



**SWOP NSW  
Strategic Plan  
2022- 2025**

# Introduction

Sex Workers Outreach Project, New South Wales (SWOP NSW) is the state's peer sex worker organisation and has been representing sex workers for over 35 years. SWOP NSW works to sustain low rates of STIs and BBVs, including HIV, and provide sex workers equitable access to health, safety, human rights, legal, and workplace protections.

In 2014 SWOP NSW became an independent incorporated association, with a membership of current and former NSW sex workers. It is our diverse membership who, along with staff and committee members, have contributed to multiple phases of consultation and development to ensure this Strategic Plan will guide the organisation to achieve its goals and become a stronger, more representative organisation for the sex workers of NSW.

This 2022 - 2025 Strategic Plan demonstrates that SWOP NSW is building on its past successes while also recognising there are areas where we can improve and has set a path toward achieving a combination of short and longer-term goals. SWOP NSW is a member of Scarlet Alliance, Australian Sex Workers Association, the national peak sex worker organisation that works with all state and territory member organisations to contribute to the sex worker rights movement in Australia.





## **Our Values**

**Self-determination for sex workers**

**Inclusivity with respect for the diversity of sex workers**

**Holistic approaches to the health, safety, and wellbeing of sex workers**

**Workers' rights, human rights, and the recognition of sex work as work**

**Accountability and transparency to the sex worker community**

**Representing a thriving, healthy, and collaborative sex worker  
community**



# Goal 1: Attain optimum health, safety, and human rights outcomes for sex workers in NSW

## Objectives

- 🔴 Continue our effective work in peer education, outreach, health promotion and sex worker community engagement
- 🔴 Increase the knowledge and skills of sex workers to further enable informed sexual health and workplace decisions
- 🔴 Maintain our role in promoting best practice STI and BBV prevention, testing, and treatment
- 🔴 Expand health promotion goals to include a stronger focus on mental health and financial literacy
- 🔴 Enhance WHS knowledge amongst sex workers and improve implementation of WHS best practice within the NSW sex industry
- 🔴 Increase awareness of policies that undermine the human rights of sex workers

## Actions

- 🔴 Maintain a comprehensive peer education, outreach, and community engagement program to sustain the current high rates of condom use in the NSW sex industry, and support the NSW sex industry's high rates of voluntary HIV and STI testing
- 🔴 Expand referrals for mental health support and other sex worker friendly health support services
- 🔴 Adopt and promote a holistic approach to health promotion
- 🔴 Deliver financial literacy training to sex workers
- 🔴 Provide targeted WHS education to sex workers and sex industry owners/operators
- 🔴 Campaign for anti-discrimination protections for sex workers



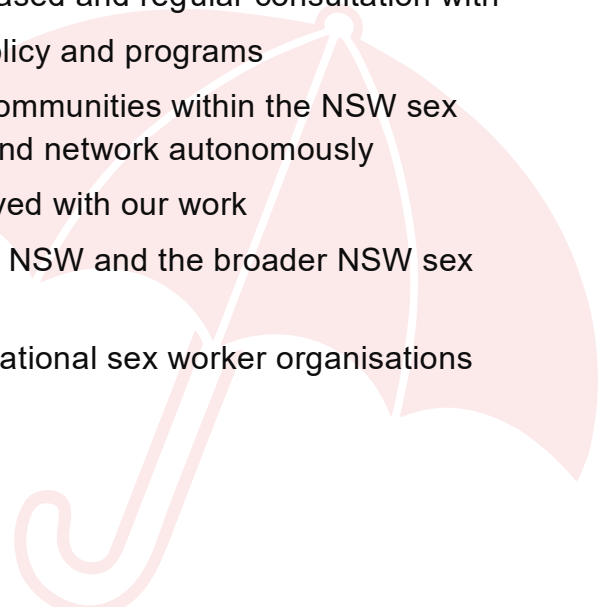
## **Goal 2: Cultivate a thriving, strong, and unified sex worker community which acknowledges and supports the diversity of NSW Sex Workers**

### **Objectives**

- 🔴 Represent a strong, cohesive, and collaborative community
- 🔴 Increase opportunities for community building and participation
- 🔴 Increase focus on supporting diverse sex worker communities including Aboriginal and Torres Strait Islander, CALD, trans, gender diverse, LGBTIQ+, migrant, rural and regional sex workers, and sex workers with disability or living with HIV
- 🔴 Improve understanding of NSW sex work community needs to inform organisational priorities and practices
- 🔴 Ensure sex workers know they are key stakeholders, and that our work is mandated by our member's needs
- 🔴 Ensure we are accountable to the sex work community

### **Actions**

- 🔴 Demonstrate diverse representation of the sex worker community in our policies, programs, staff, and governance committee
- 🔴 Identify the needs of the community through increased and regular consultation with NSW sex workers, and use the results to guide policy and programs
- 🔴 Create spaces both on and offline for the varied communities within the NSW sex industry to build community, politically organise, and network autonomously
- 🔴 Increase opportunities for sex workers to be involved with our work
- 🔴 Cultivate a collaborative dialogue between SWOP NSW and the broader NSW sex worker community
- 🔴 Foster relationships with state, national and international sex worker organisations



## Goal 3: Establish agile communication and engagement with the NSW sex worker community and our membership

### Objectives

- 🔪 Increase our membership
- 🔪 Improve and diversify communication between members and the organisation
- 🔪 Increase community and membership participation in the organisation's work and governance committee
- 🔪 Increase awareness about our work within the NSW sex industry

### Actions

- 🔪 Develop more proactive, dynamic, and versatile communication with members
- 🔪 Communicate with the broad and varied communities within the sex industry in a targeted and culturally sensitive way
- 🔪 Improve social media engagement and communication strategies
- 🔪 Develop an open and interactive dialogue between the organisation, its membership, and the broader NSW sex work community
- 🔪 Deliver education and resources that are culturally and linguistically appropriate

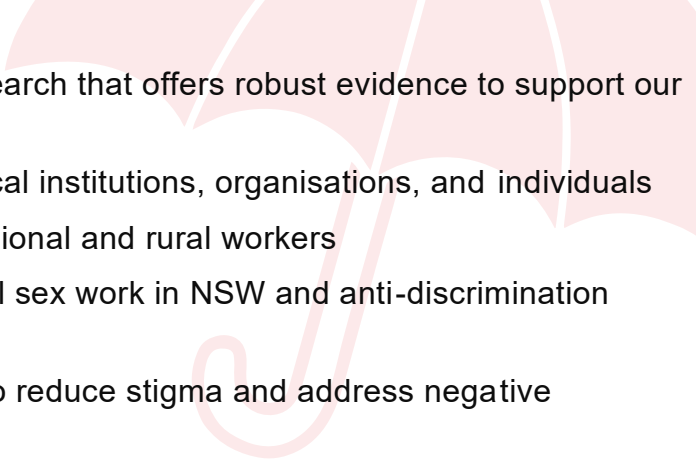


# Goal 4: Establish SWOP NSW as a strong, visible, and influential voice of leadership in addressing stigma and discrimination faced by NSW sex workers and advocating for equity in law, justice, and human, civil, and workers' rights

## Objectives

- 🔴 Demonstrate strong representation of NSW sex workers
- 🔴 Increase the organisation's visibility in the media
- 🔴 Continue work on legislative reform that prevents discrimination against sex workers and ensures the benefits of decriminalisation are afforded to all sex workers
- 🔴 Increase focus on public education to challenge stigma against sex workers
- 🔴 Attain equitable access to justice systems, and human, civil and workers' rights for all NSW sex workers

## Actions

- 🔴 Build a strong media presence
  - 🔴 Participate in more sex worker led research that offers robust evidence to support our work
  - 🔴 Cultivate strong relationships with critical institutions, organisations, and individuals
  - 🔴 Expand legal referral list to support regional and rural workers
  - 🔴 Advocate for full decriminalisation of all sex work in NSW and anti-discrimination protections for sex workers
  - 🔴 Develop public education campaigns to reduce stigma and address negative stereotypes about sex workers
  - 🔴 Increase educational campaigns and resources to support sex workers navigating legal and judicial systems
  - 🔴 Develop programs on sex worker rights and laws, and advocate for this to be mandatory for all law enforcement and councils to participate in
  - 🔴 Hold governments and local councils accountable and promote better practices
  - 🔴 Increase grassroots style campaigns to encourage more community participation
  - 🔴 Effect cultural change in law enforcement and policing relations with sex workers in NSW
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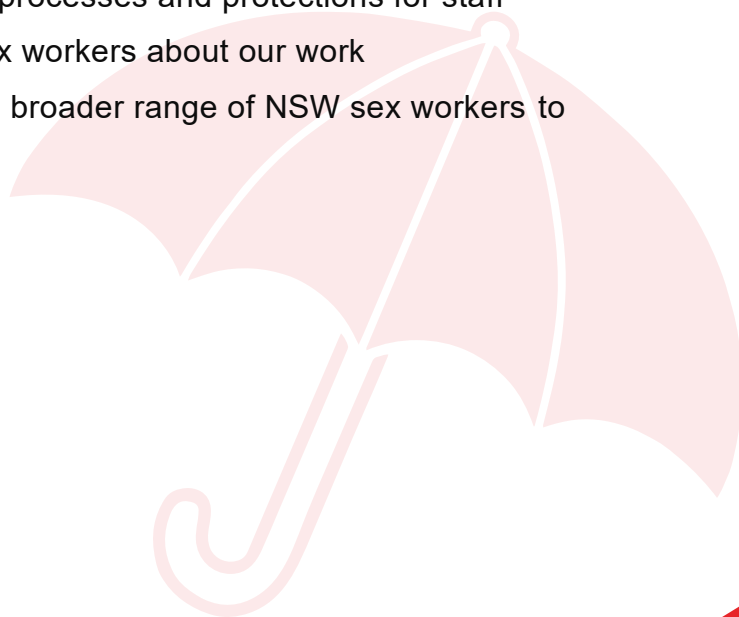
## Goal 5: Establish robust operational and governance systems crucial to ensuring SWOP NSW is a best practice sex worker organisation

### Objectives

- 🔴 Increase and diversify funding
- 🔴 Maintain SWOP NSW as an independent sex worker led and operated organisation
- 🔴 Strengthen organisational governance capacity
- 🔴 Improve our capacity to meet our legal responsibilities
- 🔴 Strengthen operational policies and procedures
- 🔴 Improve mechanisms which ensure transparency and accountability

### Actions

- 🔴 Promote awareness of SWOP NSW as a successful and cost-effective model of providing access to services for sex workers
- 🔴 Seek funding to address a broader range of sex worker needs
- 🔴 Investigate potential investments to strengthen our stability, with consideration given to ethics and alignment with organisational values
- 🔴 Deliver paid training (including to law enforcement and local governments) on sex worker rights and sex industry laws
- 🔴 Update organisational policy and procedures
- 🔴 Undertake a quality assurance process including review of organisational policies
- 🔴 Develop stringent internal complaints processes and protections for staff
- 🔴 Conduct an annual survey of NSW sex workers about our work
- 🔴 Increase capacity and confidence of a broader range of NSW sex workers to participate in governance processes







## Contact us



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