

The Vision : A Strong and Sustainable Victorian Property Sector

Strategic Pillars



Unite the sector

Membership: Grow and diversify REIV membership through active retention and targeted growth campaigns.

Diversity: Tailor and personalise REIV service offers to reflect the variety of Members' interests and needs.

Connectivity: Facilitate greater connection and community within the property sector.

Collaboration: Collaborate with defined internal and external sector stakeholder groups for mutual benefit.

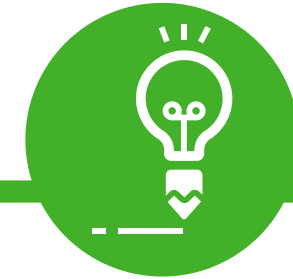


Be the voice

Confidence: Deliver a strategic, data-driven, and collaborative approach to advocacy and representation.

Leadership: Actively use horizon scanning to identify emerging opportunities and issues.

Trust: Cultivate strong working relationships with government, public servants, the opposition and media to position REIV as the "Go To" on property matters.



Deliver valuable content

Training: Facilitate access to quality training and education across market segments.

Development: Support and encourage professional standards, development, and career progression through the provision of a wide range of resources.

Insights: Develop and deliver high-quality research and insights.

Information: Inform and educate the public through the website, active use of media and resources for Members.

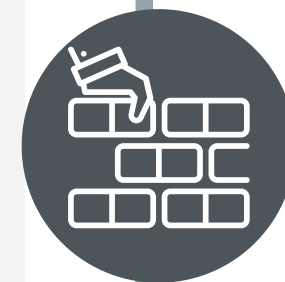
Build Strong Foundations

People: Align resourcing and planning with strategic and operational needs.

Systems: Deliver more accessible, personalised and interactive services and a positive user experience through digital transformation.

Finance: Build financial sustainability through data driven resource allocation and investment.

Governance: Align strategy and organisational governance, supported by policies and procedures that provide for nimble oversight and informed decision making.



REIV STRATEGY 2021-23

