



500 WOMEN IN PROPERTY

*Our leaders championing **500 women**
each year to grow our talent*

COMMIT | CHAMPION | LEAD

2023 PROGRAM HANDBOOK



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Our Commitment

The Property Council of Australia champions the industry that employs 1.4 million Australians and shapes the future of our communities and cities.

Property Council Members invest in, design, build and manage places that matter to Australians: our homes, retirement villages, shopping centres, office buildings, industrial areas, education, research and health precincts, tourism, and hospitality venues and more.

On behalf of our members, we provide the research and thought leadership to help decision-makers create vibrant communities, great cities, and strong economies. We support smarter planning, better infrastructure, sustainability, and globally competitive investment and tax settings which underpin the contribution our members make to the economic prosperity and social well-being of Australians.

Our commitment to a diverse property industry is spearheaded by our dedicated Diversity, Equity, and Inclusion Committees across the country – and our Property Champions of Change (PCCC) a group of 26 senior leaders in the property industry who came together in 2015 determined to achieve a significant and sustainable increase in the representation of women in leadership in the property industry.

Program Overview

It helps our members to promote female talent and empower women to advance in the workforce. An initiative of our Diversity, Equity, and Inclusion Committees, the program aims to accelerate more women into leadership positions in the property industry, through sponsorship of high-potential talent.

With more than 3,600 women having participated since its launch in 2016, the highly successful program involves a personal commitment from sponsors (women and men) to identify and champion women in their organisation or network who would benefit from exposure and professional development opportunities.

Sponsors advocate for their participants in the workplace and help build their network and profile, leading to positive development outcomes.

We would like to thank and acknowledge The GPT Group, National Program Sponsor and MinterEllison, Event Sponsor for supporting the extraordinary growth of the program over the last eight years.

What's the difference between a sponsor-led program and a mentoring program?

The success of the program relies on the personal commitment of sponsors, but it also depends on participants to actively engage in the opportunities on offer.

Mentors and sponsors serve different purposes, but their end goal is the same; to support participants in achieving their goals.

Sponsors will advocate for you in the workplace, champion your skills and success and help to build your network and profile.

Playing a slightly different role, a mentor is a source of guidance and advice. Both are important in maximising career growth, but **sponsors act where mentors usually advise.**



Key Program Inclusions

✓ Launch event

Official launch events will be held in each state/territory. This is the first opportunity for the cohort to learn more about the program and what to expect during the year. You will gain insights into the key program events and opportunities and hear from the program's sponsors and alumni.

✓ Observe a Property Council committee

A valuable and unique part of the program is the opportunity to observe a Property Council Committee meeting. Participants will be invited to attend a meeting in their State/Territory to provide an understanding of how the committees work and to broaden their network.

✓ Mid-year event

Mid-year events have both a professional development and networking focus and will be held in each state/territory. These events are for participants only to attend.

✓ Bespoke virtual masterclasses

Two bespoke virtual professional development masterclass sessions will be provided to all participants in the 2023 program.

Session 1: Wednesday 17 May 2023

Session 2: Wednesday 16 August 2023

✓ The Academy LMS

All participants receive full access to the Academy Learning Management System (LMS). The courses cover a range of leadership, technical and role specific topics such as Time Management, through to technical topics like 'Creating Great Places'. Providing participants the professional development opportunity to learn anytime, anywhere.

✓ Wrap up event

Official wrap up events will be held in each state/territory. This is the final formal event for the cohort to come together and celebrate their successes and achievements over the year.

Additional program requirements

To ensure a successful participant and sponsor relationship throughout the program, both commit to engaging in additional activities and opportunities on offer.



Arrange to meet at the beginning of the program

Participants are encouraged to discuss with their sponsor what they wish to achieve from the program, map out a schedule of face-to-face meetings during the year and identify events they wish for their sponsor to host them at.



Attend two Property Council events

A critical component of the program involves expanding the networks of participants, and providing them with access to topics of relevance to their career. During the year, sponsors will need to invite and host their participant/s at a minimum of two Property Council events (this includes covering the cost of registrations). The Property Council runs a dynamic and diverse program of events in each State/Territory. We encourage participants to liaise with their sponsor to discuss which Property Council events are of interest to attend.



Active engagement

While the program is sponsor-driven and not a mentoring program, sponsors should actively advocate for, and promote, participants career advancements. The program requires that participants meet face-to-face with their sponsor a minimum of twice during the year.



Conversation Cards

Every participant will receive a set of conversation cards. These have been developed to assist with getting to know each other, talking through situations you have experienced, career growth and development planning. They will also help you gain further insight into the industry and the importance of networking. We encourage you to use them in a way that suits you both and hope that they help you to achieve your program objectives.

The cards cover off three key areas:

1

Reflection

Taking the opportunity to discuss why you nominated for the program and what outcomes you would like to see come from your participation.

2

Career Development

This is a great opportunity to pick your sponsor's brain, get an understanding of their story and how you can learn from their experiences.

3

Self-Development

Having a discussion with your sponsor about your personal and professional interest and goals, talking through how you plan to achieve these.

Start the conversation

1 Reflection

- Looking back at a time you were in a similar position, what advice would you give yourself?
- Think of a difficult scenario you have experienced in your career; Why was it difficult? Who did it involve? What was your part in it? How was it resolved?
- When trying to gain buy-in to implement a new program, what tactics have worked for you?
- How did you land your current role? Think back to five years ago, did you envision this is where you would be?
- What is the most important leadership lesson you have learned and how is it valuable?
- Do you find networking or public speaking intimidating? How do you deal with this?
- As a leader in the industry, was there a time in your career you found it difficult to be taken seriously? How do you advise I deal with this/avoid this?

Notes

Start the conversation

2 Career Development

- How do you successfully stay connected to key internal/external influencers? Are there any other people you would recommend that I speak with to learn more about this role/industry/sector?
- How can I prepare and actively pursue successful career growth and development?
- How do you see the industry changing/progressing within the next ten years? How can I adapt and make myself more relevant/employable?
- Where do you hope to be in the next 5-10 years? I would like to be - 1 year, 3 years, 5 years, and 10 years. Do you have any advice for me getting there?
- What professional organisations are you associated with? Why do you value these? Is there something you can recommend I should aspire to join or be apart of?

Notes

Start the conversation

3 Self Development

- I see my strengths as..... How can I expand on these?
- What do you see as some of my blind spots? How did you identify yours and how do I become aware of mine?
- How do you manage the biggest challenge/s in your work/life?
- Knowing my skills, experience, and ambitions, what would you do if you were me?
- How did you learn to embrace failure/disappointment?
- Are there any key books, podcasts, speakers, authors etc. that I should research?
- What is your favourite and least favourite part of the job?
- What has been your most rewarding accomplishment? Mine would be.....
- What does success look like to you? How do you celebrate success?

Notes

Coffee Roulette

Through Coffee Roulette, participants will be randomly matched with other participants in the program for coffee meetings. This will assist with building your professional networks and feel more connected with the industry.

How it works:

✓ Accept the invitation to participate

Participants will be invited via direct email to participate in the offering.

✓ Set up and create your account

This will allow you to select the days of the week you are/ are not available for coffee meetings as well as block out leave dates. You can opt out, pause and restart at any time.

✓ Meet and repeat

The unique algorithm matches you monthly with another participant based on the days of the week participants have in common, as well as the parameters specified. Participants will receive an email outlining who their next coffee partner is and arrange to meet for coffee. As you meet for coffee, fantastic connections are made across the cohort.





Digital Badges

500 Women in Property digital badges are a convenient way for you to showcase your participation in the program as a participant or sponsor.

It is a digital representation of your significant professional accomplishments, combined with a verifiable description of the specific knowledge and skills required to earn it. It is also easily shared online across multiple platforms, unlike traditional paper certificates.

All Participants and Sponsors were issued their digital badge on Wednesday 8 March on International Womens Day.



It shows the world the knowledge and skills you demonstrated to achieve your certificate from a respected, credible source.



It helps you publicise your accomplishments on social media, on your website and in your email signature.



It demonstrates that your knowledge and experience is up to date.

2023 EVENTS AT A GLANCE

MARCH

Program
launch events

APRIL

Coffee
Roulette

17 MAY

Virtual
masterclass #1

JUNE

Mid-point
check in survey

JULY

Participant
mid-year event

16 AUGUST

Virtual
masterclass #2

SEPTEMBER

Coffee
roulette

OCTOBER

Coffee
roulette

NOVEMBER

Program wrap
up events





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