



2024 IN REVIEW

FROM EDUCATION TO INDUSTRY AND BEYOND

In 2024, we solidified our position as a driving force for advancing women in the industrial sector.

From supporting students stepping into the field to helping professionals thrive, we worked to close the gap between education and industry.

At the same time, we championed women already in the sector – offering tailored programs, networking opportunities and leadership development to help them excel.

DRIVING EDUCATION AND INDUSTRY COLLABORATION

HIGH SCHOOLS

Through our partnership with the Property Council of Australia (PCA), WIN members once again joined the *Girls in Property* program. Our mentors guided Year 9 and 10 students through real-world industrial challenges, empowering them to dream big – and take their first steps into the industry.

Several of our partner organisations also opened their doors to Year 11 and 12 students for work experience, giving them an up-close look at the opportunities a career in industrial can provide.

UNIVERSITIES AND INDUSTRY

This year, we worked strategically with existing and new tertiary and industry partners. Our goal? To strengthen connections and support emerging property professionals.

We achieved that by:

- Sharing industry insights at student panels in VIC, QLD and NSW with RMIT, Bond University, UTS and Western Sydney University (WSU)
- Teaming up with UTS Women in Built Environment to launch a workplace experience program and engage 311 female students in industrial career exploration
- Awarding a full-tuition scholarship to a second-year Business and Commerce (Property) student at WSU
- Contributing to the PCA Industrial and Logistics Supply Chain Courses in NSW and VIC, with several WIN committee members serving as guest speakers



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BRINGING INDUSTRIAL'S BEST TOGETHER

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Through 6 workshops across Brisbane, Melbourne and Sydney, we provided 100 attendees with panels, site tours and industry discussions on our sector's emerging trends.

We also hosted an end-of-financial-year event in Melbourne, which drew a crowd of over 120 enthusiastic members and friends.

Finally, our end-of-year Sydney event welcomed 150 attendees to hear words of wisdom from keynote speaker Nikki Lawson from Abacus Group. We also reflected on – and *celebrated* – the year's achievements.

BUILDING PATHWAYS FOR FEMALE AGENTS

We took ambitious steps this year to advance female representation in industrial agencies.

The UTS Scholarship Program – Female Representation in Industrial Agency was a standout initiative. Launching in 2025, it will offer second-year Property Economics students rotations at

CBRE, Cushman & Wakefield and Knight Frank to explore industrial agency as a career path.

And in Q3, we hosted a lunch-and-learn session for 12 female agents from our sponsor agencies. Guest speaker Ann Buchner delivered a Think Fast, Speak Smart masterclass, followed by a networking lunch. The event was a huge success, and we plan to build on this format next year.

STRENGTHENING OUR MARKETING AND OUTREACH

On the marketing front, this year was all about streamlining operations to improve efficiency and amplify our reach.

- We made the switch to Hubspot, cleansing our database and setting up a more efficient way to communicate with our community in 2025.
- We continued growing our LinkedIn presence, publishing 35 posts, 7 partner job advertisements and 6 thought-leadership pieces. As a result, we gained almost 600 new followers and attracted over 1,100 unique visitors.
- We provided tailored communications to support initiatives led by our other subcommittees.
- We sponsored the Property Council of Australia's Outlook Event in February, and the Future Place Industrial Summit in October, strengthening our presence at key sector events.



GET INVOLVED WITH WIN IN 2025



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We're passionate about sharing stories and insights from people across the industry. If you'd like to get involved, email hello@womenindustrial.com.au