



# Advertising and Engagement Opportunities

# About Us

Established in 2011, the Property Investment Professionals of Australia (PIPA) is a non-profit industry association representing the interests of property investment professionals and consumers across the nation. Our mission is to raise the standards of professionalism within the industry and to promote the benefits of property investment to the wider public.

Our national association brings together professionals from a range of disciplines, including buyers' agents, mortgage brokers, property investment advisors, conveyancers, and financial planners to name but a few. We are committed to advocating for the interests of our members, promoting ethical and responsible investment practices, and providing education and support to property investment professionals across Australia.





# Industry Data

Property investment is a significant contributor to the Australian economy, with more than two million Australians owning at least one investment property.

Despite the economic benefits of property investment, the industry is not without its challenges. A lack of regulation and oversight has led to the proliferation of unscrupulous operators, and many Australians are not

aware of the risks sometimes associated with property investment if they work with an inexperienced and unethical person.

This is where PIPA comes in. By promoting best practice and providing education and support to property investment professionals, we are working to ensure that the industry remains ethical, transparent, and accessible to all Australians.

## Residential Real Estate Underpins Australia's Wealth



RESIDENTIAL REAL ESTATE

**\$9.4 Trillion**



AUSTRALIAN SUPERANNUATION

**\$3.4 Trillion**



AUSTRALIAN LISTED STOCKS

**\$2.8 Trillion**



COMMERCIAL REAL ESTATE

**\$1.3 Trillion**

NUMBER OF DWELLINGS

**10.9 Million**

OUTSTANDING MORTGAGE DEBT

**\$2.2 Trillion**

HOUSEHOLD WEALTH  
HELD IN HOUSING

**56.1%**

TOTAL SALES P.A.

**482,684**

GROSS VALUE OF SALES P.A.

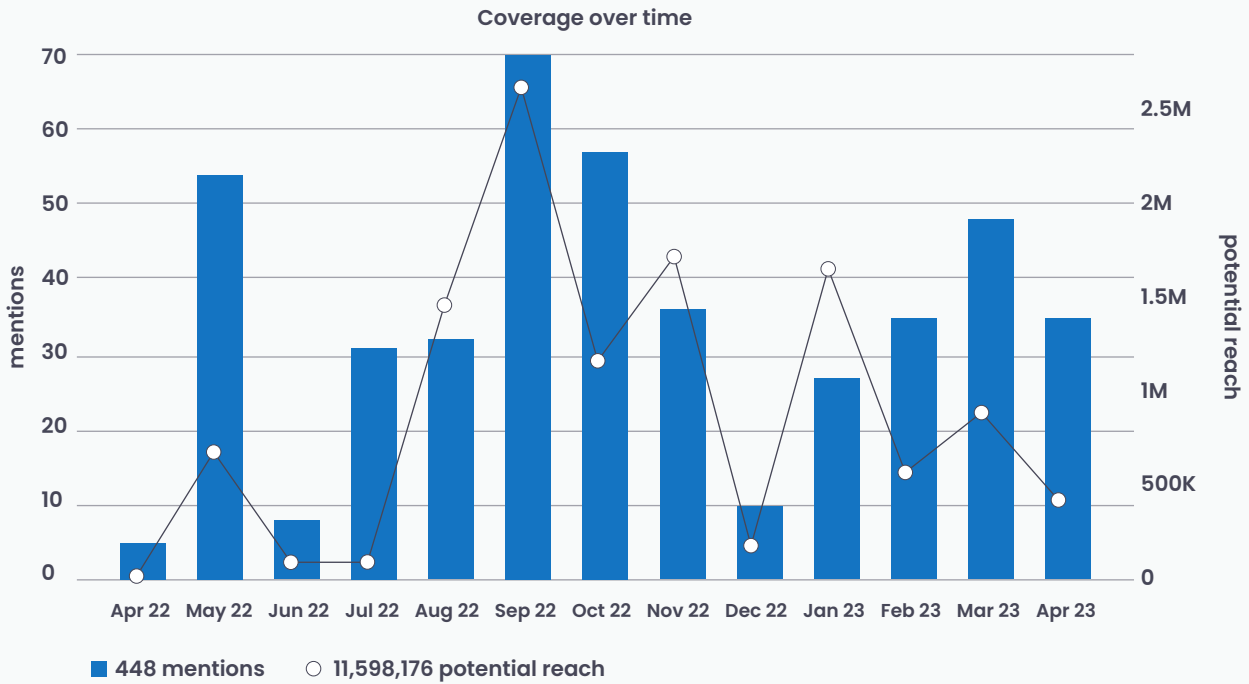
**\$427.6 Billion**

Source: CoreLogic, RBA, APRA, ASX

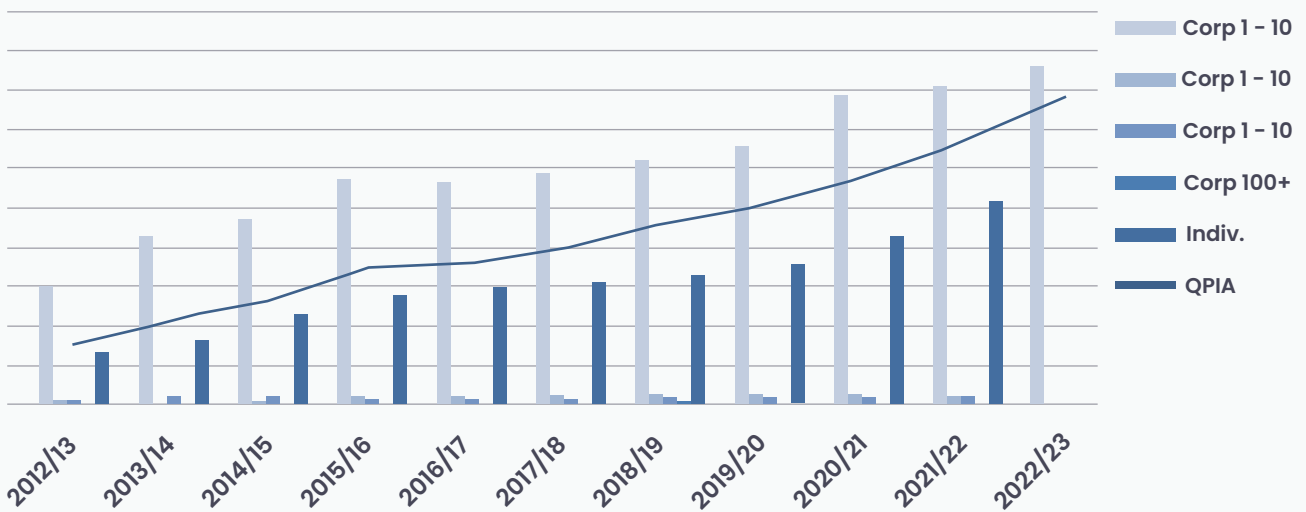


# Industry Data

PIPA Media Coverage over the last 12 months.

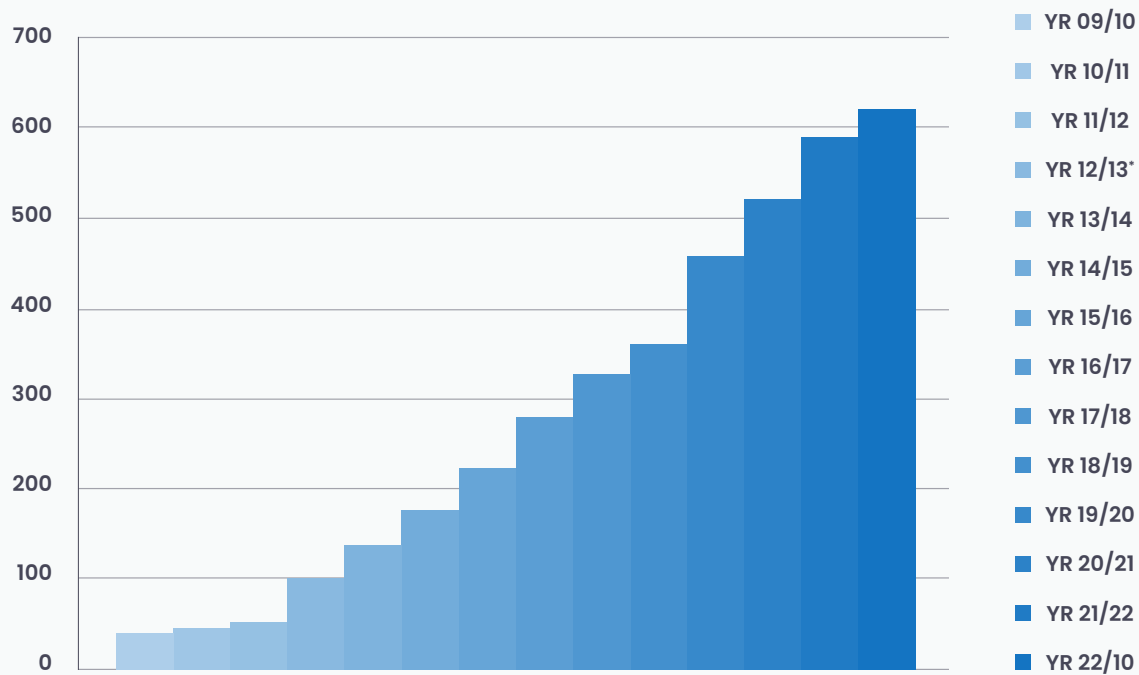


PIPA membership and QPIA



# Industry Data

## QPIA Student Enrolments



## Social Media – likes and followers



**1.5K likes & 1.9K followers**



**2,613 followers**

# Expand your reach through PIPA Advertising and engagement opportunities

Do you want to increase your reach, and generate valuable exposure for your business? Do you want to give your business a competitive edge? We'd like to offer you a unique opportunity to align with PIPA through our Advertising and Engagement Program.

These opportunities will provide you with the ability to connect to thousands of members, students, and consumers, as well as generate important exposure for your business.

## Sponsorship of PIPA Breakfast Seminars/Networking evenings

The **PIPA Breakfasts and Networking evenings** are valuable opportunities to promote your brand, build partnerships, and contacts.

These events provide a relaxed and informal atmosphere to connect with other professionals and consumers in the industry,

exchange ideas, and explore potential collaborations.

PIPA is hosting one breakfast seminar and one networking evening in Brisbane, in Sydney, and in Melbourne over the next financial year.

These events generally attract about 40 to 70 attendees, representing a mix of members, students, and consumers, and are held at exclusive venues in each city. All events are managed and run by PIPA.

Sponsoring a PIPA breakfast seminar or networking evening is your opportunity to not only amplify your business amongst your peers but also to students and consumers.

Each event is POA and will be priced according to the minimum spend requirement of each venue.







### PIPA BREAKFAST SEMINAR sponsorship benefits:

- ✓ **Sponsor** name on event title e.g., PIPA Brisbane breakfast seminar sponsored by (your business)
- ✓ **Advertising** event on social media
- ✓ **Advertising** event in PIPA’s website events calendar
- ✓ **Sponsor** banner and information material (supplied by sponsor)
- ✓ **Verbal** recognition at event

## 2023/2024 opportunities available

- **2023 PIPA Brisbane Networking Evening**  
Thursday 16 November 2023  
Belle Epoque, Emporium Hotel, South Bank
- **2023 PIPA Melbourne Breakfast Seminar**  
Friday 24 November 2023 –  
InterContinental Melbourne
- **2023 PIPA Sydney Networking Evening**  
Thursday 30 November 2023 – Venue TBA
- **2024 PIPA Melbourne Networking Evening**  
February 2024 – Venue TBA
- **2024 PIPA Sydney Breakfast Seminar**  
March 2024 – Venue TBA
- **2024 PIPA Brisbane Breakfast Seminar**  
March 2024 – Venue TBA

### PIPA NETWORKING EVENING sponsorship benefits:

- ✓ **Sponsor** name on event title e.g., PIPA Sydney networking evening sponsored by (your business)
- ✓ **Advertising** event on social media
- ✓ **Advertising** event in PIPA’s website events calendar
- ✓ **Sponsor** banner and information material (supplied by sponsor)
- ✓ **Verbal** recognition at event
- ✓ **15-minute** interview by PIPA representative



## PIPA Adviser advertising opportunities

The [PIPA Adviser](#) is an industry e-magazine published three times a year that features the latest industry news, research and state market analysis as well as PIPA happenings including upcoming events and media mentions.

Delivered to PIPA members and consumers, the PIPA Adviser has a potential reach of thousands of property investment professionals and consumers across Australia.



As the only e-magazine dedicated to the property investment advice sector, the PIPA Adviser offers advertisers the unique opportunity to reach a dedicated and sophisticated audience of property investment professionals.

The advertising rates and specifications for the PIPA Adviser are:

Advert size	Advert specs	Price (+ GST)
Inside back cover full page	297mm(h) x 210mm(w)	
	Bleed: 305mm(h) x 218mm(w)	\$1,700.00 (ex. GST)
	<b>Total price:</b>	<b>\$1,770.00 (incl. GST)</b>
Inside front cover full page	297mm(h) x 210mm(w)	
	Bleed: 305mm(h) x 218mm(w)	\$1,400.00 (ex. GST)
	<b>Total price:</b>	<b>\$1,540.00 (incl. GST)</b>
Full page	297mm(h) x 210mm(w)	
	Bleed: 305mm(h) x 218mm(w)	\$1,200.00 (ex. GST)
	<b>Total price:</b>	<b>\$1,320.00 (incl. GST)</b>
1/2 page	2130mm(h) x 180mm(w)	
	Bleed not required	\$800.00 (ex. GST)
	<b>Total price:</b>	<b>\$880.00 (incl. GST)</b>
1/3 page	88mm(h) x 180mm(w)	
	Bleed not required	\$600.00 (ex. GST)
	<b>Total price:</b>	<b>\$660.00 (incl. GST)</b>
1/4 page	65mm(h) x 180mm(w)	
	Bleed not required	\$400.00 (ex. GST)
	<b>Total price:</b>	<b>\$440.00 (incl. GST)</b>

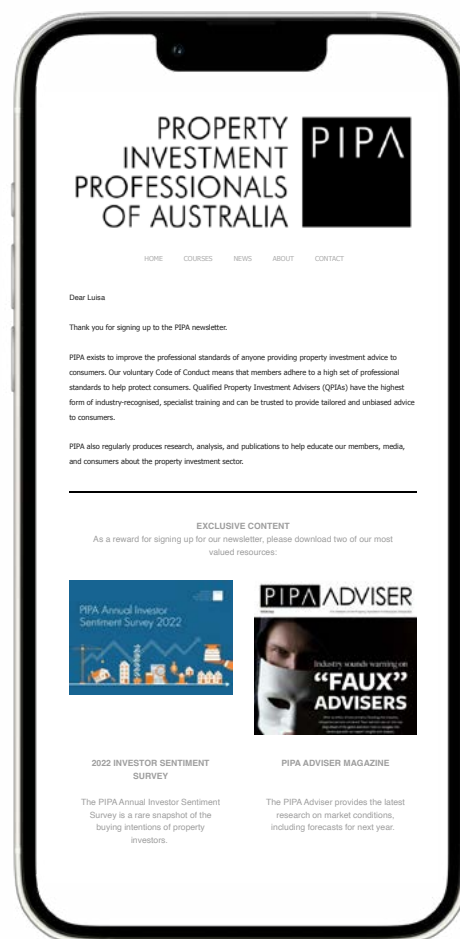


# PIPA Member, Student and Consumer e-newsletter advertising

PIPA has a growing database of more than 4,000 members, QPIA students, and consumers.

Each month, PIPA members, students and consumers separately receive a comprehensive e-newsletter that is bursting with the latest news, happenings, and events.

By advertising your products and services to our database, you will be connecting with the most active property investment professionals and investors across the nation.



## E-newsletter ad rates

<p><b>1 newsletter banner per month in one e-newsletter</b> (subject to availability)</p>	<p>240px (h) x 600px (w)</p>	<p>\$400</p>
<p><b>Banner bundle – 3 banners per month</b> (1 Consumer, 1 Student, and 1 Member e-newsletter – subject to availability)</p>		<p>\$1100</p>



# We'd love to hear from you!

We encourage you to explore the available sponsorship options and let us know how our team can work closely with you to create a sponsorship relationship that meets your needs. We look forward to hearing from you.



**Nicola McDougall**

PIPA Chair

For more information, please contact:

**Karen Millers**

PIPA – Operations Manager

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