



# The Property Education Foundation

Supporting property students

From 1989



## 2004 FLYER

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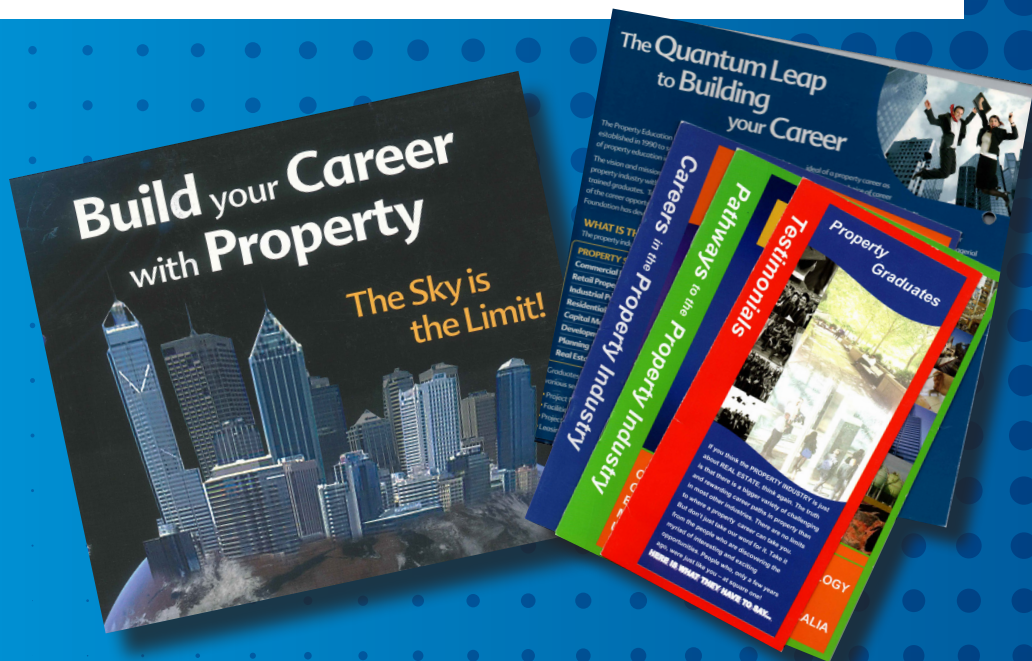
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PROPERTY EDUCATION FOUNDATION



## 2008 KIT





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## THE KEY DRIVERS 1989



Dick Lester



Larry Iffla



Tom Whipple

## **FOREWARD**

This document charts the historical progress and achievements of the Property Education Foundation in supporting tertiary property studies in Western Australia. It is compiled to give recognition to the many professionals whose roles and contributions help create this unique organisation in Australia. The intent is to provide members with past experiences that will assist future initiatives.

Minutes predating 2005, a collection of letters, reports, financial records and newspaper cuttings all contributed to make this summary possible. Past minutes were especially helpful in providing further clarifications and an insight into the mindset of the many industry leaders responsible for the success of the Foundation.

These references are in a second document, and on their own, tells the story through historical records.

Compiling this account has been a labour of love, but more so of respect and admiration for the selfless leaders from another era who worked together for the greater good of the industry.

Students and graduates of property studies as well as the property industry should be proud to be part of this property legacy.

**Rowena Ong**  
*Secretariat 2005-2020.*

## **CHAIRMAN'S FOREWARD**

As I read this historical account, I began to appreciate that there is, indeed, a valuable and interesting story to be told.

Numerous past and present property industry leaders have contributed to the work and achievements of this Foundation. Had the chronologies not been documented, the names and endeavours of the key players and those who served with them might have been lost and forgotten over time.

The message that comes through from those early formative days to the present are that the activities of the Foundation and the industry are in a constant state of change and evolution. This underlines how vital the promotion of property as a career of choice for talented young students has been.

It is rewarding to see the career successes of many of the Foundation's scholarship recipients and internship participants.

With the continued support of property professionals, I am certain the Foundation will continue to assist in securing a strong pool of talented young property graduates.

In conclusion, I wish to acknowledge the effort of Rowena Ong in compiling this important historical snapshot of the Property Education Foundation.

***Joe Lenzo***

*Chairperson*

*Property Education Foundation.*

*July 2022*



# THE PROPERTY EDUCATION FOUNDATION

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## INTRODUCTION

The Property Education Foundation is an industry led initiative which commenced in 1989 to provide funds for the development of property education in Western Australia. It was formerly established in 1990 as a not-for-profit charity organisation ***The Valuation and Land Economy Education Foundation of Western Australia*** and formally renamed<sup>#</sup> ***The Property Education Foundation*** in 1998.

Property, in its widest sense, is the largest sector of the Australian economy. As such, the professional expertise and education required to enhance, manage and grow in the vast field requires increasing levels of financial commitment to ensure the highest standard can be maintained. The higher the quality of student intake to tertiary property courses (e.g. the Bachelor of Commerce [Property] degree and the double majors at Curtin University), the higher will be the quality of the graduate, thus the better for the future of the industry and the profession.

In 1985, the Australian Property Institute (then *Australian Institute of Valuers and Land Administrators/Economists*) successfully lobbied Curtin University (then *Western Australia Institute of Technology*) to upgrade its two-year Diploma course in Land Economy to a three-year Degree course. The degree was also enhanced and broadened to include a Valuation and a Real Estate Minor.

The lecturing strength was insufficient, and in 1989, Dick Lester sponsored the ***Growth Equities Mutual Professorship in Valuation and Land Economy***. Dick envisioned a foundation to continue supporting and financing property education when the GEM funding ceased in 1994. He convened a Steering Committee comprising *Larry Iffla* of Mallesons, *Stephen Jaques*, *Tom Whipple* of Curtin University, *Maurice Owen* and *Philip Oldershaw* both of the Society of Land Economists. More industry representatives were incorporated in 1990 and the committee evolved into the Management Committee. With their dedication and drive, they created the Foundation and continued funding the Professorial Chair. When a new professor could not be recruited in 2005, the Foundation then funded sessional lecturers for the following 3 years.

<sup>#</sup> The name change was proposed by Gerry Gauntlett (AVILA) in December 1994 as the property course at Curtin University had changed its name.

*Tom Whipple* was the first appointed GEM Professorial Chair and he introduced the Graduate Diploma in Property in 1990. Before retiring in 1996, he had introduced **three double majors** in the Bachelor of Commerce degree - Property and Finance; Property and Marketing; and Property and Accounting. This resulted in a considerable broadening in the educational and career opportunities available to property students. He was succeeded by *Dominic Achour* (aka Dominic Fisher) whose tenure ended in 2004. Dominic then continued to present property reports and research findings to the industry at Property Council of Australia lunches for the next few years.

## OBJECTIVES

The initial purpose of the Foundation was to raise funds from the industry for the continued support and enhancement of the property degrees at Curtin University, with a view to creating a world class property education centre in Western Australia.

The original objectives were:

1. To promote and support learning, study and research in the teaching and practice of the disciplines of Land Economy, Valuation and Real Estate Practice,
2. To promote undergraduate and postgraduate teaching of those disciplines at tertiary institutions, and
3. To promote the ideal of a career in those disciplines as being worthwhile and attractive for all suitably qualified persons.

These have since been significantly broadened to encompass the evolution of the property industry.

## THE DEVELOPMENT OF THE PROPERTY EDUCATION FOUNDATION

The Steering Committee successfully gained the support of leading companies and people in the property industry. The first Deed of Trust (Constitution) was consolidated in 1990 by the Honorary Legal Advisor, *Larry Iffla*<sup>#</sup>, of Mallesons Stephen Jaques. The founding members who provided the initial finances in 1991 were *David Lantzke* of Ardross Estates; *Peter Solomon* of Estates Development; *John Simpson*; *Sir James McCusker* (first Chair of the Board of Trustees); *John Gadsdon* of Perron Group; *Max McDonald* of Stockland Trust (first Chair of Management Committee 1991 - 2001); and *Ross Holt* of LandCorp. They became the **Board of Trustees** and built a membership structure with 53 members and received a total contribution of \$500,000.00 by 1998.

<sup>#</sup> The Foundation is indebted to *Larry Iffla*, for writing the first constitution and amending it numerous times over the years to 2008.



Members of the Board also acted as the Management Committee to carry out the functions of the Foundation.

Representatives of Australian Property Institute; Urban Development Institute of Australia, Western Australia; Property Council of Australia (then *Building Owners and Managers Association*); Real Estate Institute of Western Australia; and Royal Institute of Chartered Surveyors were invited to be honorary Board members. The new Board was united and everyone appealed to their associates to join the Foundation as financial members. Whilst REIWA endorsed the objectives of the Foundation, they could be involved only as an observer due to a perceived conflict of interest but they would make financial contributions. This relationship ended in 2006.

All financial contributions to Curtin University were collectively decided and channelled through the Foundation. In general, the industry was very supportive of the Foundation and its objectives, both administratively and financially\*. Initial secretarial services had been volunteered by API and subsequently by various committee members. REIWA provided free printing services and PCA allowed the presentation of the annual scholarship award at PCA lunches from 1996. PCA donated the proceeds of their 2005 Annual Charity Ball to the Foundation.

The Foundation has since funded:

- ◆ The Chair of Property Studies (1996 – 2004).
- ◆ The first professional development course Financial & Analytical Methods in Property Appraisal in 1991.
- ◆ Discounted Cash Flow Workshops (1992, 1994, 1995 of \$2500 each).
- ◆ Various endowments (Student Bursary \$5000; research grants (RMIT \$1500 in 1993; PCA \$5000 in 1997); specialists visits; and career exhibitions.
- ◆ Ongoing Annual scholarship (\$3000 a year for 2nd & 3rd year of study, was increased in 2015 to \$12000 over 3 years). The scholarship was extended to first year enrolments for the Urban and Regional Planning degree in 2019. An Honour Board, located at Level 3 Building 408, Curtin University, was established in 2003.
- ◆ The publication “The Property Development Process in WA” by Hugh Reynolds and Peter Solomon of \$5,000 in 1998.
- ◆ Cataloguing of the Whipple Library at API office of \$7,500 in 1998.

*\* Ernst & Young was the first Honorary Auditor 1992-2004.*

- ◆ Sessional Lecturers (2004 – 2006)
- ◆ Best Performing Students (\$1000 to each of 6 students in 2003 and 2004)
- ◆ Excellence in Property Analysis Award (\$3000 in 2004)
- ◆ Seed capital of \$30,000 to the Planning Course in UWA in 2008.
- ◆ A book prize of \$150 to the top UWA student in the Planning Course (2009, 2010).
- ◆ A cash award of \$3,000 towards the 2010 Young Achiever's Award of PCA.
- ◆ Curtin undergraduates at Pacific Rim Real Estate competition in Adelaide in 2011 (\$4000) and in 2015 (\$5000).
- ◆ Undergraduates and young professionals attending various industry events by API, PCA, RICS & UDIAWA (2017 – 2019).
- ◆ Future Directions Mentoring Program of PCA in 2017 (\$1100).
- ◆ “Girls in Property Program” of PCA in 2018 (\$1400).
- ◆ Meet the Leaders events to enhance the relationship between students, young professionals and the industry held at Curtin University (2017 – 2021) and University of Western Australia (2019, 2020).

## PROMOTION AND MARKETING

The first logo was established in 1999 (by Ross Goodlet & Associates) and the website in 2002 (by Webvault). The website included a voluntary electronic membership database which did not take off probably because this technology was still in its infancy. The website has since been refreshed and renewed over the years (2005, 2012, 2015, 2020) and promotes the ideals and variety of property careers in messages articulated to reflect the sentiments of modern students.

The *Inaugural Sir James McCusker's Memorial Lunch* started in 2000 as a fund raiser as well as for the scholarship award presentation. It ended in 2006 due to industry perception of market competition. Scholarship presentations continued to be held at PCA lunches up to 2016.

*Hamish Beck*<sup>#</sup> introduced the *Annual Regatta* in 2004 to bring the property industry together for a friendly sailing competition, and to connect students to the industry professionals. It became the

<sup>#</sup>Hamish Beck was instrumental in negotiating a financial campaign to raise the Foundation's funds to \$1m by 2008.

highlight event of the property industry and has since remained the main fund-raising event of the Foundation. The regatta has been a financial success and \$250K in total has been raised over the years.

From 2001, the market for property graduates in Western Australia was diminishing and graduates were moving to the eastern states where property organisations were largely established and where high employment opportunities were found. Low student demands saw declining enrolments threatening the financial viability of the school. The proposed merging of various schools within the university to consolidate funding issues failed to gel. In addition, there were accreditation issues with API and RICS. All these resulted in the loss of staff and affected the service delivery to the remaining students. The need to promote property careers and attract students to enrol in property studies became a matter of concern.

RICS was engaged in 2004 as a dedicated resource to achieve the Foundation's priorities. *Frank Bowyer* and *Jillian Carney*, both of RICS, became the Business Development Manager and Administrative Officer respectively. Frank established the Foundation's participation at school career events in 2005. It then attended 3 Career Expos comprising 9 private high schools. Board members also served as ambassadors of the property industry and provided audio and visual presentations\* to high school students.

Frank also initiated the Internship Program in 2005 and attracted sponsorship from many organisations. The program has since remained the chief attraction of university students. The agreement with RICS ended in 2005 and PCA took over complete service delivery as the Secretariat (2005 - 2016).

The ability to effectively communicate and interact with students and the industry was fundamental to the success of the Foundation in the implementation of its objectives. A flyer promoting the attractive lifestyles of property professionals and scholarship in property studies was first created in 2005. These were handed out at school expositions to entice high school students to enrol in property studies.

This flyer was replaced in 2007 by an information kit detailing property careers and career paths. The Foundation even took out a full-page advertisement in a special property lift-out of *The West Australian* in 2011 to attract students to enrol in property studies.

*\* Ian Armstrong addressed students at Carine High School in 2007 and Col Dutton at Mazenod College in 2019.*

A new brochure was then crafted with the assistance of the property editor (*Mara Fox*) of The West Australian in 2012. Along with it was a new logo and a new website. A video featuring the work-life balance of property professionals was embedded in a funky flash drive designed as a wrist band and handed out to students at these evenings. An animated video on the pathways to different property careers was created and added to the flash drive in 2017.

Members of the Management Subcommittee were tasked with contacting high school career advisors for invitations to participate in their school career expos. They successfully registered the Foundation to attend 12 more career expos. Committee members teamed up with young professionals from the Future Directions (PCA) and Outlook (UDIAWA) teams and attend these events including the Bunbury expo for south-west regional schools. The message '*property as a career of choice*' is now being disseminated to students in 23 metropolitan schools and 1500 students in Western Australia regional south-west schools (Bunbury, Busselton, Vasse, Collie, Harvey, Margaret River, and Albany).

Anecdotal evidence suggests a link between students who study geography in high schools and the taking up of property and town planning studies. To enlist the assistance of Geography teachers in informing students of property studies, the Foundation negotiated with the Geography Association to include the property career brochure in the delegates satchels at their 2018 Annual Conference. The Foundation's offer to sponsor their 2019 conference and so be allowed to address the delegates about property studies and careers was not accepted due to their international sponsorships.

It was then recommended that the Education Department of Western Australia be engaged to involve more public high schools for the Foundation's promotion of property careers and opportunities. However, the department advised that it was outside their jurisdiction and that the schools make their own decisions regarding activities outside the school curriculum.

Industry support has waned over the years and the 12-member Board of Trustees in 1992 dwindled to 7 by 2005. Representatives of industry organisations had left reportedly because of the unwanted responsibilities and perceived competition posed by the Foundation's activities. Despite this, the Board and Management Committee continue to guide the Foundation and to diligently oversee all its activities. The Foundation's invested funds has been performing well

and has been managed by IOOF<sup>#</sup> (then *Precedent* and later, *Plan B*) since 1999.

Three marketing strategies at an investment of over \$200,000 to revitalise the Foundation in the industry space were undertaken in 2014, 2017 and 2019. The first saw a renaming of the Foundation to *Property360*. Due to the complexities in renaming a charity organisation, it was then retained as the hub for young property professionals. Finally, it was discarded in 2019 because of general confusion in the marketplace.

The second strategy was focussed on increasing students' and industry awareness, and to increase membership activity. Fashionable communication platforms such as FaceBook, Instagram, and LinkedIn were established to communicate and interact with students, new graduates and effectively re-engage with the industry organisations. Two issues of newsletters were achieved in the first year. A sports breakfast event was held to celebrate the 25th anniversary of the Foundation. The event was contracted to UDIAWA for management and included a raffle to raise some money for the Foundation. The Foundation then went through a period of high activity hosting industry updates, masterclasses and many site-tours. These events were highlights for students and although they were pitched at student level, they attracted senior industry professionals so much so that they were perceived as a threat to current industry associations hosted events. A few young professionals were sponsored to attend UDIAWA's Professional Development course in 2018. With many new photographs taken at these events, the website was again refresh.

When this marketing contract ended in 2018 the Foundation entered into two new partnerships as Education Partner with both PCA and UDIAWA. Benefits included a lunch event for the scholarship award presentation and some social marketing of PEF events. These partnerships were terminated in 2019.

The Foundation then contracted a third marketing consultant in 2019 to continue to maintain the traction gained from the social media sites. There were more regular postings on the social media platforms. A promotional flyer inviting support from the industry was handed out at the PCA and UDIAWA lunches. A new video showcasing young professionals employed in a variety of property careers was created as it would purportedly appeal to high school students. A database of school students for direct promotion of the PEF scholarship and other activities was planned.

<sup>#</sup> Craig Lubich continues to be the investment advisor.

In 2018, the Constitution was revised to conform with new legislations. There was a Board of Management (*Joe Lenzo, Chair; Col Dutton, Deputy Chair; Frank Marra; Lee Pinkerton; Julian Lodge; Rowena Ong; Helen Lassam; Peter Agostino; Ron Packer; Andrew Byars; John Ward; Tanya Sterinbeck and Jo Little*) assisted by a Management Subcommittee (*J-Han Ho; Mark MacKenzie; Nathan Varma; Patrick Lilburne; Natalie Davies, Tory Packer and Emily Young*). A strategic review of the Board and Committee alignment and effectiveness was undertaken in December 2019. It recommended a Board to oversee the finances and governance, and an Operations Committee to carry out its activities. It also recommended more social media activity and a paid and committed resource that would be more effective than employing consultants to track and enhance its media profile. UDIAWA was contracted as the new secretariat resource in 2021.

## CONCLUSION

The Foundation has its share of challenges with the 2008 Global Financial Crisis followed by the mining boom. The internship program was temporarily suspended as many organisations had no available staff to oversee the students. It was resurrected in 2018 and expanded to include formal credit for unit placements. High school leavers found work in the mines and student enrolment again declined. Recent years have seen a move to encourage more female students to enter the property industry that has been predominantly male dominated. Female student enrolment in property studies has been constant at 30% over the last few years and these graduates are highly sought after.

The global pandemic in 2020 saw unprecedented disruption and all activities ground to a halt. However, the situation in WA was different due to its hard border control and the *Meet the Leaders* events at Curtin University and UWA were able to proceed. School career evenings returned in the following year.

The Foundation has remained an unique organisation and has been supporting property studies and property students since its inauguration. Today, many senior roles in the industry, both locally and interstate are held by these students\*. Many of these professionals maintain contact with the Foundation and assist in supporting and mentoring property students. With such collaboration and support of property professionals and industry organisations, the Foundation will continue to uphold its charter to produce an endless pool of talented and well-trained property graduates.

*\* Scholarship winner of 2011 Foluso Tade is an investment manager in Germany.*



## **APPENDIX I: COMMITTEES AND BOARD**

### **Steering Committee of The Valuation & Land Economy Education Foundation (1989)**

R Dick Lester (Convenor)	Growth Equities Mutual Limited
Maurice Owen	Society of Land Economists (SLE)
Tom Whipple	Curtin University
Larry Iffla	Mallesons Stephen Jaques
P J Oldershaw	Society of Land Economists (SLE)
P Johnson (1990)	Building Owners and Managers Organisation (BOMA)
W Dyas (1990)	Building Owners and Managers Organisation (BOMA)
G Gauntlet (1990)	Australian Institute of Valuers & Land Economists (AIVLA)
J Priest (1990)	Australian Institute of Valuers & Land Economists (AIVLA)
M Griffith (1990)	Real Estate Institute of Western Australia (REIWA)
T Lennon (1990)	Real Estate Institute of Western Australia (REIWA)

### **Board of Trustee (established in September 1992)**

Sir James McCusker (Chair)  
 Peter Soloman (Estates Development)  
 David Lantzke (Ardross Estates)  
 John Simpson  
 John Gadsdon (Perron Investments)  
 Max McDonald (Taylor Woodrow)  
 Professor Tom Whipple  
 John McNamara (AIVLE)  
 Simon Holthouse (UDIA)  
 Paul Druitt (REIWA)  
 Gerald Major (BOMA)  
 Harry Sorensen (Curtin University)

### **Served briefly between 1993 - 2005**

Philip Oldershaw  
 Maurice Owen  
 Bill Hames  
 Ross Holt  
 Tony Packer  
 Fiona Roche  
 John Persse  
 Danny Murphy

### **Board (established 2019)**

Joe Lenzo (Chair)  
 Col Dutton (Stockland)  
 John Ward (KPMG)  
 Lee Pinkerton (Cape Bouvard Developments)  
 Frank Marra (Development WA)  
 Rowena Ong  
 Helen Lassam (APIL)  
 Julian Lodge (Primewest Management)  
 Peter Agostino (Ascot Capital)  
 Jo Little (Longreach Recruitment)  
 Tanya Steinbeck (UDIAWA)  
 Andrew Byars (Perron Group)  
 Ron Packer (Terrace Properties)

### **Management Subcommittee 2019**

J-Han Ho (Curtin University)  
 Nathan Varma (Development WA)  
 Patrick Lilburne (API)  
 Mark MacKenzie (Bankwest)  
 Natalie Davies (RICS)  
 Tory Packer (Colliers International)  
 Emily Young (PCA)

## Past Chairman

Feb 1989 – May 1991	Richard D Lester (as Convenor of Steering Committee)
Jul 1991 – Nov 1992	J K McNamara
Feb 1992 – Jun 1993	Peter Solomon
Aug 1993 – Jul 2001	Max McDonald (Stockland Trust Group)
Mar 2002 – Oct 2004	G Ian Armstrong (Perron Group)
Nov 2004 – Oct 2007	Hamish Beck (Beck Advisory)
Feb 2008 – Oct 2010	Phil Simpson
Feb 2011 – Nov 2014	Joe Lenzo (Property Council of Australia)
Mar 2015 – Nov 2016	Andrew Byars (Perron Group)
Mar 2017 – Current	Joe Lenzo

## Honorary Legal Partner

Larry Iffla	Mallesons Stephen Jaques	1989 – 2007
Rebekah O'Brien	Jackson McDonald	2008 - 2019

## Honorary Audit Partner

G H Meyerowitz	Ernst & Young	1993 - 2003
Mark Ceglinski	Pitcher Partners	2004 - 2007
Nick Hollens	WHK Horwath	2008 – 2010

## Consolidated List of Members December 1991

John Simpson	Perron Investments P/L	Ardross Estates	LandCorp
Estates Development	Taylor Woodrow Property	Sir James McCusker	M A Owen
Baillieu Knight Frank	Armstrong Jones Management	Roberts Day Group	J Seward
L J Hooker P/L	Mallesons Stephen Jaques	P J Oldershaw	R T M Whipple
Sanwa Property Group	Kevin Sullivan & Associates	Gerald Major	R D Lester
R & I Banking Group	Stanton Hillier Parker	Richard Ellis	MYOBB P/L
Hawaiian Management	Markham & Heath	Peet & Company	Hegney Property
Satterley Real Estate	Jones Lang LaSalle	Gerald Gauntlett	ANZ Bank
Cedarvale Investments	Government Property Office	LWP Property Group	Curtin University
BOMA	AIVLE	UDIA	REIWA (Observer)

## Sir James McCusker's Memorial Lunch Speakers

2000	James Chaffin (Mirvac)
2001	Robert Hamilton (Mirvac)
2002	Brendan Crotty (Australand)
2003	Bill Moss (Macquarie Bank)
2005	Garry Rothwell (Winten Property Group)
2006	Anthony Kannis (Department of Treasury & Finance)

## APPENDIX II: BENEFICIARIES

### Scholarship Recipients

1996	Scott van Son	2009	Caleb Dalziel
1999	Stacy Burns	2010	Rhys van Asselt
2000	Bradley Rothaus	2010	Tiffany Cargo
2001	Robert O'Brien	2011	Foluso Tade
2003	Stuart Reside	2014	Lisa Ellett
2004	Sarah Louise Tidley	2014	Jack Dunkeld
2004	Heath McCarthy	2016	Amy Cole
2004	Skye Ellen Scott	2016	Charles Newcomb
2005	Jacob Vis	2017	Nicholas Dormer
2005	Melanie Wright	2017	Natasha Van Dyk
2006	Peter Starr	2018	Thomas Egger
2006	Mitchell Dodson	2018	Natasha Bowron
2007	Jessica Rand	2019	James Daw
2008	Keong Ng	2020	Anna Monaghan
2009	Bradley Hunt		

### Bursaries

David Cresp (1993)                      Ian Twine (1994)

### Best Performing Students 2004

Robert Kreinbihl                      Aaron Grant                      Daniel Sweet

### Special "One-Off" Awards for Excellence in Property Analysis 2004

Victor Aguero                      David Molony                      Felicia Liongue

### Gold Medal 2005

Graduate Certificate in Property Management	Thomas Carmody
	Darren Starcevich
Graduate Diploma in Property	Russell Dodd
Master in Property	John Winzar

## STUDENTS SPONSORED AT INDUSTRY EVENTS

### 2013.7 API Networking Event

Jessica Buchan	Anna Oslopova	Katarina Meijer
Kate Maughan	Catherine Mahon	Emily Hope
Chloe Gherghinis	Phillip Morley	Julian Etter

### 2013.9 PCA Young Achievers Award

Adrian Dart	Jeffrey Myintaye	Matthew Exton
Jess Scally	Warren Ho	Matthew Adson
Jason Vlahos	Daniel Gorgy	Corey Scidone
Kevin Sing		

## 2013.11 API Xmas

Andrew Gill	Kevin Sing
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## 2013.11.28 PCA FD Xmas

Andrew Gill	Paul Tsz Kin Lai	Jordan Kukiela
Jeffery Myintaye	Matthew Exton	Warren Ho
Kevin Sing		

## 2014 PCA MTL

Andrew Gill	Jordan Bruno	Kevin Sing
Jeffery Myintaye		

## 2014.10.14 API Networking Event

Jeffery Myintaye	Mitchell Fraser	Benjamin Nichol
Jordan Tjhung	Laura Zelesco	Donald Johnson
Thomas Iredell	Tze Kin Lye	Junaid Vagh

## 2015.9 API EOFY Seminar

Christian Pasovsky	Nicholas Locke	Phoebe Laing
Laura Zelesco	Simon Bushell	Jordan Tjhung

## 2017 UDIWA Property Development Course

Joseph Sollis	Natalie Clayforth	Ryan Steenkamp
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## 2017 PCA Mentoring Program

Lachy Andrew	Siyuan Di	Josephine Fang
Zachary Langsford	Timothy Pittaway	Phil S Robert
Cartia Tassone	James Wortley	Oliver Bazzani
Thomas Bolton	Anaiya Dabasia	Alex Dykes
Jo Lye Kong	Joseph Sabbagh	Helena Shoji
Marc Sjollem		

## 2019 PCA Commercial Property Conference

Sekela Mushani	Matthew Brooks	Jasper Foo
Vimbiso Kuhudzai	Charles Newcomb	Declan Spencer
Skalk Van Der Walt	Peta White	

## 2019 UDIWA Foundation of Property Course

Liam Starcevich	Sekela Mushani	Chris Chesky
Aiden Humphries	Prabisha Pradeep	Leighton Bradfield
Nick Dormer	Ivan Zhou	Tayah Geneff
Natasha Bowron		

PROPERTY EDUCATION FOUNDATION

# Considering a career in property?

Call us today to find out more about our rewarding and exciting career options



**W**elcome to the Property Education Foundation (PEF). The Foundation is a private sector initiative to provide funds for the development of property education in Western Australia. PEF believes that to attract the best and to ensure the professionalism of its young people, the industry must invest in and promote high standards of education and research in property studies. Now in its 20th year, the Foundation has embarked on a high profile strategy aimed at attracting the best young people into the property profession.

Promoting the property industry at schools' career evenings, providing scholarships and supporting events for young people in property are just a few of the Foundation's activities. I encourage young people seeking a rewarding and exciting career to visit the PEF website: [www.pef.org.au](http://www.pef.org.au) or contact us direct: 08 9426 1207

**Joe Lenzo**  
Chairman



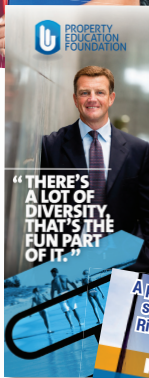
Winner of Annual Property Education Foundation Scholarship 2011  
Folluso Tade  
Curtin University B Commerce (Property Studies)  
With Joe Lenzo, Chairman, PEF



**PROPERTY  
EDUCATION  
FOUNDATION**

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EMAIL: [secretariat@pef.org.au](mailto:secretariat@pef.org.au)

[www.pef.org.au](http://www.pef.org.au)



**2011 ADVERTISEMENT IN THE PROPERTY  
LIFTOUT OF THE WEST AUSTRALIAN**

[www.pef.org.au](http://www.pef.org.au)



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