Prostitution Licensing Authority - QUEENSLAND

Queensland Government

STRATEGIC PLAN 2020-2024

Our Vision

Safe communities by promoting **safe and secure environments** at licensed brothels, prioritising the rights of sex workers, and the sexual health of the community.

Our Purpose

The core role of the **Prostitution Licensing Authority (PLA)** is to administer the *Prostitution Act 1999* and the *Prostitution Regulation 2014*.

Our Values

"We will respect, protect and promote human rights in our decision-making and actions."

Respect

Impartiality

Integrity & Transparency

Responsiveness

Working Together

Workplace Health & Safety

Advancing Queensland Priorities

The PLA contributes to the Governments objectives for the community, *Our Future State: Advancing Queensland's Priorities* to Keep communities safe by promoting safe and secure environments at licensed brothels, prioritising the rights of sex workers, and the sexual health of the community. The PLA contributes to Be a responsive government by responding to stakeholder feedback, liaises with other agencies about prostitution issues and is focused **on enhancing the legislative framework for prostitution.**

Strategic Objective 1 — Strengthen stakeholder relationships

Strategies:

- Develop and implement an effective stakeholder engagement strategy.
- Strengthen online user experience.

Performance measures:

- Increase client satisfaction and stakeholder engagement
- Percentage of complaints resolved in a reporting year

Strategic Objective 2 — Make the community safer

Strategies:

- Probity of applicants for brothel licences and approved manager's certificates.
- Compliance activities such as audits and inspections of licensed brothels.
- Promotion of health and safety standards at brothels.

Performance measures:

- Implementation of best practice standards at all licenced brothels (an audit rating of at least 80%)

Strategic Objective 3 — Build our organisational capability

Strategies:

- Develop capabilities to create a healthy, collaborative and innovative culture.
- Modernise our website, assets, systems and processes to improve our business outcomes.

Performance measures:

- Improved staff engagement and wellbeing.
- Improved system and information capability.

Strategic risks

- The resilience of the licensed sector to respond to economic shocks, leading to a contraction of the sector.
- The infiltration of organised crime and official corruption in the licenced brothel sector, which would compromise the integrity of the licensing framework.
- Capacity to respond adequately to health and safety risks, impacting sex workers, clients, and the community.
- The nature and extent of unlawful prostitution, detrimentally impacting the viability of the licensed sector, the safety of sex workers and on community.
- Over regulation of the licensed sector, which may be a disincentive to legal operations, particularly as the licensed sector represents only a small proportion of Queensland's overall sex industry.
- Challenges to the traditional model of brothels, such as disruptive social media innovations, which may impact the viability of the licensed sector and enhance opportunities for illegal prostitution operators.
- Competing ideologies and legal frameworks about the best approach to respond to and manage prostitution in Queensland which may result in uncertainty about the future of the licensing framework, limiting the potential for new investment.

Key Opportunities

- **Educating** the community and our stakeholders about issues to do with prostitution, in a way which challenges persistent mythologies and stereotypes about the industry and which addresses the persistent stigma of sex work.
- **Improving processes and responding** to client needs, ensuring quality service delivery for a geographically and culturally diverse client base.
- **Engaging with our stakeholders** and other agencies to improve knowledge about the extent and impact of unlawful prostitution to promote a more effective response.
- **Capitalising on the skills and expertise of our people** and enhancing knowledge to improve the efficiency and effectiveness of the PLA.