



OVER 100 YEARS OF SERVING
THE REAL ESTATE INDUSTRY

STRATEGIC PLAN

2026-2028

www.reia.com.au

About REIA

The Real Estate Institute of Australia (REIA) is the national peak body for Australia's real estate profession, providing strong federal leadership and a unified national voice since 1924.

Operating under a federated model, REIA represents the collective interests of State and Territory Real Estate Institutes (REIs) while respecting their autonomy. REIA's role is to lead on issues that require national coordination, delivering consultative and evidence-based advocacy on federal policy and regulation that impacts the profession and the property market.

As the authoritative voice for the industry, REIA is committed to fostering a prosperous and sustainable property market. We champion policies that improve housing affordability and foster a more resilient property sector for all Australians. Our advocacy is grounded in trusted industry research, including insights across a residential property market valued at more than \$12 trillion, ensuring decision-makers are informed by credible data and industry expertise.

We remain committed to elevating professional standards and public trust in real estate. REIA promotes high standards for entry, ongoing competency and ethical conduct across the profession, supporting real estate agencies as a cornerstone of Australia's small business community.

REIA focuses on delivering measurable value and impact for members by strengthening national representation and influencing policy outcomes that cannot be achieved at a state level alone.

Through evidence-based policy recommendations and effective federal advocacy, REIA works to support a prosperous and sustainable property market that advances outcomes for all Australians.

Unified National Voice

Evidence-Based Policy

Professional Excellence

Federated Representation

Our path here

Strategic Foundations

Independent facilitation

Independent consultants
People With Purpose were
engaged to facilitate the
process.

Structured Approach

A clear three-phase,
stakeholder-driven process
guided by input and evidence.

Federated Alignment

Clear national direction
complementing State and
Territory Institute roles.

PHASE 1: Listen

- Engagement with REIA Board and staff, REI Boards and REI CEOs through a formal survey and direct consultation
- **REI Boards are uniquely representative of the industry and the process provided a clear understanding of challenges, priorities and opportunities**

PHASE 2: Design

- Full-day facilitated workshop with REIA Board and REI CEOs
- **Testing and refinement of strategic themes identified in Phase 1**
- Dedicated facilitated workshop with REIQ
- **Alignment on where national leadership adds the greatest value**

PHASE 3: Validate

- Integration of feedback across jurisdictions
- **Refinement to ensure national alignment and consistency**
- Confirmation of clear jurisdictional role delineation

Outcome

A collectively owned strategy that strengthens REIA's national leadership role and positions the organisation and its members for maximum influence, impact and operational success over the next three years.

STRATEGIC PLAN 2026-28



Purpose: To advocate, elevate and unify the real estate industry

Vision: Australia's real estate profession is trusted, unified, and influential

ADVOCATE

Provide federal policy leadership on critical industry issues

ELEVATE

Raise professional standards and industry credibility

UNIFY

Facilitate national representation and collaboration

SUSTAIN

Build organisational capacity and financial resilience

STRATEGIES

Provide strong leadership, a united national voice for the real estate profession through effective, consultative and evidence-based advocacy on key policy issues

Champion a federal political, policy and regulatory environment that embraces the importance and capabilities of the real estate profession and enables an agile, ethical, and growing sector

Promote and champion professional standards that raise the bar for entry, ongoing competency, and ethical conduct –positioning real estate practitioners as trusted advisors

Build a culture of continuous professional development that strengthens capability, supports member wellbeing, and showcases excellence through recognition programs that shift public perception

Complete national federation representation, demonstrating clear federal value while respecting state and territory autonomy

Foster best-practice collaboration by establishing clear federal-state boundaries and creating communication frameworks that ensure all voices contribute to unified national advocacy

Diversify revenue through strategic initiatives while maintaining transparent, ethical use of member fees focused on high-impact federal activities that states cannot achieve alone

Build organisational capacity ensuring REIA has the resources and capability to deliver sustained advocacy impact and demonstrate measurable member value

SUCCESS INDICATORS

Achieve 50% positive advocacy outcomes.

Representation on all key national stakeholder and industry forums.

Improve the real estate profession Ethics Index score from -22 to -16.

Improve the Real Estate Institute Ethics Index score from 7 to 13.

Achieve annual media reach of 25 million or more.

100% state and territory institute membership.

Establish new baseline NPS measure of REI Directors and CEOs and increase by 5%.

Annual surplus equivalent to 5% of revenue.

Net Assets/Expenses ratio greater than 10 months. Increase non-membership revenue from 21% to 36% of total revenue.