

# Strategic Plan 2023-2027

## Our Vision

A well-regulated sexual service industry which meets the expectations of clients, service providers and the community.

## Our Purpose

Administration of the prostitution licensing and advertising regime in compliance with the *Prostitution Act 1999* and *Prostitution Regulation 2014*

## Our Values

**Competence** **Honesty** **Reliability**  
are guided by public sector values



## Our commitment to Human Rights

We respect, protect, and promote human rights in all that we do and put people first in our actions and decisions.

## Our strategic objectives are to:

- **Make the community safer**
  - Support implementation of a decriminalised sex work industry for Queensland
  - Collaborate with the licensed sector to reduce risk of crime, including trafficking, coercion and money laundering
  - Promote health and safety standards at licensed brothels
- **Strengthen stakeholder relationships**
  - Deliver consultative and supportive regulation compliance regime
  - Improve administrative processes to deliver more responsive client services

## We measure our performance by:

- Implementation of sex work reform
- Rates of reported crime and complaints
- Compliance with regulation and best practice standards
- Application processing time

## Our strategic risks and opportunities include:

- Sexual servitude through human trafficking and coercion
- Organised crime and official corruption
- Communicable disease or infection
- Contemporisation of regulation concurrent with decriminalisation of sex work
- Financial resilience of small licensed sector challenged by current economic conditions
- Business confidence instability driven by unpredictability of rate or scale of potential change to regulated operating environment

The Prostitution Licensing Authority supports the *Queensland Government objectives for the community*

**Good Jobs:** Good, secure jobs in our traditional and emerging industries

**Better Services:** Deliver even better services right across Queensland

**Great Lifestyle:** Protect and enhance our Queensland lifestyle as we grow

## Our commitment with First Nations peoples

We deeply respect Aboriginal and Torres Strait Islander peoples and cultures. We commit to partnering with First Nations people, as outcomes built on strong relationships create a positive shared future for all Queenslanders.



**Queensland  
Government**