to continue producing erotic films.

My films have screened at festivals worldwide, I have won multiple awards and in 2015, at the tender age of 50, I was named 'Heart Throb Of The Year' by the Feminist Porn Awards in Toronto.

Even though I find myself facing many classic stereotypes and taboos that society and much of the porn available attempts to impose on sexuality, particularly for people in the 40+ age group, I continue to produce and perform in my films so that they can act as a reminder to myself and others that there is no expiration date on our sexual pleasure and journey.

I hope to provide a voice and encouragement to give ourselves permission to pursue and explore the pleasure we are all deserving of and entitled to — without shame, guilt, ridicule or judgement attached.

MORGANA MUSES IS A PART-TIME MEMBERSHIP COORDINATOR FOR EROS. FIND HER WORKS AT: [WWW.PERMISSION4PLEASURE.COM](http://WWW.PERMISSION4PLEASURE.COM)



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## MEET JOANNE GOLIAS

I WAS SEEKING A CHANGE IN MY LIFE...

**MARRIAGE, DIVORCE AND ALMOST 12 YEARS WORKING IN THE BANKING AND FINANCE SECTOR – IT WAS TIME FOR ME TO EXPLORE DIFFERENT AVENUES.**

I resigned from my job and decided to go and work as a receptionist/waitress in the then 'Penthouse' gentlemen's club in King Street, Melbourne. I can assure you that King Street back then was about mixing with all walks of life.

I had never been exposed to this kind of lifestyle, and I found it intriguing and intoxicating. I had a new lease on life and really wanted to explore how a 'Gentlemen's Club' worked as a business. Along the way, I met a lot of great patrons of the club, and found myself admiring the dancers and entertainment provided there. This was to be my introduction to the 'adult industry'.

After a year working at the Penthouse, ownership changed hands and it became the 'King Of Clubs'. I decided to move

on and landed a job at 'Goldfingers'. It was there, I became Receptionist and then Dance Manager — looking after the dancers and entertainers. I thoroughly enjoyed working with the management team and have many great memories of that time. Following this time, I decided to take a short break to go travelling.

After my little sojourn, I was itching to get back into the adult industry, and as luck would have it, 'Spearmint Rhino' was just about to open in King Street.

I knew instantly that I wanted to work there — it was the very same door I walked through when I began working at the Penthouse.

So just after it opened, I applied for a Receptionist position, and not long after, became the Dance Manager — recruiting and auditioning dancers and doing the rosters for each night. I was thoroughly captivated by the Club and loved working there.

After a couple of years I became Shift Manager — running the scheduled

*I KNEW INSTANTLY I WANTED TO WORK THERE — IT WAS THE VERY SAME DOOR I WALKED THROUGH WHEN I FIRST BEGAN MY CAREER AT THE PENTHOUSE*

nights, balancing the cash, looking after staff, auditioning dancers, overseeing bucks nights and hens nights, managing DJs, monitoring security and camera surveillance and liaising with police and liquor licensing when required. I completely immersed myself in this 5-star gentlemen's club and enjoyed everything about the Club. After a few years I was promoted to Director and Shift Manager for the club.

I have been humbled by my experiences working at Spearmint Rhino for all those years, and continue to be extremely passionate about providing safe working environments for dancers, staff and patrons. The whole experience provided me with many amazing opportunities, and I have enjoyed learning about, and being a part of this highly successful business.

Perhaps one day, I will open my own club!

**JOANNE GOLIAS IS A PART-TIME MEMBERSHIP COORDINATOR WITH THE EROS ASSOCIATION.**



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# MAKING MONEY WITH BLOCKCHAIN

BY NATHAN SMALE, CHIEF OPERATIONS OFFICER – INTIMATE

PART 2 OF 4

**FIRSTLY, YOU PROBABLY DON'T NEED YOUR OWN TOKEN REGARDLESS OF WHAT YOUR MATE AT THE BBQ ON THE WEEKEND TOLD YOU.**

For a cryptocurrency to really work, you need global adoption, which is why single brand cryptocurrencies or single use cryptocurrencies are difficult to establish. So start by adopting some cryptocurrency into your business and then once you become comfortable with that, then you can look at your own.

Back to the analogy of the TCP/IP operating the internet from Part 1 of this series of articles, if you don't understand the operational protocols of the internet, focus on building your adult ecommerce website before trying to become the hosting company.

Rather than looking at your own cryptocurrency, a more practical way to look at cryptocurrency initially is to look at it as an alternative payment method to add to your collection - similar to adding PayPal when it launched in Australia in 1998. It can be low cost and low risk, it will start small but it can start to add incremental revenue.

## THERE ARE 5 KEY WAYS THAT CRYPTOCURRENCY CAN ADD TO YOUR BOTTOM LINE:

1. There are zero chargeback via cryptocurrency. Currently a consumer effectively submits their credit card details and someone takes money from that account. That action allows for a chargeback to be raised. With cryptocurrency, the user sends the funds to you, and only they can initiate the transaction so there is nobody for them to complain to. It is important to consider this though, they can't complain to the bank but they can complain to you, it just becomes your decision on how you handle this.
2. If you currently have a large drop off at the credit card input stage, there are several potential reasons for this, two of which are; fear of it appearing on their credit card bill due to judgement by their partner, family, bank manager etc and the fact it feels more confronting again to type in your billing address. If they had any doubts before the checkout, these are both huge barriers. Crypto removes both of these, it is effectively a private transaction as it is a transfer between two wallets, no personal details, no business names.
3. Many credit cards get declined for a whole host of reasons. If you have a significant volume of failed transactions, consider offering a cryptocurrency payment solution to these users. Typically they are as frustrated by not being able to get what they want as you are not being able to get their money. Once they get beyond that first hurdle they will be able to transact time and time again.
4. Transaction fees in cryptocurrency (sometimes called gas) typically sits with the consumer when they are sending funds. Some services that help facilitate payments for the adult industry such as intimate.io charge a fee to the platform to manage the technology and promote the channel etc, this transaction fee is capped at 1%. If you have the choice between processing \$100 via intimate and \$100 via (insert large commercial bank charging a 'high risk' premium here), you can imagine what impact that could have to your bottom line over the course of a year.
5. Currently there is an opportunity to pick up some new users simply by providing a cryptocurrency option, that audience size is currently small but many of them have significant amounts of crypto and will spend well anywhere that accepts it. Whilst the market is new you might be lucky enough to lure a few new customers with a cryptocurrency offering. One leading cam site in Europe demonstrated that the average spend of their credit card customers was around \$28 per transaction, their average cryptocurrency transaction was \$68. So initially whilst the growth in net new users may be small, they are typically high value.

This isn't to suggest you will notice huge volumes in the next 6 months, but don't wait 12 or 24 months till your competition is already set up and fine tuning their processes before you start to engage and think about how you could effectively add cryptocurrency into your strategy.

Whilst it might only give you a slight marketing edge to think about accepting cryptocurrency now, at some point the pendulum will swing fast to it costing you customers if you are the only provider or platform that isn't accepting cryptocurrency.

..

In transparency, intimate.io is an Australia based, adult focussed cryptocurrency that offers all of the above features, though the major features discussed above are common amongst the key consumer facing cryptocurrencies such as Bitcoin, Bitcoin Cash and Ethereum.

In addition to the standard functionality above, intimate.io includes an integrated cross platform, pseudo-anonymous trust and reputation system which will enable all transactions in the adult industry globally to be conducted in a safer, more respectful manner.

..



intimate.io





# intimate.io

Cryptocurrency is here to stay. In time it will change how people transact, and those changes are starting now.

Leading the way, intimate.io is an Australian cryptocurrency that is designed to address the payment needs of the global adult industry.

intimate.io removes the bias facing our industry from the banks who deem us 'high risk'. Added to that intimate's pseudo anonymous trust and reputation system can make every transaction, especially transactions, safer.

The key benefits of integrating the intimate.io cryptocurrency into your checkout flow are:

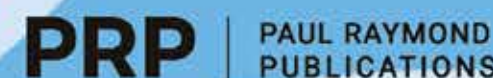
- ▲ No added 'high risk' costs
- ▲ No set up or monthly fees
- ▲ Fees capped at 1%
- ▲ Chargebacks eliminated
- ▲ Bank initiated declines removed
- ▲ Users value private transactions
- ▲ Access to co-marketing funds

Visit **intimate.io** for more



To all the visionary platforms that have joined intimate.io as we build a brighter future for privacy, payments and reputation (and to those who are soon to join);

*Thank you!*





# Are you in on the secret?



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CONSTRUCTIONS



# WHY YOUR ECOMMERCE STORE NEEDS EMAIL AUTOMATION

BY DAN COPSEY

FIRST MOVE – ALLIED SERVICE PROVIDER

SO, YOU RUN AN E-COMMERCE STORE? THAT'S GREAT – THEN SURELY YOU ALREADY UNDERSTAND THE IMPORTANCE OF MAINTAINING A SOLID EMAIL LIST. THE EMAIL LIST YOU KEEP IS LIKE YOUR BUSINESS'S BEST FRIEND. IT CAN MAKE OR BREAK IT, IT CAN BE THE DIFFERENCE BETWEEN SUCCESS AND FAILURE.

When carefully cultivated, your mailing list becomes an asset to your store. You are able to continue remarketing it, growing it, and eventually watch as the conversions come rolling on in.

Considering how expensive other methods of customer acquisition can be, it's understandable that most e-commerce stores live by the ethos of 'building the list'.

You understand the importance of your email list, but the types of emails you are sending are equally imperative to your store's success — Automation is the key!

## SO, WHAT ABOUT AUTOMATION?

If you have been accosting and attacking your email list with random offers then stop. This simply doesn't work.

Instead, use automation to send targeted, unique emails to your list. Automation allows you to send emails based upon the action's customers took when browsing your store.

Here, we will look at the three most important automated emails to send.

### The Abandoned Cart:

Studies indicate that up to 87 per cent of consumers abandon their carts, although 70 per cent of them hold the intention of eventually checking out.

## HOW TO TURN THIS AROUND?

You grab their email early in the checkout process, this way you can send them automated emails following up on the order if they do abandon the cart.

### The Product Review Email:

Most customers love to read product reviews. In fact, a study by econsultancy.com indicated that 61 per cent of shoppers read reviews before deciding on a purchase.

## WHAT DOES THIS MEAN?

Basically, if you have positive product reviews on your pages you have a better chance of making that all important sale. The reviews your products receive are imperative to your store's success, therefore your reviews are an asset your business.

### The Customer Win Back Email:

The moment a customer has made a purchase and is added to your mailing list you have done all the hard work. You can then send them a customer win back email after they haven't returned and made a purchase from your store for some time. To make sure you set up effective automated emails make sure they all contain:

- A catchy subject line which grabs the customer's attention.
- A link to account sign in. Once they sign in they will be taken back to checkout with the item ready to be purchased.
- A clear, simple call to action with a large-scale image of the product and a prompt to 'make it theirs'.

It takes some time to set up these emails. Your mailing platform has to be integrated with your store so that you have a clear understanding of who your customers are and what they are selecting.

The end result can be incredibly positive and grow your online stores conversation rate with little work!

Contact me with any questions — and as soon as you are ready to set up automated emails for your e-commerce platform.

DAN COPSEY

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**Empire Industry Finance Services**

Promotional, Arts & Adult Industry Specialists

The Eros Association would like to introduce members to affiliate service provider -  
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#### What services do you provide?

Empire Industry Finance offer end to end solutions for freelancers, sole traders, businesses and agencies in the adult retail and entertainment industry. We provide bookkeeping and accounting services, including tax returns (prior and present) and BAS lodgements. We also are able to take care of insurance, financial and web hosting needs with the help of our partners.

#### What experience do you have dealing with adults-only businesses?

Our Director Linda has over 10 years experience working first hand in the industry. She has worked at entertainment venues Mens Gallery, Kittens, Toybox, Showgirls and many more. Linda's experience in working in the industry allows her to have an expert understanding of industry practices and personalities, ensuring that you receive the best possible outcome.

#### How will your service provisions benefit my small business?

By offering end to end solutions - you need to just make one meeting with us, and we can take care of the rest. We will customise our services based on your individual requirements, so you can spend time working on your business. Our fixed price packages can be tailor made to suit the industry requirements, and are a low cost affordable solution for you.

Empire Industry Finance offers 20% off our services to Eros Members.

#### Visit us at Sexpo

Sexpo will be our first big event, our first chance to showcase what we can offer the industry. We will be attending Sydney in June and Adelaide in August. We are really excited about promoting our brand, and helping all the individuals and businesses. Make sure you stop by our stand to say hi and learn more about what we can do for you and your business.

Visit our website:

<http://empireindustryfinance.com.au/>

Or follow us on Social Media:

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# FORMER DEPUTY CHIEF CENSOR LAUNCHES SEX, DRUGS AND THE ELECTORAL ROLL

THURSDAY 4TH OCTOBER 2018

FORMER DEPUTY CHIEF CENSOR, DAVID HAINES, PRESIDED OVER THE SYDNEY LAUNCH OF FIONA PATTEN’S MEMOIR AT THE NEWTOWN BOOKSHOP, BETTER READ THAN DEAD

DAVID’S TERM AT THE FILM CENSORSHIP BOARD THROUGH THE 1990S WAS ONLY BROUGHT TO A HALT AFTER THE CONSERVATIVE TASMANIAN SENATOR, BRIAN HARRADINE PRESSURED THE GOVERNMENT TO INTRODUCE LEGISLATION TO TERMINATE HIS POSITION. FOLLOWING THIS, DAVID THEN TOOK OVER THE REIGNS OF GERRY HERCUS’ REDSTONE FILMS AND PRODUCED A NUMBER OF HIGH QUALITY X RATED FILMS INCLUDING THE ERSTWHILE 'BUFFY DOWN UNDER'.

His preamble to the book launch is reprinted here for the edification of Eros members.

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Before we begin the proceedings, I would like to acknowledge and pay respect to the Gadigal people of the Eora Nation, the traditional owners of the land on which we meet.

I would also like to thank Better Read than Dead for hosting this event.

I spent the best part of an hour googling 'ladies and gentlemen' to see if there was a modern non-binary alternative to greet you all, but gave up in the end with the advice that, like me, it's just an old, traditional phrase that assumes everyone is included, so, without wishing to give offence I would like to say welcome ladies and gentlemen to the Sydney launch of Fiona Patten's book *Sex, Drugs and the Electoral Roll*. It's undoubtedly the best title for a political biography I have ever come across, and a cracking good read to boot!

I am honoured and delighted to have been asked to talk with Fiona about her book — a sort of NSW book launch. It is as fascinating, open, honest, passionate, funny and sincere as I have learned to expect from her.

Thinking about our long association, and how it came about, the old proverb the enemy of my enemy is my friend springs to mind, though in our case the

common enemy was Tasmanian Senator Brian Harradine and the proverb might better read the enema of my enemy is my friend!

Oddly enough we both fought a more sedate battle with the adult video industry from completely different standpoints:

Fiona was trying to get them to behave themselves so the lobby group, AVIA, would be taken seriously, while I tried to persuade them to behave themselves so that we would not need to keep amending the legislation to block every new loophole the industry delighted in finding!

I first met Fiona nearly 30 years ago when Robbie Swan came to see me at the Censorship Board in 1990 to discuss an illustrated book about sex and censorship in Australia — he was concerned about how the book would be treated by the authorities. I liked him immediately and was delighted when Fiona joined us for lunch at a Greek restaurant near the office.

Fiona and Robbie epitomise something I have noticed over the years about people connected with what is euphemistically described as the 'adult industry' — essentially anything to do with sex in all its manifestations — they are the most genuine and down to earth of people. It's as though, once people accept that we are all sexual beings, barriers come down.

Fiona was a fearless advocate for the freedom of adults to be able to enjoy watching sexually explicit X Rated videos in the privacy of their own homes. Then campaigned fruitlessly for the introduction of a Non Violent Erotica classification that would have removed the stigma that X had carried since its inception in 1984 at the hands of then Federal Attorney Gareth Evans. She was also instrumental in the legalisation of prostitution in the ACT — there's doubtless many a politician who owes her a debt of gratitude for that!

In addition to Senator Harradine there were the likes of Senators Shirley Walters, John Tierney, Julian McGauran, not to mention Fred Nile in NSW, all with a barrow of medieval morality and religious zeal to push and a determination that sex should be kept in the dark, in missionary position under the bedcovers and never spoken about.

I well remember the awful sexual conservatism and puritanical attitudes of the 50s and 60s so beautifully caught by Ian McEwan in his book and the recent film *On Chesil Beach* and am glad they are no more.

I rather liked Professor Berl Kutchinsky's take on their opposition — they feared others might have the same base urges that they did, but would not have the self-control to keep those urges to themselves! Berl was a Danish professor or Criminology who achieved

international fame for his studies of the public health effects of pornography.

And of course Fiona has continued battling with the religious camp over safe access zones for abortion clinics, same sex marriage, euthanasia, safe injecting rooms and the legalisation of marijuana with passion and with 'Reason' on her side!

Fiona's accomplishments in the Victorian Parliament since her election in 2014 have seen her bring implacably opposing views to the table and she has skilfully negotiated and persuaded her fellow parliamentarians to acceptable outcomes. Would there were more of her ilk in all parliaments today!

As far back as 1996 I was forecasting that sexually explicit films would be beamed directly into people’s homes making censorship impossible to administer.

Nevertheless, censorship issues are still being fought — witness the government inaction over the Australian Law Reform Commission report.

We now have a Prime Minister who is an avowed Pentecostalist with a crusading zeal already making dark threats about 'religious freedom' and an Attorney-General in the shape of Christian Porter who introduced drug testing for the unemployed and others on Centrelink's books, and implemented the notorious 'robodebt' recovery scheme.

These guys are all heart!

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# SEX, DRUGS AND THE ELECTORAL ROLL

## BOOK REVIEW

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FIONA PATTEN'S MEMOIR WILL CAUSE ADULT GOODS AND SERVICES INDUSTRY PEOPLE NO END OF JOY. IT'S A BOOK THAT REJOICES IN THE VALUES AND PHILOSOPHY OF THE INDUSTRY AT EVERY PAGE.

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Not only is it a celebration of the industry's ability to enter politics successfully through the formation of its own party and to get someone elected to parliament but its about what they did when they got there.

Fiona is without a doubt the most successful cross benchner to have entered the Victorian Parliament. Ministers have said it, constituents have said it and long term parliamentary staff have said it.

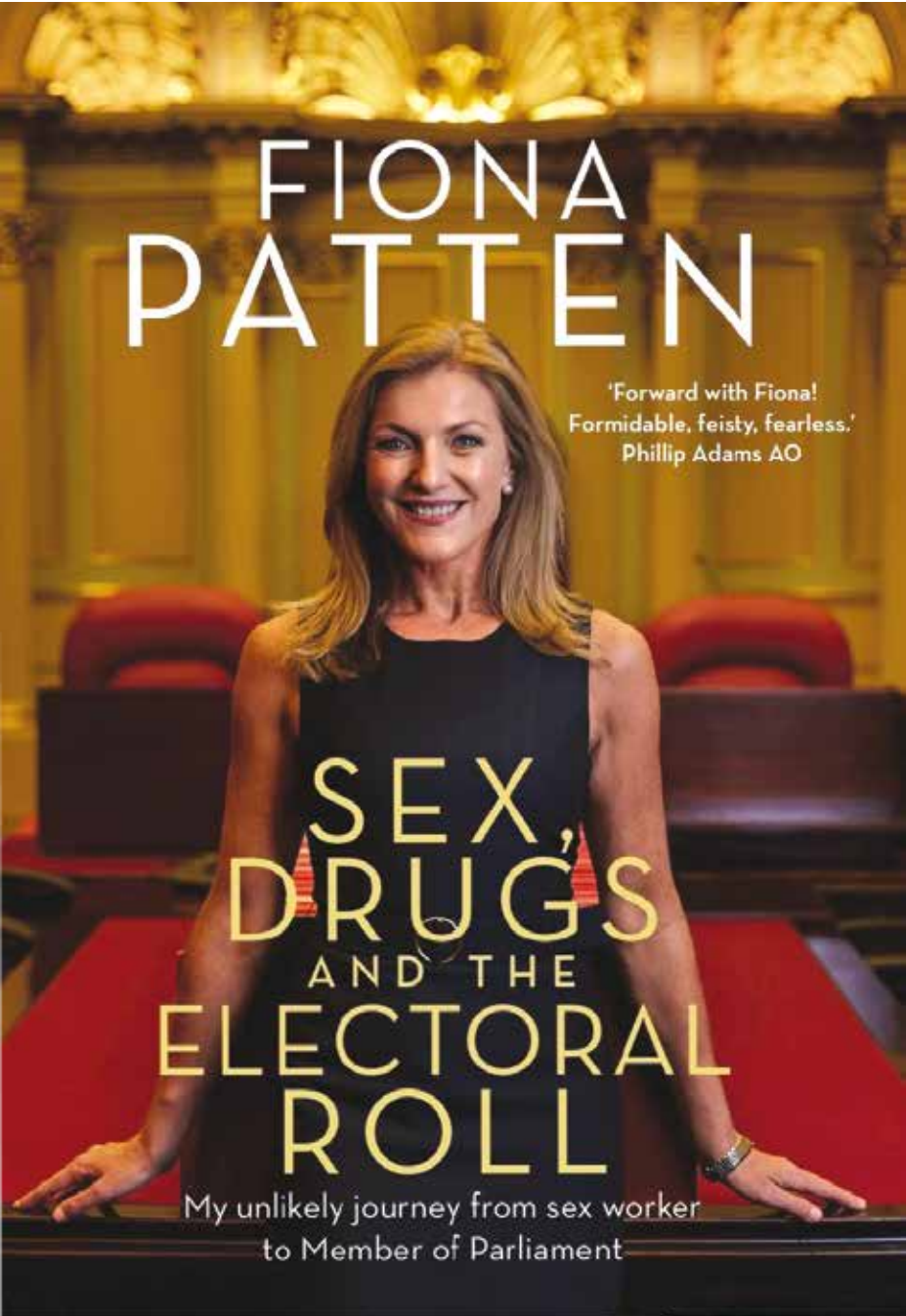
Five big ticket revolutionary pieces of legislation were enacted in the Victorian Parliament only because she initiated them and then drove them through an almost impossible threshold to become part of the fabric of Victorian society. And she was a 25-year veteran of the adult goods and services industry.

Not even the Greens, with eight members of parliament in their party and millions of dollars to spend, have been able to do anything like this. The religion industry, despite having had many of their own get into parliament, have never had this sort of success.

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SEX, DRUGS AND THE ELECTORAL ROLL CAN BE PURCHASED FROM ALL LEADING BOOK RETAIL OUTLETS AND ONLINE VIA BOOKTOPIA

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“ MOST POLITICAL MEMOIRS SHOULD COME WITH A WARNING THAT THERE MIGHT BE BORING BITS. FIONA PATTEN'S IS ANYTHING BUT BORING. INDEED, IT MAY WELL BE THE MOST UNUSUAL AND PROVOCATIVE POLITICAL MEMOIR TO WRITTEN TO DATE ” ROSS FITZGERALD, THE WEEKEND AUSTRALIAN, SEPT. 8-9.2018



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If you have any questions, don't hesitate to contact your distributor or JO representative.

We can't wait to see your submissions!

For more info visit: [systemjo.com/15years](http://systemjo.com/15years)



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