



PROPERTY
INVESTMENT
PROFESSIONALS
OF AUSTRALIA

PIPA

ANNUAL REPORT 2025

WWW.PIPA.ASN.AU

A MESSAGE FROM THE CHAIR



LACHLAN VIDLER
CHAIR, BOARD DIRECTOR

“Because when we lead from within and build our tribe, strength is in our numbers.”

What a phenomenal year for PIPA. It’s an exciting time to be involved — the momentum is real. Over the past 12 months we’ve navigated challenges, celebrated wins, and seen tangible progress in many areas that directly benefit you, our members.

I’m thrilled to step into this role at such a pivotal time for PIPA. I want to acknowledge Nicola McDougall, our outgoing Chair, for more than a decade of leadership and for helping build the foundation we now lean on. Her legacy is evident everywhere you look within this association. I am pleased to welcome Matt Monaghan as our new General Manager.

Matt brings to our association many years experience working across a variety of sectors, as well as direct exposure to the property sector which is highly valuable to PIPA. Matt has hit the ground running already working with the board across our strategic planning, adding a fresh lens to our program offering and we are excited to see this knowledge and passion applied to PIPA as we move into the future.

What you can expect over the next 12 months

- A continued commitment to growth — both in size and depth of engagement.
- More opportunities for you to connect, learn, and contribute.
- Even stronger advocacy on behalf of our profession.
- Expansion and refinement of our education offering.
- Ongoing support for you, our members — because PIPA is here for you.

I look forward to seeing you at events, hearing your ideas, and collaborating for the betterment of the property investment profession.

Thank you for your ongoing support — it truly matters.

A MESSAGE FROM THE GENERAL MANAGER



MATT MONAGHAN
GENERAL MANAGER

“Great things happen when committed people come together with a shared purpose.”

I'm thrilled to step into this role at such a pivotal time for PIPA. Joining a united board, an active and engaged membership, and a talented staff team, I believe we have a window of opportunity to accelerate PIPA's impact.

Over the coming year, our focus will be on some key strategic themes:

- **Digital Transformation:** Rolling out a brand new CRM, a refreshed website, and a robust member portal to enhance connectivity and service
- **Education & Credentials:** Reviewing and expanding our QPIA program and professional development offerings
- **Advocacy & Collaboration:** Deepening our relationships with governments, regulators, and other peak bodies across all tiers
- **Reinvestment in Marketing & Communications:** Lifting awareness, improving member communication, and strengthening PR efforts

I would like to introduce and welcome some new team members committed to the strategic direction of PIPA:

- Karla Otic - Membership & Executive Support Officer
- Kim Gedult - Marketing, Communications & Events Manager. Kim in particular will be onsite at our events and have an opportunity to connect with the membership as we expand many of our offerings.

I would also like to acknowledge Karen Millers, our long-serving Operations Manager (over a decade of service), also I would like to acknowledge the work of our many contractors including Sarah Wordsworth Marketing and Bricks & Mortar Media.

The team and I are here for you. Please don't hesitate to reach out, ask questions, engage, or offer suggestions.

Together, we'll make the next year one to remember.



PIPA INFLUENCING PROPERTY INVESTMENT IN AUSTRALIA

MEDIA STATISTICS

An analysis of coverage published measuring volume and potential reach in the last 366 days between 6 Oct 2024 and 6 Oct 2025 folder (PIPA) found 355 mentions.

- This coverage reached a cumulative potential reach of 24,775,706 and an ASR of AUD 27,940,104.
- The highest volume occurred in Oct 2024 with a total volume of 55 mentions
- The largest potential reach occurred in Nov 2024 with a potential reach of 4,493,016
- The highest ASR rate occurred in Aug 2025 with a total ASR value of AUD 5,699,866

COLLABORATING STRATEGICALLY WITH PEAKS



MEET YOUR BOARD OF DIRECTORS



LACHLAN VIDLER | Chair

Bachelor of Business, Master of Commerce (Finance), Graduate Certificate in Property Investment

Former Naval Officer; founder and Director of Atlas Property Group, a national investment-focused buyers agency



CATE BAKOS | Director

Director of Cate Bakos Property, former President of REBAA (Real Estate Buyer's Agents Association of Australia)

Passionate about professional standards, policy, and consumer awareness



RICHARD CRABB | Director

Founder and Managing Director of the ASPIRE Property Advisor Network

Working on raising professional standards and empowering ethical, independent property investment advice



MIKE MORTLOCK | Director

Managing Director of MCG Quantity Surveyors

Brings deep experience in surveying/quantity measurement to the board



MEET YOUR BOARD OF DIRECTORS



VERONICA MORGAN | Director

QPIA®, founder of Good Deeds Property Buyers

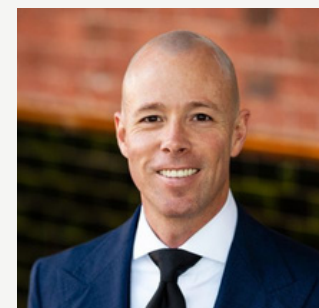
Over 20 years' experience in property, prior REBAA executive, media & commentary roles



RICHIE MUIR | Director

QPIA®, Legal director at lawlab

Committed to securing property transactions through innovation, and a deep understanding of both legal and client needs.



MATTHEW HUGHES | Director

Based in Perth, Managing Director of Capital Property Advisory, QPIA®

His appointment enhances the board's national reach and expertise in advisory & lending markets



The PIPA Board of Directors all volunteer their time to help improve the professionalism of the property investment sector which strengthens consumer protection within the industry.



A YEAR IN REVIEW

Numbers tell part of the story — but behind every number is a person, a connection, an idea, a conversation.

- 309 Corporate Members
- 85 Individual Members
- 126 QPIA® Members
- 5,682 Social Media Followers
- 30,000+ Website Visitors
- 120 Attendees at our National Conference
- 150 Attendees at the National Awards Evening
- 222 Member Networking / Breakfast Events nationally
- 232 Media Mentions across print, online & broadcast

These aren't just metrics — they reflect growth, trust, visibility, and influence.

THE QPIA® PROGRAM

Professional Development: The QPIA® Program

The QPIA® (Qualified Property Investment Adviser) certification remains the gold standard of professional accreditation in our field. It's not just a badge — it's a commitment to ongoing learning, ethics, and excellence.

Why QPIA® matters

- It enforces a strict Code of Conduct to protect consumers and uphold integrity.
- Only those who complete the full PIPA Accreditation Program and meet experience requirements can obtain (and renew) it.
- It requires ongoing professional development (CPD) to keep knowledge current.

The Modules

QPIA® training consists of six modules, which can be done individually or as a full program — giving flexibility to busy professionals.

Module 1 - An Introduction to Property Investing

Module 2 - Legislation and Regulation of Property

Module 3 - Property and the Broader Economy

Module 4 - Property as an Investment

Module 5 - The Purchase Process and Financing

Module 6 - Property Advice and The Advice Model

Meet some new QPIA® graduates

Recent additions include:

- | | |
|---------------------|---------------------|
| • Benjamin Crawley | • Daniel Irwin |
| • Jarrad Bromly | • Dane Roche |
| • Lachlan Delahunty | • Christian Baumann |
| • Aaron King | • Lauren Jones |

EVENTS – CONNECTING, LEARNING, CELEBRATING



CONNECTING AS A MEMBERSHIP COMMUNITY VITAL TO PIPA THE HEARTBEAT OF PIPA.

This year, we committed to making every event meaningful, engaging, and memorable.



NATIONAL CONFERENCE

Held at Melbourne's Crown Conference Centre, we welcomed over 120 attendees to a day of high-quality speakers, panel discussions, and peer networking.



NATIONAL AWARDS EVENING

We celebrated the best in the business with over 100 attendees at the Emporium Hotel, Brisbane. The evening was all about honouring excellence, innovation, and leadership in property investment.



MEMBER NETWORKING & BREAKFAST EVENTS

We delivered 10 events across Australia, bringing local chapters together for rich conversation, shared challenges, and new connections.



WEBINARS & ONLINE SESSIONS

We continued to expand our digital footprint, offering webinars so members across the country could access insights regardless of location.

CELEBRATING EXCELLENCE IN PROPERTY



Our PIPA Awards for Excellence 2025 was a night to remember.

With over 100 attendees in Brisbane, we recognised outstanding professionals who uphold PIPA's values of integrity, innovation, and excellence.

A heartfelt thank you to Nicola McDougall for her leadership in establishing this awards program, and to Karen Millers and Sarah Wordworth for coordinating logistics. Also, deepest gratitude to the many members and board volunteers who led in judging, promoting, and championing the awards.

"These awards are all about celebrating excellence in our industry! As a judge and someone deeply engaged in the property sector, I see how vital it is to champion high standards. It's our job to inspire others and together, we can create a brighter future for everyone involved!"

Cate Bakos, Awards Judge and Board Director

Winners (2025)

- **Small Business of the Year:** Joanna Boyd Buyers Advocate & Sunday Buyers (QLD)
- **Medium Business of the Year:** Jay Anderson Property (NSW); JL Property Buyers Agent (VIC)
- **Large Business of the Year:** Momentum Wealth (WA)
- **QPIA® of the Year (Local Buyer's Agent):** Chengli (Jenny) Jia (JL Property Buyers Agent)
- **QPIA® of the Year (Borderless Buyer's Agent):** Matt Sharp (Sharp Property Buyers)
- **QPIA® of the Year (Property Investment Adviser):** Amanda Jachowski (Empower Wealth Advisory) & Matthew Hughes (Capital Property Advisory)
- **QPIA® Graduate of the Year:** Kit Gunasekara (InvestorKit)
- **PIPA Support Person of the Year:** Jackie Sharp (Sharp Property Buyers)
- **PIPA Achievement Award:** Peter Koulizos (Former Chair & academic)
- **Overall QPIA® of the Year (top scorer):** Jenny Jia (JL Property Buyers)

Congratulations to all finalists and winners.

ANNUAL REPORT: CELEBRATING CONNECTION AND COLLABORATION AT THE NATIONAL CONFERENCE



This year's National Conference, held at the vibrant Crown Melbourne, was nothing short of a resounding success! With over 120 passionate property investment professionals coming together, the event was a true testament to the power of collaboration in our sector.

From the moment attendees stepped into the venue, the atmosphere was buzzing with excitement and camaraderie. Our carefully curated panels addressed the challenges we face in the property investment landscape, but more importantly, they highlighted the incredible opportunities that lie ahead. Engaging discussions fostered a sense of unity among participants, encouraging innovative ideas and strategic thinking.

We were thrilled to host an impressive lineup of keynote speakers who brought invaluable insights and inspiration. Their expertise not only educated but also motivated attendees to think outside the box and embrace new possibilities in property investment.

Representatives from all corners of Australia joined us, showcasing the diverse perspectives and experiences that enrich our community. It was heartening to see professionals from various backgrounds networking, sharing stories, and forging connections that will undoubtedly lead to future collaborations.

A special thank you goes out to our generous sponsors, whose support made this event possible. Your commitment to fostering a thriving property investment community is truly appreciated, and we are grateful for your partnership.

As we reflect on this year's conference, we celebrate not just the knowledge shared but the relationships built. Together, we are stronger, and together, we will continue to navigate the evolving landscape of property investment with confidence and optimism. Here's to many more successful nationals conferences.



BUILDING A THRIVING COMMUNITY

Membership is not just about numbers — it's about connection, shared purpose, and mutual uplift.

- 309 corporate members
- 85 individual members
- 126 QPIA® members

This growth underscores the trust professionals place in PIPA and the value members see in belonging.

“PIPA gives me the confidence that I’m part of a profession defined by standards, ethics and ongoing learning.”

“Being in PIPA means I’m not alone — I have a tribe of professionals striving to raise the bar.”

THESE VOICES ARE A REMINDER: OUR COMMUNITY IS OUR STRENGTH.

A SUSTAINABLE FUTURE FOR PIPA

It has been a period of re-investment, whilst we reported a small deficit of \$23,641.

As an association we made an active decision to re-invest into the membership and we look forward to seeing the benefits from this in the coming year/s .

This has included:

1. **Creation of General Manager role** to drive strategy, membership engagement and expansion of our member offering. We are delighted to have appointed Matt Monaghan to this new role, Matt brings to our association many years experience working across a variety of sectors, as well as direct exposure to the property sector which is highly valuable to PIPA.
2. **Expansion of the awards program and national conference** , with a high caliber of entrance for the awards and thought provoking discussions as part of the conference.
3. **The board has continued to prioritise education** with investment in the review of our programs and flagship QPIA engaging consultants and subject matter experts to work with us in driving best practice and innovative programs.

Our small deficit was attributable solely to one off recruitment costs and consulting expenses associated with the development and review of programs.

WHAT YOU CAN EXPECT

- **A new website, launching in November**
- **A member portal to enhance community engagement and service**
- **An expanded webinar program**
- **Increased investment in marketing, communication, and public relations**

Our board remains committed to best-practice governance: volunteering in committee roles, participating in governance training, and overseeing strategy for long-term sustainability.

PARTNERING FOR SUCCESS

PIPA's growth and impact are only possible thanks to the support of our corporate partners.

These organisations share our commitment to excellence and professionalism. Their support enables us to deliver high-quality programs, events, and resources that benefit every member. Please consider and support their services as they, in turn, support us.

OUR PARTNERS

INNOVATION PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



PROPERTY LAW AND CONVEYANCING PARTNER



Ready when you are.



PROPERTY
INVESTMENT
PROFESSIONALS
OF AUSTRALIA

PIPA

ABN 21 093 872 051

ADDRESS LEVEL 3, 478 GEORGE STREET, SYDNEY NSW 2000

TEL 02 7205 0700

EMAIL INFO@PIPA.ASN.AU

WWW.PIPA.ASN.AU