

## Strategic Plan 2010-14

### Our vision

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

### Our purpose and role

The Prostitution Licensing Authority's (PLA) core responsibility is to administer the *Prostitution Act 1999* and the *Prostitution Regulation 2000*. The PLA has the following functions:

- To decide brothel licence applications.
- To decide approved manager applications.
- To monitor the provision of prostitution at licensed brothels through its compliance program.
- To discipline licensees and managers, including the conduct of disciplinary inquiries.
- To receive complaints about prostitution.
- To liaise with the police service and other agencies prescribed under a regulation with a view to helping them in carrying out their functions in relation to prostitution.
- To collect fees under the Prostitution Act.
- To inform relevant government departments and agencies about possible offences that are detected while carrying out its functions.
- To advise the Minister about ways of promoting and coordinating programs that –
  - promote sexual health care; or
  - help prostitutes to leave prostitution; or
  - divert minors and other vulnerable persons from prostitution, especially opportunistic prostitution; or
  - raise awareness in prostitutes, judicial officers, police, community workers and the community about issues relating to prostitution.
- To advise the Minister about the development of codes of practice for licensed brothels.
- Inform relevant stakeholders about issues and trends relevant to its functions.
- To develop and administer the *Guidelines on the Approved Form for Prostitution Advertising* and the *Guidelines for social escort services advertising*.
- Maintain a licence and certificate register.

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### Our values

The PLA's values are underpinned by Respect, Integrity, Health and Safety, and Impartiality. The PLA will strive to:

- Be open, honest and supportive in dealing with staff and clients.
- Promote a culture of quality service.
- Have respect for internal and external clients and be responsive to industry issues in our decision-making processes.
- Promote an environment characterised by knowledge, with a culture of continuous improvement.
- Encourage and value diversity.

### Our challenges

The regulation of prostitution continues to be a highly contentious public issue and, as such, a number of critical challenges face the PLA:

- Engaging with the Government on the regulation of prostitution.
- Contributing and responding to any reviews of the Prostitution Act.
- Ensuring that only suitable persons are involved in the operations of licensed brothels.
- Ensuring that licensed brothels are regulated commensurate with Government and community expectations but that the compliance burden is not unreasonably excessive.
- To respond to any amendments to the Prostitution Act.
- Ensuring that Government and community expectations in relation to the probity and integrity of licensed brothels are met, whilst ensuring that brothel licence and approved manager certificate applications are decided in a timely manner.
- Balancing the expectations of Government and the community with the growth aspirations of the licensed industry.
- Ensuring quality service delivery for a geographically and culturally diverse client base.
- Ensuring that the organisational capacity of the PLA is well placed to meet the needs of stakeholders.
- To educate the sex industry and community about issues to do with prostitution in a way which is not seen to promote prostitution but which responds to the diverse needs of the sex industry.

### Contribution to whole-of-Government objectives for the community

The PLA contributes to two of the objectives in *Toward Q2: Tomorrow's Queensland*.

Healthy – Making Queenslanders Australia's healthiest people:

- The maintenance of appropriate workplace health and safety arrangements for all workers in the licensed sex industry is a high priority.
- The sexual health of sex workers and clients, and thereby the community, is safeguarded by a range of obligations that apply under the Prostitution Act and conditions of brothel licence.

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Fair – Supporting safe and caring communities:

- Combating the involvement of organised crime and the incidence of official corruption in the licensed sex industry by ensuring that only suitable persons may operate a legal brothel.
- Conducting regular scheduled and unannounced compliance audits and inspections of brothels to monitor compliance with statutory and regulatory obligations, in order to ensure the safety of workers and clients.

### Our objectives and strategies

GOAL	STRATEGY
<p><b><i>To ensure an efficient and effective brothel licensing system</i></b></p>	<ul style="list-style-type: none"> <li>• Process applications and forward them to the Queensland Police Service (QPS) within 20 business days.</li> <li>• Regularly liaise with QPS on the status of applications.</li> <li>• Being clear and concise about the information required from applicants.</li> <li>• Monitoring the application process and making appropriate changes to ensure a more efficient and effective system.</li> <li>• Contribute to any review of the Prostitution Act or other legislation which impacts on the PLA.</li> <li>• Respond to any amendments to the Prostitution Act.</li> <li>• Engaging with the Government on the regulation of the sex industry.</li> </ul>
<p><b><i>To have a licensed brothel industry that complies with the Prostitution Act and best practice standards</i></b></p>	<ul style="list-style-type: none"> <li>• Monitoring compliance via regular scheduled and unannounced inspections and audits at all licensed brothels.</li> <li>• Educating licensees and managers in respect of their obligations and the expectations of the PLA.</li> <li>• Reviewing and amending brothel licence conditions for currency and best practice.</li> <li>• Reviewing and amending the <i>Guidelines for the Operations of Licensed Brothels in Queensland</i>.</li> <li>• Monitoring compliance with and the impact of the <i>Guidelines for Prostitution Advertising</i>.</li> </ul>
<p><b><i>To inform the sex industry, the community and the Government about relevant prostitution issues in Queensland</i></b></p>	<ul style="list-style-type: none"> <li>• Facilitate the appropriate consideration of prostitution related matters through the interdepartmental working group on prostitution.</li> <li>• The publication and dissemination of relevant fact sheets, newsletters, and other documents (in multiple languages, where appropriate).</li> <li>• Ensure that information on the PLA website is relevant and current.</li> <li>• Liaison with the Queensland sex worker organisation,</li> </ul>

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	<p>Respect Inc.</p> <ul style="list-style-type: none"><li>• Written communication with key stakeholders, as appropriate, throughout the year.</li></ul>
<p><b><i>To provide a safe, fair and productive workplace at the PLA</i></b></p>	<ul style="list-style-type: none"><li>• Provide leadership to ensure acceptable service provision at the PLA.</li><li>• Review workflow and processes of PLA operations.</li><li>• Ensure staff are provided with relevant training opportunities.</li></ul>

### Key priorities in 2011-12

The PLA's key priorities for 2011-12 are to:

- Engage with the Crime and Misconduct Commission review of the Prostitution Act and to respond to any recommendations.
- Engage with the Government on refinements to the Prostitution Act.
- Consider further opportunities to educate the community and stakeholders about issues to do with prostitution.
- Review best practice standards appropriate to the operations of licensed brothels and review brothel licence conditions for relevancy and consistency.

### Performance indicators

The PLA reports against the following performance indicators:

- Percentage of complaints resolved.
- Number of compliance activities conducted.
- Number of licensed brothels implementing best practice standards.
- Satisfaction of applicants with PLA client service.
- Applications processed within PLA and forwarded to QPS within 20 business days.
- Complaints to the PLA resolved within 20 business days.