

THE MONEY SHOT IS A COMEDY DRAMA ABOUT THE AUSTRALIAN ADULT-FILM INDUSTRY.



Anna Brownfield, 32, is the director of a comedy-drama about the porn industry, *The Money Shot*, and erotic films. Her independent production company, Poison Apple Productions, makes creative, sensual adult films.

“I make original films aimed towards a female and couple demographic with a truly Australian flavour that can also translate to the global market.

I started the company eight years ago after looking at pornography myself and finding nothing that appealed to me as a female. Most of it was geared toward the male heterosexual market – there was no sensuality or flirting, no kissing or build-up to the sex.

I wanted to see something erotic that got me excited but didn't necessarily go straight into it. That's where the idea for *The Money Shot* came from. It's a comedy/drama about a girl who is down on her luck and decides she wants to make a porno.

I've always been a sexual person and, because I'm so open about it, people aren't afraid to tell me about their experiences, which is what I draw from – as well as my own.

At the moment, I'm getting money together to make an X-rated film. In my film-making I've always explored the theme of sexuality, in particular female sexuality, so moving into X-rated films seems like a normal progression. I want to make creative and interesting films – just because it's porn doesn't mean it has to be bad film-making. I also like to use my films to objectify men. So much cinema, not just porn, constantly objectifies women. I want to see long, slow pans over men's bodies, I want to see shots of their penises both flaccid and erect.

As far as finding the talent in Australia, it's out there but it's not as great as America. Maybe it's because we're a bit more reserved here and the industry hasn't really opened up.

Even though in some ways the industry is heading towards more and more extreme and hardcore stuff, I get emails from people all the time saying they want sensuous and erotic story-lines. My films are about that and creating something sexual in a positive environment.

I want women to be comfortable, proactive and to have a voice. I want them to use my films as a stepping stone and a communication tool.”

Karen, 30, a former journalist, runs www.forthegirls.com, a porn site aimed at pleasuring women.

“I was researching a story on sex on the Net for women for *Australian Women's Forum* and was surprised to find only a few standard sites.

At that stage, the government had banned sex sites on Australian servers and everything was hosted in the United States. Still, it was fairly easy to get into so I taught myself how to make a site. It didn't look fabulous, but it was a start.

Grandma Scrotum's Sex Tips (www.grandmaserotum.com) was my first ever site; she's my alter ego and still around. I've got about 50 sites all up, but *Forthegirls.com* is the main pay site – most of the others are small advertising galleries.

I have no involvement in making the movies. We buy everything from content providers and photographers. My partner and I look at it and we buy what we find appealing. We go for sets of pics that have a story-line with foreplay and kissing – they're hard to find! I've spent weeks looking for the perfect set of photos. On average, one in 50 sets will be worth using.

Any images in which it looks like the woman isn't enjoying herself are out of bounds. We also remove all 'facial' photos (where a man is

! 13% of women access pornography at work.