

Who we are & What we do

May 2024



About us

The Property Council of Australia is the voice of Australia's property industry.

We exist to champion the interests and advocate for the industry which employs more people than any other.

We're for great cities, strong economies and sustainable communities now and in the future.

We champion a strong and thriving property industry with the collective strength and potential that comes from being the largest employer of people in Australia.

Our members look to us to solve problems, unlock opportunities and influence outcomes by putting forward considered and credible industry-wide positions on issues to government on their behalf.

Our trusting relationships with decision makers across the country means we have a seat at the table when it matters, helping to solve complex issues that affect all Australians.

The property industry is Australia's largest employer, supporting more than 3 million jobs across the country. That's more jobs than the manufacturing, financial services and mining sectors combined.

More than one in four people in Australia derive their wage directly or indirectly from the property sector, which amounts to more than \$350 billion in wages and salaries every year.

The sector also contributes almost 25 per cent of Australia's total Gross Domestic Product (GDP) and almost \$130 billion in government taxes annually - more than 18 per cent of the country's total tax revenue.



Our history

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 an organisation with truly national coverage, with a strong presence in every state and territory, as well as the Hunter, the Illawarra, Geelong, the Gold Coast, Sunshine Coast and Townsville. And we represent all property sectors, from design and construction to asset investment, management and development.

Our members

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

- Homes
- Retirement villages
- Shopping centres
- Offices
- Industrial areas
- Education, health and research precincts
- Tourism and hospitality venues
- Student accommodation

Members play a deep and unique role within the Property Council, one which sets us apart from other industry bodies.

Members truly are at the heart of everything we do.

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, we solve problems and unlock opportunities.

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 courses and diversity programs offer members the opportunity to connect, learn and grow their careers.

Creating value for our members underpins everything we do.

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 chapters in the Hunter, Illawarra Shoalhaven, Geelong, Townsville, Gold Coast and Sunshine Coast.

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.

Our specialist Divisions

Capital Markets Division

The Capital Markets Division is focused on domestic and international capital markets and the investments that enable our property economy. It champions strong and transparent real estate capital markets through our advocacy, thought leadership and networking opportunities, and position Australia as a global opportunity for investment. Its advocacy agenda encompasses tax, financial reporting, market regulation, debt and capital markets and inbound and outbound investment initiatives.

Residential Development Council

The Residential Development Council (RDC) is the leading representative for Australia's residential developers, providing powerful advocacy on behalf of the industry that drives Australia's economy. It proudly leads the conversation for the industry that hands over the keys to 600 new homes each day, and plays a critical role in addressing Australia's housing affordability crisis.

The RDC champion efficient housing supply and choice, and has the trust of governments around the country. Through research and thought leadership on tax, planning, development and environmental approvals, the RDC's objective is to encourage best practice principles and greater federal government leadership to improve housing affordability and encourage new development opportunities such as build-to-rent (BTR).



Our specialist Divisions continued...

Retirement Living Council

The Retirement Living Council (RLC) is the national leadership group for the retirement living sector, championing policies that deliver age-friendly homes and better services in retirement communities across Australia. The RLC sits within the Property Council's national advocacy team and is the most powerful voice of the sector, representing for-profit and not-for-profit owners and operators of retirement villages and seniors' living communities.

It represents members on issues of national significance, such as housing, planning, health and tax advocacy, as well as village accreditation and the [Retirement Living Code of Conduct](#). Importantly, the RLC plays an active role telling the industry's story and helps deliver better housing that leads to better health outcomes for more than 249,000 older Australians who call one of these communities 'home'.

Student Accommodation Council

Formed in May 2022, the Student Accommodation Council gives a voice to the critically important purpose-built student accommodation (PBSA) sector which provides homes for over 76,500 students per year, a figure that continues to grow.

Australia's largest service export is international education, therefore ensuring a strong pipeline of beds reduces pressure on the broader residential rental market by providing a safe, student-only housing choice. Its advocacy priorities are to remove the barriers to growth in this alternative residential asset class and grow the sector Australia-wide. Better investment frameworks will ensure that PBSA in Australia can continue to garner international interest and house the next generation of leaders.



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, content-focused workshops and more intimate opportunities like member briefings, site tours and boardroom lunches.



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.



Study tours

Our study tours are designed to deliver a holistic program of professional development learnings for delegates. Centred around planning, innovation and urban development, the tours offer access to some of the most ambitious and innovative buildings in the world, as well as the opportunity to connect with and learn from progressive leaders and thinkers across the property industry globally.



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.

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.

Partnerships and Sponsorships

We offer exceptional opportunities for our members to partner with us on events, thought leadership, programs, research, Academy courses and awards programs. We will work to create the right package aligned with organisational goals for both long standing and new partners. The opportunities range from our large scale conferences, to diversity and inclusion events and programs, advertising in our digital publications to bespoke, more intimate events.



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

As Australia's largest employer, we are acutely aware of our responsibility to help enhance diversity and inclusion across the sector and business community.

That's why we have taken a leading role for more than a decade, providing the property industry with programs and initiatives to enhance gender diversity.

We're committed to proactively enhancing diversity in all forms so that our industry becomes more diverse in perspective and experience, has access to a larger, deeper talent pool and everyone feels that they 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 including:

- 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.

In 2024 the Property Council will embark on its Innovate RAP.

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.