

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

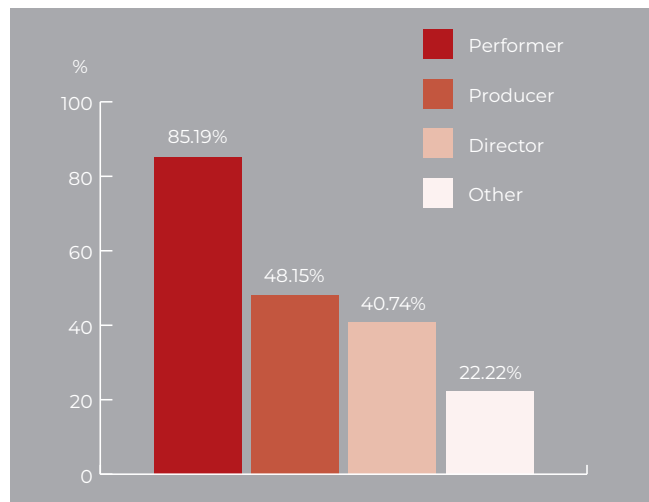
The majority of survey participants stated they worked in the film/video medium. Some of the 'other' mediums noted included virtual reality and social media.

### GENDER

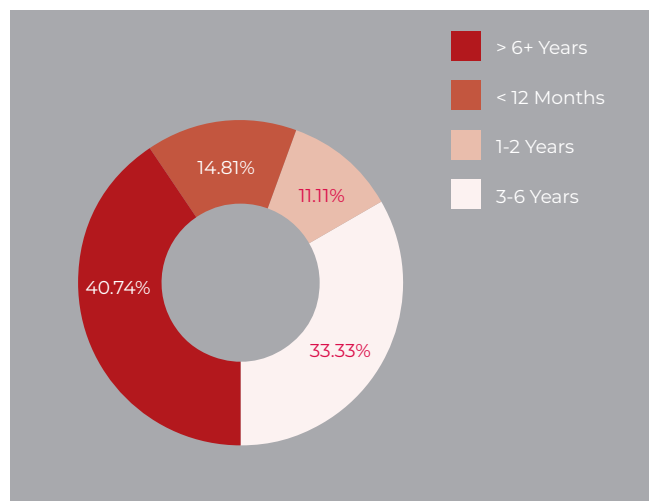
A question on gender identity revealed the majority of survey participants to be female, followed by male and nonbinary identity.

## Developing standards for adult media In Australia

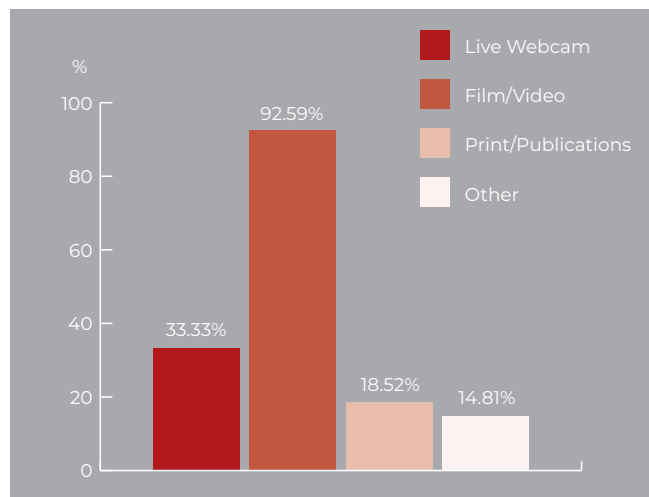
### Q1. ARE YOU A ... ? (SELECT MULTIPLE IF APPLICABLE)



### 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.

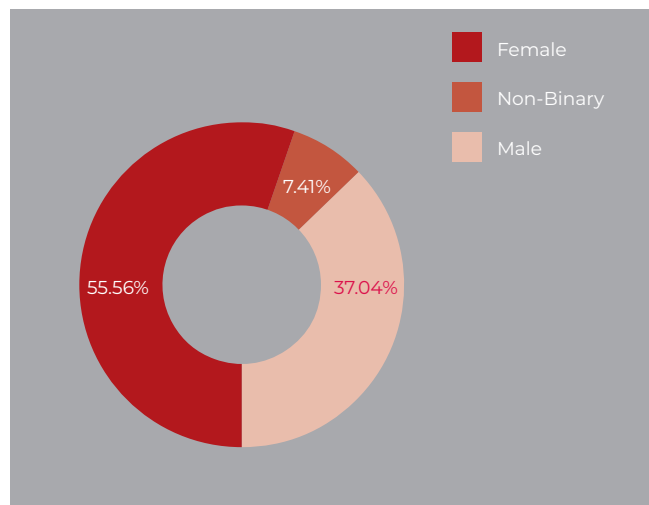
The majority of standards put forward were not contentious. Key comments and critiques of standards tended to focus on language used and the avoidance of US jargon. These critiques were incorporated into the final draft.

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.

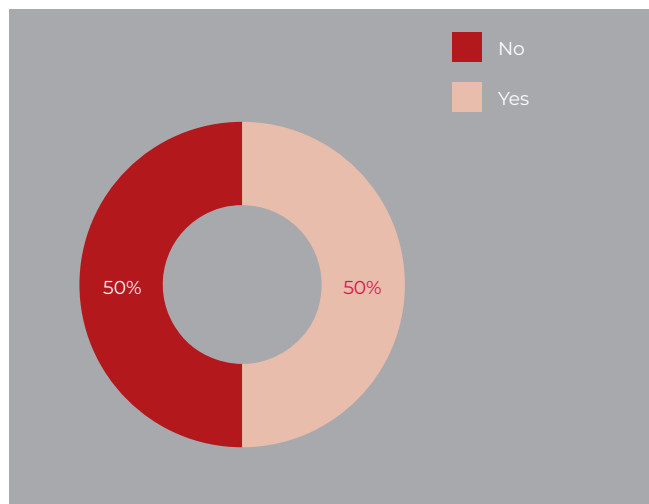
Developing standards for adult media In Australia

**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
<b>Total</b>	<b>10</b>	<b>16</b>	<b>3</b>

**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%

The following production standards are binding on all Eros members involved in adult media and are designed to guide the Australian adult media industry on the minimum ethical standards for the industry.

## Standards

### 1 Expectations Prior to Adult Media Shoot

- a** Prior to the shoot, performers will be informed about the content of the shoot, the people they will be performing with, the expected shoot length and the proposed pay. This information must be provided sufficiently prior to the shoot for the performer to consider the terms of the shoot adequately.
- b** Pressured negotiations in regard to the terms of the shoot are not acceptable.
- c** A performer's preferred method of protection against sexually transmitted infection (hereafter 'STIs') is to be clarified before a shoot. If the preferred method is incompatible with the shoot, the performer is to be informed.
- d** Prior to the shoot, performers are to be informed of how the content of the shoot will be used, whether it may be used in advertising or other promotional material as well as any procedures available should the performer wish to have content removed at a later date.
- e** A relevant adult model release form is to be signed by the performer prior to the shoot authorising the use of content.
- f** Prior to the shoot, valid photographic identification of age is to be obtained to confirm the performer is over that age of 18. If copies of identification are taken, performers are to be informed how identification will be used. Any copies of identification must be held in the strictest confidence.

### 2 Minimum Performer Obligations

- a** Performers will not be entitled to payment if they fail to attend a shoot or attend a shoot excessively late so that photography cannot occur.
- b** Performers will not be entitled to payment if they attend a shoot intoxicated by drugs or alcohol so that photography cannot occur.
- c** All other expectations of performers are to be clarified and agreed to before a shoot.

### 3 Right to Decline Sexual Acts and Partners

#### KEY TERMS

- Performer refers to the person paid to appear in a scene recorded by video or image or broadcast over the internet.
- Producer refers to the person and/or business entity responsible for the creation of an adult media product.
- Director refers to the person whose primary role is directing performers within a scene.

**a** Performers have a right to decline to perform any requested sexual act they do not feel comfortable with.

**b** Performers must not be pressured to perform sexual acts on or off camera at any time before, during or after the shoot.

**c** Performers will not be pressured to perform a scene with anyone they are not comfortable with.

### 4 Professional Standards on Set

**a** Performers will be treated with respect at all times on set.

**b** Performers have a right to decline any sexual act proposed before or during a scene, even if they had previously agreed to any sexual act. The producer/director has a right to cancel a shoot if this occurs.

**c** Producers and directors must address workplace hazards on set and comply with applicable workplace health and safety laws.

**d** Producers and directors must act on any concerns raised regarding health and safety on set. Performers have a right to raise concerns about health and safety at any time.

**e** Performers have a right to stop a scene and check in with the director/producer if they feel uncomfortable or distressed.

### 5 Amenities of Set

**a** Performers have a right to producer provided supplies and safe sex products such as lubricants, condoms, enemas, douches, baby wipes and any other applicable product.

**b** Performers have a right to producer provided water on set.

**c** Performers have a right to producer provided snacks if the shoot is expected to last up to 6 hours.

**d** If the shoot is expected to last more than 6 hours, performers have a right to a producer provided meal whilst on set.

### 6 Payment

**a** Performers have a right to receive payment for work performed, at the rate agreed upon, according to the producer's usual method of payment.