

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.

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

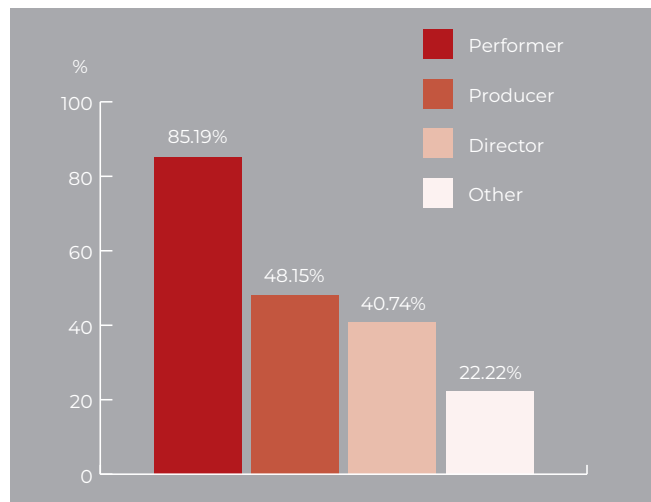
The majority of survey participants stated they worked in the film/video medium. Some of the 'other' mediums noted included virtual reality and social media.

GENDER

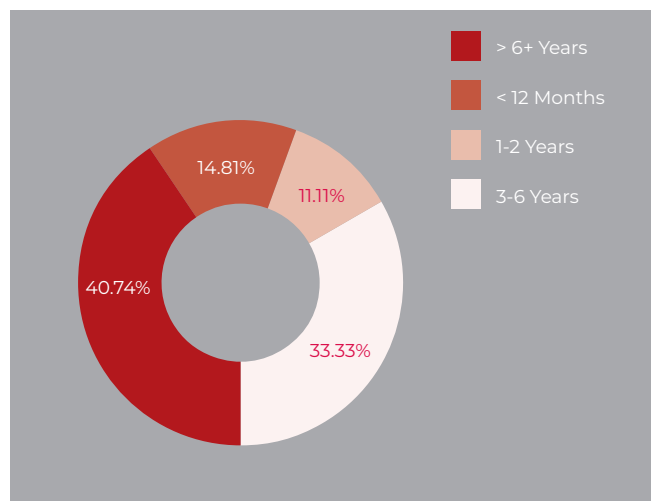
A question on gender identity revealed the majority of survey participants to be female, followed by male and nonbinary identity.

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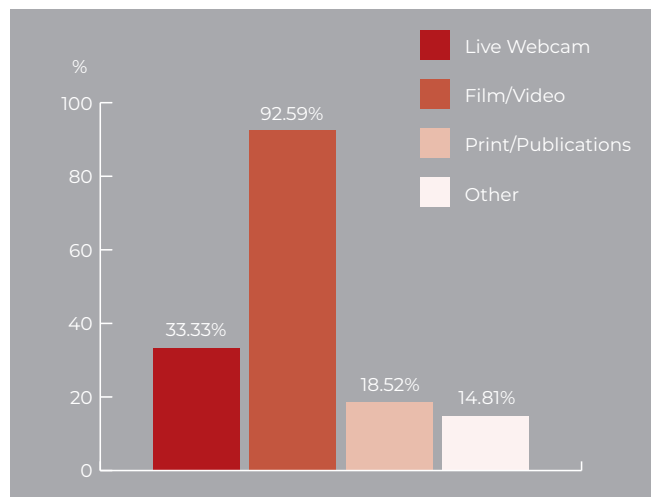
Q1. ARE YOU A ... ? (SELECT MULTIPLE IF APPLICABLE)



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



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



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.

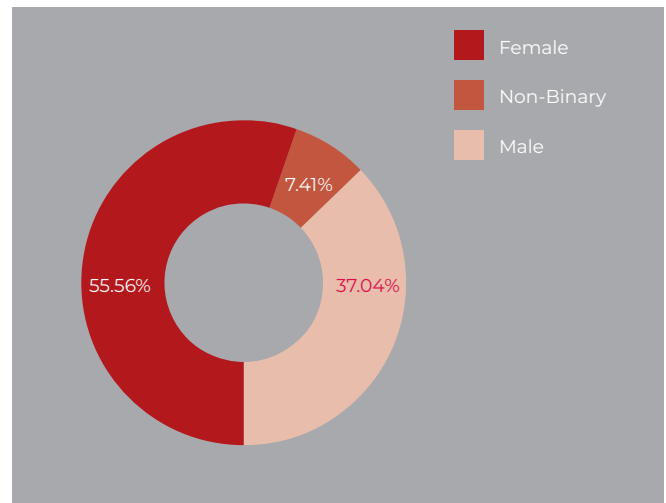
The majority of standards put forward were not contentious. Key comments and critiques of standards tended to focus on language used and the avoidance of US jargon. These critiques were incorporated into the final draft.

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.

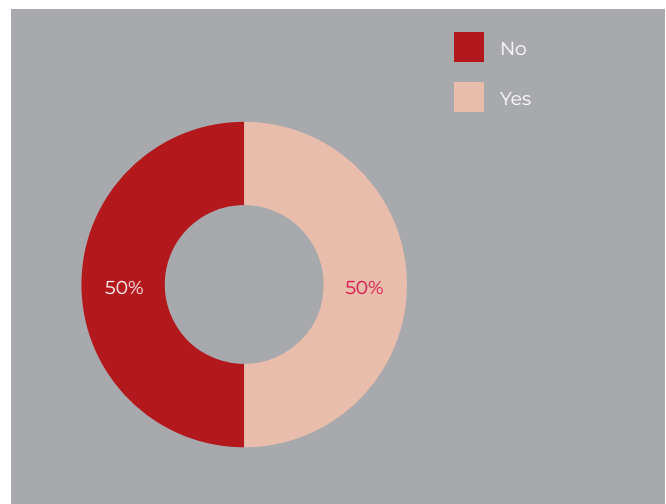
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Q4. HOW DO YOU IDENTIFY? (OPTIONAL)



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

Q5. DO YOU IDENTIFY AS LGBTIQ? (OPTIONAL)



STANDARD	APPROVE	DISAPPROVE
Expectations Prior to Adult Media Shoot	96%	4%
Minimum Performer Obligations	91%	9%
Right to Decline Sexual Acts and Partners	96%	4%
Professional Standards on Set	100%	0%
Amenities on Set	96%	4%
"Payment"	78%	22%