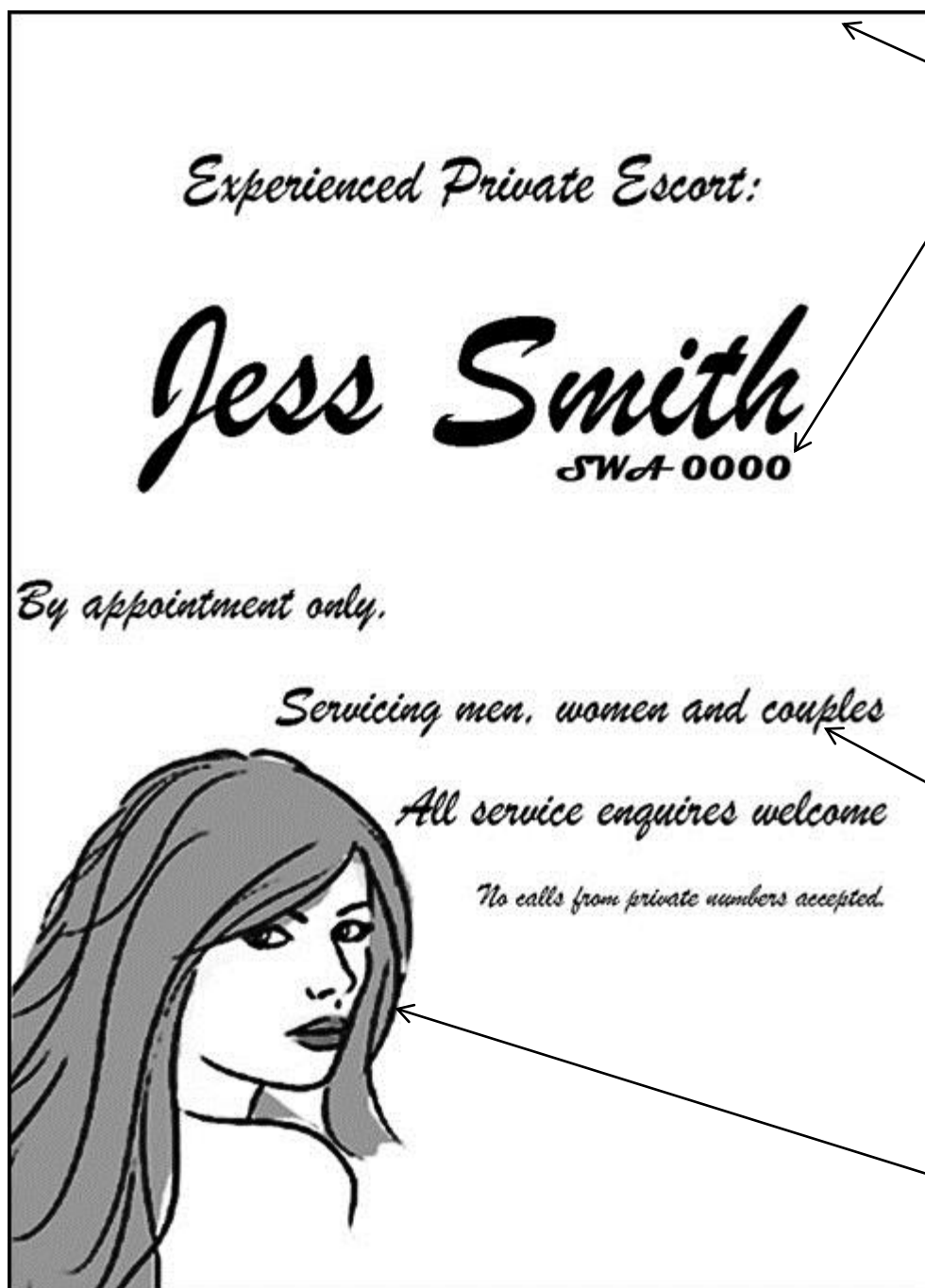


# Sex Work

## Victorian Print Publication Advertisement Guide



The advertisement is no larger than 18cm by 13cm.

Advertisement contains the letters "SWA" followed by the number allocated to you or your business by the Business Licencing Authority.

The letters SWA and number must be readable and cannot be smaller than the smallest font on the advertisement or 7 point (whichever is larger).

Advertisement does not refer to the health of the sex worker.

Advertisement contains reference to sexual orientation of the sex worker. This advertisement can also contain references to the race, colour or ethnic origin of the person offering sexual services. Advertisements may also state that safer sexual practices are engaged in and that condoms are always used.

Does not describe the services offered, use the word "massage", "masseur", "remedial" or any other words that state or imply that the business provides massage services

Advertisement contains pictures of a person's head and shoulders only.

### Other important points:

- Print advertisements must not be larger than 18cm by 13cm. If two or more advertisements are published in the same publication the whole size of all the advertisements cannot be more than 18cm by 13cm.
- Print advertisements can only contain pictures of a person's head and shoulders. That person must have provided written consent and been provided a copy of that consent.
- Print advertisements cannot publish a statement which is likely to induce a person to seek employment as a sex worker independently or in a brothel or escort agency.
- There are different rules for internet advertisements. Sex work cannot be advertised through radio, television, film or video recording.
- You could be fined if you do not comply with the law.

Please note this factsheet provides general information only and is not legal advice.  
This information only relates to people over the age of 18 years.