

ADVERTISING CHECKLIST

For Licensed Brothels and Sole Operators. You must follow these guidelines to advertising in Queensland, no matter where in Australia you work.

What you CAN DO – legal advertising

| Channels | Example |
|---|---|
| <input checked="" type="checkbox"/> Business cards | |
| <input checked="" type="checkbox"/> Newspaper | |
| <input checked="" type="checkbox"/> Websites and website links | The entire website must follow the correct form The site must say it is restricted to people over 18 years of age The site can only link to the website of the PLA, QABA, Yellow Pages, or a prostitution website that meets the advertising checklist. |
| <input checked="" type="checkbox"/> Social media | Must meet the checklist |
| Subjects and words | Example |
| <input checked="" type="checkbox"/> Safe sex | Safe sex only, condoms used always |
| <input checked="" type="checkbox"/> General description of services only | Fantasy, fetish, girlfriend experience, hard core, role play, etc. |
| <input checked="" type="checkbox"/> More than one sex worker (Licensed Brothels only) | Doubles |
| <input checked="" type="checkbox"/> Sexuality and gender | Gay, transgender, bisexual, shemale, female impersonator, sex change |
| <input checked="" type="checkbox"/> Age | Young, student, boy, girl. Only when stated that the person is 18 years of age or older |
| <input checked="" type="checkbox"/> Recruitment | You may only advertise for brothel staff in a 'positions vacant/employment' section of a publication or website IF the ad does not imply that the position is for a sex worker. |
| Images: pictures/photos | Example |
| <input checked="" type="checkbox"/> Bare breasts and nudity | Not showing sexual organs or anus |

What you **MUST NOT DO** – prohibited (illegal) advertising

Channels

- Television
- Radio
- Video and video recordings
- Stickers

Subjects and words

Example

- | | |
|---|--|
| <input checked="" type="checkbox"/> Unsafe sex | You must not advertise in a way that implies unsafe sex (i.e., sexual intercourse or oral sex without prophylactic) For example, sexual references to ‘natural’, ‘bareback’, ‘basic’, ‘skin to skin’. |
| <input checked="" type="checkbox"/> Specific description of services | BJ and B & D, |
| <input checked="" type="checkbox"/> Bodily fluids – describing and naming | Tasty, juicy, pee |
| <input checked="" type="checkbox"/> Anything that suggests a person is under 18 | Young, student, boy, girl, virgin, fresh, never touched, beginner |
| <input checked="" type="checkbox"/> Any connection with Massage services | The word <u>massage</u> must NOT be used |
| <input checked="" type="checkbox"/> Escort services | |
| <input checked="" type="checkbox"/> Drugs/drug use | |
| <input checked="" type="checkbox"/> Sex workers and choice | You must not advertise in a way that suggests sex workers do not have a choice about the services they provide. |
| <input checked="" type="checkbox"/> Recruitment | You must not advertise in a way that might encourage a person to become a sex worker. For example, a licenced brothel advertisement for a ‘hostess’. |
| <input checked="" type="checkbox"/> Advertise another business or event | Unless consent must be sought from the person conducting the business or event, this includes a discount voucher for a shop. |
| <input checked="" type="checkbox"/> Sponsorship of an event or organisation | |

- Game of chance or trade promotion of offering sexual services as a prize

| Prohibited Images: pictures/photos | Example |
|------------------------------------|---------|
|------------------------------------|---------|

- | | |
|--|---|
| <input checked="" type="checkbox"/> Sexual organs or anus | |
| <input checked="" type="checkbox"/> People under 18 years of age | |
| <input checked="" type="checkbox"/> Anyone who looks like a child | UNLESS you state that the person is 18 years of age or older |
| <input checked="" type="checkbox"/> People having sex with animals (bestiality), or an image of an animal in reference to bestiality | |
| <input checked="" type="checkbox"/> Alcohol, drugs, drug use, underage sex, unsafe sex, sexual activity | |
| <input checked="" type="checkbox"/> A sexual act or a simulated sex act | |

Note: For Licenced Brothels

An advertisement for a licensed brothel **MUST STATE** the business name of the licensed brothel, as it appears on the brothel licence.

An advertisement for a licensed brothel **MUST NOT**:

- contain a telephone number that has not been notified to the Prostitution Licensing Authority
- state or imply that the brothel is associated with escort services
- state or imply that more sex workers are available than permitted
- contain a discount **UNLESS** it explicitly states that the discount is in respect of room hire only.

Licensed brothel signage is regulated by local government under the assessment benchmarks for the *Planning Act 2016*. Refer to s. 25 and Schedule 3 (Code setting out assessment benchmarks) of the Prostitution Regulation. Contact your local council for further information.

Note: For Sole Operators

An advertisement for prostitution by a sole operator sex worker MUST NOT state or imply that more than one sex worker may be available.

A sole operator sex worker MAY advertise that they are working at a specific licensed brothel but if the advertisement includes a telephone number it MUST ONLY be the telephone number for the licensed brothel.