

Who we are & What we do

July 2023





Property is the largest industry and biggest employer in Australia. Property creates 13 per cent of Australia's GDP, employs 1.4 million Australians and generates more than \$106 billion in tax revenues to fund community services.

The Property Council of Australia was founded in 1969 as the Building, Owners and Managers Association (BOMA). Originally established as an educational and professional body, it soon evolved to represent members' interests on matters of public policy.

BOMA officially became the Property Council of Australia in 1996, representing Australia's largest industry that shapes cities and creates communities.

Today, we are nationally strong in every state and territory and represent all sectors of property, as well as the service providers to the industry.

Our 2,300 member companies are the nation's investors, owners, managers and creators of properties and places that matter including:

- Homes
- Retirement villages
- Shopping centres
- Offices
- Industrial areas
- Education
- Research
- Health precincts
- Tourism and hospitality venues
- Student accommodation

Membership funds our advocacy agenda and the work we do, advancing the interests of our country, our industry and its people.



What we do

We champion and advocate for a strong and thriving property sector with the collective strength and potential that comes from being the largest industry and the biggest employer in Australia.

We bring the industry together. Our members look to us to solve problems, unlock opportunities, influence outcomes, and put forward industry-wide positions on issues to all levels of government on their behalf.

By leading conversations, educating stakeholders and undertaking the latest research with an unwavering focus on solutions, we are a trusted adviser. As the Property Council's influence has grown, so too has our place at the centre of the national dialogue.

Our forums, committees, events, industry research, thought leadership, professional development programs and courses offer members the opportunity to connect, learn and grow their careers.

Creating value for our members underpins everything we do. Membership funds our advocacy agenda and the work we do advancing the interests of our industry and its people.

We want to help our industry make Australia a better place for future generations.



Who we are

Membership

The Property Council has three categories of membership; core members, associate members and life members.

We welcome organisations of any size with an interest in the property industry. Our core and associate memberships are Division based and cover the whole member organisation. Life memberships are individually bestowed.

Core membership is for organisations that invest in, develop, finance, own or manage property as core business or corporate activity. The nine different levels of core membership are based on the combined market value of property owned, managed, developed or financed at a Divisional (state or territory) level.

Associate membership is for organisations that are engaged in a profession or business associated with the property industry, for example, architects, builders or lawyers. There are three levels of associate membership which are based on how many employees work for the member organisation.

Honorary life memberships, based on contributions made to the Property Council, are made by the National Board. Life memberships can be for national, or Division based contributions. Nominees must have worked for a member organisation to be eligible.





Divisions and Chapters

The Property Council operates under a national model with Divisions in every state and territory. We also have four specialist Divisions dedicated to advocating on specific industry sectors: Capital Markets, Residential Development, Retirement Living and Student Accommodation.

While the National Board governs and drives the national advocacy agenda, Division Councils oversee advocacy and member services for each state, territory or specialist Division, with the National Board's guidance and direction.

Apart from state and territory-based Divisions, we also have chapters in the Hunter, Illawarra Shoalhaven, Geelong, Townsville, Gold Coast and Sunshine Coast.

Our Team

The Property Council has staff in every state and territory servicing the advocacy, events, networking and training needs of our members. Our employee value proposition "committed team, powerful impact" is complemented by our organisational values focused on our members, leadership, collaboration, integrity and excellence.

Committees

More than 3,000 people sit on 130 specialist industry-focused committees across the organisation.

Our committees are focused on driving the agenda for specific issues relevant to the industry and work with Division Councils to help inform and implement our advocacy agenda.

Committee positions are highly coveted and offer the chance for individuals to expand their network, raise their profile, build market knowledge, and help shape the work we do.

Committees are refreshed every two years, and the next round of nominations will be in late 2024.

How we operate

Constitution

The activities of the Property Council are governed by a Constitution that outlines our objectives, the governance structure and the operating procedures of the organisation. It contains procedures for appointing National Board members, Division Councils and for conducting meetings. It also sets out the roles and responsibilities of the organisation's members, including the National Board of Directors and the executive team.

Board of Directors

The Property Council of Australia is a public company limited by guarantee. The Board of Directors incur the full responsibilities and liabilities arising from the Corporations Act and other relevant legislation.

The Board controls the organisation's strategic direction, advocacy priorities, policy positions and finances, in close consultation with members and our staff team.

Constitutionally, the organisation benefits from the guidance of one of the country's most significant boards, with directors drawn from some of the nation's biggest companies as well as senior property leaders from all states and the ACT.



What we deliver

Events and networking

Bringing together the brightest minds and experts from across Australia and the world, our events and networking generate important conversations, facilitate knowledge sharing, and offer unparalleled opportunities to build relationships with industry peers.

Across the country, we delivered over 330 events and networking opportunities in 2023 with more than 48,000 attendances, from the multi-day Property Congress to content-focused workshops and more intimate opportunities, like member briefings and boardroom lunches.



Property Council Academy

Delivering an online learning platform and over 110 courses in formats such as half-day programs and Industry Diplomas, the Property Council Academy helps enhance the professional lives of our members. Last year, we had more than 2,800 registrations for our Academy courses.

Its unique approach is to provide property sector-specific learning and development delivered by experts from within the industry.

Face-to-face courses can be delivered in any state or territory, and we also deliver in-house training to a growing cohort of member organisations.



Research

Our research team has delivered critical information to the property industry for more than 40 years. This includes data collection, analysis, benchmarks and statistics to help members make better business decisions. Our products include the Office Market Report and Office & Retail Benchmarking Reports.

Awards

Since 1982, we have celebrated the most outstanding projects and dynamic people who have reshaped our cities and delivered exceptional assets through the Innovation & Excellence Awards and more recently through the National Retirement Living Awards.

Awards programs across our various Divisions celebrate local success, city-shaping projects and the people who make them come to life, including our recently established People in Property Awards.



The Australian Property Hall of Fame

Induction into the Australian Property Hall of Fame is conferred by the National Board on individuals who:

- Have made a pioneering contribution to the property industry and society
- Displayed sustained leadership and personal integrity
- Bestowed a lasting legacy to the nation.

There are currently 25 inductees in the Property Hall of Fame.



Diversity, Equity and Inclusion

Gender Equality

The Property Council is committed to enhancing diversity and inclusion so the industry has access to a larger, deeper talent pool and everyone can enjoy and develop their career in property.

Our suite of practical, action-oriented programs focus on enhancing diversity by showcasing the career opportunities in the property sector, nurturing and retaining talent, and giving a voice to under-represented parts of our industry via events and initiatives and include:

- Property Champions of Change
- 500 Women in Property
- Girls in Property
- Mentoring programs



Reconciliation

Launched in 2022, our Reconciliation Action Plan (RAP) marked the beginning of the Property Council's reconciliation journey.

Working with Reconciliation Australia, First Nations peoples, our people, members and other partners, we are committed to walking side by side with First Nations peoples towards a better future.



Where to find us

Our website propertycouncil.com.au fully rebuilt in 2023, contains a treasure trove of information about the Property Council, our members, our advocacy, and the events and courses we deliver.

If you would like to know more or for more information about how to join the Property Council of Australia, please contact membership@propertycouncil.com.au.

