

LICENSING, REGULATION AND ALCOHOL STRATEGY

Advertising Guidelines

Prostitution Regulation Act

19. Advertising offences

- (1) A person shall not publish, or cause to be published, an advertisement for prostitution services which contravenes or fails to comply with any requirement, prohibition or restriction prescribed for the purposes of this subsection.
Penalty: \$2,000.
- (2) A person shall not cause an advertisement for prostitution services to be broadcast or televised.
Penalty: \$2,000.
- (3) A person shall not publish, or cause to be published, an advertisement which is intended, or is likely, to induce a person -
 - a) *to seek employment as a prostitute; or*
 - b) *to provide prostitution services for clients of a business that arranges the provision of such services.*
Penalty: \$2,000.
- (4) Where an advertisement invites persons to work in, or obtain work through, a business that arranges the provision of prostitution services, it shall be treated for the purposes of subsection (3) as intended to induce persons to provide prostitution services for clients of the business unless it is clear from the face of the advertisement that the work to which it relates does not involve providing such services.
- (5) Where an advertisement has been published, broadcast or televised for or relating to a business that provides, or arranges for the provision of, prostitution services, the person who was carrying on the business at the time when the advertisement was published, broadcast or televised shall be taken for the purposes of this section as having caused the publication, broadcasting or televising unless the court is satisfied to the contrary.
- (6) Regulations made for the purposes of subsection (1), may –
 - a) make provision with respect to the size, form and content of advertisements for prostitution services, or any class or description of prostitution services; or

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Darwin

Level 1, Enterprise House
28-30 Knuckey Street, Darwin
GPO Box 1154, Darwin, NT 0801
Ph: 08 8999 1800
Fax: 08 8999 1888

Katherine

18 Katherine Terrace, Katherine
GPO Box 2138, Katherine NT 0850
Ph: 08 8972 8906
Fax: 08 8972 8910

Alice Springs

1st Floor Belvedere Hse
Cnr Parsons & Bath Sts
GPO Box 8470, Alice Springs NT 0871
Ph: 08 8951 5195
Fax: 08 8951 8591

- b) prohibit the advertising of prostitution services, or any class or description of prostitution services -
 - i. in a specified publication or class or description of publications; or
 - ii. in a specified manner.

4. Advertisements in newspapers

- 1) In this regulation, "newspaper" means a paper -
 - a) that contains public news, reports of occurrences or remarks or observations on public news, occurrences or political matters; and
 - b) that is printed for sale or gratuitous distribution and published periodically or in parts or numbers at intervals not exceeding 26 days between each publication.
- 2) An advertisement for prostitution services published in a newspaper must only appear -
 - a) in that part of the newspaper referred to as the "classifieds section"; and
 - b) under the heading "Escort Services" or "Adult Entertainment".
- 3) An advertisement for prostitution services published in a newspaper shall not
 - a) contain photographic or other pictorial representation of a person (whether real or symbolic) unless the photograph or picture is restricted to the head and shoulders of the person;
 - b) refer to the race, colour or ethnic origin of the person offering prostitution services or refer to any of those matters in the name of an escort agency;
 - c) refer to the age of the person offering prostitution services;
 - d) refer to the physical attributes of the person offering prostitution services or refer to personal physical attributes in the name of an escort agency;
 - e) refer to "massage" or "masseur" or other parts of speech or grammatical forms of those words unless preceded by the word "erotic"; or
 - f) be larger than 3.5 cm x 4.5 cm.

General Questions and Answers:

- Q: Are you allowed to advertise on T-shirts?
 A: Yes, with basic information like agency name and phone number, keep it simple. Nothing that might embarrass minors or other members of the public if they saw the T-shirt worn in the street.
- Q: Are you allowed to distribute brochures to Hotel/Motels etc?
 A: Yes, make sure you check with the Hotel/Motel management first.
- Q: Are you allowed to advertise without your agency name?
 A: No, the Licensing Commission now requires that you put your agency name with any advertising so that we know that is a registered agency that is advertising.
- Q: Are you allowed to sponsor sporting events or charity events?
 A: Yes, but again keep advertising simple and within the guidelines of the Prostitution Regulation Act. No advertising on radio or TV.

Q: Can we have a web site?

A: Yes

Q: Can we advertise our web site address or email address?

A: Yes, but the NT News do not allow web site addresses and email addresses advertised in their paper.

Q: Can we advertise for sex workers?

A: No, under s.19 (3) of the *Prostitution Regulation Act* it is an offence to advertise which would or is likely to induce a person to seek employment as a prostitute.

Q: Can we hand out our business cards?

A: Yes, as long as you do not mention it is for prostitution services. For example, when you hand over your card you cannot mention it is for prostitution services, only Escort Agency services. Make sure you keep your business card simple, do not mention prostitution services!

The following words are not acceptable:

Sexy	Oral
Hot	Orgasm
Bang	Orgies
Girl/Boy	Rear Entry
Raunchy	Taste/Tasty
Anal	Threesome
Horny	Well Hung

All advertising should be kept in a simple form. When you are thinking about advertising think of whom may have access to your advertising e.g. Children.

If you have any further inquiries regarding advertising please do not hesitate to contact Licensing, Regulation and Alcohol Strategy on 8999 1800.

TERRITORY BUSINESS CENTRES

TOLL FREE LINE: 1800 193 111 (Australia Wide)

Darwin	Katherine	Tennant Creek	Alice Springs	Postal Address
Development Hse 76 The Esplanade Darwin NT 0800 Phone: (08) 8982 1700	Randazzo Bldg 18 Katherine Tce Katherine NT 0850 Phone: (08) 8972 8906	Shop 2, Barkly Hse Cnr Paterson & Davidson Sts Tennant Creek NT 0860 Phone: (08) 8962 4411	Peter Sitzler Bldg 67 Nth Stuart Hwy Alice Springs NT 0870 Phone: (08) 8951 8524	GPO Box 9800 Darwin NT 0801 <a href="mailto:territory.businessc
entre@nt.gov.au">territory.businessc entre@nt.gov.au

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