

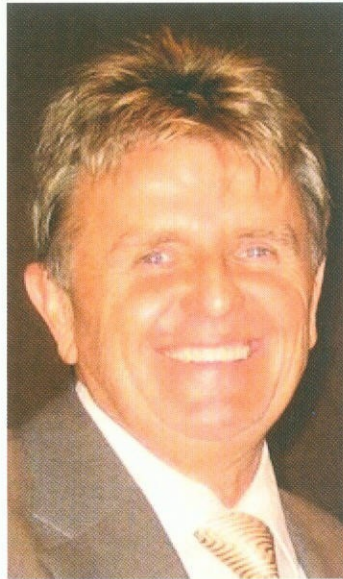
BRANDING

How Far Do We Go - What are the Risks - What Opportunities are There?

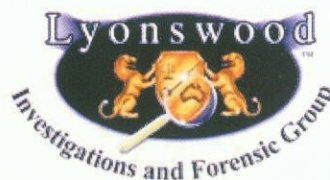
Recently Lyonswood Investigations and Forensic Group Australia had an unexpected volume of additional request from several of its existing local government body clients who wished to gather evidence upon unauthorised brothels. In most Australian states and territories it is not an offence to work as a prostitute nor to solicit sex from one, however in the State of New South Wales, brothels are regulated and before you can open a brothel, local government bodies must receive an application for development consent, approve that application and provide development consent before a brothel can legally operate. This regulation ensures that brothels are not operating in residential or sensitive areas, regulated legal brothels are not disadvantaged by illegal ones and government bodies have figures on these businesses and their practices and can ensure worker, public and owner interests are protected. It also ensures that brothels are not close to schools or churches and applications are advertised allowing for submissions from residents and businesses in that area.

Lyonswood has in the past worked with police carrying out sex slave industry investigations on a number of occasions and was instrumental in the rescuing of many underage foreign sex slaves, some as young as 12 years of age. One of these investigations produced a documentary film involving Lyonswood Investigations and myself which can be seen at: <http://www.youtube.com/watch?v=HJr0WZ-O6jg>

Lyonswood saw with this local government request an opportunity to source more investigators and at the same time, have an advertisement do more than just source two competent investigators but to have this job advertisement go viral on the internet and spread our name across Australia and the world. We had to consider the down side as well as the strong possibility that an advertisement like this could, for a comparatively small amount (in marketing terms), generate a



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'Sex Slave Inspectors'
you can see the results.
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advertisement on Twitter and
Facebook at that time and we
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another documentary arising
out of it.

great deal of publicity, product awareness and increase investigation work in the immediate and long term future. We had to weigh up how we could make the advertisement attractive to a large group, attract the right job applicants and at the same time not drag the industry nor Lyonswood's reputation down. Fortunately, the latter was the case.

We made the advertisement as interesting and salacious as we could without tipping over the edge. Whilst we had many pranksters and some detractors we also had many television appearances, news print stories and radio interviews where we had the opportunity to present Lyonswood as a reputable company and the lawful and community policing side of the story. If you Google **'Sex Slave Inspectors'** you can see the results. It was the highest hit advertisement on Twitter and Facebook at that time and we are currently negotiating another documentary arising out of it. The advert was shown all around the world and applications were received from Turkey, USA, Russia and Finland. In fact 10 applications were received from Finland. There must be something in that fresh Scandanavian air.

Some industry members may think that an advertisement like this draws the wrong kind of attention but to the contrary, whilst there were a handful who were offended by this advertisement, we had the opportunity to not only promote our business but also to promote the investigation industry and explain why investigators are necessary in many circumstances and how without them many illegal practices would prosper and thus illegal acts like the sex slave trade in under aged women would increase with untold victims.

We were inundated with inquiries and they continue weeks down the track as the advertisement is locked in for a month.

As a foot note, not one of the premises we inspected sold broth ???

Best Job Ever? (Brothel sex inspector)10:42am
 Australian firm seeks brothel sex inspector.

Some of the highlights:

-Applicants are required to be unmarried and preferably single, to be willing to have protected sexual intercourse with prostitutes and to provide sworn evidence in court.
 -paid \$70k annually to "partake of sexual services" at brothels in NSW on behalf of local councils.

-Councils hire the investigator to visit suspected illegal brothels and gather evidence to prove they are offering sexual services. Some [jobs] require the offering of sexual services, some actually require the partaking of sexual services ... because it is considered the most convincing evidence.

All you single males down under might want to consider this new and exciting career move.

Here is the add which was placed by Lyonswood Investigations and Forensic Group in Sydney, and was published in My Career in late January.

Link to where I found this story:
<http://arbroath.blogspot.com/2012/02/australian-firm-seeks-brothel-sex.html>
 ----signature----<http://img.photobucket.com/albums/v307/jrg133/animated-gifs-07-1.gif>

BROTHEL BUSTER -INVESTIGATOR-

We require the services of discreet, competent investigators to conduct non-compliance investigations (breach of/ absence of development consent orders) on behalf of local government councils related to unlawful brothels.

The successful applicants must have:

1. Full P.I. License
 2. Awareness of OH&S
 3. Unmarried/non- current relationship status (preferred)
 4. Willingness to partake of offered (protected) sexual services
 5. Willingness to provide sworn evidence
 6. Good command of written and spoken English
 7. Report writing skills
- Training will be provided to the right persons.

All applications to:

Lyonswood Investigations and Forensic Group

warren@investigators.net.au

www.investigators.net.au

1300 GETPROOF

1300 438 776

