



Our Mission

To ensure that licensed brothels and prostitution advertising are regulated in accordance with legislative requirements and in the community interest.

Our Values

- Respect
- Integrity
- Health and safety
- Impartiality

Our Operating Principles

The PLA acts in the public interest.

The PLA is committed to preventing corruption and organised crime in licensed brothels.

The PLA is committed to promoting and improving safety and health in the sex industry and in the wider community.

The PLA places emphasis on consultation to reach the objectives of the organisation.

The PLA provides a stimulating, satisfying and safe work environment free from discrimination on the basis of gender, race, religion, sexual preference or disability.

The PLA operates to ensure that all its activities are based on the best information and research available to it.