

Progress Update

FEBRUARY 2017

The Property Male Champions of Change (PMCC) is a group of 21 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. The PMCC meet quarterly to discuss progress advancing their Action Plans, and share insights and challenges in accelerating change.

The PMCCs met on 20 February 2017 to discuss progress and specifically focus on actions taken to elevate the profile of women across the industry, and leverage the power of their supply chain to amplify their impact.

This Progress Update outlines key highlights of the meeting discussion.

PMCCs shared lessons learnt from implementation of the [Panel Pledge](#) – a commitment to only speak on panels that have gender diversity. PMCCs noted the importance of dispelling the myth that ‘there are no women available’ by referring conference organisers to women speakers; withholding confirmation until finalisation of speakers; and using sponsorship of events to drive greater gender diversity. PMCCs also shared insights from auditing the ‘face’ of their organisations, including strategies to drive greater female participation in events, internal presentations, marketing collateral and the individuals chosen to be spokespeople for the organisation.

The PMCCs reflected on the success of the recent ‘40:40:20’ campaign to achieve gender-balanced nominations for the Property Council of Australia’s committees, which resulted in 43% representation by women across all 1,640 committee roles – a major structural change for the industry.

The PMCCs also explored the power of the supplier-multiplier effect in driving change. Together PMCCs spend billions annually with many thousands of suppliers. PMCCs explored strategies for using their procurement power to drive greater gender representation in the industry and beyond, including by incorporating gender representation in supplier codes of conduct and as a consideration in procurement decisions.

The PMCCs also endorsed a summary of the commitments they have made to best practice gender reporting, including external reporting on their gender representation data and internal metrics across five key areas (recruitment/retention, career progression, flexibility, carer/parental leave and pay equity).

Progress continues on all six PMCC Action Groups (see below for detail), with a focus on Mainstream Flexibility and Enable Workers to be Carers scheduled for the June meeting of 2017. The PMCCs will be releasing their Progress Report in July 2017.

Background

The Property Council established the Property Male Champions of Change to drive gender equality in the historically male-dominated property industry and achieve a significant and sustainable increase in the number of women in senior leadership roles.

The initiative builds on the transformational work achieved by the founding Male Champions of Change group, established in April 2010 by Elizabeth Broderick, former Sex Discrimination Commissioner of the Australian Human Rights Commission.



Convened by Carol Schwartz AM, the members of the Property Male Champions of Change are:

- ◆ Peter Allen, Scentre Group
- ◆ Doug Bain, EY (Special Adviser)
- ◆ Daryl Browning, ISPT
- ◆ Jonathan Callaghan, Investa Property Group
- ◆ Stephen Conry, JLL
- ◆ Stephen Ellis, Knight Frank
- ◆ Rod Fehring, Frasers Property Australia
- ◆ David Harrison, Charter Hall Limited
- ◆ Carmel Hourigan, AMP Capital (Special Adviser)
- ◆ Bob Johnston, The GPT Group
- ◆ John Kenny, Colliers International
- ◆ Steven Leigh, QIC Global Real Estate
- ◆ Steve McCann, Lendlease
- ◆ Paul Craig, Savills
- ◆ Angus McNaughton, Vicinity Centres
- ◆ Ken Morrison, Property Council of Australia
- ◆ John Mulcahy, Mirvac
- ◆ James Patterson, Cushman & Wakefield
- ◆ Ray Pittman, CBRE
- ◆ Mark Steinert, Stockland
- ◆ Darren Steinberg, DEXUS Property Group

The Property Male Champions' focus when they formed in 2015 was on "Listening and Learning," to inform the group's plan for action. "Listening and Learning" represents one of the most important elements in the Property Male Champions of Change strategy. It involves deep exploration and personal engagement to build understanding of the issue from a range of different perspectives.

To this end, the Property Male Champions focused on understanding the facts, relevant research (including the EY and the Property Council report on gender diversity in the property industry), existing frameworks and what has and has not worked in the past. The group reflected on the impact of their leadership on gender equality, engaged with women peers, gender experts and their own employees – women and men – to gain different perspectives on the issue, new ideas and potential solutions. Through this work, the Property Male Champions identified six areas of action:

- ◆ Stepping up personal leadership
- ◆ Establishing best practice measurement and reporting
- ◆ Developing innovative approaches to recruitment and retention
- ◆ Mainstreaming flexible work practices
- ◆ Breaking the boys' club culture in the industry and building an inclusive industry
- ◆ Enabling workers to be carers.

The Property Male Champions have divided into Action Groups aligned with the six areas above.

In July 2016, the PMCC released their first report – *Our Commitment* – that outlines the PMCCs commitments and Action Plans.

The Property Male Champions have established a *Charter*, in line with the guiding principles of the founding Male Champions group, which articulates their commitment and the standards to which they hold themselves.

Progress Reports of each meeting are available on the [PMCC website](#).