

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, of 34 police entries to 18 licensed brothels, detailed below.

■ **Table 9:** Police entries to licensed brothels

Brothel	Number of visits
Purely Blue	2
Cleo's on Nile	1
Pentagon Grand	1
The Viper Room	2
88 on Logan	5
Whispers in Paradise	3
Bluebirds on Carmel	2
Black Orchid	2
Truely Elegance	2
Northern Belle	1
Forbidden Apple	1
Intimate Encounters	2
Scarlet Harem	1
AABS18o	3
Intrigue of Marcoola	2
Paradise Penthouse	1
Resort Two Six	2
Silks on Upton	1
TOTAL	34



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
- 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.

During 2006-07 we reviewed our fact sheet series and updated our client service charter to reflect the recommendations of the CMC review of the Act. Our fact sheet series and client service charter are an integral part of the PLA's communication strategy. They assist interested parties in understanding the work of the PLA and the requirements for involvement in the industry.

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.

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.

The PLA Website

The PLA website is an important vehicle by which the PLA makes information available to the industry and the public on an ongoing basis. During 2006-07 the PLA redesigned its website to enhance the level of information provided. The redesign was based on feedback received by client groups and is intended to improve the delivery of information.

The PLA places a range of information on the 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.

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, such as *Selling Sex in Queensland*, *In Touch* and the *Handbook for Approved Managers*.

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 22 to 25 February 2007. 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 2006-07 and again, the presentation was successful at Sexpo as well as in other smaller forums.

Communicating with the Sex Industry

During 2006-07 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 further development.

In Touch is distributed to all licensed brothels for the general interest of workers in the industry. Multiple copies of the newsletter were also distributed to SQWISI's 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*.

The PLA continued to meet with licensees every twelve months as they applied for their licences. This is an ideal opportunity for licensees to provide feedback to the PLA and to raise any issues pertinent to their operations.



Communicating with Other Key Stakeholders

We met, as required, with our key stakeholders and have assisted other agencies perform their functions with regard to prostitution issues. Table 10 shows the number of meetings we held with those key stakeholders.

■ **Table 10:** Key stakeholders attending meetings with the PLA 2006–07

Group	Number
Licensees and managers, applicants, potential applicants	14
QPS	29
SQWISI	4
Other government agencies	13
Sex workers	6
Media	1
Ministerial	3
Members of the public/students	10
TOTAL	80

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.

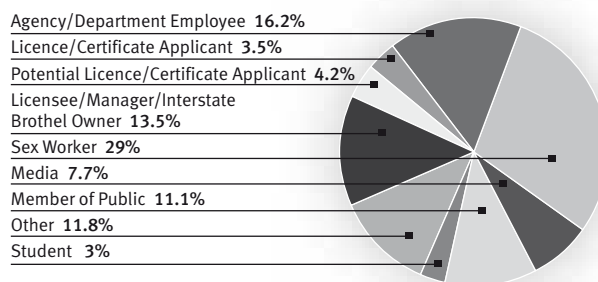
This information is analysed on an ongoing basis to identify emerging issues and information requirements and incorporated into appropriate communication strategies or business processes.

Inquiries

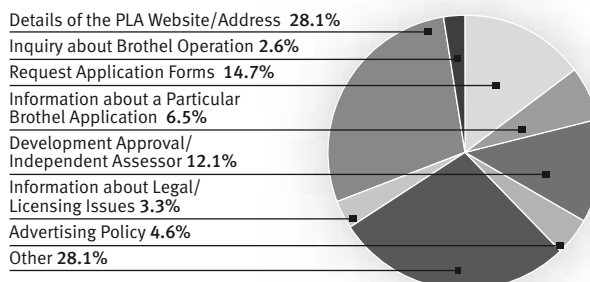
Over a four month period the PLA recorded having responded to approximately 1266 inquiries about prostitution and related issues.

Figure 10 shows that inquiries generally come from brothel licensees and managers, sex workers, members of the public and other government agencies. The most common categories of inquiry are legal or brothel licensing questions, questions about prostitution advertising, and questions about brothel operation. As you can see from Figure 11 inquiries of this nature were often referred to our recently re-designed website.

■ Figure 10: Source of Recorded Inquiries 2006-07



■ Figure 11: Nature of Recorded Inquiries 2006-07



■ Figure 12: Response to Recorded Inquiries 2006-07

