

Strategic Plan 2015-19

Our vision

To ensure that licensed brothels and prostitution advertising are regulated in accordance with statutory 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 2014*. The PLA has the following functions:

- decide brothel licence applications and approved manager's applications
- monitor the provision of prostitution at licensed brothels through its compliance program
- discipline licensees and managers, including the conduct of disciplinary inquiries
- receive complaints about prostitution
- 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
- collect fees under the Prostitution Act
- inform relevant government departments and agencies about possible offences that are detected while carrying out its functions
- advise the Attorney-General about ways of promoting and coordinating programs that
 - promote sexual health care
 - help sex workers to leave prostitution
 - divert minors and other vulnerable persons from prostitution, especially opportunistic prostitution
 - raise awareness in sex workers, judicial officers, police, community workers and the community about issues relating to prostitution
- advise the Attorney-General on sex industry policy and about the development of codes of practice for licensed brothels
- publish 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.

Our values

The PLA's values are underpinned by respect, integrity, health and safety, and impartiality. The PLA will strive to:

- be respectful, open, honest and supportive in dealing with staff and clients
- promote a culture of quality service
- 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.

Strategic Plan 2015-19

Our challenges

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

- engaging with the Attorney-General on the regulation of licensed brothels and the sex industry more generally
- ensuring that only suitable persons are involved in the operations of licensed brothels
- ensuring that licensed brothels are regulated in accordance with Government and community expectations but that the compliance burden is not so excessive as to be both a barrier to entry and remaining in business
- balancing Government and community expectations in relation to the probity and integrity of applicants with timely consideration of applications
- balancing the expectations of Government and the community with the growth aspirations of the licensed sector
- 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
- educating the sex industry and community about issues to do with prostitution in a way which is not seen to promote prostitution or create the perception of 'industry capture'.

Our objectives and strategies

The PLA contributes to the Government's objectives for the community, particularly promoting integrity and accountability and building safe, caring and connected communities.

GOAL	STRATEGY
<p><i>To ensure an efficient and effective brothel licensing system</i></p>	<ul style="list-style-type: none"> • Process applications and forward them to the Queensland Police Service (QPS) within 20 business days. • Regularly liaise with QPS on the status of applications. • Providing clear and concise information to applicants. • Monitoring the application process and making appropriate changes to ensure a more efficient and effective system. • Contribute to any review of the Prostitution Act or other legislation which impacts on the PLA. • Contribute to and implement any amendments to the Prostitution Act. • Engage with the Attorney-General and with other government agencies on the regulation of the sex industry. • Inform and educate stakeholders on the application process and their regulatory obligations. • Being responsive to stakeholder feedback.
<p><i>To have a licensed brothel sector that complies with the</i></p>	<ul style="list-style-type: none"> • Monitor compliance via regular scheduled and unannounced audits and inspections of all licensed brothels. • Educate licensees and managers about their

Strategic Plan 2015-19

<p><i>Prostitution Act and best practice standards</i></p>	<p>obligations and the expectations of the PLA.</p> <ul style="list-style-type: none"> • Review and amend brothel licence conditions for currency and best practice. • Review and amend the <i>Guidelines for the Operations of Licensed Brothels in Queensland</i> for currency and best practice. • Monitor compliance with the <i>Guidelines for Prostitution Advertising</i>. • Take and respond to complaints about prostitution related matters.
<p><i>To inform the sex industry, the community and the Attorney-General about relevant prostitution issues in Queensland</i></p>	<ul style="list-style-type: none"> • Publish and disseminate fact sheets, newsletters, and other documents (in multiple languages, if appropriate). • Ensure that information on the PLA website is relevant and current. • Liaise with the Queensland sex worker organisation, Respect Inc. • Written communication with key stakeholders, as appropriate, throughout the year. • Regular and timely communication with the Attorney-General.
<p><i>To provide a safe, fair and productive workplace at the PLA</i></p>	<ul style="list-style-type: none"> • Provide leadership to ensure acceptable service provision at the PLA. • Supportive and open style of management. • Review workflow and processes of PLA operations. • Ensure staff are provided with relevant training opportunities.

Key priorities in 2015-16

The PLA's key priorities for 2015-16 are to:

- engage with the Attorney-General and with other government agencies on the regulation of the state's sex industry
- contribute to any reviews or inquiries impacting on the PLA or the state's sex industry
- engage with the Attorney-General on proposed amendments to the Prostitution Act
- educate the community and stakeholders about issues to do with prostitution, including PLA expectations about industry compliance
- 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 licensed brothels implementing best practice standards
- satisfaction of applicants with PLA client service
- percentage of complaints resolved
- fees income as a percentage of total budget.