



2023

IN REVIEW

STRENGTHENING BONDS TO AMPLIFY OUR MESSAGE

In 2023, we worked hand-in-hand with the industrial sector to turn our research into action.

Together, we took student engagement to new heights – and shared our expertise on panels, at round tables and in courses.

We also networked strategically, gathering women from across Australia to connect for the first time, with impact.

INSPIRING THE NEXT GENERATION OF WOMEN IN INDUSTRIAL

HIGH SCHOOLS

Several WIN members participated in the Property Council Australia's (PCA) Girls in Property program. Each member mentored a group of Year 9 and 10 students as they 'built' an industrial property – from site identification to design specs.

Three of our mentored groups made it to the finals – a monumental and brilliant result!

UNIVERSITIES

Our engagement with universities grew significantly in 2023.

We awarded the inaugural WIN Equity Scholarship to a Bachelor of Business (Property) student at Western Sydney University (WSU) – a grant specifically for female property students facing financial hardship.

We hosted panel discussions at WSU and the University of Technology Sydney (UTS) to showcase industrial careers and provide advice on entering the workforce, reaching over 100 students.

And our members contributed to the University of NSW (UNSW) and WSU's research to advise on curriculum changes to tackle advancements in the property sector.

INDUSTRY

We embarked on several new initiatives to share our expertise with the industrial and logistics sector, including:

- Developing a WIN bio pack to help committee members convey their experience and interests when presenting at events
- Acting as guest speakers and subject matter experts for the PCA's Supply Chain & Logistics Industry Diploma course
- Participating in panels and round tables at the 2023 Real Estate Summit

BRINGING THE INDUSTRY TOGETHER

We delivered a jam-packed calendar of events to help women in industrial connect – including networking lunches in Victoria, New South Wales and, for the first time, Queensland.

Attended by sponsor company nominees, these events gave us the chance to share our work, and our message, with new audiences across the eastern seaboard.

We also sponsored tables at several PCA events – and plan to sponsor PCA initiatives in 2024 to grow our membership and industry involvement.

Finally, we celebrated 2023 at several end-of-year events, hosting over 100 industry peers at each function.

ADVANCING THE CAUSE OF INCREASED REPRESENTATION

In 2022, we commissioned research into what attracts women to the sector and the barriers within it. In 2023, we put that research into action.

We started by launching our first research paper at a breakfast event in March. Together with CEOs, and senior people and culture staff from our member organisations, we discussed the findings – and shared WIN's strategy to support female representation in the industrial agency space.

Since then, we've held follow-up meetings with CEOs to understand what changes have been implemented following the launch of the research paper.

We're pleased to report that changes are plentiful. For example, CBRE and JLL leadership are executing forward-thinking proposals to enhance:

- Remuneration structures
- Maternity leave policies and return to work strategies
- Flexible work arrangements
- Development programs

We also ran our first strategic networking event for female agents, which gave 10 key female real estate agents the chance to connect and engage with leading landlords, fund managers and portfolio managers in the industrial sector. Together, they discussed:

- How to provide a competitive advantage in the industrial sector
- Why the growth of female agent representation in industrial is so important
- How to build a career and professional profile

GROWING THE WIN BRAND

Our marketing subcommittee focused on enhancing our brand, by:

- Devising a strategic roadmap to guide our marketing efforts
- Working with an agency to create topical, purpose-aligned digital content
- Developing a suite of bespoke documents to support other committees – like our new-look membership pack, presentation templates and website assets

We also saw our online engagement increase, with a 43% jump in LinkedIn followers and month-on-month growth in website traffic and our database.



**GET
INVOLVED
WITH WIN
IN 2024**



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Join our community of experts

This year, we'll be sharing stories and insights from people across the industry. If you'd like to get involved, email hello@womenindustrial.com.au