



2025 IN REVIEW



LAYING FOUNDATIONS AND EXPANDING FRONTIERS

In 2025, WIN turned ambition into action – entering new regions, connecting with more institutions and laying the groundwork for scalable growth. We also increased our presence at career expos and refined our programs to better serve our mission: advancing women in industrial, everywhere.

INSPIRING THE NEXT GENERATION OF WOMEN IN INDUSTRIAL



SCHOOL ENGAGEMENT

We engaged with more schools than ever, connecting directly with students at a pivotal point in their career planning.

A standout was WIN participating in Emmaus Catholic College's Year 10 careers event to spark early interest in the industrial property pathway.

UNIVERSITY ENGAGEMENT

We built stronger, more systematic relationships with universities:

- Delivered a guest lecture at the University of Melbourne, showcasing real career possibilities in industrial
- Ran a tailored workshop at UTS, helping students explore industry opportunities in depth

We also advanced key conversations to secure long-term collaboration:

- RMIT & UNSW: We initiated discussions to sponsor a Thesis Award, driving student interest in the industrial asset class.
- Western Sydney University: We explored a Thesis Award and connected with the Student Property Club President to unlock future opportunities.

At the same time, we began building a comprehensive database of universities, schools and key event dates – creating a coordinated approach to student engagement for 2026 and beyond.

We also expanded our presence at major student-facing events. A milestone: hosting our first WIN stand at Bond University's career expo.

BACKING WOMEN TO BUILD SKILLS AND STEP UP

SITE TOURS

We hosted two site tours in VIC and QLD, with more than 100 attendees joining us to explore cutting-edge developments onsite.

Our VIC site tour of Goodman's mass timber development sparked strong feedback, giving attendees a rare look at an innovative industrial build reshaping the future of our sector.

PROFESSIONAL DEVELOPMENT

We also ran two high-impact workshops (virtual and in-person), which helped 120+ participants build real-world skills and confidence in workshops.

One standout moment was our November workshop at GPT's Sydney office, led by Peter Ferreira from ECue. It gave 21 women practical tools to exercise influence and handle tough conversations with authority.

Through all activities, we busted a long-held assumption: PD isn't just for early-career professionals. Women across all experience levels showed up – and wanted in.

So in 2026, we'll make sure our programs reflect that demand, offering development opportunities that cater to every stage of career growth.

ADVANCING FEMALE REPRESENTATION IN AGENCY

We refined our scholarship model, deepened university engagement and sharpened our selection process to create sustainable pathways for women in industrial agency – and set the foundation for long-term talent pipelines.

SCHOLARSHIPS AND UNIVERSITY ENGAGEMENT

We rolled out the 2025 UTS Scholarship Program from April to June, earning standout feedback from students and WIN partners. Our inaugural recipient, Isabella Anello, brought the program to life, adding visibility and credibility to our agency efforts.

We also awarded 11 scholarships for the PCA Industrial and Supply Chain Diploma:

- Eight self-paced learning modules (Part 1) for emerging professionals with less than three years' experience
- Three face-to-face courses (Part 2) for candidates with 3+ years in industrial

On top of that, we:

- Promoted the 2026 scholarship program to UTS Property Economics students to build a strong candidate pool
- Progressed conversations with the University of Melbourne and RMIT to explore future scholarship and mentorship partnerships

REFINING OUR SELECTION PROCESS

We fine-tuned our selection process to make the scholarship experience more supportive for applicants pursuing a career in agency.

Key updates included:

- Introducing more agency-focused interview questions
- Providing partners with a clearer program framework
- Engaging with potential applicants to align interests with the program

Looking ahead:

- The 2026 UTS scholarship recipient is locked in, with the program running February to March.
- Our University of Melbourne partnership is gaining traction, with contractual agreements expected in Q1 2026.
- Plans are underway for our Annual Agency Lunch in early 2026 – guest list, location and keynote speaker to be announced soon.



BRINGING WOMEN TOGETHER, STATE BY STATE

In 2025, we expanded our footprint, creating powerful moments of connection Australia-wide.

- Perth stole the spotlight with our first-ever WA event. The response was overwhelmingly positive, with a packed room, a brilliant guest speaker and one clear message: more, please!
- Brisbane hit its stride in year two, with standout attendance rates and enthusiasm from peers across the sector.
- Sydney and Melbourne delivered, too. The Melbourne Committee Company Lunch strengthened sponsor relationships, while Sydney's End of Year event became an instant highlight.

Besides these large-scale events, we also held intimate lunches where members could deepen their relationships with industry peers and colleagues.

Ultimately, these events – big or small – captured what WIN is all about: creating inclusive spaces for women to connect, share and grow together.



ELEVATING OUR PRESENCE AND AMPLIFYING OUR MESSAGE

This year, our marketing subcommittee focused on expanding WIN's voice, growing our community and showing up across the industrial sector.

- We welcomed four new member organisations: ISPT, Greystar, Mirvac and AsheMorgan.
- We migrated our database to HubSpot for smarter comms and engagement management – and stronger cross-committee support.
- We continued to grow our online presence, with steady increases in LinkedIn followers and post engagement, as well as website traffic.
- We wrote thought leadership pieces in partnership with industry experts, sharing real-life insight and relevant advice.

Behind the scenes, we've developed a fresh newsletter template and content ready to launch in Q1 2026. And we kicked off a full website audit to guide an overhaul and revitalisation later this year.

Our activation at Bond University's career expo was a valuable learning curve. It confirmed the power of clear messaging, eye-catching collateral and confident, well-prepped presenters – all of which will shape our marketing toolkit in 2026.

We also contributed where it counts. WIN featured at the Property Council's Industrial Outlook event in Sydney and the FuturePlace Industrial Summit. These events gave us invaluable exposure and reinforced our position as a key sector voice.



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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