

## Changing Your **Perspective**





# Our Business

## Brothel Licensing

The number of operational brothels in Queensland increased this financial year from 13 to 16. There have been 109 brothel licence and 235 managers' certificate applications received by the PLA to date (refer table 3). To date there have been 77 brothel licences<sup>4</sup> and 202 managers' certificates approved, with 20 individual applications currently under active investigation (refer to table 4). We also granted a further four brothel licences that are not yet in operation (see table 5).

■ Table 3: Applications Received by the PLA to 30 June 2005

Applications Received	Brothel Licences		Managers' Certificates	
	New	Renewal	New	Renewal
Received during 2000-01	11	–	11	–
Received during 2001-02	19	–	36	–
Received during 2002-03	14	11	33	12
Received during 2003-04	10	17	41	22
Received during 2004-05	9	18	47	33
<b>TOTAL</b>	<b>63</b>	<b>46</b>	<b>168</b>	<b>67</b>

■ Table 4: Status of all Applications Received to 30 June 2005

Status	Brothel Licences		Managers' Certificates	
	New	Renewal	New	Renewal
Approved	37	40	139	63
Withdrawn prior to consideration	19	0	26	0
Under investigation	7	6	3	4
Refused	0	0	0	0
<b>TOTAL</b>	<b>63</b>	<b>46</b>	<b>168</b>	<b>67</b>

Note: Numbers represent individual people rather than brothel sites.

<sup>4</sup> Brothels may be owned by more than one individual, each of whom must have a brothel licence and each of whom must reapply for the licence each year. The number of brothel licences therefore exceeds the number of licensed brothels.

Table 5: Licensed Brothels

Address	Name of Brothel	Date opened	Telephone Contact
<b>Brisbane City Council</b>			
175 Abbotsford Rd, Bowen Hills	Purely Blue	17.08.01	3854 0366
120 Robinson Rd, Geebung	Truely Elegance	02.05.02	3856 6010
945 Fairfield Rd, Yeerongpilly	The Viper Room	17.05.02	3392 7070
88 Logan Rd, Woolloongabba	88 on Logan	13.06.03	3891 1198
12 Nile St, Woolloongabba	Cleo's on Nile	Not yet in operation	
1094 Kingsford Smith Drive, Eagle Farm	Club Tigerlily	19.02.05	3868 4340
61 Spine Street, Sumner Park	The Oasis at Sumner Park	13.11.04	3715 5166
476 Boundary Road, Archerfield	YiMi 476	Not yet in operation	
<b>Redcliffe Shire Council</b>			
22 Brewer St, Clontarf	Intimate Encounters	20.08.03	3283 6111
<b>Gold Coast Shire Council</b>			
44 Upton Street, Bundall	Silks on Upton	12.03.02	5538 2088
30 Jade Drive, Nerang	Pentagon Grand	12.04.02	5597 0777
12 Greg Chappell Drive, Andrews	Black Orchid	09.03.02	5522 1400
<b>Rockhampton City Council</b>			
17 Bush Crescent, Parkhurst	Ishtars	Not yet in operation	
<b>Gladstone City Council</b>			
48 Callemondah Drive, Gladstone	Whispers in Paradise	27.01.05	4978 1144
<b>Logan City Council</b>			
26 Magnesium Drive, Crestmead	Resort Two Six	Not yet in operation	
<b>Maroochy Shire Council</b>			
14 Avian Street, Kunda Park	Scarlet Harem	13.12.02	5476 5044
13 Cessna Street, Marcoola	Intrigue of Marcoola	14.02.03	5450 7577
<b>Mackay City Council</b>			
39 Enterprise Street, Paget	Club 7 on Enterprise	08.07.02	4952 6767
<b>Townsville City Council</b>			
17 Hugh Ryan Drive, Garbutt	Australian Maid	01.07.02	4725 5888
13 Carmel Street, Garbutt	Bluebirds on Carmel	01.10.03	4779 9555



## Development Approval

In Queensland the location of brothels is a matter for local government, subject to the provisions of the Act. Under the Act, the assessment manager for a development application must grant approval for development of a brothel in an industrial area if the premises are:

- greater than 200 metres distance (measured according to the shortest lawful route) from a residential area or an area intended to be residential
- greater than 200 metres distance (measured according to the shortest lawful route) and greater than 100 metres (measured in a straight line) from any residential building, place of worship, hospital, school, kindergarten, or any other place regularly frequented by children for recreational or cultural purposes
- to have no more than five working rooms
- able to comply with the Integrated Development Assessment System Code for development applications for a brothel (the Code includes requirements about car parking, lighting, signage and the like).

By the end of the 2004-05 financial year there were 47 applications made to local governments in Queensland for development approval for a brothel. The majority of applications have been for premises in the Brisbane and Gold Coast region (see table 6). Of all these applications, just over half were approved.

There are eight premises in Queensland which have been granted development approval for a brothel by councils for which the PLA may be considering a brothel licence application or for which a brothel licence application has not yet been lodged (table 7 lists these locations).

Table 6: Development Approval Applications for Brothel Premises

Local Authority	Approved	Refused	Withdrawn/ Lapsed	Pending	Total
Brisbane	10	3	2	–	15
Gold Coast	5	1*	3	–	9
Townsville	3	–	1	–	4
Cairns	2	1	2	1**	6
Logan	2	–	1	–	3
Maroochy	2	–	–	–	2
Toowoomba	–	2	–	–	2
Redcliffe	1	–	–	–	1
Rockhampton	1	–	–	–	1
Mackay	1	–	–	–	1
Gladstone	1	–	–	–	1
Noosa	–	–	1	–	1
Douglas	–	–	1	–	1
<b>TOTAL</b>	<b>28</b>	<b>7</b>	<b>11</b>	<b>1</b>	<b>47</b>

\* Indicates that an appeal was lodged with the Independent Assessor and subsequently refused.

\*\* Indicates that the application was refused by council. An appeal has been lodged with the Independent Assessor and the decision is pending.

■ **Table 7:** Council approved brothel premises for which the PLA may be considering a brothel licence application or for which a brothel licence application has not yet been lodged.

Local Authority	Address
Brisbane	1/9 Alton Street, Coopers Plains 178-182 Abbotsford Road, Bowen Hills
Logan	3509 Pacific Hwy, Slacks Creek
Gold Coast	37 Upton Street, Bundall 1/20 Expansion Street, Molendinar*
Townsville	28 Leyland Street, Garbutt
Cairns	7 Owen Close, Portsmith 5 Southgate Close, Woree

\* Premise did operate as a licensed brothel. However, the licensee did not apply to renew their licence and the brothel subsequently closed. The premise still has a change of use approval.

## The Independent Assessor

The Independent Assessor was established and appointed in December 2001 to hear and decide appeals about local government decisions on development applications for brothels. During 2004-05 the Independent Assessor, Mr Stephen Keim, decided one appeal with a further appeal pending.

The decided appeal was upheld with amended conditions.



### Mr Stephen Keim

Stephen Keim is a barrister of 20 years' experience and has practised in Brisbane throughout that time. In addition to his professional work as a barrister, he serves in a number of positions including member of the Land Court and deputy chairperson of the Land

Tribunal. Mr Keim continues as a member of the Council of the Queensland University of Technology (QUT).

In December 2004 Mr Keim became a Senior Counsel for the State of Queensland.

## Exempt Towns

The Act allows the local government of towns with a population of 25,000 or less to make an application to the Minister for Police for the right to refuse any development application for a brothel in their local government area. There are 204 towns in Queensland that have received approval from the Minister for Police to refuse development approval for a brothel (refer Appendix 1).



# Monitoring and Compliance

## The Compliance Program

Monitoring of licensed brothels is achieved through the functions of the compliance program, established in January 2003.

The core role of the compliance unit is to ensure brothel licensees and managers meet their obligations in managing Queensland's licensed brothels. The compliance officers provide guidance to licensees during and beyond the initial application process to ensure that the requirements of the Act, *Prostitution Regulation 2000*, brothel licence conditions and the *Health and Safety Guidelines for Brothels* are being met.

The compliance unit has conducted comprehensive audits of each licensed brothel in Queensland and provided full reports on these to the PLA.

In addition, the compliance officers provide technical and compliance related reports to the PLA on relevant emergent issues.

In the 2004-05 year PLA officers undertook 195 compliance activities (refer Table 8). As a result of audits and inspections during the year, 68 recommendations for improvements were made.

■ Table 8: Compliance Activities

Compliance Activities
■ Renewal and interim audits of licensed brothels. Audits include the examination of financial records, review of policies and procedures, assessment of facilities and security arrangements within the brothel, examination of brothel records and interviews with staff and sex workers
■ Unannounced and targeted inspections
■ Management of complaints, and the maintenance of a complaints database to record and monitor complaints about prostitution
■ Management of the prostitution advertising surveillance program
■ Research and development of recommendations relating to brothel policies and operational procedures
■ Identification of strategies for the ongoing development of the compliance program
■ Report on technical or emergent issues relating to the compliance program



## Development of the Compliance Program

- The compliance officers have reviewed all compliance protocols and established administrative systems to facilitate an effective compliance program. To support effectiveness and equity of the compliance functions and program transparency, a comprehensive compliance manual has been developed for consideration by the PLA.
- The compliance program continues to liaise on a range of identified issues with key stakeholders including the DIR, Queensland Health and PETF.
- Final implementation of the relevant recommendations arising from the CMC review of probity and compliance functions.

## Future Developments for the Compliance Program

- Develop a sex worker information pamphlet to enhance contact with relevant government and non-government agencies.
- Finalise the review of and distribute the *Guidelines for the Operation of Licensed Brothels in Queensland*.
- Continue to clarify the situation of sex workers regarding industrial relations law and practice through liaison with the DIR.



## There are Four Areas of Focus for the Compliance Program.

■ Table 9: Infectious Disease Control

1. Infectious Disease Control	
Measures are in place to control the spread of infectious disease and to provide harm minimisation strategies in relation to clinical waste.	
Compliance Function	Outcomes
■ Infection control procedures in the maintenance of the premises and general facilities	■ Infection control measures are maintained to appropriate standards
■ Training of staff in the identification of sexually transmissible infections (STIs)	■ Increased staff knowledge to support clients identified with STIs
■ Appropriate provision of personal protective equipment (PPE)	■ PPE is freely available and stored according to requirements
■ Promotion of safe sex practices	■ Clients and workers engage only in safe sex practices
■ Monitoring of sexual health checks for workers	■ Sex workers have current sexual health certificates while working
■ Provision of information on sexual health to sex workers and their clients	■ Enhanced community knowledge on the control of STIs
■ Monitoring of clinical waste disposal protocols to achieve best practice	■ Harm minimisation principles are adopted through the appropriate disposal of clinical waste and sharps
■ Identification of emergent issues relating to infectious disease control	■ Best practice and currency of knowledge are promoted and maintained

■ **Table 10:** Policies and Procedures

<b>2. Policies and Procedures</b> Operational plans, policies and procedures are developed by the licensee to address all operational and management areas.	
Compliance Function	Outcomes
Assess and provide advice on the development of policies and procedures for the following general areas: <ul style="list-style-type: none"> <li>■ Business operations</li> <li>■ Employment of staff and engagement of sex workers</li> <li>■ Workplace health and safety</li> <li>■ Sexual health management</li> <li>■ Cleaning/sanitising procedures</li> <li>■ Waste management</li> </ul>	<ul style="list-style-type: none"> <li>■ Promotion of best practice</li> <li>■ Comprehensive and operational policies and procedures are established</li> <li>■ Information contained within the policies and procedures is actively adopted by licensees, managers, staff and workers</li> </ul>

■ **Table 11:** Safety and Security

<b>3. Safety and Security</b> Risks to safety and security are identified within and external to the brothel. Measures are required to be adopted by the licensee to control risks to sex workers, staff and clients.	
Compliance Function	Outcomes
Assess control measures for: <ul style="list-style-type: none"> <li>■ Risk reduction measures including: video surveillance, lighting external to the brothel, availability and operation of duress alarms within the working rooms and other relevant areas, development and implementation of relevant policies, and training of staff and workers to manage safety and security matters</li> </ul>	<ul style="list-style-type: none"> <li>■ Risk assessments are completed annually for each licensed brothel</li> <li>■ Safety and security of persons working at the licensed brothel are maintained or enhanced as required.</li> </ul>
<ul style="list-style-type: none"> <li>■ Personal danger to workers from clients when within the working rooms</li> </ul>	<ul style="list-style-type: none"> <li>■ Policies concerning matters of safety and security are available and reviewed regularly</li> </ul>
<ul style="list-style-type: none"> <li>■ Risks to workers arriving and leaving the premises</li> </ul>	<ul style="list-style-type: none"> <li>■ Incident and accident reports document safety and security breaches and action taken</li> </ul>
<ul style="list-style-type: none"> <li>■ Violent or dangerous behaviour from clients entering the brothel, including alcohol and drug-induced behaviours</li> </ul>	<ul style="list-style-type: none"> <li>■ Duress alarms, video equipment and lighting are operational and maintained</li> <li>■ Safety for sex workers is maximised and maintained</li> </ul>

Table 12: Rooms Provided for Prostitution

4. Rooms Provided for Prostitution	
Facilities for the provision of prostitution are appropriate.	
Compliance Function	Outcomes
<ul style="list-style-type: none"> <li>Assess the suitability of duress alarms and other safety measures to provide safety to workers</li> </ul>	<ul style="list-style-type: none"> <li>Safety measures in the rooms are in place and operational</li> </ul>
<ul style="list-style-type: none"> <li>Policies, procedures and lighting are available to assist workers in the assessment of clients for the presence of STIs</li> </ul>	<ul style="list-style-type: none"> <li>Workers can assess clients for the presence of STIs and provide general information regarding places for treatment if required</li> <li>Workers can refuse to provide services where a risk is identified</li> </ul>
<ul style="list-style-type: none"> <li>PPE is readily available to workers in the working room and supplied free of charge</li> </ul>	<ul style="list-style-type: none"> <li>Safe sex is practised at all times</li> </ul>
<ul style="list-style-type: none"> <li>Suitable disposal facilities are available for the disposal of clinical waste</li> </ul>	<ul style="list-style-type: none"> <li>Disposal of clinical waste complies with approved standards</li> </ul>

## Police Entries to Licensed Brothels

During the year we received advice from police and licensees, as required under section 61 of the Act and the conditions of licence, regarding 23 police entries to 9 licensed brothels, detailed below.

Table 13: Police Entries to Licensed Brothels

Brothel	Number of visits
Purely Blue	7
Club Tigerlily	1
The Viper Room	2
88 on Logan	4
Scarlet Harem	2
Whispers in Paradise	1
Bluebirds on Carmel	2
Australian Maid	3
Intrigue of Marcoola	1
<b>TOTAL</b>	<b>23</b>

## Liaison and Assistance

Licensed brothels and sex workers operate across the State and the PLA endeavours to offer a range of options to liaise with and provide assistance to the industry. The PLA's objective is to communicate effectively with the industry, stakeholders and the public.

Overall, the PLA's communication can be clustered into three broad groups:

- members of the public;
- the sex industry; and
- other key stakeholders.

### Communicating with Members of the Public

The PLA office is the primary point of contact for members of the public, licensees, managers, sex workers, the media and any other interested parties requesting information. All calls are responded to and PLA staff are committed to providing an effective level of customer service.

Considering the sensitive nature of our core business, opportunities to communicate directly with members of the general public about the PLA and its activities are limited.

We have been acutely conscious that any active public education campaign may appear to be promoting prostitution – a public impression we are careful to avoid. To date we have responded to a small number of invitations from community groups to speak about prostitution and brothel licensing (see table 14).

During the year we continued to add to our library which contains publications, reports, media articles and other material on prostitution and brothel operation. The library is accessible to members of the public and applicants and has been particularly useful to students in their preparation of university assignments.

■ Table 14: External Presentations by Staff, 2004-05

Subject	Forum
The role and function of the PLA	Rotary Club of Archerfield
The role and function of the PLA	Rotary Club of Sunnybank
The role and function of the PLA	Rotary Club of Logan

### The PLA website

The PLA website is an important vehicle by which the PLA makes information available to the industry and public on an ongoing basis. The website was redesigned in 2003-04 and is now continuously updated to ensure the currency and accuracy of information.

We place a range of information on our website that relates to the industry. To enhance our service, PLA application forms are available on the website, including our schedule of fees, as well as advertising policies for sole operators and licensed brothels. Copies of PLA publications are also available as well as links to other sites that may be of interest to both the industry and the public.

Analysis of the PLA website reveals a consistent level of interest in the information made available. Figure 9 provides a monthly breakdown of visits to the PLA's homepage.

Figure 9: PLA Website Homepage Visits 2004-05

Month	Number of visits
July 2004	849
August	1082
September	1116
October	1078
November	1086
December	612
January 2005	918
February	907
March	1038
April	1161
May	1314
June	1008
<b>TOTAL 2004-05</b>	<b>12169</b>

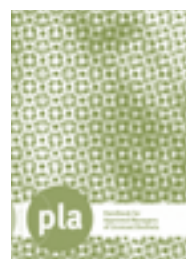
As the website provides one of our primary means of reaching our stakeholders on an ongoing basis, we ensure that many of our publications are available electronically. An analysis of the visits to specific resources highlights the level of interest in PLA publications.



- There were 19 054 visits to the research publication *Selling Sex in Queensland*



- There were 8 857 visits to the PLA's industry newsletter *In Touch*



- There were 920 visits to the *Handbook for Approved Managers of Licensed Brothels* which was released in February 2005

The level of interest confirms that our strategy to communicate using the internet is of great worth and we will continue to place information relevant to the industry on our website.



### The PLA Stand at Sexpo

Each year the PLA staffs an information booth in the 'Sexual Health and Education' section of Sexpo to distribute information about brothel licensing and the legal framework for prostitution in Queensland. The PLA staff once again attended Sexpo, which was held from 24 to 27 February 2005. Sexpo is an annual health, sexuality and lifestyle exhibition staged in Melbourne, Sydney and Brisbane which is open to members of the public aged over 18 years. Sexpo provides a useful forum to distribute information to the general public about the PLA and its activities in an appropriately adult-only forum. The PLA joined other government and non-government agencies in the Sexual Health Education section in an effort to emphasise sexual health.

It was encouraging to see the level of interest our stand generated and provided a great opportunity to give advice and information to members of the public and workers in the industry.

To assist staff engage in public education activities, we use a multimedia presentation about the PLA and its activities. The multi media presentation was updated during 2004-05 and again, the presentation was successful at Sexpo as well as in other smaller forums.

### Sexpo Survey

During Sexpo the PLA conducted a short survey of individuals who visited our stand. The aim of the survey was to identify the types of people who attend Sexpo, their level of awareness about prostitution laws in Queensland and their level of knowledge about the PLA.

The findings are interesting and not without some useful insight. However, they cannot be interpreted as representative of the broader community and must be treated with some caution. This is for the following reasons:

- the sample is very specific to individuals motivated to attend Sexpo
- the survey distribution was dependent on attendees who specifically visited the PLA's stand and agreed to complete the questionnaire
- responses were subject to the self-reporting of respondents.

We received 589 surveys at Sexpo with 52% of respondents male and 48% female. Respondents ranged in age categories from 18-25 to 55+ with the majority, 42%, of respondents in the 18-24 year age category.

When asked about which types of prostitution are legal in Queensland (see table 15), overall, male respondents tended to view all forms of prostitution as more likely to be legal than female respondents. Male respondents were twice as likely to believe that street prostitution was legal than females.



**Table 15:** Percentage of Respondents Believing types of Prostitution Legal

Forms of Prostitution	% Believing it is legal
Brothels	98
Street Workers	3
Massage Parlours	32
Sole Operators	31
Two or three workers operating from one premise	9

(Brothels and sole operators are the only forms of legal prostitution in Queensland)

When asked about how informed they believed they were, overall, 23% of respondents considered themselves well informed about prostitution laws in Queensland. When genders were compared, 17% of females felt that they were well informed about prostitution laws in Queensland compared to 28% of males.

When asked if they had ever heard of the PLA, 29% of female and 40% of male respondents reported that they had. However, when questioned about their level of knowledge of the work the PLA did, 21% of females and 27% males were confident they knew, which is less than those who had heard of the PLA. As the PLA is tasked with licensing brothels it is expected that a high percentage of the community would not be aware of the activities of the PLA.

Of respondents who reported they had been a client of a sex worker, 24% were male and 4% female. Some caution is needed with these figures as the survey

was undertaken at Sexpo, which has a potentially more liberal audience than the general population. Comparison with an Australian and New Zealand Journal of Public Health publication *Sex in Australia: Experiences of commercial sex in a representative sample of adults*, Vol. 27, No. 2, 2003, it was reported that 15.6% of males and 0.1% of females had reported ever paying for sex, which are comparatively lower than the Sexpo results.

When asked if they had ever been a sex worker, 6.3% of respondents indicated that they had. Of those respondents who identified themselves as a sex worker, 60% correctly identified the legal forms of prostitution in Queensland – legal brothels and sole operators. Given that the CMC estimated only 10% of the industry is serviced by legal brothels and 75% is serviced by illegal operators, a response rate of 60% is considered a good result. However, the result also tells us that we need to investigate further means of promoting prostitution laws to sex workers.

### Communicating with the Sex Industry

During 2004-05 we published four editions of our quarterly industry newsletter *In Touch*. *In Touch* was developed because, while we had contact and liaison with brothel licensees and managers through the compliance unit and through the annual renewal of applications, our communication with sex workers and other brothel staff needed improvement.

*In Touch* is distributed to all licensed brothels for the general interest of workers in the industry. Multiple copies of the newsletter are also distributed to SQWISI's four Queensland offices for other sex workers and to an expanding mail-out list.

*In Touch* has included articles on the role of other government agencies, pertinent health related issues and items considered of interest to sex workers. The PLA has also been keen to respond to other agencies, such as sexual health clinics, who have sought to place advertisements relevant to the industry in *In Touch*.

**■ PLA and Industry Work Together**

*Over time we have often received telephone calls from licensees who, for one reason or another, were looking for certified managers for their premises. We also heard from certified managers who were looking for work and were asking whether any of the licensed brothels had shifts available. To help in this situation, it was suggested that the PLA could advertise these vacancies in In Touch. This was a simple solution and the PLA made space available for these advertisements, which was subsequently used by licensees.*

During the year we continued our contact with SQWISI and maintained a formal monthly meeting with the State Manager to discuss relevant matters related to the Act.

The PLA continued to meet with individual licensees every 12 months as part of their renewal process. This is an ideal opportunity for licensees to provide feedback to the PLA and to raise any issues pertinent to their operations.

In addition to meetings with licensees, the Chair of the PLA has committed to meet regularly during 2005-06 with the Queensland Adult Business Association to discuss issues of relevance to the industry.

**Communicating with other Key Stakeholders**

We met regularly with our key stakeholders and have assisted other agencies perform their functions with regard to prostitution issues. Table 16 shows the number of meetings we held with our key stakeholders.

■ Table 16: Meetings held by the PLA with Key Stakeholders, 2004-05

Group	Number
Licensees and managers, applicants, potential applicants	68
QPS	23
CMC	2
SQWISI	8
Other Government Agencies	13
Sex workers	2
Media	1
Ministerial	4
Members of the public /students	16
<b>TOTAL</b>	<b>137</b>

## Feedback

We recognise the importance of obtaining feedback to improve the services we provide and use a number of feedback mechanisms, including:

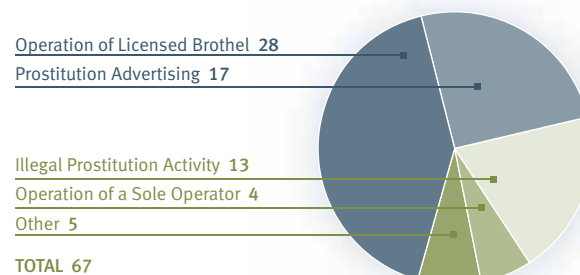
- results of client and key stakeholder satisfaction surveys
- information requests received through the office administration
- information generated through audit and inspection processes
- feedback received through *In Touch* and the PLA website
- feedback based on questions from community presentations
- annual report feedback
- survey results from Sexpo.

This information is analysed on an ongoing basis to identify emerging issues and information requirements and incorporated into appropriate communication strategies or business processes.

## Complaints

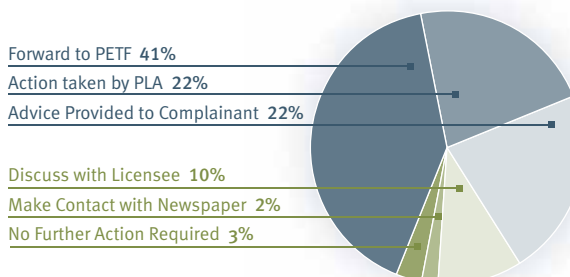
During 2004-05 the PLA received 67 complaints relating to prostitution. The majority of complaints were about licensed brothel operations and prostitution advertising (see figure 10).

■ Figure 10: Number and Type of Complaint



Most complaints were resolved by either the PLA itself or referral to the PETF at the QPS for criminal investigation.

■ Figure 11: Resolution of Complaints



To assist in the management of complaints, we use a database to record and monitor all complaints received by the PLA.

## Complaint Case Studies

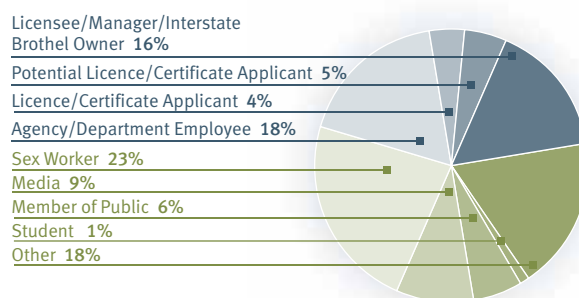
Here are some examples of the complaints we received during the year

<b>Brothel Operation</b>	
<b>The complaint</b>	We received information that a brothel was open for business and not supervised by either a licensee or an approved manager.
<b>What we did</b>	We were able to gather further information and referred the matter to PETF for further investigation.
<b>The outcome</b>	The licensee was charged with an offence under the Act.
<b>Illegal Prostitution</b>	
<b>The complaint</b>	Anonymous information was received relating to Asian sex workers being organised through an illegal escort agency.
<b>What we did</b>	The matter was referred to PETF for investigation.
<b>The outcome</b>	The information provided to PETF was incorporated into existing regional investigations and the operator of the agency was charged with various offences.
<b>Advertising</b>	
<b>The complaint</b>	A complaint was made that sole operators were advertising the term 'natural' indicating sex without a prophylactic.
<b>What we did</b>	The information was referred to PETF for investigation.
<b>The outcome</b>	Various sole operators were investigated and advised in relation to the illegal provision of sex without a condom.
<b>Advertising Surveillance</b>	
<b>The complaint</b>	Complaints were identified in relation to advertising terms that described sexual services and therefore not in compliance with advertising provisions.
<b>What we did</b>	Contact was made with various regional and city newspaper representatives.
<b>The outcome</b>	Increased advice sought from publishers and increased compliance with advertising requirements.
<b>Other</b>	
<b>The complaint</b>	Complaints were made by licensees that taxi drivers were attempting to extort money from brothels for delivery of clients to premises.
<b>What we did</b>	The matter was referred to PETF for investigation.
<b>The outcome</b>	A regional investigation was undertaken by PETF of the activity and members of the taxi industry were advised of potential legal action on substantiation of the allegations.

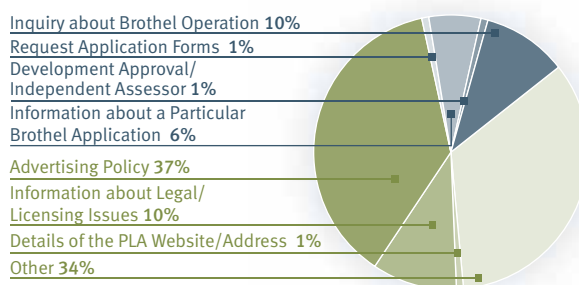
## Inquiries

During the year we responded to 2,807 inquiries about prostitution and related issues. Figure 12 shows that inquiries generally come from brothel licensees and managers, members of the public and students, and the media. The most common categories of inquiry are legal or brothel licensing questions, questions about prostitution advertising, and questions about brothel operation.

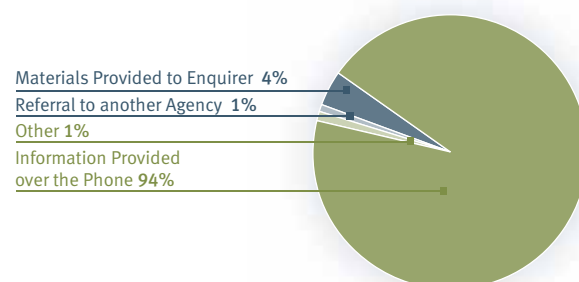
■ Figure 12: Source of Inquiries 2004-05



■ Figure 13: Nature of Inquiries 2004-05



■ Figure 14: Response to Inquiries 2004-05



# Supporting our Business

## Our People

The PLA recognises that our employees are our most important asset and values the contribution of all its' people. PLA staff are highly trained and skilled in the work they undertake with our staff specialising in areas such as finance, administration, policy, research, audit and compliance processes.

The PLA has a focus on client service and all staff embrace a professional approach to service delivery within a healthy and positive work environment.

This year our staff numbered one part-time and eight full-time staff members, three quarters of whom are women (see tables 17 and 18).

The PLA's success depends on building the capability of our people. Recognising the benefit of relevant training, staff and management work together to identify appropriate development opportunities, which assist both individual career progress and strengthens the PLA's overall capabilities.

The PLA encourages all staff to undertake relevant professional development and staff have participated in on-site and external training programs. Training included courses in computer training, financial management, leadership, and annual report development. We spent \$400 on staff training this year.

Due to the small number of staff, the PLA is in the unique position of being able to maximise open communication processes. Regular fortnightly staff meetings provide an ideal forum to ensure staff are kept well informed and to resolve any issues that may be identified.

### ■ All Staff Consulted

*In line with governance requirements, the PLA reviewed its Code of Conduct during 2004-05. Due to the size of the organisation, all staff were directly and actively involved in the review process. Opportunity for feedback was provided and earnest discussions were undertaken. Consensus was achieved through majority decisions from all staff and the Code of Conduct was endorsed by the Authority, the CMC, QPS and the Queensland Public Sector Union.*

There was no overseas travel undertaken by either PLA staff or by members of the PLA.

■ Table 17: PLA Staff

Staff category	Female	Male
A07-S0	2	2
A04-A06	2	1*
A02-A03	1.5	0
<b>TOTAL</b>	<b>5.5</b>	<b>3</b>

\*One full-time Compliance Officer (Male) position remained vacant whilst a recruitment process was completed.

■ **Table 18:** PLA Staff Membership of Equal Employment Opportunity (EEO) Target Groups

Target group	Number	Per Cent
Women	5	62.5
People from a non-english-speaking background	0	0
Aboriginal/Torres Strait Islander	0	0
People with a disability	0	0

## Finance and Administration

The finance and administration section of the PLA comprises two full-time and one part-time staff member who have an ongoing workload in providing advice on the financial, administrative and human resource issues that influence the PLA's outcomes. This includes a review of our FAM and other policies and procedures to ensure that the conduct of the financial, administrative and human resource activities of the PLA comply with whole of government legislation, policies and directives.

The major financial management activities have included reviewing and managing the budget, processing expense payments and revenue, and preparing financial statements and reports. A review of financial procedures has streamlined several processes resulting in the PLA being more self dependent by minimising outsourced activities. To ensure transparency of the financial operations, financial reports were prepared for presentation and tabling at the monthly meetings. These reports provided PLA members with details of variances in


actual expenses and revenues against budget as well as highlighting that there was an adequate cash flow.

While systems and business practices are constantly monitored and updated to maintain efficiency and compliance, 2005-06 will involve the review and further development of the financial management system to ensure compliance with the International Financial Reporting Standards. The PLA's Ministerial Portfolio Statement for the 2005-2006 financial year was prepared during May 2005 and the Annual Report for the 2004-05 financial year has been compiled to ensure full compliance with the Financial Management Standard 1997.

During the year, the PLA has reviewed its in-house electronic filing systems to ensure adequate recording and security of information and documentation. The PLA is continuing to work towards compliance with the key requirements of the Information Standard 40 to ensure record-keeping procedures represent best practice.

A review of the Service Level Agreement (SLA) between QPS and the PLA has determined that Partner One and CorpTech, being the shared services providers for the PLA, will complete some services such as payroll, processing payments and SAP support. Other services remaining with QPS include expert advice on financial management and industrial relations issues.

Under our human resource management policies, ongoing development and implementation of the health and safety management system ensures that the PLA can provide a safe environment for employees, visitors and contractors. To support



PLA staff, access is available to employee assistance services provided by QPS. The PLA's recruitment practices ensure that staff possess the skills and knowledge needed to continue to achieve its priorities resulting in 'a crime-free legal industry that provides one of the safest and healthiest environments for legal sex workers in the country' (CMC, December 2004).

We did not enter into any consultancy contracts during the year.

### Information Management

Another area where we receive assistance from the QPS is for the provision of Information Technology (IT) services and support, which includes maintenance of the PLA website. The assistance provided by QPS is formalised in a separate IT SLA, which we review annually with QPS.

A major initiative for the PLA this year has been the progress made in the development of a brothel licensing database, which aims to streamline the storage and retrieval of information in respect of brothel licence and manager's certificate applications and related documentation. This work will continue as we transfer data into the database and refine its capabilities.

### Outlook for 2005-06

The PLA will continue to contribute to the Government's outcome *Safe and Secure Communities* where all Queenslanders are safe and respected and where workplace health and safety for all workers in the licensed sex industry is a high priority. The PLA is

committed to creating a more lawful society that will protect the personal safety, rights and property of all Queenslanders. We will continue to work closely with PETF to manage the application process and we are determined to ensure an effective and customer-oriented licensing procedure. We will continue to improve our efficiency and effectiveness in the coming year. To achieve this we will:

- implement the recommendations arising from the CMC's Evaluation of the Act, that have been endorsed by the government
- implement the recommendations arising from the CMC Inquiry into the Legalisation of Escort Prostitution Services in Queensland that have been endorsed by the Government
- review the PLA business plan in light of any new responsibilities of the PLA stemming from the CMC Evaluation and Inquiry
- develop a sex worker information pamphlet to enhance contact with relevant government and non-government agencies
- finalise the review of the *Guidelines for the Operation of Licensed Brothels in Queensland*
- implement and evaluate the PLA electronic licensing database
- continue to clarify the situation of sex workers regarding industrial relations law and practice through liaison with the DIR
- finalise the PLA Compliance Manual
- implement the revised PLA Communication Strategy
- implement the relevant International Financial Reporting Standards.



“The PLA will continue to contribute to the Government’s outcome *Safe and Secure Communities*”