

Sex work advertising checklist for Queensland - November 2018



The Queensland Prostitution Act 1999 (Part 6 Division 4) includes sex work advertising laws. It is an offence to publish an advertisement for sex work if it is not in the approved form. Regulation 15 of the Prostitution Regulation 2014 outlines what may and may not be included in an advertisement. The Prostitution Licensing Authority (PLA) determines the approved form of advertisements and has developed a set of guidelines available on our website or at <http://www.pla.qld.gov.au/advertising/guidelinesApproveFormAdvertPros.htm> This checklist relates to the PLA Guidelines Version 13.

This resource is a checklist or quick visual guide for sex workers advertising in Queensland. However, we suggest you also review the Advertising Guidelines for more complicated advertising questions.

Please note: It doesn't matter where you are based or live; any advertising in Queensland or any website linked to from your advertising, must legally meet the Queensland guidelines.

Advertising on TV (television) or radio	X	Penalty infringement notices for not complying with advertising laws in Queensland have mainly been for sex workers advertising: doubles, describing the service, natural services, or massage services.
Promotional signs on cars, motorbikes, buses, limousines etc	X	
Stickers, billboards, sandwich boards, A-frames	X	
Sky writing	X	In Queensland it is legal for Police to use entrapment and pose as clients of sex workers or as a sex worker.
Business cards	✓	Penalties: Offences for advertising may result in court proceedings or issue of a Penalty Infringement Notice (PIN). The value of each penalty unit was \$130.55 at 1 July, 2018. However, a fine or charge is usually multiple penalty units.
Digital recording are allowed on your website (V.12 s. 2.1.1)	✓	
For advertising in the newspaper, on websites, social media or in 'classifiable publications'.	See detailed lists below	If you go to court for these offences, be aware the local media is often there and can publish names of offenders.
A website link - when linked to a website that complies with the Queensland laws and advertising regulations.	✓	
A '18 plus only' warning must be included on all websites		

Note: Once a client contacts you directly your exchange is not counted as advertising.

If you are charged or fined under the advertising laws in Queensland please contact us at Respect.

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Web: www.respectqld.org.au **Twitter:** @Respectqld **Facebook:** <https://www.facebook.com/RespectQld/>

descriptions/text		Newspaper	Website	Social media	Classifiable publication*
Advertisements which state or imply safe sex practice. E.g. "Safe sex only", 'Condoms used always'.		✓	✓	✓	✓
Advertisements which state or imply unsafe sex or unsafe oral sex is offered E.g. Natural, bareback, basic, skin to skin	PROHIBITED ALL ADVERTISING	X	X	X	X
Words that do not directly describe the services offered. Eg. fetish, fantasy, role play, sensual touch, exotic relaxation, magic hands, stress relief, girlfriend experience, rejuvenating, sensuous service, Mistress, Master, submissive, passive, dominatrix, double pleasures (brothels only) intimate touch/es, kinky, hard core, man action and straight-acting.		✓ Newspaper s will have a list of what words they allow	✓	✓	✓
Words that describe the services offered (including acronyms or a euphemism for a service e.g Greek (includes BJ, B&D)	PROHIBITED ALL ADVERTISING	X	X	X	X
More than one sex worker (except brothels) E.g. doubles	PROHIBITED ALL ADVERTISING	X	X	X	X
Anything that implies a person is under 18 or a virgin. E.g. Young, student, girl, boy, fresh, new to the industry/business, chick, beginner, never been touched	PROHIBITED ALL ADVERTISING	X	X	X	X
Young, student, girl, boy or similar - IF you also state the person is 18 years or older E.g. 22 year old student or 18+ girl		✓	✓	✓	✓
Words referring to bodily fluids E.g. tasty, juicy, sweet nectar, dripping wet, cum, lactating, Mistress Squirt A Lot, pee	PROHIBITED ALL ADVERTISING	X	X	X	X
References to sexuality and gender Eg. gay, transgender, sex change, shemale, female impersonator, bi-sexual		✓	✓	✓	✓
Direct or indirect references to Massage or any therapeutic massage service (eg. four hand massage)	PROHIBITED ALL ADVERTISING	X	X	X	X
Your prices - E.g. \$160 per 30 minutes or \$300 per hour		✓	✓	✓	✓
Reference to drugs or drug use	PROHIBITED ALL ADVERTISING	X	X	X	X
Sexual services that WILL NOT be provided E.g. No anal		✓	✓	✓	✓
Sole operator naming a brothel or including a brothel phone number	PROHIBITED ALL ADVERTISING	X	X	X	X
Advertisements in print publications bigger than 50cm2		✓	N/A	N/A	✓

images/pictures/photos		Newspaper	Website	Social media	Classifiable publication
bare breasts & nudity (not showing sexual organs or anus)		✓	✓	✓	✓
fully clothed, full body, faces		✓	✓	✓	✓
sexual organs or anus of a person	PROHIBITED ALL ADVERTISING	X	X	X	X
People who are under 18 years of age	PROHIBITED ALL ADVERTISING	X	X	X	X
Image of someone who looks like a child, UNLESS you also state the person is 18 years or older	PROHIBITED ALL ADVERTISING	X	X	X	X
People having sex or pretending to have sex	PROHIBITED ALL ADVERTISING	X	X	X	X
Bestiality (sex with animals) or a animal in reference to bestiality	PROHIBITED ALL ADVERTISING	X	X	X	X
Bondage, discipline, sadism & masochism equipment (whips etc)		X	✓	✓	✓
Alcohol, drugs, drug use, underage sex, unsafe sex, sexual activity	PROHIBITED ALL ADVERTISING	X	X	X	X

Sole operator sex worker advertisements in print directories may be placed under a heading which relates to adult entertainment and services, or escort services.'

***Classifiable Publications** - "Publications that have elements, such as adult content, to be assessed by the National Classification Code before they can be sold, distributed or advertised in Australia."

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