

Sole operator advertising policy

1. Section 93(2) of the *Prostitution Act 1999* states that a person must not publish an advertisement that is not in the approved form. 'Approved form' includes the size, colour and content (photos, drawings, wording) of the advertisement. Depending on where the advertisement is to be placed, the PLA may seek further information from the applicant.
2. It cannot be assumed that the approval of content in one form of advertising is transferable to another form of advertising. Each new form of advertising must be submitted to the PLA for specific approval.

General print publications, including newspapers, magazines and tourist publications

3. An advertisement advertising the services of a sole operator for publication in print media may include the following information:
 - The name of the person or business, provided that the name does not describe the services offered
 - Approved words and phrases
 - The address from which the business operates
 - The telephone or contact details of the business.

Attachment A contains a list of words and phrases that have been approved by the PLA. Any other information intended to be included in the advertisement must have the prior approval of the Prostitution Licensing Authority.

4. An advertisement may also include approved line drawings or pencil renderings as well as a photograph of only the head and shoulders of the person offering the prostitution services.
5. The advertisement must not be of a size greater than 5cm in height and 7.2 cm in width or greater in area than the equivalent area constituted by those dimensions. However, should a publication not offer advertising of that size, an application must be made to the PLA for consideration of the proposed advertising. Such application must identify the publication and be accompanied by a copy of the publication.
6. The advertisement may be in colour or black and white.

Print publications classified by the Office of Film and Literature Classification (adult publications)

7. A sole operator may place an advertisement in a print publication classified by the Office of Film and Literature Classification. The advertisement must not offend the provisions of the *Prostitution Act 1999*.

8. Any advertisement intended for a publication classified by the Office of Film and Literature Classification must be individually submitted to the PLA for consideration using the application form for brothel advertising approval (see attachment B).

Yellow Pages advertisements

9. In order to obtain approval, the advertisement may be a maximum of a 20 unit advertisement (215mm by 253 mm) and may include the following information:
 - The name of the person or business, provided that the name does not describe the services offered
 - Approved words and phrases (see Attachment A)
 - The address, telephone and contact details and other relevant information.
10. An advertisement may include approved line drawings, pencil renderings and/or photographs. Approval will only be given to line drawings, pencil renderings and photographs that are not likely to offend the general public.

Internet advertising

11. Any proposed advertisement on the Internet must be submitted to the PLA for individual consideration using the application form (see attachment B). The sole operator must submit the proposed advertising material both in electronic and hard copy format.
12. The PLA will not allow advertising on the Internet which contains advertising for any other business or product or which permits access to or links the advertisement with any other site on the Internet unless the same has been approved by the PLA.
13. Any changes to the website, whether material or not, must be approved by the PLA. Proposed changes must be submitted in both electronic and hard copy format.

Business cards

14. Business cards are of a standard width (9cms x 5.5cms). Any “hand out” type of advertisement in the form of a business card shall comply with paragraphs 3, 4 and 6 hereof and shall not exceed 9 centimetres by 5.5centimetres.

Sending requests for advertising approval

15. All applications for approval of advertising should be sent to the PLA either by fax on (07) 3876 3641, or by email at plaadmin@iprimus.com.au.
16. Any queries about this advertising policy should be directed to the PLA on telephone (07) 3858 9500.

Attachment A

Approved words and phrases for use of sole operators

100% passionate	Exotic	Muscle man
Your bust size	Experienced	Mysterious
Adorable	Fantasies	Naughty
Adventurous	Feminine	Nymph
Age	Firm	Obliging
All class	Fit	Open-minded
Alluring	Flexible	Original
Asian – as description of racial origin	Foxy	Out calls In calls
Athletic	Fun	Passionate
Attentive	Gay	Passive
Attractive	Goddess	Penthouse Pet
Baby-faced Beautiful	Good looking	Perfect
Bi	Gorgeous	Petite
Bi-sexual	Greek – as description of racial origin	Pierced
Blonde	Gymnast	Pin-up
Body	Hard	Rejuvenating
Bombshell	Hard core	Rejuvenation
Bored	Heterosexual	Relax/Relaxation/Relaxing
Breathtaking	Horny	Relief
Brunette	Hot	Role Player
Bubbly	Hot Blooded	Rubber
Busty	Hung	Seductive
Calendar Model	Hunk	Sensitive
Centrefold	Intelligent	Sensual
Caring	Intimate	Sex change
Cheeky	Kinky	Sexy
Clean	Kissable	Shaved
Clean cut	Knockout	She-male
Coloured	Ladies and Gentlemen	Shy
Companion	allowed	Silky
Couples	Leather	Size – 8, 10 etc
Cross dresser	Long hair	Slave
Cuddly	Long legs	Slender
Cut Uncut	Love goddess	Slim
Cute	Luscious	Smooth
Delectable	Lusty	Solid
Desire	Male	Sophisticated
Discreet	Man action	Spanish – as description of racial origin
Donkey	Man to man	Spicy
Down to earth	Masculine	Spunky
Drug free	Master	Stallion
Early bird	Mature	Straight-acting
Educated	Men only	Straight
Elegant	Mind blowing	Stunner
Endowed	Mistress	Stunning
Exceptional	Model	Submissive
Exciting	Muscular	Sultry

Sweet
Tall
Tantalising
Temptress
The real
Toned
Transgender

Transsexual
Ultimate – as description of
self
Understanding
Uninhibited
Unique

Up-market-as description of
self
Vivacious
Voluptuous
Wicked
Wild
Young

“Tall stunning Bi—sexual redhead”

“Hot Bi guy”

“(name) cuddly and sweet”

“Curvaceous busty, young, private, petite”

“(name) sweet as I sound”

“Real tasty treat”

“Sexy discreet, busty, petite”

“(name) baby doll, private”

“(name) 18 year old, sexy, brunette”

“Natural blonde’ (heading) complete airhead, old, ugly, lazy, toothless, short, fat unattractive, dirty, with no fingernails”

“Busty young, night owl, cute, classy, discreet”

“Curvaceous (heading) 25 y.o real busty, cute, classy, petite, sexy, discreet”

“Country girl, exciting young, lusty, wild rider”

“(name) mind blowing, discrete”

“(name) penthouse pet”

“A touch more mature, tons more fun”

“(name) open-minded, disciplined”

“Hot blooded, petite, elegant, discreet”

“Sunkissed Covergirl, blonde private”

“(name) sensual, slim, private”

“Cute centrefold model, gorgeous”

“(name) kissable, classy, sensual blonde”

“(name) new to Coast”

“(name) attractive, masculine, fit, tanned, relaxed”

“(name) private, discreet, long hair”

“(name) pretty and busty”

“Alluring (name) private sweetie”

“A baby-faced blonde”
“A foxy mature sexy lady”
“(name) private Golden Goddess”
“(name) private & discreet, weekends only”
“(name) Flamboyant, pretty and absolute fun”
“Sweet, petite, private, blue-eyed, sexy, seductive (name)”
“(name) 40” bust, perfect size 6”
“Gymnast, 18, tall, size 8, private”
“Hot and sexy, busty, fun”
“Discreet, passionate, natural bust, young, attractive, slim”
“(name) sexy mum, fun times, very private”
“(name) 38 DD, hot, totally sunkissed”
“Bubbly blonde, private, fun-loving, leggy, tantalising (name)”
“Mind blowing young, lusty, love goddess, baby faced, slender, blue eyed blonde”
“The real delectable, curvaceous (name) busty, young pretty, petite, discreet”
“(name) European Goddess, beautiful, busty, young, exotic”
“Vivacious vixen (heading) really, busty, pretty, powerful, tall tantalising, young, blonde”
“Mysterious Oriental temptress”
“Sugar daddy wanted for discreet, attractive women”
“Blonde playmate, alluring (name)”
“(name) private dancer”
“A private naughty little redhead”
“A gorgeous brunette”
“Ex-secretary, private and discreet”
“New in town, blue-eyed blonde, pretty, petite, stunning, sexy , discreet”
“Lusty, vigorous, sensual and spontaneous”
“Unpredictable, exotic, young (name)”
“Nimble, graceful, tantalising, young blonde”
“(name) tall, stunning Bi-sexual”
“(name) kissable, classy, blonde, drug free”
“Real Busty, tall, powerful, stunning young blonde”
“(name) erotic dancer”
“Classy, erotic stunner”
“(name) available on the coast for a limited time only”
“Exclusive, elegant, sophisticated, playful”

“(name) private, outcalls only”
“(name) outcalls only”
“(name, suburb) very obliging”
“Asian young, pretty, friendly”
“(name) intensely passionate”
“(name) coffee African”
“All Australian babe”
“Naughty little nightowl, cute, classy, discreet”
“Brown eyed beauty, 8 till late”
“Asian delight, (name)”
“Charcoal black chicky baby”
“Bronzed (gender) brunette”
“Busty Tahitian, mature, discreet”
“(name) private, friendly”
“(name) ladies only”
“(name) heterosexual male”
“Submissive temptress, (suburb)”
“Wickedly wild, real busty, discreet, petite, cute, classy, curvaceous”
“(name) clean, smooth, attractive”
“(name) exclusive male model”
“At (suburb) (name) a private Asian lady (age)”
“(name) fit, mature, discreet and caring”
“Transsexual (age) ex “les-Girls” high class extraordinary, 38” full natural bust, I am the real deal”
“Raunchy, playful party girl”
“Discreet daytime interludes”
“(name), caring, discreet, beginners welcome”
“(name) sexy Japanese, friendly and attractive”
“(name) strong, sexy, hetero, private, open minded”
“(name) kinky, adventurous, discreet”
“Female-impersonator (suburb)”
“Bored young housewife (suburb)”
“Magic hands”
“Golden touch”
“Quality treatment”

Attachment B

Application form for advertising approval

Date	
Your name	
Name of the licensee	
Daytime telephone contact and fax number	
Postal address	
What is the form of the advertisement?	
Where do you intend to place/use the advertisement?	
When do you intend to place the advertisement? (State any deadline associated with your advertising)	
Is this a new advertisement?	
Is this a revised advertisement?	

Please attach the proposed advertising

The proposed advertising must be provided in final form for approval.

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