

Media Release

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Warning to aspiring models

“Don’t deal with Kevin John Sims.”

This is the strong message from the Commissioner for Consumer Affairs, Mark Bodycoat. Sims (aka Simon Spain) promises work in the modelling and entertainment industry, but has a history of demanding up front fees, pocketing them and providing no service.

Sims has previously been banned in NSW and Victoria from operating modelling and employment agencies. He also has numerous convictions in NSW and Queensland arising from his activities. He is now targeting South Australia by advertising in metropolitan press for models. He asks potential models to send in a resume, a snapshot, and a \$400 registration fee.

Mr Bodycoat said “Sims is an unsavoury character who has a long history of preying on people who dream about working in the modelling world. He continues to advertise for models, promising employment opportunities but fails to deliver.”

Sims has advertised in the 11 metropolitan Messenger employment sections, seeking male models, promising work in the modelling and entertainment industry. The modelling hopefuls are persuaded to pay the \$400 registration fee directly into Sims’ own bank account. He then promises to organise a photo shoot and prepare the consumer’s portfolio in order to gain modelling work.

“Do not deal with Sims. You will be asked to pay up front for something he will not deliver. Sims pockets the fees and provides no service. He has been found out in other states and we don’t want him in South Australia.”

Messenger Newspapers have agreed they will not run Sims’ advertisements in the future.

Anyone who has responded to advertisements by Sims should contact the Office of Consumer and Business Affairs on 8204 9777.



**Government
of South Australia**