

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

Queensland Government’s objectives for the community

The PLA supports the Government’s objectives for the community:

- **Good jobs: Good, secure jobs in our traditional emerging industries**
- o Backing small business: Help small business, the backbone of the state’s economy, thrive in a changing environment.
- **Better services: Deliver even better services right across Queensland**
- o Keeping Queenslanders safe: continue to keep Queenslanders safe as we learn to live with COVID-19 and ensure all Queenslanders can access world class healthcare no matter where they live
- **Great lifestyle: Protect and enhance our Queensland lifestyle as we grow**

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

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, including the COVID Safe Industry Plan: Queensland Sex Industry

Performance measures:

- Implementation of best practice standards at all licensed 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

- Decriminalisation of the sex industry
- The resilience of the licensed sector to respond to economic shocks
- The infiltration of organised crime and official corruption
- Health and safety risks for sex workers and the community
- Competition from unlawful operators
- Over-regulation as a disincentive to operators
- Technology and social media challenging traditional sex work.

Key Opportunities

- Protecting the community from COVID-19
- Engaging with our stakeholders
- Educating our community about issues facing sex workers
- Responding to the needs of a geographically and cultural diverse client base
- Capitalising on the skills and expertise of our people