



Prostitution Licensing Authority

Att; Bob Wallace
Principle Policy Officer

PLA & CMC Advertising Review Submissions

Northern Belle Pty Ltd

Cairns first Licensed Parlour Est. 2006

To WHOM THIS MAY CONCERN ^{PLA} 28-DEC-2007 - ^{C.M.C} DEC 2010

The only way we can resolve Northern Belle's Plight is if:

- 1 There is a push for CMC recommendation to criminalize outcalls (escort) as part of the legislation.
- 2 In the meantime regulate, through advertising restrictions, by implementing the 'easy fix solution' presented in Northern Belle's Advertising Submission.
- 3 Remember that if you can not advertise then there is no way for a potential client to know who to call therefore 'no business is out of business.
- 4 The above would create a slow down in numbers of solo operators, be it legal or illegal, and therefore have a natural flow on affect to bring that business to where it belongs. **A safer alternative and that are legal 'highly regulated' licensed brothels.**

Australia has a three tiered Government - **Federal; State; Local.**

Local government's prime responsibility is the safety and well being of its community through its services paid for by council rates.

Sexual Health should be on that list. The statistics are up, as reported through the Dolls House at the Cairns Base Hospital, contradicting the national trend. (see attachment).

Why are the local authorities (local government local police and local C.I.B) not dealing with this internal sexual health and criminal problem.

To have a local newspaper make **a turnover of approx 2.5 million dollars per annum from classifieds listed under Adult Entertainment, of which the CMC reports as being 75% illegal and Northern Belle reports as having now grown to more than 90%, is unbearable.**

The question is... How can a legal, highly regulated, and therefore very costly, brothel compete with - mainly unchecked uncontrolled and unregulated solo operators working from hotels, motels and resorts with up to half a dozen or so mobile phones?

The C.M.C should be asked to look into this problem

If the 'easy fix solution' is not embraced and or any other suggested idea by the PLA are not for the forthcoming...Northern Belle sees a **bleak** future.

11 Cava Close Bungalow CAIRNS 4870 QLD AUSTRALIA
Ph 07 4033 5955 Fax 07 4033 5971

Northern Belle Pty Ltd

Cairns first Licensed Parlour Est. 2006

The Prostitution Licensing Authority

GPO Box 3196
Brisbane Q 4001

28 December 2007

Attention: **Bob Wallace**
and to whomever else it may concern

Thank you for the opportunity to submit.

If Northern Belle's submission needs to be further explained we think it of such importance that myself and Willie are well prepared to take an appointment with the board and fly down to Brisbane to address that meeting.

Kind Regards

Aart Brons
CEO
Northern Belle

11 Cava Close Bungalow CAIRNS 4870 QLD AUSTRALIA
Ph 07 4033 5955 Fax 07 4033 5971
www.northernbelle.com.au

Northern Belle Advertising Submission

- 1 If license fees needed to be raised, as the industry needs to be self funding, there also needs to be an incentive for legal brothels to be viable and to make a profit so as to grow from the 23 licensed brothels so far, to the approximated 90 brothels needed to fund itself.
- 2 Restricted and controlled advertising could halter or stop the illegal escort industry from having such a strong hold and flourishing. Advertising as is and or suggested by the PLA opens up a can of worms, and will let the horse bolt if it hasn't already bolted. Further restriction and not relaxation should be the way forward.
- 3 Solo operating (from fixed address) and escort services is where the unfairness is most prominent.
- 4 An example of the Cairns Post newspaper adult services advertisements is included in the submission as per attachment 'A'.
- 5 An example and a more true reflection of the number of genuine solo operators is in the yellow pages under Cairns Escort Services and shown as per attachment 'B'. (and even in "it" there is a question mark...or two!)
- 6 Solo operating advertisements should read - name and number only from fixed address (when placing an ad) and attached to a landline phone number only, (just like it was in the beginning before mobile phones back in 1991) and just like legal brothels have to in 2007.
- 7 Cairns and Northern Belle can do well without illegal imported escorts from interstate and or overseas, working from hotels, motels, resorts and or holiday apartments for a short period of time with half a dozen or so mobile phones, to be replaced and rotated by the next incoming lot.
- 8 Therefore escort services should be outlawed and made illegal (criminalized) just as street soliciting is, and clients should be held co-responsible for the illegal deed.
- 9 Any hotel, motel, short term holiday apartments and resort owners (knowingly) participating in prostitution are 'living off the earnings'.
- 10 Effective restricted advertising, thoroughly policed by the PETF, can and will help shut down the illegal organized escort industry. An example for the PLA and PETF to follow could be as per attachment 'C'.

In Summary

Controlled advertising is an all important intricate tool for controlling legal and or illegal activity. Therefore, as their 'duty of care', the PLA should not be shunning its responsibility to restrict advertising. Instead, it should persist in its effort and include the PETF. If complaints about illegal activity come to its attention, they, the PETF, should hold motel, hotel, holiday apartments, and resort owners to the letter of the law (and not pass the buck).

Northern Belle can never be viable if it has to compete with imported organized illegal escort services in/out calls from hotel, motel, holiday apartments and or resorts with half a dozen or so mobile phones. It would also not encourage any potential new brothels to apply for a license to achieve the 90 needed, in total, to fund itself.

We Licensees pay the increased license fee to be legally "living off the earnings" no-one else does!

The sex industry should have no place in the 'home away from home' industry namely hotels, motels, resorts and holiday apartments. The PETF should do their job more thorough, as that activity runs rife in regional Cairns, and is the main cause for Northern Belle running a financial loss in the first year of operation.

It can never overcome that circumstance as long as illegal imported to Cairns escorts from interstate and overseas are encouraged in this way to come and work for short periods of time and to be replaced on a regular basis.

"Easy Fix Solution"

To identify between genuine solo operators and organized illegal escorts the PLA should implement

- A A registrar for solo operators (free of charge if applicable). But one must obtain a number to be able to advertise legally anywhere.
- B To obtain a registrar number and qualify one must
 - (1) Work from fixed address
 - (2) Landline phone number only (no mobile phones)
 - (3) Get approval for the ad (name number etc)
 - (4) Provide a sqwisi workshop number or similar
 - (5) Provide PLA with sexual health certificate every three months as do S/Ps in brothels to keep registrar number valid.
- C No registrar number makes it illegal to advertise.

The statistics on Sexually transmitted diseases, through the "Dolls House" at the Cairns Base Hospital, is on the way up, apposed to the national trend which is down and that in itself should be off extreme concern. (See attachment D).

To be able to police the breeches in advertising promptly and fairly by the P.E.T.F. there should be no difference between legal brothels and legal solo operators, so therefore both must be in the know, healthy, work from a fixed address, and be attached to a land phone line, so as to stop being able to work from the boot of a automobile, with a half a dozen or so mobile phones.

If the 'easy fix solution' were to be implemented it would also take the blame (if any) away from the legal sex industry and put that increase, in statistics, purely and solely on the tourist industry and or community sexual health education.

We at Northern Belle sincerely hope that something positive will come from this window of opportunity as it is pivotal to our survival.

No legal brothel should have to supplement the escort industry, be it legal or illegal through its license fees, and then have to occur a financial loss because of it. Just to have solo operating unaccountable and mainly unchecked.(as per attachment "A")

Kind regards

A & W Brons

Licensees
Northern Belle
Cairns



Councils against legal brothels accused of aiding illegal prostitution

Posted Tue Jan 23, 2007 11:42am AEDT

Queensland's sex industry group says councils that vigorously oppose legal brothels should bear some responsibility for illegal prostitution.

The State Opposition has called on the Government to set up an urgent review of the industry in the wake of newspaper reports claiming unlicensed brothels are flourishing in Queensland.

Queensland Adult Business Association spokesman Nick Inskip says by refusing to allow legal brothels some regional centres have left the doors open for illegal activity.

"These towns are entrenching illegal activity, they are condoning exploitation, particularly of women that operate in the illegal industry, so they're actually damaging the status of women involved in the sex industry when they say, 'no we don't want illegal industry here', because they're just saying, 'what happens here is okay and if we don't see it ... that doesn't matter'," he said.

Tags:

<http://www.abcscience.net.au/news/stories/2007/01/23/1831909.htm>

1/03/2008

A & W Brons

Licensees
Northern Belle
Cairns

March 23, 2007

Cairns Australia

DEMAND for Asian prostitutes and the promise of big dollars are luring overseas sex workers to the Far North.

The head of Queensland's Prostitution Enforcement Taskforce said recent raids on Cairns motels and an Edge Hill house confirmed what many in the region already knew - men in Cairns want Asian prostitutes and are willing to pay for their pleasures.

"The girls go where the money is," Insp Dale Weightman told The Cairns Post.

"We do know that Australia is a desirable destination for sex workers and that there is a preference for Asian girls."

"Generally there are girls that are willing to come here from Asia and make some money and obviously while there's people like that there's other people willing to feed off them."

Recent raids in Cairns failed to uncover any hint of organised crime-run illegal brothels but did reveal some interstate sex workers and motel managers were unaware of state prostitution laws.

Two Cairns motel managers were given written warnings from police that their premises were illegally used for prostitution.

Insp Weightman said warnings were to alert the managers they could be prosecuted if taskforce members again found the motels hosting illegal prostitutes.

Six Asian prostitutes also would appear in Cairns Magistrates' Court this month in relation to those offences.

An Edge Hill man who advertised prostitutes as masseuses also would front court on pimping charges, Insp Weightman said.

"There is some illegal prostitution occurring up there but we are aware of what is going on and intend to pursue it in the future," he said.

"We would be naive to think that there would not be sex-for-cash going on at all."



Dragases
Junior News Editor

Join Date: Aug 2005
Location: The flats of west TX
Posts: 1,516

www.newnation.vg/forums/showthread.php?p=197496

23/02/2008

Money injected into region to fight HIV

The Cairns Post

February 20, 2007

Author: Kerri-Ann Hobbs (hobbsk@tcp.newsltd.com.au)

GAY men having unprotected sex have sent the Far North's HIV infection rate skyrocketing.

A record 13 new infections in the past two months - equal to the region's yearly average - were confirmed by Cairns health clinics.

At least eight of the men caught the virus within the past year, with the others believed to have been infected years ago but only recently diagnosed, experts said.

The jump in infections, in men aged from 20 to 50 years, has brought a quick response from health bureaucrats, with \$10,000 earmarked for a safe-sex public awareness campaign in the region.

They also hope to employ three new staff at Cairns Base Hospital's sexual health services.

"We don't know exactly why we are seeing so many more (cases) at this stage," sexual health services director Darren Russell said.

"They are predominantly men within the gay community and they are local men.

"This is unprecedented in Cairns."

The men, including three who identified as being heterosexual, acquired their infections locally but none had any common partners or meeting grounds, Dr Russell said.

"One of the problems is that we have diagnosed a certain number of new HIV cases but that doesn't tell us how many more are still out there," he said.

"If there's eight new infections there must be more that haven't been diagnosed yet and that's one of the reasons we are keen to get the safe-sex message out in the community."

Health promotions officer Kevin Scott said the outbreak had the potential to affect the region's thriving "pink" tourism industry.

"We are concerned that they will come up here, figure they are in paradise and practise unsafe sex," he said.

Surge in city's HIV infections

HEALTH authorities say they are concerned after 23 people in Cairns were diagnosed HIV positive last year.

Cairns Base Hospital director of sexual health Darren Russell said the city experienced a surge in new HIV infections in 2007 and had already had "a handful" of new cases this year.

"Cairns usually has about 10-15 diagnoses a year," Dr Russell said.

"We had about 23 last year and that's more than you would expect."

He said the diagnoses mostly involved gay men, but several heterosexual people had also contracted the virus.

Mr Russell said HIV diagnoses throughout Australia were decreasing until about 2001-2002.

"We hadn't noticed that so much in Cairns but we do seem to be seeing it over the last couple of years here," he said.

Dr Russell said sexually transmitted infections such as chlamydia, gonorrhoea and syphilis also represented an increased risk to Queenslanders.

"Chlamydia has become the most commonly notifiable disease in Queensland with close to 12,000 notifications in 2006, an 85 per cent increase since 2002," he said.

"Chlamydia infection does not usually cause any symptoms in both men and women but, if untreated in women, it can cause pelvic inflammatory disease and infertility."

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Commentary by BB-Leo

B&B Leo reports: A tourist guide to Australian brothels

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BB-Leo
Southeast Asia Bureau Chief

Join Date: Dec 2006
Location: South Pacific
Posts: 17,124

Brothel pay too low: prostitutes - 'Increase sex fees'

<http://www.cairnspost.com.au/article/2600/news.htm>

Brothel pay too low: prostitutes

gavin king

March 17, 2007

Cairns - Australia

CAIRNS prostitutes say they would never work at the city's only legal brothel because it takes half their pay.

Far North sex worker Gabrielle said she made \$1000 a day as an independent sex worker and recently bought a house with her savings.

Gabrielle, 25, vowed never to return to working in brothels in Brisbane after she accepted private jobs while holidaying in Cairns six months ago.

Brothels have lobbied for the right to do outcalls to compete with independent operators.

But Gabrielle said a recent client, a Brisbane politician she declined to name, told her the State Government would never allow such a move for fear they would become dominant "kingpins".

The Cairns Post yesterday revealed the Northern Belle brothel in Cava Close was forced to close its doors for a week because of a sex-worker shortage.

Gabrielle said brothels were misleading the public by referring to independent workers as illegal.

"It's really upsetting when I read about brothels who talk about getting rid of illegal workers," Gabrielle said.

"It's really upsetting when I read about brothels who talk about getting rid of illegal workers," Gabrielle said.

"We are legal workers, we've got ABNs, we pay taxes and we're allowed to book a hotel room and work out of there. There is nothing illegal about the way we do business."

Gabrielle said she was paid about \$600 for 12-hour days in a Brisbane brothel, compared with five or six-hour shifts for \$1000 in Cairns.

The Cairns Post received several text messages from call girls who backed Gabrielle's stance, saying brothels exploited them.

Northern Belle owner Aart Brons said he welcomed legitimate private operators but wanted organised escort services, particularly Asian syndicates, to be stamped out. "The genuine sole operators should always be there and if it's a level playing field that's fantastic," Mr Brons said. "When I talk about illegal operators I mean the organised escort call outs."

"In terms of the pay, the ratio is more like 60 per cent to the girls and 40 per cent to us because we hire the room to a client who then chooses a service provider who is contracted to us."



BB-Leo
Southeast Asia Bureau Chief

Join Date: Dec 2006
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☺ Men hot on Asian callgirls -...luring overseas sex workers ...

<http://www.cairnspost.com.au/article/2588/news.htm>

Men hot on Asian callgirls

<http://www.newnation.vg/forums/showthread.php?p=197496>

23/02/200

To the prostitution Licensing Authority:

All licensed Brothels, yes all 24 (and diminishing) are singing the same song...

Illegal organised syndicated escort services are killing us

Northern Belle would easily survive if a little squeeze were to be given to the solo operating side of the industry (without having to amend the law at all).

If only ONE item would be addressed and implemented from the 'easy fix solution' and that is to Ban Mobile Phone Numbers and advertise with landline only.

- (1) To be able to police more direct whether SP is working with current health certificate.
- (2) It would make it much harder to work from any other but a fixed address.
- (3) It would therefore have a natural flow on affect to the safer and legal alternative being ... Legal (highly regulated) licensed Brothels

Kind regards

Aart brons

